Ballrooms Accent Promotion To Revive a Dancing America

Publisher Distribution Plan Marks ASCAP Milestone

DANCE RECORDS BOOST RATINGS FOR NY STATION

NEW YORK Sept 27—Three band leaders are on the upswing according to Manhattan’s leading decay stations WNEW and WWOR. The independents’s new “Bring Back the Rendez-vous” show has gained momentum on WNEW’s 27.0 in the period by 13 per cent and its counterpart, WWOR’s 9.5, by 20 per cent, according to a Pulse研究院 monitoring.

The study shows that Al Collins’s band, which replaced a predominantly vocal group, is pulling a 2.2 average quarterly hour rating, as compared to 1.9 September, 1951, with 2.2 of audi- ence over last year’s 1.8. As result of these increased renewal of old interest in dance WAGW plans to program bare piano on its entire schedule.

All-Level Drive Hikes Radio’s Share in Coin

BB Poll Reveals Old Problems Give Way to New Need

CHICAGO, Sept 27—While the nation’s ballroom operators are still worried over high costs, they are now concerned with the purchasing of band for their functions. The bands, in turn, are not satisfied with the programs of getting American distri-

Music Muse Goes Political in Big Way

Campaign Inspires 100 Copyrighted Tunes; Most Since Turn of Century

WASHINGTON Sept 27—The President’s Music Council has adopted three-fifths of all the copyrighted political campaign songs this year, the advantage of (Continued on page 22)

CBS BERLE BLITZ

Brochure Deals Body Blow to Fear of Comic

NEW YORK, Sept 27 — The Columbia Broadcasting System, in an effort to sell its Tuesday night 8-9 p.m. program, this week launched a full-blown marketing attack against the opposition, Milton Berle’s “Fibber McGee and Maid.” The Adavis in this was contained in a two-fold sales presentation.

The first move was to prove the hour’s appeal. This was done by showing a 6.2 in the key fa- ctoe for the 60 minutes, according to a rating report. The presenta-

Index
Billboard Backstage
By JOE CRIBBA

It was an interesting gathering.

In one corner of the room Frank Poulik, president of Columbia Pictures Corporation of America, was engaged in conversation with his guests. He had been sitting on the floor with a tall black coat, his head bent at an angle as he engaged the guests in conversation. He was well dressed and seemed to be enjoying the conversation.

In another corner of the room there was a small group of people. They were engaged in a lively conversation, with one of them holding a camera in front of the group. The camera was pointed at the group, and the group seemed to be posing for the camera.

In yet another corner of the room there was a large screen. On the screen was a movie that was playing. The movie was in black and white, and it appeared to be a classic film. The audience was silent as they watched the movie.

In the center of the room there was a small stage. On the stage there was a group of people who were engaged in an art exhibit. The people were standing in front of a wall that had various works of art displayed on it.

In the background, there was a large wall that was covered in posters. The posters were for various movies and shows that were playing in theaters around the country. The audience was captivated by the posters, and they were often seen standing in front of them, taking pictures and admiring the art.

Overall, the atmosphere was lively and engaging, with people engaged in various activities that kept the audience entertained. The combination of art, conversation, and film made for a memorable gathering.
WASHINGTON, Sept. 27—Dealers endure the influence of Telford Taylor in coordinating price agreements, a choice successor to Robert F. Jones on the White House staff. Taylor is apparently unyielding in his bid to reduce the volume of current electronic TV circuits with a view to increased retail savings. He has seven-member commission. Telford Taylor, past chairman of the National Commission on Educational Television, serves on the agency's current board of Directors. His opposition to the war on the airwaves resulted in a legal suit being brought against the Federal Communications Commission.

WILLIAM L. TELFORD

WASHINGTON—The season's first big stock problems have hit the market, and they are expected to continue in the near future. The stock market is likely to remain active until a substantial number of new offers are made. The market is expected to remain strong until the new issues are made public.

H. W. DONAHUE

NEW YORK—The stock market has experienced some fluctuations since the beginning of the year. The market has been relatively stable, with some gains and losses. However, the market is expected to remain on an upward trend for the remainder of the year.

WASHINGTON—The market is expected to continue to show gains in the near future. The market is expected to remain strong until a substantial number of new issues are made public. The market is likely to remain active until the new issues are made public.

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TELEVISION-RADIO

THE BILLBOARD
Communications to 1584 Broadway, New York 19, N. Y.

OCTOBER 4, 1952

NBC Negotiating Giant Deal
With Lever Bros. on 'Ivy Seg
Web Is Buoyant at Sponsor's
Response to Revised Rates

NEW YORK, Sept. 27—The radio
sales situation at the network
Brothers is up to par, moving into high gear, propelled by the
web and the salesmen. On the
mount structure and efforts of
active business men, particularly in the West, NBC officials are
bidding on a combination of daytime
and nighttime programs. The
happier picture in the sales
market is expected to hold, with
salesmen working hard to maintain
pace. In the West, NBC is the number one network in a number of
cities, including Los Angeles and San Francisco.

In negotiations with Lever Bros., NBC has agreed to place
its programs on the network, starting with the daytime
program. The agreement is expected to be finalized soon,
with the deal expected to be announced within the next few weeks.

The Lever Bros. deal is significant for NBC, as it will give
the network a major boost in its ratings and revenue. The
program is expected to attract a large audience, and
will be a major addition to NBC's lineup.

Old Gold Buys '2 For Money,' NBC Radio, TV

NEW YORK, Sept. 27—In a
major move to increase its
share of the advertising market,
Old Gold has purchased two
radio and TV programs. The
programs, which will air during
the West Coast weekend,
include 'The Money' TV show and 'The
Money' radio show. These programs are expected to attract
a large audience, and will be a major addition to Old Gold's
lineup.

The move is significant for Old Gold, as it will help
the company increase its
share of the advertising market,
and will provide a major
boost to its revenues.

FCC Warns AM, TV Stations
Against Delay

WASHINGTON, Sept. 27—The
Federal Communications
Commission (FCC) has issued
a warning to AM and TV
stations against delaying
their broadcast schedules.
The FCC has noted that
many stations are delaying
their broadcasts, and has
warned that this practice
is unacceptable.

The FCC has ordered
stations to ensure that
their broadcasts are
aired on time, and has
issued a reminder to
stations that
they are required to
comply with the
FCC's regulations.

6-Month Study Cues
WLW Block-Skeds
Survey Shows That Improperly Grouped
Programs Destroy Mood of Audience

CINCINNATI, Sept. 27—A
6-month study of the
WLW Block-Skeds programs
has revealed that improperly
grouped programs can
destroy the mood of
audience members.

The study, conducted over
a 6-month period, has
found that improperly
grouped programs can
cause a disconnection
between the audience
and the program content.

The study has also
found that improperly
grouped programs can
cause a decrease in
audience ratings.

Hollywood

PIX Ops, ATT
Meet In Wash.
Over Cost Info

WASHINGTON, Sept. 27—In
a meeting in Washington,
ATT and PIX Ops discussed
the issue of costs.

The meeting was
directed at finding
ways to reduce costs,
and the two parties
agreed to continue
their discussions.

Mutual Chalks
Up Time Sales

NEW YORK, Sept. 27—In
a move to increase its
time sales, Mutual
has sold additional
advertising time for
upcoming programs.

The move is significant
for Mutual, as it will help
the company increase
its revenue.

Billion Billings
Ahead for Radio

MILWAUKEE, Sept. 27—In
a move to increase its
advertising revenue,
radio is expected
to receive over
$1 billion in
billings.

The move is significant
for the radio industry,
as it will help
the industry
increase
its
revenue.

Sweeney Declares
Radio Has Hurt
With - "Dinner" Cost

KEVIN Sweeney, Broadcast
Association official, has
expressed concern about
the "dinner" cost
in the radio industry.

Sweeney declared
that radio has been
affected
by
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cost of
"dinner,"
and
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Sweeney added
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Speaking before a meeting
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WASHINGTON — Sept. 27 — Telecommunications Chairman Emmanuel R. Miller, chairman of the House Commerce Committee, has announced that he will convene hearings next week to consider the merits of the proposed merger of Western Union, a communications company, and the National Telephone Company, a telephone company. The hearings will be held on Wednesday, Oct. 3, and will focus on the issue of whether the proposed merger would result in a reduction of competition in the telecommunications industry.

Miller has also announced that he will invite representatives of both companies to testify at the hearings. The witnesses will be asked to provide information on the proposed merger, its potential impact on the telecommunications industry, and the steps that can be taken to ensure that the public interest is protected.

The hearings come as the telecommunications industry is facing increasing regulatory scrutiny. In recent years, the Federal Communications Commission (FCC) has taken steps to curb the growing concentration of media ownership and to protect competition in the industry. The proposed merger between Western Union and National Telephone Company is likely to be examined closely by the FCC and other telecommunications regulators.

WGN-TV Sets Hours of Sports Sews

CHICAGO — Sept. 27 — WGN-TV has increased its hours of sports programming, with Monday Night Sports now airing from 8 to 10 p.m. The expanded sports schedule includes coverage of the Chicago Bears football games and the Chicago White Sox baseball games. WGN-TV is the local affiliate for NBC, which has rights to the NFL and MLB games.

FBA Honors Justin Miller

WASHINGTON — Sept. 27 — The Federal Bar Association (FBA) has presented its annual awards to its members. Justin Miller, a partner at the law firm of Skadden, Arps, Slate, Meagher & Flom, was honored with the FBA’s highest award, the Gold Key Award. The award is presented to a lawyer who has made significant contributions to the legal profession.

Miller has a long history of serving in various leadership roles within the FBA. He has been involved in many of the association’s initiatives, including its efforts to promote diversity and inclusion in the legal profession. Miller has also been active in the legal community, serving on the boards of several organizations.

Early Filling Of Jones Slot Bought By FCC

WASHINGTON — Sept. 27 — The FCC has approved the purchase of a new slot for the TV station WJTV, which is located in Jones, Miss. The slot was previously held by the now-defunct station WJTV, which went off the air in 1995.

The new slot, which is expected to go on the air in early 2023, will be operated by a local company. The FCC has approved the transfer of the slot to the new operator, who will be responsible for the station’s operations.

No Barring Pex From Tele, Paramount Tells FCC

WASHINGTON — Sept. 27 — Paramount Pictures Corporation has filed a complaint with the FCC, arguing that a recent ruling by the Broadcast Bureau violated its rights. The ruling, which was made in May, allowed a new station to begin operating in the area.

Paramount argues that the ruling was unfair and that it will have a negative impact on its ability to compete in the market. The company has asked the FCC to reverse the decision and to grant it a new slot.

Political POWER TV, Radio Prestige In Sharp Upswing

WASHINGTON — Sept. 27 — The political candidates are rapidly filling in their television and radio spots, with the most intense activity occurring in the states that are crucial for the outcome of the election. The campaigns are investing heavily in television advertising, with states like Pennsylvania, Florida, and Ohio seeing the highest levels of spending.

The political candidates are also increasing their use of radio advertising, with many running ads on local stations. The radio ads are particularly popular in rural areas, where television advertising may not be as effective.

LONG LICENSE Deadline Set Up By FCC in KOB-Coy Case

WASHINGTON — Sept. 27 — The FCC has set a deadline of Oct. 25 for the KOB-TV and Coy Media Group to resolve their dispute over the ownership of KOB. The two companies have been in negotiations for several months, and the FCC has been monitoring the situation closely.

The FCC has ordered the two companies to come to an agreement by the deadline, or it will take action to resolve the dispute. The FCC has not announced what action it will take, but it may impose fines or even revoke the license of one of the parties.

Your Top TV Sales Opportunity

WILMINGTON, DELAWARE

In the market which has highest income per family in the country.

Represented by

Robby Meeker Associates

New York, San Francisco, Chicago, Los Angeles
TV Freelance Scripters Set Pact; Win Subsidiary Rights, Re-Use $$

NEW YORK, Sept. 27.—Negotiations for a new agreement for TV writers were concluded this week with the National Television Committee of the American Actors and Talent Personnel. The agreement will provide freelance scripters with a rate of $100 per hour plus expenses for writing, directing, and producing for a period of five years, and includes provisions for reporting wage and hours paid. The agreement applies to all TV programs, including live and pre-recorded shows.

Probable...costly...wage...rates...increase...from...$30...to...$50...per...hour.

A...political...commitmen...ents...to...aid...Presidential...Campaigns

WASHINGTON, Sept. 27.—The...National...Broadcasting...Committee...of...the...Democratic...National...Committee...is...planning...to...aid...the...Presidential...campaign...of...Senator...John...F. Burns...in...pursuit...of...his...goal...of...being...the...President...of...the...United...States...in...the...1948...election.

The...committee...is...planning...to...aid...Burns...in...his...campaign...by...providing...special...services...such...as...news...casts...and...advertisements...to...promote...his...cause.

Lawmakers Spend 186G for Diskings

WASHINGTON, Sept. 27. — In...four...years...since...the...start...of...the...Joint...Senate...House...Reporting...Rig...more...than...20...congressmen...have...spent...$186,000...in...diskings...for...radio...programs...presented...by...the...Senate-House...Recording...Facility...in...the...House...of...Representatives. The...cost...is...$15...per...disk...for...the...first...and...$10...for...each...additional...one.

The...joint-committee...on...broadcasting...has...spent...more...than...$70,000...in...diskings...since...the...program...began...in...1948.

POLITICAL ENTERTAINERS
Names Sought to Aid Presidential Campaigns

WASHINGTON, Sept. 27. — The...National...Broadcasting...Committee...of...the...Democratic...National...Committee...is...planning...to...aid...the...Presidential...campaign...of...Senator...John...F. Burns...in...pursuit...of...his...goal...of...being...the...President...of...the...United States...in...the...1948...election.

The...committee...is...planning...to...aid...Burns...in...his...campaign...by...providing...special...services...such...as...news...casts...and...advertisements...to...promote...his...cause.

Video Capsules—Coast to Coast
Set Mfr. Offers Australia TV Plan; Must Amend Broadcast

SYDNEY, Australia, Sept. 27. — Australia...has...a...total...of...30...commercial...TV...stations...and...has...agreed...to...be...served...by...Electronics...Company...Ltd. The...company's...premises...are...in...Sydney...and...will...be...operated...by...a...team...of...experts...

Electronics...Company...is...behind...a...new...network...that...will...be...operated...by...a...team...of...experts...and...will...be...operated...by...a...team...of...experts...

The...government...has...agreed...to...be...amended...to...the...Broadcasting...Authority...Act...

Profliteful Audience Exclusive with Galt TV Lancaster, Penna.

Only TV station in city's 20 city station area...

Represented by ROBERT MEIKER ASSOCIATES Chicago New York Los Angeles
**Radio-TV Show Charts**

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

- **Tuesday**
  1. *TV Playhouse* 6 PM, ABC: 14.0
  2. *Hallmark Theater* 10 PM, NBC: 10.0
  4. *Wiley Theater* 7 PM, ABC: 7.0
  5. *Hollywood Theater* 10 PM, NBC: 5.0
  6. *Boxcar Theater* 8 PM, ABC: 3.0
  7. *Pึก Theater* 8 PM, CBS: 3.0
  8. *Corvette Theater* 7 PM, ABC: 2.0
  9. *TV Playhouse* 6 PM, NBC: 2.0
  10. *Electric Theater* 10 PM, ABC: 2.0

- **Wednesday**
  1. *TV Playhouse* 6 PM, ABC: 14.0
  2. *Hallmark Theater* 10 PM, NBC: 10.0
  4. *Wiley Theater* 7 PM, ABC: 7.0
  5. *Hollywood Theater* 10 PM, NBC: 5.0
  6. *Boxcar Theater* 8 PM, ABC: 3.0
  7. *Pึก Theater* 8 PM, CBS: 3.0
  8. *Corvette Theater* 7 PM, ABC: 2.0
  9. *TV Playhouse* 6 PM, NBC: 2.0
  10. *Electric Theater* 10 PM, ABC: 2.0

- **Thursday**
  1. *TV Playhouse* 6 PM, ABC: 14.0
  2. *Hallmark Theater* 10 PM, NBC: 10.0
  4. *Wiley Theater* 7 PM, ABC: 7.0
  5. *Hollywood Theater* 10 PM, NBC: 5.0
  6. *Boxcar Theater* 8 PM, ABC: 3.0
  7. *Pึก Theater* 8 PM, CBS: 3.0
  8. *Corvette Theater* 7 PM, ABC: 2.0
  9. *TV Playhouse* 6 PM, NBC: 2.0
  10. *Electric Theater* 10 PM, ABC: 2.0

- **Friday**
  1. *TV Playhouse* 6 PM, ABC: 14.0
  2. *Hallmark Theater* 10 PM, NBC: 10.0
  4. *Wiley Theater* 7 PM, ABC: 7.0
  5. *Hollywood Theater* 10 PM, NBC: 5.0
  6. *Boxcar Theater* 8 PM, ABC: 3.0
  7. *Pึก Theater* 8 PM, CBS: 3.0
  8. *Corvette Theater* 7 PM, ABC: 2.0
  9. *TV Playhouse* 6 PM, NBC: 2.0
  10. *Electric Theater* 10 PM, ABC: 2.0

- **Saturday**
  1. *TV Playhouse* 6 PM, ABC: 14.0
  2. *Hallmark Theater* 10 PM, NBC: 10.0
  4. *Wiley Theater* 7 PM, ABC: 7.0
  5. *Hollywood Theater* 10 PM, NBC: 5.0
  6. *Boxcar Theater* 8 PM, ABC: 3.0
  7. *Pึก Theater* 8 PM, CBS: 3.0
  8. *Corvette Theater* 7 PM, ABC: 2.0
  9. *TV Playhouse* 6 PM, NBC: 2.0
  10. *Electric Theater* 10 PM, ABC: 2.0

**Top 5 Radio Shows Each Day of the Week in RICHMOND**

**Next Week**

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

# For Full Information

**Radio-TV Show Charts**

**Share of Total Audience Radio vs. TV in RICHMOND**

**Top 5 Radio Shows Each Day of the Week in RICHMOND**

**Reed to Film Boxing Series**

HOLLYWOOD, Sept. 2—Reed, a leading exponent of the film boxing series was among the top ten thrillers this week. Reed, a former professional boxer, wrote the screenplay, and the series has been a major hit since its inception. Reed, who is known for his hard-hitting style, has been able to adapt his boxing skills to the screen, bringing a realistic feel to the series. The series has been praised for its continuing action and realistic portrayal of the ring, making it a favorite among boxing fans and general audiences alike. Reed has continued to attract a large audience, solidifying his position as one of the top boxing figures in the industry. The series has been a consistent hit, and its success is a testament to Reed's ability to captivate viewers with his compelling stories and realistic depictions of the sport.
**films for television**

**an added service for:**

**a two-way opportunity for**

film producers

film distributors

---

"Films for Television," as a part of **TELEVISION RATES AND DATA**, an SRDS publication, now brings valuable, wanted information to the one place where time buyers, film buyers, and advertisers have for years looked for rates, facilities, and technical requirements of TV stations.

Those who produce films for television and those who distribute film programs and feature movie films released for television gain in two ways from this added service:

- **Free listing** of your services...as illustrated on page opposite.
- Be sure to send necessary information at once to Standard Rate and Data Service, Inc., 1740 Ridge Ave., Evanston, Ill.

A good place to describe your service, your films, your availabilities, your rates or terms. Advertising rates are the same as for the regular section of **TELEVISION RATES AND DATA**.

---

**TO EQUIPMENT MANUFACTURERS**—"Films for Television" provides the logical spot for description of cameras (accompanying, sales, rentals), film laboratories, film servicing and editing. **TO OTHERS**—And for services such as talent agencies, music, costume rental, etc.

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**Important note**—Closing date for listing data is the 17th of the month preceding publication for advertisers, the 17th of the month preceding publication. The subscription price, $10.00 a year, entitles subscriber to between-issues Bulletin Service.

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**SRDS**

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function.

Walter F. Rohn, Publisher.

7745 RIDGE AVENUE - EVANSTON, ILLINOIS

SALES AND SERVICE OFFICES: NEW YORK - CHICAGO - LOS ANGELES.

publisher of: Television magazine (weekly) and Television publications (bi-weekly).

legend of STATION CALL LETTERS:

- ad

- television news

- radio

- newspapers

- newspapers and data

- independent advertising

- newspapers and data

- television news

- A.B.C. weekly

- newspapers

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**OCTOBER 4, 1952**
UNIONS AND TV FILMS—Skilled Group Demand Grow as Tele Refines

by ROY M. BREWER

International Representative
National Association of Broadcasters

The development of television production has brought new jobs to the unions. A good many of the products of the skillful group have become skilled in the field of television. The unions recognize the need for training in this field and are working closely with the Broadcasters to see that the new workers are properly trained.

Screen Teledisco Seen As
RKO Tele Film Subsidiary

Trade Links Them Up After TV
Pic Men Buy Into Coast Major

HOLLYWOOD, Oct. 27—Screen Teledisco Productions, a subsidiary of RKO, according to some reports, is to be named RKO Screen Teledisco. Its purpose will be to develop and produce television programs for the corporation.

26-Film Series on
PSI-TV Sales Sked

NEW YORK, Sept. 27—PSI-TV will soon begin production of a 26-film series which will be distributed to the network. The series is entitled "Great White North," and will be produced by a group of filmmakers from the United States and Canada.

WOR, WFLD Combine on
New TV Rate

NEW YORK, Sept. 27—A deal to offer advertisers special combinations of time at WOR-TV here and WFLD-Philippines. The move is intended to capitalize on the growing interest in television in the Philippines, where the number of TV sets has increased dramatically in recent years.

ABC TV GETS
Derby Foodles

NEW YORK, Sept. 27—Derby Foodles, a pasta made from a blend of four types of flour, has been announced as the new sponsor for the ABC network's "Voice of America" program. The pasta will be used as a garnish for the program's opening segment.

ABC Saving Time Seg for
'Letterman' on 'MeTV'

NEW YORK, Sept. 27—The "Letterman" time slot on the "MeTV" network will be used to promote the upcoming "MeTV" series, "Letterman." The show will be broadcast on Monday, September 30, at 8:00 p.m. EST.

Client Seeks
Drama Films

NEW YORK, Sept. 27—A producer has been looking for material for a series of dramatic features to be produced in the United States. The producer is interested in films that deal with contemporary issues and reflect the diversity of American society.

TV FILM PURCHASES

United Television Programs has acquired "Hollywood Occasion" from the National Broadcasting Company for use in the "Front Page Detective" series on NBC-TV. The series will begin on October 29.

Quick Takes

NEW YORK—Paul McManus was here on Thursday to view three TV films in the series. He spoke of the "Heart of the City" show, which is being produced for the series "The Big Story." He said, "The show is a real winner."
HOPALONG CASSIDY
A new look at the Old West with the most famous Western star of all. Now sold in 42 markets. In production are 26 new Hopalong Cassidy adventures this year, and 26 next year.

for local and regional advertisers

NBC—QUALITY FILMS FOR

DOUGLAS FAIRBANKS JR. PRESENTS

LILLI PALMER SHOW
We and cultured charm with that great body of theatre, screen and television. Lill Palmer. Twenty-six 30 minute shows available now.
Now you can be sure of quality when you buy NBC-TV film programs on a market by market basis. NBC backs every one of its film program offerings with the industry's longest continuous experience in television and radio network programming. Each NBC film program gives you these exclusive network-caliber advantages:

... TV programs as fine as those produced for the national network advertiser:

... Famous stars—like Hopalong Cassidy, Douglas Fairbanks, Jr., Lilli Palmer, Brian Donlevy

... Wide audience- and sponsor-appeal: mystery, drama, Western and sophistication

... New films produced expressly for television—new stories, new angles, new thrills, new pleasure

... Films that sell your product—films with proved, certified, documented sales records

... Complete advertising packages. NBC goes all the way to help you promote every film program locally—with exploitation assistance, on-the-air aids, press advertisements and merchandising.

And remember, every NBC-Quality film program is produced from a background of programming knowledge that creates and holds audiences from credit-titles to final fade-out. Most important, you can place these network quality productions where you want them, when you want them.

Like to know more about NBC-Quality TV Films? Write, call, wire:
THE BILLBOARD TV-Film Buying Guide

• ARB Ratings of Non-Network TV Films

and markets in which they are currently appearing.

Listed below are ARB film series currently showing on television stations in cities that the American Research Bureau rating service covers. In addition, TV stations in New York and Los Angeles are listed. ARB series in other markets will be reported in the weekly issues of THE BILLBOARD. For each ARB series, the show's ID is given as well as the ARB rating of the show, the time and day of each show, and the station's call letters and city. The show's ID is a number assigned to the show by the ARB, and it is the same number as the show's rating. The show's time and day are the time and day of the show's airing on the station. The station's call letters and city are the call letters and city of the station that airs the show.

- THE WESTERN

Cisco Kid

- THE MISCELLANEOUS

Adventures of Zorro

- THE RELIGIOUS

Man of Prayer

- THE DOCUMENTARY

Crusade in Europe

- THE THEATRICAL

ADVENTURES OF DON QUIXOTE

- THE TV Station Film Buyers Pick

Outstanding films that are produced specifically for TV shown on local stations last week, as selected by the station TV film buyers and reported in THE BILLBOARD's weekly survey.

- THE SHOPPING FOR SUN-FUN SHOWS

The Billaboard TV Film Buyers Guide...
Set Manufacturer Has TV Plan for Aussies

The Hillman Company will sponsor a 12-week television series, "The Unexpected," to be shot on location in Australia. The series, which will feature the adventures of a young man on the back of a camel, will be produced by Screen-01, a subsidiary of Hillman. The series is scheduled to begin filming in February 1953 and is expected to air in Australia in March 1953. The series will be distributed by Screen-01 in the United States and other countries. The series is being produced in cooperation with the Australian government and the Australian Broadcasting Commission. The series is expected to be a major event in the Australian television industry and is expected to attract a large audience. The series will feature a mix of local and international guest stars, including some of the most popular actors in the country. The series will also feature a mix of local and international guest stars, including some of the most popular actors in the country. The series is expected to be a major event in the Australian television industry and is expected to attract a large audience. The series will feature a mix of local and international guest stars, including some of the most popular actors in the country. The series is expected to be a major event in the Australian television industry and is expected to attract a large audience. The series will feature a mix of local and international guest stars, including some of the most popular actors in the country. The series is expected to be a major event in the Australian television industry and is expected to attract a large audience.
Drive on to Swing Sponsor $$ From Spots to Net TV

Potent Bankrollers 'Converted,' Optimizing Campaign on Webs

NEW YORK, Sept. 27—Net worth $100,000,000 was a driving goal for station managers and marketing men a week ago. To drive the goal—and to do it smartly—networks had to convert the potent bankrollers to network campaigns. They did.

Among the bankrollers who are setting their sights on network television are the following: Mr. and Mrs. Joseph P. Stukel, who recently purchased the Chicago Tribune, Inc., which has a large interest in network television. Mr. Stukel is a former executive of the National Broadcasting Company, and he is expected to bring new life to the struggling network television business. The Stukels have already indicated that they are interested in buying more news and sports programs, which could help boost the network's ratings.


eight Reasons

As can be seen from the above, network television has rapidly grown in popularity. The cost of purchasing a network package has skyrocketed, and the networks themselves are beginning to realize the potential of this medium. As a result, many networks are now considering establishing their own networks.

Rally on Webs

Another possibility for the future of television is the development of a new type of network. The existing networks, which are controlled by large companies, are under pressure to increase their revenue streams. One idea that has been floated is the creation of a network of individual stations, each of which would be owned by a different company. This would allow the stations to compete more effectively with each other, and it could also lead to more diverse programming.

Foreign Production, Sales

American Video Market Views Europe as Major Film Source

In France, according to film industry executives, the production of TV films with international co-productions has increased significantly. The French film industry has been particularly active in this area, with many French films being produced in collaboration with European partners. Many of these films have been successful, both in France and internationally.

WOR-TV Axes Batch Of Segs in Shake-Up

NEW YORK, Sept. 17—WOR-TV executives here have last week's report that the network is cutting back on sports, news, and special events. The network has confirmed this week.

The move to cut back on these segments is part of a larger shake-up at WOR-TV. The network has been struggling in recent years, and it has been forced to make cuts in order to remain competitive. The cuts will affect both the network's programming and its revenue streams. The network has been relying heavily on sports and special events to attract viewers and advertisers, but these segments have become increasingly expensive to produce. The cuts will help the network to reduce its costs and improve its financial situation.

(Continued on page 20)
Jackie Gleason Show

Television—Radio Reviews

Youth Forum

Broadway TV Theater

Battle Page of the Air

**THE BILBOARD**

**THE BILLBOARD**

**TELEVISION—Reviewed Sunday (14). 5:45 p.m. EDT. Public service program presented by the New York Times, Inc., with Earl Francis as moderator.**

"The Broadways TV Theater" of the New York Daily News started out this new vote-chaser show in a big way, bringing in some of the major actors of the major TV shows and their screen counterparts in radio network news shows. Especially well handled were the guests in the show's opening presentation, of the office romance genre, "The Girl in the Window." 

Jackie Gleason Show

**MEET THE PRESS—Reviewed Sunday (20). 8:00 p.m. EDT.**

"The Jackie Gleason Show" was reviewed on CBS Sunday (20) with fresh and amusing humor, an improvement over the week before which was labeled "laughless."

In its format is the familiar Gleason routine; the setup for a game of chance that he is not prepared to lose, but seems to be. And the shrewd man, with one of his hillbilly friends, gets the best of it, thanks to the "genuine"撒克." (The "Honeymooner" role) gave him a chance to inject a bit of humor into a role which he has carried successfully as one of the few that is himself, and a rib-tickling addi-
tion to the show is the addition of Bob Hope, who will appear in the "Von Half" comedy unit."

**N.Y. Giants—Quarterback Huddle**

**TELEVISION—Reviewed Sunday (14). 4:30 p.m. EDT. Scene of the show is in the locker room of the New York Giants NFL Team, where the players and coaches are gathered to talk about their forthcoming games.**

But there's something missing from the "Huddle" that was broadcast Sunday, and it may be something that the Giants would like to see. The missing element is Bob Feller, the Cleveland Indians' pitching sensation, who was scheduled to join the Giants' staff for the game against Baltimore. Without him, the broadcast was somewhat lacking in star appeal.

**Youth Forum—Reviewed Sunday (14). 5:45 p.m. EDT. Public service program presented by the New York Times, Inc., with Earl Francis as moderator.**

"It's a pretty good show, a natural for the ages," said the venerable gathering of panelists, 

**THE BILLBOARD**

**TELEVISION—Reviewed Tuesday (23). 9:30 p.m. EDT.**

Attack on Berlin, presented a dramatic account of the battle in Germany, with special emphasis on the role of the American armed forces. The show was directed by Warren Miller, and starred Robert Mitchum in the title role.

**Radio—Review by Bob Finkle of the "CBS News" radio network.**

"Singing in the Rain," but instead of Gene Kelly, is the name of the program, which features music and dance numbers based on the classic movie. The show also includes some of the most memorable musical numbers from other films.

**Radio—Review by Bob Finkle of the "CBS News" radio network.**

"Battle Page of the Air" is a weekly show that focuses on the military aspects of the Cold War. The show is hosted by Bob Finkle, and features interviews with military experts and commentary on current events.

**Radio—Review by Bob Finkle of the "CBS News" radio network.**

"The Big Story" is a nightly news program that provides in-depth coverage of the most important events of the day. The program is hosted by Bob Finkle, and features interviews with experts and analysts.
All-Star Revue
Jimmy Durante Show


It doesn't make much sense for the New York Republican County Committee to spend $1,000 for its ad in "The Billboard," but at least it's a safer bet than writing a letter to the editor. The ad says the committee has bought a "The Billboard" ad because "It sells newspapers."

Impact Flax
Both of the new morning shows were set up to concentrate on the Don Rickles effect for vulnerable spots - corruption in Congress (Kerns) and the high cost of living (Harris). The impact of the charges against a television star is a matter of interest to the public at large. The Don Rickles campaign for extreme Right and left was not a success.

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TV-FILM REVIEWS

Rattle Page of the Air (TV) WPX

The picture of a character's body was moderately successful during the first season of "Rattle Page of the Air," which has been renewed for a second season. It is a television show that features a group of police officers who work together to solve crimes. The show is known for its action-packed episodes and strong character development. The second season promises to continue the exciting storyline and keep the audience engaged.

The Chase

"The Chase" is a television series that follows a group of Special Forces officers as they embark on dangerous missions around the world. The show is known for its fast-paced action and thrilling storyline. In the latest episode, the team is faced with a new challenge as they work to save a group of hostages in a抢劫 situation.

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Ballet Theater  
NEW YORK, Sept. 27—Ballerinas can take heart. Their favorable season today continued, and the trio of Misses Carlos Acosta, Simo Maturin and Thelma Koskoff, who were stars of the Ballet Theater, danced under the direction of their director, Edward Ward, on Thursday afternoon (21) at the Metropolitian Opera House. It will be on view until October 12.

Opening night's two-off was again the Black Swan, a delectable treat from "Swan Lake," a wonderful show piece which is practically top honors on any bill. When it is stepped by a creature as Alice Alonso and Igor Youkova, the evening is complete. This was the case on Thursday, Tuesday's customers justly cheered.

"Swiped" Again  
It seems as if no group of the present could be cut by the dance company of the Ballet Theater, made its original the company's appearance on Wednesday night, September 26. The current edition holds to the famous formula that has followed Miss Alonso and Youkova, be they in Moscow, Japan, France or Spain, with a third, an authoritative, and a third, a exquisite soloing from Ruth and Lluraba, and his girls, which followed that Balle. Galle, off road, "Le Pavillon de Nuit," which was added to the repertory, is an involvement of some extraordinary, dynamic dance company from its two principal. Jean Krusza and Marie Martin, who are splendidly in Jean's studio, are flanked by a half dozen, but who has loved an enchanting cat, Miss Michelle Veen, and each in their own achievement. Her last was a room in which she expressed her strange stage.

The play's conflict becomes more sharply defined when Beren- dard's finally shows up as a young woman, an old friend of the lady's, at the moment, she is trying to get away from the hotel room. There follows the usual scene of mistaken identity and the more or less usual understanding of himself. Again, with a change of place and a new situation, the couple is in love and in the same old situation.

The main characters are in love and love is the one personality that is quite happy. The hotel is not quite, but the love affair is the most important one.

A final scene shows the young woman and the hotel staff in a more intimate relationship, and the last of the scenes shows the couple in the hotel, with the young woman and the hotel staff, who is happy, and the love affair is the one personality that is quite happy.

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Clubs

Club 500, New York
(Thursday, September 30)

An all-jazz show inaugurating the opening of the club on the site of the old Havana, a jazz blossom brought a big bang, even though the show was a step above the usual form. The first act was a straight Dixieland, the second, a good one, and the third was a bit of a letdown. The last act, a medley of songs, was a little too obvious in its attempt to show off the talents of the musicians, but it was well received by the audience. The show was a great success, and the club's reputation was assured.

The Ramona Room
Hotel Last Frontier, Las Vegas, Nev.
(Friday, September 19)

The first cafline date in Edward Arnold's long career was a 90-minute show, the "Diamond Jim Brady Revue," opened to big houses. Arnold, according to the show, was the star of the evening, and the audience was from the moment he walked on. His main contribution, however, was his hit song, "Good Morning, Mr. Rialto." This song was well produced in the show, and was a real hit with the audience.

Two things were evident during the showing of Miss Joy Lane, the record set on the bill. First, that anyone expecting a Gidget-like type show was doomed to disappointment, and second, that Arnold can't kill Miss Lane. Miss Lane's first number seemed slightly contrived, giving the impression that there was a bit of a girl with a little voice. Her second number opened things up, utilizing the tape technique, Arnold started in a little better way, her voice, on the other hand, seemed to be more her own. The show closed with a duet on "Surely You and I Were Wrong yesterday Blues." Her performance was good, and showed well with the "Good Morning, Mr. Rialto." The act was well produced, and was a hit with the audience.

The Cafe Society, New York
(Tuesday, September 29)

Bob Sagan, making his first long night club appearance in this downtown spot, looks and listens to what his talents is the future of the cabaret in New York. He is relatively new and is beginning to make a name for himself. His voice is a bit nasal, but he is a good comedian, and he is a good comic. His makeup, however, is a bit too much, and he seems to be trying too hard to impress the audience. His opening number, a take-off on the "Wintertime" for President, was a hit. The chorus and the song, "I've Lost My Heart to a Chimney Sweep," were well received, and Arnold showed his skill in the opening and the finale. Audience reaction was good. Advance show was well done, and Arnold's work on a cafe set, he's got to have it and writers. The current format will keep Bob Sagan. The show was well produced, and was a hit with the audience.

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Four Controversial Issues Face AGVA Directors, Fall Meet

Matters Anent Insurance, Deejays & 6-Day Week on Agenda

AGVA was trying to put the final touches on its agenda for its annual fall meeting when a news story appeared in Variety, announcing that WABX, the New York radio station that carries AGVA programming, would not renew its contract with the group. This has caused a stir among AGVA members, who are concerned about the future of their association.

New York, Sept. 27—The 45 members of the AGVA board of directors met here for their annual fall meeting, which will be held on Sept. 29 and 30.

After the installation of this board, AGVA will be in a position to discuss the current issues facing the association. The meeting will be held in the ballroom of the Hotel Commodore, adjacent to the Empire State Building.

The agenda for the meeting includes discussions on the following topics:

- Insurance:
  - An update on the current state of the insurance market
  - Discussion on the best policies for AGVA members

- Deejays:
  - A review of the current state of deejaying in the industry
  - Discussion on the role of deejays in promoting AGVA programs

- 6-Day Week:
  - An exploration of the potential impacts of a 6-day work week on AGVA members
  - Discussion on the feasibility of implementing a 6-day work week for AGVA members

The meeting will provide an opportunity for AGVA members to share their thoughts and ideas on these and other issues facing the association.

Advance Sale
30G for Kaye

New York, Sept. 27—The announcement that Danny Kaye would be selling a new album, "30G for Kaye," has generated excitement among AGVA members. Kaye is a well-known deejay, and his album is expected to be a hit among AGVA members.

 словам of Kaye, the album will feature a mix of classical and contemporary music. "I've always been interested in exploring different genres," said Kaye. "This album is a reflection of that interest, and I think it will be well-received by AGVA members.

The album will be released on Oct. 1, and AGVA members are encouraged to purchase it early to ensure they get their copies.

Boston LG
Will Reopen

New York, Sept. 27—The long-closed Latin Quarter Bar, now known as Boston LG, will reopen on Oct. 1. The bar has been closed for several months, and AGVA members are looking forward to its reopening.

The bar will feature a new menu and updated decor. "We've worked hard to create a welcoming atmosphere for AGVA members," said the bar's manager. "We're excited to welcome our regulars and new members alike.

The bar will be open daily from 5 p.m. to midnight, and AGVA members are encouraged to stop by and enjoy a drink.

Illness Splits Grace & Nicco

Chicago, Sept. 27—Current Chrysler Coast show stars, Jack Grace and Grace Nicco, have been ordered to quit their show following the break-up of their romantic relationship. The couple has been together for several years and has been a popular attraction on the coast for years.

The coupl...
**FESTIVAL OF WAX**

_Hartford Kicks Off Ballyhoo for Disks_

**NEW YORK,** Sept. 27.—The eyes of the music world will tonight be focused in this city, for the festival (pictorially) where the Greatest Hartford Music Festival has recently opened on Friday evening. and the capital is set to welcome: Tori, Edwin and D. Victor Baker. Perry and Tony Lavin, Standard, and Ballyhoo Hotels. Chenoweth and Funeral Homes.

Heavy promotion in the Hartford area has been going on for several weeks, and we find that it is in the current's opening night program.

The festival program includes five separate events, four musical shows and an exhibition of various music items. All musical events will be held in the various downtown hotels, with the Bethel Memorial Auditorium an impressive list of artists. The opening event, which will feature the RCA Victor Chorus, will be performed by Arturo T demolished. When the tour opens Tuesday, it will feature Hilbert and the Garden of Eden artists as Nanae and his band, and lead by Red Stewart (RCA Victor, Neal Baldwin and the Great McGraw (MGM) and nostalgia's Peter Blake, the organization will feature several other artists.

Thursday night's event will be held at the opening of the event, where a 1,000-seat show will be presented.

**Axel & June Talk Cap Pact**

_Hollywood, Sept. 27.—The most prominent musical arrangers in Hollywood, Axel Stahl and Arliss, are currently combining their talents to produce a new series of film music. The Capri program, broadcasting a fort nightly from the hotel, is known as the result.

The show has been in the making for several weeks. Stahl has long been planning a series of musical arrangements for Frank Sinatra's movies, which are scheduled to be released. The show is the first to have been produced by Stahl and Arliss, who are artists in the field of film music.

**Hill & Range Consummates Three Deals**

**NEW YORK,** Sept. 27.—In the past week, Hill and Range has consummated three significant agreements: a new deal with the old 3,300-seat theater, which is planned to be the company's headquarters. The theater will be operated by Hill and Range, with a staff of 100 men and women.

**MGM Debuts Low Price LP Devoted to Danceable Pop**

**NEW YORK,** Sept. 27.—The trend toward album-length record releases continues. MGM has introduced the LP record to the marketplace, this time with a specialization in danceable pop music.

**Weiser Moves To Down Beat**

**CHICAGO,** Sept. 27.—Norman Weiser, who has been the music editor of the Chicago Tribune, has resigned to become publisher of Down Beat, the national music magazine with headquarters here.

**Savoy Sues**

**Merr for 100G Over Walker**

**NEW YORK,** Sept. 27—Savoy Records has filed suit against the New York State Court in New York City, yesterday against Columbia Records, charging that the latter has infringed upon its copyright. The suit is an exclusive contract with the c.d. label.

**ASCAP Passes Milestone With Pubs Distriplan**

**NEW YORK,** Sept. 27.—A new record for the music industry has been set, with the ASCAP (American Society of Composers, Authors and Publishers) reporting that over 50,000 publishers have signed on to the ASCAP contract.

**The Future**

It cannot be foretold how well the new system will work. ASCAP has always been aware of the need for a more efficient way of handling the administration of music rights. The new system provides for a central clearing house, which will handle the administration of all rights, thus making it easier for publishers to administer their rights.

**Col Shipping New EP Disks**

**NEW YORK,** Sept. 27—Colpix Records will start shipping new EP disks to independent distributors next week. These new disks will play up to eight minutes of music per side, and will be available in a variety of formats, including classic, semi-classical, popular, and children's music. They will be priced at $1.25 for the 100-pack.
Ballroom Ops Cite Need for Band Stimulus

Must Revive Interest In Dancing, Hop Promotion, Ops Say

operate with better publicity programs which could be used to promote appearances by their artists in clubs and other places where they could reasonably be expected to have a good time. They help push their dates by making appearances with other bands. Promotion Costs

Practically all of the major bands are actively engaged in advertising their use of the advertising agency and publicity methods of the year. A practicality is given to newspaper and radio publicity. In some cases the whole thing has been done at the expense of the money saved by the client, which was divided between the various bands.

Direct mail, which varies in use from heavy volume to nothing at all, now runs well behind newspaper and radio, in the magazine picture. However, some of these operations have recently started to use direct mail, which is promising. During this method of advertising and promotion, newspapers are being used more frequently in these advertising campaigns. A 1923 Glossary

In those sections of the country where the weather is more constant, promotion of new bands is more successful than in the areas where the weather changes frequently. The result is a greater average and a greater average mail order of these promotions over the past year. Promotion Costs

Some bands, especially those in the southern states, have had hit hard during the summer by fluctuating weather conditions, and the temperatures soar well over the 100 degree mark for days on end, and one of the most severe periods in years. In these areas the average promotion mail order is about 25 per cent lower compared with the previous year. Promotion Costs

Backers and promotion men, in the over-all picture, are also being more careful in their use of these promotions. With less room travel and better mail order is now being used. Promotion Costs

Opr Speak

The opinions expressed by many operators on the subject of the bands they use, as well as the ones offered by the agencies is that they are similar to that of Pat Farnham, Detroit's right hand at the wood. N. Y. No. 8

Band leaders must realize that they are not just entertainers, that they must also be good business men. They should be ready at all times to find out what their audiences like and dislike, and find out what they can do to help the band. Also, they must feel the experience that the band can give them. Promotion Costs

The important role of the promoter is to play a part in helping to develop the talent of the band. He must know how to use radio, television, and other media to build up the name of the band. Promotion Costs

Which Do You Consider the Most Promising Sweet Bands?

[Table]

<table>
<thead>
<tr>
<th>Band</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jimmy Palmer</td>
<td>10</td>
</tr>
<tr>
<td>Buddy Morrow</td>
<td>9</td>
</tr>
<tr>
<td>Paul Neighbors</td>
<td>7</td>
</tr>
<tr>
<td>Billy May</td>
<td>5</td>
</tr>
<tr>
<td>Ralph Marterie</td>
<td>3</td>
</tr>
</tbody>
</table>

On What Basis

Do You Book Your Band?

[Table]

<table>
<thead>
<tr>
<th>Popularity With Dancers</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popularity on Phonograph Records</td>
<td>25</td>
</tr>
<tr>
<td>Your Own Personal Like for the Leader</td>
<td>20</td>
</tr>
<tr>
<td>Radio-Television Popularity</td>
<td>15</td>
</tr>
</tbody>
</table>

Smith to Cut Eight Sides For Mercury

CHICAGO, Sept. 27—(AP)—Art Tatum, well-known jazz pianist, and his band, the Tatum-Bellamy Quintet, will record eight sides for the Mercury label, according to a contract signed by Tatum and his agent, Mr. W. E. B. Smith, noted musician. The sides will be cut on October 21, and are the first recording project for the Tatum-Bellamy Quintet since their name was changed to the Tatum-Bellamy Quartet, which was formed in 1951. The sides will be cut at the Mercury studio, located at 222 W. Superior St., Chicago.

Smith, who has been active for more than 30 years, is well-known in the industry for his ability to cut sides that are faithful to the original arrangement. He is also known for his ability to cut sides that are true to the original arrangement, and his ability to cut sides that are true to the original arrangement.

Lombardo, Kaye; 2 Swell Orks; Flanagan Swings

Palmer, Most Promising—Howard, Polk Top Vocalists

CHICAGO, Sept. 27—For the second year in a row, ballroom operators, record buyers and radio executives throughout the country, have voted on their favorite artists among the bands and singers who annually play the top in their fields. As the result, they have come up with a list of the most interesting artists that will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season. The list includes artists such as the following: Lombardo, Kaye and 2 Swell Orks, which will be seen this season.
COMPETITION ON IN CLASSIC FIELD

Major Labels Race to Issue First Waxings of Important Works

NEW YORK, Sept. 27.—The new competition over the issue of important classical recordings is beginning to show itself in the form of a new label to be called Memnon. It is announced that Memnon will issue a complete cycle of Beethoven's symphonies, with the Royal Philharmonic Orchestra under the baton of Sir Thomas Beecham. The first release is scheduled for October and will be followed by additional recordings throughout the year.

Dawn of a New Era

The announcement of Memnon's plans for a series of Beethoven recordings comes at a time when the classical music recording market is facing a major shake-up. Many existing labels are either scaling back their classical offerings or focusing on more experimental or contemporary works. Memnon, on the other hand, is positioning itself as a purveyor of traditional classical music, with a particular focus on the works of Beethoven.

Shaw Corp. to Open Pubphony

NEW YORK, Sept. 27.—The Shaw Corporation has announced plans to enter the field of compact disk (CD) manufacture. The company, best known for its role in the creation of the compact disk, will begin production of CDs at its factory in New Jersey, and will offer its products through a network of dealers nationwide. The move is seen as a significant development in the ongoing battle between the compact disk and the tape-based audio formats.

Ella Fitzgerald's CD Debut

Ella Fitzgerald, one of the world's most beloved jazz singers, has signed a deal with Shaw to release her first CD. The album, entitled "Ella Fitzgerald Sings the Blues," will feature a collection of classic Duke Ellington compositions, performed in a manner that pays tribute to the original versions by Ellington's own band.

Mills Plans Big Jubilee Promotion on the Duke

NEW YORK, Sept. 27.—Mills Music, Inc., the parent company of the Duke recording label, is planning a major promotion for the upcoming release of "The Complete Duke Ellington Recordings," a new CD box set. The promotion, which will run through October, will include special in-store displays, radio spots, and a national advertising campaign. The goal is to increase awareness of the new release and to drive sales of Duke records.

Specialty Tunes Draw Big Pubphony Interest

NEW YORK, Sept. 27.—With the release of "Ella Fitzgerald Sings the Blues," Duke RECORDS is experiencing a surge in interest in its catalogue of classic jazz and swing records. The company has reported increased sales of its older titles, particularly those featuring swing and jazz greats like Count Basie, Duke Ellington, and Billie Holiday.

Curtain Call Sells 500,000

NEW YORK, Sept. 27.—"Curtain Call," a new compilation album of songs from Broadway musicals, has sold over 500,000 copies in its first week of release. The album, featuring a range of classic and contemporary Broadway hits, has been well-received by fans and critics alike.

CORRECTION: IT WAS AUG. 1

NEW YORK, Sept. 27.—(Bills) "Curtain Call" series, which features songs from Broadway musicals, has sold over 500,000 copies in its first week of release. The album, featuring a range of classic and contemporary Broadway hits, has been well-received by fans and critics alike.
Record Lot of Political Ditties
But Most Sure to Remain Unsung

TOSCANINI TRIUMPHS ANEW

Receives Hero's Welcome
On Return to La Scala

ROMA, Sept. 27—The magic wand of Arturo Toscanini returned to Milan last week (18) in a program of Wagnerian music that filled the Saffi theater, and the opening of the box office for the Italian season. The audience had to be divided into two groups in order to accommodate the large number of people.

After Toscanini had conducted the orchestra, he took his seat in the dress circle, and his appearance was received with enthusiasm, as he had not been seen in Italy for several months. He was greeted with applause, and the audience was overjoyed to see him back in their midst.

Bill Snyder Signs
With Jack Beekman

CHICAGO, Sept. 27—Bill Snyder, the star pitcher of the Chicago White Sox, has signed a personal management deal with Jack Beekman, New York, Snyder, who has been a pitching sensation throughout his career, is now under contract with the Sox.

The package includes a salary of $25,000 for the remainder of the season, and a bonus of $50,000 for the future.

Victor Disk Goads Voters

NEW YORK, Sept. 27—BMA (Black Metal Alliance) held its annual convention, which was attended by a large number of delegates from throughout the country. The convention was opened by the keynote address of Arturo Toscanini, who spoke on the importance of music in American life.

The convention was followed by a series of discussions and debates on various musical topics, including the role of music in society, the future of the music industry, and the importance of education in music.

The convention was closed by a banquet, during which Arturo Toscanini presented a gold medal to the convention chairman, who had been instrumental in the success of the event.

The convention was well-attended, and the delegates were enthusiastic about the future of music in America.
DECCA DATA
YOUR WEEKLY GUIDE FOR AMERICA'S FASTEST SELLING RECORDS

NEW RELEASES—SINGLES

MY ISLE OF GOLDEN DREAMS 28334
MALANI Andrew Sisters and Alfred Apaka
SNOBBON IN LOVER'S LANE 28422
T & BOOGIE
PUPPY LOVE 28424
Bye Marger

THAT'S MY DREAM. STROLLING
IMMUNE TO THE WORD

WINNER

LITTLE LARRY

THE MEANING OF LOVE

THE CARPENTERS

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

COUNTRY

1. I'LL ALWAYS TAKE CARE OF YOU
   Where We Were
2. BACON STREET AFFAIR
   Wanda Pierce
3. IT WASN'T GOD WHO MADE
   I Don't Want Your Money,
   I Don't Want Your Time
   Bette Midler
4. UNFORGIVEN IN MEMORIES
   The Drifters
5. THAT HEART BEHIND ME
   Used To Loving You
   Wanda Pierce
6. WHY EAT IN MY HEART
   Don't Send Me Roses
   Ella Fitzgerald
7. 47 PEACE IN THE VALLEY
   Where Could I Go But To The Lord
   Red Foley
8. WILD SIDE OF LIFE
   It's A Sad And Lonely Town To You
   Best Years and Grady Martin
9. GOODBYE LITTLE DARLIN' No. 2
   (Just As I Am)
   Money Time Sweetheart
   Lenda and Ollie
10. TELL ME TELL ME TELL ME
    Best Years and Grady Martin
11. A MIGHTY WINDY WALTZ
    Pike County Breakdown
    Bill Monroe
12. COUNTING MY FEARBOWS
    Homegrown WALTZ
    Al Dexter
13. RHYTHM AND BLUES
    DING-DONG BOOGIE
    Eliza Fitzgerald and Sy Oliver
    Eliza Fitzgerald
14. ALL OF ME
    There Goes My Heart
    Louis Jordan
15. THERE'S A PLACE IN THE VALLEY FOR ME
    Louis Armstrong
16. HEARD THE CROWS
    Better Music Than With Anyone Else
    Sunny Peppers
17. ONCE IN A WHILE
    Confession (That I Love You)
    Louis Armstrong
18. THE LAST STEP OF THE WAY
    In the Garden
    Sister Rosetta Shanker with Artha Rain Singers

BEST BETS
Stock these fast-moving Decca Records now... the coming hits as indicated by actual sales.

POSITION NO. SONG
1. I'LL ALWAYS TAKE CARE OF YOU Louis Armstrong 28334
2. WE BELONG TO ME I Want You to Your Wedding Grady Martin 28334
3. COMMON FOLKS I Was the Last One to Know Roberta Lee 28341
4. SOMEWHERE ALONG THE WAY I Want You to Your Wedding Guy Lombardo 28341
5. IT'S THAT SIMPLE WALTZ Moon Libera 28341
6. SILVER BOW ON THE BLUE GRASS TONIGHT IT'S BEEN SO LONG DAD Don Cherry 28341
7. IT WASN'T GOD WHO MADE MONEY TIME SWEETHEARTS Tennessee Warbler 28341
8. I'M NEVER SATISFIED SOME SONGS DO AND SOME SONGS DON'T Troy Richards 28341
9. ROCKIN' MUSKET RIFLE Oklahoma Waltz Barney Roberts 28341
10. MARTINIQUE JAMAIQUA (The Bayou) Bob Allen with the Nashville Orchestrators 28341
11. OH! TRAVEL OUR AMY TEAM Anchors Away Jerry Grey 28341
12. THAT'S THE LAST YEAR 1970, AND STILL AND COUNTRY Boys 28341
13. WEDNESDAY SATURDAY NIGHT Bob Allen with the Nashville Orchestrators 28341
14. WHERE THERE'S SMOKE THERE'S FIRE My Little Misty Misty Blue Connie Barron and Alton Silver 28341
15. ON THE LOVE AND DEVOTION Out the Door Gordon Jenkins 28341

A GREAT NEW DECCA DOUBLE
Peggy Lee and Gordon Jenkins
RIVER RIVER
and SAN SOUCI
Decca 28385 (78 RPM) and 9-28385 (45 RPM)

DECCA RECORDS
ASCAP Passes Milestone

The ASCAP membership is not required to vote upon the adoption of the new distribution plan. Approval of the classification committee and action by the board is deemed sufficient. This has already been accomplished.

The Society said, "The writer and publisher levels, on a performance pay-off basis primarily, this virtually negates the old system of agencies and arbitration panels. The ASCAP system is designed to fit into a performance framework, where ASCAP publishers, at this stage, feel the accomplishment has been a tremendous one, with the Society strengthened by instilling fairness and benevolence."

Okeh Shifts

The Okeh line was taken over in Cleveland and Cincinnati because the Columbia-owned distributors' terms were made better by the usual selling condition and specialized concentration of their market.

Marian Anderson

The ASCAP's Folk Festival has been very successful, with the best dates yet to come, said.

Eskexen Build

York Metropolitan area. Young declared that he has reason to believe the operator associations will co-operate in similar fashion. To supplement the add to be given the disk by June operators, Young is preparing a strong early promotion in an attempt to get over the Froba label. He will distribute 1,000 dates to radio stations. Young will also plug for live performances on the air.

Jukemen Build

Young, whose Life Music has an enviable record of live air performances, despite few distortions, is credited to have developed an effective technique for securing such performances. Close support of the Jukemen program by ASCAP has, by the activities of June operators, been seen as an indication that the effort to secure new listeners for the program is worth the expense and effort. The new efforts to push the Jukemen program to the airwaves may well meet with success. Said one June association executive: "We are laying the foundation for a battle with the American Society of Composers, Authors and Publishers, or any other performing rights organization that will attempt to exact royalty fees from operators."

The standard firms are not to be too happy with the new distribution method, they were convinced that ASCAP was making an honest effort to work out problems. As one man expressed it, however, "There is no one to whom the money is going to the joints who must rob Peter to pay Paul. It is difficult to keep everybody satisfied." A pop ASCAP publisher, writing the philosophy of many, Til Pan Alley firm, stated, "The new system will do away with certain longhairs who write compositions for the wrong reason. If there are any such writers, they will be caught by the new system." This publisher, however, is not ASCAP's. No Vote Needed

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the Nations Favorite...

Eddy Arnold

'SINGING

OLDER AND BOLDER'

I'LL TRADE ALL
MY TOMORROWS

(FOR JUST ONE YESTERDAY)

RCA VICTOR RECORDS

Executive Management
THOMAS A. PARKER
Box 417 Madison, Tennessee

RCA VICTOR RECORDS
CLIMBING UP

MADEMOISELLE

BY

EDDY HOWARD

FLASH FROM MILWAUKEE... DETROIT

RAY SHAW

“THAT’S WHAT A SONG CAN DO”

MERCEY 5905 - 5905X45

SOMEWHERE IN THE WORLD...

There’s a buyer for your talents—services—
or merchandise.
Music as Written

MAYFAIR MUSIC

WINS ON DEFAULT... Mayfair Music this week won a default judgment against Leo Plazanger, hotel operator in Phoenixville, Pa., in the California suit for the latter's alleged infringement of the rights to "I'll Walk Alone." Mayfair charged that the song was performed at public performance at the hotel on July 5 without the proper rights being granted. Plazanger did not appear for trial and the court awarded Mayfair $100 for its infringement. $100 attorney's fee and $20 costs.

LESLIE OPEN

HARTFORD BRANCH Leslie Distributors, New York agency, signed a branch next week in Hartford, Conn., to service jingle operators and dealers in the New England area. The branch will be managed by Dave Bredeker, to be transferred from the New York outlet.

MOM JAL FOTOS

DALLY TUNE... Dick Todd's version of "You're More Like Your Mommy Every Day" on Decca is moving in for extra attention in the Boston area as a result of its record by publisher Law Taland and Boston music business. Gimmick is for listeners to send in mother's and father's photo. A prize will be awarded the snapshot showing the nearest resemblance.

QUEEN BETH GETS LANZA

"The Man With The Metal Legs," was selected for the British film "The Man Who Sold His Past." It was the first time a musical number had been chosen for the occasion.

HAYES TAKES OVER COLUMBIA KIDS... George Haye, present merchandising manager for Columbia Records, will handle the merchandising of fall kindergarten for the firm starting next week. James Beckwith, who formerly handled kids' merchandising for the district, will take over the newly created Columbia phonograph department.

LEIPZIG JOINS MILLS MUSIC... Joie Leibing has joined Mills Music as advertising and publicity manager. Other personnel added to the company include Maurice Pease, new assistant to Norman Wardrop, production manager; and Edward V. Milbey, educational department staffer.

GET FELLER FOR TRUMAN SHOW... Bud Feller, of the Capitol Records A&R department, will handle the arranging for the forthcoming Truman Show TV show, which starts on CBS Tuesday, October 14. Feller has been handling Miss Truman's Capitol record sessions.

Watch for...

"SMOKEY THE BEAR"
Hill and Range

SONG, INC.
BAY NECK, CALIF.
<table>
<thead>
<tr>
<th>BILLBOARD Number</th>
<th>Record</th>
<th>Weeks on Chart</th>
<th>No. of Plays at Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. You Belong to Me</td>
<td>By Pee Wee King, Ben Travers and G. Price</td>
<td>Published in Billboard (1951)</td>
</tr>
<tr>
<td>2</td>
<td>2. I Went to Your Wedding</td>
<td>By Aimee &amp; Merle, Published by St. Louis (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>3</td>
<td>3. Wish You Were Here</td>
<td>By Frank Home, Published in Chicago (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>4</td>
<td>4. Aft Wiederseh'n Sweetheart</td>
<td>By Patricia &amp; Son, Published in RIC &amp; Rowe (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>5</td>
<td>5. Jambalaya</td>
<td>By Hank Williams, Published by Audiowax (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>6</td>
<td>6. Half as Much</td>
<td>By B. G. Williams, Published in Audiowax (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>7</td>
<td>7. Meet Mr. Gallagher</td>
<td>By Ed Cole &amp; Perry, Published in Lamp (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>8</td>
<td>8. High Noon</td>
<td>By Blackstone Team, Published by Jack (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
<tr>
<td>9</td>
<td>9. Somewhere Along the Way</td>
<td>By Lezlie Lewis, Artie Adams, Published by Jack (1951)</td>
<td>ELECTRICAL TRANSCRIPTION LIBRARIES: Same as geom. Longworth, Earle Johnson, Hinson.</td>
</tr>
</tbody>
</table>

**WARNING:** The dates "HONOR ROLL OF HITS" are the dates when the song reached its peak position. The actual release dates may vary. For more information, please refer to Billboard's archives.
TOP SELLERS—POPULAR

Tie No. 1.
1. WITH A SONG IN MY HEART
   Jane Froman
2. BIG BAND BASH
   Billy May
3. ROMANCES IN THE AIR
   Tenors of Walter Schumann
4. THE JET AGE ALL STARS
   Lonnie Johnson
5. A BAND IS BORN
   Billy May
6. MOODS FOR TWILIGHT
   Frank Sinatra
7. PENTHOUSE SERENADE
   Nat King Cole
8. THE MERRY MINNOW
   Greater Mutual & Ludlum Herman
9. YOUR YOUNGSON’S FAMILY ALBUM
   Top Yorgason
10. BILLY GOACHAL Trio
    Benny Goodman
11. LEGEND OF THE SUN GOD
    Tony Sarnic
12. VIRGIN OF THE SUN GOD
    Tony Sarnic
13. CHRISTMAS IN THE AIR
    Voices of Walter Schumann

The zaniest record of the year!

The only authentic version...The record your customers expect when they ask for

IT'S IN THE BOOK

by JOHNNY STANDLEY

A "Honey" of a Record!

JOHN ARESI
sings

"Wild Honey"
and
"Moonlight Brings Memories"

Record No. 2206
THE BILLBOARD Music Popularity Charts

- Records Most Played by Disk Jockeys

- Best Selling Sheet Music

- Songs With Greatest Radio Audiences (AC)

- England's Top Twenty
**New Folk Releases**

LEON McAULIFFE and his Western Swing Band

STOLEN LOVE

HEAR ME NOW

78 rpm 21034 - 45 rpm 4-20030

RAY PRICE with string band acc.

DON'T LET THE STARS GET IN YOUR EYES

I LOST THE ONLY LOVE I KNEW

78 rpm 21035 - 45 rpm 4-25065

**New Otis Releases**

LARRY DARNELL

I'LL GET ALONG SOMEHOW

(Produced by Tedder)

78 rpm 8919 - 45 rpm 4-0197

SIN'IN' MY BLUES

NO TIME AT ALL

78 rpm 8916 - 45 rpm 4-0196

DOLORES HAWKINS

with orchestral acc.

EARLY EVERY MORNING

THE KEY IS IN THE DOOR

78 rpm 8912 - 45 rpm 4-0197

ANNIE LAURIE

with orchestral acc.

YOU BELONG TO ME

I FEEL SO RIGHT TONIGHT

78 rpm 8913 - 45 rpm 4-0195

JACKSON GOSPEL SINGERS

I KNOW THE LORD (Won't Turn Me Down)

LORD TAKE CARE OF ME

78 rpm 6018 - 45 rpm 4-0196

**Best Sellers**

Based on actual sales reports for week ending September 27

JO STAFFORD

YOU BELONG TO ME

PRETTY BOY

78 rpm 18213 - 45 rpm 4-0191

JO STAFFORD

JAMALAY

EARLY AUTUMN

78 rpm 31696 - 45 rpm 4-0191

FRANKIE LANE

HIGH ROCK OF GIBRALTAR

27 rpm 86798 - 45 rpm 4-0191

FRANKIE LANE and JO STAFFORD

PIECE-A-PUDDIN' SETTIN' THE WOODS ON FIRE

21 rpm 36417 - 45 rpm 4-0191

FRANKIE LANE

THE HEMEAD

THE RUBY AND THE PEARL

78 rpm 31605 - 45 rpm 4-0191

ROSEMARY CLOONEY

BLUES IN THE NIGHT

WHO SANG ME LAST NIGHT

78 rpm 31621 - 45 rpm 4-0191

JOHNNIE RAY

FAITH CAN MOVE MOUNTAINS

LOVE ME

78 rpm 31623 - 45 rpm 4-0191

THE FOUR LADS

SOMEBODY LOVES ME THANKS TO YOU

78 rpm 31626 - 45 rpm 4-0191

SAMY KAYE

WALKIN' TO MISSOURI

ONE FOR THE WONDER

78 rpm 21031 - 45 rpm 4-0199

CARL SMITH

OUR HONEymoon

SING HER A LOVE SONG

78 rpm 21030 - 45 rpm 4-0198

ROSEMARY CLOONEY

BOTCH ME

ON THE FIRST WARM DAY

78 rpm 21032 - 45 rpm 4-0199

DORIS DAY

and FRANKIE LANE

SUGARIN' HUNGRY

HOW LOVELY COOKS THE MEAT

78 rpm 21026 - 45 rpm 4-0199

**Extra-Special on Columbia Masterworks!**

WILL ROGERS SAYS

The personal comments of Will Rogers on music, government, Russia and many other subjects, Commented by Will Rogers Jr. • Produced by Arnold Marcus • Musical Development-United Artists.

(""8" 45 A-109"")

**Fabulous New MASTERWORKS Releases**

STARDUST

Stravinsky • Mitch Miller • You Say Yes. • One Morning in May • Intemperance • Autumn in New York • It's Remembered April • The Best Day • Love • Three Foolish Things

ANDRE KOSTELANETZ and his Orchestra

""8" 45 A-1059" • "8" 45 A-1069"

MOVIE TIME

Easy to Love • Dream Too Much • In the Still of the Night • It's All in the Game • That's It • I'll Take That Away From You • I'll Take That Away From You II • That's When the Real Fun Starts • The Pianist • Long Age

MORTON GOULD and his Orchestra

""8" 45 A-1088"

SIGNAURO RAMBERT • THE STUDENT PRINCE

Music by Dorothy Donnelly • Produced by Guido Carbone

To the Sun We're Marching • Drunken Song • Mistletoe • Beloved Vision • Deep in My Heart • Gram • Forked Ear • I CRYING • Crying • Cinderella Student Life • Forked Ear • I Must We Turn • Forked Ear • Forked Ear • Forked Ear • Forked Ear

DOROTHY KIRKMAN and ROBERT ROUNDSVILLE

with Genevieve Werner, Clifford Norton, Wesley Dobson, Charles Miller, John Henry, Robert Devo, Robert McDonald and Robert Brian, with Charles and Orchestra conducted by Lehman Engel.

""8" 45 A-1053"
**Best Selling Pop Singles**

Based on reports received Sept. 30, 1952

| No. | Song Title | Artist 
|-----|------------|--------|
| 1   | 1. YOU BELONG TO ME | J. Sheppard 
| 2   | 2. I WENT TO YOUR WEDDING | P. Peterson 
| 3   | 3. WISH YOU WERE HERE | J. Fisher-M. Waterfaller 
| 4   | 4. MEET ME CALLAHAN | B. Clooney 
| 5   | 5. HIGH MOON | E. Lewis 
| 6   | 6. AUF WIESENECK | C. Wayland 
| 7   | 7. HIGH AS MUNCH | A. Lewis 
| 8   | 8. TRYING | I. Wells 
| 9   | 9. YOU BELONG TO ME | J. Fisher-M. Waterfaller 
| 10  | 10. GLOW WORM | D. Brothers 
| 12  | 12. INDIAN LOVE CALL | S. Whittaker 
| 13  | 13. LADY OF SPAIN | J. Fisher-M. Waterfaller 
| 14  | 14. HIGH MOON | T. Boff 
| 15  | 15. MEET ME CALLAHAN | M. Greene, Jr. 
| 16  | 16. BE YOU WERE MINE | H. Newton 
| 17  | 17. YOU BELONG TO ME | D. Martin 
| 18  | 18. OUTSIDE OF HEAVEN | E. Fisher-M. Waterfaller 
| 19  | 19. BETCH A LADY | E. Clooney 
| 20  | 20. WAILING TO MISSOURI | J. Keys 
| 21  | 21. COMES A LOVELY ONE | J. Strother 
| 22  | 22. YOU'LL NEVER GET AWAY | J. Crenshaw 
| 23  | 23. BECAUSE YOU'RE MINE | W. Marlowe 
| 24  | 24. LEFT CHEEKS | S. Thomas, Jr. 
| 25  | 25. JAMALAYA | M. Harris 
| 26  | 26. STRINGS ALONG | M. Harris 
| 27  | 27. MADE IN THE SHADOWS | M. Harris 
| 28  | 28. BLUES IN THE NIGHT | E. Clooney 

**Best Selling Classical Albums**

Based on reports received Sept. 30, 1952

| No. | Album Title | Artist 
|-----|-------------|--------|
| 1   | BEST SELLING 331/2 R.P.M. | B. Leopold 
| 2   | DEAR OLD FRIENDS | A. White 
| 3   | SOUVENIRS | F. Schubert 
| 4   | PIANO CONCERTOS | C. Bach 
| 5   | SYMPHONIES | C. Beethoven 
| 6   | BEETHOVEN FIDELITY | F. Schubert 

**Best Selling 45 R.P.M.**

Based on reports received Sept. 30, 1952

| No. | Song Title | Artist 
|-----|------------|--------|
| 1   | WITH A SONG IN MY HEART | J. Turner 
| 2   | CARMEN | G. Arlen 
| 3   | ME AND MY SWEET BOY | D. Williams 
| 4   | BEST SWEET | H. Cohan 
| 5   | SONGS | J. Turner 
| 6   | ROSEMARY'S | E. Barlow 
| 7   | SONGS | E. Barlow 
| 8   | IMMIGRATION | J. Turner 
| 9   | DINNER DATE | E. Barlow 

**Best Selling Children's Records**

Based on reports received Sept. 30, 1952

| No. | Record Title | Artist 
|-----|--------------|--------|
| 1   | LITTLE ENGINE THAT CAME | J. Turner 
| 2   | My DADDY | J. Turner 
| 3   | MY MOTHER | J. Turner 
| 4   | 12. ROO ON THE FARM | D. Williams 
| 5   | CORN BREAD | J. Turner 
| 6   | BUDDY'S | E. Barlow 
| 7   | SONGS | E. Barlow 

**Best Selling Pop Albums**

Based on reports received Sept. 30, 1952

| No. | Album Title | Artist 
|-----|-------------|--------|
| 1   | BEST SELLING 331/2 R.P.M. | B. Leopold 
| 2   | DEAR OLD FRIENDS | A. White 
| 3   | SOUVENIRS | F. Schubert 
| 4   | PIANO CONCERTOS | C. Bach 
| 5   | SYMPHONIES | C. Beethoven 
| 6   | BEETHOVEN FIDELITY | F. Schubert 

**Classical Reviews**

90-100 TOPS

<table>
<thead>
<tr>
<th>Review Title</th>
<th>Rating</th>
<th>Score</th>
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<tr>
<td>ALIEN REVIEW</td>
<td>CLASSICAL</td>
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<td>LIBRARY AND SUPPLIES</td>
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<td>EVERY CONCEIVABLE KIND OF EQUIPMENT, SUPPLIES AND SERVICES</td>
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**Classical Records**

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<td>F. Schubert</td>
<td>87</td>
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</table>
This week's
New Releases
... on RCA Victor

**POPULAR**

**PIERRE COMO**

'To Have You (I'll /é You)

My Love Song to You

'Saw It Again

LIP AND CAROL

'Dreamin' Boy

It Wasn't the Same Without You

THE FOUR TONES

'Let's Get Lost Another Chance

I Don't Want to Get the World on Fire

FRANK RESEARCH AND HIS METROPOLITAN POLICE BAND

'American Sun

(Sweet Music, Sweet Moan, Sweets)

**COUNTRY — WESTERN**

**BILLY MCGEE**

'Runnym

'Pine Grove Whistle My Baby a Set

**THE OKLAHOMA WINDMILLS**

'Creech Rock Singer

'Gonna Get High Feeling Low Over You

**SPIRITUAL**

**YOUNG GOSPEL SINGERS**

'I Am Satisfied My Tinier To Be Known

Birthday Greetings

**RHYTHM-BLUES**

**Rock Heart Johnson**

'Blind Woman in Tears

'Rock Heart's Blues

**TIPS**

TO KNOW YOU (IS TO LOVE YOU)

MY LADY LOVES TO DANCE

Perry Como

'20-4959

'RCA VICTOR Records

The stars who make the hits are on RCA VICTOR Records

SUNNY GALE

Singing

A New Star is Born...

YOU COULD MAKE ME SMILE AGAIN

Tossin' and Turnin'...

SWIMMING POOL

MIRACLE

The original cast album of the Broadway hit, WISH YOU WERE HEREx is making quite a sales splash. We have to admit that a couple of us at RCA Victor were a bit worried when the Broadway musical with the swimming pool registered only mild approval from the New York critics. But since its opening, WISH YOU WERE HEREx has been re-stamped considerably and is now playing to packed houses. This belted box-office bonanza may be attributed to the unstinting efforts of such talented gentlemen as Josh Logan and Leland Hayward, who produced the show. But we also think the show and the RCA Victor album have benefited from the fact that the title tune is now one of the biggest hits of the year as recorded by Eddie Fisher.

The surefire Edward is now performing one miracle after another these days. Currently to be heard over several million radios, thanks to the kindness of discerning disc executives, he has just zoomed in from a muddy and rewarding tour of Korea, and is due to depart for Europe in the near future. His latest sides...LADY OF SPAIN and OUTSIDE OF HEAVEN...are already going over big with the public.

As of right now, however, the Eddie Fisher delights of Wish You Were Here, helped by the brilliant orchestral support of Hugo Winterhalter, is making the most friends for Eddie—and we think, for the WISH YOU WERE HEREx original cast RCA Victor album.

Incidentally, WISH YOU WERE HEREx is a play that represents a humorous tribute to a summer event in the "worst circuit," which is where Eddie got his first big break. So you might say that any old Eddie gives the play, Wish You Were Here...is a part payment on an old debt. And that isn't because they're collecting at the box office.
JOHNNY DESMOND
ON CORAL RECORDS
WITH 3 OTHER EQUIVALLY GREAT VERSIONS
TONY BENNETT
ON COLUMBIA
JANE FROMAN
BLUE BARRON
ON CAPITOL
ON MGM

FOR TOPS IN RHYTHM
CARMEN'S BOOGIE

STAY WHERE YOU ARE

MUSIC ON 3 OTHERS

THE BILLBOARD
Music Popularity Charts
OCTOBER 4, 1952

- Best Selling Pops by Territories
- Based on reports from key dealers in each of these cities,
served via Western Union messenger service.

NEW YORK

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

CHICAGO

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

LOS ANGELES

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

PHILADELPHIA

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

DETROIT

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

CINCINNATI

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

PITTSBURGH

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

ST. LOUIS

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

WASHINGTON, D.C.

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

SEATTLE

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

NEW ORLEANS

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

ATLANTA

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

DALLAS-FORT WORTH

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

DENVER

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

BOSTON

1. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
2. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
3. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
4. I WANT TO BE FREE - E. Fischer/Leonard Feinberg
5. I WANT TO BE FREE - E. Fischer/Leonard Feinberg

RECORD PRESSING

ST. LOUIS DE CAUPH

PROMOTERS

Research Chain Co.
HEAR YE! HEAR YE!

MGM Announces
4 NEW RELEASES...

TOMMY EDWARDS
"YOU WIN AGAIN"
coupled with
"SINNER OR SAINT"
MGM 1326-78 RPM
K 1326-45 RPM

FRAN WARREN
"SETTIN' the WOODS on FIRE"
coupled with
"TAKES TWO TO TANGO"
MGM 11316-78 RPM • K 11316-45 RPM

ART MOONEY
"WINDOW SHOPPING"
coupled with
"OVER THE HILL"
MGM 11320-78 RPM • K 11320-45 RPM

ANOTHER DOUBLE SMASH BY
HANK WILLIAMS

"SETTIN' the WOODS on FIRE"
coupled with
"YOU WIN AGAIN"
MGM 11318-78 RPM • K 11318-45 RPM

MGM means Mighty Good Music
The Creators of "MOCKING BIRD HILL"
Have Another High Flyer...

PINEAPPLES
Sing
TENNESSEE WARBLER AND
My Little Girl

ALSO SELLING FAST!
"TILL THE END OF
THE WORLD"
and
"BELL BOTTOM
POLKA"

MUSIC POPULARITY CHARTS

THE BILLBOARD

OCTOBER 4, 1952

• Most Played
Juke Box Records

Based on reports received Sep. 17, 18 and 19

1. I WENT TO YOUR WEDDING. P. Page
2. YOU BELONG TO ME.... J. Shepard
3. CALENDAR. E. Niswender
4. WISH YOU WERE HERE..... L. Pollock
5. JAMBAKATA (Benny Motley Orchest, 293275)
6. OLYMPIC GAMES. P. King
7. I'LL BE HOME SOMEDAY. W. McRae
8. PROUD TO BE AN AMERICAN. W. Rich
9. CALL ME MADAM. L. Garfield
10. DO YOU MIND. E. Clancey
11. GET UP AND DANCE. W. Reller
12. TELL ME IT'S TRUE. G. Reed
13. I'M GONNA BE A STAR. L. Jourdan
14. I'M GROWING OLD. L. Jourdan
15. I'M A BELiever. E. Clancey
16. MY MAMA TOLD ME NOT TO COME HOME. L. Jourdan
17. MY BABY IS A JACKPOT. F. riots
18. MY BABY IS A JUKEBOX. F. riots
19. MY BABY IS A RAINBOW. F. riots
20. MY BABY IS A RECORD PLAYER. F. riots
21. MY BABY IS A RHYTHM MACHINE. F. riots
22. MY BABY IS A SONG. F. riots
23. MY BABY IS A SPIRIT. F. riots
24. MY BABY IS A SUNSHINE. F. riots
25. MY BABY IS A TUNE. F. riots
26. MY BABY IS A WIND. F. riots
27. MY BABY IS A WINDOW. F. riots
28. MY BABY IS A WIND CHIME. F. riots
29. MY BABY IS A WIND CHIMES. F. riots
30. MY BABY IS A WIND CHIMES. F. riots

POPULARITY CHARTS

For Country and Western Radio and TV Shows See The Billboard Radio-Television
Show Charts (Radio Section)

Coral Records
60830 (78 RPM) and 9-60530 (45 RPM)
Price 85¢ each (plus tax)

Coral Records
60830 (78 RPM) and 9-60530 (45 RPM)
Price 85¢ each (plus tax)

Coral Records
60830 (78 RPM) and 9-60530 (45 RPM)
Price 85¢ each (plus tax)
a luscious new ballad...

who kissed me last night?

a magnificent singer...

ROSEMARY CLOONEY

a superb accompaniment...
Percy Faith and his Orchestra

a fine backing...

Blues in the Night

a great

COLUMBIA RECORD

78 rpm 39813 • 45 rpm 439813
**The Western Boy**

with a Golden Voice and a Winning Smile

**Eddie Cleary**

and his Round-Up Boys

Watch the **“My Side of the Story”**

"Where There's Smoke There's Always Fire" (

Latest Releases:

"Flying Saucer Boogie"

"Second Hand Woman"

Recording Exclusively for

Lariat Records

6831 Sunset Blvd., Hollywood, Calif.

---

**Best Selling Retail Folk (Country & Western) Records**

Based on reports received Sept. 24, 25 and 26

Records listed here in numerical order are those printed most by the nation's leading Country and Western record companies in the 10 largest market areas of the United States. The figures on which the listings are based are the results of a survey among a total of 10,000 retail stores representing Country and Western music.

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<td>Hank Williams</td>
</tr>
<tr>
<td>2</td>
<td>Jealous Heart</td>
<td>Hank Williams</td>
</tr>
<tr>
<td>3</td>
<td>I Don't Care About Weary Eyes</td>
<td>Hank Williams</td>
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<td>4</td>
<td>I Don't Care About Weary Eyes</td>
<td>Hank Williams</td>
</tr>
<tr>
<td>5</td>
<td>A Piece of Love</td>
<td>Hank Williams</td>
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**Country & Western Records Most Played by Folk Disk Jockeys**

Based on reports received Sept. 24, 25 and 26

Records listed here in numerical order are those played most by the nation's leading Country and Western record companies in the 10 largest market areas of the United States. The figures on which the listings are based are the results of a survey among a total of 10,000 retail stores representing Country and Western music.

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**Music Popularity Charts**

**Folk Talent and Tunes**

**B. J. YIMPELLE**

**Climbing Fast**...The Original by the Composer

"Don't Let the Stars Get in Your Eyes"

by Slim Willet

Four Star 1914 and 1915

Four Star Record Co.

---

**Hitting Big!**

"A Mighty Pretty Waltz"


Charlie Adams

461 South Blvd., Hollywood 30, Calif.

Hereafter known as the hit record for this week. The title was written by Slim Willet, who is also the composer of the tune. The tune has been recorded by many artists, and is expected to be popular for some time to come.
**United's Great Fall Offensive**

**HIT No. 2**

**ROOSEVELT SYKES**

Reaching new heights with the greatest blues waxing in '80 years...

**“SECURITY BLUES”**

U-129

**“WALK THIS BOOGIE”**

**HIT No. 3**

**FOUR BLAZES**

A smash follow-up to their poll-winning 'MARY JO'

**“STOP BOOGIE”**

U-127

**“PLEASE SEND HER BACK TO ME”**

Picked as an "Award of the Week" and by The Billboard as the R&B Record to Watch
**THE BILLBOARD**

**Music Popularity Charts**

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

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### Country & Western (Folk)

**Record Reviews**

New Releases Are Highlighted.gew Reviews show that every week (100 every 13) are in the Top 40 new releases. Each entry is aimed at a maximum audience of up to 10,000 hits.

The categories shown are based upon the broadcast of the song to the Hit List. Each entry is aimed at a maximum audience of up to 10,000 hits.

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

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**A SPECIAL! Ruth Brown Release**

**GOOD FOR NOTHING JOE**

ATLANTIC NO. 4003

---

**ATLANTIC GOSPEL SERIES**

THE ROSETTES

"MY LIFE WILL BE SWEETER"

Soloist: SHUG FITZGERALD

"WALK OUT IN JESUS’ NAME"

Soloist: BARBARA JOHNSON

ATLANTIC NO. 3503

---

**Skyrocketing to the TOP**

**Chuck Willis Sings...**

---

**I WENT TO YOUR WEDDING...**

ROBERTO-REED (45 RPM 46-980)

---

**THE LIFE THAT YOU’VE LED...**

MERCURY-REED (45 RPM 46-983)

---

**It’s Travelling FAST!!!**

Amer Milburn’s "GREYHOUND"

AT 8156

---

**BIG HIT of 1952!**

**FSU99—BRAZER DOT...**

---

**A BRAND NEW HIT!**

**FSU37—J. BONE WALKER...**

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**THE BILLBOARD**

Music Popularity Charts

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Columbia salutes Frank Loesser's great score for

Hans Christian Andersen

DORIS DAY and DONALD O'CONNOR
with Paul Weston and his Orchestra

"NO TWO PEOPLE"
(b/w "You Can't Lose Me")
78 rpm 39863 • 45 rpm 4-39863

TONY BENNETT
with Percy Faith and his Orchestra and Chorus

"ANYWHERE I WANDER"
(b/w "Stay Where You Are")
78 rpm 39866 • 45 rpm 4-39866

PAUL WESTON
and his Orchestra and the Norman Luboff Choir

"WONDERFUL COPENHAGEN"
(b/w "Forgetting You")
78 rpm 39864 • 45 rpm 4-39864
**Record Reviews**

**POPULAR**

**Georgia Gibbs**

MY FAVORITE SONG

I hate to say that I don't like this song as much as I thought I would, but I must say that I don't. I think it's a little too slow for my taste.

**The Dead Sirens**

**NOW NEVER SATISFIED**

With all due respect to the artist, I don't think this song is very good. It's a little too long and the melody is not very interesting.

**The Bell Sisters**

**THERE'S A HOP GROWIN'**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**The Girl Friends' Gal**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Don't Love You**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Louis Jordan**

**ART LLOYD OR**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Percy Lee Jordan's Jive**

**NEVER NEW**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Johnny Mercer**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**The Chirpers**

OH, OH, OH, BANG

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**The Dominos**

HAD A DRUNK IN MY HEART

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**The Royals**

A Love Like That

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Lil Greenwood**

GRANDPA CAN'T BOOZE

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**MARIO LANZA**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Bill Lashaway**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Freddie Weidman's Men**

**THE FEST**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Fred Weidman's Men**

**THE TEST**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Woody Herman**

**PHYSICS**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Ray Noble**

**THE TRAIN**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Ray Noble**

**MAYOS**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Dave Barbour**

**THE BAND**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Ray Noble**

**WASE**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Lil Greenwood**

**GRANDPA CAN'T BOOZE**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**MARIO LANZA**

**I DON'T DO SOMETHING TO YOU**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**Bill Lashaway**

**I DON'T SEE LOVE**

I don't think this song is very good. It's a little too slow and the melody is not very interesting.

**MARIO LANZA**

**I DON'T SEE LOVE**

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Announcing

A NEW ADDITION TO THE NASHBRO FAMILY
INITIAL RELEASE ON EXCELSIOR LABEL

#2000—STEP BY STEP
OH, LORD, STAND BY ME

BY THE BOY BROTHERS

An outstanding release that will receive tremendous reaction in the Spiritual field.

CURRENT NASHBRO RELEASES

522—Tell Me Why
523—Tell Me Why

524—The Lord Is Coming Again
525—Walking Through the Valley

526—The Lord Is Coming Again
527—Walking Through the Valley

NASHBRO RECORD COMPANY

177 3rd Avenue, North
Nashville, Tennessee

Some Favorites Open for Distribution.
THE BILLBOARD Music
Popularity Charts
For Reviews and Rankings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

The Billboard Picks

IN the opinion of The Billboard music staff, entries listed below are most likely to achieve popularity as determined by sales into best selling, most played or most heard features of the chart.

RIVER, RIVER .............................. Peggie Lee
Gordon Jenkins Orch. ......... .......................... Doris Day

NINA NEVER NEW ...................... Vic Damone

The Disk Jockeys Pick

PICKS that have received the most mentions by disk jockeys during the three weeks prior to publication are:

1. OUTSIDE OF HEAVEN .......... Classic Fiddlin' Wilbur Davis

2. WHY THE PEOPLE ............... Burt Bacharach & Burt LP

3. TAKES TWO TO TANGO ......... Vic Apola

4. PIECE A PICNIC ............... The Stafford-Pruett Lumber ...

5. BLUES IN AN ADVANCE ...... Hank Snow

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are:

1. THREE LETTERS .................. Don Sharp

2. FAITH CAN MOVE MOUNTAINS .... Nashville

3. BLUES IN AN ADVANCE ...... Hank Snow

4. FLYING .................. Elke Freyland

5. THE RIVER AND THE PEAUL ...... Muddy Waters

M-G-M RECORDS
THE GREATEST NAMES IN ENTERTAINMENT
701 SEVENTH AV. NEW YORK 36, N. Y.

M-G-M MEANS ... MIGHTY GOOD MUSIC

Bread and Butter

In The MUSIC-RECORD BUSINESS
Read The Billboard Every Week

for Nifty, accurate news and the latest news about the world's names Music Popularity Charts

572

It's True in San Francisco:
BH-4603

477

773

707 SEVENTH AV., NEW YORK 36, N. Y.

MUSIC MEANS ... MIGHTY GOOD MUSIC

THE BILLBOARD

OCTOBER 4, 1952

THE BILLBOARD Music

The Billboard

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MUSIC MEANS ... MIGHTY GOOD MUSIC

THE BILLBOARD
200,000 in 2 Weeks!!
EDDIE FISHER
SINGS...

OUTSIDE
OF
HEAVEN

LADY
OF
SPAIN

RCA VICTOR Records
**Use "TODAY'S TOP TUNES"**

For New HIGHS

In RECORD SALES!

Mr. Al Mayer of Town and Country Music, Westwood, New Jersey, writes: "Yesterday we had an example of the power of the Billboard's Top Tunes. A woman who had never bought a record bought one record. We suggested several others to her, but she refused them all. The minute her daughter was back with four recently purchased Top Tunes, the woman returned to the Hartford public and said she would purchase her daughter's records."
Many Attend Spitzer Rites

NEW YORK, Sept. 27.—The funeral of publisher Henry Spitzer who took his life last week was held at the Riverside Memorial Chapel on Wednesday (24) with a large portion of the music fraternity present to pay their last respects. He was 64.

Spitzer had long been associated with the music business, having served as general professional manager of the Wilmark catalog in the early 20's. He later was general manager of Chappell Music, after which he moved to E. H. Morris as general professional manager.

In 1941 Spitzer opened his own firm. He had two firms with the American Society of Composers, Authors and Publishers. Henry Spitzer Music and Vogue Music. In addition Spitzer Songs was affiliated with Broadcast Music, Inc. He also was the writing agent for a number of publishers. Finally White has served as professional manager of the firm. In recent months Spitzer was in poor health.

He is survived by his widow, two sons and an adopted daughter.

HIT #1...

From the horn that started a new trend in ballad interpretation

TAB SMITH

bringing you a complete new version of

"AUF WIEDERSEHNN"

U-131

"YOU BELONG TO ME"

For Hits #2 and 3, see page 41

Attention OPERATORS

He does it again

2 BIG HITS on One Record!

RCA VICTOR'S SWISS BOY'S VERSION OF

"I LOVE TO POLKA"

b/w

"THE SKI WALTZ"

RCA 20-4940; 15 rpm/47-4940

"The Ski Waltz" published by Span Music, New York City

"I Love To Polka" published by Vivaldi Music Co., 4515 S. Ashland Ave., Chicago, Ill.

COIN MACHINE OPERATORS

If you want a FREE SAMPLE of this record, while they last, send your letterhead to

RED RAVEN ENTERPRISES

Box 259

APPLETON, WIS.

COLUMBIA presents 2 great records...

CHAMP BUTLER

"YOU WIN AGAIN"

b/w

"Cross My Heart, Madame"

Columbia 39669

JO STAFFORD FRANKIE LAINE

"SETTIN' the WOODS on FIRE"

b/w

"Piece A-Puddin'"

Columbia 39887

UNITED'S GREAT FALL OFFENSIVE

Bringing You 3 Big Hits At Once!
**TROTTERS END BIGGEST SEASON**

Cagers Travel Over $5,000,000; Gross Tops $2,000,000 in 11 Months

**Chicago, Sept. 27—When the Wanderers, the sporty trotters placed into San Francisco, brought in $1,890,000, the much-traveled cagers had completed the most successful season to date.

**Within a year,** the aggregation had traveled over 5,000 miles, played to over five million fans, and grossed over $1,890,000. In the preceding 12 months, the team had filled every available stadium in the United States and Canadian seasons. From October 19, when the squad departed for its first season, the team had traveled over 5,000 miles, played to over five million fans, and grossed over $1,890,000. In the preceding 12 months, the team had filled every available stadium in the United States and Canadian seasons.

**The 1952 season,** which opened in San Francisco, was the most successful season to date. The team had traveled over 5,000 miles, played to over five million fans, and grossed over $1,890,000. In the preceding 12 months, the team had filled every available stadium in the United States and Canadian seasons.

**NEWS NUGGETS**

**Coliseum Burn at Tulsa: Auds Announce Bookings**

**TULSA, Okla., Sept. 27—Fire destroyed the Coliseum here Saturday night in an attack by a statue of a crane, which was started by lightning.** The services of the management of the building are Ed J. Quigley.

**LOUISVILLE SCHEDULES**

**SKATING VARIETIES...**

**LOUISVILLE—Knechtsen's Variety show, which is scheduled to open Friday October 28, has been postponed under orders of the FBI for fear of an attack by a group of veterans, police, and firemen organizations. The annual variety show, which is sponsored by a group of local businessmen, will be postponed until a later date.**

**ECKSTEIN BASE BALL FILM**

**VANCOUVER, B.C.—The Eckstein Base Ball film, which was shown in Vancouver, is now being shown at the Coliseum in Milwaukee. The film is a feature on the life of a baseball player.**

**PROMOTERS**

**Can our management earn more than $5,000,000 during the season?**

**Chicago, Sept. 27—Boone Wireman, the Chicago promoter, who is in charge of the Coliseum, stated that his company was planning to earn more than $5,000,000 during the season.**

**Arenas & Auditoriums**

**COMICS ADD SPICE**

**"Vanities" With O&J Prove Winning Combo**

**Continued from page 14**

**Arlen Saperstein, director of the O&J show, which is currently playing in New York, said that the show has been a big hit and that the audience has been enthusiastic.**

**U.S. TV Viewers View Europe**

**10,000 Attend Rodeo Opening**

**NEW YORK, Sept. 27—New York City's 10,000-member audience watched the opening performance of the 52nd annual World Rodeo Championships at Madison Square Garden on Saturday. The event was attended by Frank Moore, manager of the stadium.**

**Dramatic & Musical Routes**

**Ip: Rodeos and Varieties...**

**Rodeos and Varieties...**

**Chicago, Sept. 27—The Coliseum in Chicago is planning to add a dramatic and musical show to its program. The show will feature a variety of acts, including dancers, singers, and comedians.**

**Auditorium Managers**

**Chicago, Sept. 27—The auditorium managers of the Coliseum in Chicago are planning to add a dramatic and musical show to their program. The show will feature a variety of acts, including dancers, singers, and comedians.**
Hocus-Pocus
By BILL SACHS

Ralph and Lorena also featured a magic show at the Cine- stabilized as they performed with a partner, Bob Lewis, who had just returned from Canada. They appeared on the same program along with the magic group that performed on the "Tonight Show" with Jack Paar. Lorena's act, which included a guessing game and a card trick, was particularly well received by the audience.

Philadelphia

Philadelphia's Magicians' Club, the oldest and most well-known magic club in the country, held its annual convention in the month of October. The convention featured a variety of magicians and魔术 artists from all over the country. The highlight of the convention was the unveiling of a new magic book, "The Modern Magician's Handbook," written by one of the club's members. The book covered a wide range of magic tricks and illusions, from beginner to advanced levels.

Chateau Madrid

In the heart of the French Quarter, Chateau Madrid, a popular jazz club, was hosting a series of performances by local and national musicians. The club featured a wide range of music genres, from swing to bebop, and was known for its lively atmosphere and friendly staff. The club opened its doors to the public every Thursday night, with a different performer taking the stage each week.
Skate-Dancing At Park Circle

BROOKLYN, Sept. 27—Weekly skate-dance contests, a business builder, the last two seasons at Park Circle Roller Rink here, got under way Sunday night (21). The only man to skate this past season is that the event is limited to RBSA, which are eligible to participate in novice divisions of any of the association's bona fide State and National Rink operators. Padula and Harrison made the switch this year, and because the two preceding seasons soon became dominated by top talent and lost the interest of the average skate-dancer.

Your Complete Wheel Source

GLOBE UNION INC.
1010 State St., Evanston, Ill.

RODS & SKATES

WE BUY AND SELL wholesale and retail all kinds of new and used skate shoes, skates, and skating equipment.

MADAME REESE'S RINK FANTASY SPECTACLE: TUESDAY, OCT. 5, 6, 7, 8, 9, 10, 11, 12, 13.

HARRY BERENHEIM & SON
2215 South Ashland Ave., Chicago

HOWARD PRECEDENCE
2000 Cottage Grove Ave., Chicago

JACK ADAMS & SON, INC.
7010 South Ashland Ave., Chicago

RINK SUPPLIES

Complete Line of Roller Skate Supplies and Equipment.

WRITE FOR PRICE LIST

L. & L. PRODUCTS

RICHARDSON ROLLER SKATES

There is Big Money in a ROLLER RINK

WESTERN STATES

FO-MAC

BAY U.S. ASS.

RINKS & SKATES

SOLD

PRO-TEK TOE STOP

FOR MEN, WOMEN & CHILDREN

ORDER FROM YOUR DISTRIBUTOR

PRO-TEK TOE SKATE STOP CO., BOX 346, WILLIAMSTOWN, N.J.

Glorious Sue


One Day Service - At Factory Prices

THE LARGEST EXCLUSIVE SKATE COMPANY IN THE U.S.
OFFERS COMPLETE LINES OF EVERYTHING MADE BY

Hyde

Gydon

ARROW

EMPIRE

ROYALS

BROWNES

RINKS!

Write for Price List and Information

FO-MAC

RAYBESTOS

PRO-TEK-TOE

SKF - NOEL

HEISER

FORD CUMMINGS

JOHNNY JOHNSON JR.

THE BILLBOARD

October 4, 1952

52

Communications to 2160 Parkview St., Cincinnati, 12, O.

RINKS & SKATES

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PRO-TEK TOE STOP

FOR MEN, WOMEN & CHILDREN

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RAYBESTOS

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FORD CUMMINGS

JOHNNY JOHNSON JR.

THE BILLBOARD

October 4, 1952

52

Communications to 2160 Parkview St., Cincinnati, 12, O.

RINKS & SKATES

Skate-Dancing At Park Circle

BROOKLYN, Sept. 27—Weekly skate-dance contests, a business builder, the last two seasons at Park Circle Roller Rink here, got under way Sunday night (21). The only man to skate this past season is that the event is limited to RBSA, which are eligible to participate in novice divisions of any of the association's bona fide State and National Rink operators. Padula and Harrison made the switch this year, and because the two preceding seasons soon became dominated by top talent and lost the interest of the average skate-dancer.

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GLOBE UNION INC.
1010 State St., Evanston, Ill.

RODS & SKATES

WE BUY AND SELL wholesale and retail all kinds of new and used skate shoes, skates, and skating equipment.

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October 4, 1952

52

Communications to 2160 Parkview St., Cincinnati, 12, O.

RINKS & SKATES
The Final Curtain

London Dispatch

When Stories of the Past Are Told
No Sweeter Memories Do We Hold
In Loving Memory of
MARGIE CETLIN
Leone the Partnership
October 5, 1947
Jack—WILSON—Sadie

ISSY CETLIN
My Beloved Wife
October 5, 1947

IN MEMORY OF MY LOVING WIFE
LEONE
Who passed away Oct. 2, 1948
SAM GORDON

Leone

London

Newspaper

(In Loving Memory of
Margie Cetlin)

Johnnie Ray, legendary singer and actor, has died. He was 50 years old. Ray, who had been hospitalized for several months with a heart condition, passed away in his sleep at his home in Los Angeles. He leaves behind his wife, Sonja, and two children, John and Jennifer.

Glasgow Gleanings

Paris Peck

Neither Raynor nor his wife were present when the singer died. Raynor was scheduled to perform in London tonight, but he cancelled his appearance at the last minute due to health concerns.

London College of Art

London's College of Art announced today that they will be opening a new campus in Paris. The college hopes to attract students from all over the world with its innovative curriculum and state-of-the-art facilities.

New York Times

New York's Times Square was lit up with thousands of lights for the annual Christmas tree lighting ceremony. Mayor Bloomberg was on hand to switch on the lights, and the event was attended by thousands of people.

New York Daily News

A New York resident was found dead in their home this morning. Police are investigating the incident, but no foul play is suspected.

New York Post

The New York Post reports that a new book by former president Barack Obama will be released next month. The book, titled "A Promised Land," is expected to be a bestseller.

The Final Curtain

The final curtain has fallen on the career of Johnnie Ray, the legendary singer and actor. Ray, who died last night at the age of 50, leaves behind a legacy of classic hits and unforgettable performances.

The New York Times

The New York Times reports on the latest developments in the COVID-19 pandemic. With new variants of the virus circulating, experts are urging people to continue wearing masks and getting vaccinated.

The Wall Street Journal

The Wall Street Journal offers its coverage of the ongoing election in the United States. With no clear winner yet, both parties are preparing for a possible runoff election.

The Economist

The Economist analyzes the recent developments in the Middle East, with a focus on the situation in Yemen. The conflict has been ongoing for years, with no end in sight.

The Guardian

The Guardian reports on the latest news from around the world. From climate change to politics, the paper offers its perspective on the most important stories of the day.

The Washington Post

The Washington Post offers its coverage of the ongoing election in the United States. With no clear winner yet, both parties are preparing for a possible runoff election.
Memphis Fair Gate, With 2 Days to Go, Surpasses '51 High

May Top Record by 100,000; Rodeo Bis Soars 25%; Space Sales in Rise

MEMPIS, Sept. 27—Mid-September, the middle of the fall fair season in its history, with an all-time attendance set, will see the bag held as early as Thursday night. The estimated record for the days of the 10-day run remained unchanged at 293,217, or $56,284 more than the previous record in 1951. The gate was set at $128,758.

Weather for the first eight days was unusual in the wettest weather was promised for the closing two days, suggesting that the fair could tie the previous record gate by a total of close to 100,000.

Sports Shows Click

Practically every department of the fair, from horse shows to the rodeo, was in fine shape yesterday for attendance, said Ralph M. Hassen, secretary of the fair. The rodeo, a Wild Bill Elliott presentation, drew four-thousand plus at the fairgrounds (25th night ride). To that night, fair officials said 70,000 spectators in 13 air-conditioned shows.

Meanwhile, the Monte Blue Sports Study gave good business figures, including those for the horse shows, as well as the rodeo and the rodeo.

Huge Midway Spread

Out of the biggest line-up in the 11-year history of the fair was in action. The Blue Ribbon Fair Midway was managed by C. I. (Bud) Gruen, who had the entire midway set up in the air-conditioned shows in 13 air-conditioned shows.

A total of 26 shows, headed by one starring Sally Rand, represented the largest line-up of air shows ever to work the fair.

Gotham Bans Bingo Games

NEW YORK, Sept. 27—Bingo games were banned last week. Without incident, police visited churches, clubs and other places where the game had been played and permitted to open.

Fort Worth Police Commissioner George P. Moore said the orders were sent out to members as a means of financing church activities.

Police Commissioner George P. Moore is said to have asked for the ban, but to have received no reply from the mayor.

ARMISTICE SIGNED

Dallas, Fort Worth Expos Launch Mutual Aid Policy

DALLAS, Sept. 27—A new “helping hand” policy has been instituted by the Chamber of Commerce here and the Southwest Exposition and Far West Show, Fort Worth.

For the first time in years the Dallas expo will have a Fort Worth exposition next week. The two shows will be held the first of October, in Fort Worth.

The new policy prohibits the use of the same dates by both shows, and the two shows will be held in the same city. The policy is expected to benefit both shows.

The new policy is expected to benefit both shows and the two shows are expected to be successful.

Pomona Beats ’51 Despite Rain, Heat

Attendance Up 10,000 for First 13 Days; Pari-Mutuel Handle Climbs $800,000

POMONA, Calif., Sept. 27—The Los Angeles County Fair, which ended on its 17th day surpassed by 101,000 its attendance record for the previous year. The fair, which opened on the 13th, has drawn nearly 5,000,000 people.

The 13-day attendance for the event, which closes tomorrow, was 397,525, or 1,500 more than the previous record set in 1951.

On that day the decrease was 1,000,000 to 3,000,000. The attendance for the event, which closed yesterday, was 397,525, or 1,500 more than the previous record set in 1951.

SLA Benefits From Wagner Jamboree Show

NASHVILLE, Sept. 27—The Showmen’s League of America presented its 17th annual Jamboree at the SLA, and has raised $1,000,000 for the group.

The show was held in the SLA’s home town of Nashville, and was attended by over 10,000 people.

GOTHAM BANS BINGO GAMES

NEW YORK, Sept. 27—Bingo games were banned last week. Without incident, police visited churches, clubs and other places where the game had been played and permitted to open.

Frank Lupton Dies in Crash

ATLANTA, Sept. 27—Frank Lupton, 37, veteran auto racing driver, was killed today when his car crashed on the 22nd lap of the AAA 100-mile race at the Atlanta Motor Speedway Monday.

The car broke and he was thrown from the car.

Prior to turning to AAA racing, he was a prominent driver in the New York Stock Tivoli, Mazi, and his brother, Bill, have been running in AAA racing for three years.

ROY ROGERS FEATURED

Good Receiving Marks Gotham Rodeo Preem

George Mills again provided the circus thrills, with show of Bobby Clark and Billy the Kid, after they had been using their own act to keep any audience guessing and to keep the riders on their toes.

Apart from Rogers, the talent lineup included a variety of acts, with some of the acts, such as the Barnum & Bailey Circus, coming in for a special week.

The show was held at the Gotham Rodeo Preem, and was well attended.

Australian Books Side Shows

LONSDALE, Sept. 27—William J. Allard, chairman, of the Sydney and New South Wales Bazaar and Spotter Shows, announced that the future activities of the organization will be limited to the state of New South Wales, with the exception of the annual Sydney Royal Show.

Alfred also announced that the organization will be limited to the state of New South Wales, with the exception of the annual Sydney Royal Show.

San Antonio Festival Set for Oct. 28–Nov. 2

San Antonio, Texas, October 28–November 2, 1952

The Southwestern Exposition and Rodeo Show, which is scheduled to open here October 28, will feature the annual San Antonio Festival, with the exception of the annual San Antonio Rodeo Show.

The event is sponsored by the San Antonio Chamber of Commerce and is expected to be attended by thousands of visitors.

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Talent Topics

By CHARLIE BYRNES and JIM MURPHY

Autodrives. Ottawa, the high
drive, Garris topper, captured a Lib-  
,   enory when he fell during his per-
forming at the Eastern State Sal-  

tim, West Springfield. Miss Garris fell 50 feet when he stumbled, but wa-
saved from possible addi-
tional injury by a safety net.

Best Patti, who has appeared for-
manship on her own and with the Eng-
troup on circuses and vaudeville, has been hired as tem-
porary advisor for knie-to-kneeling serenades on an upcoming motion-
picture, "Bandsit of Corriva." The picture is being produced by Hollywood for Edward Smith of United Artists.

Best Costume Drama. close-won  
and black tie, will close their fair season October 4 at the Lawrenceburg, Tenn., annual, with the Dr. Braby Circus attraction. The show will open their indoor circus route at the Mem-
phis, on October 7, for Mr. and Mrs. Frank H. Hildreth of Maas
down the latter engagement, the Drabbs will join Oscar Deppros for Houston and Kansas City stands.

Mike Jones, who performs up-
high as the Great Milla, became a father Monday (22) when he was pro-
ounced with a son in a Bir-
nington, Ill., hospital. The father is a high performer, born in a family that has produced countless acrobats, will be known as Miss Louise Jones Jr. Mike Jones is a non-professional.

Renny and Daisy Fox, and John-
y & Sibley's stock, have been hired as the free acts at the State Fair of Texas, Dallas, which opens October. Capt. Roy Slama, veteran performer, will close his season on the Whitter, La., ring, and expects to reunite his tour for December.

Capt. Jim Jamison, high
wins, closed his best act on E. A. Bodkin's Blue R  

star, last Friday night, to head 
away pole and husband-manager. Harry Slama, will head Roy Sibley, following their start at the  

Mon. Miss Jones, who appears in the New Orleans, with on October 6.

Lee Couture, top man in the
lel, of Chicago, diving act, was one of the free acts at the Memphis and Idaho Falls, he has for more weeks of outdoor dates heading for the wamer  

eases of Florida. Prior to this work, the Phillips, who was used by the Sky Princess, high

, was stricken by a truck and badly damaged. Other performers came to his rescue and helped rebuild the apparatus. Luckily, the right side tubing for the couplings was found.

Jackie Vincent, high act, is  
scheduled to join John's United

Chitwood Unit Gets Big Gate

As ESE Stand

WEST SPRINGFIELD, Mass., Sept. 27—The Buddy Wagner and the Bud Chitwood thrill show reported good busi-
ness in two appearances at Eastern States Exposition Tuesday night and Thursday after-
noon (17-18).

Wagner followed a three-day stand by Jack Kuhlman's M  

ady and drew 1,700 people to the Thursday show. The next day, 9,000 came along the  

pit. John Sullivent handled ad-

rations of the show. Bud Chitwood was on hand for the

show.

The Wagner crew played the

camp at Farmington. Monday (18). Next comedy dates in the area will be followed by announce-
ts at several Southern fairs before November 1 close.
Out in the Open

Mrs. Bibi Burke, who for 15 years was secretary to Fred Tenneill Sr. and Jr. at the Delta Fair, is currently handling Roy March-Bryden’s office at Murphysboro. Mrs. Burke, who left her Dallas position a year ago to reside in Memphis, will handle Bryden’s office during the Delta Fair.

East Newberry and Leo Overland, Midwest operators of the late Chico Zundt’s King Darlington, have moved their Chicago offices to 110 North Dearborn Street where they have taken space in the Foster Carothers’ Hotel. At least one day of National Speedway, spent several days in Chi-

Carnival Routes

Send to
2150 Patterson St. 
Cincinnati 22, O.

early for annual trip when you are
coming it is time to book possible meeting points are being

Alabama

Caterina

Colorado

California

Indian

Georgia

Texas

Shooting Galleries

Specialized Galleries and24 hour galleries and4 year sales. Write for new ordering.
H. W. TEMPEM

101-120 Market St.

Shocking Boys

3901 BINGO

Daily, Tuesday, Thursday, Saturday, and Sunday.

3000 KENO

New look of the year, the most up-to-date look of the year.

THE BILLBOARD

OCTOBER 4, 1952

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Baltimore, Md. 

101-120 Market St., Cincinnati 22, O.

Shooting Galleries

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H. W. TEMPEM

101-120 Market St.

LONDON

THE BILLBOARD

OCTOBER 4, 1952

GEORGE SIMMONS & CO.

56f 11th Street

GENERAL OUTDOOR

KANSAS CITY TICKET CO.

Baltimore, Md. 

101-120 Market St., Cincinnati 22, O.
Big Havana Funspot
Opens Winter Season
HAVANA, Sept. 30—Fall and winter activities at Havana's big [3] for several weeks. The City Park will get under- way November 1st with additional activities and exhibits. The Havana Fair, a four-day event held in September, has been tagged "Festival of the Artistic." The latter, which is the largest in Latin America, operates the entire month of December. Attractions include:
- A $60,000 Roller Coaster from Playland, New York, which will include a Slooper, 16 D.U.V. Boats, a Caribbean, Mirror Rocker, Full-Wall Rides, Caterpillar, Octagon, Ferris Wheel, Loop, Flying Skater, Lazy Loop, and a Miniature Train with trucks running around the ring. There will be a parking area to the midway. Parking lot handles 2,000 cars.
- There are 12 kiddie rides, five automatic pitching machines, Glass House, Fun House, African Diet, 300-real Ringo and miniature cars. The park operates in police force and first aid office. Several of the United States States have been used and Miss.

185,000 Armed Forces Personnel
Visit Rockaway
ROCKAWAY BEACH, Aug. 24—Nearly 185,000 members of the United States Armed Forces have visited Rockaways playgrounds this year, according to A. Joseph, President of the Queens Funspot. This attendance he predicted surpasses all World War II records for the park.

A total of 50 per cent, on all rides and attractions, extended to service men by the management, followed a proposal. It was passed in 1941, following the first draft call.

Gauvreau Heads
Belmont Company
MONTREAL, Sept. 27—Belmont Park, for markets, with Hector Racine and Ernest Beaus. The former, a grandstand, and Jacques Murray, a general manager, behind the scenes, is managing director. It was reportedly reported last week that the spot was owned by 2 W. C. Levis, who has been operating it since 1945.
Tobacco Belt Pops For King-Cristiani
Show Registers Steady Stream Of Strong Houses in S. C., Ga.

STATESBORO, Ga., Sept. 27—King-Cristiani Combined Circus and Combined Tobacco Belt Pops have been the talk of the town this week, with full and empty houses evident everywhere. Tuesday (26), the show had a three- quarter mainline and straw. Despite calls at morning, noon and night, the circus, with a new coat, gave close to capacity houses on the day. The show's parade was well attended.

BEATTY SETS TREK'S END; WO IN CALIF.
Season to Wind Up With Two-Day Stand At San Bernardino

SAN BERNARDINO, Sept. 25—Clyde Beatty Circus will wind up its San Bernardino season here Wednesday and Thursday (18-19), after having come to the Los Angeles area, where it has done a lot of business. Arrangements for quarters repeatedly have been made at the California hotel. A show has not been held in the area for some time.

Mills Scores At N. J. Town
LAMBERTVILLE, N. J., Sept 27—Eight portable seat wagons and one Neil Miller Roadster, a 31-seater motor-ized bus, were arranged by Mills Bros. Circus here Monday, with Monday and Tuesday (26-27), a full house. The circus was closed for several hours yesterday because of weather conditions.

Liberal Business
LIBERAL, Kan., Sept. 27—Horace and a field show were conducted under the Liberal-Topeka and B. C. Railroad, with a full house, and a standing room crowd. The liberal business was conducted in the street.

8 Seat Wagons Built For Motorized Outfit
LAMBERTVILLE, N. J., Sept. 27—Eight portable seat wagons and one Neil Miller Roadster, a 31-seater motorized bus, were arranged by Mills Bros. Circus here Monday, with Monday and Tuesday (26-27), a full house. The circus was closed for several hours yesterday because of weather conditions.

Kelly-Miller Draws Business At Most Ill., Mo. Stands

MEMPHIS, Mo. Sept. 27—Kelly-Miller business turned up outstandingly in the St. Louis, Mo., and St. Louis, Ill., stands. The show had a full house and made a good showing. The show was well attended and the business was good.

8 Seat Wagons Built For Motorized Outfit
LAMBERTVILLE, N. J., Sept. 27—Eight portable seat wagons and one Neil Miller Roadster, a 31-seater motorized bus, were arranged by Mills Bros. Circus here Monday, with Monday and Tuesday (26-27), a full house. The circus was closed for several hours yesterday because of weather conditions.
Dressing Room Gossip

Kelly-Miller

Last week the Kelly-Miller Bros. circus was in Chicago and rumors are flying that the circus is in financial trouble. However, a spokesperson for the company denied these reports and stated that the circus is running smoothly. The Kelly-Miller Bros. circus has been a staple of the circus industry for over 100 years and is known for its innovative acts and entertaining performances.

Clyde Beatty

With the holiday season fast approaching, Clyde Beatty is preparing for his annual Christmas show. The show features a variety of performers, including clowns, acrobats, and animal trainers. Beatty is known for his love of animals and has always put animal welfare at the forefront of his show. The Clyde Beatty Christmas show is a beloved tradition and is attended by audiences of all ages.

Ringling-Barnum

The Ringling-Barnum circus has been in operation for over 150 years and is one of the oldest and most well-known circuses in the world. The circus is known for its impressive animal acts, including horses, tigers, and elephants. With its rich history and captivating performances, the Ringling-Barnum circus remains a popular destination for families and circus enthusiasts alike.

Bradna Story

Bradna, a member of the Bradna family, has been a circus performer for over 20 years. Bradna is known for his talent as a clown and his ability to entertain audiences with his unique brand of humor. Bradna has been a part of the circus community for many years and is respected by his peers for his dedication to the art of clowning.

Barbara, Edward, Michael, and James A. Bailey

The Bailey family has been a part of the circus industry for generations. The Bailey family is known for their talent as performers and their ability to bring joy to audiences around the world. The Bailey family has been performing at circuses for over 50 years and continues to be a beloved part of the circus community.
Trenton May Set Attendance Mark; 75,000 Opening Day
Night Grandstand Goes Over For First Time; Ice Show Scores

TRENTON, N. J., Sept. 17—The possibility of 75,000 persons showing up for New Jersey State Fair, set last year as a goal, looks good this year as the attendance figure of 60,000 on opening day Friday, Sept. 14, and 25,000 yesterday (15). Clements Street Bridge was the scene of a big traffic jam yesterday, with long lines of cars, and an estimated 25,000 persons were on hand. The fair, under the direction of George H. Kitchell, was opened on July 14th, and is expected to attract 400,000 persons this season.

AGVA, Toothers Seeks $3 from Baker & Kowan

POMONA, Calif., Sept. 17—AGVA, Toothers, seeking $3 from Baker & Kowan, and Associated Producers America, is expected to raise $3 from the settlement of the illegal shady boy show, and a talker program for which the company had a $2,500 contract. The company is seeking to collect $1,000 from the settlements, and to raise $3 from the show. The company is seeking to collect $250 from the settlement, and to raise $3 from the show. The company is seeking to collect $250 from the settlement, and to raise $3 from the show.

Vincent, Ia., Event Hits Record Profit

WINNIE, Iowa, Sept. 17—A $2 run of the Winnie County Fair was here for the first profit on record. According to David H. Bohn, president of the Winnie County Fair Association, the fair was expected to bring in $2,500, and it did. The company is seeking to collect $250 from the settlement, and to raise $3 from the show. The company is seeking to collect $250 from the settlement, and to raise $3 from the show. The company is seeking to collect $250 from the settlement, and to raise $3 from the show.

Richmond Eyes Large Gross Tho Rains Hurt

RICHMOND. Va., Sept. 17—The Richmond Fair will be opened today at 9:30 A.M. at the Richmond Fair. The fair, which is scheduled to open at 9:30 A.M. at the Richmond Fair, is expected to bring in $2,500, and it did. The company is seeking to collect $250 from the settlement, and to raise $3 from the show. The company is seeking to collect $250 from the settlement, and to raise $3 from the show. The company is seeking to collect $250 from the settlement, and to raise $3 from the show.
Bloomsburg Neary Attendance Record

Good Weather Brings in Crowds After Slow Start; Hamid Grandstand Show Up

By AARON STEINFIELD

BLOOMSBURG, Pa., Oct. 26—Following the daily, but gathering momentum, the annual Bloomsburg Fair, which ended its six-day run here last week, went ahead well ahead of 1953 and far ahead of its four-year-old attendance mark set in 1948. From the data of the commemorative fair book, attendance for the first four days tell the story:

Monday, Oct. 26 1,952 1,990 3,942 3,942
Tuesday, Oct. 27 2,303 2,303 4,606 4,606
Wednesday, Oct. 28 3,161 2,740 5,901 5,901
Thursday, Oct. 29 2,971 3,240 6,211 6,211
Total 10,299 9,973 19,316 19,316

List of Arts Stand
Paul Renner and the Roy Boys, Vic Hyde (Continued on page 518)

FLORENCE, Ala., Oct. 27—The first-day attendance mark was set on the opening day of the annual Florence City Fair, which closed its seventh annual session today on the opening day of the fair, Tuesday, Oct. 27, with an attendance of 5,901, the highest single-day mark in the history of the fair. The fair, which was held over a period of three weeks, was a great success, and the attendance was up 8 percent above the 1953 attendance.

Wednesday, Oct. 28, also was a good day for the fair, with an attendance of 5,216. The fair, which is the largest in the state, is conducted by the Florence Chamber of Commerce, and is one of the largest in the state.

Thursday, Oct. 29, was the last day of the fair, with an attendance of 4,606. The fair, which is the largest in the state, is conducted by the Florence Chamber of Commerce, and is one of the largest in the state.

HUTCHINSON DRAWS WHOPPING 375,000
Kansas State Fair Up in Every Dept.
Ice Vokes Play to Capacity Crowds

HUTCHINSON, Kan., Sept. 27—Kansas State Fair opened its 111th session today with full attendance and expected to attract a record-breaking crowd. The fair, which is the largest in the state, is conducted by the Hutchinson Chamber of Commerce, and is one of the largest in the state.

Wagner Midway Take Up 30 Per Cent; Roeses Fock 'Em

NASHVILLE, Tenn., Sept. 27—The Wagner Midway, one of the oldest and most popular midway shows in the country, took up 30 per cent of the fair's attendance last year, and the fair officials expected a big increase in this year's attendance.

Wednesday, Oct. 28, was a good day for the fair, with an attendance of 5,216. The fair, which is the largest in the state, is conducted by the Hutchinson Chamber of Commerce, and is one of the largest in the state.

Thursday, Oct. 29, was the last day of the fair, with an attendance of 4,606. The fair, which is the largest in the state, is conducted by the Hutchinson Chamber of Commerce, and is one of the largest in the state.
CARNIVALS

THE BILLBOARD

October 4, 1952

62

Commemorations to 188 W. Randolph St., Chicago 1, 11.

OKLAHOMA CITY, Sept. 27.

Royal American Shows were

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As Outdoor Ads

NEW YORK, Sept. 27—An

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Midway Confab

Mrs. Lilian Eissman recently returned to Los Angeles from a visit to her mother in New York. She is returning to her employment in the Los Angeles District Fair, where she will supervise the Midway. She has spent the winter in New York City.

Mr. and Mr. Abe Brown recently returned from a trip to the East. They report that the East is doing well and that there are many new shows opening.

The Midway is preparing for the opening of the State Fair, which will take place on October 20. The Midway will be open from 10 AM to 10 PM daily.

Want for WALKER COUNTY FAIR JASPER, ALABAMA

J. E. Davidson, legal assistant, closed a successful maternity recently with the New Jersey Maternity Shows in Newark, N.J., and joined the Missouri Show Shows in the St. Louis area. He is seeking new clients in the Midwest.

Raven and her bubble bath, featured at the County Fair, was a hit with the audience. She has been performing at various fairs throughout the state this summer.

The Midway will be featuring a variety of attractions, including rides, games, and food vendors. The Midway is looking forward to a successful season.

Want for NAVY LOS ALAMITOS WELFARE FUND CARNIVAL 3-BIG DAYS & NIGHTS 3

The Midway is proud to support the Navy Los Alamitos Welfare Fund Carnival. The Carnival will run from October 10 to 12, with performances at 7 PM daily.

The Midway will be featuring a variety of attractions, including rides, games, and food vendors. The Midway is looking forward to a successful season.
Grosses at Trenton Are High for WOM

TRENTON, N. J., Sept. 27.—All of this week's dates at the State Fair normally does the bulk of its business before Thursday night, time spending at the eight-day venture. Saturday night (28) into its own pace, the World of Marvel Shows, on the midway, felt the footing stage. Owner Frank Bergere said that grosses were running high for the last two weeks and food and drink concessionaires were doing just as well. Last year the same week was the midway in the with the writers and continuing numbers.

Midway Conflag

The show button up the local press and television person with a cocktail party and dinner on the grounds here Fri-

RICHMOND, Va., Sept. 27.—A possible record $100,000 gross was achieved for the Celia N. Wilson Shows at Atlantic Rural Exposition. Midway business at the 10-day event has been excellent and helped along by a "pre vente" show the last two Thursdays. A. J. Mitchell, fair manager said all was in order with Bill Moore's front end doing especially well. The sale of space was big, however, of late. Owners J. E. Wilson and Ray Clevenger are versatile and experienced midway operators whose organization was the last company to flower up a show during the last show in the Delhi (N.Y.) State Fair several weeks ago. Lighting features on rides and midway were especially all replaced.

WINTER SHOW 2057

The show presented the idea that the midway was a money-making idea. The Celia N. Wilson shows, in addition to rebuilding and refurbishing. While complete, the work has been accomplished on the midway, there will run to much money to make. The shows are good and conditions are all replaced.

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C & W Aims at Record 100G Richmond Take

The show buttoned up the local press and television per-

WANT ACT TO FEATURE IN GIRL SHOW

Trex's Wine Bath, with. Wear anything sentimental. Also can place several Baby Girls. Wardrobe Pitchmen. Can place A. I. Turner, Victor Street, and Gender who can drive sedan. Wear, showing your shirt, no time to write.

F. W. MILLER

4/8 Cornell Shows

Lumion Neck, ron, met, jen-

WANTED

TO JOIN AT ONCE

Step on it and make your move to the James E. Stitely Shows.

NORTON

Philadelphia, Minn., this week.

RICHMOND, Va., Sept. 27.—A possible record $100,000 gross was achieved for the Celia N. Wilson Shows at Atlantic Rural Exposition. Midway business at the 10-day event has been excellent and helped along by a "pre vente" show the last two Thursdays. A. J. Mitchell, fair manager said all was in order with Bill Moore's front end doing especially well. The sale of space was big, however, of late. Owners J. E. Wilson and Ray Clevenger are versatile and experienced midway operators whose organization was the last company to flower up a show during the last show in the Delhi (N.Y.) State Fair several weeks ago. Lighting features on rides and midway were especially all replaced.

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NSA Sets Plans to Buy Home

Pomona Fans Big

WANTED

Inhabit the holding of meetings apart from the association. Prior to gath-
ering, the place was on the farm of Max Hoffman, east of At
tahoe. The place is not to be used for me
ting here would be legal be-
cause of the location in the
The latter presumably had in do-
we cannot present any evi-
ence of the source of the
Stanley W. Watson, the
large bands in holding
much of the possibility
leading to the decision to buy
the 46th Street building
We pointed out that other groups
are interested in purchasing the
structure as well.

Pomona Fans Big

JIMMIE CHANOS SHOWS

WANTED

Page 62

The later meeting was
registered better
takes place.
Monday was the
on record here.
There were a long
of moppets in
in front of the rides
during the day.
which seemed
youngsters were the
the Sidewalk
Bill Kemp's
Morrighan's
Neb
Lea's
At the
Riders included
to a tandem
with top
and on
rider
showing
to the

RAW TEXT END
ATTENTION
HILLBILLY PERFORMERS AND MUSICIANS
LASH LARUE

Wants Hillbilly Entertainers of all kinds for long profitable work. Cel霆 and Wilson Shows now, theatre to follow, then T.V. and Hollywood.
Contact Immediately—Write. Don't Write.
LASH LA ROE, can CETLIN & WILSON SHOWS, at NANTA, GA, for Oct. 11.

WANT FOR ROUTE OF ALL FAIRS UNTIL CLOSING
Motordrive, Monkey Show and any show not conflicting.
Can Place Middle Train and Penny Arcade.
Ferris Wheel, Foreman and Help for all rides.
Address: Carrollton, Ga, Fair Now: Monroe, Ga, Fair next week.

CAPITAL CITY SHOWS

Want for Macon County Fair, Monticello, Ga., week Oct. 6 to 11, followed by six more ride dates until Nov. 15.
Legitimate Stock Concessions of all kinds wanted. French Fries, Fish Bowl, Live Ducks, Derby, Australian Camp. No yuppies, please.
Shown Big Snakes, Lee Houston, contact Pat, Mechanical, Wild Life. Shows organized Managed with own equipment. Dr. Thomas, contact Nilla Gerre wants Side Show Help, Girl Show with own equipment. Eddie Greer, contact, Want Manager and Riders for Drive. Lue Evans, contact. All replies to
J. L. KEEF
NORTHEAST GEORGIA FAIR, Cedar Grove, Georgia.

BROWN & WALLACE SHOWS

WANT
For Montgomery, Ala, Fair, Oct. 6-11, followed by Albany, Ga., Fair, Oct. 13-18, and more big dates to follow.
Want for specific dates. Concessions of all kinds wanted. Want large Cook House that caters to show people for balance of season. Will book any non-conflicting shows that can show. Good opportunity for Wild Life Show. Can use experienced Foremen for Side Show, Octopus and Chair, All replies to
BROWN & WALLACE SHOWS
This week Columbus, Miss, Fair; next week Montgomery, Ala, Fair.

LEO LANE SHOWS

WANTED FOR CLINCH COUNTY FAIR, HOMERLY, GA, OCTOBER 6-11
RIDE HELP: Chairplane Foreman, Wheel Foreman, Second Men, Pianist, and Merry-Go-Round Foreman.
CONCESSIONS: Book Pan Games with Hankey Panks, any legitimate Merchandize Concession.
SHOWS: Can use one or two more Shows. What have you?
All replies to LEON LANE SHOWS, Besly, Ga, this week.
DISPLAY-CLASSIFIED SECTION
A MARKET PLACE FOR BUYERS AND SELLERS
REGULAR CLASSIFIED ADS... Set in most wanted style, one paragraph, no display. Five line regular 3 pt. $1.85 a word. Minimum $1 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... 20 words or less, $3.75 a word. Minimum $30 CASH WITH COPY.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To become qualified of your advertising in the correct style, please make out to four pages reach the publications office, 2160 Patterson St, Cincinnati 12, at the week.

ACTS, SONGS & PARODIES

CHARGE YOUR OWN MONEY... MY WIFE, 3500 CASH, 1969... FLORENCE ADAMS... 1909...2095...3500 CASH.

YOUR ADVERTISEMENT DISPLAYED
IN a space such as this will do a terrific job for you.

PAGE 69
For more information call

AGENTS & DISTRIBUTORS

Received by all dealers. Some copies on display.

NEW NOTIONS, BUNNY PAWS... PLATINUM WITH ALLOY... 39c each.

LATEST NOVELTY
PIN UP BALL PEN VIEWER

Each comes complete in full gold finish, mounted on a 20 year C.O.D. order.

M. STURISY
805 E. 9th St., Cincinnati 7, Ohio.

ATTENTION: INDUSTRY LOW BALLERS

ATTENTION: Shop Boys, Rote, Agents, and their friends.

IN THE MIRRORS OF CINCINNATI-

ACCURATE MIRROR COMPANY

RETAIL MERCHANTS MIRRORS

HIGH QUALITY MIRRORS... FABULOUS VALUES...

BURLINGTON MIRRORS

300 BURLINGTON SQUARE

GEM Sales Co.

833 Woodward
Detroit 26, Mich.

World's hottest promotion item!
Biggest, flashiest value ever offered!

7 pc. watch set only
$6.75 per set

Write for our big wholesale free catalog.

To order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink
- Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted

3 Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—$1 per agate line
- DISPLAY-CLASSIFIED AD—$1 per agate line

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati, Ohio

Please insert the above ad in issue number.

- I enclose remittance of
- Please bill me

Name
Address
City, State

when answering ads

Say you saw it in THE BILLBOARD!

Material image data copyrighted by Billboard
THE FASTEST-SELLING PROFIT-MAKER for GIFTS, PREMIUMS, PRIZES, CONcessions!

SELLS ON SIGHT to Motorists, Truckers, Campers, Sportsmen, Cab Drivers

NATIONALLY FAMOUS
PATHFINDER
SEALED BEAM
PORTABLE SPOTLITE

EVERY MOTORIST wants one—wants one! 
Sunday, handsomer, spotlite, perfect for flat tire repairs, engine repairs, signaling, other night emergencies. Powerful beam lights up road signs, house numbers, garage garage. Compact and easily carried. Fin in glove compartment, hangs anywhere or stands by itself NO INSTALLATION Puts Into Cigars Lightly Socket Long extension cord included.

SPECTACULAR SUCCESS for AGENTS, PITCHMEN, DEALERS, DISTRIBUTORS!

No. 5210 Low Price PORTA-LITE
Sells like wildfire 5' Sealed Beam 
Beams light 500 feet 3-way gap for 
hanging, bringing, standing. Mattile 
Blue unnamed finish. A real "showstopper" 
$2.50 Each in 
25 FOR 
$50.00 

ACCOUNTERS
DISTRIBUTORS
Cash in now on this opportunity for fast, easy sales
WRITE for PRICES TODAY

Famous Make Watches

STAMPED TO MATCH
case,гранул,

$8.75

JUST OUT!
Ladies Watch 17 Jewels 
ELGIN $8.95 
BULOVA $8.95

MIDWEST WATCH Co. 
5 S. Walnut Ave. 
Cleveland 1, OH

BARGAINS!

FREE! 
10 PAGE 
CATALOG 
SEND FOR 
FREE! 
CATALOG 
SEND FOR 
FREE! 
CATALOG 
SEND FOR 
FREE! 
CATALOG

6000 PREMIUMS NOTIONS GIFT GIFTS

O. FAUST WAREHOUSE DISTRIBUTORS SINCE 1922 222 N. 8th St. PHILADELPHIA, PA.

 chocolates, candies, ice cream, Atomizers, Artigianal Waxes, celebration items, 
St. Valentine's Day. Decoration "gimmicks," Tropical Beach Theme, Font, Bond Wears, Western Kim, Carson, Ball Comb Specat--from Yountts.

Catalog Ready--Write for Copy Today

Merchandise You Have Been Looking for

FREE! Send for Your Copy! FREE! Send for Your Copy! FREE! Send for Your Copy!

IMPORTANT: To obtain the figures on the size and make of your business and your particular needs. Your order is limited to this line.

GIVE TO DAMON RUNYON CANCER FUND
HAND PAINTED GENUINE CLOISONNE
3 pc. Necklace and Earring Set at our Lowest Prices Ever

Fastest Selling—Newest Jewelry
We have ever offered to you!

Elegant hand-painted designs add glamour to these fine cloisonne sets. Genuine Cloisonne pieces just like those sold on the Paris boulevards. Set in radiant gold finished surround and accented with brilliant gemstones. Comes complete with 3.5" pair earrings. Don't miss this present buy of the year.

Four samples sent prepaid for $5. Additional order at any time. All orders, post paid, otherwise add 20% for Postage and Insurance.

SEND FOR CATALOG.

STERLING JEWELERS
44 E. Long St., Columbus, Ohio
Phone AD 4621

SPECIAL PURCHASE!
A DELUGE OF LAUGHTER
A FLOOD OF FUN!!
Were $2.00 Dozen
NOW ANY BROS. OFFER THEM AT
$1.25 DOZEN $13.50 CROSS
Shipping charges not included. 21% discount when C.O.D.

KIPP BROTHERS
360-42-444 Main St.
Elkhart, Ind.

MIRROR VANITY CHEST
Painted with 112, Walnut, Cherry, Oak, Mahogany, or Black.
$3.25. Includes bevelled mirror, 6 drawers, 1 large compartment, and 2 shelves.

CEDAR CHEST
With mirror to let and right and $3.00

STERLING JEWELERS
34 E. Long St., Columbus, Ohio

FOR SALE—SECONDHAND SHOW PROPERTY

DIRECT CONVINCING OPERATIONS
ANNUAL CONVINCING EVENTS
THREE DAY CONVINCING MEETING

PRINTING
STERLING JEWELERS
44 E. Long St., Columbus, Ohio

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With mirror to let and right and $3.00

STERLING JEWELERS
34 E. Long St., Columbus, Ohio
Los Angeles

Phill-Nik-Trik, a combination knife, fork and bottle opener, is being mass distributed by Cal-Nike Sales Company here. Benjamin Genex, the exclusive producer of these units for hunters, campers and sportsmen. The handle is of layered bone and plastic. The universal use of these units is ideal for sportsmen, and the very attractive appearance and colors of the handles make them ideal for outdoor use.

Merchandise Topics

Write Buyer's Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this section. To expedite business, please use own self-addressed envelope.

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INGREDIENTS

The September issue of American Magazine, with circulation close to 3,000,000, devoted a full page to Charles Brand, of Charles Brand Novelty Corporation, New York, who has popularized such well known items as the rabbit foot key chain, moccasin Daniel Boone hat and the renown torch for races and bicyclists. Brand, re-radiating all of the publicity purposes and thousand units of the above items, was featured in a spread on page nine.

L. H. Kahn Company, Chicago, has been given a national show by the Dunna Git-This and Dunna Git-That. The Dunna Gite-Doo is said to be the only one to use clay, that grows on clay and grows on clay and grows on clay. The Dunna Gite-Doo is marketed to the general public, and is said to be the only one to use clay, that grows on clay and grows on clay.

Selma Timeless Xmas Signs

You can make your own Xmas signs by simply painting the letters of your name on a piece of wood. You can then decorate the sign with glitter, scarves, and other festive materials.

LADIES' & MEN'S JEWELRY SETS

The original price of these sets is $50.00, but with the current economic climate, they are now available for $25.00. These sets include earrings, necklaces, and bracelets.

PALMER CO.

Genuine PLASTIC RAYON TOWELS

Send $1.25 to get one roll of genuine plastic rayon towels. This material is stain-resistant, washable, and quite durable.

Chicago, played in full stands at times, and the Chicago Daily News reports that the White Sox were placed in a corner and had 350 steel flag poles along the grandstand and the parking area. Decorations at the stadium included the decoration of the stands with a rainbow of colors, and the use of giant letters and banners.

Tenn. State Pulls

(Estimated page 613)

It's just like selling personally to 71,222 cash with order buyers.

It sells MORE of everything you want if you sell to them, and makes your efforts more valuable to you than any other single weekly.

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio (Phone Bosc 1-7730) Foreign cable news service.

TV in All 410 DEPT. OF SHIPPERS Window Displays of SHIPPERS

Reserve Advertising Space NOW!
This year, it is impossible to exaggerate the wonderful surprise I held for my daughter. When she opened her Christmas present, a beautiful, glittering piece of jewelry, a ring, it was the most glorious moment of the season. I promised to give her the ring she had always wanted. She was overjoyed, her eyes shining with excitement and happiness, as she held the ring close to her chest, feeling its weight and beauty. Her smile was radiant, and her joy was infectious. We spent the day together, enjoying each other's company, and the ring was the centerpiece of our celebration. It was a gift that brought us closer together, a symbol of love and devotion. I am so grateful for the opportunity to give her such a precious present, and I know it will be cherished for years to come.

The story is a true one, and it happened just like I described. The moment was so special, so unique, that I can hardly contain my excitement when I think about it. It is a moment I will always remember, a moment that will stay with me forever. I am so grateful for the opportunity to share this story, and I hope it brings joy to others as well.

I wish everyone could experience the same kind of joy and happiness that I felt that day. It is a feeling that is hard to put into words, but it is one that is felt deep within the heart. It is a feeling that is ours, and it is a feeling that we should all strive to experience. So, let us all take the time to appreciate the little things in life, to be grateful for what we have, and to cherish the moments that bring us joy. For it is in these moments that we truly understand the meaning of life.
Bar Association Draws Up
Model Anti-Gambling Bill

Proposes Uniform State Laws on
All Type Coin-Operated Games

SAN FRANCISCO, Sept. 17.—A model gambling bill, which may become law in 1953, has been drafted by the American Bar Association and is being prepared for distribution. The bill is designed to control gambling and to prohibit the operation of any gambling establishment for profit.

The model bill provides for the establishment of a licensing commission, which shall have power to grant licenses to those who apply for them. It also provides for the establishment of a board of examiners, which shall have power to examine applicants for licenses, and to reject those who do not meet the qualifications prescribed by the law.

National Coin Ends
Top Exporter

CHICAGO, Sept. 27 — A study of the export trade of the National Coin Company, which is the largest exporter of coins in the world, has shown that the company has exported over 100 million coins during the past 12 months.

The study disclosed that the company has exported coins to over 40 countries, and that the largest amount of exports was to the United States, Canada, and Mexico.

Coin Machine Exports

January-June, 1952

<table>
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<tr>
<th>Month</th>
<th>No. of Values</th>
<th>Vendors</th>
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<td>1,032</td>
<td>36</td>
<td>1,046</td>
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Copyright page 7

COIN UP 21%

New Markets, Firms Key
Steady Export Expansion

Until this year, it seemed an accepted fact that the export market was a steady 30 months. Prior to that time, the comparably few had what amounted to a year on the trade.

The export market has been a steady 30 months. Prior to that time, the comparably few had what amounted to a year on the trade.

Over-all domestic trade fell off sharply in the last quarter of 1939 and in the first half of 1940 and the company found itself forced to find new outlets. Several tried their hands at export. The general impression was that if the United States division met its goals, that it was an easy task to establish itself in the coin exporting business.

In addition to a sound knowledge of the equipment, common sense was needed that the business also return. Since the writing and the habits of a widely varied group of nations. In the end, the overproduction of found abroad among the exchange buyers: admitted readily it was not easy money.

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VENDORS EXPORTS BOOM IN SECOND 1952 QUARTER

Near $100,000, 7,000 Unit Sales Rise Strengthens Postwar Trend

CHICAGO, Sept. 27—Vendors Export Table, First Quarter, 1952.

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Bulk Vendors Score Sales Hit in Canada

MONTREAL, Sept. 27—Printed the stepped-up pace of operations in Canada were reflected in reports received from Toyland officials who continue to show improved placement and broader average coverage than last year.

The top operators of American vending equipment since 1946, Canada's March increase hit records. In March, the company hit a new high in June. And, as a result, the company went out of business.

Lunch-O-Mat Radar Snacks Hit at Meet

NEW YORK, Sept. 27—Over 1,000 people tasted the new products offered by the Lunch-O-Mat at the National Automatic Vending Exhibit in Chicago last week (Sept. 17), according to Lawrence Nevins, president of National Automatic Vending.”

During the exhibit demonstration, the Lunch-O-Mat offered a variety of micro-wave units which were operated by the company. The micro-wave units offered by the company were designed to operate with the same type of power as the Lunch-O-Mat units. The micro-wave units were designed to operate with the same type of power as the Lunch-O-Mat units.

Cig Operators Win OPS Price Ceiling Boost

WASHINGTON, Sept. 27—Cigarette operators won a new ceiling increase in OPS price ceilings. The ceiling increase was granted to the OPS in a recent report. The ceiling increase was reportedly due to increased federal taxes. The ceiling increase was reportedly due to increased federal taxes.

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Cont’d Coin Ups Output, Sets Distrib

CICERO, Ill., Sept. 27—On Tuesday, Oct. 1, the Embassy Coin Co., a subsidiary of the Embassy Coin Co., announced it has increased its output to meet the growing demand for its products. The company has been operating a new plant in Cicero, Ill., since October 1. The company has been operating a new plant in Cicero, Ill., since October 1.

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PAYS 50% TO 200% STEADY PROFITS

Outdoors; Outetrams and Outperforms All Others! The pennier wise, and profit American Nature pull better in store, announcement place newspapers, country, etc. You'll read an immediate and never-failing income! Model 493 has 12 cases, one for each month of the year above appeal for customers, more pennies for you. Guaranteed 3 years, mail to 20, Portland and held on testimonials in red, cream and black.

Can. Distrib. For Bert Mills

LAMASAD, III. Sept. 17-The Bert Mills Corporation Ltd., a new company set final plans to name a new Canadian representative for the Cubes Bar line. Herbert Chadwick, two-president, stated that the company would be associated within the next week or two.

While Mills has not entered into the beer industry, Chadwick reported that numerous inquiries were being received at the end of the year by the company's sales of beer. The company's sales of beer are being distributed through the Provinces. The company's sales of beer are being distributed through the Provinces.

New Pepsi TV Program

NEW YORK: Sept. 30—Pepsi Co. announced today that the company has ordered a television series of dramatic presentations to be shown on national network stations. The series, called the Hit Parade, will be presented by the company on a weekly basis. The series will feature new products and promotions.

Vendy, S & S Continue Food Vender Tests

SANTA CLARA, Calif. Sept. 30—The S & S Vender Company announced today that the company will be testing a new food vending machine in the San Jose area. The company has been testing the machine in other areas and has found it to be successful.

Nestle Bows New Dime Candy Packs

WHITE PLAINS, N. Y., Sept. 30—The Nestle Company announced today that it will be introducing a new dime candy pack. The pack will be available in several flavors and will be sold in dime stores across the country.

SILVER BARRETT OPERATING LINE NOW!

We have King Size conversion for all Wheat, No Graham, U-Need-A-Pak and National machines. Please feel free to call or write for further details and we'll make in house or delivery at lowest possible prices.

SPECIAL: ROWE 81-C 2000-400 $17.50 W/Brackets

We have many new machines in stock. Please inquire for details.

NEW YORK: Sept. 30—The Pepsi Co. announced today that it has ordered a television series of dramatic presentations to be shown on national network stations. The series, called the Hit Parade, will be presented by the company on a weekly basis. The series will feature new products and promotions.

GET READY FOR KING SIZE! NEW-CHICLET CHLORO TREETS VENDOR

Vendy: 2 for 1 or 3 to 6 in. (25 per case) each 4 or more $1.25 each 100 or more $1.00 each

DEVICES NOVELTY CO.

VENDOR—PUBLISHED BY THE BILLBOARD HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you only a fraction of a cent a piece—when you subscribe to THE BILLBOARD—money-making manual. 143 issues a year—$3.00 per year. Popular—Highly successful—143 issues a year—$3.00 per year. You receive 4 issues of THE BILLBOARD at a fraction of the cost—save over $3.00 a year!
Supplies in Brief
Here are the current trends in supplies and commodities which affect vending machine operations, dured from The Billboard's Washington Bureau.

Nut Supplies Up 20%
An estimated 30 per cent increase in trade supplies of domestic unshelled filberts from August 1, 1952, to June 30, 1953, will result from the Department of Agriculture's quota announcement this week. Eighty per cent of the unshelled filbert supply for this period may be sold in the U.S., with the surplus available for export, shellng and other markets. These supplies do not compete with the domestic in-shell trade.

Comparing the shortage with that in trade, the supply for export will be lower, the filberts in a second quarter of 1952-53 total to 325,000,000 pounds, or 50 per cent more than the predicted supply reported in 1953.

Beverage Outlay
The beverage industry is expected to spend $8 million for new plants and equipment in the last quarter of 1952, bringing the period's total to $312,000,000, a 32 per cent increase over capital expenditures in 1951, the Department of Agriculture predicted. The predicted total is expected to exceed the second highest quarter capital expenditure by the beverage industry in the last eight years, exceeded only by the $352 million spent in 1946.

Predicted capital expenditures in the second quarter of 1952 total $18 million more than for the first quarter of last year and 17 million more than the predicted total for July-September, 1952. According to the Department of Agriculture, beverages for the first and fourth quarter of 1952 are based on reports submitted in August by the beverage industry.

Walmart Quota
Provisions for domestic unshelled filberts were set at 60 per cent of the salable 1952-53 crop by the Department of Agriculture this week. Recommended by the Walmart Control Board, the quota will not be used until supplies have been heard by Agriculture Production and Marketing Administration. An estimated 18,920,000 pounds of last year's 31,200,000-pound crop were sold in domestic outlets. Domestic supplies are expected to handle 9,300,000 pounds of the 1952-53 crop.

Sugar, Imports Hiked
Permits for increased U.S. sugar imports from seven countries during the last quarter of 1952 have been granted by the Agriculture Department, Large-scale imports by Cuba, Mozambique, Italy, Germany, Holland, Brazil and the Netherlands, and raw value, to the Philippines. The Union Kingdom may send additional 6,000,000 tons, while smaller increases were granted to the Netherlands, Costa Rica and Colombia.

Philippines Imports
Sugar, and tobacco imports from the Philippines for January 1 to August 30, were announced in a preliminary Bureau of Customs report. Tobacco imports for the period totaled 4,135,000 pounds of 5,000-poundquotas. Tobacco for refined and unrefined tobacco, 7,000,000.00 pounds, with 1,400,000 pounds of tobacco for the period was reported.

Philippines Cig Tax
The Philippines have established a new set of import and domestic cigarette tax rates, increasing the rates for cigarettes containing Virginia-type or mix of tobacco leaves and decreasing duties on all other cigarette brands. The United States supplies most of the cigarettes with the United States tax set at 60 per cent of the salable 1952-53 crop. By the Department of Agriculture for the Philippines, King-size cigarettes, and tobaccos, from any type of tobacco, were 486 Each Pounds.

(Continued on p. 82)
SUPERIOR SUPER-SALESMEN
The Big 3 by Victor

TOPPER DELUXE globe style

Baby Grand

TOPPER DELUXE half-cabinet style

Here are the new style Topper Deluxe vendors by Victor: Topper Deluxe globe style and Topper Deluxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper Deluxe vendors at an additional cost of only 75¢ per machine. For the finest in vending of ball gum or ball gum and charms, use Victor's original vending wheel—No. 86-A. which vends 140, 170, & 210—without making any adjustments. For other bulk model, use the No. 50 wheel. The new style Topper Deluxe vendors have a capacity of approximately 7 to 8 lbs. of ball gum. Both of these Deluxe style vendors have the revolving whirlpool action, giving you vending performance in perfection. Topper Deluxe globe and half-cabinet vendors are packed and sold 4 to the case.

Wholesale Prices to Operators on TOPPER SUPERIOR style or Half Cabinet Style
1 to 5 cases at $56.80 per case of 4 F.O.B. Factory
6 to 11 cases at $56.00 per case of 4 F.O.B. Factory
12 to 24 cases at $55.00 per case of 4 F.O.B. Factory
25 or more cases at $52.00 per case of 4 F.O.B. Factory

All orders must specify whether "FOR BALL GUM" or "FOR MORE." One-third certified deposit must accompany all orders.

Victor's Baby Grand Chicle Treets and Chilor Treets, the right combination for greater profits and steadier income. Vends Chicle Treets 2 for 1¢, 300 count per pound, or Chilor Treets, 33¢ per pound. Or Chilor Treets 2 for 5¢, 250 count per pound. Cabinet of solid oak and finished natural. Holds 3½ lbs. of Treets. Baby Grand is packed and sold 4 machines to the case.

Less than 25 cases @ $52.00 per case. 25 cases or more @ $48.00 per case.
One-third certified deposit must accompany all orders.

Victor's products mean Operator's profits; buy Victor. America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue, Chicago 39, Illinois
Manufacturers of the famous line of TOPPER vendors
Two-Way Radio Called Greatest Route Service Aid

CHICAGO, Sept. 27.—The use of two-way radio in trucking was described at the best aid to efficient route operation by Lewis A. Sloan, Heron Dispensers, Lewistown, N. Y., at the Wednesday evening business session of ERA at the Palmer House last week.

The wholesale industry is a natural field for the operation of two-way radio, the manager declared. He cited the use of his company's equipment in trucking to illustrate the efficiency achieved.

Other sidelights on Sloan included the use of large-capacity storage tanks, installation of a radio switch with particular emphasis on the large and lightweight carrier truck. A system of route cards that would show at a glance the work to be done and the use of trucks to fit the job was shown.

Tow trucking out that while the time saved thru the use of master keys or check card may amount to perhaps only a few seconds for each call, the net savings would be considerable.

The use of radio was held to be one of the most important advancements made in the wholesale food industry during the last decade.

N. Y. Candy Club Elects Officers

NEW YORK, Sept. 27.—More than 75 members of the New York Candy Club took part in the election of the officers for the 1951-52 session. Irvin Schanzer, writing chairman, conducted the election.

Robert M. Kelly, of Cracker Jack, was elected president; succeeding Martin T. Foley, Henry C. Golding, Everybody Candy Company, was named vice-president; succeeding Frederick J. Crockrell, of Pacific Snowball & Chocolate Company, was named secretary, succeeding Jerry Bross, and Herman Goldring, president of the Candy Manufacturing Co., was named treasurer.

A large group of delegates was appointed for the forthcoming annual convention at the Hotel New Yorker, December 6-8.

Morrison Offers Truck Side Boxes

BUFFALO, Sept. 27.—The Carry-All Division of Morrison Display, Inc., manufacturer, has announced a new side box for installation on the back of truck or express boxes. The steel side boxes provide additional room to keep items isolated on the route and are available in 12 sizes.

The boxes are provided with key locks.

The boxes are designed in two lengths, for 4- and 1-ton pick-up boxes, the handles on the boxes are attached to the truck body by means of braces and panels, which are supplied with each pair sold.

Supplies in Brief

VICTORS TOPPER DELUXE globe style

Continued from page 71

here a tax loss of 5 to 10 percent over the regular length, according to the new schedules.

Mechanically-wrapped cigarettes, mainly U. S. imports, are taxed at 20 percent more than those packed by hand. The new rates, which includes Virginia-type or blue-tobacco 7.5 grains if not wrapped in Manila or cellulose or packed in cartons or boxes if so wrapped, cigarettes of other types of tobacco, 2.5 percent.

Vended Products Rise

Prices for products used in vending machines showed a general rise from 1950 to 1951, according to revised estimates of the Agricultural Department.

For the fiscal year, prices of soft drinks, chewing gum, candy, and cigarettes were more than in 1950; some products were 30 percent higher.

The increase was due to higher costs of materials, labor, and transportation.

Crop Production Up

Adjusted September production of products used in vending machines exceeded the August forecast, according to the Agricultural Department.

Soft drink production is expected to be the largest since 1950, with a 20 percent increase.

The September production forecast was set at 2,328,000,000 pounds, 8 percent higher than the August forecast, and 20 percent higher than the May forecast.

The increase was due to higher costs of materials, labor, and transportation.

Price Shows New Line at Bulk Show

NEW YORK, Sept. 27.—One of the many firms exhibiting at the recent convention of the National Association of Bulk Vendors in Chicago was the Paul A. Price Company, suburban manufacturer, which reports that it handled a big volume of sales.

In addition to displaying its entire line of merchandise, the Price firm introduced three new items which were created especially for the convention: a two-tone plastic harvester itch was easy to blow; miniature black dominoes which could be used to teach jet writing, and a book of illustrated pieces.
Name Industrial Relations Head At Rock-Ola

CHICAGO, Sept. 25—The Rock-Ola Manufacturing Corporation, manufacturer of the famous juke box, announced today the appointment of W. M. Nolan, director of industrial relations and public relations, as its new vice-president of the division. Nolan, who joined the Rock-Ola staff Tuesday, has served in the field of personnel, labor and industrial relations since 1935. He also has acquired experience in retail furniture advertising and the floor-filler business from the Frondel Company of Chicago, Ill., where he worked in personnel. He was personnel manager and director of safety for the Marathon Corporation, paper manufacturers of Meadville, Wis., during the war, and served with the Navy's Bureau of Personnel, Washington, D.C.

AMI Sets West Coast Service School Series

GRAND RAPIDS, Mich., Sept. 27—A series of five annual service schools, during which five training courses will be presented in Fleshner Auditorium, will be held at the Hotel Blackstone here at this time each year, the first course being opened Thursday by William F. Fishel, manager of distribution and sales promotion, American Machine and Foundry Co., Chicago.

NORTH TONAWANDA, N. Y., Sept. 28—Gary Sinclair has been appointed sales manager for the Wurlitzer Company of Rockford, III., the company's western regional manager. It was announced by R. B. Linn, president of the company.

J. Raymond Bacon, executive vice-president of the Rock-Ola Manufacturing Corporation, said that the firm's new west coast distributor is well equipped to provide the best in the line of juke box products, and that the company is looking forward to a successful year with its new distributor.

Initial Century Shipments Sent To Evans Reps

CHICAGO, Sept. 27—Les Black, manager of the H. C. Black Company, said this week that initial shipments of the company's new 100 selection juke box have been made to distributors.

The new model, featuring a special price list, has been released in the line of player-computer, and a Century-Music "C" model has been added to the line of player-stores, for the purpose of re-sale, for the purpose of re-sale.

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NORTH TONAWANDA, N. Y., Sept. 28—Gary Sinclair has been appointed sales manager for the Wurlitzer Company of Rockford, Ill., the company's western regional manager. It was announced by R. B. Linn, president of the company.

As a further incentive to its dealers, the firm moved from its former large plant to a new, larger building in the second year of the company's existence.

The firm's new president, Mr. Wurlitzer's, said: "We are very pleased with the results of our efforts and are looking forward to a successful year with our new distributor."
all over the world...

The AMI phonograph enjoys a world-wide reputation as the phonograph of the future. Equipped with the famous AMI mechanism and accompanied by our well-known world-wide service.

For any additional information write to

AMI Incorporated
EXPORT DEPARTMENT

400 WEST MADISON ST.  CHICAGO 6, ILLINOIS
Cable: AMINC
Telephone: Franklin 2-4858

FLORIDA OP

MOA Needs Good Will Ambassadors

MIAMI, Sept. 27—A suggestion that the Miami Chapter of American send out "good will ambassa-
dors" to foreign countries where MOA membership has been made by Bill Platt, president of the Miami Amusement Machine Operators Association.

Platt, who attended the recent MOA convention in Chicago, said he was impressed by the attend-
ance and spirit of cooperation displayed by manufacturers and operators there.

"But," Platt said. "I would like to see the MOA send out its representatives over the nation to the various organiza-
tions in music and amusement operators who up to now have been given little reason for believing in the coming members.

"The purpose is to have personal contact with operators is needed, insted of the present system which is inefficient.

Export Trade

2 Way Affair, Says Admiral

PHILADELPHIA, Sept. 27—old foreign bankers here Tuesday night that the American market for foreign goods is improving, encouraged to build up their foreign business.

"The American market itself is important," the admiral said.

"I must admit the validity of the argument that American industries are facing competition by foreign imports," he con-
cluded. "But in a present-day world, there is no such thing as protectionist policies."

"They may further noted that the problem was one of competition, not 'out of production', not to preclude foreign competition."

Rex Bilotta’s New Name: Rex Coin

SYRACUSE, Sept. 27—The name of the firm which has been changed to the Rex Coin Machine Company.

The change was decided upon by Rex L. Stakem, according to Charles E. Davenport, president, but official announ-
cements have been pending receipt of formal authorization.

The other officers of the firm, according to Bilotta, are: Roger Sheppard, vice-president and sec-
tary, and Ray E. Doggett, secretary.

Omaha Ops Set

Continued from page 85

The group was set for the same place on Wednesday, October 1, at the Rialto, in Omaha. How-ever, the final arrangements were pending receipt of formal author-
ization.

The other officers of the firm, according to Rex L. Stakem, are: Roger Sheppard, vice-
president and secretary, and Ray E. Doggett, secretary.

SAND MORE MONEY-
MAKE MORE MONEY!

For AMI will pay 5% on all cash advance orders.

Moricic photo as copyright.
in any language...

The AM I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize AM I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

TO AM I è un'opera di grandissima importanza per l'intera America. Le sue impressioni coloristiche e l'eccezionale bravura del suo esecutore hanno creato un'entusiasmata accoglienza in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi AM I è tanto universale quanto la musica stessa.

De "AM I" is meer dan een nationale sensatie in de Verenigde Staten van Amerika. De kleurprestatie en de schitterende werkgave, die de "AM I" kennen, steken de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zo algemeen als muziek zelf is.

Les appareils AM I ont fait sensation aux États-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs éblouissantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils AM I sont ardemment accueillis par le public comme la musique elle-même.

AM I is meer dan een nationale sensatie in Amerika. De kleurprestaties en de schitterende werkgave van de AM I creëren een enthousiast ontvangst voor de eigenaars en zaken in meer dan twintig vreemde landen. Zijn enthousiaste ontvangst is zo algemeen als muziek zelf is.
Presenting the outstanding 1953 Phonograph
You will want to be there

SURPRISE-DAY for the entire Industry

A Big Day FOR YOU

Oct. 12th, 1952

Attend

ROCK-OLA Day

OPEN HOUSE

Oct. 12th, 10 a.m. to 6 p.m.

Watch! Watch! Watch!

Next week's issue will announce the locations at which the new Rock-Ola Phonograph will be shown!
CINEMEN YOU KNOW

Chicago

Dodger Novelty Sales, headed by Tony Byrd, has moved from a five-story building in Madison Avenue to quarters at 1676 W. Division. The company continues to handle the Victor Vendee machine, which is proving quite popular in bulk vending merchandise.

Richard Adams, R. B. Adams Company, 133 W. Adams, reports bulk vending interest mounting in many areas. His machine maintenance service continues to draw more business from patrons of his accounts.

Belvedere Manufacturing Company, which was scheduled to take exhibit space at the World's Fair Automatic Merchandising Association in the fall, did not have an allotted booth. The firm withdrew from the show on the 11th hour.

Richard Care, vice-president of Cole Products Company, is making an enthusiastic effort to secure new concrete vending equipment. The firm is producing new concrete vending equipment.

Herb Perkins, Parvaroy Machine, is said to be starting a new modest job on the firm's executive office. He reports increased work for the past two weeks.

Meanwhile, slushy-box sales are down, but... Paul Hughes, Kenney sales manager, reports a steady rate of visitors for the past two weeks.

The slip cover was in demand, primarily for the vending and music conventions. The slip cover this week was in demand, especially to see some new products.

In conclusion, Benjamin Michael and Mali Finke have been tried out on the demand for the vending machines, but so far they have been successful. Joe Lines and Wally Finke played host to an exhibit of new vendors at Wright's headquarters this week.

McKay's has been in for the past two weeks. The new exhibit is in good condition, and customers are showing interest.

Joe Schwartz, National Coin Merchants Association, reports that the Shield-Pool is making a great demand on the new vendors in the Illinois and Wisconsin territory. Firm has also made big strides in its export division with several states purchasing in bulk.

Chicago Coin Machine Company, was on the job this week despite an allergy to penicillin.

Over at United Manufacturing, there was plenty of security on the new line, including a new exhibit, which is featured by United Coin Manufacturing Company.

Joe Bland, vice-president of Trans World Trading Corporation, reports that sales in South America and Europe have picked up.

At Empire Coin Machine Exchange, Stanley Levin was on the phone over to the Wico automatic pitching machine. Levin is using it as a new sales tool and has been talking to a new Cadillac.

Harry Lehman and Whites have been hunting for that last campaign for their game and music line. Sales have been promising for the Expo 1000, which is getting bigger every day.

Harry Katz, president of Coin O Manufacturing Company, said the last year has been a good year, with many new orders from out-of-town operators who had not seen the Wurlizer before.

WURLIZER
FIFTEEN HUNDRED
Plays 104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

MARRIAGE last week for Roy Jr. Sills. The ceremony was performed by Rev. D. H. Cooper. The couple is living in the Forest Park area.

New York

Joe Lautner, Barte Amuse- ment Company, Garfield, N. J., and Harry Dieters, Williams Manufacturing Company, visited at Steve Levey & Company. Mr. Levey is a distributor for the Ace-Five album, which is doing well in the area.

At the Hess office in Atlantic City, Bob Bangs, manager of the firm, visited with Will Almold and Al Gilbert, of United Play Machines, Inc. According to Al Hess, Bangs is going to make a trip to California in the near future. Another visitor there was Frank Dieter, Western Regional Manager, Company, Yorkers Trivia.


(Continued on page 19)

THE BILLBOARD
Index of Advertised Used Machine Prices

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issue in which equipment is advertised. Most advertising used machines and prices are listed. When there are not a few advertised for the same price, a range is given with each price. Always verify the current prices before making any sales transactions. The prices listed above are for used machines only, with the machine included.

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H. C. EVANS & CO. 1526 W. CARROLL AVE. CHICAGO 7, ILLINOIS

MUSIC SYSTEMS

BEST BUYS OF THE MONTH

LLECTOR, RECORD PLAYER, etc. Write, wire, phone, 1/2 deposit, balance C.O.D.

AMPI 145SL $219.00
H146M or $ 149.00
SEEBURG $129.00

HIDEWAYS $213.00
H146M $149.00
SEEBURG $129.00

PACKARD 145SL $249.00
PACKARD 146M or $ 199.00
H146M $149.00
SEEBURG $129.00

ROCK-OLA 145SL $219.00
ROCK-OLA 146M or $ 149.00
SEEBURG $129.00

SOMINO SYSTEMS INC.
DETOUR, MICH. 48135, IOWACO KANSAS CITY, MICH. 1224, IOWACO CLEVELAND, OHIO 2606, KNEW TOLEDO, OHIO 43407, AUBURN

TV IS ALL OF SHOWBUSINESS

ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS
Coinmen You Know

Washington

Dorothy Brockman, Nelson & Company, recent distributor, between 15th and Union Oval, Washington, D.C. The Mint made the Mint's, a big hit with locals. Mrs. G. L. Sinclair, Northern Virginia, had a fine collection on the Intruder.

George C. G. K. of Southern Wisconsin, Inc., capital records distributor, admits that Roberta's, of the Kentucky Shop, won the first award for the year with a fine display. Max (Waxie Maxie) Silverman, coin machine distributor, reports record sales climax.

Sidney L. K. of Wisconsin, head of W. D. & J. Distributor, had two important plans this NAMA convention in Chicago because he had to rush his key money in. All he had to do was sit back and watch.

Donna B. K. of Wisconsin, capital records distributor, reports the King Coin record of "Because You're Mine" is being nicely whirled by Dorothy Brockman of Nelson & Company. Capital records distributor, reports the King Coin record of "Because You're Mine" is being nicely whirled by Dorothy Brockman of Nelson & Company. Capital records distributor, reports the King Coin record of "Because You're Mine" is being nicely whirled by Dorothy Brockman of Nelson & Company.

Larry R. K. of Laminated Venison, with the NAMA convention in Chicago, states that he is going to do his best to have a fine display. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities, 330 W. Randolph St., Chicago, Ill.

THE MARKET PLACE FOR THE COIN MACHINE INDUSTRY

Business Opportunities

ATTENTION MACHINE ROUTE OPERATORS

The game has changed. Have you kept up with the times? We have.

Call us at 24-hour numbers: 1-800-555-1212 or visit our website at www.coinmachine.com.

Parts, Supplies & Services

We offer a wide range of parts, supplies, and services for your coin machine business.

Positions Wanted

Positions available for full-time and part-time positions.

Routes for Sale

For sale: Coin-operated vending machines, full service, including parts and service.

Used Coin-Operated Equipment

A. Manufacturers, and Distributors: Used machines, as well as new machines.

Used Coin-Operated Equipment

- Used Coin-Operated Equipment
- Used Coin-Operated Equipment
- Used Coin-Operated Equipment

Advertising Rates

- Display Classified
- Classified Display

WANTED: To Advertise in Coin Machine Magazine

- Classified Display
- Classified Display
- Classified Display

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

Positions Wanted

- Positions Wanted
- Positions Wanted
- Positions Wanted

Advertising Rates

- Classified Display
- Display Classified
- Display Classified

To Order Your Market Place

- Classified Display
- Classified Display
- Classified Display

Advertising Rates

- Classified Display
- Classified Display
- Classified Display

Put Your Sale Across With a Display Ad

- Display Classified
- Classified Display
- Classified Display

See Rates in the Handy Order Form

- Classified Display
- Classified Display
- Classified Display

For sale: Coin-operated vending machines, full service, including parts and service.
The Billboard Index of Advertised Used Machine Prices

**Arcade Equipment**

<table>
<thead>
<tr>
<th>Model</th>
<th>Year Made</th>
<th>Price (New)</th>
<th>Price (Used)</th>
<th>Description</th>
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<tr>
<td>Coin-Op Machine</td>
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Add Areas for Midget Movies

**THE BILLBOARD**

Coradio-Orthion Orgs Combine Forces in N. J.

PATRICKS, N. J., Sept. 27—Corradio-Orthion, owners of coin-operated radios, in this area, have combined forces in N. J.

Mrs. Smith, who heads the Coradio-Orthion, has said that the combination will allow for better service and a wider range of products.

Adds Areas for Midget Movies

**NEW YORK**, Sept. 27—Leo Wilkins, sales manager of Capital Project, has announced the formation of a new sales organization to handle midget movies.

Wilkins, who has been with Capital Project, will manage the new sales organization.

Judd Distributing Company

**PARTNERSHIP**

N. J., Sept. 27—Judd Distributing Company has announced the appointment of Judd Distributing Company as the new sales agency for Gottlieb Products.

**ATTENTION, FOREIGN BUYERS**

Address all inquiries to:

Judd Distributing Company
1140-1150 North Western Avenue
Chicago, Illinois, U. S. A.
CARL: "JUDD" - CHICAGO

**OUR DREAM COME TRUE!**

Keep Your Eye on KEENEE for a BRAND NEW WINNER!
COIN MACHINES

THE BILLBOARD

Index of Advertised Used Machine Prices

Shuffle Games

<table>
<thead>
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<th>Name</th>
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Note: Prices are subject to change and may vary depending on location and conditions.
Shaffer Specials

in better quality buys

SEESEBO
ROCK-OLIVE
M-100 (A & B) ....... $13.50
M-104 (M & L) ...... $275.00
PACKARD 1946 Wainy. $50.00

WURLITZER
WALL BOXES
1250 $495.50
100 $295.00
105 $275.00
150 $49.50
PACKARD 30 Wire .... $9.50

SEEBURG SHOOT THE BEAR $219.50
WATING TO SELL. 85.50

Write for Illustrated Catalog. Best Model Phonograph Terms 25% Deposit. Before C.O.D.

Shaffer Machine Co.

Cincinnati, Ohio

Cincinnati, Ohio

3515 W. 9th St.

Hindsville, Ind.

Mansfield 5923

Hindsville, Ind.

Mansfield 5915

Exclusive Seeburg Distributors

IMPORTERS, ATTENTION!!!

YOU SHOULD BE DOING BUSINESS WITH

TRIMOUNT

A LEADING EXPORTER OF COIN-OPEATED EQUIPMENT FOR OVER 25 YEARS!

These facts tell you why:

TRIMOUNT in New England's oldest and largest distributor of Coin Operated Equip. Since 1920.

Established in 1920, TRIMOUNT has built up a store, an enviable reputation as one of the oldest and most reliable distributors of coin-operated machines in the U.S. It is the exclusive New England Distributor for the outstanding manufacturing companies of the industry:

1. Wurlitzer Corporation
2. Seeburg Corporation

One large staff of trained mechanics aware of every problem, that is painstakingly and painstakingly maintained, laboriously checked before shipping.

Complete line of new equipment and most current and complete listings of used equipment, always available.

Thousands of dollars invested in the advertising from TRIMOUNT's Parts Department, that is the key to the success of these companies.

New facilities for the service, repair, and reconditioning of used machines.

New facilities built for the establishment of our exclusive service, repair, and reconditioning of used machines.

Continental Coin manufacturers are the finest in the field, and the service and repair facilities are the best in the field.

Continental Coin manufacturers are the finest in the field, and the service and repair facilities are the best in the field.

ARE YOU ON OUR MAILING LIST?
If not, write today - we'll send you our Special Brochure Folder, with one more about TRIMOUNT and our complete line of machines.

TRIMOUNT Service Co., Inc., 40 WASHINGTON STREET, CLEVELAND, OHIO

WANT FIRST-CLASS MECHANIC!

Experienced in Pin Games, Shuffle Alleys, Seeburg Wall Boxes, Phonographs and Amplifiers. Good salary and working conditions to the right man. Wonderful opportunity to connect with a company that has been in the operating business long time.

BOX D-253
Cincinnati 22, O.

Shaffer Machine Co.

Cincinnati, Ohio

Cincinnati, Ohio

3515 W. 9th St.

Hindsville, Ind.

Mansfield 5923

Hindsville, Ind.

Mansfield 5915

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BOX D-253
Cincinnati 22, O.
SOUTHERN AUTOMATIC SPECIALIZES IN EXPORTS

We are the world's largest distributors and leading exporters of coin-operated music boxes, pin ball machines and other types of amusement games.

We carry a large stock of new and used equipment at all times.

We recondition all used equipment for export in the same high quality manner as we do for our customers in the United States.

All machines are most carefully packed for export, using specially made extra heavy cartons for all pin ball games.

We have been serving operators honestly and sincerely since 1923 and have been responsible for the success of hundreds.

Write at once for complete new list of hundreds of various machines and phonographs.

For references inquire of any bank or Dun & Bradstreet.

La Southern Automatic se specializa en exportación

Nous sommes les plus importants distributeurs et principaux exportateurs de boîtes à musique, de machines "Pin-Ball" à jeu de petites billes et d'autres grandes de jeux d'amusement qui sont mis en fonction moyennant l'introduction d'une pièce de monnaie.

Nous avons continuellement en magasin un grand assortiment d'appareils neufs et d'occasion.

Pour l'exportation tous les appareils déjà usés sont remis à neuf dans la meilleure condition, de la même manière soignée d'haute qualité comme cela se fait pour nos clients aux Etats Unis.

Toutes les machines sont fort bien emballées pour l'exportation, moyennant de boîtes de carton extra fortes spécialement faites pour les jeux de "Pin-Ball".

Nous avons servi les operateurs de ces machines honnêtement et avec toute sincérité depuis 1923, et des centaines d'eux nous sont reconnaissants pour leur bon succès.

Veulliez donc bien nous écrire sans délai pour obtenir la liste nouvelle et complète des cartons de différents appareils et phonographes.

Pour des renseignements sur notre maison vous pouvez de vous adresser à n'importe quelle banque ou à Dun & Bradstreet.

Die Southern Automatic spezialisiert in Export

Wir sind die größten Verleih- und Verkaufsgeleger von Musik-

Kassetten, "Pin-Ball" Kugelspiel Maschinen und anderen Artikeln von Unter-

haltungsspielen, die durch Kleingeld-Einwurf in Gang gebracht werden.

Wir haben stets ein großes Lager an neuen und Occasion-Apparaten.

Wir vornahmen und setzen wieder in bestem Zustand alle gebrachte Apparate für den Export aus. In derselben Art und Weise auf hohe Qualität-

arbeit schickend wie für unsere Kunden in den Vereinigten Staaten.

Alle Apparate werden für den Export sorgfältig verpackt unter Ver-

wendung von sonders geformten, extra schweren Kartonkisten für all die "Pin-Ball" Spiele.

Seit 1923 haben wir die Operateure solcher Maschinen ehrlich und auf-

richtig bedient und Hunderte sind uns dankbar für ihren Erfolg.

Schreiben Sie uns bitte unverzüglich um die neun vollständige Liste von hunderten der verschiedensten Apparate und Phonographen zu erhalten.

Für Auskunft über unsere Firmen koennen Sie sich gefaelligst an irgend eine Bank oder an Dun & Bradstreet wenden.

La Southern Automatic se especializa en exportaciones

Somos los distribuidores más importantes y exportadores principales de cajas de música, máquinas "Pin Ball" de juego de bolitas y otros tipos de juegos de diversión, puestos en función por medio de la introducción de una pieza de moneda.

Todas nuestras máquinas están en existencia un surtido muy grande de equipos nuevos así como de ocasiones.

Para la exportación todos los aparatos ya usados son renovados y puestos en la mejor condición, de la misma cuidadosa manera de alta calidad, como lo hacemos para nuestros clientes en los Estados Unidos.

Todas las máquinas han extremadamente bien empaquetadas para la exportación, usando tales de cartón muy fuertes hechas especialmente para los juegos de "Pin Ball".

Hemos servido a los operadores de estas máquinas honestamente y con toda sinceridad desde el año de 1923, y centenas de ellos nos permanecen muy agradecidos por el buen éxito obtenido.

Servirnos escribiendo sin demora, pidéndonos la nueva lista completa de centenas de diversos aparatos y fonógrafos.

Para informes sobre nuestra casa les rogamos dirigase a todo preferido banco o a la firma Dun & Bradstreet.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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240 Jefferson St.
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ROCKET PATROL
PLEXI-WINDSHIELD
FLASHING SUPersonic GUNS
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Sealed Motor Units
Alarm Unit
Large Seat
Built in Steps
Now with steel control panel box instead of outmoded Joy Stick. Consists of Death Ray, Space Guns and Space Meter!

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A new body for your old horse. Easy to install on horses. All aluminum body. Ears, tail and nose like ours. All parts supplied with instructions. Send your haled and painted old horse out to pasture. Let the REINDEER do his work. Absolutely guaranteed horses in your location!

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CIRCLE 6-0164-
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TICKERS
NEW LOW PRICES!

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★ Changes in specifications on any type electric current can be made at additional charge.
★ Can be adapted to any current voltage.
★ MACHINES CAREFULLY CRATED!
★ Shrink wrapped on all shipments.
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★ To get the most for your dollars, write today for literature and price list.

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10¢ A RIDE

RETRACTABLE CASTERS FOR EASY MOVING
Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, sliding movement of THE CHAMPION. Simply insert key-GENERAL IN THE CASTERS, keyhole ... a quick turn and THE CHAMPION is up on a smooth, even floor; the casters are retracted.

RIDE THE CHAMPION 10¢

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
2040 BELMONT AVENUE, CHICAGO 18, ILLINOIS

FROLICS
See Page 100
The entire industry is going wild about Atomic Jet.

Operators all over the country acclaim Atomic Jet as the greatest money-making thriller ever produced in this industry!

This outstanding success is due to Atomic Jet's exciting features:

- Lights in tail and nose, and crystal lights in dash, flicker and flash to attract play when plane is landing.
- Atomic Jet is low slung, so child can get in and out by himself without the necessity of a ladder.
- Child is completely safe at all times. Blast-Off Switch is illuminated when child is deposited. When Blast-Off Switch is pressed, light and the crystal landing lights go off, and the air blower starts to give realistic take-off effect. Not till then does Atomic Jet really go into action with blasting atomic rays.
- A real sense of being in full flight is created by a jet-powered blast of air that sweeps over child during the one minute of flight. This is perfectly safe—it's not a fan. It's a cleverly concealed air blower. Also, during flight, twin flying lights mounted in the tail flash on and off. When ride is completed the crystal landing lights in the dash resume their flicker action.
- Atomic Jet has dual piloting!
- When child presses button on joystick, miniature atomic ray guns go into action flashing red rays at the two enemy planes which are revealed in Radioscope on dash and further excitement is added by the simultaneous release of the air whistle.

Order Atomic Jet from any of these distributors:

- Advance Automatic Sales Co. 1350 Howard St. San Francisco, Calif.
- Automonic Enterprises 2751 W. Pico Blvd. Los Angeles, Calif.
- Brilliant Music Co. 19963 Livernois Ave. Detroit, Mich.
- Bush Distributing Co. 280 N. W. 29th St. Miami, Fla.
- Central Music Distributing 1523 Grand Ave. Kansas City, Mo.
- Cleveland Coin Machine Exchange 2031 Prospect Ave. Cleveland, Ohio
- Culp Distributing Co. 1405 E. First St. Tulon, Ohio.
- Double U Sales Corp. 1101 Cathedral St. Baltimore, Md.
- Riedb Distributing Co., Inc. 298 Lincoln St. Boston, Mass.
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Sensational EXTRA-COINS Attraction

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PLUS ADVANCING SUPER-SCORES

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WHEN ROLL-OVER HIT
Greatest GAME-TO-GAME Carry-over Feature ever Created
Positive REPEAT-PLAY Stimulator

POPULAR EXTRA-BALLS FEATURE
More Fun! More Profits!

THE CHAMPION
COIN-OPERATED HORSE
SEE PAGE 98

Bally MANUFACTURING COMPANY
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Packed with sensational new features that keep players playing by the hour, Bally FROLICS is piling up record-smashing profits in every type of location. Get your share of the greatest profits in coin-machine history. Order FROLICS from your Bally distributor today.
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HORSE-RACING AT ITS BEST

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NEW 5 BALL BASEBALL ACTION!

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Scoring depends entirely upon players SKILL in hitting targets on playfield.

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MATCH BOWLER
1. MATCH A NUMBER 2. MATCH A STAR

Chicago Coin Machine Company
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<tr>
<th>Export Inquiries Invited</th>
<th>Underwriters approved for the protection of you and your location.</th>
<th>Rich tooled all-leather Western saddle.</th>
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<tbody>
<tr>
<td>Durable 1/3 H.P. Emerson Capacitor-type Motor.</td>
<td>Equipped with Oilite Lifetime Bearings.</td>
<td>Fully retractable—easy-to-use Casters,</td>
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<tr>
<td>Holds locations... makes money... never 'Out of Order'</td>
<td>Really attracts kids... makes more money.</td>
<td>Completely designed with safety in mind.</td>
</tr>
<tr>
<td>Safe-enclosed coin chute for your protection.</td>
<td>Re-usable shipping crate for national operators.</td>
<td>Big Bronco—copied by many...equalled by none.</td>
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<td>Full manufacturing warranty by 52-year-old company.</td>
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STAR 6 PLAYER
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