Alley's Tin Pans Clatter
As New Buck BMI' Pot Boils

Jukemen Ask,
Is Battle of
Selections On?

120-Disk Fireball
Raises Big Posers
On Machine Future

By DICK SCHEIBER
CHICAGO, Oct. 18—Will the introduction of the Rock-Ola Fireball 120 bring off a competitive race to see which phonograph manufacturer can bring the hottest selections into a juke box?

Wherever music operators met, there was that question. The answer was a short, simple one.

"After 120, do we go to 130?"

There were rumors 130, 150 even 200 selection phonographs might be in the offing.

MOA Survey
George A. Miller, president of Music Operators of America, denied the situation existed enough to warrant his membership a formal survey on Saturday.

A spokesman said all contributors are informed that the UN has no authorization to adopt any musical dedication. The works are meanwhile being filed away against such time as the world may require an international contest for an official anthem.

BROADCASTING
Revolution Hits
Gasping Transcription Firms

NEW YORK, Oct. 18—The radio transcription library is not merely a duplication of the recording man, but a complete duplication of the recording process itself. It includes all the necessary apparatus for the reproduction of music, from the microphone to the loudspeaker. The results are used in radio broadcasting, and are also used in the production of sound films. In this way, the transcriptions are capable of being used for a wide variety of purposes, and are valuable to both radio and film companies.

The Library
The library is a vast collection of works, from classical music to contemporary recordings. It is maintained by a staff of skilled technicians and is housed in a separatel
LEGIT LINE-UP

**On Soundtracks:** The general public will get to “see” an evening with Beatrice Lillie, who has been repeatedly seen in London’s Royal Court Theater (924) and has recently given a television program on The Andrews Sisters shows (at the last of their last) and in the popular NBC series “Sing Out.” The Andrews Sisters have continued to be successful on both television and radio, and their popularity continues to grow. The group has recorded several hit songs, including “Boogie Woogie Bugle Boy” and “Jailhouse Rock.”

**MEMO FOR DISTRIBUTORS:**

Note to playwrights: The visit of March 1 to several playwrights in London and Paris was a success. The playwrights were particularly impressed with the English and French productions of the plays. The visit was arranged by the Theatre Guild, who will be sending a representative to the United States to discuss the possibility of bringing some of the best plays to the American stage.

**BROADWAY SHOW:**

*Red Skelton* at the Shubert Theater. His new show, “Red Skelton in Hollywood,” has been well received by audiences and critics alike. Skelton is a popular comedian and actor known for his humorous routines and his ability to bring out the humor in everyday situations.

**LAWD BUT BY PASSERS HUB...**

New York, N.Y., April 1—The last of the Broadway shows to open in New York this season was “The Last of the Mohicans,” which opened today at the Cort Theater. The play, written by Frances Goodrich and Augustus Goetz, and directed by Michael Anderson, is based on the novel by James Fenimore Cooper. The cast includes Joel Grey, who plays the title role, and Jane Wyman, who plays Mary Sherrill. The production is produced by Samuel Goldwyn.

**COMING UP...**

*The Sound of Music* at the Alvin Theater. This musical, based on the novel by Maria von Trapp, tells the story of a family of Austrian musicians who are forced to flee their country during World War II. The production features the famous song “Do-Re-Mi” and has been very successful on both Broadway and in film adaptations.

**TOKYO, Mushi Mushi**

By REPHI KANZAK

TOKYO, Oct. 18—This month brought much excitement to the Japanese music scene, with the release of the debut album by the popular new group, Mushi Mushi. The band, consisting of Takao, Atsushi, and Kenji, has been making waves in the Japanese music industry with their unique blend of rock and pop music. Their first album, "Mushi Mushi," was released on October 10 and has already climbed to the top of the Japanese music charts.

**LANSFORD AND HALL UNIT FOR TROPS...**

In a recent development, the U.S. Army has acquired a new unit for troops stationed overseas. The unit, known as the Lansford and Hall Unit, is designed to provide entertainment and cultural activities for soldiers stationed in Europe. The unit will be based in Grafenwoehr, Germany, and will feature a range of activities, including concerts, performances, and cultural events.

**GENERAL NOTES:**

- The expansion of television is forcing theatrical producers to rethink their business models. Many theaters are experimenting with new formats, such as live performances and interactive experiences, to attract younger audiences.
- The film industry continues to grapple with the challenges of the digital age, as more and more people are streaming films rather than going to the movies. This has led to a decline in ticket sales, which is affecting theaters across the country.
- The live music scene is also facing challenges, with many venues struggling to stay open due to declining ticket sales and increased competition from online streaming services.

**PICTURE BUSINESS**

**LLEE ZHIIIO:**

Hollywood, Calif., April 19—In a bid to stand out among the sea of releases this year, "Fargo" has emerged as one of the most talked-about films of the season. Based on the popular novel by William Faulkner, the film tells the story of a group of people who become entangled in a web of lies and deceit.

**JUStS...**

This month has been a bumper crop of new releases, with films ranging from action-packed thrillers to heartwarming dramas. Among the standout films of the month are "The Mule," a biographical drama about the real-life story of Frank Lucas, and "The King," a biographical film about the life of the late king of Egypt, Anwar Sadat.
Paris, The Times-Dispatch of October 31, 1965, contains an article discussing revivals and lives at a theater in Paris. The article mentions the success of the production "Millionaire" at the Paris Opera House. The theater also features returning actors and new productions. The article notes the financial success of the theater and the popularity of foreign productions. It also highlights the role of the theater in promoting cultural exchange and the importance of the theater in the city's cultural life.

London, The Times-Dispatch of October 31, 1965, contains a review of the production "The Millionaire" at the London Palladium. The review highlights the success of the production and the return of actors. The article notes the financial success of the production and the role of the theater in promoting foreign productions. The article also notes the importance of the theater in the city's cultural life.

TRENTH, JACQUES

For Radio

Chaplin's Ring

Buster Keaton leaves the Motion Picture Circle, as he has entered a new project, "The Millionaire," at the London Palladium. The production has been well received by critics and audiences, and it is expected to be a box office success.

LEGITIMATE

Hepburn Scores in "Millionaire,"
But Shaw-Play Still Lacks Depth

By ROB FRANCIS

This reporter sat in on an experimental production of "The Millionaire," and found it dull. Its lead actress, a pretty young woman, was not convincing. Hepburn's character was a snobbish, tyrannical woman who dominates the play. However, Shaw's "The Millionaire" is a more successful production, with a strong cast and a well-written script. The production is well-received by audiences and critics.

TELEVISION

Red Buttons Shines in TV Bow

With Own Show; Solid Future Seen

By BILL SMITH

For the first 15 minutes of the show, Red Buttons shone. He had some real moments, but he was not able to sustain the performance. The final 15 minutes of the show did not quite live up to the expectations set by the opening. The show was well-received by audiences, but it did not quite live up to the expectations set by Red Buttons' earlier performances.

MGM pulled out all the stops for its upcoming Chicago production of "The Millionaire." The show features a large cast, including some of the city's most popular actors. The production is expected to be a box office success.

By MAAYN REUTER

Loesser Confounds the Rule-Book;
He's Sock salesman of Own Tunes

Loesser had been known for his commercial hit songs, such as "Moonlight Serenade," "Love Is a Many-Splendored Thing," and "Some Enchanted Evening." However, he is now trying his hand at writing music for the stage. His latest show, "The Millionaire," is a musical comedy set in the 1920s. The show features a large cast, including some of the city's most popular actors. The production is expected to be a box office success.
PREMIERE ACCLAIMED, UNANIMOUSLY

ALL NEW 1953

Hollywood Ice Revue
"THE SHOW WITH THE STARS"
PRODUCED BY
ARTHUR M. WIRTZ

Barbara Ann and Co. Specialize in Skating

BY WALTER INGHAM

The newest and most exciting attraction in the latest Hollywood Ice Revue coming in the Coliseum last night was the chorus girls. They were not only dressed in the most current fashions, but they were also the best skaters around. They came out in a group of eight and performed a number of routines that were absolute showstoppers. Their skating was precise and their choreography was unique. The audience was cœur and they clapped and cheered for them. The skaters were the stars of the show and they certainly stole the show.

Barbara's Show Goes Over Big

THE INDIANAPOLIS TIMES

Barbara Ann Scott
WORLD OLYMPIC CHAMPION 1948

CAROL LYNNE • ANDRA MCLAUGHLIN
STAR OF N.Y. CENTER THEATER TWO TIME NATIONAL OSCAR WINNER

FREDDIE TRENKLER • THE BRAISES
WORLD'S FOREMOST COMEDIAN ORIGINAL ENGLISH COMEDY TEAM

MICHAEL HIRBY • SHIPPY BARTER
CANADIAN CHAMPION WORLD'S PROFESSIONAL CHAMPION

THE HUSTERS
SWISS PAIR CHAMPION

INDIANAPOLIS COLISEUM
OCT. 8th-26th

NOW BOOKING
ENGAGEMENT SUBSEQUENT TO
MARCH 12th 1953

NOW SETTING NEW BOX OFFICE RECORDS
NARTB, AAAA Adopt Rules For Faster Video Advertising

WASHINGTON, Oct. 18—The Federal Communications Commission this week pushed ahead with its efforts to ease ad rules for faster in-home video advertising, providing even stronger evidence of a shift in its thinking on the matter. The FCC has been working on proposals to ease the rules surrounding the use of video advertising in-home for over a year now. The new rules, which will likely be adopted next month, could result in faster advertising for the industry.

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ASSUSSS WALLOW IN SOAP OPERA

SYDNEY, Oct. 18—Radio stations in Australia have begun airing soaps in an attempt to boost their audience numbers. The move is part of a larger strategy by the government to increase the availability of local content on Australian radio.

FCC Pushes TV Station Grants to 78

WASHINGTON, Oct. 18—The Federal Communications Commission is proposing to increase the amount of TV station grants. The new rules would allow for up to $78 million in grants per year, up from the current $50 million.

E.T. Firms Revolution Forward for Survival

WASHINGTON, Oct. 18—The E.T. firms are once again setting their sights on the future, with a new revolution underway in the video industry. The companies are looking to the next generation of technology to drive growth.

UN SESSIONS Union Hassle Jeopardizes Web Coverage

NEW YORK, Oct. 18—The United Nations is facing criticism for its treatment of the web in its meetings. The organization has failed to properly cover events on the web, leading to concerns about bias.

Set Up Firm To Buy KMPC

HOLLYWOOD, Oct. 18—Artists of all ages are now being offered a chance to buy the KMPC radio station. The move comes as the company looks to shed its debt and focus on growth.

Selling for $100 million, the station is expected to go on the market within the next several weeks. The sale is expected to be finalized in the coming months.

Mutual's Sept. Has 21% Gain

NEW YORK, Oct. 18—The Mutual Broadcast System's gross billings for last month were up 21% over the same period last year. The system's gross billings for the first nine months of 1953 ($1,339,430) were 15% above the $996,815 figure reported for the same period last year.

TELIVISION-RADIO

OCTOBER 25, 1953

COMMUNICATIONS IN 1954 BROADWAY, NEW YORK 19, N.Y.

THE BILLBOARD

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Hold Theater TV, Home Tele Non-Competitive

WASHINGTON, Oct. 18.—Feder- al Communications Commis- sion Chairman M. Wayne Bell has asked the Federal Communications Commission to hold off on any decision regarding the use of theater TV and home televisions in a non-competitive manner.

The FCC has been considering the issue of theater TV and home televisions for several weeks. The commission has been hearing testimony on the matter from various interested parties, including theater owners, home television manufacturers, and others.

The FCC is expected to make a decision on theater TV and home televisions in the near future. It is unclear what the decision will be, but it is likely to be a compromise that takes into account the interests of all parties involved.

WALKER DRAWS VIDEO'S PROFILE

WASHINGTON, Oct. 18.—In a thumbnail sketch of what has been happening in the field of video since the first public demonstration of television, Walker Edward Daly has been involved in the new entertainment medium as a consultant to the FCC.

He has also been involved in the sale of television sets to distributors and has been active in the development of new video systems.

Walker has been a leader in the video industry, and his involvement in the development of new video systems has been a major factor in the growth of the industry.

The FCC has been closely watching the developments in the video industry, and Walker's involvement in the development of new video systems has been a major factor in the growth of the industry.

NEWS CAPSULES—COAST TO COAST

WJZ Sells $11,000 in Election Night Newscasts, Amoco Goes 6G

NEW YORK, Oct. 18.—WJZ, the CBS radio station in New York, has sold $11,000 in advertising for its Election Night newscasts. The station's newscasts are broadcast from 8:30 to 10:30 p.m. on November 3, and are expected to attract a large audience.

The station's newscasts are expected to be the most watched of the evening, and are expected to attract a large audience of voters.

NEGURO PROGRAMING

NEW YORK—Sales on local stations NBC and WNET programs are expected to exceed $1 million on November 3, when the newscasts are broadcast from 8:30 to 10:30 p.m. on November 3. The station's newscasts are expected to attract a large audience.

The station's newscasts are expected to be the most watched of the evening, and are expected to attract a large audience of voters.

FCC Denies Planned WU, Bell Interconnection

WASHINGTON, Oct. 18.—The proposed interconnection of the West- indies Union System and the Bell Interconnection was denied by the Federal Communications Commission.

The FCC stated that there was not sufficient evidence to justify the proposed interconnection.

The FCC's decision is expected to have a significant impact on the telecommunication industry, as it is expected to limit the growth of the Bell Interconnection.

Box Office TV Draws Hungry Eye From NCAA

CHICAGO, Oct. 18.—The Na- tional Collegiate Athletic Associa- tion (NCAA) is considering the possibility of allowing box office ticket sales for NCAA games.

The NCAA has been considering the possibility of allowing box office ticket sales for NCAA games for several years, and is expected to make a decision on the matter in the near future.

MBS Also Will Cut Night Rate

NEW YORK, Oct. 18.—Following the lead of the other three networks, Mutual Broadcasting System has decided to cut the nightly rate for its affiliates.

The new rate will be $500 per minute, down from the current rate of $1,000 per minute.

The move is expected to boost the network's ratings, as it is expected to attract more advertisers.

"Freedom USA" Sales Hit 550

NEW YORK, Oct. 18.—Sales of "Freedom USA" reached $550 last week, the highest weekly sales total in the network's history.

The network has been averaging $300 per week in sales, and is expected to reach $1,000 per week in sales in the near future.

Wood Promoted By CBS-TV Net

NEW YORK, Oct. 18.—CBS-Broadcasting System, Inc. has announced that Charles Wood has been promoted to the position of Director of Sales for the network.

Wood has been with the network for several years, and has been instrumental in developing the network's sales strategy.

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Wood has been with the network for several years, and has been instrumental in developing the network's sales strategy.

The network's sales have been increasing steadily, and are expected to reach $1,000 per week in sales in the near future.
Procter & Gamble is the biggest advertiser in America.

Last year they spent over $18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, they invested more money in radio than in any other medium.

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately $7,000 in radio.

Like countless other local merchants from coast to coast, he invested more money in radio than in any other medium.

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that no other medium can touch. And do you realize how much the radio-listening population has grown? Today there are 106,000,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made right now.
**New Nite Rate Cuts Urged on NARTB Meet**

RYE, N.Y., Oct. 18—in one of the best-attended and most enthusiastic meetings held in the area, broadcaster members of the D District of the National Association of Radio and Television Broadcasters learned Thursday (17) that some advertising agency men believe new and drastic cuts are in order. Raymond Spector of the agency bearing his name told the radio-TV men that night-time radio was practically worthless. Night-time rates should be reduced still further, he said, and broadcasters should not continue to make the mistake of raising day-time rates.

This was the keynote of a talk in which Spector pointed to the virtues of radio as an effective advertising medium. In the question-and-answer period following Spector’s speech, one broadcast executive asked him whether he would buy night-time radio if it were further reduced. Spector said he would not. He said that apart from the matter of rate, night-time radio was not good enough to maintain audience interest. Spector was accompanied at the meeting by John J. Conroy, president of the NARTB, who told the group that radio is in such good shape as it was a year ago, and would probably continue to improve during 1953. Other participants in the panel discussion, in which Spector was the only speaker, were Ray Schrader of WABC, New York; Frank Thomas, advertising director of WCBS, New York; and Edward L. McDaniel, advertising director of WDNY, Rochester. Spector, Conroy, and McDaniel told of progress which has been made in getting retailers, notably department stores, to pay for their own advertising via a system known as “radio and TV.”

**Subpoena**

**BAB Kicks Off Second Radio Contest**

NEW YORK, Oct. 18—Broadcast Advertising Bureau kicked off its second annual “Radio Quiz Contest” with a novel promotion piece to its members and radio audience. The prize will be a radio show, presented by the member stations of the contest. The prize is up to the members and radio audience.

**Piel’s Buys One-Fourth of Garden Sports**

NEW YORK, Oct. 18—Piel Beer this week bought one-fourth of the 19 sports events that are to be televised from Madison Square Garden over WPXJ. Piel was given the opportunity at the end of the first quarter of the package to buy an additional 10 percent of the package. Piel will be able to buy half the package, or it will be sold to another company.

**Philip Morris Cancels ‘Line’**

NEW YORK, Oct. 18—Philip Morris cigarettes this week canceled the radio version of “What’s My Line?” after its November 20 broadcast on the Columbia Broadcasting System’s radio network. The program was replaced.

**ABC Fills 3 Major Posts**

NEW YORK, Oct. 18—The American Broadcasting Company this week named three important men in the program department of the radio network. William Kitchell, formerly of the National Broadcasting Company, was named assistant secretary to the network’s music manager. William Kitchell’s job is to supervise the music department. He will be assisted by William M. Hamilton, who becomes Eastern production manager. He was senior director in the program department.
WJZ-TV Election Night News Cast Sales Net 11G

Continued from page ...
### Top 10 TV Shows Each Day of the Week in COLUMBUS, O.

According to Videodex Reports

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<thead>
<tr>
<th>Day</th>
<th>Show</th>
<th>Network</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>1. WHAT'S MY LINE?</td>
<td>CBS</td>
<td>9:00-10:00</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>2. BASEBALL</td>
<td>NBC</td>
<td>7:00-10:00</td>
<td>2.7</td>
</tr>
<tr>
<td></td>
<td>3. THE DOCTOR</td>
<td>ABC</td>
<td>7:30-10:30</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>4. TOWER POWER</td>
<td>NBC</td>
<td>7:00-10:00</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td>5. ROY ROGERS</td>
<td>CBS</td>
<td>8:00-11:00</td>
<td>2.3</td>
</tr>
<tr>
<td></td>
<td>6. THIS IS DOW NTHEATURS</td>
<td>CBS</td>
<td>8:00-11:00</td>
<td>2.2</td>
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<td></td>
<td>7. TV PLAYHOUSE</td>
<td>NBC</td>
<td>7:30-10:30</td>
<td>2.0</td>
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<tr>
<td></td>
<td>8. TOWER POWER</td>
<td>NBC</td>
<td>7:00-10:00</td>
<td>2.0</td>
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<tr>
<td></td>
<td>9. THE MIDNIGHT SHOW</td>
<td>CBS</td>
<td>11:30-1:30</td>
<td>1.9</td>
</tr>
<tr>
<td></td>
<td>10. THE MIDNIGHT SHOW</td>
<td>CBS</td>
<td>11:30-1:30</td>
<td>1.9</td>
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</tbody>
</table>

### Top 5 Radio Shows Each Day of the Week in MINNEAPOLIS-ST. PAUL

According to Pulse Reports

<table>
<thead>
<tr>
<th>Day</th>
<th>Show</th>
<th>Network</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
</table>
| MONDAY    | 1. COOK  
           | 2. EDWARD 
           | 3. FRANK ABEL 
           | 4. THE MAD HATTER 
           | 5. THE SISTER SPARKS |
| WEDNESDAY | 1. THE MIDNIGHT SHOW 
           | 2. STAGE SHOW 
           | 3. THE MAD HATTER 
           | 4. DANNY DARE 
           | 5. MR. AND MRS. NOB IS |
| THURSDAY  | 1. THE NORTHWEST SHOW 
           | 2. SHOW BIZ 
           | 3. THE MAD HATTER 
           | 4. THE SISTER SPARKS 
           | 5. MR. AND MRS. NOB IS |
| FRIDAY    | 1. THE NORTHWEST SHOW 
           | 2. SHOW BIZ 
           | 3. THE MAD HATTER 
           | 4. THE SISTER SPARKS 
           | 5. MR. AND MRS. NOB IS |
| SATURDAY  | 1. THE MIDNIGHT SHOW 
           | 2. STAGE SHOW 
           | 3. THE MAD HATTER 
           | 4. DANNY DARE 
           | 5. MR. AND MRS. NOB IS |

### Interference Standards Set

**Washington, Oct. 5**

Standards for television set manufacturers. A report on the effects of UHF and VHF interference and receiver specifications. The report comes from the Federal Communications Commission and the U.S. TV equipment manufacturers. The report includes recommendations for improving UHF and VHF interference and receiver specifications. The recommendations are based on the results of tests conducted by the Federal Communications Commission and the U.S. TV equipment manufacturers. The report includes recommendations for improving UHF and VHF interference and receiver specifications. The recommendations are based on the results of tests conducted by the Federal Communications Commission and the U.S. TV equipment manufacturers.
Columbia, U-I Contract With SAG on TV Pix

HOLLYWOOD, Oct. 18—Seven Actors Guild TV week concluded contract negotiations that are expected to set the pattern for similar deals with other major companies. The agreement will become effective the first of next year and includes a new labor agreement that will have a five-year term. The new contract replaces the expired contract with Screen Actors Guild, which has been in force since the early days of Hollywood. The new agreement will go into effect on January 1, 1953, and is retroactive to July 1, 1952, the start date of the old contract. The new agreement will expire on June 30, 1957, with automatic six-month extensions thereafter.

Arrow Moves To Eagle-Lion

HOLLYWOOD, Oct. 18—Arrow Productions, owner of the Arrow-Lion lot, is in talks with Eagle-Lion regarding a potential merger of the two companies. Arrow, which was founded by producer-director Howard Hawks, has been in business since 1928. The company has produced such classics as "His Girl Friday," "The Big Sleep," and "Notorious." Eagle-Lion, founded in 1926 by producers Jack L. Warner and Jack H Warner, has produced such films as "The Maltese Falcon," "Casablanca," and "The Big Sleep." The potential merger could result in a larger company with more resources to produce bigger, higher-budget films.

To Emphasize Story on New Schiltz Series

HOLLYWOOD, Oct. 18—The new Schiltz TV series, "The World's Best," will go into production next week. The series, which will be produced by Schiltz Pictures, will feature stories with a focus on characters and their lives. The series will be shot on location in various parts of the world, and will be directed by Schiltz Pictures head of production, Jack Schiltz. The series will premiere on Sunday, November 1, and will run for six episodes.

UNIONS AND TV FILMS - NABET Sees Future In Vertical Unionism

The primary objective of the National Association of Broadcasters is to negotiate and administer the terms of agreements between unions and management. This includes the representation of all workers in the motion picture and television industry. The union, which represents nearly 100,000 members, was founded in 1945 and has been instrumental in improving working conditions for its members.

Rumored 'Racket Squad' Losing Morris Bankroll

HOLLYWOOD, Oct. 18—Producers of "Racket Squad," a crime drama that has been in the works for several years, have reportedly clashed with the studio over the distribution of the film. The film, which is based on a true story, has been praised for its gritty, realistic portrayal of organized crime. However, the producers have been at odds with the studio over the film's budget, which has reached $10 million. The studio has threatened to pull out of the project unless the budget is reduced.

AT & T $2 1/2 Mil Film Series

The New York Times reports that AT & T has signed a deal with Capra Enterprises to produce a series of films with a focus on scientific topics. The series, which will be produced by AT & T's own production arm, will be distributed to AT & T's thousands of employees across the country. The first film in the series, "The Sun," will be released in January 1953 and will focus on the science of space travel.

Derby Drops 'Sky King' Seg

NEW YORK, Oct. 18—Derby Pictures, which is producing the "Sky King" series of films, has dropped its plans to release the series in New York. The company, which is owned by the film industry's largest distributor, M-G-M, had planned to launch the series in New York in May 1953. However, the company has now decided to release "Sky King" in other markets first, including Los Angeles, Chicago, and New York. This move is reportedly due to the high cost of producing the films and the limited market for westerns in New York.

United Signs Up Two Films

NEW YORK, Oct. 18—United Television Productions has signed deals to produce two new films. The first, "Bring Up the Stars," is a drama about a famous actor who returns to his hometown after a long absence. The second film, "The Mask of Fu Manchu," is a historical drama about the legendary Chinese villain. Both films are scheduled to begin production in early 1953.
**ARB Ratings of Non-Network TV Films**

and markets in which they are currently appearing

Listed below are TV film series currently appearing on television stations, distributed through The Arrants Network. Ratings are based on broadcasts of films that have been cleared by the Arrants. These ratings reflect the opinion of the Arrants Network's consultants and indicate the market or markets in which each film series will be cleared for broadcast. Ratings are based on the film series' potential to attract a national audience and are not necessarily indicative of the film series' artistic merit or quality. Ratings are subject to change as the film series' audience potential changes. The Arrants Network suggests that distributors and exhibitors consider these ratings in making decisions about the distribution and exhibition of film series. The Arrants Network reserves the right to make changes in the ratings at any time without notice.

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**TV Station Film Buyers Pick**

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey.

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**THEATRICAL**

*Adventures in Sherlock...*
*Adventures of Capitan...

---

**OTHER**

Caribbean Holiday

*Castil...*

---

**UPMovietone**

News...10-20...Daily

---

**NEWSPAPERS**

**CHILDREN'S**

Dick Tracy...30...39

---

**CHICAGO (1 network)**

WABC, ABC (9 network)

---

**DALLAS**

Alive, ABC (6 network)

---

**LOS ANGELES (1 network)**

WABC, ABC (9 network)

---

**NEW YORK**

Alive, ABC (6 network)

---

**NEW ORLEANS**

Alive, ABC (6 network)

---

**BOSTON**

Alive, ABC (6 network)

---

**BALTIMORE (3 network)**

WBAL, NBC (6 network)

---

**CHICAGO (1 network)**

WrocAW, NBC (9 network)

---

**CLEVELAND (2 network)**

WABC, NBC (9 network)

---

**DETROIT (3 network)**

WABC, NBC (9 network)

---

**LOS ANGELES (1 network)**

WABC, NBC (9 network)

---

**San Francisco (3 network)**

KRON, ABC (9 network)

---

**UP Movietone**

News...10-20...Daily

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STERLING IS PROMOTING 'SEARCH FOR CHRIST'

NEW YORK, Oct. 18.—The Sterling Television Company is sending out a pamphlet describing "The Search for Christ," which has been given its initial run by all the leading networks of the country. The show is patterned after "At the Gates of Samarkand," which was the first attempt at film making on the subject of Christ, and has been selling well throughout the motion picture industry. The show is given in a dramatic form, and is designed to give the \( \text{user} \) a better understanding of the life and teachings of Jesus Christ.

HOLLAND PACKAGES DRAMA SERIES

HOLLAND, Oct. 18.—William B. F. Holland, president of Holland Pictures, has prepared a half-hour dramatic series of five 16-mm. reels, each of which will be shown in the laboratories of the National Broadcasting Company and the Columbia Broadcasting System. The series is entitled "The Flame of the Cross," and will be presented to the public by the National Broadcasting Company in the beginning of the new season.

COWAN STEPS UP FILM PKG.

NEW YORK, Oct. 18.—Pack- ager Lou Cowan this week launched his film, which he is now bringing to the public in a series of five 16-mm. reels. The series is entitled "The Flame of the Cross," and will be presented to the public by the National Broadcasting Company in the beginning of the new season.

UNDETERMINED ON ASSIGNMENT

NEW YORK, Oct. 18.—The assignment of three 16-mm. reels of film, which have been prepared by the National Broadcasting Company, has been announced by the New York office of the company. The assignment is to be made to the National Broadcasting Company for the use of the National Broadcasting Company in the beginning of the new season.

NBC TO USE 16 MM. IN EFFORT TO CUT COSTS

NEW YORK, Oct. 18.—In a move which it calculates will save anywhere from 25 to 30 per cent of the cost of producing 16-mm. films, the National Broadcasting Company has decided to use 16-mm. film for all of its films. The move is expected to save the company a considerable amount of money and will result in a more rapid production of the films.

COMMERCIALS

TV STATIONS NEED MORE SPACE IN THE TELEVISION GUIDE

NEW YORK, Oct. 18.—Consumers who are interested in the television guide have been informed by the National Broadcasting Company that it is unable to accommodate all of the commercials it receives. The company is now considering the possibility of increasing the number of commercials that can be accommodated.

ADVERTISING RATES

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All-Star Revue (Tallulah Bankhead Show)

TELEVISION — Reviewed Saturday (11), 8:30 p.m. EST. Participant: Tallulah Bankhead via the National Broadcasting Company. TV. Norma Shearer, Tony Martin, Dorothy Lamour, John Wayne, John Forsythe, Don Ameche, Ronald Reagan, Joan Crawford, and more. The ad renouned actress Tallulah Bankhead, playing a character called "Joan Regan," is a motley collection of celebrities, all from the same mold. She is as hard to pin down as a pocketful of jellybeans. (See full review this issue.)

Paul Dixon Show

TELEVISION — Reviewed Sunday (12), 1:30 p.m. EST. Presented by the NBC Radio Network. Featuring: Ray Milland, Dorothy Lamour, and many others. The Paul Dixon Show is a weekly radio drama series featuring the adventures of the fictional character "Paul Dixon," a private detective. The show is known for its engaging storylines and well-developed characters. (See full review this issue.)

Red Buttons Show (TV). CBS, Tuesday (14), 9:30 p.m. EST.

FEBRUARY 27, 1954

The advent of Red Buttons and his vaudeville-like style have given CBS and the William Morris Agency a shot in the arm. Red Buttons' unique sense of humor has earned him a place among the top television comedians. He brings a new dimension to the traditional vaudeville format, blending sketches, songs, and physical comedy in a way that is both entertaining and surprising. (See full review this issue.)

Toast of the Town

TELEVISION — Reviewed Sunday (13), 8:30 p.m. EST. Presented by the Lincoln-Mercury Dealers' Association. A humorous sketch comedy show featuring Sid Caesar and his team of writers. The show is known for its improvisational style and quick wit. (See full review this issue.)

Leave It to Larry

TELEVISION — Reviewed Tuesday (15), 8:30 p.m. EST. Presented by the CBS Radio Network. Featuring: Ray Milland, Marilyn Monroe, John Wayne, and more. Leave It to Larry is a half-hour situation comedy that follows the adventures of a brash, young reporter named Larry Nadler. The show is known for its humor and catchy theme song. (See full review this issue.)

Gene Poltzke
TV-Film Reviews

NEW YORK

Mr. Saber—Homicide Squad

TV FILM—Reviewed Monday (3).

AIMEE SABER, young, vivacious, and incredibly smart, is a natural for the role of a young detective who finds herself in the middle of a murder investigation. The series, which is currently in its second season, follows Saber as she navigates the world of law enforcement and crime-solving.

Doc Corkle

TV FILM—Reviewed Tuesday (4).

Doc is a charming and lovable character, beloved by many viewers. The series, which is currently in its third season, follows the life of a doctor who is always there to help those in need.

Butter Square

TV FILM—Reviewed Wednesday (5).

This series explores the life of a young woman who finds herself in the midst of a murder investigation. The series, which is currently in its first season, follows the woman as she navigates the world of crime-solving.

Bernadine

TV FILM—Reviewed Thursday (6).

This series follows the life of a young woman who is a member of a wealthy and powerful family. The series, which is currently in its second season, follows the woman as she navigates the world of high society.

Your Musical Workshop

TV FILM—Reviewed at special screening. Running time 12 minutes.

This series features a young woman who is a musical prodigy. The series, which is currently in its first season, follows the woman as she uses her musical talent to solve crimes.

Easter Sunday

TV FILM—Reviewed Friday (7).

This series follows the life of a young woman who is a member of the Easter Sunday church congregation. The series, which is currently in its second season, follows the woman as she navigates the world of religious and spiritual beliefs.

Businessman

TV FILM—Reviewed Saturday (8).

This series features a young man who is a businessman. The series, which is currently in its first season, follows the man as he navigates the world of business and finance.

The Handman

TV FILM—Reviewed Sunday (9).

This series follows the life of a young man who is a handman. The series, which is currently in its first season, follows the man as he navigates the world of manual labor.

The Handy Man

TV FILM—Reviewed Monday (10).

This series follows the life of a young man who is a handyman. The series, which is currently in its first season, follows the man as he navigates the world of repair and maintenance.
TOP SELLERS
...based on this week's actual sales

Country

1. I'll Always Care of You
   Bing Crosby
   RCA Victor

2. Fortune in Memories
   Nat King Cole
   Capitol

3. What's the Use of Being Jealous
   Billie Holiday
   Columbia

4. Twinkle Twinkle Little Star
   Various Artists
   Decca

5. Rhythm
   Benny Goodman
   Decca

6. I Don't Want to Be Here When You Go
   Nat King Cole
   Capitol

7. The Thrill Is Gone
   B.B. King
   Capitol

8. The One I Love
   Sarah Vaughan
   Capitol

9. You and Me
   Ella Fitzgerald
   Decca

10. Body and Soul
    Ben Webster
    Decca

11. There Is No Place Like Home
    Frank Sinatra
    Capitol

12. I'm a Fool to Care
    Billie Holiday
    Columbia

13. If I Were a Rich Man
    Fats Waller
    Columbia

14. It's Only a Paper Moon
    Various Artists
    Decca

15. Behave Yourself
    Duke Ellington
    Decca

16. I'm in the Mood for Love
    Billie Holiday
    Columbia

17. Theme from New Orleans
    Louis Armstrong
    Decca

18. Body and Soul
    Ben Webster
    Capitol

19. I'll Remember April
    B.B. King
    Capitol

20. Body and Soul
    Duke Ellington
    Columbia

Rhythm and Blues

1. Tell Me The Truth
   Chuck Berry
   Mercury

2. St. Louis Blues
   W.C. Handy
   Columbia

3. When the Saints Go Marching In
   Louis Armstrong
   Decca

4. I Can't Get Started
   Glenn Miller
   Victor

5. It's Only a Paper Moon
   duke Ellington
   Columbia

6. Body and Soul
   Ben Webster
   Capitol

7. Behave Yourself
   Fats Waller
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8. I'm Gonna Sit Right Down and Write Myself a Letter
   Louis Armstrong
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DECCA DATA
YOUR WEEKLY GUIDE TO
AMERICA'S FASTEST SELLING RECORDS

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

NEW RELEASES—SINGLES & ALBUMS

JINGLE BELLS
SANTA CLAUS IS COMMING TO TOWN
Guy Lombardo

HIGH NOON
OUTSIDE OF HEAVEN
Red Foley

SLIGH RIDE
SARABANDE
Leslie Howard

TWILIGHT TIME
DON'T SAY GOODBYE
Billie Holiday

SOMEBODY LOVES ME
SONGS INSTRUMENTED IN THE PARAMOUNT PICTURE
Bing Crosby

THE QUEEN MAN
A REEPIC PICTURE
Victor Young

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

SOMEBOY LOVES ME
SONGS INSTRUMENTED IN THE PARAMOUNT PICTURE
Bing Crosby

THE QUEEN MAN
A REEPIC PICTURE
Victor Young

TO BUILD PROFITS

Anil SELLERS

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

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MY FAVORITE SONG
and
WALKIN' BY THE RIVER

Decca 28433 (78 rpm) and 9-28433 (45 rpm)
BARTON ILL

Has Stroke
Opening Nite
At Las Vegas

LAS VEGAS, Nov. 18—James Barton suffered a cerebral stroke recently in his room at the Thunderbird Thursday night (10) and is now recovering in a Chicago hospital. Barton, according to his doctors, Barton is expected to make a complete recovery but will be out of action for some time. Barton has been associated with the gambling industry for many years.

The sudden withdrawal of the boxed office operations from the Mandalay, opening, put the club in a tough spot and has been a major problem. Barton's sons and other family members are attending the hospital and have been with the patient in the hospital.

The second show was played by Mr. and Mrs. Barton. They were in town to attend the University of Chicago football game and were scheduled to leave the city immediately. They were unable to leave until the show was completed.

The French Casino has been playing to packed houses and the Club is now playing to sellout crowds. The French Casino is a popular club and is one of the most successful in the city.

The French Casino is located at 212 South Michigan Avenue and is owned by Mr. and Mrs. Barton. The club is open from 7:00 p.m. to 3:00 a.m. and is a popular spot for young people.

Robinson Set
For Cafe Bow

NEW YORK, Oct. 18—Sugar Ray Robinson will make his bow as a boxer in the Cafe Bow, operated by Mr. and Mrs. Alexander, 125 East 52nd Street, on the last night of this month, it was said to be $15,000. A deal was concluded and arrangements for the show were made.

The promoter, Mr. Alexander, is a well-known figure in the boxing world and has promoted many successful shows. The Cafe Bow is a popular spot for boxing fans and is known for its successful shows.

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St. Louis Club
Buying Names

ST. LOUIS, Oct. 18—The St. Louis Club, owned by Harald Kaplan, has purchased the name of the club, as announced by the club's public relations office. The club is being reorganized and the name will be retained.

The St. Louis Club is one of the most popular clubs in the city and is known for its successful shows.

Copenhagen Cracks
Down on Strippers

COPENHAGEN, Oct. 18—A crack-down on strippers has been announced by the Copenhagen authorities. The crackdown follows several months of increased activity by strippers in the city, and has been the result of several incidents involving strippers.

The crackdown includes new regulations and fines for strippers, and has been met with mixed reactions by strippers and the public. The crackdown is expected to continue for the foreseeable future.

ARA, AGVA
Groups to Hold
Gotham Meet

NEW YORK, Oct. 18—A meeting of the board of governors of the American Guild of Variety Artists is to be held here Tuesday night (21), according to the announcement. The meeting will be held to discuss the organization's future direction.

The American Guild of Variety Artists is a professional organization for performers in the variety arts, including vaudeville, circus, and other live entertainment formats.

Frisco Hotels
Mull Dropping
Talent in Rooms

NEW YORK, Oct. 18—San Francisco hotels and restaurants are considering the possibility of dropping talent agencies in their rooms. The move is being considered as a way to control costs and increase revenue.

The hotels and restaurants are currently using talent agencies to provide entertainment for their guests, but the cost of these services has been increasing in recent years. The move to drop these agencies is being seen as a way to reduce costs and increase profits.

Frisco hotels are considering dropping talent agencies in their rooms to increase revenue and control costs.
BIG BAND GAMBLE

Kenton, Anthony Point Up High Cost of Road Jaunts

By JOHNNY SUPPEL

HOLLYWOOD, Oct. 18—With rising costs continually forming an ever-increasing threat to the survival of almost every establishment and their personnel, the session of the combined convention-meeting of ASCAP/BMI/TTF at the Neil Simon Theatre was a somber one. The keynote address, delivered by Decca Enterprises president John Planning, served as a well-timed reminder of the industry's problems.

John Planning's speech was followed by a panel discussion on the question of how the industry can meet the rising costs of living and production. The panelists included ASCAP's Allen Tonsil, BMI's Ira Berlin, and TTF's Louie Lortie.

The panelists agreed that the industry must face the facts and work together to solve the problem. They also stressed the importance of government intervention in the form of price controls and subsidies.

Operations

OPS Seeks Facts For Decontrol Study On Record Prices

Decision Due Soon, Price Decline, Hike Prospects Probed by Agency

WASHINGTON, Oct. 18—The President's Council of Economic Advisers has asked the Office of Price Stabilization to determine whether decontrol of retail record prices is likely to save the government money and whether decontrol would be beneficial to the record industry. The study is to be completed by the end of the year.

The council has already concluded that decontrol would lead to higher prices for records. However, the study is expected to provide additional information that will help the council make a final decision.

The study is expected to be completed by the end of the year, and the council will then make a recommendation to the President.

A message was also sent to the manufacturers and distributors of records, seeking information on the costs of production and distribution.

London Preps New LP Series

NEW YORK, Oct. 18—London Records has announced plans to release a new series of LP records, starting in January. The series will feature new and previously unrecorded works by contemporary composers. The first release, scheduled for January 1, will be a recording of the composer's recent chamber music.

The series is expected to be a success, as London Records has a reputation for releasing high-quality recordings of new music.

Fever New Xmas Pop Tunes Will Be Marketed This Year

Greater Emphasis on Old Waxings Set

3 Top Firms Plan Only 12 New Singles

NEW YORK, Oct. 18—Fever is a new Christmas pop tune that will be marketed this year. The song was written by the New York Philharmonic's chief composer, and will be recorded by the orchestra. The song promises to be a hit, as it is expected to be released in time for the holiday season.

The New York Philharmonic will also release an old recording this year. The song is a reissue of a popular tune from the 1920s, and is expected to be a hit among vintage music enthusiasts.

The other two releases that will be marketed by the New York Philharmonic are also old recordings. The songs are expected to be released in time for the holiday season.

Special Benefit Performance

 Offers Spalding to Pacify Belgrade Philharmonic

NEW YORK, Oct. 18—An attempt is being made by the Belgrade Philharmonic to pacify the restless orchestra, which has been notorious for its disorder and disorganization, by offering a special benefit performance. The conductor of the orchestra, Antonio Rodzinski, has been ordered to conduct the performance, and the orchestra is expected to be well-behaved.

The Belgrade Philharmonic has been plagued with problems in recent months, and the orchestra has been known to be unruly and disorderly.

The special benefit performance is expected to be a success, and the orchestra is expected to be well-behaved.

Remington Enters Picture

Green Leaves For Europe

NEW YORK, Oct. 18—An attempt is being made by Remington to enter the European market with a new line of electric typewriters. The company has announced plans to introduce a new model, the Remington Manual, which is expected to be a hit in Europe.

The Remington Manual is expected to be a success, and the company is expected to expand its European operations in the future.

Bidding Weak For Trionon

CHICAGO, Oct. 18—The Trionon, a popular nightclub in Chicago, has been closed due to a lack of business. The owner, John D'Amato, has announced that he is considering selling the club.

The Trionon has been a popular destination for musicians and entertainers in Chicago for many years, but the club has been struggling in recent months due to a lack of business.

The owner is considering selling the club, and it is expected to be a success in the future.

The club has been popular destination for musicians and entertainers in Chicago for many years, but the club has been struggling in recent months due to a lack of business.

The owner is considering selling the club, and it is expected to be a success in the future.
Pallad'm Experiment Catching Attention

HOLLYWOOD, Oct. 18.—The experimental stage that type places in the film, "Pallad'ms," has been much publicized in the film industry since the announcement of the project was made by New York Times. The project involves the use of a new and unexplored type of lighting that will be put to good use in the production of "Pallad'ms." The project is being undertaken by the Palladium Film Company, in cooperation with the New York Times. The project is expected to be completed in the near future.

Coral Drops Release Sked

NEW YORK, Oct. 18.—To ex- ploit the new Coral record, "Coral Drops," the company has put out on the market Coral Records by the Coral Record Company. The record is available at all music stores and at semi-monthly and semi-weekly newspapers.

Publishers Map to Modernize Copyright Law

Industry-Wide Meeting Planned for Nov. 12 in N.Y. to Define Aims

BY R. H. HOFFHER

NEW YORK, Oct. 18.—Publishers of standard music will meet here on Nov. 12 to consider the establishment of a code of standards and practices that will govern the transactions of publishers in the music field. The meeting is being called by the American Society of Composers and Publishers.

Emerson Whistle To Open Pub

NEW YORK, Oct. 18.—Veteran radio announcer Emerson Whistle will open his own publishing firm on Nov. 15, and will have a number of new songs, including "Emerson Whistle," a song that is expected to be a hit. The firm will be located at 1234 Broadway, New York City. The firm will be called Emerson Whistle Music Publishing Co.

ASCAP DISTRIBUTION PLAN

Some Beam, Others Scream, Depending on Size of Check

By Bob Rolzontz

NEW YORK, Oct. 18.—At pre-sent, the plan is making strides towards the establishment of a new system of distribution plan that will be called the ASCAP Plan. The new plan is expected to be introduced in the spring of 1953.

Martin, Chases Charged With Infringements

NEW YORK, Oct. 18.—Harry Fox publishers' agents and Chicago against Jimmy Martin, publisher of the Chicago Record Co., and its agents, for alleged infringement of copyright. The suit is being handled by the law firm of Martin & Co., Chicago.

England Dates Inked for Ray

HOLLYWOOD Oct. 18.—Following his date at the Palladium Music Hall in London on Dec. 10, and at the London Coliseum on Dec. 11, Ray will go to the United States for a series of concerts, including one at the Winter Garden Theatre, New York City, on Jan. 10. Ray has also been announced for a number of dates in the United States, including one at the Tivoli Theatre, New York City, on Dec. 22.

MUSIC

19

"Records Are Rewarding," But DJ Should've Stayed in Bed

NEW YORK, Oct. 25.—What the record-buying public thinks about disks is a question that is being asked by a number of other members of the record industry. When the Record Industry Association of America (RIAA) met last week in New York, the question was discussed by a number of other members of the industry.

From one who appears to favor favoring the record-buying public, to another who says that the public is not interested in records, there is a wide range of opinion. The question is being asked by a number of other members of the industry.

Some of the other songs released by Downey for the RIAA are "Dancing in the Street," "The Legend of the Blue Men," "Blue," and "The Legend of the Blue Men." The songs were released by Downey for the RIAA on Sept. 5, 1952, and on Sept. 1, 1952, respectively.

Negotiations for an out-of-court settlement were prolonged. Defendants must answer within 20 days.

"This publisher was up with a lot of things and my hand was hurt and I was..."
TOP SELLERS
...based on this week's actual sales

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<th>PLACE</th>
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<td>Santa Claus Is Comin' to Town</td>
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<td>3</td>
<td>Sleigh Ride</td>
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<tr>
<td>5</td>
<td>Frosty the Snowman</td>
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BEST BETS
Stock these fast-moving Decca Records now...the coming hits as indicated by actual sales.

1. South Rampart Street Parade - Bing Crosby and Andrews Sisters
2. Deep Blues - Red Foley
3. Settin' the Woods on Fire - Mark Shaw and Grady Martin
4. Strollin' in Evelyn's Lamichael Baby - Russ Morgan
5. My Favorite Song - The Weavers
6. Clementine - Tony Martin
7. A Wedding Ring Ago - Tony Martin
8. Moonlight Mystery - Tony Martin
9. I'm Not in Love with You - Tony Martin
10. Oh Dee - Tony Martin
11. Don't Fall in Love - Tony Martin
12. Long Ago and Far Away - Tony Martin
13. The Moon Is Beautiful - Tony Martin
14. Some Place I've Never Been - Tony Martin
15. My Heart Is Broken - Tony Martin
16. When You're Gone - Tony Martin
17. I'm Sorry - Tony Martin
18. I Don't Wanna Be Lonely - Tony Martin
19. I'll Be Home for Christmas - Tony Martin
20. Santa Claus Is Comin' to Town - Tony Martin

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

NEW RELEASES - SINGLES & ALBUMS

JINGLE BELLS
DECCA 28433 (78 rpm) and 9-28433 (45 rpm)
MY FAVORITE SONG
and WALKIN' BY THE RIVER

DECCA
Decca 28433 (78 rpm) and 9-28433 (45 rpm)
From the Exciting Group That Brought You
"GOOD NIGHT, IRENE"; "ON TOP OF OLD SMOKEY"
and NOW—

CLEMENTINE
AND
TRUE LOVE

by THE
WEAVERS

Decca 28434 (78 rpm) and 9-28434 (45 rpm)

America's Fastest Selling Records
"I'm so wild about John Arcesi and his Capitol Recording of 'Wild Honey' that I can't wait to see him open at The Thunderbird Hotel in Las Vegas October 30th."

In two pop ballads, but her efforts would be forgettable, Kenton also anned the show, as well as leading the band, and his engaging chatter added a warm note to the proceedings.

Stump-Stanyng
The comedy team of stump and Stumpy fractured "etc." They started strongly with their regular knockabout and cute night hits, but they really drew solid, well with their farce-dancing, comedy-by-play with the Stan Kenton quintet. Dancer Terry Fidler showed an enthusiastic flair for his stick figure routines, but his voice was much too low. Minnie George Kenton's soprano, with its clever and accurate take-off on the "Hot and Cold" Congaras, two boys and two girls, opened the show with some wild dance routines.

In addition to providing solid entertainment, the show should also stimulate many sales of Cole, Vaughn and the Kenton offer. The lobby of Carnegie Hall contained a booth with these artists records on sale.

Remington to Issue 45 r.p.m. EP's at 99c

New York, Oct. 18 — Lowpriced Remington Records will go the classical 45 r.p.m. Ex- tended Play field with an initial release of 25 disks. The Remington EP's will be priced at 19 cents, including tax, RCA Victor, which introduced the system a month ago and Columbia has adopted its classical prices at 115c, including federal tax. The initial Remington release will concentrate on well-known classical forms such as "Tannhüsi" or Schubert's "Songs of the Zillysh," Chopin's "Barcarola," "Caracara" or other earlier operatic overtures and Strauss waltzes. Featured artists include Renata Tebaldi, Grazia Durante, Kurt Weill.

Publishers Drive

Continued from page 19

The view of the publishers is that the problem of a highly lucrative class in the long-play market, where a complete symphony may command no more than two sides of a 12-inch platter. While a deal for the first writing is still open to negotiation, and the general public is to pay above the statutory rate for elaborate works, the present statutory fee is thought to be a powerful prospect on effective bargaining by publishers.

Should the MPA hammer out a potentially effective program toward the removal of the automatic mechanical license, the situation may find a strong ally in ASPA. The editors look on this provision as a legislative device that has concentrated control of the music business among the record companies. Elimination of the provision would return control of the process to writers, publishers, the editors, and songwriters.

The November 12 meeting will focus on the idea of the interest of the publishers, with specific means to achieve the goal, perhaps for the Meeting set for the 12th. By the American Society of Composers, Authors and Publishers.
Big News... His 1st Release

Roger Coleman

GABBE, LUTZ & HELLER
1619 Broadway
New York City

Record Promotion Morris Diamond

GIVE ME THE RIGHT

EVERYTHING I HAVE IS YOURS

DECCA RECORDS

28418
**Treatment of 40 Standard Songs Mulled**

NEW YORK, Oct. 18—The Chappell Television Book, containing dramatic treatments of 40 standard songs, was shipped to TV producers last week. The name is most impressive—both as a print and in content. It is also impressive us indicating the extent to which publishers are now aware that song presentation via television requires special techniques.

Broadcast Music, Inc., was the forerunner in this type promotion. The Chappell's, however, is by far the most outstanding job done by any single publisher—either BMI or American Society of Composers, Authors and Publishers-affiliated.

Chappell's book consists being a yet detailed dramatic treatments written by Perry Long, the firm's director, that has an enviable record with music shows. Lafferty's suggested dramatic treatments are sharply etched and imaginative. They reveal an understanding of the song material, of the television medium and the different types of talent which can be used in a television presentation. Lafferty's sketches also contain tips for the low-budget station.

A foreword by Hubbell Robinson, vice-president in charge of network programs at Columbia Broadcasting System television, notes that in the hands of responsible producers and directors, many of the vignettes "will be effective in a program show." Robinson also observes the musical requirements of the television medium, noting its simplicities in the heavier, less elaborate pictures and radio, and remarking the fact that TV Neverlasting differs from all three.

A publisher's note in terms of that, and does not use the idea of Mac Bleylend, head of the Chappell interests. In the note Mephisto gives a brief, sharp outline of the historical changes in song production from the days of Nora Bayes to this present.

The publisher logically sketches the need for books of this type, expressing the hope that producers will be able to present music more effectively on TV and hopes that various actors who read it will find new ways to present themselves. As television grows and popular music grows with it, Lafferty's preface points out that the television must "serve for the greatest possible immensity." Most of his dramatic treatments he notes, may be done with minimum of scenery and one or two or three performers.

The logic behind Lafferty's conception of music presentation will be most intriguing to a television audience interested in TV music production. Lafferty notes why each vignette is built around the thoughts of the lyricist, which certain visual devices are used for.

There is no doubt that the book will, as Lafferty hopes, help TV directors and producers after the eternal questions: "What are we going to do next week?"

**Granz Wins Case Vs. Colony Label**

NEW YORK, Oct. 18—Norman Granz has won his case against Colony Records for selling there side from his "Jazz Scene" album on its Gala label. The side involved was "Revelation," with Charlie Parker, "The Bird," also with Parker, and "I Want to Be Happy," with Lester Young, Buddy Rich and Aye Goy.

Colony Records claimed that an employee Joe Marlo had bought the sides and sold them to his attention and claimed they had been licensed by a Canadian known as the Reino Records Company. "Colony Granz" attorney, showed a letter from Barcay Records that they had made the sides for Leonard Torro, and Joe Marlo, and that the waxings had been delivered to Marlo at Colony Records. Granz received $1000 from Colony for court charges, and was in turn, 40 cent the fire of love. **Quinnel the fire of love.** **Quinnel the fire of love.** **Quinnel the fire of love.**

**Decca Signs Claudio Arrau**

NEW YORK, Oct. 18—Decca Records has signed Claudio Arrau to a long-term pact. The pianist has set ambitious recording dates for the next several months, which will appear on a variety of programs.**
THE WINNERS
The Billboard's Second Annual Band Buyers' Survey

Which Do You Consider the Most Promising Sweet Bands?

JIMMY PALMER
... almost twice as many points as his nearest contender

MANAGEMENT... GENERAL ARTISTS CORPORATION

CURRENT MERCURY RELEASE
"YEARNING"
UP SIDE
"SECRETS"
MERCURY 70013 70013X45
Changing E. T. Operations Pose Pub Royalty Problems

It is expected that within a few days a new rate for phonograph recordings will be forthcoming relative to the matter of transcription royalties. The American Federation of Musicians is currently engaged in a court action to make this possible. Besides the highest scale in the business, this was the intention of the artists and the public. The question has been raised as to the speed of transcription. What has actually happened is that such a rate as has existed in the past is now being cut down to a minimum in order to be competitive with other services.

Another problem is that of the long-playing frame of the American Federation of Musicians. This rate, for example, has never been taken into consideration but is now the subject of negotiation.

New RELEASES:

It is reported that some of the transcription firms feel the old levy of $15 per long-play record is too high, particularly in those days when the price is low and when competition is keen. They want a cheaper rate or perhaps no levy at all for the old rate, that the transcription fees be reduced, and that they have a reasonable chance of survival. This current rate exists this month.

Liberty Store Drops '30% Off' Policy on Disks

NEW YORK, Oct. 18—Liberty has established a 30% off policy on all records. The price includes all taxes, and the merchandise is preserved at a cost of 15% to the store. The move by Liberty is to the benefit of the phonograph disk sellers in the industry.

The move is made in the interest of maintaining a stable disk market. The price is now $2.50 at the manufacturing plant. This price is not affected by the decrease in price per disk. The increased price of 15% is fixed by the government for the benefit of the manufacturer.

This move results from a long-term policy of the disk manufacturers to maintain a stable and competitive price. It is hoped that the change will be beneficial to the disk manufacturers and will make it easier for them to maintain a fair trade with the public.

Plan Report

Individuals have the advantage of having the report on the recent broadcast

Kim Torry Signed For Columbia Pops

HOLLYWOOD, Oct. 18—Mike Mulligan, Columbia's pop A&R, has announced that Kim Torry has been signed as a recording artist for the Columbia Records label.

Terry, who has been working for a time on a project with Mike Mulligan, is expected to make his first appearance on the Columbia label in the near future.

Music Publishers' Record Scoreboard

- Sides in Current Release

- Total Number of Sides Released by Each Label

- Total Sides for Week Released by Each Label
EVOLUTION AND EXPANSION

A Review of the RCA Victor Fall-Winter, 1952 Program

A First: Wrap-Up of One Disk Maker's New Program

By JOE CIMA

In these pages, for the first time in its fifty-seven-year history, The Billboard presents a Special Section built around a seasonal merchandising and selling program of a single manufacturer. This Section is in the nature of an experiment. An experiment dictated by the belief that:

1. When a major manufacturer in an industry introduces a new line of merchandise, the introduction of that line has a profound effect on the businesses of distributors, dealers and indeed, competitive manufacturers in the field, and

2. When that new line embodies evolutionary concepts, both in the merchandise itself, and to a degree, in the price structure of such merchandise, every effort to clarify the line, the thinking behind the introduction and selling and merchandising philosophies behind the line is of real value to every intelligent member of the industry.

Thus while the story behind the RCA Victor fall line of records and instruments, and the merchandising and selling programs behind these lines has been detailed to RCA Victor's own distributors, and to hundreds of dealer groups around the country, there are literally thousands of dealers and others in the industry whose knowledge of the line and program derives from second hand, and at least partially unreliable sources.

The Billboard naturally reports, in its regular weekly coverage of the industry, all those elements of any new merchandise or selling program it considers newsworthy. But, except for an editorial special section of the nature of this experimental Section, even The Billboard, for obvious reasons, does not present "under one roof," the complete story of any new line.

This experimental Special Section -- EVOLUTION AND EXPANSION -- is intended, then, to give a fully rounded picture of this major record and instrument manufacturer's latest effort to make its own business and the business of all of its customers more profitable. It is presented with a maximum stress on objectivity, in the hope that it will prove practically useful to The Billboard's readers in the music record-radio-TV-photograph industries, and interesting to all readers in whatever phase of show business they may operate.

If it achieves these objectives to a reasonably successful degree, similar special sections may be presented when other new lines and merchandising programs (of a caliber worthy of such elaborate treatment) are introduced by various organizations in the entertainment industry.
The Business Philosophy Behind A Solid Merchandising Program

Jockeys and Operators Mull EP Utilization

More progressive disk jockeys and juke box operators have already begun to seriously consider whether they may adapt the RCA Victor EP record to their own activities. It is, however, still too early to say whether such adaptation will be effective or if the RCA EP record will be adopted as a standard, as the RCA EP has been available for five months, and it has been used and tested by many juke box operators, and it is expected that by the end of the year, a large number of EPs will be sold.

The RCA EP record has several advantages over the original RCA 45 single.

1. The RCA EP record is much more durable than the 45 single.

2. The RCA EP record is much more versatile than the 45 single.

3. The RCA EP record is much more economical than the 45 single.

4. The RCA EP record is much more suitable for juke boxes than the 45 single.

5. The RCA EP record is much more suitable for record stores than the 45 single.

6. The RCA EP record is much more suitable for radio stations than the 45 single.

7. The RCA EP record is much more suitable for record manufacturers than the 45 single.

8. The RCA EP record is much more suitable for record distributors than the 45 single.

9. The RCA EP record is much more suitable for record retailers than the 45 single.

10. The RCA EP record is much more suitable for record listeners than the 45 single.

The RCA EP record is much more suitable for the music industry than the 45 single.

Ryll's Looks to EP for Disk Boom

Ryll's, Inc., located in the heart of suburban 6th Street (Dorchester Distri-
**Extended Play—The Evolutionary Heart of RCA's New Disk Program**

Extended Play, or EP records, as RCA Victor is working to popularize them, actually represent the completion of a long postwar period during which the entire industry was faced with the problem of creating successful new products. This was especially true in the case of EP records which were created as a natural outgrowth of the development of the 45 rpm single record, and which, as a result of the innovation of RCA Victor, have found their way into the homes of millions of people throughout the world.

The RCA Victor Extended Play line, which has been in existence for over 30 years, can be traced back to the early days of radio when the company first introduced the 78 rpm record. The next step was the introduction of the 45 rpm record, and finally, the development of the EP record. The Extended Play line was created to fill a need in the market for longer-playing records, and it has been a success ever since.

The Extended Play line is now available in a wide variety of styles and formats, from classical music to pop hits, from solo artists to full orchestras. The records are designed to be played at home or in the car, and they are a great way to enjoy music without having to worry about changing records frequently.

In conclusion, the Extended Play line is a testament to RCA Victor's commitment to innovation and excellence in the music industry. It has been a success for over 30 years, and it will continue to be a popular choice for music lovers everywhere.
'Magic' Bluebird Label May Prove Longhast Star-Maker

Record veterans remember that the old Bluebird label with deep attachments to such great bands as Glenn Miller, Artie Shaw, and Tommy Dorsey and other orchestras on its roster, had a hand in the music of the time. Although the Bluebird label was purchased by the American Epic label in 1944, it was given the same identity as the Bluebird of the 1920s and 1930s.

A new Bluebird label has been announced for the industry, and it is hoped that this will start a new era for the label. The Bluebird label was one of the most popular in the industry, and its music was known for its quality and variety.

New Instruments—Lifeblood of Healthy, Hearty Record Industry

The record industry has long been known for its ability to create new instruments and record them. The new Bluebird label is expected to continue this tradition, and to lead the way in the creation of new instruments.

Best Buys' Are Great Standards Which Constitute Biz's Backbone

However, evolutionary any element of a merchandising program, the recording industry is facing a major challenge. The advent of the new technology may be disruptive to the industry, but it is also an opportunity for growth and progress. The record industry must find ways to adapt to the new technology in order to remain competitive.

LIST OF

RCA Victor Standards

"Best Buys"

This section includes some of the top sellers in the industry. These records are expected to sell well and are a good investment for the record buyer. They are available in most stores and are sold at a reasonable price.

TEN INITIAL ALBUMS IN

RCA 6 in 1

Children's Line

These albums are designed for children and are expected to be popular. They are available in most stores and are sold at a reasonable price. They are a good investment for the record buyer.
How to play records for money

Strategy hints for winning a bigger "take," compiled from some of the most successful dealers in the game... plus 4 new sure-fire plays from RCA Victor

Every now and then it pays to take a good, long look at some of the rules which top-profit record dealers have worked out for themselves.

One record dealer, who makes a habit of it, says success is easy once you get used to it. As he puts it: "Success leads to success. It snowballs. You find aggressive buying and selling works for you once, so you try it on something else. Soon it spreads across your whole operation and you find you've made a habit of success."

The following pages give only a few of the pointers which almost any experienced dealer would prepare for himself. But right now, coming near the peak season and at a time of exceptional new opportunities, they may be useful and lead to dollars.

Make yourself comfortable. This goes on for 22 pages.
...and don't think there isn't
a lot of money in the game!

Music is big business and getting bigger all the time.
If the people in your neighborhood aren't coming to you with a good slice of their paychecks, you can roll up your sleeves and start digging for more because, believe it or not, records are a gold mine.

Did you know there's more money spent for records than for all the airline tickets sold in America? ...more for records than all the box-office take of the legitimate theaters, operas and concerts in America?

Did you know the record business last year was twice as big as the gate for professional football, baseball, hockey and race tracks combined?

And all the time, your opportunities are growing: your town is growing, phonograph sales are growing, people's appetite for music is growing.

Sensational new RCA Victor developments—new performances, new products, new values—offer the biggest money-making potential record dealers have had in years.

You don't have to dig far ... for record profits!

...plus hockey and horse racing ...all put together!
Four sure rules for winning

1. Carry a balanced inventory
   There are six distinct record markets... for pops, classics, children, country and western, rhythm and blues, and international. You have to decide how important each is in your neighborhood and balance your inventory accordingly. Every dealer's problem is different and only you can decide how to invest your inventory in line with the percentage of sales you expect from each category. Most dealers cover the first three, while catching extra money from big popular hits in the others.

2. Play the pop hits hard
   The merchandising of hits is the most profitable and most important single job in the record business. Here's where you have it easy — pushing downhill. Every promotion at your command—windows, advertising, etc.—means tremendous extra volume. Figures show fantastic difference between stores of equal potential: one will think 5 boxes are plenty; another goes 50 or 100. Remember, 90% of sales are the hit version of a top tune. Buy only the big sellers.

3. Use new releases to build traffic
   New releases are the sales vitamin—to stimulate salespeople to sell, and customers to buy. In ads, in windows, inside your store, something new is the stopper. Keep a steady flow of the best new releases and spread the news every way you can... for a vigorous, growing business.

4. Ride "war horses" for sure money
   Some recordings have no date. They sell and sell, year after year. Cinderella, Jalousie, Glenn Miller albums will sell next year just like today. Work up your best basic stock of standards with your distributor salesman, and never let them run out. They earn meat and potatoes.
Keep these 2 "rent payers" working

On the MALB TESTING MACHINE... a superb ringing sound

THE MUSIC AMERICA LOVES BEST... proven by the finest testing device ever invented: the nation's cash registers. MALB marks a great forward step in record merchandising—to reduce and simplify inventory... to concentrate profits.

"THE 101 BEST SELLERS"—sellers so sure that RCA Victor guarantees sales with a 100% exchange privilege. You can keep supplied well ahead, without risk, and never be out of stock. Sure, steady items you can count on for rent money.

No dealer can maintain an all-inclusive stock. From the thousands of records available, a careful selection would take weeks. The MALB catalog gave the first intelligent answer to this merchandising problem—an RCA Victor "first!" Your MALB catalog gives you an inventory of the 1500 proven best sellers of all the records RCA Victor has made... a well-rounded music library and a sound basic stock most dealers can afford to carry 100%—made up entirely of winners. And the best of these are the "101 Best Sellers"—another RCA Victor "first." Such sure sellers that RCA Victor gives 100% exchange privilege to all dealers carrying this complete list at all times. A backbone of inventory you can stock in depth without risk!

Why it pays to keep score

How many and when to buy are just as important as what to buy. Together they create smooth selling, with that comfortable feeling of having the right amount of the right merchandise at the right time.

Buying from well-kept scorecards of your stock is a simple, gratifying routine. Buying by guesswork is nerve-wracking, leads to nibbling, disappointed customers and lost sales. Do you know how much lost sales cost you?

Suppose you're out of stock on Best Sellers for 1, 2, 3 or more days in each re-order cycle, through lack of inventory control. This may easily total 25% of your selling time. With 300 selling days per year, that means 75 days of lost selling opportunities... 75 days your shop might as well be closed up.
Penalties run high when you're out of stock on Best Sellers. You not only lose the business; you may lose the customer. If you're out of a stampede hit, the customer goes to another store.

Inventory control can prevent such losses because it shows your rate of sale . . . tells you when to re-order. The simple Green Stock Envelope System, introduced by RCA Victor, has won by far the widest use through years of good performance. By simply (1) filing to the right, and (2) selling from the right, it indicates when to re-order, before you're out of stock. You simply review your rate of sale from time to time as shown on the white tab pasted on the envelope. For albums, most dealers find that an album tally for each clerk and a set of album stock control cards automatically keep a smooth re-order system flowing.

What will work for you is the test of any control system. Yours may be different, but system—however it works best for you—is essential. More business is lost by not having an automatic "alarm bell" for prompt re-ordering than for any other reason.

If you haven't got it—get it
If you have it—get rid of it

It all boils down to maintaining an orderly control system, backed by aggressive buying and selling . . . getting the merchandise in and out of your store with all the punch at your command. Use windows, displays and self-selection units for automatic sales—but your selling device with the greatest potential is the one on 2 legs. First thought, when a customer asks for an item: "What other items does this suggest?" If a customer asks for one item, place FIVE in his hands. He won't drop them on the floor. Just note, over a period of time, how many of those "FIVE" become sales . . . and how much they add up to! Phone, when you see a new item fits certain customers. A good proportion of those calls make sales. And teen-agers! Ration their hours in the listening booth, but make them happy—make them want to come in. They bring a big part of their cash to you. They're important customers, with a future!
Don't overlook RCA Victor "plus" values...

Let this part of the label sell for you, too!

A customer thinks twice before spending $10 or more for, say, a complete opera recording. When an important sale hangs in the balance, you can often swing it in your favor by using the weight of the RCA Victor name. It's a "plus" value you can bank on.

RCA VICTOR
RADIOS

Over a period of many years, RCA Victor has achieved a unique sort of built-in assurance in your customers' minds.

RCA VICTOR
PHONOGRAPHs

... an assurance of satisfaction in any product bearing the number one name in the entire field of home entertainment.
Evolution & Expansion... A Review of the RCA Victor Fall-Winter Program

It says "quality" and "leadership" to millions owning

RCA VICTOR
TELEVISION

This assurance is one of your tangible, important assets as a merchant... a powerful ally which the successful dealer recognizes and relies on to build trust and good will for his own name.
To get full sales impact from this famous label, remember...

The "TRIPLE DIFFERENCE" that makes the RCA VICTOR record a better buy:

Enthusiasm is contagious. If you’re sold, your customer will be. And while you cannot personally audition every recording in your store, you can “play the label.” When you place an RCA Victor performance in a customer’s hands you can be pretty sure you’re offering the finest performance available. You can back that assurance by pointing out the “Triple Difference” which sets the RCA Victor performance apart in a class by itself:

1. THE WORLD’S GREATEST ARTISTS
   Today, as when Caruso first sang into the horn 50 years ago, “the world’s greatest artists are on Victor Records.”

2. THE WORLD’S TRUEST SOUND
   RCA Victor, leader in the science of sound, today brings you fullest brilliance of tone, with widest dynamic range.

3. THE WORLD’S FINEST QUALITY
   Rigid inspections in every step of manufacture, plus a new anti-static compound, assure clear, noise-free surfaces.

Your customers are reading about the “Triple Difference” in current RCA Victor advertising.

"It’s in the ads!"
and when you “play the label,” mention this strong new feature...

**RCA VICTOR’S**

**“New ORTHOPHONIC SOUND”**

With this fall’s sensational line-up of new RCA Victor masterpieces comes the achievement of the finest reproduced sound ever put on records. If you haven’t already done it, sample a side from Toscanini’s great new Beethoven’s “Ninth Symphony” or Horowitz’ “Emperor Concerto” or the complete new “Travatore.” You’ll agree you have something every customer should be urged to hear:

1. Complete frequency range—full richness of tone in both the extreme lows and extreme highs.
2. No loss of high frequency response from the outside to the inside of the record—full brilliance from beginning to end.
3. Ideal dynamic range suitable for home listening—life-like and natural, without exaggerated effect.
4. Improved quiet surface, assured by a new anti-static compound and 12 separate audio-visual inspections.

that “certain label” has pulling power.

*Use it!*
Now, take a look over your own shoulder at the 4 big new RCA VICTOR plays now in full swing

1. Your "Best Buy" program

To help you hit top effectiveness in planning your peak season, RCA Victor has made an early announcement of your "Best Buy" program of all new releases for the rest of the year. A total of 81 albums including the greatest array of new merchandise ever offered by any company—outstanding "steppers" for every type of customer.

For symphony fans, the most eagerly awaited album in years: Toscanini's recording of Beethoven's Ninth Symphony. For opera fans: the new, complete "Il Trovatore"—unequaled as a showcase of talent and recording technique. For concerto fans: the greatest of concertos in its greatest performance—Beethoven's "Emperor" Concerto played by Horowitz. For youngsters: two great Disney
Evolution & Expansion . . . A Review of the RCA Victor Fall-Winter Program

A Review of the RCA Victor Fall-Winter Program

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tie-in albums—"Peter Pan" and "Adventures in Melody." For pop fans: a new series of Jazz greats by Ellington, Shaw, Goodman, Dorsey, etc., plus two never-before-released Glenn Miller albums. And for every mood, a complete matched series of new recordings of Mood Music albums by top orchestras.

With a "buyer's yardstick," you can be 90% right. Everyone knows there's no "rule of thumb" pattern to a recorded hit, but there are salient features common to most hits, and if you know them, you can be right oftener than not:

1. **An Established Classic . . .** The public likes best what it knows best.
2. **A Great Artist . . .** When the right man meets the right master, you've got a masterpiece.
3. **The Right Time . . .** Metropolitan Opera performances, a ballet tour, a Carnegie Hall debut, television, radio, movies, many other sources, contribute to listener response.
4. **Promotion . . .** The number of times the music is heard, what the publisher, recording companies, and others will do to make it heard are essential to its position in the market.

RCA Victor has built its "Best Buy" program on these four major points—the collection of recordings slated for greatest acceptance in the last four months of this year.
2. Keep the youngsters happy for hours with the new "6-in-One" Kiddy albums!

3. They color the pictures

To make a fast-growing section of your business bigger than ever, a completely new kind of kiddy album! In addition to the record itself, 5 proven merchandising features:

- Cut-outs. A proven success in merchandising cereals and other products to children.
- Colorbook... in itself a multi-million-dollar industry.
- Storybook. Probably the biggest selling of all children's entertainment items.

4. They punch out the puppets

5. They act out a puppet show

Puppets. TV has shown the fascination of puppets for children.

Club membership. A sure-fire attracter for kiddies. Membership in "Little Nipper" Club has snowballed from the start.

Watch one sale lead to another when you introduce this irresistible new Kiddy item—a whale of a buy for a buck!

6. They join the club

...and all for $1.00 on "45" and "78"

...and remember the "TRIPLE DIFFERENCE" which makes the RCA VICTOR record the best buy!

1. The world's greatest artists
2. The world's truest sound
3. The world's finest quality
RCA Victor's new $2.95 Bluebird line!

An important new merchandising program for increasing your business in music's rapidly broadening market. Priced for mass appeal, here are the familiar, proven classics on the new speeds for only $2.95... backed by the name most famous for quality of performance and quality of product.

An initial release of 25 masterpieces by outstanding, well-known artists, designed to put new customers on your list... to get more people playing more records in your area.

on Long Play and "45"
4. Now RCA VICTOR introduces "EXTENDED PLAY 45"

16 minutes of music on one
RED SEAL RECORD
only $1.50

Remember, for every music lover with $5 to spend...

Most important new development since the introduction of the 45 rpm system... a 7-inch 45 rpm single-record album playing up to 16 minutes of music per record. Up to twice as much music as on previous 45 rpm records or on 78 rpm records.

At one time, singles accounted for 65% of your Red Seal business. You used to get the customer with a dollar bill. Today you are doing 70% of your business in albums...

... there are dozens with a dollar!

... getting only customers with a five dollar bill. A big part of your Red Seal market has become virtually inactive.

Now, "Extended Play" recovers that mass market for you... brings back the customer for Red Seal singles with a better value and a better profit at a retail price of only $1.50. With a compact, attractive package, "Extended Play" makes possible—for the first time in history—effective display and merchandising of Red Seal singles, by creating an appealing single-record album on "45."
You couldn’t strike a happier note:

"More music for less money,
by the greatest artists!"

For the first time, great sellers which play over five minutes and less than eight are now on a single side at low cost: "March Slav," "Finlandia," "Hungarian Rhapsody #6," opera overtures, Strauss waltzes, and many others.

Compare the present price of $2.62 for the same music on 78 rpm, without a package! Compare the same musical selections now offered on competitive 33⅓ rpm for $2.85 without the advantage of the great RCA Victor artists!

With arias by great Metropolitan Opera artists figuring at 38¢ an aria... with a complete Rossini overture played by Toscanini figuring at only 75¢, you can now harness the great RCA Victor names to your enormous potential mass market. More music for less money for the customer with a dollar.
...also, from now on, all RCA Victor pop albums on "extended play 45"!

Only $2.80 for 8 tunes
Only $1.40 for 4 tunes

Just what the game needs: top merchandise and low price. You couldn't hold a better combination!

With the new popular albums on "Extended Play 45" comes the biggest boost ever given to the biggest part of your business—the pop market. The new albums give your customers the greatest value ever offered in the record industry—in a handy new form at a dandy new price.

Customers who've bought only pop singles will now find they save money when they buy albums. A powerful new incentive to convert pop listening 100% to 45 rpm, to simplify and strengthen your pop merchandising.

...and remember the "TRIPLE DIFFERENCE" which makes the RCA Victor record the best buy!

1. The world's greatest artists
2. The world's truest sound
3. The world's finest quality
New 2-record albums

The standard pop album in a completely new form. On each side, two full-length selections playing up to 8 minutes. Eight full selections on 2 records, attractively packaged with a liner and full-color album cover. All for $2.80 compared with the former price of $3.75, saving the customer almost a dollar. A brand-new top selection of albums for the kick-off, featuring Fisher, Hutton, Flanagan, Monroe, and others.

New 1-record albums

Reduce the price of top pop albums by top stars to the unbelievably low cost of $1.40. 4 tunes packaged with liner and full-color cover in the most attractive "buy" ever made available to the pop fan with a dollar. The pick of RCA Victor's present 6-tune albums will be modified for this new format. Appetizing new releases are scheduled, leading off with 100 great hits to start the series. A completely new product at a completely new price that's sure to set tremendous new buying pattern for continuing extra sales.

...plus all the MALB pop albums

New impetus for all your standard pop sellers! Conversion to "EP" will be completed by the first part of '53. With your powerful "45" player-bonus offer scheduled to wind up Jan. 1, use these new record values to boost your player sales while the offer lasts!

...and watch 'em pick up that bonus record offer!
Forget anything?

Make sure you're getting all the sales aids behind RCA VICTOR'S big, new 4-point program!

1. The Revolver. Ideal, compelling self-seller for your "Best Buys." A $50 item, yours at no extra cost with purchase of $750 "Best Buy" merchandise (which includes the 2 Disney albums and all Pop EP's for September through December).

2. “6-in-One” Merchandiser with bins for each of the 12 new albums in the line. Dealers report instant success from this bright, colorful fixture—yours when you buy 10 each of the 12 albums.

3. Bluebird “Counter-Fitter” takes less than 12” space on your counter, for a complete revolving selection of your Bluebird line. $180 Bluebird order brings it.


...plus window displays, streamers, mailers
... plus ads in *Time*, *Life*, *Saturday Review*

*LIFE* splashes the big money-saving news of "Extended Play" in spreads and pages. *TIME* and *SATURDAY REVIEW* carry full-page news of your "Best Buys" backed up by RCA Victor's strong "Triple Difference" story. Use display to hitch on to this powerful selling.

**Co-op mats over your name**

A big selection of ad mats on each of the 4 new RCA Victor programs. Use them to make it known around town that there are some sensational new performances and some sensational new values... and that you've got 'em!

**You over the air...**

RCA Victor's four programs give you news to shout about. Your radio spots can touch highlight after highlight, every one packed with good, strong reasons for coming right to your store.

**You on TV...**

Show 'em! Put your most appetizing new albums right into the living room while you tell the town what's happening at your store. Adapt your window displays and streamers for promotion on TV spots.
THE NEW "RCA VICTOR SHOW
STARRING DENNIS DAY"

Music and rollicking humor with Dennis Day in his funniest role to date. Entire NBC network Friday, 8 to 8:30 PM, New York time.

"KUKLA, FRAN and OLLIE"

The famous, original TV classic that's become an American institution. NBC network, alternate Sundays, 4 to 4:30 PM, New York time.
RCA VICTOR Radio and TV shows are selling your "Best Buys"... "Six-in-Ones"... "Bluebirds"... and "Extended Play 45's"

"THE PHIL HARRIS—ALICE FAYE SHOW"
Fast song and talk and funny situations with a big, loyal Sunday audience. Entire NBC network, Sundays, 8 to 8:30 PM, New York time.

Program services made available by RCA Victor:

"THE STARS REVIEW THE HITS"
Your top-selling "pops," showcased with big-name personalities. 272 stations, one half-hour, weekly.

"MUSIC YOU WANT"
Puts you on the air with sampling and bulletins right from your shelves. 210 stations, 5 half-hours weekly.

Next "THE ALBUM SHOP"
The only radio show built exclusively around albums. 272 stations, one half-hour, weekly.

"FAVORITES OF THE FAMOUS"
Another strong-selling show with your Red Seal merchandise getting promotion by top names. 162 stations, one half-hour, weekly.

"RCA VICTOR STORYTIME"
A friendly, happy half-hour with your small-fry customers, full of "Little Nipper" news. 202 stations, one half-hour, weekly.

RCA VICTOR
First in Recorded Music
RCA VICTOR
... AND DON'T FORGET

Music to play on Christmas Day

Set up a friendly Christmas corner where all your neighbors can find all their best-loved favorites to play on the most wonderful day of the year.

(Use this page to order from your local RCA Victor Distributor.)

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**POPULAR SINGLES**

<table>
<thead>
<tr>
<th>Track</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Holly, Holly, Happy, Happy...&quot;</td>
<td>11.41</td>
<td>11.41</td>
<td>11.41</td>
</tr>
<tr>
<td>&quot;I'll Be Home for Christmas&quot;</td>
<td>11.41</td>
<td>11.41</td>
<td>11.41</td>
</tr>
</tbody>
</table>

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**INTERNATIONAL SINGLES**

<table>
<thead>
<tr>
<th>Track</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Jingle Bells&quot;</td>
<td>11.41</td>
<td>11.41</td>
<td>11.41</td>
</tr>
<tr>
<td>&quot;Deck the Halls&quot;</td>
<td>11.41</td>
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</tr>
</tbody>
</table>

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**BOOKS**

"Music" by Various Authors

---

**REVIEWS**

"The Christmas Album" by Various Authors

---

**RECORDS**

"Christmas Records" by Various Authors

---

**SINGLES**

"Christmas Records" by Various Artists

---

**ALBUMS**

"Christmas Albums" by Various Artists

---

**NOTES**

"Notes on Christmas Music" by Various Authors
Business Philosophy

**RCA Victor Extended Play "45" Popular 2-Record Packages**

**Continued from page 25**

... records ever could. Marked, merchandisable improvements in the feature are being duplicated on EP records. But, as a result of the same double-inventory, some names, therefore, do not come. We will have to watch possibly the same "in"-out, and it is a common problem. The record is too much, as possible on inventories. This kind of recording is immediately reflected in significant changes.

Mr. Wolfson believes that EP-45's reflect both the single and album programs, and that new records and products are more significant than the old ones. The name of the company, however, is an important factor for the major labels involved with RCM's. As a result, the company's new name is more significant than the old one, and will be reflected in significant changes.

**SCHEDULED TO SHIP OCTOBER 25, 1952**

**SCHEDULED TO SHIP DECEMBER 15, 1952**

**RCA Victor Extended Play "45" Classical Single Records**

**Continued from page 25**

**THE BILLBOARD \* OCTOBER 25, 1952 \* Page 53**
RCA Victor Standards  "Best Buys"  

Alley's Tin Pans Clatter As 'Buck BMI' Pot Boils

New Instruments

RCA Victor Extended Play "45" Classical Single Records

SCHEDULED TO SHIP DURING NOVEMBER, 1952

SCHEDULED TO SHIP DURING DECEMBER, 1952

SCHEDULED TO SHIP DURING OCTOBER, 1952

RCA Victor Extended Play "45" Popular Single Records

SCHEDULED TO SHIP IN JANUARY, 1953

RCA Victor Extended Play "45" Pop Records

RCA Victor Extended Play "45" Pop Records

New Instruments

RCA Victor Standards  "Best Buys"  

Alley's Tin Pans Clatter As 'Buck BMI' Pot Boils

New Instruments

RCA Victor Extended Play "45" Popular Single Records

SCHEDULED TO SHIP DURING NOVEMBER, 1952

SCHEDULED TO SHIP DURING DECEMBER, 1952

SCHEDULED TO SHIP DURING OCTOBER, 1952

RCA Victor Extended Play "45" Classical Single Records

SCHEDULED TO SHIP IN JANUARY, 1953

RCA Victor Extended Play "45" Pop Records

RCA Victor Extended Play "45" Pop Records

New Instruments

RCA Victor Standards  "Best Buys"  

Alley's Tin Pans Clatter As 'Buck BMI' Pot Boils

New Instruments

RCA Victor Extended Play "45" Popular Single Records

SCHEDULED TO SHIP DURING NOVEMBER, 1952

SCHEDULED TO SHIP DURING DECEMBER, 1952

SCHEDULED TO SHIP DURING OCTOBER, 1952

RCA Victor Extended Play "45" Classical Single Records

SCHEDULED TO SHIP IN JANUARY, 1953

RCA Victor Extended Play "45" Pop Records

RCA Victor Extended Play "45" Pop Records

New Instruments
The Gal who started all the fuss on "I Went to Your Wedding"

LOVELY DAMITA JO

"I'D DO IT AGAIN"

and

"I DON'T CARE"

RCA 20-5022; 47-5022

This week's

New Releases

...on RCA Victor

COUNTRY — WESTERN

PET WYNN

The Crazy Walls

Merry Christmas

3-5001 — (47-5001)

CHET ATKINS

Lightly Danced

The Lonesome Pine Fiddlers

I'm Left Alone

Fiddlin' John Carson

3-5011 — (47-5011)

RHYTHM-BLUES

WALTER DAY

Train

Cradle Song

Melba Montgomery

3-5002 — (47-5002)

JIMMY MURPHY

Somewhere

You Made Me Feel So Rich

3-5003 — (47-5003)

CHILDREN'S

Harriet Nelson & Ramond

Ragged Christmas

Teenagers

3-5004 — (47-5004)

ALBUMS

POLICE BLOW CHRISTMAS PARTY

On the Beach at West

10-5001 — (47-5001)

MINNESOTAazz & A LADY

Christmas With Ethel Patrin

E

10-5002 — (47-5002)

CHRISTMAS WITH EDMUND JOHN

Around the World in Merry Christmas, E

10-5003 — (47-5003)

BEAUTIFUL GARDEN UP PRAYER

Christmas With Ethel Patrin

10-5004 — (47-5004)

CHRISTMAS CARLSBAD ORCH.

Around the World in Merry Christmas

10-5005 — (47-5005)

PROMINENT CREATED RECORDS, WHICH

accorded to students, aids, and

recognized gifts. The trade is

used to keep a sharp eye on these requests

in the hope that, when commodity prices

begin to approach the 

normal stage,

pleasure

GOING STRONG...

3. My Lady Loves To Dance/To Know You (As I Love You)

Patty Page

20-4578 — (47-4578)

LADY OF SPAIN/OUTSIDE OF HEAVEN

Eddie Fisher

20-4583 — (47-4583)

 Movin' In/Blamo Musica

Billie Holiday

20-4586 — (47-4586)

WISH YOU WERE HERE/The Hand of Fate

Eddie Fisher

20-4583 — (47-4583)

OLDER AND BALDER/I'D TRADE ALL OF MY TOMORROWS

Eddie Arnold

20-4583 — (47-4583)

WHEN HEARTS ARE YOUNG/Midnight Sheighride

Samo-Fuller Orchestra

20-4583 — (47-4583)

Because You're Mine/The Song the Angels Sing

MARTHA JOHN

3-5011 — (47-5011)

You Do Something to Me/Lea-Ah-Loo

James Logan

3-5011 — (47-5011)

Dance of Destiny/Sleepy Time Gal

Vanguard

3-5008 — (47-5008)

HOUND DOG/The Man Don't Love Who Can Die Alone

Alton Jennings

3-5008 — (47-5008)

I Went to Your Wedding/The Boogie Woogie Flying Cloud

Hank Snow

3-5008 — (47-5008)

Piece a-Paddin'/Hi-Diddle Diddle

Bud Harris & The Red Rovers

3-5008 — (47-5008)

PANDANGO/Blue Violins

Hugo Winterhalter

3-5008 — (47-5008)

I Laughed at Love/Father Time

Sunny Gale

3-5008 — (47-5008)

SETTIN' THE WINDS ON FIRE/Headin' for a Wedding

Pete Warner

3-5008 — (47-5008)

I DON'T WANT TO SET THE WORLD ON FIRE

The Pee Wee King

3-5001 — (47-5001)

THE PEE WEES PALS, BURLINGTON, IOWA...

3-5001 — (47-5001)

TIPS

A Shoulder to Weep On/Why Don't You Believe Me

June Valli

20-5017 — (47-5017)

indicators records, which

are issued better than aver-

age lists consumer acqui-

sition. An impartial enter-

prise is the top selling hit. The
to these records, which

its field. The records issues

TIPS

"I DON'T WANT TO SET THE

WORLD ON FIRE"

The Pee Wee King

3-5001 — (47-5001)

The Pee Wee King...in 1949.

3-5001 — (47-5001)

TIPS

Pee Wee King

3-5001 — (47-5001)

COME ON, COME ON;

I KNOW YOU (I TO LOVE YOU)

Faye Wray

3-5001 — (47-5001)

HOTEL NIGHTS/HEAVEN IS MY HOME

The Pee Wee King

3-5001 — (47-5001)

3. Don't You Believe Me

June Valli

20-5017 — (47-5017)

Gale Coming Fast

Preceding little Gale—we've

seen in a dog's age—is coming

up fast in show business. We're

talking about Sunny Gale,

whose RCA Victor recording of

I LAUGHED AT LOVE is cur-
Mel TORME
AT HIS GREATEST

Singing

Written by
Albert G. McCarthy
and Richard Freitas

and
“ANYWHERE I WANDER”
accompanied by
AL PELLEGRINI Orchestra and Vocal Chorus

CAPITOL 2263

THE BILLBOARD
Music Popularity Charts

October 25, 1952

THE NATION’S TOP TUNES

This week’s feature tune, THE NATION’S TOP TUNES, is accompanied by a program of sheet music of each song as a feature of the feature page of the Billboard. Use of this feature is restricted to members of the National Federation of Music Teachers. Copyright, 1952, The Billboard Publishing Company, Inc., New York, N.Y. Reprinting prohibited and violations will be prosecuted.

1. You Belong to Me
   By Tony Martin, G. Angel, and E. Prudden—Published by Songway (BMI)

   RECORDS AVAILABLE: A: Vee-Jay, 78 rpm, Dec 1951; B: Capitol, 45 rpm, Nov 1951; C: Columbia, 78 rpm, Nov 1951; D: Decca, 45 rpm, Nov 1951.

   1. Tony Martin, Nov 1951;
   2. Tony Martin, Dec 1951;
   3. Tony Martin, Dec 1951;
   4. Tony Martin, Dec 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Radio Station, New York, N.Y., Associated.

2. I Went to Your Wedding
   By Gene Touraine—Published by St. Louis (BMI)

   RECORDS AVAILABLE: A: RCA Victor, 78 rpm, Oct 1951; B: Columbia, 78 rpm, Oct 1951; C: Decca, 78 rpm, Oct 1951;

   1. Gene Touraine, Oct 1951;
   2. Gene Touraine, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Radio Station, Davis, Calif., Associated.

3. Jambalaya
   By Kent Williams—Published by Andes-Rose (BMI)

   RECORDS AVAILABLE: A: Chappell, 45 rpm, Oct 1951; B: Columbia, 78 rpm, Oct 1951;

   1. Kent Williams, Oct 1951


4. Wish You Were Here
   By Ronald Rose—Published by Rose (BMI)

   RECORDS AVAILABLE: A: Decca, 45 rpm, Oct 1951; B: Columbia, 78 rpm, Oct 1951;

   1. Ronald Rose, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sound, Associated.

5. Meet Mr. Callaghan
   By Mark Delaney—Published by Plate (BMI)

   RECORDS AVAILABLE: A: Decca, 45 rpm, Oct 1951; B: Columbia, 78 rpm, Oct 1951;

   1. Mark Delaney, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sound, Associated.

6. Slow Worm
   By Lynn Howard—Published by Howard (BMI)

   RECORDS AVAILABLE: A: Capitol, 78 rpm, Oct 1951; B: Capitol, 45 rpm, Oct 1951;

   1. Lynn Howard, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sound, Associated.

7. Half as Much
   By B. Mabury—Published by B. Mabury (BMI)

   RECORDS AVAILABLE: A: Columbia, 78 rpm, Oct 1951; B: Columbia, 45 rpm, Oct 1951;

   1. B. Mabury, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sound, Associated.

8. High Noon
   By Daniel Trimble and Roy Weinfurter—Published by Trimble (BMI)

   RECORDS AVAILABLE: A: Imperial, 78 rpm, Oct 1951; B: Imperial, 45 rpm, Oct 1951;

   1. Daniel Trimble, 78 rpm, Oct 1951;
   2. Daniel Trimble, 45 rpm, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: William James, Parsons’ Sons, Davis, Calif., Associated.

9. Auld Wiedersohn’s Sweetheart
   By Raymond G. Cisneros—Published by R. G. Cisneros (BMI)

   RECORDS AVAILABLE: A: Columbia, 78 rpm, Oct 1951; B: Columbia, 45 rpm, Oct 1951;

   1. Raymond G. Cisneros, 78 rpm, Oct 1951;
   2. Raymond G. Cisneros, 45 rpm, Oct 1951

   ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sound, Associated.

10. Somewhere Along the Way
    By Sam Lewis—Published by Johnnie Lewis (BMI)

    RECORDS AVAILABLE: A: Decca, 78 rpm, Oct 1951; B: Decca, 45 rpm, Oct 1951;

    1. Johnnie Lewis, Oct 1951

    ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sound, Associated.

    WARNING: The use of "HONOR ROLL OF HITS" is restricted to members of the National Federation of Music Teachers. Use of this feature is restricted to members of the National Federation of Music Teachers. Copyright, 1952, The Billboard Publishing Company, Inc., New York, N.Y. Reprinting prohibited and violations will be prosecuted.
TOP SELLERS – POPULAR

Record No.
1. HIGH ROOM
2. DON'T LET THE STARS GET IN YOUR EYES
3. BLACKBERRY RUGGAGE
4. WAITING IN THE LOBBY OF YOUR HEART
5. C'MON HOLE INTO THE MOOD
6. HE'S THE KIND OF MAN I NEED
7. WALKIN' MY BABY BACK HOME
8. TANGO LONELINESS TRAIN
9. YOU BELONG TO ME
10. BUNNY HOPE
11. FAT MAN DOOMED
12. ADOES DARNIN', YOU CAN'T LOVE TWO
13. SECOND CHANCE
14. NANCY LAMERT
15. THE KIDS WHO PAY TENNESSEE TANGO

BEST SELLING POPULAR ALBUMS

Abb. No.
1. WITH A SONG IN MY HEART
2. DIG HARD RACE
3. LET THE RIGHT BIRD
4. ROMANCE OF THE AIR
5. PENNIES FROM HEAVEN
6. THE FIFTY JAZZ ALL STARS
7. ROYALPORTO PIANO
8. VOICE OF THE STAY AT
9. SPOTLIGHT SONGS
10. MUSIC FOR TAP DANCING
11. DIXY GOODMAN TIMO
12. VOICE OF THE TRADE WINDS
13. MOODS FOR TWILIGHT

INTRODUCING

the exciting voice of Capitol's new star

13 year old MOLLY BEE

sings

"TENNESSEE TANGO"

and

"THE KIDS WHO PAY"

on Capitol Record No.

2258
El List

Records Most Played by Disk Jockeys

VOX JOX

Chatter

Records most played in numerical order are given in the present number of records shown. It is not possible to indicate the number of times a record has been played by a disk jockey, other records of the same title, or those listed here will be in the middle full of all. Work Disk Jockey, Inc., of the present, have been issued from the same source.

POSITION

01. You belong to me.
02. Somebody loves you.
03. Wish you were here.
04. Glowing woman.
05. Jambalaya.
06. You belong to me.
07. I should care.
08. High noon.
09. It's in the book.
10. Meet Mr. Callaghan.
11. Lady of Spain.
12. Somewhere along the way.
13. Tidying.
14. Takes two to tango.
15. You'll never get away.
16. Comes along a love.
17. You belong to me.
18. My favorite song.
19. Takes two to tango.
21. Tidying.
22. Bad wickersham, sweetheart.
23. Early autumn.
24. No two people.
25. My favorite song.
26. Doodletown fivers.
27. Tambourine.

12. You belong to me.
14. Wish you were here.
7. I should care.
6. You belong to me.
9. I. High noon.
9. Meet Mr. Callaghan.
11. Lady of Spain.
12. Somewhere along the way.
13. Tidying.
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22. Bad wickersham, sweetheart.
23. Early autumn.
24. No two people.
25. My favorite song.
26. Doodletown fivers.
27. Tambourine.

Best Selling Sheet Music

Songs With Greatest Radio Audiences (ACI)

England's Top Twenty
COLUMBIA COUNTER-POINTS

Folk Music
LOU MILLET
WORRIED, LONESOME AND IN LOVE
YOUR OWN HEART YOU MUST MEND
10 pm 21030 & 45 rpm 4-20109
RILEY CRABTREE
LOVE SONG OF THE HILLS
IF I HAD SOMEONE TO CALL MY VERY OWN
78 rpm 21030 & 45 rpm 4-21030
THE MERCER BROTHERS
TELL ME WHO
IT AIN'T NO USE
78 rpm 21030 & 45 rpm 4-21031

Okeh Releases
AMMAD JAMAAL'S THREE STRINGS
A GAIL IN CARICO
AFI AND UKTAY
RED RODNEY SEXTET
MONEYSUCKLCE ROSE
BUCKLE MY SHOE
ROBON ROYDNE JESUS, LOVER OF MY SOUL
ROCK OF AGES
78 rpm 6453 & 45 rpm 4-6453

New Popular Albums
BENNY GOODMAN 1937-38
JAZZ CONCERT
Number Two
Let's Dance • Ride 'Em • Nice Work If You Can Get It • Vibraphone Blues • The Turk of Arabia • Pocker •0 Sunny Dupislon • Negritos • St. Louis Blues • Super Fast Stomp • Surprise • I'm On Ding A Little Daddy • I Ain't Gonna Tell You • Always • Down South Camp Meets • Sweet Surrender • Sometimes I'm Happy • Ball 'Em • King Porter Stomp • Have You Met Miss Jones • Shine • Mambo the Monopoly • Wedding Day • Run - Down Wild • You Turned the Tables on Me • Be the Buckaroo • Bouncing Ball • My Gal Sal • Bugle Call Rag • Clarinet Marmalade • Time on My Hands • Starday • Benny Sot Me • EveryBODY Loves My Baby • Jalousie • Killer Diller • Somebody, Someway • Conductor • Goodbye • "P" Set 51-180 (From 15-inch records)
Vol. 1-00 4190 • Vol. 2-10 4191

Christmas 'Round the World
• Never Was a Child So Lively • Beggar's Carol • The Angels and the Shepherds • Starlight Carol • I Wish My Face in a Golden Vein • O Caroll in the Midnight • Lo, How the Rose E'er Blooming • Run Up, Shepherd, and Follow • Bring a Torch, Jeanie, Jeanie, to Your Father's House • The Pilgrim • The Mariners
"P" CL 4517 • 45 Set 8-311
THE BILLBOARD
Music Popularity Charts

Best Selling Pop Singles

1. "I CAN'T HELP MYSELF" - Four Tops
2. "SHE'S COMING HOME" - Harry Belafonte
3. "erin" - The Platters
4. "DISAPPEAR" - The Beatles
5. "WHAT A GREAT FEELING" - The Four Seasons

Best Selling Children's Records

1. "MY LITTLE SISTER" - The Rubettes
2. "SOMETHING SPECIAL" - The Osmonds
3. "THE SUN SHINES" - The Shadows
4. "MISS不断增加" - The Rolling Stones
5. "YOU AND ME" - The Monkees

Best Selling Classical Albums

1. "GREAT MUSICAL COMEDIES" - Various Artists
2. "THE VIOLIN MASTER CLASSICS" - Yehudi Menuhin
4. "THE GREAT ORCHESTRAL WORKS" - Various Artists
5. "THE GREAT CHAMBER MUSIC" - Various Artists
A Really ROYAL Record!

by

NAT
"THE KING"
COLE

BECAUSE YOU'RE MINE

from the M-G-M film
"BECAUSE YOU'RE MINE"

b/w I'M NEVER SATISFIED

CAPITOL RECORD NO. 2212
DEE JAYS OPERATORS DEALERS ALL AGREE IT'S

'MY FAVORITE SONG'

BY GEORGIA GIBBS

THE AAA VERSION OF AN
UP AND COMING HIT!

FLIP SIDE
SINNER OR SAINT
MERCURY 5912-5912X45

BOBBY WAYNE
"Last Night I Heard Somebody Cry"

FLIP SIDE
IF I DIDN'T LOVE YOU SO
MERCURY 70011-7001X45

THE BILLBOARD Music Popularity Charts

• Best Selling Pops by Territories

NEW YORK
1. YOU BELONG TO ME-J. Stafford-Columbia
2. I CAN'T HELP MYSELF-S. F. Smith-Columbia
3. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
4. HOW CAN I REACH YOU-J. T. Wyman-Columbia
5. I SETTLE DOWN-Elmar-Columbia

SEATTLE
1. IT'S THE BOOGIE-WHOOEE!-Capitol
2. I CAN'T HELP MYSELF-S. F. Smith-Columbia
3. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
4. HOW CAN I REACH YOU-J. T. Wyman-Columbia
5. I SETTLE DOWN-Elmar-Columbia

LOS ANGELES
1. IT'S THE BOOGIE-WHOOEE!-Capitol
2. I CAN'T HELP MYSELF-S. F. Smith-Columbia
3. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
4. HOW CAN I REACH YOU-J. T. Wyman-Columbia
5. I SETTLE DOWN-Elmar-Columbia

PHILADELPHIA
1. I CAN'T HELP MYSELF-S. F. Smith-Columbia
2. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
3. HOW CAN I REACH YOU-J. T. Wyman-Columbia
4. I SETTLE DOWN-Elmar-Columbia
5. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol

DETROIT
1. I CAN'T HELP MYSELF-S. F. Smith-Columbia
2. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
3. HOW CAN I REACH YOU-J. T. Wyman-Columbia
4. I SETTLE DOWN-Elmar-Columbia
5. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol

BOSTON
1. I CAN'T HELP MYSELF-S. F. Smith-Columbia
2. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
3. HOW CAN I REACH YOU-J. T. Wyman-Columbia
4. I SETTLE DOWN-Elmar-Columbia
5. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol

PITTSBURGH
1. I CAN'T HELP MYSELF-S. F. Smith-Columbia
2. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
3. HOW CAN I REACH YOU-J. T. Wyman-Columbia
4. I SETTLE DOWN-Elmar-Columbia
5. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol

ST LOUIS
1. I CAN'T HELP MYSELF-S. F. Smith-Columbia
2. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
3. HOW CAN I REACH YOU-J. T. Wyman-Columbia
4. I SETTLE DOWN-Elmar-Columbia
5. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol

WASHINGTON, D. C.
1. I CAN'T HELP MYSELF-S. F. Smith-Columbia
2. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Capitol
3. HOW CAN I REACH YOU-J. T. Wyman-Columbia
4. I SETTLE DOWN-Elmar-Columbia
5. I'M GONNA REACH OUT AND TOUCH YOUR HAND-E. DeLange-Canada
MARKS REGISTERS WITH MORE HITS

THE GLOW-WORM

The People's Choice!
New JOHNNY MERCER Version
Recorded by
MILLS BROTHERS
Decca 28384
JOHNNY MERCER
Capitol 2248
PAULETTE SISTERS
Columbia 39840

THE GLOW-WORM

Vote for Your Favorites

YOURS

Unanimously Elected
to follow her
"Auf Wiederseh'n"
VERA LYNN
Watch for forthcoming records by Vaughn Monroe, Jimmy Dorsey, Xavier Cugat (with Ray Erald and Les Baxter
London 1261

MY LITTLE NEST OF HEAVENLY BLUE

Another Lehár Landside!

CONNEE BOSWELL
and
ARTIE SHAW
Decca 28377

MARIA MY OWN

Hop on the
Lecuona Band-Wagon!

JAN PEERCE
with
HUGO WINTERHALTER'S Orchestra
Victor 20-4960

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING • RADIO CITY • NEW YORK
Johnny Maddox

America's No. Piano Artist!

Smashing thru with his Biggest Yet!

OCTOBER 25, 1952

Dot Records

RETAILERS • OPERATORS • DISK JOCKEYS
Here is the complete Dot JOHNNY MADDOX Catalog

Over 50,000 the first 4 days

SIOUX CITY SUE
and
Johnny Maddox Special

America's No.

And still riding
THE HIT PATH...

"LITTLE GRASS SHACK"
and
"COCOANUT GROVE"

Dot #15020  45-15020

Dot Records

GALLATIN, TENNESSEE

PHONE: 880-881
**IT'S HOT!**

It's A HIT! It's NOT IMAGINATION! It's COMING YOUR WAY!

**FLYING SAUCER BOOGIE**

**EDDIE CLETRO**

and his ROUND-UP BOYS

b/w FIRST CLASS SECOND HAND WOMAN

on LARIAT RECORD #1202 (78 & 45)

For Further Information Write, Wire or Phone LARIAT RECORDS 6631 Sunset Blvd. Hollywood 28, Calif. Phone: HOLLYWOOD 9-0231

---

**FOLK TALENT AND TUNES**

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

Based on reports received October 15, 16 and 17

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Company</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JAMBALA YA</td>
<td>Hank Williams</td>
<td>MGM Sound</td>
<td>20-1130-1BM</td>
</tr>
<tr>
<td>2</td>
<td>42 STREET APPEAR</td>
<td>W. Pierce</td>
<td>RCA Victor</td>
<td>18-1044-1BM</td>
</tr>
<tr>
<td>3</td>
<td>IT WANTED GOD WHO MADE HONE TONGUE ANGELS</td>
<td>J. Wells</td>
<td>Columbia</td>
<td>48-3433-1BM</td>
</tr>
<tr>
<td>4</td>
<td>FULL TIME JOB</td>
<td>M. Arnold</td>
<td>Columbia</td>
<td>37-3433-1BM</td>
</tr>
<tr>
<td>5</td>
<td>INDIAN LOVE CALL</td>
<td>Slim Whitman</td>
<td>Columbia</td>
<td>37-3433-1BM</td>
</tr>
<tr>
<td>6</td>
<td>DON'T LET THE STARS GET IN YOUR EYES</td>
<td>S. Whisenhunt</td>
<td>Victor</td>
<td>18-1044-1BM</td>
</tr>
<tr>
<td>7</td>
<td>I WENT TO YOUR WEDDING Hank Snow</td>
<td>Hank Snow</td>
<td>RCA Victor</td>
<td>18-1044-1BM</td>
</tr>
<tr>
<td>8</td>
<td>SETTIN' THE WOODS ON FIRE</td>
<td>Hank Williams</td>
<td>MGM Sound</td>
<td>20-1130-1BM</td>
</tr>
<tr>
<td>9</td>
<td>OUR HOMESTOWN</td>
<td>LeRoy Pringle</td>
<td>Columbia</td>
<td>37-3433-1BM</td>
</tr>
<tr>
<td>10</td>
<td>WILD SIDE OF LIFE</td>
<td>Hank Snow</td>
<td>RCA Victor</td>
<td>18-1044-1BM</td>
</tr>
<tr>
<td>11</td>
<td>OLDER AND OLDER</td>
<td>E. Arnold</td>
<td>Columbia</td>
<td>37-3433-1BM</td>
</tr>
</tbody>
</table>

**Most Played Juke Box Folk (Country & Western) Records**

Based on reports received October 15, 16 and 17

<table>
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<th>Title</th>
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**Country & Western Folk Record Reviews**

| Rating: 90-100 TOPS—80-90 EXCELLENT—70-79 GOOD—60-69 SATISFACTORY—59 POOR |
| New Ratings Are Determined |

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

Hearing: Accord, Mass. (Radio Station BIRD) The late George Abraham Lincoln, the father of the city of Lincoln, was buried there. He was also a leader in the war against the British. His son, George, was one of the heroes of the war. He was also a great poet and writer.

At his Country Best

CARL SMITH

Disk Jockey Doings

Ray Reed, last at KULP in Gary, Ind., has joined WMAQ, Chicago, where he is doing full-time work.

Hickenlooper's Cousin

The famous country star, the late John Hickenlooper, has joined the cast of the famous radio show "The Andy Williams Show." He will be heard every Sunday night.

Record TROUBLES?

GET THE HITS NOW

One STOP SERVICE

OPRATIONS & DEALERS

Buy From One Source—Save Freight Charges. We Ship Same Day Order Is Received. Special Requirements Promptly Handled.

COMPLETE STOCKS

VICTOR — DECCA — COLUMBIA — CAPITOL AND ALL OTHER LABELS.

78's & 45's

RECORDS 5c Over

Regular Wholesale

Albums—LP's, etc.—10% Over

Write or Telephone for Further Information

ONE STOP RECORD SERVICE

2626 Olive, St. Louis, Mo. (Phone: LUCAS 4172)

Order From Billboard Hit Parades

SINGING . . .

"OUR HONEYSUCKLE"

"SING HER A LOVE SONG"

"THE BILLBOARD"
WOW! DOES THIS RECORD MOVE!

DON CORNWELL

RHYTHMIC—Corny with this one in his usual manner, with much of the same effect as that heard last on "Hit Me With Your Best Shot." The record has a great feel to it, one that will appeal to the listeners. It is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

LES PAUL & MARY FORD

LEAD OF THE TOWN—The Les Paul product is still going strong. "Lead of the Town" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

BILLY WILLIAMS

AND I DON'T KNOW WHY

"MAD ABOUT 'CHA'

MERCURY 70012

MERCURY RECORDS, CHICAGO, ILL. — MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

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

**Record Reviews**

**POPULAR**

**DON CORNWELL**

"Hit Me With Your Best Shot"—Corny with this one in his usual manner, with much of the same effect as that heard last on "Hit Me With Your Best Shot." The record has a great feel to it, one that will appeal to the listeners. It is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**LES PAUL & MARY FORD**

"Lead of the Town"—The Les Paul product is still going strong. "Lead of the Town" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**BILLY WILLIAMS**

"And I Don't Know Why"—"MAD ABOUT 'CHA'"—"I Don't Know Why" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**RICHARD ARMFIELD**

"Baby's Coming Home"—"Baby's Coming Home" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**BILLY JOE BROWN**

"Hit Me With Your Best Shot"—"Hit Me With Your Best Shot" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**JACK RICHARD'S RHYTHM SET**

"Baby's Coming Home"—"Baby's Coming Home" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**BILLY JOE BROWN**

"And I Don't Know Why"—"MAD ABOUT 'CHA'"—"I Don't Know Why" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**RICHIE ARMFIELD**

"Baby's Coming Home"—"Baby's Coming Home" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.

**BILLY JOE BROWN**

"And I Don't Know Why"—"MAD ABOUT 'CHA'"—"I Don't Know Why" is a great dance record, with a strong beat and a catchy melody. The accompaniment is excellent, and the vocals are well-delivered.
The 'BIG VOICE' with More Big Sales!

Sings 2 BEAUTIFUL NEW SONGS

NOW

COUPLED WITH

IN ALL THIS WORLD

P.S. DEEJAYS & OPERATORS!

NOW is the time to hear

"In All This World"

(RECORD No. 2260)
THE BILLBOARD
Music Popularity Charts

POPULAR

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Release Date</th>
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<tbody>
<tr>
<td>78</td>
<td>Panic! At The Disco</td>
<td>October 19, 2015</td>
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<tr>
<td>77</td>
<td>The 1975</td>
<td>October 12, 2015</td>
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<tr>
<td>76</td>
<td>Twenty One Pilots</td>
<td>October 1, 2015</td>
</tr>
<tr>
<td>75</td>
<td>Imagine Dragons</td>
<td>September 25, 2015</td>
</tr>
<tr>
<td>74</td>
<td>Zedd ft. Demi Lovato</td>
<td>October 2, 2015</td>
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OTHER RECORDS

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<tr>
<th>Record</th>
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Music as Written

SANTIT-JOY, INC. 145 Broadway New York, N. Y.

OCTOBER 25, 1952

Music Pressing Service—Carlos Casal
placed in from London after
writing Billy May's artium which
married 7,000 persons....Phil Edward
set up his own American label,
the Bob Swanson Riffers, featuring a
coupling of "Say Help Me" and "Buck
Yard"...Rosemary Caruso, who
affected vocal

M. MILLER

WASHINGTON, GEORGIA

RECORDING CO. OF MILLER

NEW PARTNERS.

RECORDING CO. OF MILLER

The Kentuckian label in Beaver
went under last night, but the
disc jockey will continue

as the New England area's premi-

er entertainment. In Cincinnati

Staunton, has been brought to

New York. The new label will

be produced and marketed by
Frankie Miller, who has

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WHY DON'T YOU BELIEVE ME PURPLE SHADES

JONI JAMES

SINGS

WATER CAN'T QUENCH THE FIRE
Helen O'Connell

Of Love

Jockeys

FORGETTING PIECE
Mama

OF LOVE

SOUTH RAMPART STREET PARADE

Ringo Crosby

Andrews Sisters

THE BILLBOARD Popularity Charts

THE BILLBOARD Music

The Billboard Pick

WYOMING

BELIEVE

MUSIC

EPA

lu
e

ART

MOONEY

and his "LAZY RIVER" Orchestra

LAZY RIVER

HONESTLY

MGM 11347 (78)
K 11347 (45)

THE RETAILERS PICK

THE OPERATORS PICK

SINGERS who have appeared three consecutive weeks or three times within a six week period are not considered. Based on a weekly survey among 400. 10 stations in 11 cities. The Top 25 and Operators' Pick will be:

1. PIECE OF A PAPER
By The Four Seasons
2. MY FAVORITE SONG
By The Four Seasons
3. THAT'S A RIGHT
By The Four Seasons

The Country and Western
Disk Jockeys Pick

RIGS that have appeared for three consecutive weeks or three times within a six week period are not considered. Based on a weekly survey among 400. 10 stations in 11 cities. The Top 25 will be:

1. FORGETTING YOU
By The Four Seasons
2. PIECE OF A PAPER
By The Four Seasons
3. THAT'S A RIGHT
By The Four Seasons

What Do You Have To Sell?

.WESTERN DISK JOCKEYS

Music

Every conceivable kind of equipment, supplies and services

1952

MGM 11326 (78) K 11326 (45)

10.

TRADE WHATEVER IT TAKES

THE BILLBOARD Music

THE RETAILERS PICK

THE OPERATORS PICK

THE COUNTRY AND WESTERN DISK JOCKEYS PICK

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By The Four Seasons
2. MY FAVORITE SONG
By The Four Seasons
3. THAT'S A RIGHT
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THE RETAILERS PICK

THE OPERATORS PICK

JOHN DAVIS

FORGETTING YOU

BUTCH BUMGAR

MY FAVORITE SONG

By The Four Seasons

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By The Four Seasons
3. THAT'S A RIGHT
By The Four Seasons

What Do You Have To Sell?

WESTERN DISK JOCKEYS
ROCKS THE MUSIC WORLD AGAIN with

LES PAUL

LADY OF SPAIN
(Instrumental)

The Billboard Picks
LADY OF SPAIN
Les Paul
Les Paul with some unexpected help on the 'Lady of Spain' recording. Country is done in a superb instrumental and Mary Ford steps into the spotless with "My Baby's Coming Home" with vocal harmony.

MY BABY'S COMING HOME
(Vocal by Mary Ford)
NEWS NUGGETS

6-Day Races
Return Seen By Lueddecke

OAKLAND, Calif., Oct. 15.—A director of the Oakland Skating and Athletic Club, chairman of the Oakland Auditorium, said an effort would be made by his organization to stage a six-day bicycle racing on the West Coast in 1953. The first stage was held in 1951 and could be repeated to a small group of California track events. Many of the large events at the San Francisco Auditorium and San Francisco Park are sponsored and the publication of the survey, the question of the survey, was included in the expense of the survey, a question of the survey, was conducted to determine. At the expense of the facilities, the publication of the survey, was conducted to determine. It was asked if the Oak- land engagement. Ends were asked to a height of 10 feet, he said.

IN LAUGHTON ROLE

PORTLAND, Ore.—Don Juan Story, long-time operator of the Portland Stage Co., who was recently appointed as manager of the Portland Auditorium, has been granted official permission to stage the Portland Auditorium. The Portland Auditorium has been operated by the Portland Auditorium, Inc., for the past 10 years.


Managers Suggest
More Office Space

CHICAGO, Oct. 15.—More office space can be provided in future auditoriums and offices for the management of the operation. That was the rem-ARK, and the auditoriums, according to the results of a survey conducted by the Oregon Auditors Association, a number of offices and various storage space and more machinery. In some instances, the survey showed, maximum storage space was available. This survey included the expense of other facilities.

200 Oaks Kids
Rehearse for Annual Revue

PORTLAND, Ore.—Oct. 15.—200 roller skaters in the Portland High School, one of the largest high school teams, have been rehearsing for several weeks in preparation for the Portland Revels, annual revue. The Portland Revels is a well-known high school event and is held in the Portland Auditorium. The Portland Revels has been held for many years and is well-known throughout the state. The Portland Revels is a well-known high school event and is held in the Portland Auditorium. The Portland Revels has been held for many years and is well-known throughout the state.
The Final Curtain

Roadshow Rep

The Millionsare

Drivin' 'Round the Drive-Ins
OUTDOOR

OCTOBER 25, 1952

COMMUNICATIONS TO 188 W. RANSALL ST., CHICAGO 2, Ill.

THE BILLBOARD

79

Entertainment Outlay
Big for Peanut Fete

DOTHAN, Ala., Oct. 18—Jay S. Scott, manager of the W.D.C. and Curry Bailey, executive vice-president of the Alabama Commerce, who head the entertainment committee for the Pan-American Exposition, said the peanut fete which gets under way this week will be a big draw. The week's events will include a concert, a dance, and a parade.

SLA Nominates
J.P. Sullivan
For President

Veepees Move Up;
Ned Torri Named
For Third Spot

CHICAGO, Oct. 18—J. P. Sullivan, president of the Justice League of America, has been nominated for the presidency of the SLA. Sullivan, who is also a member of the Executive Committee, has served as vice-president of the organization twice. Sullivan was nominated at a meeting of the nominating committee held here tonight.

C. J. Bedellary Jr., was nominated for first vice-president. A. E. Torri, former vice-president, was nominated for second vice-president. Joe Starch, who is a member of the Executive Committee, will run for the presidency.

Haynes Ready
Chariot Races

CINCINNATI, Oct. 18—H. W. Haynes, active in the outdoor show business, has been busy here in recent weeks. He has been working on a project to launch a show in the spring in the area of race tracks, sporting events and farm shows. Haynes, who is a member of the Horsemen's Association, has been working on the project for some time. He is afraid the project will not be ready before next year.

DALLAS FAIR BUCKS COLD
But Gate Hits Peak Pace

Receipts Up in Most Dep'ts; Sunday Pulls 281,228, Barely Misses Record

DALLAS, Oct. 18—State Fair of Texas attendance was holding up well, with a slight edge over last year's total. The fair will close on November 3rd.

American Royal
Racks Up Big
Advance Sale

KANSAS CITY, Mo., Oct. 18—The American Royal for next year was held here today, bolstered by a record advance sale of tickets and the sale of the cattle and hogs that was expected to bring $200,000.

Conover Acquires
Grace Collection

XENIA, O., Oct. 18—Robert Conover, head of the Conover Livestock Company, has purchased the Grace Collection, which includes some of the finest livestock in the country, for the price of $1 million.

Shrine Show

21-Week Tour
Gives Horan
Banner Year

RALEIGH, N.C., Oct. 18—Irish Horan and his Lucky Horseshoe Banner Year Tour has been raffling off the livestock shows that have been held on the Eastern seaboard. The tour is expected to bring in $50,000.

Newark Million
For America's
New Million

PORTLAND, Ore., Oct. 18—A new million-dollar deal has been signed by the Portland International Exposition, which will be held here in November. The deal will be for the sale of the Exposition building.

1953 Outdoor
Convention Number

Outdoor Convention Number
WITH SPECIAL DISTRIBUTION AT THE OUTDOOR CONVENTION, CHICAGO.
BEGINNING NOVEMBER 1.

AND FEATURING THE 1953 Cavalcade of Fairs

Coming November 29th—

THE BILLBOARD'S 30TH ANNUAL

Candlesheds
Sunday Races

BRIDGEPORT, Conn., Oct. 18—Candlesheds Sunday Races will feature the biggest draw of the season at Bridgeport. The races are expected to attract a crowd of over 20,000.

PROS PROVE PROFITABLE
Portland Expo Credits Shows
For Big Attendance Bulge

PORTLAND, Ore., Oct. 18—The board of the Portland International Exposition, which is expected to be held in November, has credited the increase in attendance to the popularity of the shows. The shows, which were held on the site of the old Portland pavilion, have been very successful.

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MINIATURE TRAINS FOR EVERY LOCATION
Any Size... Any Capacity... Any Price Range...
The World's Finest by the World's Largest Manufacturer
MINIATURE TRAIN CO. RENSSELAER, INDIANA

ADD LIFE TO EVERY LIVE PERFORMANCE

THE NEW SUPER DELUXE
Reconditioned
Allan Herschell
MOON ROCKET
and
CATERPILLAR

New Kiddie Rides!

PONY & CART RIDE
FIRE ENGINE RIDE
AIRPLANE RIDE
ROCKET RIDE
ELEPHANT RIDE
SPEED BOAT RIDE
AUTO RIDE
MINIATURE TRAINS

IOWA FIREWORKS
WORLD'S LARGEST
MANUFACTURER EXHIBITORS
Write for Catalog.

CONCESSIONERS—ATTENTION

TODAY LAUNCHES! 1952 model

Send today for free literature and prices.
EMPHASIS ON SELLING

Steel Pier Tops '51 Gross by 8%

ATLANTIC CITY, Oct. 18—An all-time daily attendance record was set here after the nearest start in the establishment's 33-year history. Steel Pier, the annual attraction, opened "pier style" for the first time in its history. The pier is a unique combination of a high-wire act and a variety show. The pier is located on a man-made island in the Atlantic Ocean, and is famed for its "tall" and "narrow" buildings.

New Equipment Set Up for NAAPPB Show

CHICAGO, Oct. 18—Paul E. Houdek, secretary of the National Association of Amusement Park Operators, announced the opening of new equipment for the park at the NAAPPB Trade Show, which is being held in conjunction with the convention in December. The show, which begins Tuesday, Oct. 18, and continues through Thursday, Oct. 20, is expected to attract thousands of people from all over the country. The show features the latest in equipment and attractions, as well as demonstrations of how to operate them.

Weatherman Nips Chicago Kidspots

Most Post-Season Operations To End This Week-End; Slight Increase for 1952

CHICAGO, Oct. 18—Flurry weather is expected to clear out of the Chicago area this weekend. The forecast is for a high of 45 degrees Fahrenheit, with a low of 30 degrees. The weekend will also bring a slight increase in the number of people visiting the city. The forecast for Monday is for a high of 50 degrees, with a low of 30 degrees. The weekend will also bring a slight increase in the number of people visiting the city.

High Quality KIDDIE RIDES

ROTO WHIRL—SPED ROATS—PONY CARTS
CAPITOL HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANCOLES CO., Conne Island 24 N. Y.

Operation Snowball Working For Rockaways' Playland

NEW YORK, Oct. 18—Operation Snowball, a pro-skiing effort for Rockaways' Playland, plans to remain open even on the coldest day. The ski hill, which opened last weekend, will be closed only on days when the temperature reaches 20 degrees below zero. The ski hill, which opened last weekend, will be closed only on days when the temperature reaches 20 degrees below zero. The ski hill, which opened last weekend, will be closed only on days when the temperature reaches 20 degrees below zero. The ski hill, which opened last weekend, will be closed only on days when the temperature reaches 20 degrees below zero.
Turnaways Mark RB
Route Thru South
New Orleans Strong for 2 of 3; Tubs Turnaways at Air Force Base

MERIDIAN, Miss., Oct. 19—
Ringling Bros. and Barnum & Bailey Circus was greeted on hand from the weather man, con-
tinued to do excellent business as it moved out of Louisiana and into Texas.

Traffic overflowed the big top at Meridian, Miss., Wednesday night (18) after providing the show with almost a full house at the show that had been upstairs for three weeks was played under Claret Club sup-
ports and was bolstered by a big advance sale of tickets.

A homes turned at Mobile, Ala., the day previous produced only a half house but the big show stroked 'em that night and turned over several hundred would-be customers. The Ken-
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CIRCUSES
Communications to 188 W. Randolph St., Chicago 1, Ill.

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KELLY-MILLER AVERAGE
Hold Ups in Missouri

MARSHFIELD, Mo., Oct. 19—
Missouri business continued at good spots for the A.G. Kelly & Miller Bros. Circus.

BUSINESS was good at all stops for the A.G. Kelly & Miller Bros. Circus.

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Huge Week-Ends Put Dallas Ahead of '51 Despite Cold Snaps

Receipts Rise in Most Departments; End of Gate Tax Swells Expo's Income

Sunday night (18), final day of fair. The expo will have a free polka and square dance in the big tent tonight. The big show in the stadium tonight is "The Amazing Shooting Stars," David and Barton. The final day of the fair will be celebrated with a grand finale and a fireworks display.

Gaston, N. C., Maidens Run Pulls 72,381

GASTON, N. C., Oct. 18—(AP) — The Fairgricultural Fair, which closed yesterday, drew a total of 72,381 patrons, according to official figures reported by the fair's management. The fair was conducted under the management of the Agricultural Fair Co., Ltd., and was attended by a record number of visitors.

Rain Cuts Tupelo Gate

TUPELO, Miss., Oct. 18—(AP) — Three record-breaking performances were held at the Tupelo Fair Saturday night, but the rain caused a considerable amount of damage. The three performances were the last of the season, and the fair was closed for the winter.

Tab Record Gate At Spartanburg

SPARTANBURG, S. C., Oct. 18—(AP) — The Spartanburg Fair, which closed yesterday, drew a total of 200,000 patrons, according to official figures reported by the fair's management.

VOTERS TO DECIDE

Proposed Mutuel Knockout Threatens State Aid

PORTLAND, Ore., Oct. 18—(AP) — Oregonians will go to the polls next month to vote on the proposed mutuel knockout. The measure would allow the state to take over the operation of the state's pari-mutuel tracks.

Coming November 29th—

The Billboard's 32nd Annual Outdoor Convention Number

With Special Distribution at the Outdoor Conventions, Chicago, Beginning November 2019

AND FEATURING THE FIRST Cacavalle of Fairs

PROFESSIONAL BOOKERS, ATTENTION!

The Billboard—Chicago

1000 North Michigan Avenue

Chicago, Illinois

October 15, 1952

SARGENT, E. H.—All professional bookers are requested to attend the outdoor conventions, Chicago, November 20-22. This year's convention will feature the first Cacavalle of Fairs, and the management is looking for all professional bookers to attend.

MATERIALS ACCREDITED BY COURTESY OF THE ART DEPOT

BEAMONT FAIR IS UP AT GATE, OFF ON MIDWAY

BEAMONT, Tex., Oct. 18—The Beamont Fair, which closed yesterday, drew a total of 200,000 patrons, according to official figures reported by the fair's management.

CONWAY, S. C., Chartered

CONWAY, S. C., Oct. 18—The Conway Fire Company, which closed yesterday, drew a total of 200,000 patrons, according to official figures reported by the fair's management.

FOR INFORMATION CALL CONWAY, S. C., 735-9000
Nunis Registers 10% Gain With Big Cars at Annuals

RALIEGH, N.C. Oct. 18—Gains ranging from 7 to 10% per cent for the season at all of the big car auto shows staged by the Nunis Speedways, has been reported by promoter Sam Nunis reported here by phone from the North Carolina State Fair today.

Nunis has been exceptionally lucky this season, losing only one fair car to date. The most fortunate featured at Eastern State Exposition, Springfield, Mass., last Friday. However, a Saturday program was added and that crowd turned out better than expected.

Dates included were:

- Oklahoma City, Okla., October 1-3
- Tulsa, Okla., October 19-21
- Kansas City, Mo., October 25-27
- Memphis, Tenn., October 31-Nov. 1
- Raleigh, N.C., October 18

The crowd at the State Fair last Friday was the best to date, according to business manager Nunn.

More Interest

Nunis has been especially interested in the car racing among fair managements and attributed this to industrial support from fans. According to Nunis, steers' midgets and their shows have never been this big. The number of entries has increased from year to year but has been the same this year. On account, these dates were contributed to the group interested in this type of show and have created a whole new audience for motor racing.

Running under the sanction of both the National Automobile Association and the National Auto Racing Association has assured the success of a number of the shows, according to Nunis. The biggest and in building more than 200 fairgrounds all of the Indiana owners, including those at the State Fair, have been in all but two years a keen interest.

Figures available showed that the State Fair, which was charged to the paid in prize and appearance money, has been the best this year, according to Nunis. The total number of entries was reported at 1,500, and the total prize money was $10,000.

Refurbished Raleigh State Event Attracts Near Record Gate

Ultra Modern Architecture Proves Big Attraction As Crowds Build

RALIEGH, N.C., Oct. 18—Enormous crowds are expected to show up at the State Fair this week, to see a variety of architectural wonders from the coast to the inland regions of the United States.

The new building, designed by the renowned architect Frank Lloyd Wright, has been completed in time for the opening of the fair. The building is a marvel of modern design, with its unique, curvilinear shape and glass walls that allow guests to see the exhibits inside from any angle.

The fairgrounds, which are located in the heart of the city, have been completely renovated and expanded to accommodate the expected high number of visitors. New walkways and landscaping have been added, and the existing buildings have been updated to provide a more comfortable and enjoyable experience for the attendees.

INCREASED ATTENDANCE

The fair is expected to draw a large number of visitors from across the state and beyond, with tickets selling out quickly. Many fans have already purchased tickets online, and there are still a few remaining at the ticket booths for those who want to attend.

The fair is open daily from 9 a.m. to 9 p.m., and admission fees vary depending on the day. Children under 12 years of age are admitted free of charge, and there are special discounts for senior citizens and military veterans.

Despite the high demand for tickets, organizers are expecting smooth operations and a seamless experience for all attendees. The fairgrounds have implemented a number of safety and security measures to ensure the safety and well-being of all guests.

In conclusion, the Raleigh State Fair is shaping up to be one of the most exciting events of the year, with its impressive architectural displays and a wide range of entertainment options. Visitors are encouraged to purchase their tickets in advance and to arrive early to avoid long lines.

ATTENTION! FAIR SECRETS!

AM NOW CONTRACTING FOR 1953 FAIRS
TWO NATIONALLY KNOWN, STANDARD, RECORD BREAKING GRAND STAND SHOWS

**VO. 1**

ERNIE YOUNG'S 1955 REVUE

THE MOST LAVISH NIGHT SHOW EVER OFFERED IN THE HISTORY OF FAIRS

**NO. 2**

SAM HOWARD'S AQUA THRILLS

A NEW IDEA IN A WATER SHOW
(CAN WORK RAIN OR SHINE, AFTERNOON OR NIGHT)

ALSO THE FINEST TOP FEATURE ACTS IN THE OUTDOOR SHOW WORLD.

**WHY WAIT? — BUY NOW!**

ERNIE YOUNG AGENCY

203 N. WABASH AVE.
CHICAGO 1, ILL.

WERNER BLDG.
PITTSBURGH, PA.

1697 BROADWAY
NEW YORK, N. Y.

EDDIE SMITH, Rep.
Dallas Rides Top '51, Shows Mixed
Rotor Scores Big; Betty Lou Williams
In Surprising Pull, Claxton Wows 'Em

DALLAS, Oct. 18—Midway operations at the State Fair of Texas, scheduled for later this month, has produced mutual business. Ride grosses have been topping $2,000 a day and have shown a decided increase from previous years. The fair has been well attended by all groups and has shown an excellent advance over last year. The fair is scheduled to open on October 30th. The fair is scheduled to open on October 30th.

Freedman Biz Up 20 Per Cent
FRESNO, Calif., Oct. 18—Freedman Novelties, Inc., and Arnold and Alex Freedman, owners of the company, have announced that sales of the company's line of toys and novelties for the month of October, 1951, were 20 percent above the same period last year. The company reported a record year last year, with sales exceeding $1,000,000. The company is currently experiencing a strong demand for its products, particularly in the Western United States, where the company has a large and loyal customer base.

Gold Medal Given Contract For Gastonia
OPLEJKA, Ala., Oct. 18—The contract for midway attractions for the National Fair at Gastonia, N. C., has been awarded to the Gastonia Midway, Inc., for the month of November. The show will be sponsored by the Gastonia Chamber of Commerce and will be held on the fairgrounds at Gastonia, N. C. The fair will be held from November 1st through November 14th.

Freedman has the novelty contract for novelties at the Fresno District Fair from fence to fence. The firm is using all available stands for merchandising novelties.

During the past few months Freedman has been planning and uniforming its stands. Using styrofoam for the stands, the firm has painted over 100 different stands and has been able to turn out a large number of stands in less than two months.

Freedman also had the fence fence contract for novelties at the Santa Clara County Fair in San Jose, Calif. The company operates on the midway of the Crafts 20,000 square feet of exhibits, and Cullum, S. E. Thompson, for the San Francisco Chronicle.

Coming November 29th

The Billboard's Annual Outdoor Convention Number
With special distribution at the Outdoor Conventions, Chicago, beginning November 20th.

AND FEATURING THE 1953 Cavalcade of Fairs

CARNIVALS

OPERATION FRIGID
THIS PAS Mon., Oct. 18—Midway operations at the Pas Adolphus, Texas, Midway operations, with the exception of the Midway owned by E. J. Casey, will be closed. The Midway will be closed due to a decrease in attendance.

Freedman B," with a big show this season, has only one slight drawback in the form of the Midway operated by E. J. Casey. The Midway is located in the same area as the Pas Adolphus, Texas, Midway operations, and it is expected that the Midway will not be able to attract a large enough audience to make it profitable.

In an effort to increase attendance, the Pas Adolphus, Texas, Midway operations will be closed for the duration of the season. This will allow the company to focus on expanding its operations in other areas and to provide a better experience for its customers.

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Midway Contab

Johnny J. Denton, owner of Caterpillar Shows, bought a Caterpillar at Shreveport and will retain his show at Opelousas. Fred Maurice recently joined the show with a Glass House and Minute Men. Morris Lipsky joined with his string of monkeys. The con-

vention was under the management of John R. S.austen, while Lipsky looked after his con-

ervention space at the Atlantic Fair. Bertha Barth continues with the Side Show. Mrs. An-

nother's hogs had winning walks at Goshen and Chautauqua. N.C. Denton recently added a Steer-

eer Ride to his usual attractions.

Billboard C. P. Henry has closed with Venus Bros. Shows and is on his way home to his family. When the Gold Medal Show played Panama City, Fla., recently, members of Bertha Side Show gave a birthday party for Janny Lynn, presenting with an unusual award for her display and act.

Ernest and Florence Fitzgerald have a show in Gainesville, Fla., which they will move into when they close their season with Foley & Shaw Shows.

Joseph Lee, spot worker, reports from Athens, Ga., that the spot-the-spot game was brought to the United States from England in 1802 by a man named Joe English. It was first played in Philadelphia on the Boardwalk and Belleview at 16th Street and Thirty-Fourth Avenue. Lee says that it is a game that makes a number of losers this winter and gives them a chance to win. He says that Mr. and Mrs. W. E. Hunter, who had closed their show in Athens, Ga., were visitors among the many people who took the opportunity to play this game.

The Community Fair Association, which has most of its shows on the Midland Circuit, is planning another winter of tours of schools and towns with its miniature act. The Community Fair Association, which owns most of the shows belonging to the Midland Circuit, is planning another winter of tours of schools and towns with its miniature act.

Zake and Virginia Shumway, who are the operators of the Jewel Show, are back in town, and that business is picking up, and their show, which has been moving for the past six weeks, is expected to arrive at Union Hill, Ohio, in the next few days. The couple have been doing business in the area for the past six weeks and have been welcomed by the citizens of Union Hill.

William W. (Billy) Maddox, formerly with the Marks Shows, is continuing at 226 S. Market Street, Charlotte, N.C. He is one of the last of his line of showmen and is being cared for by Harry Will, his son, who operates the Maddox Shows in the area. Mr. Maddox's name is sketched to return to the Midland Circuit where he is planning a two-week show in Hot Springs.

Roy Barbour's interest in the Detroit area shows the trend towards the Detroit area. Roy Barbour also operates the Detroit area shows at Calhoun, S.C., and Kaiser shows at Statesville, N.C., and Mrs. Ray Kaiser, III, of Statesville, N.C., are now in charge of the Barbour Shows. Ray Kaiser, III, of Statesville, N.C., have returned home from a tour of the United States, and are now in charge of the Barbour Shows.

Note from the Ruggs Manning Shows: Joe the Grinder is reported to be a winner this year. He plans to make more of his shows next year. He has won over $10,000 at the World's Fair, and has been a winner in the Detroit area. He has won over $10,000 at the World's Fair, and has been a winner in the Detroit area.

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C&W Earn Record Take at Spartanburg
Top Attendance, Brisk Spending
Assure More $5 at Carolina Event

SPARTANBURG, S.C., Oct. 18—A record gross for the C&W Shows was reported by the Carolina Fairground Association. The take from the first five days was $70,800. The previous record was $69,500 for three days. The C&W group, under the direction of George H. M. Wilson, has maintained a series of shows that have averaged over $60,000 daily. The regular freight train brought the livestock and livestock shows were a big factor. The fairgrounds are well located for attendance from the Carolinas, Georgia and Tennessee. The C&W group is well known for its high standards and the fairgrounds are well maintained. The weather was excellent and the crowds were large.

Purchase Plan Set For NSA Quarters

RALPH K. C. Oct. 11—New management has taken over the N.S.A. shows atthis year's American Legion Convention in the Shenandoah Valley. The new manager is Harry A. Allen, who has been associated with the N.S.A. for many years. The new management plans to provide the best possible entertainment for the attendees. The show will feature a variety of attractions, including rides, animal exhibits, and entertainment acts. The show is expected to be a success and is anticipated to draw a large crowd.

Phil Cook Tour Hits 14 States

NEW YORK, Oct. 18—The recent tour of Phil Cook, executive secretary of the Miami Exposition, covered 7,015 miles in 14 States. Cook and his family, who are on the road, are well received in every city. The tour includes stops in New York, Philadelphia, Chicago, St. Louis, Dallas, and San Antonio. The tour is expected to run until the end of the year. The tour is sponsored by the Miami Exposition and is expected to be a success.
Strates Passes '51 Earnings at Raleigh

**Grosses Are Well Ahead of Last Year As Event Enters Final Day**

RALEIGH, N.C., Oct. 18—A gross well ahead of last year showed the Big Top midway as a huge success after the midway entered its fifth and final day of operation.

A big winner was in the making in Tuesday's (14) first of two thrilling rides at the conclusion of the week's events, as it was expected that the sprints would see a number of wins, if not record-breaking in speed, and set new records for the week.

The midway area is still busy with activity as a part of the annual midway fair, and the showmen are working overtime to prepare for the final day of operation.

**From the Lots**

**American Eagle**

ITTA BENA, Miss., Oct. 18—Strates, who this week is successful in Mississippi from opening day, has taken over the lot with the Blue Elephant, Miss. Mrs. Jeannie Hockett of Itta Bena has an excellent showman.

Hackett has set the pace in his area with his skilled showmanship and his excellent shows. He has a fine set of shows, and they are all well known in the business.

One of the best shows in the area is the showman's show, which is held every year and is a regular feature of the midway.

**Bingo for Sale**

June 161,000, and 210,000 tickets were sold at the showman's show. Mrs. Jeannie Hockett, who has been selling tickets for 19 years, has sold a total of 210,000 tickets.

Hackett has been selling tickets for 20 years, and he has sold a total of 210,000 tickets.

**George Dennis Watts Ford**

FORT WORTH, Texas, Oct. 18—Dennis Watts Ford is a Ford dealer in Fort Worth, Texas. He has been in business since 1940.

**National Showman's Association**

GREET YOU

You, and every showman, by this appeal to our readers, are invited to become affiliated with the National Showman's Association. Our center is the American Exposition Board, and our aim is to promote an interest in the business, to foster and maintain friendship among showmen, and to encourage the growth of the business.

We are looking forward to the coming season, and we welcome your support. We hope to see you at the annual convention, which will be held in Chicago, Illinois, on the last week of October.
Club Activities

National Showmen’s Association
194 Broadway, New York

Miami Showmen’s Association
316 W. Flagler St., Miami

Showmen’s League of America
56 West Randolph Street, Chicago

CINCINNATI: The ex-vice-president of President E. W. Tupper in the chair for the show. This is a second visit to the museum, where they were entertained by the famous Cincinnati Showmen and all present are invited to come to the show. US.

Seminar interest checks have been made out to 500 others.

After a long illness, Dr. D. P. Perkins died in Rochester, Ind., on April 13th. He was the first step East in five years. Dr. Perkins was a graduate of Chicago’s Visiting Nurses’ Association.

Gold Medal Show, W. O. King
82 Oakland Rd. M., Clearwater, Mich.

Streamlined CATERPILLAR
For Sale Cheap
Can be started on low bid or guaranteed.

For Sale
Berkoplane Ford Tractor and Farm Equipment.

FOR SALE
Berkoplane Ford Tractor and Farm Equipment.

Floyd M. Hitt

TRADE OR SELL POPCORN SHOW TRAILER
1944 Oakland, Menasha, Wis.

FREAK BABY SHOW
FOR SALE

WANTED WORKING SHOW FOLKS
DOWN SOUTH

FOR SALE
KNIFE RACK

Thank You
LAURA N. MANS
3828 W. North Ave., Chicago

JOHNNY CANDLES

Thank You
LAURA N. MANS
3828 W. North Ave., Chicago

THE BILBOARD CARNIVALS

FOR SALE Rides and Show Property from The King Reid Shows

Having recently purchased another complete carnival, announces the following property, which was recently purchased by The Reid Shows. This property is for sale or exchange. The Reid Shows are not interested in any of the following property.

George A. Johnson, manager of the show, is in charge of the show. This show is equipped with a complete set of rides and show property. The Reid Shows have a complete set of rides and show property.

Pardon and Candy Apple Trailers, extremely low cost trailer, first trailer East in five years. A complete set of rides and show property. The Reid Shows have a complete set of rides and show property.

Rolling Page, Winter Quarter, Manchester, Vermont.

PAGE AMUSEMENT CO.
WANTS
For Marion County Agricultural Fair, Marion, S. C., Oct. 17-Nov. 1. Concessions of All Kinds.

Also wants Show of Woes not conflicting. 1 Girl Show with own equipment. Can always find place for good Ride Help. Two more rides to follow. All address ROLAND PAGE
Boca Raton, S. C. Fairgrounds this week.

INTERSTATE SHOWS
WANT THE ANNUAL INTERSTATE FAIR, S. C. FAIR IN THE FAIR, OCT. 27-NOV. 1. TWO MORE ALABAMA FAIRS TO FOLLOW.

LONE STAR SHOWS
Candiac, Texas, Oct. 23-31; Beaumont, Texas, Oct. 27-Nov. 1. CONCESSIONS, Etc., On Sale at $5.00. Send the name of the show to the address above.

FOR SALE—RIDES FOR—RIDE HELP
No factory-built rides, dark ride. 10 good sets with plenty of extras. One step East in five years. A complete set of rides and show property. The Reid Shows have a complete set of rides and show property.

For Sale
Carnival Rides and Show Property.

ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co.

Used Tickets for Over 45 Years

100,000
$29.50
10,000
$10.00
20,000
$18.50
50,000
$24.00

P.O. at any point in Florida.
WORLD'S HOTTEST PROMOTION ITEM!
BIGGEST, FLASHIEST VALUE EVER OFFERED!

7 Pc. Watch Set
Only $6.75

EVERY ITEM IN SET IS GOLD FINISH
25% DEPOSIT WITH BALANCE C.O.D.

Write for our Big Wholesale FREE CATALOG.

GEM Sales Co.
533 Woodward
Detroit 26, Mich.

KIPP BROTHERS
Wholesale Distributors Since 1923
240-42 South Meridian St.
Indianapolis 25, Indiana

You Can'tBeat BRODY for Merchandise...
Send $10 for Complete Set of 25 Samples. Postpaid.

RINGS ARE BACK!
Cash in on National Ad Program
Get 50% Premium on all sales

M. K. BRODY
1114 S. Halsted St., Chicago 7, Ill.

INSTRUCTIONS, BOOKS & CARTOONS
JUST OFF THE PRESS!
NEW CATALOG for
Engravers - Demonstrators - Faro Workers

PARTNERSANTED
BRODY’S FAMOUS TOOTY CAPTAIN - BLOW THE HORN, TUMBLE FREE, CATCH THE PLATE, CATCH THE IMP! - 50c

PEARLS

“Angelus Bells”

NEW DEE" SHAPE MUSICAL INSTRUMENT

“STOP INTRUSIONS!”

‘“STOP INTRUSIONS!”

PHOTO SUPPLIES

DEMO SHOWS CHASES

BOYS!

FREE CATALOG
West Window, Costume Party, Gift

CASH SALES CO.
Pipes for Pitchmen

By BILL BAKER

Tommy Nolan, who recently returned from a short tour of duty in the Army, is that he read the pipe in the October 18 issue of 'The Billboard'. The pictures of the Pitchmen show that they are using the same pipe as the one that was used by W. B. Morris, of the Morris Tobacco Company, in which he demonstrated the use of the pipe. I was pleased to read that the pipe was still in use today, and I am glad to see that the Pitchmen have a pipe of their own.

CORR. RADCLIFFE.

The Pitchmen's pipes are made and sold by the W. B. Morris Tobacco Company, of Louisville, Ky. They are made of the finest briar and are finished with a high polish. The Pitchmen are well known for their skill in using the pipe, and they are constantly improving their technique.

A. C. HEBERS.

The Pitchmen's pipes are used in the entertainment business, and are also sold to the public. They are popular among smokers of all ages, and are known for their quality.

Under the Marquee

The Pitchmen's pipes are made with the finest materials, and are carefully crafted by hand. They are sold at a reasonable price, and are a great value for the money.

Chicago

Chicago is a city with a rich tradition, and the Pitchmen's pipes are a symbol of that tradition. They are made with care and attention to detail, and are a great choice for anyone who is interested in buying a quality pipe.
PROBLEM NOW ACUTE

Severe Labor Shortage Hurting Game Factories

CHICAGO, Oct. 16—A check of the labor situation in the coin machine and vending machine plants here indicated that conditions areAcute. This has been brought on by the serious shortage of labor which has been experienced since the end of World War II. Most of the manufacturers agreed that this had an effect on the production and the employment in other fields.

High costs of living which forced factory workers to seek higher wages in other employment also have an adverse effect.

Why Coin Makers Are Short

The coin machine manufacturers have been forced to pay higher wages to their workers because they need them to keep up with the demand for their products. In many instances, the wages have been increased by as much as 50 percent. This has resulted in a decrease in the number of workers who are available to work on the machines.

In addition, many workers have quit their jobs to seek higher wages elsewhere. This has further reduced the number of workers available to work on the machines.

As a result, the coin machine manufacturers have had to reduce the number of machines they are able to produce. This has had a direct impact on the number of games that are being produced.

Correction

In a story which appeared in the October issue of Coin Machine, Mr. Kahn was not identified as president of the firm. He is the president of the firm.

Exhibit Ships Rudolph Units For Rep Shows

CHICAGO, Oct. 16—Distributor of the American Coin Machine Company, Inc., has displayed its new line of exhibits. The exhibits are designed to give dealers a better idea of the company's products.

The line includes a variety of machines, including some that are new to the market. The exhibits are intended to help dealers sell more machines and increase their profits.

Gottlieb Bows Chinatown, New Nine-Trap Game

CHICAGO, Oct. 16—Gottlieb Manufacturing Company's new nine-trap game, Chinatown, was introduced at the American Coin Machine Company's exhibit. The game is designed to appeal to both adults and children.

Steady Prices Mark Activity On Used Games

CHICAGO, Oct. 16—Steady prices were marked on used games at the American Coin Machine Company's exhibit. The prices included a variety of machines, including some that are new to the market.

The prices were intended to help dealers sell more machines and increase their profits.

United Ships 2 New Type Shuffle Games

CHICAGO, Oct. 16—United Machine Company introduced two new types of shuffle games at the American Coin Machine Company's exhibit. The games are designed to appeal to both adults and children.

The games are intended to help dealers sell more machines and increase their profits.

Rose Agency Moves

CHICAGO, Oct. 16—The Rose Agency moved to新的地址 in Chicago. The new address is 110 W. Madison St., Chicago, IL 60602.

The move is intended to help the agency better serve its clients.

USE OF GOOD BODY ENGLISH PLUS PRAYERS PAYS OFF

PITTSBURGH, Oct. 16—The use of good body English plus prayers pays off in the coin game industry. This was demonstrated by Mr. Smith, the manager of the new coin game house.

Mr. Smith, a devout Catholic, said that his prayers have helped him to attract more customers to his new establishment.

The coin game house is located in the heart of the city and is known for its good body English. Mr. Smith said that this has helped him to attract more customers to his establishment.
Vending Growth Cited In Wall St. Journal

CHICAGO, Oct. 19—The growth of automatic merchandising, both in numbers and variety of products, has been noted by the editors of the trade publications, and has been cited as a major development in the vending industry.

The article in Wall Street Journal states that the vending industry has doubled its volume of business in 1951, and that the growth is expected to continue in the future.

Special Industry Tax:—Fred Brandstrader, of Indianapolis, Indiana, has introduced a bill to Congress to tax vending machines.

The bill, if passed, would provide for a 5% tax on the sale of vending machines, with the proceeds going to the U.S. Treasury.

Bow New 185k Bulk Machine

VALLEY STATION, Ky. Oct. 18—Bowd Manufacturing Company has introduced a new 185k bulk vending machine, the De-Dot.

The machine is designed to vend a wide variety of products, including soft drinks, nuts, and candy.

The machine features a high capacity hopper and can handle up to 18,000 items per day.

Vending machine owners will be able to select from a variety of products and adjust the machine to meet their specific needs.

Rite Mulls Cold Coffee

NEW YORK, Oct. 19—While coffee vending machines are making headway in the vending industry, the possibility of cold coffee vending is being discussed by Rite Food Products Company.

The company is reportedly considering the feasibility of introducing a cold coffee vending machine, which would operate similar to the existing hot coffee machines.

New York: A cold coffee vending machine would allow customers to choose between hot and cold coffee, and could potentially increase sales.

Dispenser Program Progress Report by Fla. Citrus Mutual

No Dollar Commitments Yet, but Inquiries Invited; Cite Plan Details

LAKELAND, Fla., Oct. 19—(The Florida Citrus Mutual) 

Neither Florida Citrus Mutual nor its member growers have yet made a dollar commitment to the proposed dispenser program, but inquiries received since a progress report on the project was released in August have been substantial.

The dispenser program is designed to provide a uniform system of dispensers for the sale of citrus products in retail stores, small stores, and filling stations.

Inquiries have been received from a variety of sources, including hardware stores, supermarkets, and small stores, expressing interest in the dispenser program.

G. Washington Vending Market Jupped Fivefold

NEW YORK, Oct. 19—(The TBN) 

Washington, D.C., is reportedly seeing a significant increase in vending machine sales, with the market reportedly jumping fivefold since the last report.

The increase is attributed to the growing popularity of vending machines and the convenience they offer to consumers.

Additional Vending News

Chicago, Ill., Oct. 19—(The TBN) 

According to the latest figures, the vending machine industry is experiencing a significant increase in sales.

The increase is attributed to the growing popularity of vending machines and the convenience they offer to consumers.

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OREGON CIG TAX
General Ballot
Issue Nov. 4

PORTLAND, Ore., Oct. 18—A state proposal to tax cigarettes .3 cents per package will be voted on at the November 4 election. Approval would activate a com-
municance measure that would apply
fair-trade practices to cigarette sales.

The tax measure is a referen-
dum on an 1951 state law that was
cancelled by the state courts Baid
the issue on the general election ballot. The tax was exected to equalize the mar-
ket price of cigarettes on an equal
basis across the state.

The 1951 legislation was
intended to help the cigarette
industry by reducing the
price of cigarettes.

In that the fair-trade law is
intended to add about 2 cents to
the retail price, the question re-
mains in some quarters whether
price equalization (vendor and
clerk) would be achieved by
approval of the cigarette tax.

With a total price increase of 3 cents, cigarette manufacturers would
mean for 23 cents while the
fair price may go up to 22 cents.

The fair-trade law, drafted to
make the sale of cigarettes at less
than cost, is aimed at retailers
who make a loss leader of
attirets. The 1-cent vendor was
a partial answer to this competitive
problem.

VENDORS WOODED
BY KOOLS CIGS

NEW YORK, Oct. 18—The
Brown & Williams Tobacco
Corporation manufacturer of
Koils is making a pitch to
the vending field in a bro-
chure mailed to operators
through the country.

A green and while, five-
and-a-half by six-inch mail-
ing piece points out that the
smoker of Koils will not ac-
cept a non-mentholated ciga-
rette on a subscription.

Koils are carried by the
following cigarette
subscribers: Anna
Weil, Chianti West, Inc., Rich-
mond, Va.; Mike Steph-
ian, Elefante Chicle & Tobacco
Corporation, Fort Wayne, Ind.;
G. C. Gherman, Victor A
wnomatic
sales Company, Corp-
nerhead, and Herb Geiger, Geiger Automatic
sales Company, Milwaukee.

Advertising is expected
to hold another 2 cents in
the retail price, the question
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problem.
Heavy Operator Turnouts Key Rock-Ola Showings

Fireball's 120-Selection Mechanism

Seen by Trade at Distribute Parties

CHICAGO, Oct. 18.—Several thousand operators and guests got their first view of the AMI's ABCA phones at the trade's 120-Selection Mechanism, held in Chicago Rock-Ola's 120-phone Wall of Fame.

The Fireball, known as Model 162-82, is a 100-phonograph and 120-phonograph in one cabinet. The Fireball is driven by a 200-watt motor, has a rate of 15 selections per minute. The Fireball provides a system for handling a 120-phonograph and is driven by a 200-watt motor.

MOA POOLS OPS ON 120 SELECTION LIMITATION

OAKLAND, Calif., Oct. 18.—Should Music Operators of America adopt a resolution urging manufacturers not to build phonographs with more than 120 selections?

The question was asked in one-page questionnaire mailed to Moz's headquarters.

"Do you think Music Operators of America should adopt a resolution urging manufacturers not to build phonographs with more than 120 selections?"

Some of the responses were as follows:

"Yes, I believe it would be wise to adopt such a resolution."

"No, I don't see why we should limit the number of selections."

"It depends on the market. In some cases, more than 120 selections would be better."

OPS Invites Data For Juke Decontrol

WASHINGTON, Oct. 18.—The Office of Price Stabilization, in its effort to keep the price of phonographs within reason, has invited data from the music industry to determine the cost of producing phonographs.

The Office of Price Stabilization has asked manufacturers to provide information on the cost of producing phonographs, including the cost of materials, labor, and overhead.

A BATTLE OF SELECTIONS

"How Big Can a Juke Box Get?" Operators Wonder

continued from page 1

MosKY will be forced to increase its prices in order to meet the cost of producing phonographs. This could mean a significant increase in the retail price of phonographs, which could affect the demand for phonographs.

MUSIC MACHINES

October 25, 1952

Tribune Billboards Communications to 189 W. Randolph St., Chicago 1, Ill.
"KEEP IT SIMPLE"

This three-word slogan, "Keep It Simple", is the guiding rule in the design and engineering of AMI's mechanical and electrical components. The sure, steady response of the AMI mechanism as a whole results from the elimination of non-essentials in all its working parts. Operators know that this adherence to basic principles in the factory pays off with prolonged trouble-free operation on the route.

AMI Incorporated

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

AMI's "Write-an-Ad" Contest

Any music operator can enter. Big list of valuable prizes. Ask your AMI distributor for helpful contest book and complete details, free.
Among the distinguished visitors who attended were: David C. Rocke, president of the Sunshine Network; Verne Hutton, Columbia radio and television studio host; Jimmie Davis, Mississippi country singer; and Joe Calendr, music manager for the Sunshine Network.

Franco Open House

MONTREAL — The Franco Open House providing a place for Franco-Canadians to meet and share their heritage with others was held in Montreal this weekend. It was organized by the Franco-American Society and attended by hundreds of people. The event featured music, dance, and traditional Franco-Canadian cuisine.

Rock-Ola Showings Big Draw

BOSTON — The Rock-Ola Showings Big Draw is an annual event held in Boston to promote the sales of Rock-Ola machines. The event is known for its colorful displays and entertaining performances by rock-and-roll bands. This year's event featured performances by the Rolling Stones and the Beatles.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in The Billboard, Music Machines, and other publications up from this issue of the New York Public Library.

OCTOBER 25, 1952

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TV Scare Out

Continued from page 102

In addition to the cost of the Rock-Ola machines, the show featured performances by the Kinks and the Who. The event was attended by thousands of music lovers, who were thrilled to see these legendary bands perform live.

Ohio Phonos

Continued from page 102

Music Operators of America convention.

In addition to Cohen's report on the Music Operators of America convention, the meeting also featured speeches by Tom Gillingwater, the new president of the organization, and Jack Smith, the president of the Rock-Ola Corporation.

H.C. EVANS & CO. INC.

1550 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS

SEE IT AT YOUR DISTRIBUTOR NOW!

EVANS' CENTURY PHONOGRAPH MODEL 1945

100 SELECTIONS • 50 RECORDS • 45 RPM

WITH NEW

- EYE-LEVEL PROGRAMMING
- SELECTIONS AVAILABLE AT A GLANCE
- "CENTURUMATIC" SELECTION—Simplified, Speedy! Press only 2 NUMBERS FOR SELECTIONS!

ENCORE MECHANISM

PLUS TESTED PROVEN RECORD CHANGER

"RECORD NOW PLAYING" INDICATOR AND RECORD POPULARITY METER (Standard Equipment for All Models)

AND All the "Profit-Insurance" Extras That Make Evans' Phonographs Worth Buying!
How Many 78 RPM Records in your Library?

Why Buy a Phonograph that doesn't play them?

Protect your Record Investment with a Wurlitzer Fifteen Hundred

Only Phonograph that Plays 45 and 78 RPM Records Intermixed

Your 78 RPM record library, whether it be 5,000 or 50,000 records, represents money you invested. Many of these records are all-time favorites—others have a definite seasonal demand.

Can you reap full profit from your investment?

You can if you operate Wurlitzer 1500's. Your 78's can be intermixed with 45 RPM records as you see fit. No other phonograph has this feature.

Protect your investment, earn added profit—you're set for years to come with the Wurlitzer 1500.

Make More Money with Wurlitzer Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
Only the Rock-Ola Fire Ball 120 has Carrousel Line-O-Selector for one hundred and twenty selections!

Push One Button Under Number Selected
(that's right, just one)

...and Out Comes Your Tune

Discover Rock-Ola for Yourself at any of these Showrooms
The New 1953
ROCK-OLA
Model 1436

ROCK-OLA MANUFACTURING CORP.
860 North Kimball Avenue • Chicago 31, Illinois
### Problems' "Stock" Answers

<table>
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<tr>
<th>Outside producers and we</th>
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<td>know they too find it</td>
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<td>We are kept busy by</td>
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<td>WNBW's &quot;11th Hour</td>
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<td>News&quot; alone. For each</td>
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<td>week, we receive a</td>
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<td>request from King</td>
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<tr>
<td>Orpheum. These requests</td>
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<tr>
<td>are always on call.</td>
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</tbody>
</table>

In addition to the vital problems, the Helena (Montana) department is under supervision of Mrs. J. A. Smith (appointed by Edna Paul). We meet most of these requests promptly and efficiently. For instance, a marriage of parables, etc. Patrick D. Stoneman points out the importance of getting back to basics, such as writing a letter to a friend, or sending a note to a classmate.

### Portland Music Ops Feel First TV Pinch

**PORTLAND, Ore., Oct. 18—Juke box operators watching hard-core music fans. The first juke box is being installed in a high frequency TV station, a feature that has been labeled "the end of the juke box industry."**

Evidence of the imminent departure of the juke box from the market was the fact that only one machine was available at the time of the survey. This machine is housed in a small room, and there is no indication that any more machines will be installed. The juke box is now being used as a display for the station's new program, "Microphone Masterpiece." The program is a series of short, topical stories presented in a humorous manner.

### Miller Holds Six Meetings In California

**OAKLAND, Calif., Oct. 18—Operators in six California cities have had a first-hand look at the new juke box. The tour was arranged by George A. Miller, president of the California Music Dealers Business Association.**

The tour included meetings with local juke box dealers and operators to discuss the new juke box and its potential for the music industry. The meetings took place in San Diego, Bakersfield, Fresno, Oakland, Stockton, and San Francisco. Miller expressed optimism about the new juke box and its potential for the music industry. He said, "We have no doubts about the future of the juke box. It is a revolutionary product that will change the way we sell music."
Cointin You Know

Chicago, Illinois

Michael Braddock, owner of
Michael Coin Deck, reports from
Pittsburgh, he sold a large order
at the recent World's Fair. He
is now on the road selling his
Army and Navy vending amuse-
ment machines to retail outlets.

Help Wanted

Robert Nimtz, the recent
manager of the Chicago Coca-
Cola vending company, is now
the manager of the new Coca-
Cola vending company in Chicago.

Business Opportunities

Robert Nimitz, the recent
manager of the Chicago Coca-
Cola vending company, is now
the manager of the new Coca-
Cola vending company in Chicago.

Parts, Supplies & Services

Elmer Kaufman, the manager of
the Sebring vending company,
has recently opened a new
counter in Chicago.

Used Coin-operated Equipment

D. A. Co. has recently opened
a new restaurant in Chicago.

To Order Your Market Place Ad

1. First, print or type your message here.
2. Then continue with the message on page 119.
3. Then mail the message to The Billboard,
Northwestern Publishing Company, 111 N. Wacker Dr.,
Chicago, Illinois.

ADVERTISING RATES

For inquiries, contact The Billboard,
Northwestern Publishing Company,
111 N. Wacker Dr., Chicago, Illinois.
### Coinmen You Know

- **M. J. Ablow**, general sales manager, Oak Manufacturing. Says top sales depend on some extent on being on the spot at the moment when you can be greatest assistance to the operator.
- **Rudy Kell**, suburban music service, Beverly, has expanded into the vending field. He now includes cigarette and candy vendors in his operations. Rudy and Mrs. Kelly were present at the record fourth annual banquet of the Music Operators of Northern Illinois at the Grand Hotel.

### Chicago

- **Over the past year**, Chicago Coin Machine Company has handled a large volume of business in the sale of used and new machines, including many large orders for amusement parks.

### Philadelphia

- **Shaffer Music Company**, Philadelphia, has handled a large volume of business in the sale of used and new machines, including many large orders for amusement parks.

### Late Model Reconditioned Phonographs

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>AMI Wurlitzer</td>
<td>$465.00</td>
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<tr>
<td>S100</td>
<td>$299.50</td>
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<tr>
<td>S101</td>
<td>$99.50</td>
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<tr>
<td>S102</td>
<td>$79.50</td>
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<tr>
<td>ROCK-OLA</td>
<td>$179.50</td>
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<tr>
<td>1400</td>
<td>$159.50</td>
</tr>
<tr>
<td>1422</td>
<td>$95.00</td>
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</tbody>
</table>

### Peanut Users Seek End to Govt.'s 'Aid'

- The Committee of Peanut Users for the Elimination of Federal 'Misinterpretations' has included a series of meetings in New York with the aim of eliminating federal 'misinterpretations'.

### Amusement Games

- **Chicago**, Oct. 25, 1952

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>Tilt-A-Whirl</td>
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<tr>
<td>Super Bright</td>
<td>$125.00</td>
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<tr>
<td>Tiger Trap</td>
<td>$100.00</td>
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<tr>
<td>Hula Hoop</td>
<td>$75.00</td>
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### Top Selling Force

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</table>

### Coin Prices

- **M. J. Ablow**, general sales manager, Oak Manufacturing.
Sensational Money Maker

Tobacco Sales Drop

Unadjusted sales of tobacco products totaled $350,000,000 in August, a $17,000,000 decline from July sales and a $9,000,000 drop from the previous August, the Department of Commerce announced last week.

Unadjusted tobacco inventories were $414,000,000 in August compared with $412,000,000 in July and $410,000,000 in August 1951.

Filbert Exports Rise

Spanish filbert exports for the first nine months of the 1951-52 crop season totaled 8,900 tons, an increase of 4,900 tons from the same period in 1950-51, according to the Department of Commerce.

The Commerce Department said that 7,900 tons of the nuts were consumed in Spain.

Italian Walnut Price

With the United States and Canada expected to be the third buyers of shelled Italian walnuts, the price has been set for the 1952 crop. The Commerce Department set 51.5 cents.

Sugar Distribution Up

Sugar distribution from January 1 to October 4 totaled 1,250,000 tons, a short tons more than the distribution for the same period in 1951. The Department of Agriculture announced that the distribution for the first week in October was 140,000 tons, compared with 140,000 tons in October 1951.

M/Sgt. Hubert L. Lee, USA

Medal of Honor

Four times Sergeant Lee's platoon had been taken, then lost, the hill near Ip-po-ri. On the fifth try, the sergeant, though hurt, was leading. A Red grenade hit him, seriously wounding both legs. Refusing assistance, he advanced by crawling, rising to his knees. He was a rifle bullet in the back. Still he wouldn't be stopped. Finally, 12 survivors of his platoon took the hill, then set the stretcher-bearers carry him away. Today Sergeant Hubert Lee says: "In thirteen years of soldiering, I've seen brave enemies defeated—because they had collapsed back home. That's why I can appreciate what a good thing it is when people like you buy United States Defense Bonds."

"I'm told that you, and millions of others, are a total solidarity investment of 50 billion dollars in our country's Bonds. That's good! That's strength! A man can face a hill when he knows that people like you are keeping our homeland strong."

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

"HOT ROD"

"HOT ROD" is the perfect combination of Wall of Steel, 150% more power, 100% more reliability, and 250% more finish.

SPECIAL! "HOT ROD" has a motor that runs unlike anything before...UNLIMITED SPRING POWER. Write for complete details on how you can operate in "HOT ROD" style.

Write for complete list

CLINT W. E. CHARDEN PHIL COBBINS MACHINE, INC.

COBRA CARTRIDGES

For complete list call 201-935-2000

You have to plug it in or it won't light

votese for the Power that makes Democracy Burn Steady and Bright

Use it NOV. 4
THE BILLBOARD

Index of Advertised Used Machine Prices

- Arcade Equipment

Wages and prices listed below are taken from advertisements in The Billboard and are intended merely.

1. To advertise used machines and prices are High.

Wages must be advertised the same equipment.

With prices are indicated to purpose. Where quantity discounts are advertised, as in the case.

Only the simple machine prices are listed. Low price depends on condition of the equipment.

Any transaction between buyer and seller outside the shown and any other related factors.

THE BILLBOARD

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Any transaction between buyer and seller outside the shown and any other related factors.
Shuffle Games

Equipment and prizes listed below are taken from a variety of sources to give a true picture of the current market prices and prizes offered. Where prices are not specifically listed, the table price or the prices quoted by the manufacturer are used. Where no price is listed, the equipment is assumed to be purchased at the same price as the same brand and model. Indicate with an asterisk (*) any product not in the catalog. All prices are in the range of the equipment, given as a guide to the operator. For any questions on the equipment, the following is the list of related articles.

Colmen
You Know

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators. Direct from The Billboard's Washington Bureau.

Limit Spanish Long Tong

Next year's Cuban sugar crop will be limited to 3,000,000 tons under terms of the agreement between the Sugar Institute and Cuban Banks.

Propose Change in Pinball Law

CINCINNATI, Oct. 18—A city council has Tuesday (April 14) already considered an amended provision concerning the keeping of pinball machines by persons under 21 years of age. It was sent to council by Mayor H. W. Kettering.

Indianapolis

Mr. Louis B. Baur, head of the Wholesale Company, Inc., is to operate the machine at 101 W. Market St. Baur expects the U.S. Court, Secretary of the Treasury, to be pleased with the new demand for machines.

Coca-Cola Crop Decline

This year's crop, based on a Department of Commerce estimate, is expected to be at least 10,000,000 tons from last year's output, the Department of Commerce has announced. Estimates of crop yields, which are usually made during the last three months of the current season, show the crop will increase by almost 10,000,000 tons from last year's output, the Department of Commerce has announced. Estimates of crop yields, which are usually made during the last three months of the current season, show the crop will increase by almost 10,000,000 tons.
SUPERIOR SUPER-SALESemen
The Big 3 by Victor

TOPPER DELUXE • BABY GRAND • TOPPER DELUXE

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 ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210—without making any adjustments. For other bulk modes, use the No. 50 wheel. The new style Topper Deluxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these Deluxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper Deluxe globe and half-cabinet vendors are packed and sold 4 in the case.

Victor's Baby Grand Chicle Treets and Chloro Treets, the right combination for greater profits and steadier income. Vends Chicle Treets 2 for 1¢, 300 count per pound, or Chloro Treets, 33¢ per pound. Or Chloro Treets 2 for 5¢, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ 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
Jet Saucer Is Latest Entry In Rocket Field

LINDEN, N. J., Oct. 18—Jet Saucer, latest entry into the rocket field, is being manufactured by Mars Manufacturing Company here, with the first model expected to be in distribution by November 1952.

President J. B. Brown of the company said the new Saucer differs from other rockets in that it has three forward speeds, which may be selected by the pilot from the panel on the outside of the Saucer. The rockets are fitted with parachutes. Flashing lights from 12 points will stand out in self炳ection. Mechanical parts are bolted, with no welding.

Specifications

The body is of 0.02-inch thick plastic, with a metal base. Oiling is provided every six minutes in the cowl and on the engine. A built-in oil bath is provided for the engine. The Saucer wears a Westinghouse motor of 125 horsepower. The Saucer is built for a one-year test run, at a cost of $1,000. A new Saucer will be announced within the next few weeks.

Vendo Co. Division Holds Sales Meet

KANSAS CITY, Oct. 18—Management of the Vendo Company's Daisy Division held a sales meeting here in connection with the national biennial convention of the National Automatic Merchandising Association. Principal speaker was T. A. Buoy, vice-president in charge of sales and marketing at Vendo.

Major discussion topics were the school market and the possibility of obtaining a better image of vending sales, as well as various other topics of interest.

Vendo representatives attending included Robert Lewis, Atlanta; Howard Johnson, Pittsburgh; Richard Wagner, New England; Robert Tse, Kansas City, and Dale McLaughlin, Los Angeles.

Juice Bar Names New Orleans, Chi Firms Sales Reps

NEW YORK, Oct. 18—The appointment of two arm sales service representatives for the Juice Bar Corporation was announced this week by Howard Richardson, vice-president.

Henry Shier, Sales, Inc., Chicago, will handle sales and service for Illinois, Southern Wisconsin, Illinois, and Indiana. Lynch & Zink, New Orleans, will cover the Louisiana and Mississippi region.

Match Books Promote Voting in November

NEW YORK, Oct. 18—Three million matchbooks with covers reading, "Get out and vote" in the November election, have already been printed by the Matchbook Company, which was announced by the Advertising Council, as part of the American Heritage Foundation program.

Promotion materials are printed on the inside cover. Three alternate voter covers urging citizens to register and vote were created by the council.

Morrison Steel Names Carry-All Sales Rep.

BUFFALO, Oct. 18—Morrison Steel Products, Inc., appointed Dale D. Davis of Dallas, Texas, as sales representative for its Carry-All Division.

Davis, headquartered at 3005 Tenney Street, New York, was formerly with the Ford Motor Company branch management position. The Carry-All Division manufactures steel truck bodies for delivery use.

Pepsi Earnings Rise

NEW YORK, Oct. 18—Pepsi-Cola Company recorded a net income of $1,320,000 for the first nine months, as compared to $320,000 for the like period of 1951. During the first nine months, net earnings were $2,583,000.
Operators! Be Wise! Get Smart! Operate “Rocket Patrol”
Immediate Delivery!

“Rocket Patrol” is the only original rocket ship ever built. We have been delivering this “piece” for more than a year and it has passed every money-making test. Get on the “Rocket Patrol” money-making bandwagon. Our products have been copied and imitated but none duplicated. Our ship, next elegant, not for mass market only for those who will stand up against any other ship on the market. Dime for dime, our “Rocket Patrol” has taken in more money than all other rocket ships combined.

Operators! Be Wise! Get Smart! Operate the tried, tested and proven “Rocket Patrol.” Other ships may be good and have certain appeal—but when you operate “Rocket Patrol” you are operating a ship that’s been proven on location and one that has no bugs in it.

“ROCKET PATROL”
HAS ALL THESE OUTSTANDING FEATURES!
- Mechanically accurate—ripped with astronaut’s battle suit.
- 76" tall, plywood body—costly hand-made, hand-carved, hand-painted design.
- All electronics work in Rocket Ship in exactly the same way it will in 8 weeks except in case units.
- All “rocket” equipment parts are American made and assembled in America.
- End caps made from经过 United States material.
- No more “D” shape when put on the display—character type control box painted in black and gold.
- The Drop cover, large size box.
- All merchandise in box has a U.S. and at covering on it.
**Williams NEW! HONG KONG NEW!**

**COMBINING POPULAR IN-LINE PLAY WITH HIGH NUMBER SCORING!**

**NEw! Fast! NEW!**

**WITH 3 - 4 OR 5 IN LINE SCORE REPLAYS YES!**

**29 DIFFERENT WAYS TO SCORE REPLAYS!**

**IMAGINE!**

- ANY THREE IN LINE UP BOTH TOP SIDE ROLL-OVERS FOR REPLAYS!
- MAKING BUMPERS 1 TO 8 SCORES REPLAY AND IRES BOTH SIDE BOTTOM ROLL-OVERS FOR REPLAYS!

**ORDER Williams HONG KONG**

**RED'D'S VALUES CAN'T BE BEAT!**

**MUSIC**
- AMI-C $575
- Wurlitzer 1250 $425
- Wurlitzer 1015 $550
- SEEBURG 140M $215

**REDD DISTRIBUTING CO., INC.**

- Write, Wire or Call Collect
- Large Stock of One Balls, Five Balls, Music
- Distributors for AMI

**GENCO**

2621 North Ashland Ave. Chicago 14, Ill.

**DON'T BUY SUBSTITUTE ALUMINUM DIES ORDER DIRECT FROM MANUFACTURER MADE DURABLE**

**METAL TYPE MACHINES**

- Earn Top Money
- Original Price and Original
- Write for Price
- STANDARD METAL TYPE CO.
  1014 W. Wabash Ave.
  Chicago 7, Ill.

**ELECTRIC SCOREBOARDS**

Ease of reading—convenience for all grades. Chromo steel construction, 5 to 10 fl. in. by a couple.

**OVERHEAD MODELS**
- Marquee $34.45
- Marvel Score $152.00 ea.
- Marvel Mfg. Co.
  2645 W. Fullerton, Chicago 47, Ill.

**WALL MODELS**
- Marvel Score $152.00
- Wurlitzer $152.00
- Marvel Score $152.00

**R. C. SPECIALS**
- Seeburg $125.00
- Seeburg $145.00
- Seeburg $150.00
- Wurlitzer $150.00

**WALL BOXES**
- W6, W6E (5-10-25 Wetties) $45.00
- W6E (5 Wetties), $25.00
- W6E50 (5-20 Wetties), $75.00

**DAVIES Guarantee**

- Mechanism overhauled
- Worn parts replaced
- Mechanized:
  - Machine conditioned
  - Repaired
  - Cabinet professionally
  - Reconditioned

**SEEBURG M100A**

- Machines listed below are complete and in good working order at the low prices listed. They may also be purchased reconditioned and reconditioned with Davis 6 Point Guarantee for $35 additional per machine.
Ride THE CHAMPION
by Bally
GREATEST MONEY-MAKER IN THE ENTIRE AMUSEMENT INDUSTRY!

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, gliding movement of THE CHAMPION. Simply insert key-wrench in center key-hold and a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

RIDE THE CHAMPION 10¢

REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE 110 VOLT A.C.

WALTER E. MELLER CO.
FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

CHAMPION is a registered trademark

BALLY MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
YES, IT'S TRUE!
PLAYERS FIND APPEAL—
EXCITING ACTION—STIMULATING PLAY IN
GOTTIEB'S NEW

CHINATOWN

FLASHING FEATURES THAT PRODUCE
TOP PLAY AND EARNINGS!

9 BALL-TRAP
HOLES!
TRAPPED BALLS
SCORE
100,000
or
900,000
And POINTS From
1 to 9

REPLAYS for
TRAP HOLES 1 to 5... TRAP HOLES 5 to 9...
ANY COMBINATION of HOLES TOTALLING
21... SPECIAL TOP ROLL-OVER,
WHEN LIT BY MAKING BOTH
C and A SIDE ROLL-OVERS
... BOTTOM ROLL-OVER BUTTON,
WHEN LIT BY C-H-I-N-A-T-O-W-N
SPILLED OUT (NON-SEQUENCE) and
HIGHER SCORE.
C or A SIDE ROLL-OVER LIGHTS 2
“POP” BUMPERS, INCREASING VALUES
TO 100,000 EACH.

HE WHO ACTS SOONEST
PROFITS MOST!

ORDER TODAY
FROM YOUR DISTRIBUTOR

1140-55 N. KOSTNER AVE.
CHICAGO 13, ILLINOIS

“THERE IS NO SUBSTITUTE FOR QUALITY!”

LONDON SERVICE MAKES
QUICK PROFITS POSSIBLE!

2 Conveniently Located Offices—Large Selection New and Used—
Top Quality at Best Prices—Fastest Shipment!

SHUFFLE GAMES

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>All New Arrivals</td>
<td>$29.50</td>
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TAKE YOUR CHOICE

RED PINS

$24.50

PHILADELPHIA . . . CROSSE

BUMPERS

$39.50

STANDARD

$9.50

NEW GAME SPECIALS

NEW LOW PRICES

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FOR SALE

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INTERNATIONAL

AMUSEMENT CO.

1423 SPRING GARDEN STREET

PHILADELPHIA 30, PA.

SAVE MORE MONEY
MAKE MORE MONEY

Subscribe to THE BILLBOARD TODAY!

see page 3 for rates
IT'S HERE!

KEENEY'S 10 PLAYER BOWLER

2 FIVE-MAN TEAMS

A REAL Surprise!

KEENEY'S TEAM BOWLER

The only bowler that truly incorporates the two full five-man team feature as in regulation bowling.

Player's name and high score may be chalked in square area under each score.

JUMBO LITE-UP PINS on transparent plastic permit player to shoot far readily visible followers.

WANTED TO BUY!

NEW 32 SHOOTER BOARD
NEW 32 BINGO GAME
NEW ARCADI
NEW CIGARETTE VENDORS
NEW CIGARETTE MACHINES

ATTENTION, OPERATORS & DISTRIBUTORS

WANTED

HIGHEST PRICES PAID

BUCKLEY CRISS-CROSS JACKPOT BELLS

Buckley Manufacturing Co.
1335 W. Lake St.
Chicago 5, Ill.

COIN MACHINES

THE BILLBOARD

OCTOBER 25, 1952
NOW make BIGGER PROFITS with SPACE RANGER

It's the only ride on the market that really “FLIES”!

Here's why YOUNGSTERS go for SPACE RANGER...
- 6 Revolving Ride Movements Controlled by Joy Stick
- Existing Sound Effects That Coordinate With Flying Movements
- Vivid Multi-Colored Light Effects
- Easy Operation — Completely Automatic

Here's why LOCATIONS go for SPACE RANGER...
- Vivid and Colorful — A Great Traffic Stopper
- Sensational REPEAT Business
- Trouble Free Mechanism — Constant Revenue
- Floor Space Only 10” x 60”
- Approved for Insurance

SPACE RANGER is the most action packed one full minute of space ride you can offer America's space happy youngsters!

It zooms up and down hydraulically, performs first and few “swoop movements” — returns to level — under control of the youngsters! As the ride starts, black lights flash simultaneously. At the same time, “Jet Austin” takes flash — in lights blink on and off — warning lights in red and green flash alternately — headlights beam!

SPACE RANGER opens a new field of desirable top locations such as Department Stores, Chain Stores and Super Markets. Its smart, colorful, all set to take off, is a great traffic stopper, yet its small floor space enables it to fit into the general scheme of things very easily. Special type casters permit easy moving.

In Amusement Parks and Arcades SPACE RANGER is nothing less than sensational, since a battery of these sleek rockets gives the young space hounds all the thrills of flying in a squadron!

Yes SPACE RANGER is a PROVEN money maker on every type of location! It has been coming off the assembly line for six months, but total production was allotted to only a few operators who placed SPACE RANGERS in Woodward, Noyes, Z. J. Newberry, Morton and G. C. Murphy dime stores, as well as in a number of Super Markets.

DISTRIBUTORS:
Choice Territories are now available!

WRITE, WIRE, PHONE . . .

DECO
947 Lehigh Avenue • Union, N. J. • Elizabeth 5-4200
IT'S REAL! IT'S A MONEY-MAKER!

CAPITOL'S NEW ACTION RIDE
MIDGET RACER
SIMULATES CAR IN MOTION... KIDS CAN SPEED 'ER UP
BY STEPPING ON THE GAS!

KIDS LOVE IT...
JUST LIKE DAD'S CAR!

IT'S REAL DOWN TO
THE LAST DETAIL
INCLUDING THE MONEY
IN THE CASH BOX!

REAL
CAR
SWEEPING LINES
AUTO BAKED FINISH
PNEUMATIC TIRES
HEADLIGHTS
HORN
CHROMIUM BUMPER
DASH BOARD

PLANET PATROL
ANOTHER PROFIT ACTION RIDE!

IT'S SUPER BUILT
WITH ACTION FEATURES!
• Atomic Machine Guns
• Flashing Rocket Rays
• Flashy Instrument Panel
• Streamline Design for Minimum
  Space Requirements

PLANET PATROL — engineered with the well-
known Capitol dependability... for trouble-free
operation.

ACT TODAY!... WRITE, PHONE,
WIRE, SOME CHOICE TERRITORIES
ARE AVAILABLE.

CAPITOL ELECTRO-PONY CORP.
556 West 52nd Street • New York 19, N. Y. • Plaza 7-8725

A Natural for:
DEPARTMENT STORES
VARIETY STORES
SUPERMARKETS
AMUSEMENT PARKS
KIDDIELANDS
OUTSTANDING NAMES...

PLUS OUTSTANDING PROMOTION TO CONSUMERS AND LOCATIONS VIA...

PLUS OUTSTANDING FEATURES...

ROY ROGERS • "TRIGGER" • EXHIBIT

TELEVISION • RADIO
NEWSPAPER COMIC STRIPS
COMIC BOOKS • MOVIES

• Authentic Roy Rogers Saddle and Bridle
• Tru-Life "Trigger" Palomino Finish
• Colorful Doubl-R-Bar Ranch and Roy Rogers picture on base
• Retractable Casters
• Underwriters’ Approval

They add together to bring you the greatest consumer advertising support ever offered for a coin-operated amusement device . . . Get on the "Profit Band-Wagon" Today!

Get the Facts Today at your Exhibit Distributor . . .

Licensed by
Roy Rogers Enterprises
BIGGEST MONEY-MAKER EVER BUILT IN "IN-LINE" CLASS

Bally FROLICS

6-CARD 5-BALL REPLAY GAME

NEW SUPER-SCORE
MYSTERY FLASH
Sensational EXTRA-COINS Attraction

NEXT GAME SUPER-SCORES START AT TOP
WHEN ROLL-OVER HIT
Greatest GAME-TO-GAME Carry-over Feature ever Created
Positive REPEAT-PLAY Stimulator

REGULAR "IN-LINE" SCORES
PLUS ADVANCING SUPER-SCORES

POPULAR EXTRA-BALLS FEATURE
More Fun! More Profits!

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.

THE CHAMPION
COIN-OPERATED HORSE
SEE PAGE 118

Bally MANUFACTURING COMPANY
DIVISION OF ION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
2 OUTSTANDING BOWLING GAMES THAT ARE LOCATION MONEY MAKERS!

 chicago coin's

 NEW

 6 PLAYER

 super

 MATCH BOWLER

 LOCATIONS CAN NOW MEET PLAYERS' DEMANDS BY OPERATING Super MATCH BOWLER IN ANY OF THESE 4 WAYS!

 1. COMBINING MATCH BOWLER AND 10th FRAME BOWLER
 2. 10th FRAME BOWLER ONLY
 3. MATCH BOWLER ONLY
 4. DELUXE BOWLER ONLY

 CHANGE-OVER TO ANY OPERATION IS DONE BY MOVING PLUG IN BACK RACK

 EASY TO READ INDIVIDUAL SCORE DIALS

 - JUMBO "FLY-AWAY" PINS
 - HIGH SCORE OF THE WEEK
 - FORMICA PLATINUM
 - STRIKE & SPARE PICKER LITES
 - 7-10 SPLIT PICK-UP
 - REBOUND ACTION 20-30 SCORING

 see your distributor

 CHICAGO COIN MACHINES

 1725 DIVERSEY BOULEVARD
 CHICAGO 14, ILLINOIS

 "JUST LIKE REGULATION BOWLING"

 A STRIKE IN THE 10th FRAME GIVES PLAYER 2 EXTRA SHOTS.

 A SPARE IN THE 10th FRAME GIVES PLAYER 1 EXTRA SHOT.

 NO MORE "ONE-SIDED" SCORES

 GAME IS COMPETITIVE 'TIL LAST PUCK IS THROWN.
EXHIBIT'S Rudolph The Red-Nosed Reindeer for Children Everywhere

And if you wonder which of the famous reindeer is the one in town...

RUDOLPH THE RED-NOSED REINDEER

NOW BEING DELIVERED...

EXHIBIT SUPPLY
4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

HE'S AUTHENTIC!
HE'S LOVABLE!
HE'S IRRESISTIBLE!
HE'S THE KIDS' FAVORITE!

HIS NOSE LIGHTS UP, TOO!
JINGLE BELL HALTER
GENTLE, EASY ACTION
YEAR 'ROUND APPEAL!
UNITED'S 10TH FRAME

Super Shuffle Alley

with
Extra Play—Extra Profit

10TH FRAME

FEATURE

PLUS

HI-SPEED SCORING INDICATORS
FOR EXTRA-FAST PLAY

HIGH SCORE
PLAYER WRITES NAME
FEATURE ON BACK GLASS

STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT

FORMICA PLAYBOARD

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS
100 Selections at the phonograph

100 Selections anywhere in the location

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS