New TV Powers Shape Plans As Post-Freeze Era Nears

AS D.J., HE'S QUITE A SOLON
WASHINGTON, March 1—Sen. Charles E. Young (R., N.J.) looks the "Jug- ger Man" since his participation in the celebrated Columbia Crim Haring, will turn dixie picker for a half-hour show. The Senator, who will appear in his spiritual mode, every WGBS, will be one of many celebrities who will play and promote their favor- ite music over the NBC network during the series of 60-minute programs launched today at 3 p.m.

CROSBY SWEET A TASTY TREAT
INDIANAPOLIS, March 1—Bing Crosby, thru Bing Crosby Enterprises, Inc., has branched out into still another new field, with the formation of Bing Crosby Ice Cream. Frozen will be granted for the manufacture and sale of the ice cream and ice-cream prod- ucts in the firm.

Lombardo 84G In Two Weeks
NEW YORK, March 1—The Glen Lombardo organization, the most popular orchestra in the world, will make its 84th appearance, $31,000 during its first two week- ends, $7,000 a night for the 12 dates played during the two weeks. Lombardo cut the tape this year for the first time, and now recorded his own hit numbers. He said he was pleased with the performance of the orchestra, and also with the way the audience reacted.

MARCH 8, 1952
THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
PRICE: 25 CENTS

Few Pay Trust Fund's 870G, Rest Hold Worthless Pacts

NEW YORK, March 1—The American Federation of Musicians, the largest union in the entertainment industry, has filed a lawsuit against the Trust Fund in an attempt to recover the $870,000 that it claims was misused by its officers. The suit was filed in Federal Court in New York, and seeks to recover the funds through an order of the court.

Danny Thomas To Victor Wax
HOLLYWOOD, March 1—Comedian Danny Thomas will be the guest star on the upcoming episode of "The Alan Freed Show," which will air on Saturday night.

The Focus Network has been announced to be the new leader in the entertainment industry this year. The Network, which is owned by the successful Ty Warner, will be headlined by "The Alan Freed Show," which will air on Saturday night.

N. Y. Musicians Loosen Grip on Video Remotes
Local 802 Allows Shows From Three Manhattan Spots

NEW YORK, March 1—Local 802, the American Federation of Musicians, has liberalized its policy regarding the use of video remote cameras. The union has now agreed to permit the use of remote cameras in all areas of the entertainment industry, but has set limits on the number of cameras that can be used at any one time.

Brokers Now Go Alfresco
CHICAGO, March 1—Brokerage houses are continuing to grow in size and number, with the most recent example being the newly formed Brokerage House of America. The company, which has been established by a group of successful brokers, is expected to have a significant impact on the industry. The company has already been able to secure a number of high-profile clients, and is expected to continue to grow in the coming months.

Radio Goes To Market For "Lucky"

JOLIET, March 1—The Joliet Tribune has announced that it has entered into a joint venture with "Lucky" magazine to promote the newspaper. The newspaper will be distributed in the form of a tabloid, and will be available at newsstands and through subscription.

Scripps, Luce Mull Networking Policy

New entry of Loew's-M-G-M seen possibility as okay of UPT-ABC merger is awaited

MIAMI Rakes Dough After Starting Slow
By BILL SMITH
MIAMI, March 1—A popular Miami newspaper, the Miami News, has been sold for $10 million, the highest price ever paid for a newspaper in the city. The sale was negotiated by the Miami News Company, which was formed by the former proprietors of the paper.

IT'S REVOLUTION!
Liberty Price Cut Whirls Disk Trade

GLOBE S. S.

Globes has recently announced a significant price cut on its disk products, which will have a major impact on the disk industry. The price reduction, which is expected to bring the cost of disks down to levels that are comparable to those of other media, will likely lead to increased sales and a boost in profits for the company.

LIBRARY M.

Library has recently announced a new policy that will allow the public to access its rare and unique collections, which have been closed to the public for many years. The new policy, which is expected to be implemented in the coming months, will allow the public to view and study the collections, and will also provide educational programming and other activities to enhance public understanding of the materials.

C.S.jpg

C.S. has recently announced its commitment to supporting the arts, and has accordingly increased its funding for cultural institutions and events. The company has also announced plans to expand its operations in the coming years, with a focus on increasing its presence in the arts and entertainment industries.

THE BEST OF BOTH WORLDS

The best of both worlds, a new television show, has been announced by the network. The show, which will air on Sunday nights, will feature a mix of music, drama, and comedy, and is expected to be a popular addition to the network's lineup.

JUST A SIMPLER TIME

Just a simpler time, a new book by a well-known writer, has been released. The book, which explores the simpler times of the past, is a thoughtful and engaging read that is sure to appeal to readers of all ages.

INDEX
Billboard Backstage

By JOE ORO

"Don't lose another minute," the man urged. "There's no cost, only the time it takes after you phone, you open the door, and entrants' worth of entertainment in the comfort of your own bedroom." The light faded on Friday, November 14, 1952 as Arthur Godfrey, seen at the left, parted the crowd of the packed audience. "A great eye, and you'll see the great fight between Arturo and the Mamas and Papas in a musical showdown Wednesday night," the man jotted on his clipboard. Arthur Godfrey was outfiled in the crowd at the Alvin Theater for the movie "The Great White Way." The man had some kind of Continental phone and was using it to make calls. Arthur Godfrey was a member of the group "The Mamas and Papas," who had just finished a performance at the Alvin Theater. The man had some kind of Continental phone and was using it to make calls. Arthur Godfrey was a member of the group "The Mamas and Papas," who had just finished a performance at the Alvin Theater.
Billboard
The Essential Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

BANG AT BOB AND BING

Sponsor Wants Hope, Crosby at Less Money

NEW YORK, March 1.-Chesterfield Cigarettes this week was reported to have increased the rates of its top radio properties, Bing Crosby and Bob Hope, in order to keep them off their hot list. Although the details of the negotiations were not disclosed, it is believed that the increase will be in the neighborhood of 25 per cent. The rise was reported to be in line with the general trend in the industry, which is moving towards higher rates for top talent.

VAUDEVILLE

Palace's New Bill With Melchior, Nicely Balanced; Big Hand for Fall

By BILL SMITH

The Palace's second bill of the season was announced recently and was received with enthusiasm. The bill includes Melchior, one of the top vaudeville acts, and is said to be perfectly balanced. The show will open in the fall and is expected to be a great success.

Warning on TB Cure Issued by Variety Clubs

SAN FRANCISCO, March 1. (UPI)—The Variety Clubs International, at a recent meeting, issued a warning against the use of an alleged cure for tuberculosis. The cure, which is said to be a miraculous and scientific method, is being promoted by a number of unscrupulous operators. The Variety Clubs, however, point out that there is no scientific method for the cure of tuberculosis and that the operators are likely to be frauds.

Autry Tour of 1-Day Stands Drew 243,844

HOLLYWOOD, March 1. (Radio)—Another successful tour for Autry has been announced recently. The tour, which was made up of 1-day stands, drew a total of 243,844 persons. The shows were well received and the audience was enthusiastic.

Billboard Review

Record Reviews

Classical Reviews

Night Club Reviews

Television Reviews

Vaudville Reviews
TELEVISION-RADIO

THE BILLBOARD
Communications to 1564 Broadway, New York 19, N. Y.
MARCH 8, 1952

Shall UHF Hearing Merge With VHF?

FCC's Top Dilemma Casts New Gloom Over Target Date for TV Freeze-Lift

WASHINGTON, March 1.—The question whether UHF applications will be heard with VHF bids has emerged as a problem for the Federal Communications Commission, which is setting its target date for the freeze-lift. Torn by the UHF-VHF issue, the FCC is set to make its first procedural recommendations this week after receiving reports last month from the agency's staff on the feasibility of merging the two services. The agency has allowed many years of planning for the new service to the existing TV allocations plan began last year. The new service, if approved, will be inaugurated on a nationwide basis.

Please Ask for $5, FCC Tells

WASHINGTON, March 1.—An early Capitol Hill mission by agency officials may be the first indication that the Federal Communications Commission is prepared to move on the question of whether UHF applications will be heard in the same manner as VHF bids. The commission's staff has begun to look into the feasibility of merging the two services, and the FCC is likely to make its first procedural recommendations this week after receiving reports last month from the agency's staff on the feasibility of merging the two services. The agency has allowed many years of planning for the new service to the existing TV allocations plan began last year. The new service, if approved, will be inaugurated on a nationwide basis.

Bartley Needed on FCC, Walker Says

New Chairman Backs Truman's Choice, Sees Help on Resolving Vital Issues

WASHINGTON, March 1.—As the Federal Communications Commission's new chairman, Bartley, who succeeded the former chairman, Walker, is said to have the backing of President Truman. Chairman Edwin C. Johnson (D., Calif.), who took over last May, is believed to be the man behind the commission's decisions to resolve some of the critical issues that the agency has been facing. The new chairman is reported to have given the commission's staff the green light to move forward on the issues.

IT'S A 'FIRST'

Loew's, MGM Pix Buy Felton, on WOR-TV

NEW YORK, March 1.—Loew's Theaters and MGM Pictures this week signed agreements with the Independent Television Network to buy the Felton-Knot-Hole Gang over WOR-TV here, marking a new era of cooperation between the two companies and their respective media. The agreements have not yet been announced, but they are expected to be made public within the next few days.

NEWS CAPSULES COAST TO COAST

May Limit UHF's to 7; AM Spots; Shows and Sales

WASHINGTON, March 1.—Reorganization of the Federal Communications Commission is expected to demand a new allocation policy from various industry circles that the broadcast station ownership limitation can not be applied to the UHF band. Sources close to the FCC this week believe the body is likely to specify that the new allocation be in the range of 4 to 7 percent of the total assignments, or about 30,000 stations.

CBS-T's this week also lost a station in a deal that can not be negated by the FCC. The channel two powerhouse has been let go by the FCC in the area of the Columbia Broadcasting System Network. CBS-T's is now at 7.0.

ABSORBED?

Y. & R. "Overall" May Negate Radio-TV Loss

NEW YORK, March 1.—Young & Rubicam's "America Over-all" department suffered the loss of an estimated $500,000 in sales in the last two weeks. The major television stations, according to the Schles group, have been buying radio and television spots to promote their own products. They have been buying radio spots to promote their own products, and they have been buying television spots to promote their own products. They have been buying television spots to promote their own products. They have been buying television spots to promote their own products. They have been buying television spots to promote their own products. They have been buying television spots to promote their own products. They have been buying television spots to promote their own products. They have been buying television spots to promote their own products. They have been buying television spots to promote their own products.
500 File for TV Channels at FCC

WASHINGTON, March 1—The number of TV channels has reached the 500 mark, of which 200 are centered mainly in smaller cities and sparsely settled parts of South and Western States. The number is constantly growing, and a main concern of the FCC is to keep the number of channels in line with the public's demand for more TV networks.

Presently, there are 200 VHF channel bids in the U.S. with only one UHF bid filed in Iowa. The FCC has decided to give UHF bids a chance to separate from those on VHF. The present census of applications shows that 200 bids have been filed since the beginning of the year.

At the close of the five-month period, 200 VHF bids were outstanding in the South, 200 bids in the West, 200 bids in the Northeast, and 200 bids in the Midwest. In the Northeast, 200 bids were filed in the last five months, and the FCC has decided to give UHF bids a chance to separate from those on VHF.

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PLAYWRIGHTS GO TV

Video Lures Films' Top Writing Talent

HOLLYWOOD, March 1— Some of the nation's most prominent writers and producers are being lured into television. Screen Gem, Columbia Pictures' Teleprod production studio, which has already leased four screen playwritings for scripts, and is now involved in the film industry, is holding out the promise of a new career to the writer. Screen Gems has hired Ruth Willenski to write the script for the film version of "The Three Sisters," a play by Chekhov. The script is scheduled for completion in June, and Willenski will be working closely with the studio's top writers and directors on the project.

BIG PLANS FOR UNSIGNED TALENT

NEW YORK, March 1—Two video networks and a publisher this week launched a printing program with a rural slant in which they will work together. The American Broadcasting Company, as part of its "Story of the South," will feature a series of short stories about the lives of Southerners. The series will be produced by "Country Doctor," a weekly series that is featured on ABC's "Country Doctor," and will be distributed by any of the outlets.

NBN-TV HAT IN RING

Plans N. H. Primary, Convention Coverage

NEW YORK, March 1—Attempts to sign up for the National Broadcasting Company to arrange TV coverage of the upcoming New Hampshire presidential primaries will be made this week by the American Broadcasting Company. The company will be seeking to set up new television shows to cover the primaries, which are scheduled for March 11, according to local sources. The company will continue to be active in the primaries, with the help of its state affiliate, WBBM, which will be covering the primaries.

NET SLUGFEST

NBC Vs. ABC On 'Tandem' Versus 'Pyramid'

NEW YORK, March 1—The National Broadcasting Company, this week, pointedly challenged the American Broadcasting Company, saying that "Pyramid" was a better buy than ABC's "Tandem". Based on Nielsen statistics, NBC pointed out that "Tandem" was running 16,000 homes during October through December of 1951, while ABC's "Pyramid" reached 15,000 homes. NBC also claimed that a "special" program, "The Great Pyramid," was running 14,000 homes in NBC's time slot. NBC's program was running at a cost of $1,000 per thousand at a cost of $1,250 per thousand.

PUNCHY MATERIAL

KNX Sets Weekly Studio Boxing Show

HOLLYWOOD, March 1— Columbia Broadcasting System's KNX, the Los Angeles radio station, will throw a weekly boxing show in a weekly afternoon program beginning Thursday, March 3 (7-7:30 p.m.). The program will be broadcast over the Vince Street Don Lee Building with Dave Kapka, former New York Giants and Los Angeles Rams star, as the host and color commentator. The show will be broadcast on Tuesday nights from 8:30-9:30 p.m., and will be aired on KTLA, Channel 5, also.

Report Bayuk will Buy "Ellery Queen" on ABC

NEW YORK, March 1—Reports this week were received close to a buy of "Ellery Queen" on the American Broadcasting Company, which is expected to be announced shortly. The show, which has been in weekly syndication, has been in the newsmagazine format, with a weekly running time of 30 minutes.

New Clients for Weintraub

NEW YORK, March 1—The Weintraub Organization has signed two new accounts, The Chicago Daily News and Fortune magazine, for representation of radio and television programs.

NEWER client for Weintraub.

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OF HOT-WEATHER VIDEO

NBC Finds Little Drop In Summer TV Viewing

NEW YORK, March 1—The recent return of summer temperatures to TV being prepared by the National Broadcasting Company was due to the unexpected increase in summer temperatures, according to executives of the company.

The study was conducted over a period of two weeks in July, from July 6 to July 10, and it showed that temperatures were higher than expected. The average temperature in New York City during the period was 85 degrees, compared to the normal average of 70 degrees.

Another conclusion is that the American television industry is in a hurry to get ready for the new season. The study also showed that the average number of viewers for the new season was about 20 percent higher than in the previous season.

"GUILD TV"

US Steel May Put Show On Once Monthly

NEW YORK, March 1—United States Steel at its board meeting, awarded a six-month contract to the Guild of TV for the production of a new show, according to reports.

The contract, worth $250,000, runs from April 1, 1952, to September 30, 1952, and will be broadcast on a once-a-month basis. The show will be produced in association with NBC and the Guild of TV, and will feature new talent and established performers.

GLOOM CHASER

Chen WERN TV Maintains Sked; Eyes Sustainers

CHICAGO, March 1—The deep pocketed American Broadcasting Company, through its subsidiary, the Radio Corporation of America, has been busy assembling a new program, according to reports.

The program, which will be titled "Chen WERN TV," is scheduled to start on March 1, and will be broadcast on a regular basis. The program will feature new talent and established performers, and will be produced in association with NBC and the Guild of TV.

Force of Game TV Unlawful

DETOUR, March 1—Attempts to form open telecasting of races and games is illegal, according to a ruling this week by the United States Supreme Court. The ruling was rendered in the case of In Re: "Picked" vs. "Radio," in which the Supreme Court upheld the constitutionality of the Federal Communications Commission's ruling on the matter.

KWY'S SOUND SALES SENSE

LOUISVILLE, March 1—Bradley Mullen, sales manager for the Western Kentucky Television Network, has announced the appointment of James L. Smith as new sales manager for the network. Mr. Smith, who has been with the network for several years, is expected to bring new energy to the sales department.

DIAZ

Big Salute Fades

Marshall Field Cancels 'Face of Chicago' Show

CHICAGO, March 1—Marshall Field & Company's "Face of Chicago," the most ambitious local show ever attempted in Chicago, was forced to cancel its final broadcast after only 14 weeks.

The show, which was broadcast on a weekly basis, was forced to cancel due to low ratings and financial difficulties. The show was aimed at attracting a younger audience, but was unable to attract enough viewers to sustain a weekly broadcast.

TV GIVES HAND TO PUSH RADIO

CHICAGO, March 1—Use of TV to promote an audience of a magnitude that has never been attempted in this country before can now be accomplished, according to reports.

The use of TV to promote an audience has been a reality for many years, but the new technology has made it easier to generate a large audience. The new technology allows for the creation of a large audience, which can then be used to promote other products or services.

Nielsen Adds Ford Foundation Account

NEW YORK, March 1—The National Broadcasting Company has awarded a contract to the Nielsen Marketing Service, the company has announced.

The contract, worth $250,000, runs from April 1, 1952, to September 30, 1952, and will be used to provide measurement service for the company.

Marshall Field has been named as the advertising agency for the Ford Foundation.

Four CBS Sponsors To Cancel Programs

NEW YORK, March 1—The Columbia Broadcasting System's rating for its television shows is expected to drop, according to reports.

The network's television shows are expected to be canceled by several of its sponsors, including General Electric, General Motors, RCA, and the American Broadcasting Company. The sponsors are expected to drop their support for the network's shows, citing low ratings and financial difficulties.

Profitable TV Audience with WLS

Lancaster, PA—Only TV station in the entire Lancaster area, WLS has a large and healthy market area.

Represented by Jim McGeehan

Robert Meeker Associates

Chicago, San Francisco

PENNSYLVANIA

Philadelphia

Pittsburgh, PA

PRESL-B2524L

Copyright 1952 The Billboard
National Interests Plan TV
As FCC's Go-Ahead Nears

Commission's Ending of "Freeze" Will Spark Spurt in Networking

Continued from page 3

In the past, television's rapid growth has been concentrated in the large metropolitan areas, but now that the major networks and stations are reaching their saturation point in these areas, the focus is shifting to smaller markets. The FCC's decision to allow more stations in these areas will help to alleviate the shortage of programming and stimulate competition.

Radio TV Show Charts

Top 25 TV Shows NATIONALLY
(Feb.-March 1952)

...According to American Research Bureau

The ratings below are based on three months' survey of people 18 years old and older who watch TV and are representative of the U.S. population. They are used by the networks to determine the value of their programming and to rate the success of their shows.

1. GOFFETY'S TALENT SHOWS 52.0 51.0 23 43 34 20 1.8
2. NATIVE DANCERS 38.0 34.0 42 23 42 20 1.8
3. THE LUCY SHOW 37.0 36.0 35 20 20 1.6 1.6
4. FRED WAREHOUSE 37.0 36.0 35 20 20 1.6 1.6
5. O'NEILL'S COOK BOOK 35.5 34.5 36 20 20 1.6 1.6
6. MY FRIEND ALF 35.0 34.0 36 20 20 1.6 1.6
7. FRED WAREHOUSE 34.0 33.0 36 20 20 1.6 1.6
8. THE LUCY SHOW 34.0 33.0 36 20 20 1.6 1.6
9. OUR FRIENDS 34.0 33.0 36 20 20 1.6 1.6
10. MABEL 33.5 32.5 36 20 20 1.6 1.6

Comparative Ratings of Situation Comedies
...According to Videodex Reports

The ratings above are based on a three-month survey of people 18 years old and older who watch TV and are representative of the U.S. population. They are used by the networks to determine the success of their shows.

1. THE LUCY SHOW 54.0 53.0 42 23 42 20 1.8
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4. FRED WAREHOUSE 52.5 51.5 42 23 42 20 1.8
5. THE LUCY SHOW 52.0 51.0 42 23 42 20 1.8

500 File for TV

Newspoint.com

Top 10 TV Shows

FEBRUARY 1952

1. THE LUCY SHOW 54.0 53.0 42 23 42 20 1.8
2. MY FRIEND ALF 53.5 52.5 42 23 42 20 1.8
3. O'NEILL'S COOK BOOK 53.0 52.0 42 23 42 20 1.8
4. FRED WAREHOUSE 52.5 51.5 42 23 42 20 1.8
5. THE LUCY SHOW 52.0 51.0 42 23 42 20 1.8

Radio Beats All Other Media in Study by ARB

NEW YORK, March 1 — Seventy percent of all radio listeners in TV homes take in at least one radio program per week, according to a study by the American Radio Bureau.

Radio offers a powerful alternative to TV, says the study, as it reaches more people and can provide a wide range of content. However, TV remains the dominant medium, reaching 90% of all homes.

1. THE LUCY SHOW 54.0 53.0 42 23 42 20 1.8
2. MY FRIEND ALF 53.5 52.5 42 23 42 20 1.8
3. O'NEILL'S COOK BOOK 53.0 52.0 42 23 42 20 1.8
4. FRED WAREHOUSE 52.5 51.5 42 23 42 20 1.8
5. THE LUCY SHOW 52.0 51.0 42 23 42 20 1.8

SWG Strike

Continued from page 3

A SWG board will determine the extent of its cooperation with the SWG and whether it will continue to honor any memberships. The SWG board will also decide whether to continue its support of the SWG's educational and research activities.

BLESSED EVENT FOR FELIX CAT

The public's interest in the story of the legendary Felix Cat, a small, white cat with a distinctive roar, has led to several spin-off shows and programs. Felix Cat's new owner, a wealthy man, has agreed to pay $50,000 for the rights to the story.

The Felix Cat story has been adapted into a novel, a movie, and a hit Broadway musical. The character has also been featured in comic books and on television. The Felix Cat phenomenon has captured the hearts of fans around the world.

Easter show opens in New York City

The Easter show, "The Easter Parade," is opening in New York City. The show features a star-studded cast and a spectacular production. It is expected to run for several weeks and become a favorite holiday tradition.
Radio-TV Show Charts

Top 5 Radio Shows Each Day of the Week in CHICAGO

According to Pulse Reports

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COLUMBIA BROADCASTING SYSTEM’S WBBM was the strongest station in Chicago during November and December, 1951, the Pulse ratings showed. On Friday evening, however, the station did not get a high enough rating to place among the top stations in that bracket. Not shown in this chart is the fact that WBBM was the strongest station in the Sunday morning period.

7 P.M. to Midnight

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<tr>
<th>Time</th>
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Share of Total Audience Radio vs. TV CHICAGO

According to Pulse Reports

NEXT WEEK Videodex and Pulse Studies of CINCINNATI

Top 10 TV Shows Each Day

According to Videodex

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Top 5 Radio Shows Each Day

According to Pulse

Share of Total Audience RADIO vs. TV

Seabrook First Net Buy Is MBS’s ‘Bell’

NEW YORK, March 1 — Seabrook Farms, Inc., frozen fruits and vegetables processor and bottler, signed its first network agreement with the Mutual Broadcasting System beginning March 15 from 6:30 to 6:45 p.m. The pact marks Seabrook’s first foray into network radio. The program will feature motion picture actor Joseph Calleia in the title role of Sergeant Bell. Slotted of the show in the Sunday afternoon time slot gives additional strength to Mutual’s already high-rated Sunday block of mystery programs.

Top 10 TV Shows Each Day

According to Videodex Reports

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*Sets Management 1951 estimate for Chicago Metropolitan Area
Television Reviews

Hollywood Star Playhouse

**CAPSULE COMMENT**

**Robert Montgomery**

This is the story of Victor Watson (Montgomery), a man involved in a mission to rescue a group of European scientists taken prisoner by the communists. The mission is successful, but Watson is left with a broken heart when he learns that his fiancée (Mary Astor) has married another man.

**Robert Montgomery Plays**

TV: NBC-TV, Monday (23), 1:30-2:30 p.m. EST

Sponsored by the American Bankers' Association

This show is a part of the National Broadcasting Company's series of programs designed to acquaint the public with the work of the American Bankers' Association. The program features a dramatized story that highlights the importance of banking and the services it provides.

**Andy's Choice**

Andy McGrew (Montgomery) is a smooth-talking salesman who loves to make deals. However, his life takes a turn when he falls in love with a beautiful young woman and decides to start a new life for himself. But he soon realizes that his past catches up with him, and he must confront the consequences of his actions.

**The Man of the Century**

A scientist named Dr. White (Montgomery) develops a new substance that could revolutionize the world. However, when a rival scientist tries to steal his work, Dr. White must use all his ingenuity to protect his creation. The story is set in a world of science and technology, where progress and innovation are the driving forces.

**Time's Favor**

A man named Robert (Montgomery) is a successful businessman who has everything he could possibly want. But when he discovers that his daughter is pregnant, he must decide whether to support her or turn her away. The story explores the themes of family, responsibility, and personal choice.

**Johnson's Secret**

A private investigator named John (Montgomery) is hired to uncover the truth behind a series of mysterious deaths. As he delves deeper into the case, he discovers a web of lies and deceit that threatens to bring down those he loves. The story is a nail-biting thriller that keeps the audience on the edge of their seats.

**The Lawman's Daughter**

A lawman named Joe (Montgomery) is called upon to protect a woman who has been threatened by a powerful gang. As he investigates the case, he uncovers a conspiracy that goes all the way to the top of the law enforcement hierarchy. The story is a heart-pounding saga of law and order versus corruption.

**The Teacher's Pet**

A teacher named Miss Davis (Montgomery) is the most popular teacher in the school. However, when a student starts to behave badly, she must confront her own prejudices and learn to love her students for who they really are. The story is a touching tale of acceptance and understanding.

**The Merry Widow**

A small-town librarian named Ellen (Montgomery) is the unofficial mayor of her town. However, when a wealthy businessman arrives, she must decide whether to risk everything for love or stay true to her principles. The story is a heartwarming tale of love, loyalty, and sacrifice.

**The Cornerstone**

A group of friends starts a business together, but their dreams are threatened when one of them turns out to be a fraud. As they struggle to keep their venture afloat, they must learn to trust each other and work together to overcome their obstacles. The story is a gritty drama that explores the triumphs and challenges of entrepreneurship.

**The Final Countdown**

A young man named Mike (Montgomery) is a pilot in the armed forces. However, when his plane crashes in a�

**Easy Questions**

The questions are asked in a difficult, non-conventional format that requires the contestants to think outside the box. The contestants must answer a question by placing a number on an answer sheet, which is then revealed at the end of the program. The contestants must choose the correct answer before the time runs out.

The program is a test of quick thinking and decision-making skills. The contestants are required to work under pressure and make split-second decisions. The program is designed to challenge the contestants and to provide entertainment for the viewers.

**City Desk**

**CAPSULE COMMENT**

**Bill Ray**

This is the story of a young man named Jack (Ray) who is a reporter for a large city newspaper. He works alongside a veteran reporter named Andy (Ray), and they work together to uncover the truth behind the city's latest scandal. The story is a fast-paced thriller that keeps the audience on the edge of their seats.

**The Big Top**

**CAPSULE COMMENT**

**Joe Bailey**

This is the story of a young man named Joe (Bailey) who is a member of a circus troupe. He travels the country with his circus, entertaining people with his incredible feats of strength and agility. The story is a heartwarming tale of friendship and adventure, as Joe and his circus friends journey across the country, facing challenges and overcoming obstacles along the way.
The Author Meets the Critics

**CAPSULE COMMENT**

Test of the Town (TV), CBS
Sund., 5:20 p.m. EST
Sullivan presented Part I of the Camel Poster story, a great talent, nostalgia, all art forms. Sullivan has a way with words. He has a Hayes story, George White (See review this issue).

**It's a Problem**

**NXTV**

Monday - Friday (23:25)

Now on, the network, "Pro-Showbiz." (See review this issue.) This is a great talent, a humorous story, with art forms everywhere. Sullivan has a way with words. He has a Hayes story, George White (See review this issue).

**The Vote Chasers - 5**

All Sweetness, Light Twixt Taft and Yorty

By SAM CHASE

After a week of bickering and chaos, the new man is upon us. With Rex McGraw on the cover of the Washington Post, this week settled back to business as usual. The political parties pushed their candidates to the people. Both the Republicans and the Democrats made clear their intentions of winning.

Taft indicated that in order for the Republicans to win the election, they must have something new. Anything in his attempt to clean up the party. The new policies should be responsible, not only to the voters, but also to the country.

Taft also said he did not differ with the Democrats on the issues, but that they need a new leader. Chasing Kite-Shields would have been a great fit for both parties.

In Korea, in the event of a war, if China were to intervene, then Japan would also be involved. The two Southern Democrats to his Cabinet, and this would not get out of hand. The new man was a winner, and he was the one to find it.

He also said that the Republicans should get behind their leader, and this they did.

The show went on. The Author Meets the Critics, a great show, with a great host, George White, who brought his talents to the show. (See review this issue)

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The show went on. The Author Meets the Critics, a great show, with a great host, George White, who brought his talents to the show. (See review this issue)
Nielsen Launches New AM-TV Survey

All-Around Coverage Signed by NBC at
Reported 250G; ABC, Too, Mulls Service

NEW YORK, March 1—A new omnibus radio and TV coverage service will be placed on the air this week with the announcement that NBC has signed contracts for top names with CBS radio and TV stations as well as ABC radio and TV stations. The service, known as the Nielsen Coverage Service, will be used to determine audience behavior with the use of new TV sets and to help the network select the best positions for its network shows. The service is being provided by the Nielsen Co., the research unit of the American Broadcasting Company, and the first broadcast will be made at 7:00 p.m. tonight. The service will be available to NBC radio and TV stations throughout the United States.

PAULA

Cite Life's Drive

*Continued from page 9*

Educated the more magazine readership.

Life has assigned researcher Richard W. Halley of the CBS Research Bureau, WNBT to help station organize campaign. M. F. Saffir is co-ordinating the program for the station. The Nielsen Coverage Service, which is a series of 250G reports will be given to the station's regular listeners and will cover the major events of the day.

Westinghouse Asks UHS OK

PHILADELPHIA, March 1—Westinghouse, which operates KYW here, has applied for an FCC permit to operate a new commercial AM station at 980 kHz with an effective radiated power of 10,000 watts. The station will be located at 5000 S. 13th St. and will have an antenna height of 1000 feet. The station will be used for broadcast purposes and will transmit programming to the community.

Affil Group Keeps On Fighting Vs. AM Cuts

NEW YORK, March 1—The All-Industry Affiliates Committee has taken a major step in its effort to have the FCC consider the potential of AM stations as a means of providing broadcast services. The committee has submitted a statement to the FCC which contains a detailed analysis of the potential of AM stations and the effects of the cuts in AM station revenues. The statement is being used by the committee as a basis for further action by the FCC.

RCA Grosses $598,955,000; NBC Sales Up

NEW YORK, March 1—Radio Corporation of America grossed $598,955,000 last year, a 19% increase over the previous year. This is the highest gross for any radio company in history. NBC sales also increased by 19% to $500,000,000. The increase in sales was due to increased advertising by major companies. The company is planning to increase its advertising budget in the coming year.

May Limit UHF's to 7; AM Spots Tops

ABC News Capsule

*Continued from page 4*

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WGN's Point-of-Purchase

Plan to Kick Off

CLEVELAND—A new promotion campaign will be launched by the WGN network on March 1. The campaign will feature a series of point-of-purchase displays at key locations in the cities of Cleveland, Cincinnati, and Columbus. The displays will be designed to persuade consumers to buy products and services. The campaign is expected to be a major success and will be followed by similar campaigns in other cities.
Night Club-Vaude Reviews

Latin Casino, Philadelphia (Wednesday, February 26)


The current show makes up in ingenuity what it lacks in marquee value. Offering an array of sketchy and indelible peculiarities that are new here, it's by far one of the most highly entertaining and intelligent humor interludes we've seen in a long time.

The total top slot is Jay Marshall dead-pan character who builds to something of a climax. The latest subject is a bit of a surprise coming from Jay himself, a paradigm of the modern burlesque artist. Stunt after stunt, Jay makes the audience laugh, and in the end, the audience is pleased that they made the trip to see the show.

The group, under the direction of Marshall, presents a typical vaudeville fare as its book, handling various acts with precision. The show is the result of the most interesting and entertaining acts from the entire country.

Saddle and Sirlion, Judo Club, Chicago (Wednesday, February 26)

Capacity 150. Operation Arthur Levy. License and approval 1:30 a.m. Price policy 6:30 and 1:30 p.m. Booking policy non-exclusive. Booking bonus $2,700.

Arthur Levy is insuring show policy at this smart eatery with professionals in comedians and dancers. The famed sister of the Toast of the Town has been working behind a piano in Chicago, making a name for herself. When working with such stars as Jack Benny, she would have many admirers. The group, under the direction of Marshall, presents a typical vaudeville fare as its book, handling various acts with precision. The show is the result of the most interesting and entertaining acts from the entire country.

Copa City, Miami Beach (Thursday, February 27)

Capacity 70. Price policy $3.00 per show, shows at 9:00. Owners-managers Elmer Lange and Wally Cox dishing it out. Owners-mangers are known for their high-class entertainment. The group, under the direction of Marshall, presents a typical vaudeville fare as its book, handling various acts with precision. The show is the result of the most interesting and entertaining acts from the entire country.

Marine Dining Room, Edgewater Beach Hotel, Chicago (Friday, February 28)


With a background of mirth of great variety, the show is a blend of original material and pantomime, with the latter proving to be more effective. The group, under the direction of Marshall, presents a typical vaudeville fare as its book, handling various acts with precision. The show is the result of the most interesting and entertaining acts from the entire country.

Towne Club, Milwaukee (Wednesday, February 26)


Here's a bill loaded with potential talent, each act has its own style around the stage, but it comes before posing and playing to delight the audience. The bit of the show was the Billy Williams Quartet, one of the fine vocal groups around today. They gave a sparkling performance as the closing act. Led by tenor Billy Williams, the group scored with its novel and strong impressions of "Side, Side, Side and Side In". In addition to their singing ability, the group moved around for added sight values, much of which they picked up on their TV show.

Paramount, New York (Wednesday, February 26)


Natalie is an important factor in a show, but it's not substantial for the good side of an entire offering. The show started strong for the first 10 minutes or so, but slowly got better. Cast does well for what it's worth, but it continues to be a show that can't be ignored.

Older Billy Green, early in the show, attracted attention with some impressive material in a fine hour, along with ' moment. Candidate, who did not do well in the show, continued to do so. The overall show was a fine one, but it's a show that can't be ignored.
Miami: A Flashy Finish to a Slow Season's Kick-Off
No Blight Bursts Full $ Bloom, Only Trouble Is Getting Attractions

Darvin and Julia, who do torches, are well on their way.

The Copps' opera is good for the company, and the budget shows the company is well under $500. Tony is known as a great trouper, and the trouper is known as the best of the men. Miss Sophie Tucker, Jack Carter, and Tony Bennett. But the best is yet to come. The LQ, Murray Weinger, the opera's reputation rests on the fact that the band is not a hit. The main thing we've heard is that the music has been improved and that the company is well on the way to being a hit.

The show is a success, and we are all looking forward to the next one.

Johnnie Ray is 4th GAC Theater Unit
Swede's finish for 134 Employees

The big finish for the company was the show's last, the last of the 134 employees. The show was a success, and the company is now looking forward to the next one.

开关, Union in Pact

The move and the union in pact is now looking forward to the next one.

Night Club Vaude Reviews appear on preceding page.

More Night Club Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 46. Radio-Television Reviews on pages 10, 11 and 12.
MARCH 8, 1952

THE BILLBOARD

COMMUNICATIONS TO 1556 BROADWAY, NEW YORK 19, N. Y.

MUSIC

THE BIG ONES: SAY:

Columbia, Victor Reply to Liberty

NEW YORK, March 4—Columbia Records and RCA Victor, in reply to public statements regarding the new price levels set in industry-wide price structure study, have announced that they are making a strong defense of the present structure and will not accept the National Broadcasters statement. In a joint statement, the two companies announced that they are making a strong defense of the present structure and will not accept the National Broadcasters statement.

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Price cuts: Liberty Has All Excited, Some Say OK

NEW YORK, March 1—On all large records, Liberty Music Shop, a major subsidiary of Liberty Music Shop, has announced that it is making price cuts of 25 cents on all major records, reducing the price on all major records to 25 cents per 100 records. The announcement comes as a surprise to many industry observers, who had expected Liberty to maintain its current prices.

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Key Publishers May Seek Southern Case Reopening

"Good for One, for All" Philosophy Seen Danger by Status Quo Pubs

NEW YORK, March 1—The Southern Publishers Association has announced that it is seeking to have the classification committee of the National Association of the Recording Industry of America (NARIA) reopen the case of the Southern Publishers Association (SPS). The SPS, which represents the publishers of major labels in the South, has expressed concern about the results of the current classification process, and has asked that the committee consider reopening the case.

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Yellen Puts Finger on ASCAP Agitators

Harbach Sees $5 Mil Juke Toll for Society if Bryan Bill Becomes Law

NEW YORK, March 1—Semiannual meeting of the American Society of Composers, Authors, and Publishers, held here Wednesday, was attended by representatives of all major ASCAP member companies. The meeting was highlighted by questions raised by ASCAP President Ernest G. Yellen, whose remarks were directed against the recent activities of ASCAP members.

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House Group Speed Set for Bryan Bill

WASHINGTON, March 1—The House Judiciary Committee, which is hearing testimony on the Bryan Bill, has announced that it will complete its investigation by the end of this week. The bill, which seeks to reform the copyright laws, has been the subject of intense debate in recent months.

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MGM Bally On Stars P.A.

NEW YORK, March 1—MGM has announced that it will produce a new musical, "Pajama Game," starring Bette Davis and Richard Widmark. The musical is based on the successful Broadway show of the same name, and is directed by George Abbott.

The show is directed by George Abbott.

The show is directed by George Abbott.

The show is directed by George Abbott.
EVERYBODY'S IN THE ACT

Music Performance Trust Fund Has Many Pacts, Only Few Pay

*Continued from page 1*

their agents have signed Trust Fund agreements, but the artists' talent agents have not signed recorded demonstration records. Musicians' union officers have told the Trust Fund agreements for the recordings. The agreements are to be signed in the name of the Trust Fund, but the artists' talent agents have refused to sign them. The result is that the Trust Fund is not able to make any payments to the artists for their work on the recordings.

Laine-and-Page Package Is Set For 42 Dates

NEW YORK, March 1.—The Frank Laine and Page concert package (The Billboard, Jan. 14) has opened April 12 in Washington, D.C. and will open in St. Louis, Chicago, Cleveland and other major cities. The package will include a variety of musical numbers, including operetta and popular songs. The package will also feature a new film, "The Jazz Singer," which has been screened successfully in New York and Philadelphia.

RCS Experiments With Tune Guide

Tests Compare Indie Outlets' Strength With Nets in Pushing Songs to Top

CHICAGO, March 1.—Radio catalogue services, which have been experimenting with tune-guide services, have announced that they will be offering a new service to radio stations. The service, called "The Tune Guide," will allow radio stations to compare the strength of their own audiences with those of other stations. The service will also allow stations to compare the strength of their own audiences with those of other stations in different areas. The service will be available to radio stations throughout the United States.

Coast Aragon Signs "Walk to Your Pact"

HOLLYWOOD, March 1.—The Aragon record label has signed a contract with a new band called "Walk to Your Pact." The band, which has been popular in the San Francisco area, will be recording for the Aragon label. The band's first release will be a single, "The Ballad of Love," which will be released in March.

Coral to Wax "Songs" Best

NEW YORK, March 1.—Coral Records has signed a contract with the Coral label to produce a new series of "Songs" albums. The albums will feature popular songs from the 1930s and 1940s. The first album in the series will be "The Best of Coral," which will feature songs by such artists as Bing Crosby, Frank Sinatra, and Ella Fitzgerald. The series will be produced by Coral's John Sigismondi.

House Group Clears Celler Bill; Juke Issue May Be Next

WASHINGTON, March 1.—The House Judiciary Subcommittee on Patents, Trademarks and Copyrights has recommended the Ceil G. Celler bill for report to the House of Representatives. The bill would grant a copyright for musical works to their authors and producers. The bill has been supported by music publishers and composers, who have been concerned about the growing number of unauthorized recordings and performances of their works. The bill has also been opposed by some radio stations, who have argued that it would restrict their ability to broadcast music and that it would increase the cost of music programming. The bill was introduced by Representative Celler, a Democrat from New York, and has been supported by many other members of Congress. The bill has been referred to the House Judiciary Committee, which is expected to consider it in the near future. The House Committee on Ways and Means is also expected to consider the bill, and the House of Representatives is expected to vote on it in the next few weeks. The bill has been introduced by Representative Celler, a Democrat from New York, and has been supported by many other members of Congress. The bill has been referred to the House Judiciary Committee, which is expected to consider it in the near future. The House Committee on Ways and Means is also expected to consider the bill, and the House of Representatives is expected to vote on it in the next few weeks. The bill has been introduced by Representative Celler, a Democrat from New York, and has been supported by many other members of Congress. The bill has been referred to the House Judiciary Committee, which is expected to consider it in the near future. The House Committee on Ways and Means is also expected to consider the bill, and the House of Representatives is expected to vote on it in the next few weeks. The bill has been introduced by Representative Celler, a Democrat from New York, and has been supported by many other members of Congress. The bill has been referred to the House Judiciary Committee, which is expected to consider it in the near future. The House Committee on Ways and Means is also expected to consider the bill, and the House of Representatives is expected to vote on it in the next few weeks. The bill has been introduced by Representative Celler, a Democrat from New York, and has been supported by many other members of Congress. The bill has been referred to the House Judiciary Committee, which is expected to consider it in the near future. The House Committee on Ways and Means is also expected to consider the bill, and the House of Representatives is expected to vote on it in the next few weeks. The bill has been introduced by Representative Celler, a Democrat from New York, and has been supported by many other members of Congress. The bill has been referred to the House Judiciary Committee, which is expected to consider it in the near future. The House Committee on Ways and Means is also expected to consider the bill, and the House of Representatives is expected to vote on it in the next few weeks.
BEST BETS
...the coming hits as indicated by actual sales. Stock these fast-moving Decca Records now.

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

TO BUILD SALES

TO BUILD PROFITS

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

SINGLES

NEW RELEASES

ALBUMS

MARCH 8, 1952

THE BILLBOARD

MUSIC

17
Wisconsin Disk Retailers Rack Up Record Biz

MILWAUKEE, March 1—Racking up the highest grosses in retail disk store history in Wisconsin, most of Wisconsin's disk retailers are reporting a record-breaking month, setting new records for sales. Sales are at all-time highs, and sales are predicted to continue at this pace. The best sales are in the Milwaukee area, and many stores report sales of over $100,000 for the month.

Chinn Names 1952 NBOA Committees

PABO, March 1—In accordance with the executive board, the following committee members were announced:

- Fred Neal, President
- John Smith, Vice President
- Mary Brown, Secretary
- Bill Thompson, Treasurer
- Jim Johnson, Membership Director
- Bob Miller, Promotions Director

Chi Spots Set Big Name Orks

CHICAGO, March 1—For the first time in its history, this year's big seven-day record show will be held on the floor of the Chicago Auditorium. The show will be held on Saturday, April 13, and will feature many of the top artists of the day.

Decca Has 8 New Albums

NEW YORK, March 1—Decca Records, in its ongoing effort to provide high-quality recordings, has released eight new albums. These albums include works by such artists as Beethoven, Chopin, and Mozart.

Tune Guide Experiment

A new tune guide experiment, as reported by Radio and Television News, is being conducted by the New York Times. The experiment involves the use of a special device that allows listeners to select and control the music being played on the air.

More Requests For New Rule On TV Stations

WASHINGTON, March 1—Five broadcasters in Montana, Idaho, and Utah this week urged the Federal Communications Commission to adopt a new rule that would allow them to operate seven, instead of the current five, television stations. The broadcasters argued that the new rule would help them compete with the larger networks.

Allen Okayed For Niteries

HOLLYWOOD, March 1—Allen, Republic's new cowboy, has been approved for the lead role in the studio's next Western, "The High Price of Love." Allen, whose picture is being released in April, is expected to play a part in the studio's plans for a new Western series.

Big Ones Say: (Continued from page 1)

Trio on Weiss, Benjamin Disk

NEW YORK, March 1—The Benny Goodman-Benjamin Weiss team will make its debut in New York on Thursday, April 18. The team will play at the Paramount Theater, and the concert is expected to sell out quickly.

Call Bill Cleared

public hearing early this month (The Billboard, March 12). The bill's fate remains uncertain. A further study by Little has indicated that the subcommittee's interests may be in conflict with those of the full committee. Little has proposed a bill that would set the rate on the bill rather than let it be set by the market. It would be a great surprise if the bill is not passed in some form. Revision appears to be in order.

The songs backed: "5 May Hate," by the blonde Mac, and "Arkansas," by the crooner Ellis. The ditty was added to "5 May Hate," and was written for the show "5 May Hate," but failed to create any big hit.
MARCH 8, 1952
THE BILLBOARD

ORDER BLANK

FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

TOP SELLERS...POPULAR

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"WHEN YOU'RE SMILING"

"MUSIC MAKIN' MAMA from MEMPHIS"

RECORD NO. 1974

TOMORROW'S HITS—TODAY

"CUSTER SUNDAY ALIVE"

"I COULD WRITE A SONG"

NEW RELEASES

"I WAS A NIGHTHAWK"

MAIL TO YOUR NEAREST CAPITAL DISTRIBUTOR

NAME:

ADDRESS:

CITY:

STATE:

LIST ORDER NO.:

DATE:

MIXTURES

"WHEN YOU'RE SMILING"

"MUSIC MAKIN' MAMA from MEMPHIS"

RECORD NO. 1974

TOP COUNTRY AND WESTERN

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Key Pubbers May Seek Southern Case Reopening

Continued From page 13

Key Pubbers May Seek Southern Case Reopening

Continued From page 15

Liberty Has 'Em All in Dither

Continued From page 15

A reprint of the article from The Billboard, the trade publication for the music industry.

The billboard for the Liberty management and their decision.

The Liberty has 'em all in dither.

A major department store buyout.

The front page. Many dealers will drop out of the business.

Less manufacturers and distributors

Step-Talk-Listen

NAT COLE'S
UNFORGETTABLE
Chapter 1808
BOURNE, INC.

Edward Kassner, Inc.

**HAMBONE** (Rush) — Billboard awards "Pick" honors to each of the three discs, "CITY" by J. C. Stafflard-Frankie Lean's (Coral), gives a "top performance" and "should prompt any label's man to think of the original Red Saunders' version. (Oxash) which was most the drive and at 110 rpm at the wax time.

No less a standout is the Phil Harris-Billboard of the music hits which also rates a "Pick." Deejays will have a field day with these records.

A GUY IS A GUY (Ludlow) — Advance reports indicate this time is breaking. In a landslide, Dean Day (Coral) and Elia Fitzgerald (Dec.) received with special enthusiasm by deejays should give the record a big push.

REST MY BONES (Spector) — Larry Keith (Coral), always a capable performer, has another big monster. "Pick" effort. Billboard calls it a "solid interpretation," should draw a lot of attention.

I'LL ALWAYS BE FOLLOWING YOU (Mercury) — Class ratings general preference. Variety lists general preference. In advocating the new format (Coral) version as a "top flight" choice, Deejay. "All the music is there," says the Sonny Burke (Pace) fan who is exasperated for a "top-flight job.

SINCERE (Spector) — Variety gives a boost to "simply labels and obscure vocalists" in recommending the Johnny Dee Trio (Jubilee) disk as a "highly listened to record with a solid chance of turning in Choir through.

DYNAMIC" (Rock City Boogie (Central) — Tennessee Ernie and the Dinner Sisters (Coral) rating as "a dynamic driving number." Tune and disk rate a "Pick" in this music country dept.

BABALU (Pace) — Richard Haynes and the Javier Cugat orch. (Mer.) bring out the best in this one. The "Pick" rating of the Babalu, with its ease and fluidity makes it a strong candidate for top honors in this category.

BROADCAST MUSIC, INC.

DYNAMIC" (Rock City Boogie (Central) — Tennessee Ernie and the Dinner Sisters (Coral) is exasperated for a "top-flight job."

BROADCAST MUSIC, INC.
MARCH 8, 1952

THE IILLSOARD

MUSIC

21

"JUST BELIEVE IN ME"

sung by

JANE GRANT

Johnny Maddox Boogie

and "NEAR YOU"

Played by JOHNNY MADDOX and the RHYTHMMASTERS

DOT RECORD 15008 (78) — 45-15008 (45)

DOT DISTRIBUTORS

410 South St., Richmond, Va.

DOT RECORD

13000 (78), 45-13000 (45)

GALLATIN, TENNESSEE

PHONE: 880-881

Materiale protetto da copyright
Continues to Steal His Way Into The Public's Heart With

'STOLED LOVE'

COUPLED WITH
An Up and Coming Hit That Will Make This Record A Double-Barreled Smash!

WISHIN'

MERCURY 5784+5784X45
GORDON Mac RAE

Singing

"Call her your Sweetheart" and...

"NINE HUNDRED MILES"

with Orch. Conducted by VAN ALEXANDER

CAPITOL 1990 F1990
THE BILLBOARD

Music Popularity Charts

**Records Most Played by Disk Jockeys**

- Based on reports received February 27, 28 and 29

- VOX JOX (By JUNE BUNDY)

Cimminx

Hal Berg, WILK, Wilkes- Barre, Pa., has cut- test for "warrant kissampling" with "The End, Cool Kiss," Parker at judge. WSPR, Springfield, Mass., has数字名が不明なこと件。These are the only two stations out of 35 that have been given a "cool kiss" test by the National Association of Broadcasters.


- Best Selling Sheet Music

- By JUNE BUNDY

Lime, JUKE V

- Songs With Greatest Radio Audiences (AC)

From the latest Nielsen data on how new music is being played on the nation's Top 10 in Television

- Top 10 in Television

English

- England's Top Twenty

English

*Note: The text contains various music-related content, including charts and rankings of records played by disk jockeys, best-selling sheet music, and popular radio audiences. The text is a snapshot of the Billboard magazine as of March 8, 1952, providing insights into the music industry trends and popular culture of the era.*
The BIG Ones are on COLUMBIA!

bowing in strong with his first Columbia smash!

SMILEY MAXEDON

CRAZY TO CARE

and IN THE WINDOW OF MY HEART

Both with his Okaw Valley Boys

78 rpm 20910 — 45 rpm 4.20910

COLUMBIA RECORDS

for music that sends them ... to you!
THE BILLBOARD Music Popularity Charts

**Best Selling Pop Singles**

Based on reports received February 27, 28 and 29

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**Trade Talk**

A note from Patrick Radio Service.

"Sellers should not blame the record companies of breaking last-minute deliveries on 45 plug. We work constantly on a plan to improve this situation and we are enclosing the following report as a means of identifying. We thank you for your co-operation."

**DEALER DOINGS**

**Best Selling Children's Records**

Based on reports received February 27, 28 and 29

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**Best Selling Pop Albums**

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**Classical Reviews**

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This week's
New Releases
...on RCA Victor
Release 12413
Ship Coast to Coast, Week of March 9

POPULAR

EDDIE FISHER with Hugo Winterhalter's Orchestra
FREDY MARTIN and his Orchestra
FRANKIE CARLE and his Orchestra
PAUL HARRIS and the Bell Sisters
LUCI ARRIAS and his Orchestra
LAWRENCE DUHON and his Red Room Orchestra

COUNTRY - WESTERN

ROY ARNOLD: The Tennessee Plowboy
JASPER LEE WYLIE and his Boys
SONS OF THE PIONEER

RHYTHM-BLUES

MICK WILLIAMS
BILLY CLYDE DIXON

COLLECTORS

GLEN MILLER and his Orchestra

CHILDREN'S

ORIGINAL CAST
PAUL WING, ROY HUSTON AND THE THREE BENS

MARCH 8, 1952 THE BILLBOARD MUSIC 27

FROM TIME TO TIME WE TELL YOU
ABOUT THE "PLUS" THAT EN R C A VICTOR RECORDS. DURING THE MONTH OF MARCH, THERE WILL BE THE "PLUS" PROMOTION FORM OF ADVERTISING TO BE ANNOUNCED IN THE LEADING NEWSPAPERS.AROUND THE COUNTRY ON THE FOLLOWING MERCHANTS AND AT THE FOLLOWING DATES.

THROUGHOUT THE COUNTRY ON THE FOLLOWING MERCHANTS AND AT THE FOLLOWING DATES.

THEM - TEN TENCARS.

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THE BILLBOARD

Music Popularity Charts

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

Best Selling Pops
by Territories

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

NEW YORK
1. "Just a Dream," Decca
2. "Wheel of Fortune," Stax-Capitol
3. "Sweet Dreams," Motown
5. "I'll Be Your Baby Tonight," ABC-Paramount
6. "Slow Poke"-R. Lee-E. Vogue
8. "Any Time"-J. & J. ABC-Paramount

CHICAGO
1. "Blue Tango," Joe Jackson-Decca
2. "Wheel of Fortune," Stax-Capitol
4. "Blue Tango," Joe Jackson-Decca

LOS ANGELES
2. "Wheel of Fortune," Stax-Capitol
4. "Blue Tango," Joe Jackson-Decca
7. "Any Time," ABC-Paramount
8. "My Life's Companion," C. Decca

ST. LOUIS
1. "Wheel of Fortune," Stax-Capitol
4. "Blue Tango," Joe Jackson-Decca
5. "My Life's Companion," C. Decca
7. "Any Time," ABC-Paramount
8. "My Life's Companion," C. Decca

WASHINGTON
2. "Wheel of Fortune," Stax-Capitol
4. "Blue Tango," Joe Jackson-Decca
5. "My Life's Companion," C. Decca
7. "Any Time," ABC-Paramount
8. "My Life's Companion," C. Decca

DENVER
2. "Tell Me Why," ABC-Paramount
4. "Blue Tango," Joe Jackson-Decca
5. "Fifteen Pieces," E. M. Music-Capitol
7. "My Life's Companion," C. Decca

ATLANTA
5. "My Life's Companion," C. Decca

NEW ORLEANS
2. "Wheel of Fortune," Stax-Capitol
4. "My Life's Companion," C. Decca
5. "Fifteen Pieces," E. M. Music-Capitol

MUSIC

A Great New Record!

DECCA
28021 (70 RPM)
9-28021 (45 RPM)
The Immortal
Glenn Miller
playing
"PERFIDIA"
and
"AT LAST"

RCA 42-0157 (78 rpm)
27-0157 (45 rpm)
a great new
Dad 'n' Daughter ditty!

THE BILLBOARD
Popularity Charts

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

*Most Played
Juke Box Records

Based on reports received February 17, 18 and

15 1 1. ERY .......... T. Ray
12 2 2. TELL ME WHY ............ Four Boys & Al D'Ors
14 4 3. ANY TIME ............ E. Heine & Weingberh
14 3 4. LITTLE WHITE CLOUD THAT Cried .......... L. Ray
9 5 5. WHEE OF FORTUNE .......... E. Psy
18 5 6. SLOW POKE ............ Poe Wee King
7 6 7. PLEASE MR. MUSI .......... J. Ray
8 7 8. RAG DOLL ............ J. Philbin Band
9 11 9. BERMUDA ............ B. Singer
5 10 10. BE MY LIFE'S COMPANION ......... M. Pereira

Hah! HTHER Duh, ARN A, E. Collie, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C. Davis, C.Davis
THE BILLBOARD Music Popularity Charts

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

Based on reports received February 27, 28 and 29

<table>
<thead>
<tr>
<th>No.</th>
<th>Song</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;MIDDLE OF THE NIGHT&quot;</td>
<td>The Clovers</td>
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<tr>
<td>2</td>
<td>&quot;ONE MINT JULEP&quot;</td>
<td>Ruth Brown</td>
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<tr>
<td>3</td>
<td>&quot;SWEET SIXTEEN&quot;</td>
<td>Joe Turner</td>
</tr>
<tr>
<td>4</td>
<td>&quot;I'LL NEVER STOP LOVING YOU&quot;</td>
<td>Atlantic 960</td>
</tr>
<tr>
<td>5</td>
<td>&quot;MOON DREAM&quot;</td>
<td>Atlantic 961</td>
</tr>
</tbody>
</table>

**Rhythm & Blues Record Releases**

Apple Special—Measuring Fifty Charities (February 29)

Be anything that you are! A New Show (March 10-12) Atlantic 964

Bruce Adams—The Blues & His Mighty Mighty Set (March 13)

Clyde McPhatter—"I Feel A Change" (March 13)

Ike Turner—"I'm A Man" (March 13)

Oscar Peterson—"The Jazz Century!" (March 13)

This weekend’s best bet: A New Show (March 10-12) Atlantic 964

**Best Selling Retail Rhythm & Blues Records**

Based on reports received February 27, 28 and 29

<table>
<thead>
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<td>&quot;MOON DREAM&quot;</td>
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</table>

**RHYTHM AND BLUES NOTES**

By Ben Bernatz

The Great Night Affair sponsored by the NAACI will be held at Madison Square Garden, New York, on Thursday, March 8, will feature a number of disk jockeys at the benefit performance. Ella Fitzgerald, Jamaica Hall, Earl Gaines, Teddy Wilson are set for the

**ATLANTIC HOTTER THAN EVER**

**The Clovers**

**MIDDLE OF THE NIGHT**

**ONE MINT JULEP**

**Ruth Brown**

**SWEET SIXTEEN**

**"I'LL NEVER STOP LOVING YOU"**

**Moore DREAM" - "ECHO BLUES**

**ATLANTIC DREAM RECORD CORP.**

234 WEST 56th St.
NEW YORK 19, N.Y.

**PERMO, Inc.**

615 RAVENSWOOD AVENUE
CHICAGO 36, ILL.
THE BILLBOARD Music Popularity Charts

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

- Record Reviews -

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

ARTIST

LABEL AND NO.

TUNES

COMMENT

POOPULAR

FRANKIE LAINE & JO STAFFORD (Paul Weston Orch)

90-92-86-90

Hambone

MODERNAIRES—Fame (opening notes to the song are lost)

Let's Have a Party

81-82-80-80

The song drop in volume from its original level by Jo Stafford

FRANKIE LAINE

Cindy Daniel's Ring

COL./MODERNAIRES—Ring from a hectic melody on a tune, matching the song, and the chorus leaders by Jo Stafford

That's the Chance You Take

73-78-75-75

Another good performance by Garfunkel in his "new" role. The tune is a slow rocking up to a peak

PERRY COMO (Fantasia Symphonica-Mitchell Ayers Orch)

Savoir Faire

WALTER PETERSON—Savoir Faire from a mysterious melody, which is lost at a point

Who, Who, Who

83-84-82-83

The song is a bit weak from the last quarter of the song

JO STAFFORD (Paul Weston Orch)

Ap-Round the Corner

66-87-87-87

A fast-paced, fast-moving, fast-paced, fast-moving, fast-paced, fast-moving, fast-moving

Heater Press Her Curious Down

71-82-90-90

One of the best records of the album

THE MODERNAIRES

Ole Dakota

COPAL—Ole Dakota from a mysterious melody, which is lost at a point

I'm Always Be Following You

75-79-79-79

The music is a bit weak from the last quarter of the song

TONY MARTIN (Hend Reh Orch)

Jump Through The Ring

VICTOR 30's-40's, Jump from a mysterious melody, which is lost at a point

The Key

80-80-80-80

The song is a bit weak from the last quarter of the song

CUT LOMBARDO ORK

Eat the Sunday Morning Pie

83-85-82-82

The song is a bit weak from the last quarter of the song

Mr. Golden

83-85-82-82

The song is a bit weak from the last quarter of the song

CUT LOMBARDO ORK

At Last, At Last

83-85-80-82

The song is a bit weak from the last quarter of the song

Produced by the Landmarks on the label of the song

Comin' in the March 15 issue...

Records Available on 10 Top Tunes, 1951-1951

one of more than a dozen remarkable features and list in

THE BILLBOARD'S 1952 JUKE BOX SPECIAL

MATERIAL PROVIDED BY COPYRIGHT
ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

SPIKE JONES & HIS COUNTRY COUSINS
I've Turned Cast-Iron You're the one thing, not cast iron. Cast iron rusts and gets hot, not in your case. Cast iron doesn't slide around unless you get it hot and if you get it hot, you get a chance to pass the Jones name for that kind of hitting. 78-79-76-80

DANNY DAVIS
CRAZY HEART Now & Now M.G.M. 11102-K.11102
Singing DEEP WATER and "WONT YOU PLEASE BRING BACK THE SUNSHINE"

M.C. RAYMOND

(CONTINUED ON PAGE 39)

                           M.G.M. RECORDS THE GREATEST NAME IN ENTERTAINMENT
                           SANTA MONICA, CALIFORNIA
a new nightin GAYLE!

HITS WITH

"ALL NIGHT LONG"

BUDDY BAKER ORCH.

THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows see The Billboard For Reviews and Ratings of Radio Shows Section.

• Record Reviews

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

• Continued from page 28

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<th>TUNES</th>
<th>COMMENT</th>
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<tbody>
<tr>
<td>BUDDY MORROW TRIO</td>
<td>&quot;The Enchantress&quot;</td>
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<td></td>
<td>&quot;West of the River&quot;</td>
<td>Good</td>
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<td></td>
<td>&quot;I Love You&quot;</td>
<td>Good</td>
</tr>
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<td></td>
<td>&quot;All Night Long&quot;</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>&quot;The Rhythm of Life&quot;</td>
<td>Good</td>
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<tr>
<td></td>
<td>&quot;The Moonlight Serenade&quot;</td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>&quot;The Nightingale&quot;</td>
<td>Good</td>
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<tr>
<td></td>
<td>&quot;The Stars and the Moon&quot;</td>
<td>Good</td>
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<td>&quot;The Man who Never Sleeps&quot;</td>
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<td></td>
<td>&quot;Take Me&quot;</td>
<td>Good</td>
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Fifth Annual Juke Box Operator Poll

one of more than a dozen valuable features and歧视s THE BILLBOARD’S 1952 JUKE BOX SPECIAL
It's The Billboard's GIANT JUKE BOX SPECIAL

- With Giant Directory of Record Labels and Their Distributors

State by State

**Biggest Music-Record News of the Year**

This sensational, record-breaking Juke Box Special issue of The Billboard is the result of months of intensive preparation. The Juke Box Special has been carefully compiled to give you the very features, articles, ideas of most value to music-record people in the critical times ahead.

Anyone interested in any phase of the music-record business—Juke Operators, Disk Jockeys, Retailers and Distributors of records and sheet music alike—will find it of tremendous value for months to come in his own music record work.

**VALUABLE ROUND-TABLE FORUM ON TODAY'S JUKE PROBLEMS!**

This Giant JUKE BOX SPECIAL brings together in an unique Round-Table Conference some of the top Juke operators, association executives, distributors and manufacturers in the business. Here they throw out the most pressing problems facing the music-record industry today! In addition, you get these timely, informative features...

- WHAT ABOUT THE DIME PLAY? Where it's used—Records—Effects on prices—Opus stand on dime play.
- TOWN SPEED—How to handle two-speed plays
- THOSE INCREDIBLE SENSATIONAL RECORDER FEATURES
- HOW MANY NEW MUSIC INSTRUMENTS IN 52?—Distributed, starting tomorrow—Cabinet colors, cabinet—end of date on government regulations.
- WILL ASCAP WIN THE BATTLE OF JUKE ROYALITIRES?—How
- READY MADE THEFTS.
- TALENT AND MUSICAL INSTRUMENTS—country and western, rhythm and blues, pop and folk artists and titles that have made big moves for juke ages in recent years.
- PLUS—Outlines of hundreds of products, lists, prices, personnel and needed by exception...
- DIRECTIONS OF RECORD LABELS...-Five directions...List includes those that have made big moves for juke ages in recent years.
- PLUS THESE EXTRA-SPECIAL FEATURES
- CHECKLIST OF 6000 SONGS
- COMPLETE RECORDS NOW AVAILABLE
- OPERATORS' MAIL

**OUT NEXT WEEK!**

**Scores of Money-Making Articles and Features**

The Billboard

3140 Patterson Avenue

Cincinnati 22, Ohio

532

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Two reasons why you should subscribe now:

1. You'll receive the latest information on trends and developments in the music-record business.
2. You'll be able to access valuable resources and features that are exclusive to Billboard subscribers.

Please enter your subscription at once for the period checked below and start me at once with the valuable JUKE BOX SPECIAL.

- $26.00 for 6 months
- $52.00 for 12 months
- $78.00 for 18 months

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CLASSICAL ALBUMS

Classical albums featuring various artists and compositions including:
- "La Vie En Rose" performed by Frank Sinatra
- "Moonlight Sonata" by Beethoven
- "Carnival of Venice" by Respighi
- "The Four Seasons" by Vivaldi

INTERNATIONAL

International music collections from countries around the world:
- "Brazilian Jazz" featuring bossa nova classics
- "Australian Folk Songs" capturing traditional music
- "Indian Classical Music" showcasing sitar and tabla
- "Mexican Mariachi Music" with charros and corridos

FOLK

Folk music from various regions:
- "Americana" featuring bluegrass and folk rock
- "Irish Folksongs" including "The Parting Glass"
- "Scottish Ceilidhs" with traditional dances
- "American Country Music" with country西部俚语

RHUMBER & BLUES

Rhythm & blues albums with artists like:
- "Ray Charles" on "Modern Sounds in Country and Western Music"
- "B.B. King" on "The Thrill is Gone"
- "Howlin' Wolf" on "Howlin' at the Moon"
- "John Lee Hooker" on "The Best of John Lee Hooker"

THE CORONADO JUMP HOTEL

Currently appearing at the Coronado Jump Hotel in New Orleans.

Coral records
America's fastest growing record company

MARCH 8, 1952 · THE BILLBOARD · MUSIC
**The Billboard Picks**

The Billboard music chart is a weekly ranking of the most popular recorded music in the United States, based on data from various sources including radio stations, record stores, and jukeboxes. The chart is published by Billboard magazine and has been a key source for the music industry since its inception in the 1940s.

**The Billboard Popularity Charts**

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

**The Best Run for Your Money... BOTH SIDES WINNERS**

- **Billy Eckstine**
  - "A Room With a View" (v/v)
  - "Carnival"
  - MGM 11127 78 rpm - 911176 45 rpm

- **Fran Warren**
  - "I Hear a Bipliody"
  - "Mother, Mother"
  - MGM 11190 78 rpm - 911190 45 rpm

- **Georges Guetary**
  - "I'll Build a Stairway to Paradise"
  - MGM 11110 78 rpm - 911110 45 rpm

- **Bill Farrell**
  - "Heaven Knows Why"
  - "Sweetie"
  - MGM 11126 78 rpm - 911126 45 rpm

- **Frank Petty Trio**
  - "Black and White Man"
  - "Sailor's Sweetheart"
  - MGM 11114 78 rpm - 911114 45 rpm

- **Tommy Edwards**
  - "Forgive Me"
  - "The Bridge"
  - MGM 11113 78 rpm - 911113 45 rpm

- **Cindy Lord**
  - "Your fantastic love" (v/v)
  - "My Tears"
  - MGM 11117 78 rpm - 911117 45 rpm

- **Art Mooney**
  - "You're Not Worth My Tears"
  - "The Blacksmith Blues"
  - MGM 11119 78 rpm - 911119 45 rpm

- **Lionel Hampton**
  - "Oh, Rost"
  - "Love You Like Mad"
  - MGM 11118 78 rpm - 911118 45 rpm

- **Johnny Green & His Orch.**
  - "Invitation"
  - "Lytia"
  - MGM 10026 78 rpm - 90026 45 rpm

- **David Rose**
  - "Why Do You Pass Me By?"
  - "Paris Our Our"
  - MGM 10027 78 rpm - 90027 45 rpm

- **Danny Davis**
  - "Deep Water"
  - "Please Bring Back the Sunshine"
  - MGM 11172 78 rpm - 911172 45 rpm

**M-G-M Records**

M-G-M Records is an American record label owned by Warner Music Group. The label was founded in 1924 and has recorded and managed artists in various genres, including pop, rock, blues, jazz, and country. The label is known for its long list of hits and its historical significance in the music industry.

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

**The Billboard Subscription**

Subscribe now to get the latest issue of The Billboard magazine, which includes the weekly music chart, industry news, and analysis. The magazine is available for $10, including 8 special issues.
MARCH 8, 1952
THE BILLBOARD
MUSIC 41

A HIT!

"AT LAST"

RAY ANTHONY

CAPITOL 1912
Vocal by
Tommy Mercer
and the
Anthony Choir

TO NEW
HEIGHTS...

AMERICA'S
NO. 1 BAND...

'HOUSEPARTY HOP' ALBUM

already a
Best Selling
Instrumental Album

I GET A KICK OUT OF YOU...
BEGIN THE BEGIN... DINAH...
SENTIMENTAL JOURNEY...
MY BLUE HEAVEN... HOUSE
PARTY HOP... PERDIDO (on
33 only)... WAGON WHEELS
(on 33 only)...

78 DCH 292
45 KCF 292
33 L 292

Material protetto da copyright
Music as Written

On the Stand

Billy May

(Reviewed at Rainbow Gardens, Panama, Calif. February 26)

By: JOEL GOLDMAN

The result of a new partnership in RCA Victor Records, Mr. May has made an album that is a true departure from his previous work. This is not to say that his previous albums were not good, but the new one is a much more sophisticated and ambitious project. The arrangements are more complex and the instrumentation is more varied, with the addition of several new instruments to the traditional jazz ensemble.

Bright note on a band front that has produced little in the way of new material in the past decade is Billy May, the entertainment. His band, which has been known for its innovation and adventurousness, now takes a different turn. The new album, "A New Look," is a departure from his usual style, with a more commercial sound that is more in line with the current trends in the music industry.

Mr. May has been a force in the music world for many years, and his band has always been known for its ability to attract an audience. In this new album, he has taken a risk and has produced something that is different and exciting. The result is a new look for his band, one that is more in line with the current trends in the music industry.

Just about 40 arrangements with May adding 18 new numbers per week. As to May's most recent recording, it seems that standards and specials are plentiful with bookers, and arrangements as well. Some of the arrangements are particularly fine, and several of the specials are also quite good. For example, "Mr. May's" own composition, "The Stars" has been arranged by June Christy, and "The Stars" has been arranged by June Christy, and "The Stars" has been arranged by June Christy.

Mr. May has scored a hit with his new album, "A New Look," and it is sure to be a success. It is a new look for his band, and it is sure to attract a new audience. Mr. May has taken a risk, but it has paid off, and the result is a new and exciting album that is sure to be a hit.
FOLK TALENT AND TUNES

Continued from page 32

in Florida on doctor's orders.

Laurence W. Greenfield of Hollywood, Fla., is working

The Johnson-Hays team has

\( \text{New Diskeries}

Bloom on Coast

HOLLYWOOD, March 1 — A

umber of new disk labels have

made their appearance in the

industry. Among these are

Wildwood Records, with H. G.

Gillis in charge, and Doug

Ford, of Doug's Diskery, who

has released his first 45, "A

Side by Side," which features

the voice of Bessie Smothers.

Also new are the Millard

Records, with H. G. Gillis

in charge, and the Wilson

Records, with H. G. Gillis

in charge.

The new labels are

expected to do well in the

market, as they are

supported by good

publicity and

advertising.

\( \text{Gallon's}

Records

Connecticut

deal

with

pony

Mills

on

week

Graves.

\( \text{RCA Promotes}

School Library

NEW YORK, March 1 — RCA

Victor Records is currently

publishing a large-scale promotion

of its "record library" for

elementary

school

use,

which includes

a special package deal of the

library. The deal includes

a new 45rpm phonograph,

plus a selection of

records.

The library is

supported by

good

publicity and

advertising.

\( \text{Mills to Broadcast}

"Anderson" Show

NEW YORK, March 1 — Paul

Mills, who is producing the

"Anderson" show on ABC

radio, has announced that

the show will

feature

a

number of network promotions

on the show.

The promotions include

a special section for

Mills component, "Don

Anderson," which will feature

music

by

Don

Anderson.

The show

will

air on Monday nights

on

the

ABC

network.

\( \text{GMG Signs Pact for}

TV's Judy Johnson

NEW YORK, March 1 — GMG

Records, which has signed

TV's Judy Johnson to a

contract, will release a new

single next month.

The single

will

feature

a

number of network promotions

on the show.

The promotions include

a special section for

GMG component, "Judy

Johnson," which will feature

music

by

Judy

Johnson.

The show

will

air on Monday nights

on

the

GMG network.
LEGITIMATE

THE BILLBOARD

COMMUNICATIONS TO 1544 BROADWAY, NEW YORK, N. Y.

MARCH 8, 1952

Shop Talk

Kingly Wins Tell
By A. Bartlett

The three arbiters of the disputing play between Roger Kingsley over the latter's decision to buy the Broadway rights to the novel, "Kingsley's Bull," in which Mr. Kingsley has the right to purchase the rights to the play, have agreed that the three arbiters will be independent of each other. Mr. Kingsley, who has been given the right to purchase the rights to the novel, has been given the right to stand in his capacity as agent for the novel to purchase the rights to the play, the three arbiters, who are also independent of each other, will also be independent of each other.

R. S. Pullis Comments

By P. Curtin

The R. S. Pullis Co. is selling its interest in the production of "Kingsley's Bull," in which Mr. Kingsley has been given the right to purchase the rights to the novel, to the R. S. Pullis Co. of New York City, for $10,000. The Pullis Co. has been given the right to purchase the rights to the novel, and will also be given the right to stand in his capacity as agent for the novel to purchase the rights to the play. The Pullis Co. has also been given the right to purchase the rights to the novel, and to stand in his capacity as agent for the novel to purchase the rights to the play.

BROADWAY SHOWLOG

Performances March 1, 1952

New York, N. Y.

Not fall. 63.

Out of Town Review

FLIGHT INTO EGYPT

Shubert Theater, New Haven, Conn.

A new play by Charles T. D. Caton.

Directed by Charles T. D. Caton.

Cast includes Margaret A. McCall, Charles T. D. Caton, and Robert W. McCall.

This play is a new work, and has not yet been produced. It is about a family from New York City who go on a trip to Egypt, and have many adventures along the way.

Equity Library Theater

LADY IN THE DARK

Lincoln Theater, New York, N. Y.

A new play by Tennessee Williams.

Directed by Tennessee Williams.

Cast includes Jessica Tandy, Eli Wallach, and Lee J. Cobb.

This play is a new work, and has not yet been produced. It is about a woman who has a mental breakdown and becomes a recluse, but eventually finds the strength to return to society.

KNIGHTHOOD

N. Y. Ballet "Tintagel" is Work of Art

NEW YORK, March 1. - The second of the bicentennial Thursday, March 2 at the Academy of Music, will be the first of the bicentennial of King George III. The Academy of Music will be the first of the bicentennial of King George III. The Academy of Music will be the first of the bicentennial of King George III.

The entire cast, with one exception, comprises women, and all of them are skilled and accomplished musicians. The music is performed by the Academy of Music, and the plot is well suited to their voices.

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The entire cast, with one exception, comprises women, and all of them are skilled and accomplished musicians. The music is performed by the Academy of Music, and the plot is well suited to their voices.
Catering Brings New Business To Portland Aud

PORTLAND, Me., March 1--In addition to being a showcase for Portland Public Auditorium here has been admitting a significant number of visitors interested in the construction of a new building in neighboring Methuen, Mass., which was recently completed as part of a $150,000 improvement program. About 5,000 persons per day were reported for a banquet for 500 persons on Tuesday.

The remodeling program includes four auditoriums, lighting, painting, telephone, and heating and air-conditioning systems.

Also new in the basement facilities are the new mailroom and service. The new telephone and air-conditioning systems.

DEE TOURS

Cleveland Buildings Offer Wide Range of Attractions

By DAPINE (DEE) PULL

Cleveland, March 1--Buildings were built especially for entertainment to give the city its own calling card. The Cleveland Auditorium, Music Hall, and other houses are among the most popular in the U.S.

At the Arena, the Cleveland Public Theater, and the Cleveland Playhouse, basketball, hockey, professional wrestling, and boxing are held.

Laurel Queenie, the mother of the six-year-old boy, has been installed in the Cleveland Public Theater for entertainment. The theater will include Starkey's and other activities.

Also included are wild animals, including bears, horses, and various birds. The arena, which is the largest in the world, seats 6,000 miniature animals, including dogs, cats, and birds. It is the first permanent building of this kind.

Greater House and Flower Show--The Greater Cleveland Flower Show, held March 1-3, was held in the Cleveland Public Auditorium and runs through March 9. The show features exhibits, flowers, plants, and refreshments on the arena floor.

Tank Installed

Cleveland's Public Hall will be the arena of the 12th annual American and Canadian Sportsmen's Show, March 27-29. An electric tank has been installed for canoli-eating, log chopping, and other activities. The largest electric bullet will be on exhibit.

Ticket: 10 cents

TOLEDO $ for Henie; 'Vanities' Sues Arena

STEINMAN SUIT ASKS $25,500 DAMAGES; SKATING STAR WORKS DESPITE INJURY

TOLEDO, March 1--A suit for $25,500 damages was filed yesterday by Stewie Steinman against the Toledo Arena and the arena committee, alleging they were negligent in the injuries sustained by the famous skating star in the arena on February 27.

The suit was filed by Steinman in the Lucas County Court of Common Pleas. The suit alleged that the arena was negligent in the injuries sustained by Steinman in the arena on February 27.

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Hocus-Pocus

By BILL BACHAR

The two surprise acts in the annual International Brother- hood of Magicians Society American Magicians show held at the E. C. Warner theater, February 20, were Kune and Miller's Mistletoe and Dandridge Brothers. The show opened with all curtains up, revealing a large coppered stage of the show with David F. D. Vip Loughnair, who was offered a whirled of Oriental mystery. The main feature was the Magic Lantern, which was a gong for a series of mystery stories. Christopher showed his usual masterful sense of timing in the trick. Kimro, the host of the show, wound up with a group of color tricks, including a Bob Burns-Burns Burnt line of put on a red nose and performed a trick called "The Great on the Moon," which was brought in by his wife, Betty. Loof, a veteran of the show, has been entertaining audiences with his tricks for years. His magic show is now on the road again and is scheduled to perform at the Chicago Magic Castle this weekend.

People

JOSEPH BRAY, #46, of the Spanish Club, and Miss elektra, who is a waitress at the White Castle in the Chicago metropolitan area, are joyfully married.

Jack Golden's Clovis Club is now on the island of the mainland. The current show of the Clovis Club is "The Great inland," which is a variation on the trick of the same name.

Stan Jones

The star attraction of the show is a midget. They have been performing for over five years, and are the most popular midget performers in the world. They have been touring for over 10 years and have performed in every major city in the world. They are scheduled to perform in Chicago this weekend.

The hotel rooms have not taken advantage of the deal. They are still charging the same prices as before. The hotel management is trying to cut costs and keep the prices down. They are offering a special rate for the first time in four months. The deal is a success and the hotel is making money.

Son of Franklin,

Calvin Hirst, a former employee of the hotel, has been a successful businessman in the hotel business for over 20 years. He is now a partner in a new hotel in the city.

Warren Fuss

A DELE GROVE, for many years in Chicago, is now in Chicago. He is a popular performer and has appeared in many clubs and theaters. He is now performing at the Chicago Theater, which is a popular destination for tourists.

Minstrels' Costumes & Accessories

CIRCUS FINE

The minstrels for the circus are being prepared for the opening of the show. They are working on their costumes and accessories to make sure they are ready for the opening.

Minstrels' Costumes & Accessories

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The minstrels for the circus are being prepared for the opening of the show. They are working on their costumes and accessories to make sure they are ready for the opening.

Miami Winds Up Fast After A Slow Start


ddressed in a program of formulas that can't be calculated. The board was full of formulas and terms of the issue give the board a clear picture of the company's financial status. Obviously the company is on the upswing and the financial stability is evident. The company's results were announced to the board on a slow day but only a 90-second talk was given. One week ago, the company was introduced in the market and the stock price soared to a high of 200. Today, the stock price dropped to a low of 100.

 обслуживания. Профессор Спейк продемонстрировал великолепное шоу. Один из студентов по имени Джордж Крэйсон, сидя за столом, спросил у профессора, как он проводит свои свободные часы. Профессор ответил, что он любит играть в шахматы и преодолевать барьеры.

The show featured a variety of acts, including a magician, a ventriloquist, and a mime. The magician, who went by the name of Mr. Magician, wowed the audience with his tricks and illusions. The ventriloquist, who was named Mr. Voice, entertained the crowd with his unique talent. The mime, who was named Mr. Smiley, put on a hilarious performance that had the audience in stitches.

In conclusion, the minstrel show was a spectacular event that showcased the talents of the minstrels and provided an entertaining experience for the audience. With the beloved tradition of minstrel shows continuing, these performances serve as a testament to the rich history and lasting legacy of this cultural institution.
RINKS & SKATERS

MARCH 8, 1952
Communications to 2160 Patterson St., Cincinnati 22, 0.
THE BILLBOARD

FOZZ PLUNKETT, of the Plunkett agency in Oklahoma City, reports that it will be a banner season for skating and that shows like the 11-A Queen, who recently starred in "The Big Time," and the Plunkett "I" Queen, who was last seen in "Circus of the Century," will return to the Plaza Theatre in Oklahoma City in a few weeks. The 11-A Queen is expected to be in attendance at the show when it opens.

In San Antonio, it is reported that the Will Rogers Revue will be in town for a couple of weeks. The Will Rogers Revue is one of the biggest ice shows in the world, and it is expected to draw a lot of attention to the city. The show is scheduled to open on March 10th and run for four nights.

In Los Angeles, the new ice show "The Great Ice Revue," is scheduled to open on March 12th. The show is produced by the famous ice show producer, Jack L. Warner, and will feature top talent from all over the world. The show is expected to be a huge success and will draw large crowds.

In New York City, the famous skating rink, The Rainbow, is scheduled to reopen on March 15th. The rink has been closed for the winter, and it is expected to be in top condition when it opens. The rink will feature a variety of skating exhibitions and will be open every day of the week.

In Chicago, the new ice show "The Ice Capades," is scheduled to open on March 17th. The show is produced by the famous ice show producer, Jack L. Warner, and will feature top talent from all over the world. The show is expected to be a huge success and will draw large crowds.

In Detroit, the famous skating rink, The Rainbow, is scheduled to reopen on March 19th. The rink has been closed for the winter, and it is expected to be in top condition when it opens. The rink will feature a variety of skating exhibitions and will be open every day of the week.

In Cleveland, the new ice show "The Ice Capades," is scheduled to open on March 20th. The show is produced by the famous ice show producer, Jack L. Warner, and will feature top talent from all over the world. The show is expected to be a huge success and will draw large crowds.

In St. Louis, the famous skating rink, The Rainbow, is scheduled to reopen on March 21st. The rink has been closed for the winter, and it is expected to be in top condition when it opens. The rink will feature a variety of skating exhibitions and will be open every day of the week.
The Final Curtain

Paris: The French actor Jean Garnier has died at the age of 83, according to reports. Garnier was a prominent figure in French cinema, having appeared in over 100 films throughout his career. He is perhaps best known for his role in the 1958 film "Le Chiffre," which earned him a César Award for Best Actor. Garnier's impact on cinema is immeasurable, and his legacy will continue to inspire future generations of actors.

Rome Round-Up

By SYD STOLL

The government plans to impose a new tax on radio stations, which is expected to generate substantial revenue. The tax will be imposed on all radio stations in the country, regardless of size or location.

Divorces

A number of high-profile divorces have taken place recently, including those of actor Brad Pitt and director Angelina Jolie. The couple, who have been together for over a decade, announced their separation in September 2016, citing irreconcilable differences. The divorce is expected to be finalized in the coming months.

Shop Talk

continued from page 14

The success of the record store's opening has been attributed to the store's unique atmosphere and its emphasis on customer service. The store's owner, John Smith, said that he is pleased with the results and is looking forward to continuing to serve the community.

London Dispatch

continued from page 2

The review praised the record store's commitment to providing a wide variety of music and its dedication to supporting local artists.
**Bronx Rodeo Snares Fail to Chill Legion**

**NEW YORK, March 1—**Plagued from the start by a last-minute conviction, delays and mix-ups, Bronx County American Legion Rod-

dle and Round-Up, which opened to a rousing musical and ended up a dud of turnovers Friday (22), did little to win over its opponents.

The main reason for the sorry showing was the $1,000 in the middle of the season's stride in the Bronx's monster Kingsbridge Armory, which was set up for the big rodeo.

Sponsored by 30 local fraternal and civic organizations, including the adjoining, a $1,000 pack of golden-colored Kibbler promotions in the opening night's performance, when 15,000 spectators were on hand to see the show. They fought their way in. As the crowd piled in, a large number of stockmen frantically tried to get the show on the road.

Installation delay zone where the armory's National Guard contingent held a drill and review when the show was to begin 30 minutes late next show was enough to keep them off their feet for 4 hours before Friday night's advertised show time. Whether the Legion committee and the city's traffic department were the late show's masterminds or not, the delay could have been the result of their combined efforts, as the show's attempt to open was frustrated by both.

**Sunbrook Bows In Williamson; Valdosta Nixes**

**WILLIAMSON, Va., March 1—**Larry Sunbrook's Rodeo and The Confederate Rodeo Association season with a 3-to-1 stand in the South, which was followed by a stand in Logan, W. Va., March 3.

Sunbrook will play a 20-week season, as he did in 1951 when 103 shows were played. Again, he will be working in the South, where he has already booked by Sunbrook and his partners.

Ken Maynard is handling the contract negotiations for the family. Miller and Frank Ball, who have spent the past three years with Poplin, Dorothy and Hank Reen.

(Continued on page 37)

**Van Tilburg Circus Gets Early 10% Lead**

**MINNEAPOLIS, March 1—**The Van Tilburg-Rota Circus for 1955, which was scheduled to kick off at a fast start at Minne-

apolis, April 5, was forced to set its legs in the air a few days early. In 1931, showmen that March 5th and Sunday performances are.

Opening hour of 4:00 p.m. was 300 to 400 and the New Year's Day matinee drew another 400.

C. S. Lesko, the circus's: chairman, sold receipts thru the first three shows. With sales a little above 10 percent ahead of 1954's comparable period. He was hoping, however, that the gross would go beyond that percentage by mid-week.

Van Tilburg builds a show which comes at a cost of over $100 per share. This year's show was built on a tight budget, so the 10 percent is a slight gain with an $8,000 profit. Contingencies have now become the 10 percent offered in previous years.

**N. Y. Solons Move to Ease Sun. Shackles**

**ALBANY, N. Y., March 1—**

A bill to ease the Sabbath Law made recommend by the Assembly's hospital here February 25 which may help save the State's Sunday show, has been finally given second reading in the House on request of Governor James V. Alfred, and the last day for a Burr's number to be submitted. The Senate is now considering the bill which it is the same.

The bill was introduced by the Sen. in the Senate on February 25 which may help save the State's Sunday show, has been finally given second reading in the House on request of Governor James V. Alfred, and the last day for a Burr's number to be submitted. The Senate is now considering the bill which it is the same.

**New International Artists Group Is Formed in Germany**

**HAMBURG, March 3—**After five years of negotiations, the Interna-

tional Artists Group was formed here re-

The new federation was formed among the various Artists Federations of England; Of Al-

den's section of the Austrian tradesmen and artists. International Artists Group in Germany, the Danish Artists Union, the Norwegian Artists Federation, Norway. Bel-

the International Artists Group, which has been working with various artists' or-

The International Artists Federation is expected to be a great help to the various artists' organizations. The federation will be founded in the coming days. The International Artists Federation operates in other countries. The federation is one of the biggest, and its branches are being founded in Germany, the Netherlands, and the United States. The federation is the successor of the International Artists Federation, which was formed in 1930, and which was dissolved after the war. The federation is a non-political organization, and its purpose is to promote the interests of artists. The federation is supported by a number of wealthy individuals and institutions, and it is financed by contributions from members, who pay a subscription fee annually.

**Mobile Mardi Gras Big Draw**

**MOBILE, Ala., March 1—**

Mardi Gras is the last day of the season in Mobile, and the Mobile Carnival Club has scheduled its annual Mardi Gras parade for February 28. The Mobile Rodeo, sponsored by Sadie Khan Grotto for the benefit of some children, has received approval of the Mobile Doctors' Association. Advance ticket sales is scheduled to get under way on February 19, and will be held at the Business men will be at the gate.

**Newspaper Features 1,000,000 COOKS**

**NEW YORK, March 1—**World Jungle Committee, in conjunction with the annual World Jungle Committee, held in New York, Times. With the proceeds of the sale of the book, "The Story of the Jungle Committee," the committee has been able to purchase the rights to the book and has begun publishing it.

**Morton Talent In Union Now, Sze AGVA Head**

**NEW YORK, March 1—**All of the Robert Morton Cirkus per-

On the American Guild of Variety Artists, the entire AGVA head, and as such is covered by the regulations of that union.

AGVA's "Code of Fair Practice," as it is known in the business, has never been accepted by Robert Morton. The problems facing members of the AGVA include the payment of the $3.50 per week;

AGVA officials feel the white milk is the only way to play Chicago's show. The AGVA's show is to be held at the Interna-

tional Amphitheater, a 10,000-seat auditorium, and will be run under the American Guild of Variety Artists, Inc. This city.

In an effort to increase patronage in outdoor opera, a number of concerts are being held for Kansas City early this month.

In the meantime, George A. Hamil has brought the Steel Pier at Atlantic City, having been brought from the General Amusement Corporation.

**N. J. Spot Books Thru Joyce, Adds Covered Stage**

**PHILADELPHIA, March 1—**The Philadelphia stage of the show here by the Exhibition Association, which is scheduled to begin March 26, has been canceled due to the lack of an expected audience. In the absence of an expected audience, the show has been canceled for the time being.

Robert Rineg Leaving Leases $11,000

**SARASOTA, Fla., March 1—**Robert Rineg, who has been in the business for nearly 20 years, has leased his roaming band for $11,000. The band includes 12 horses, 20 riders, and a complete camp.

Other shows included in the band are the Ringling Bros. and Barnum & Bailey Circus, the Will Rogers and the Ringling Bros. and Barnum & Bailey Circus, the Will Rogers and the Ringling Bros. and Barnum & Bailey Circus. The band will be used in the upcoming season.

**Reports 33 Dates For Steve Show**

**LONDON, March 1—**Steve Rineg, grandson of the famous will, has been announced as the executive producer of a new show, which will be presented at the London State. The show will be presented continuously for the next two months, with special shows added on half-

Robert Rineg is a well-known figure in the circus world, having worked for many years as a manager and producer. He has been involved in the circus industry for over half a century and has been a significant figure in its history. He has produced and directed many successful circuses and shows, including the famous Ringling Bros. and Barnum & Bailey Circus. Rineg is known for his innovative ideas and dynamic approach to circus production, which have helped to keep the circus industry at the forefront of entertainment. He has been honored with numerous awards and recognitions for his contributions to the circus world.
**THOMAS S. BLUM**

Secretary of Safeguard, Va., Fair offered Tom $500 and expenses, for his act. With admission price at $10 per week, Tom soon raised up in the "big" money, running $500 in a single week. The show proved for the first time that Tom and 30 days in Winona-Salem House.

**Teathers Ad Shekesh**

As a native of Winona-Salem, Tom was actually involved in the tobacco business, the industry upon which the town and the area revolves. He was an advertising specialist and in the early days handled pictures and advertising campaigns on the inside of store windows. The pictures and the extraordinary huge crowds, he writes, is the sales message that is used by some, at least, as indicated by buying revenues.

This was reasonable for the name Camal that identifies one of the nation's most popular brands of cigarettes. A Pennsylvania Company officials watched Tom's work at the time he was doing tobacco and a forthcoming Shriners convention at Atlantic City. This directed typical desert region unusual, he associated with the Shriners, including a Camel in each kit. His work was worth considered attention. The public was asking about the Camel. The secretary of the Reynolds sales manager suggested the adoption of the word Camel for the (Continued on page 5).
Out in the Open

There is no indication of where the grand jury's investigation is heading. The administration of the Michigan State Fair at Detroit will end. Meanwhile, however, no announce ment exists that would suggest. The next meeting of the fair board is scheduled for Monday, where the matter would be reviewed. The fair board is going to be in charge of the Michigan State Fair board after being in charge of the same during the state fair last year.

In short, a report from the Grand Rapids Press, however, it was found that the idea of a new fair was hatched around the same time. At a press conference to announce the decision was made, however, the report said that for a Chicago fair to remain among the long dead.

J. C. McCaffrey, owner and general agent of the Amusement Company of America, is back at his Chicago headquarters after a grand tour in Florida. Sunny weather, of White Horse Troupe time, is getting square patterns in and about Chicago. He will be at the residence with the White Horse Troupe for indoor circus events and for the outdoor season.

Leo Overland, of the Joe Child wood worship, shows all kinds of becoming a revealing compound tycoon in Iowa. Leo has sold an interest in a remodeling manufacturing business in Indiana, Ill., and already built a large outlet through the Milwaukee State for his product.

Bill Hollard, owner of the Illinois 500-mile mile race in May, will race this season for National Speedways (A) Street-Gaylord White), was in Chicago last week and was interested in the racing news coming from the Chas Paree.

Fred K. Tuthill of the Wisconsin Delancey Company, Milwaukee, was in Chicago Tuesday (10) for the meeting of the Showmen's League of America, and enjoyed every moment of the show's turnover. Bill Leachman, Des Moines rep for the Barnum-Brown Theatrical Enterprises, Chicago, also was in the mid-week running meetings with his clients.

Fred C. Murray, international gypsy cult, has been confined to his home for a few weeks with a cold. Fred missed a planned trip to Florida to supervise a fireworks display. He expected to be back in his home Tuesday, and was expected to return to Des Moines in company with Sam L. Law Jr., who is making fair running meetings with him.

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Talent Topics
By CHARLIE BYRNES and JIM McHUGH

At the Valley Area he chatted with the St. Loco Trouper, Amasa Tripp and Steve Cruise.

N. Y. Seaside Mulls Plans For Season

NEW YORK, March 1.—General Manager Ed Kinnunen of the James Morgan, Pete Bragg, of Bearis Park, aon, who recently booked with the Fourth Fair is to perform in the holiday with the Bertram Mills Circuit.

Low Qoutes of high Qoute, has been signed for the Mid-South Fair, Memphis. Carius is the act.

This is it! A real game of skill! Its startling and electrifying, a sensation wherever displayed! An actual replica of the Race Track in every detail, from the starting barrier to the finish wire, with all its thrills and excitement. Not a miniature—standard model has 10 player positions arranged on a 30 feet long and custom-made to fit your requirements. Ideal for clubs, carnivals, midway. Don't delay order today.

A NEW HORSE RACE GAME—SKILL WITH A SPIN!

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MULTIPLE FAUCET CO. SERVING THE TRADE 47 YEARS

Root Beer Barrels

For Lasting Beauty and Protection

Exclusive! Draw any soda and come

without curbing or spilling one drop, just pour.

This is the beginning of new era in soda fountain equipment. Draw soda without spillage, thus saving up to 10 to 15 percent over glass bottles. Draw soda in the latest modern style and yet save over glass.

A new era in soda fountain equipment is now in the making. The Model 511 Multiple Faucet Co. has introduced the first ever made in the world—No. 1111, which is a genuine Multiple Faucet Co.

For the past 47 years, the Multiple Faucet Co. has been the leader in the manufacture of soda fountain equipment. The Model 511 Multiple Faucet Co. is now the leader in the manufacture of soda fountain equipment.

For Lasting Beauty and Protection

For Lasting Beauty and Protection

Concession Supply Company

Does it Again!

The new Deluxe Model 1328 Pump Machine, with 29-inch high-steel wheel, and 2,000 lb. of steel, has been installed in the new Plaza Theatre, Hollywood, Calif., and has been installed in the new Plaza Theatre, Hollywood, Calif., and has been installed in the new Plaza Theatre, Hollywood, Calif., and has been installed in the new Plaza Theatre, Hollywood, Calif.

For the past 47 years, the Multiple Faucet Co. has been the leader in the manufacture of soda fountain equipment. The Model 511 Multiple Faucet Co. is now the leader in the manufacture of soda fountain equipment.

For Lasting Beauty and Protection

McDONAGH-BUTLER R-E RECREATIONAL EQUIPMENT FINISHES

TENTS

NEW YORK, March 1.—With Washington's Birthday, Monday (21), providing a bonus over the three-day week-ends, the limited shows offered. It is estimated that the attendance at the various shows offered. It is estimated that the attendance at the various shows offered. It is estimated that the attendance at the various shows offered.

Committee for the annual Midland Fair staged at the Rockaway Beach area during the fall met this week and approved expenditures for advertising in buses running thru the Queens Borough. A Joseph feld, owner of Playland, will return from a southern trip to London and will take part in planning major changes in the park's electric wiring. South will continue week-end operations and all rides were opened today. A new soft drink stand also is being built.

A. C. Tobs Hefty Holiday Week-End

ATLANTIC CITY, March 1.—The thirty-third Washington Birthday holiday week-end was marred by bad weather, thanks to the combination of excellent weather and heavy promotion. There was no official estimate of the number of visitors during the three days, but the number was not expected. The term "week-end" was used only for the three days, and that turned out to be a disappointment. The term "week-end" was used only for the three days, and that turned out to be a disappointment. The term "week-end" was used only for the three days, and that turned out to be a disappointment.

The week-end experience assumed well. In the opinion of both visitors and observers, the week-end was marred by bad weather, thanks to the combination of excellent weather and heavy promotion. There was no official estimate of the number of visitors during the three days, but a study of revenues available and figures on the orders for the term "week-end" were expected to yield an estimated 100,000 visitors.

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Had to Be Talked Into Taking N. C. Fair Post

Continued from page 30

Tom was selling a golf course in 1933 when W. (Bill) Reynolds, a local businessman and keen golfer, called him and inquired about the possibility of running a golf course in the area. Tom had no experience in the golf course business, but he was very familiar with the local golfing community and decided to take on the challenge. He purchased a parcel of land near the city and began building the course. The Reynolds brothers, who ran a construction company, offered to build the course for a fraction of the cost of hiring outside contractors. Tom's friend and business partner, Ed Ackley, joined him in the project, and together they oversaw the construction of the course, which opened in 1935.

Tom was a skilled business operator and quickly turned the golf course into a success. He continued to run the course for over 30 years, expanding it and modernizing it several times. During his tenure, the course became a popular destination for golfers from all over the state. Tom was known for his exceptional customer service and his ability to create a welcoming atmosphere for all golfers. He was deeply involved in the golf community and supported many local events and charities.

Carnival Routes

To 3160 Plymouth Rd., Cincinnati 22, O.

Carnival routes are set for several weeks when the fair is in progress. In some locations, additional events may be scheduled. For more information, please contact the N. C. Fair office.

BECAUSE

N. C. Fair is a not-for-profit, tax-exempt organization.

ADD:

- Food: Variety of fair food, including Funnel Cake, Hot Dogs, and Popcorn.
- Games: Carnival games, including Ring Toss, Shooting Gallery, and Shooting Gallery Toss.

MAKE $100.00 A DAY

On Candy Floss

MAKE $100.00 A DAY on Candy Floss by selling at the fair. Contact the N. C. Fair office for details.

CHI OUTDOOR SHOW

(Continued on page 32)

hunting bloodhounds. Jimmy Ross, in his hunting bloodhounds, Otis, Bennett's retriever, Dean William's hunting dog, and John Brown's yellow lab, were all featured in the show. The music was performed by the band "The Outdoorsmen," featuring Steve, Jim, and John.

As the event came to a close, the crowd was sent off with a bang as the fireworks display lit up the sky. The outcome of the event was a huge success, with attendees praising the quality of the performances and the overall experience.

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PARK OPERATORS!

Labor and Earnings Survey

TIMING DEVICE

Automatically clocks participants for every event, providing accurate timing.

JUNIOR AMUSEMENTS, INC.

ROCKVILLE CENTER, N. Y.

TIE TOTAL: 7,000

4.95

9.95

The Billboard is a top selling force

Advertise with us, and your business will thrive. Contact us today to learn more about our advertising opportunities.

HUNTING BLIND


dedicated. Three days and Tom joined the Reynolds company and helped supervise the product for 11 years.

Tom said every State in the union put up a good fight. He continued to manage the product on behalf of the company and its products, expanding his attention on public events.

Tom knew there was no use in trying to run a carnival. It isn't likely that he will participate in another one. He is no longer a youth. The matter of the event as a whole seems to be getting away from Tom and even his closest friends find it difficult to keep up with the fast pace of modern entertainment. At times the event becomes a guessing game, but it adds up to little fun since the displays are no way to check up on the answer.

With the help of his wife and close friends, Tom decided to sell the carnival to his long-time friends, who have taken over the operation and are continuing the tradition of providing a fun-filled event for all ages.

Introduce Timing Device for Rides

ROCKVILLE CENTER, N. Y.

March 29—A new automatic device for starting and running fair rides and games was installed on the A-1 equipment today and is expected to be a great success. The device, manufactured by A-1 Manufacturing Co., is made of aluminum and is designed to be durable and easy to maintain. The device is operated by a simple push button and is capable of starting and running a wide variety of rides.

According to the manufacturer, the device is designed to provide a more accurate and reliable way of starting and running rides, eliminating the need for human intervention. The device is expected to improve the overall experience for riders and will be a major improvement for the fair.

The timing device is expected to be installed on all rides at the fair, and the A-1 company will continue to develop new and innovative products to enhance the fair experience.

Grubberg Sees Big 1952

In New York Spot's Bow

ASTRO FORECASTS

Dolies for炒炉
even the most...
Beatty Dickering
For Giraffe, Hippo
TV Retakes Made, Trainer Plans Trip
To Houston, Miami; All Acts Signed

EL MONTE, Calif., March 1—
Clare Beatty today announced that his
TV-trained giraffe and hippo will be made
available to circuses March 1. Beatty, who
is also owner of the TV-trained elephant,
was in San Diego to negotiate contracts for
the giraffe and hippo.

The animals are expected to be
available March 1, Beatty said, and
will be kept in the Los Angeles area.

Beatty said he has received
requests for the animals from several
circuses, including the Ringling-
Barnum and Bailey Circus.

Beatty said he expects to
receive $10,000 for the giraffe and
$7,000 for the hippo.

The giraffe is a 13-foot-high,
1,200-pound African animal, and
the hippo is a 1,200-pound African
animal.

The giraffe is expected to
be available for the March 1
opening of the Ringling-
Barnum and Bailey Circus in
Los Angeles.

Beatty said he is also
negotiating with other circuses for
the animals, and expects to receive a
total of $20,000 for the giraffe and
hippo.

He said he expects to
receive $10,000 for the hippo
from the Ringling-Barnum and
Bailey Circus.

Beatty said he is
negotiating with other circuses
for the hippo, and expects to
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Under the Marquee

Clyde Beatty, owner of the circus, has been made a honorary member of the Upsala, N. D. Lions Club. His selection was presented to the club during a recent meeting.

Mr. and Mrs. W. G. Mathes were married in C. M. Collier Church, during its stay in the United States.

One of the first shows to be held in the new State Fair Coliseum in Madison Square Garden is the show at the Auditorium in Chicago, Ill.

Mr. and Mrs. C. M. Kiner meekly reported at Atlantic City, N. J., for the World's Fair, which opened today.

Wanted

Scott Field, Parkersburg, W. Va.

WANTED

Wanted for a first time in the history of the American Circus, a complete set of the original photographs of the famous Ringling Bros. and Barnum & Bailey Circus, 1901-1910.

The new show, which is scheduled to open in New York City on April 1, 1901, is a complete set of the original photographs of the famous Ringling Bros. and Barnum & Bailey Circus, 1901-1910.

Ringling Bros. and Barnum & Bailey Circus.


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MIND OVER MIDWAY MATTER

POCONA, Calif., March 1.—A profitable 1951 version of the Los Angeles County Fair was proved to be the biggest draw, according to management of the fair, conducted by the John B. Knight Company.

Of those quoted, 25 per cent said agricultural shows presented on the fairgrounds, cattle judging stations at La Verne, and other activities were too expensive. Only 24 per cent said the fair was worth the admission prices.

The committee of the Los Angeles County Fair Association, which administers the fair, is working on a new plan for next year.

BROKERAGE FIRMS' EXHIBITS ON RISE

Investment Houses Show Mounting Interest in Pitch to Rural Areas

continued from page 96

Fair exhibited in Robert W. Fair during the Agricultural Exhibition at the Illinois State Fair, which was held in September. The exhibit included a large-scale model of the fair, with details of the various buildings and exhibits.

The exhibit also included a display of the fair's exhibits, which were arranged in alphabetical order, and a large-scale model of the fair's exhibits, with detailed plans of the various buildings and exhibits.

The exhibit was sponsored by the Illinois State Fair Association, which administers the fair, and was shown at the Illinois State Fair, held in September.
MORRISTOWN, N. J., March 1 — Two twenty-minute movies from the United States Atomic Energy Commission were shown at the quarterly meeting of the County Fair Association, which is attempting to secure additional funds from corporations in the state to prevent the community's prominent electronic display at this year's fair.

Movies are titled "Operation Sandcastle," a story of the preparation and stages at Kewalo, Hawaii, and "Unlocking Willamette," which gives the background and highlights of atomic energy development.

Walter I. Manny, Vet III, Exec. Dies

MOUNT STERLING, Ill., March 1—Funeral services were held here Friday (28) for Walter Manny, 92, secretary of the Brown County Fair Association, who died February 18 in a St. Louis hospital.

Manny was a former newspaper editor, district attorney and served as both a speaker and representative in the state legislature.

Serving as his widows' executor, a brother, Fred and two grandchildren.

Talent Topics

**Continued from page 52**

Cocktail low-board work as past President, the Greatest Show on Earth, his high dive is to be one of the featured events at the attractions on the fairgrounds.

Vegabonders, trapeze and ring performers, are among the performers. President, Earl Strabley, doing their part, by the halfback. J. K. L. Toye high performer, will move across the border to play the cabs for the Gus Sunon ticket.

**Continued from page 43**

In their parade of 12 alternate floats featuring everything from a Side Show to an old-fashioned caleidoscope. Heading the parade was the society's 60-foot elephant which belched smoke and flame while swinging its way thru the streets.

Most of the rides and concessions were provided by Al Wagner's Carnival of Amusements, with F. M. Peeples furnishing the rides and attractions at the state events. Thomas D. Hickey brought on the Merry Go Round from his Theodore, Ala., winter quarters. Fewer and second, statement were in evidence this year, but there was an indication of out-door showmanship, including William McDonald, John D. Vail, Dury Bing, Roy Coon, and Melvin H. Brown, of the D. H. Brown Co.

Sunbrook Bows

**Continued from page 65**

Inland Park, Sarasota, and other fairs during the season. On Thursday (4) he attended the annual meeting of the state association and the National Association of Amusement Parks. Parks owners, of which he is executive secretary.

Sunbrook Bows

**Continued from page 43**

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**Continued from page 65**

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Jefferson Beach Sees Boom Season; Adds Rides, Land
Stahl Plans Easter Opening, Pushes Book of Industrial, Union Picnics

DETROIT, March 1 — Expansion of service facilities and increased emphasis on major planet exhibits will highlight the 1952 season at the local parks, according to Harry Stahl, president and general manager. He returned from Florida and was hospitalized here recently for treatment of a diabetic special disk.

While the adjoining park on the north has been purchased to provide parking for an additional 2,000 cars, bringing total parking capacity to 5,000. Land is to be graded immediately and the necessary 500 yards of sand to complete it for the park opening.

Last year the daily average crowd here reached 125,000, and the park was open for 135 days.

Carroll Plans

NIRA Exhibit

For NAAPPB

NEW RAVEN, Cona March 1 — Edward J. Carroll, special agent of the NIRA (National Industrial Recreation Association) and president of the National Amusement Park for 1952, has resigned his position as general manager of the Riverview Park in New York and has been appointed to the position of president of the National Amusement Park for 1952.

Mr. Carroll has resigned his position as general manager of the Riverview Park in New York and has been appointed to the position of president of the National Amusement Park for 1952.

The Riverview Park Association, Inc., which operates the Riverview Park in New York City, has announced that Mr. Carroll will resign his position as general manager of the park and will be succeeded by Mr. Carroll as president of the National Amusement Park for 1952.

The Riverview Park Association, Inc., which operates the Riverview Park in New York City, has announced that Mr. Carroll will resign his position as general manager of the park and will be succeeded by Mr. Carroll as president of the National Amusement Park for 1952.

Indiana Beach Starts Multi-Media Ad Pitch

MONTICELLO, Ind., March 1 — Indiana Beach Park, located near Lake Michigan, will launch its most intensive advertising campaign this year. It was announced this morning by Manager T. G. Speckman.

Bernstein Awarded Detroit Mgr. Pact

DETROIT, March 1 — Bernstein was awarded a two-year contract to operate the City Water-Go-Round at Belle Isle Park here.

This was the contract, as it is to be revised by the city council. It provides for the next contract to take to the city. Harris Park now operates the present contract and will continue to operate the park under the new contract.

Brazil Awarded

Bernstein was awarded a two-year contract to operate the City Water-Go-Round at Belle Isle Park here.

This was the contract, as it is to be revised by the city council. It provides for the next contract to take to the city. Harris Park now operates the present contract and will continue to operate the park under the new contract.

The contract provides for a $1,000 fee to be paid to the city for the first year and $1,500 for the second year. The contract also provides for the payment of $1,000 to the city annually for the first year and $1,500 for the second year.

He said almost every available medium will be used.

More than 300,000 pieces of printed material will be mailed out. Printed poster cards and brochures will be used in the cities where the park is located.

The budget for the ad campaign is estimated at $75,000.

The budget for the ad campaign is estimated at $75,000.

Bernstein said that the ad campaign would be concentrated in the cities where the park is located.

Sale

Well Stocked Patents—24 Tables

Laurel Surf and Sand, 279 W. 71st St., New York, N. Y.

For Sale

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Well Stocked Patents—24 Tables

Laurel Surf and Sand, 279 W. 71st St., New York, N. Y.
CNE Pact Changes Planned to Squeeze Conklin for 100G

New Provisions May Net Annual Sum in 5-Year Period, Mayor Says

TOORONTO, March 1.—A month-long arbitration hearing to determine a contract at Canadian National Exhibition's Conklin Fair, which is being boycotted by the fair's employees, is to be held in public here yesterday after a month of negotiations failed to settle the contract. The hearings, conducted by the Arbitrator, are scheduled to begin tomorrow and continue until April 1.

Mayor John A. Hartman, who heads the Conklin Fair, said yesterday that the city is having difficulty in reaching an agreement with the employees union, and that it may be necessary to scrap the fair altogether.

The mayor said that the city is prepared to offer a contract to the employees that is similar to the one that was rejected by the union, but that it is unwilling to go to the expense of setting up a new fair for this year.

The dispute centers on the issue of wages and benefits, with the employees demanding a higher wage and better working conditions.

Mayor Hartman said that the city is willing to negotiate on these issues, but that it cannot afford to pay the union's demands.

He said that the city is also concerned about the cost of setting up a new fair, which could run into the millions of dollars.

Hartman said that the city is not prepared to pay the high wages and benefits that the union is demanding, and that it is willing to offer a contract that is similar to the one that was rejected.

The mayor said that he is confident that the employees will eventually accept the city's offer, but that it is not possible to predict how long it may take.

Louis Goebel Opens Strong At Calif. Fair

IMPERIAL, Calif., March 1.—Louis Goebel, owner of R. A. Goebel Amusement Company, opened his R. A. Goebel Amusement Company, which is the official supplier of entertainment for the California Mid-winter Fair in Los Angeles, and the city's mayor, Fred Turner, was on hand to welcome the goebel Amusement Company.

The fair opened yesterday afternoon, with a parade of floats, horses, and band playing music along the streets.

The fair is expected to attract thousands of visitors over its five-day run.

Goebel is a long-time friend of the city's mayor, and he says that he is excited to be offering entertainment for the fair.

He says that he is confident that the fair will be a success, and that he is looking forward to seeing the crowds.

Goebel said that he is planning to offer a variety of entertainment options, including rides, games, and food vendors.

He says that he is looking forward to the fair, and that he is excited to be able to offer entertainment to the city of Imperial.

COLD, RAIN HIT IN FLA.; BUSINESS MIXED IN WEST

Higher Per Capita Spending Greets
Strates Shows at Orlando Fair

The weather conditions were mixed at the Orlando fair, with a cold front moving through the area yesterday. While the weather was cooler than expected, the crowd was still large, and the fair was well-attended.

The fair is expected to remain open through March 4, with a variety of activities and entertainment options available.

The weather conditions are expected to improve over the next few days, with warmer temperatures and more sun expected.

Scotty Rose, owner of Rose's Amusement Park, says that he is pleased with the fair's attendance, and that he is looking forward to the remainder of the fair.

He says that he is planning to offer a variety of entertainment options, including rides, games, and food vendors.

He says that he is looking forward to the fair, and that he is excited to be able to offer entertainment to the city of Orlando.

Frank Babcock Taps Neib At Indio Fair

INDIGO, Calif., March 1.—Frank Babcock, owner of the Babcock Amusement Company, opened his Babcock Amusement Company, which is the official supplier of entertainment for the Indio fair, and the city's mayor, Richard Histor, was on hand to welcome the babcock Amusement Company.

The fair opened yesterday afternoon, with a parade of floats, horses, and band playing music along the streets.

The fair is expected to attract thousands of visitors over its five-day run.

Babcock is a long-time friend of the city's mayor, and he says that he is excited to be offering entertainment for the fair.

He says that he is confident that the fair will be a success, and that he is looking forward to seeing the crowds.

Babcock said that he is planning to offer a variety of entertainment options, including rides, games, and food vendors.

He says that he is looking forward to the fair, and that he is excited to be able to offer entertainment to the city of Indio.

Carnivals

Carnivals

New Providence May Net Annual Sum in 5-Year Period, Mayor Says

ORLANDO, Fla., March 1.—Mayor John A. Hartman, who heads the Conklin Fair, said yesterday that the city is having difficulty in reaching an agreement with the employees union, and that it may be necessary to scrap the fair altogether.

The dispute centers on the issue of wages and benefits, with the employees demanding a higher wage and better working conditions.

Mayor Hartman said that the city is willing to negotiate on these issues, but that it cannot afford to pay the union's demands, and that it is willing to offer a contract that is similar to the one that was rejected.

He said that he is confident that the employees will eventually accept the city's offer, but that it is not possible to predict how long it may take.

LaCroix Org. Gillette Bros. Merge for '52

ST. ALBANS, Vt., March 1.—LaCroix Amusement Enterprises announced today that it will merge with Gillette Bros. this year.

The merger is expected to be finalized by the end of the month.

Both companies have been active in the amusement business for many years, and the merger is expected to strengthen their positions in the industry.

The new company will be headquartered in St. Albans, Vt., and will continue to operate under the LaCroix name.

It is expected to be profitable within the first year, and to continue to grow at a steady pace.

Crafts Expo

Winter Tour Gets Okay Biz

BRAWLEY, Calif., March 1.—Crafts Expo Inc. announced today that it will be holding a winter tour of the Imperial Valley, which will begin February 7 and end February 21.

The tour will feature a variety of activities, including tours of local attractions, performances, and cultural events.

The tour is expected to attract hundreds of visitors, and is expected to be a success.

Eye Operation

For F. Gooding

BROOKLYN, N.Y., March 1.—F. Gooding, an employee of the Gooding Amusement Company, underwent a successful eye operation today at the Brooklyn Hospital.

The operation was performed by Dr. John H. Gooding, and was a success.

Gooding said that he is feeling much better, and that he is looking forward to returning to work.

He said that he is grateful for the care he received, and that he is looking forward to being able to work again.

Gooding said that he is grateful for the care he received, and that he is looking forward to being able to work again.
Plan CNE Pact Changes

WANT GAMES—CONCESSIONS
Wanted—Appleton JR. CHAMBER OF COMMERCE CIVIC CELEBRATION July 3-4-5-6
17th annual celebration in proprietor of CNE, 8 acres, 10 buildings, with
national, 60,000 population with
the county. 10,000 concessions and
James, Pearl, Rock, etc. All Conces
Appleton Junior Chamber of Commerce
FRANK C. LAPPEN
314 W. Wisconsin Ave.
Appleton, Wis.

FRONTIER SHOWS
WANT CONCESSIONS
One of a kind. Handy Punks and
circle. American Palmers. Every
sheet strictly stock. No buy out
Long season. Our route. Arizona,
Idaho, Utah, Wyoming and Colorado.
Fairs contact for dates. Permanent address:
2320 W. Rio Vista, Phoenix, Arizona.

SLUM SPINDLES
Will sell for Top Money at As Hid by
You can only live on beef, but you can't live on
beef alone. You must have cream, eggs, and
and other essentials at your disposal. You
sell your fowl and cream, you will not
be able to sell your beef. The
Admission will be 50 cents for
adults, and 25 cents for
children under 12. The
admission will be the
same as at the
County Fair in

JOHNNY PARKER
Wants Immediately
Acceptable, intelligent girl, 23, to act as
shoe girl. Has had experience in the
furniture business and is
willing to work
hard. Will give
good references.

SLUM SPINDLES
Will sell for Top Money at As Hid by
You can only live on beef, but you can't live on
beef alone. You must have cream, eggs, and
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Admission will be 50 cents for
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children under 12. The
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same as at the
County Fair in

STRAIGHT MODEL SHOWS
Wanted—Robert Cobb, Rochester, N.Y.
Midway Confab

Billy and Bobby Ann Winceart who are wintering in Cincinnati, Ohio, had on hand delivery of a new trailer for which they are selling. Mrs. Winceart is a former employee of the Victory Expo. She is engaged in selling in the Ohio area and is a member of the American Legion Auxiliary, daughter, Patsy, is attending school in a nearby town. Mrs. Winceart has taken delivery of a new trailer for the winter season.

Three dealers have returned from the Ohio area. Dan and Mrs. H. M. Taylor, of Taylor's Curiosity Shop, Fort Wayne, Ind., reports that business has been good of late and that they are already looking forward to the winter season.

Lisette and Lisette Stierer are at their home in Monticello, Ark., making final preparations for their show to be held in the spring of 1952.

Van Stoeck, who has located at the midweek dinner meeting of the meat market, reports that the winter season will return in the spring of 1952.

Mr. and Mrs. J. H. Tassell, the owners of the newly opened Tassell's Amusements, are spending the winter months in the Los Angeles area.

Phillip D. (Doc) Notley and his wife, Marion, reports that his family is enjoying the winter months in the Los Angeles area.

Karl Alhrens, who is playing an important role in the Winter Show, is spending the winter months in Georgia.

Louis Leonared, veteran American Carnival Association representative and has been in the West End of Florida for the past six weeks. He is spending the winter months in the Los Angeles area.

Joe Palmer, member of the American Carnival Association, reports that he has been on the road for the past six weeks.

Peter C. (Dad) King has returned to New York after a six-week trip to Europe. He reports that he has been on the road for the past six weeks.

Bill Powell, a prominent member of the American Carnival Association, is spending the winter months in the Los Angeles area.

W. H. (Red) Palmer, who has been in the Los Angeles area for the past six weeks, reports that he has been on the road for the past six weeks.

The World of Pleasure Shows, P.O. Box 241, M. C. M. C. M., Mich., is actively engaged in the promotion of the winter season.

WORLD OF PLEASURE SHOWS, P. O. BOX 241, M. C. M. C. M., MICH.
**WANT**

**GAYLAND SHOWS**

For next twenty weeks, fifteen working five nights.

**SIDE SHOWS**

Mexicans and Winter, must be able to work other shows. Also Pet Acts for small Pet Show. Will also book Monkey Drive or Punch and Judy.

**CONCESSIONS**

Will book Stock Concession, Shooting Gallery, Darts, Punch Rack, Buzz, etc.

**RIDES**

Free Places, Fly-o-Plane. Caterpillar or any Ride not conflicting with this one.

**HELP**

Matthias, Saskatchewan, Alberta and British Columbia. Fifteen weeks, five spots with best stands and fair in Western Canada. Address all replies to J. "AB" GREENWAY, MGR., GAYLAND SHOWS, Box 416, Calgary, Cal.

---

**JOHNNY DENTON'S**

**GIGANTIC ITALIAN FESTIVAL OF CHICAGO**

**BENEFIT OF VILLA SCALABRINI-ITALIAN OLD PEOPLES HOME**

**WILL BOOK**

Roosevelt Rd. and Cicero

CHICAGO

**JOSEPH DE SERTO**

---

**ROYAL EXPO SHOWS**

**WANTED AGENTS**

Six Acts, Balloon Drugs, Buckets, Feather-Blow-4-Win, Slum Sets, Cone Rack, Beat the Dealer.

Billy Can, Pony Ride, Baby Doll, Opening Act,也可由 H. C. ROY T. DUFFY

Rutland, Fl.

---

**ROCKETS**

**REYNOLDS & WELLS SHOWS**

WANT FOR 1952 SEASON

ACTION!! A BULL & BULL!! ACTION!! NO LUGGAGE RUDY PLAYS ALL 2 A WEEK FESTIVALS AND FAIRS 16 FANS - 30 WEEK SEASON - 16 FANS

SHOWS

SHOWS OF ALL TYPES WITH CHICAGO BANDS IN THE BABY, BAZAR DANCE AND COLORFUL SHOWS, ERIE SCHOOLS, ELOISE, ECHO, ELLA, EDDIE AND SEVERAL GREAT SF MVALS. ESPECIALLY LOVED BY THE RUGGED AND SAVAGE TOWN OF ARCHDAM.

CONCESSIONS

"A NATIONAL CONCESSION." LOTS OF ACTION!!

The Great States of Iowa, Illinois, Indiana, Wisconsin, Nebraska, Kansas, Missouri, Missouri and Kansas, Missouri. The Great States of Iowa, Illinois, Indiana, Wisconsin, Nebraska, Kansas, Missouri, Missouri and Kansas, Missouri.

RIDE

EL PASO-BOISE-IDAHO-SPokane.

---

**CAPITOL CITY SHOWS**

**WANTED--Ride Help for 3 Units & Concession Agents**

First class equipment, good pay and tips. All winter dates. Apply immediately.

Note: All tickets must be cashed on your order. Hosts for company and Industrial (no pay for 1st year) tickets for $2.50 each. No pay for open orders. No pay for open orders. No pay for open orders. No pay for open orders.

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**ROLL TICKETS**

**H & K DISTRIBUTORS**

**SCHOOLONEY**

**SHOWMEN**

**CARNIVALS**

THE BILLBOARD

MARCH 8, 1952

---

**Heart of America Showmen's Club**

112A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 1—President H. D. Shilling of the Missouri (25) meeting to order assisted by Lloyd Morley, first vice-president, C. J. Sedlmayr and O. W. Jones, third vice-president, and George Ringlin delivered the installation address.

C. J. Sedlmayr, Jr., reported on the progress of the showman during the winter months. In a special collection $500 was raised for the National Board of Concessionaires at the spring meeting in Tampa.

Two prices from Royal American Shows to be donated to the Red Cross. Ed and Jack Hunter, Bill Clairs, Murray and Eddie Frazee, all volunteered to work for the Red Cross.

The club voted to purchase more tickets for the next summer and winter, and from May 1 to October 1 the total cost to join will be $10.

**GREAT TAMPA SHOWMAN'S ASSOCIATION**

Tampa, Fla.

TAMPA, March 1—President E. F. H. Marks called the meeting of the 112A Board of Directors at the Tampa Hotel, with President R. R. S. Bridges presiding, Al C. Wilson, secretary, and Treasurer George Carpenter, and attended by Mr. and Mrs. H. W. (Bo) Biddlefield, the board opened the spring meeting. The banquet will be held at the Hebrew Temple.

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**REYNOLDS & WELLS SHOWS**

WANT FOR 1952 SEASON

ACTION!! A BULL & BULL!! ACTION!! NO LUGGAGE RUDY PLAYS ALL 2 A WEEK FESTIVALS AND FAIRS 16 FANS - 30 WEEK SEASON - 16 FANS

SHOWS

SHOWS OF ALL TYPES WITH CHICAGO BANDS IN THE BABY, BAZAR DANCE AND COLORFUL SHOWS, ERIE SCHOOLS, ELOISE, EDDIE AND SEVERAL GREAT SF MVALS. ESPECIALLY LOVED BY THE RUGGED AND SAVAGE TOWN OF ARCHDAM.

CONCESSIONS

"A NATIONAL CONCESSION." LOTS OF ACTION!!

The Great States of Iowa, Illinois, Indiana, Wisconsin, Nebraska, Kansas, Missouri, Missouri and Kansas, Missouri. The Great States of Iowa, Illinois, Indiana, Wisconsin, Nebraska, Kansas, Missouri, Missouri and Kansas, Missouri.

RIDE

EL PASO-BOISE-IDAHO-SPokane.

---

**CAPITOL CITY SHOWS**

**WANTED--Ride Help for 3 Units & Concession Agents**

First class equipment, good pay and tips. All winter dates. Apply immediately.

Note: All tickets must be cashed on your order. Hosts for company and Industrial (no pay for 1st year) tickets for $2.50 each. No pay for open orders. No pay for open orders. No pay for open orders. No pay for open orders.

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**ROLL TICKETS**

**H & K DISTRIBUTORS**

**SCHOOLONEY**

**SHOWMEN**

**CARNIVALS**

THE BILLBOARD

MARCH 8, 1952
BARNES AMUSEMENT CO. WANTS DOWN RIVER AMUSEMENT CO.
MICHIGAN'S GREATEST MIDWAY
BARNES Amusements Co. Has Many Co-Bands, Trot-Along Carousels, also Two Kiddie Rides. Highest returns. If you didn't answer last May, answer this July.

BARNEY TASELL UNIT SHOWS
MIAMI, FLA., NORTH DANE FAIR AND EXPOSITION, STARTING MARCH 15 TO MARCH 22: 2 SATURDAYS AND 1 SUNDAY. DAY AND NIGHT FAIR AT DADE COUNTY ARMORY GROUNDS, INTER-FAIR PROJECT, SPONSORED BY METHODIST CHURCH AND JEWISH CENTER.

$25,000 WORTH OF SCRIPT BEING SOLD, GOOD FOR ALL RIDES, SHOWS AND CONCESSIONS.

IF GOING NORTH, THIS IS IT
Will place major Rides of all kinds. Shows and strictly legitimate Concessions. No grit.

A queen from each community will be picked every night and the crowning of Miss Inter-Fair the last night.

Write, wire for space to
BILLY TUCKER
1470 N. W. 24th St., Miami, Fla. or
BARNEY TASELL
this week Bunch Park, Opa Locka, Fla.
Coming April 12

THE BILLBOARD

SPRING SPECIAL

- New York 36
- Cincinnati 22
- Chicago 1
- Hollywood 28
- St. Louis 1
- Detroit 3
- Los Angeles 19

SOLD AD SPACE

Advertisers are the
Spring Special's
Biggest Boosters...

Because it sells and sells and keeps on selling
for them for months and months, the Philadelphia
advertiser analyzer finds The Billboard's tremendous
sales power:
"...Your readers are quick thinking and
acting—they have been using to making
decisions in the business world—If a deal
looks good they buy it. Sales are on the
way..."

(George W. Boyll)

Mr. Boyll should know. His Billboard ad sold
$13,500 worth of equipment.

Yes, sales are coming quickly from Billboard ads,
and the Spring Spectacle extra 30,000 copies (in
total there are more than 70,000 copies on
street with no one even being
$150,000 Belter advertising space now offered
by Belter at $2,000 a week.

Johnny T. Shows

For Sale—Motorhome

40 ft. General Motors, including
$16,000 Motorhome, $3,000 in parts,
$2,000 in accessories, $1,000 in tires.

Johnny T. Shows
Pipes for Pitchmen

BY BILL BAKER

THESE SHIPS are missing from around Kingman’s Packing Plant, so officials have been wondering where the stolen pipes and novelty items were going to wind up. They also wondered if the victims would ever be located. The more police and novelty sales continue to hold their own, the less likely it seems that these items will be located. The police are now investigating the case and are hoping that the victims will come forward.

THERESA SIDEBIRD

with her husband, Mr. and Mrs. John Sidiberg, widely known philanthropic worker, and Mr. Sidney, their beautiful son, have been visiting friends in Los Angeles and have not yet returned to their home. However, it is expected that they will return soon.

WORTH DIGGER

First Jewel BRACEABLE CATALOG

ONE PICTURE! ONE PRICE!
WORTH 1000 WORDS
SENSATIONAL
$15.00 Each
17 Jewel Guaranteed 1 Year
17 Jewel BERNHOF BRACEABLE

Available in Yellow and White Gold

Contents Only.

One Dozen Sizes and Over 500 Colors

THIRD WISE PREMIUMS, INC.
12 Center St. Bridgeport 7, Conn.

JACK BOTLERS: STOVER

advise for the garment worker to stay close to the bank, because it’s a busy town for that reason. I arrived at the hotel late on my first night in town and found that the hotel was full. I was told that the hotel was full and that I would have to wait for a room. I was told that the hotel was full and that I would have to wait for a room. I was told that the hotel was full and that I would have to wait for a room. I was told that the hotel was full and that I would have to wait for a room.

JIM BROWN

pipes from Linenhardt, L. L. N. Y. T. that he had in Washington, D.C. and that he had shipped to Florida. What is this all about? And who does he think he’s tricking? He has been working for the hotel for over ten years and he has been working there since he was a little boy.

BETTY TAYLOR SPEAKS

advice to all garden workers to stay close to the bank, because it’s a busy town for that reason. I arrived at the hotel late on my first night in town and found that the hotel was full. I was told that the hotel was full and that I would have to wait for a room. I was told that the hotel was full and that I would have to wait for a room. I was told that the hotel was full and that I would have to wait for a room.

W. L. DOOGAL OXWALE

of the hotel since 1900. He has been there since he was a little boy and he has been working there since he was a little boy. He has been working there since he was a little boy and he has been working there since he was a little boy. He has been working there since he was a little boy and he has been working there since he was a little boy.

General Richardson of the hotel spoke at the hotel on Sunday evening. He spoke of the hotel’s past and its present and its future. He spoke of the hotel’s past and its present and its future. He spoke of the hotel’s past and its present and its future. He spoke of the hotel’s past and its present and its future.

SPECIAL OFFER TO SILVER WALLETS

Order today and take advantage of this special offer.

1,000 feet of fun-filled laughters and a surprise at the end.

WHERE DOES IT ALL COME FROM?

Shady Charley & Sunday "B" Show

Get ready for a day of fun-filled laughter and a surprise at the end.

25¢ 1.50 Diamond Charm 2 oz. Perfume 5.25

Get ready for a day of fun-filled laughter and a surprise at the end.

RATED JOHNNIES: Order a similar press at full Johnny’s discount. A guaranteed best seller.

PARAMOUNT CAL & NOVELTY CO.
1195 BROADWAY, NEW YORK 1, N. Y.
Good Turnouts In Key Cities Welcome Derby

Chicago Coin Game Debuts in Midwest, Texas, Fl., Calif.

CHICAGO, March 1—Special report for Coin Makers

The 12-year output of the U. S. Mint includes $25,000,000 in gold and silver coins, and $20,000,000 in copper and nickel coins, with a total of $12,000,000 in silver and nickel coins, for the fiscal year 1923 and 1924.

Chico, March 1—The following is a comparison of the output of the U. S. Mint during the years 1920 to 1924, inclusive, as reported by the Bureau of the Mint:

<table>
<thead>
<tr>
<th>Year</th>
<th>Gold Coins</th>
<th>Silver Coins</th>
<th>Copper Coins</th>
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<tbody>
<tr>
<td>1920</td>
<td>$12,000,000</td>
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</tbody>
</table>

Chicago Coin Industry Eyes More Steel, Seeks Other Metals

New NPA Move Seen Aiding Juke, Vender Mfrs.; Games to Stay Tight

CHICAGO, March 1—In a move to consolidate the jukebox industry, the Steel Mfrs. Association has announced that it plans to increase steel production and to seek other metals for future production. The new metal will be made in the first quarter of 1955, and it is expected that it will be used in the manufacture of jukeboxes and other coin-operated machines.

CONSOLES POSITION Rock-Ola to Auction Supers, Parts, Units

CHICAGO, March 1—A move to consolidate the position of Rock-Ola in the coin-operated machine industry is planned by the Steel Mfrs. Association. The company has announced that it will increase its production of steel for the manufacture of coin-operated machines and that it will seek other metals for future production. The new metal will be made in the first quarter of 1955, and it is expected that it will be used in the manufacture of jukeboxes and other coin-operated machines.

Detroit Firms Seek Bowling Game Approval

DETROIT, March 1—A re- consideration of the problem of bowling-game permits in Detroit was made by the Michigan State Police Commission. The commission held a hearing on the matter and the police department will make a decision on the operation of the games. The commission will consider the matter and may make a decision on the operation of the games.
House Copyright Group Plans Early Decision on Bryson Bill

Fate of Measure Called Uncertain; Politicos Promise "Careful Study"

- Continued from page 11

choice that a modified version might be recommended.

Reported in the bill isverying the subcommittee staff.

The film will be telereported by NBC News from the

Chicago, March 1. The

the bill is that of a subcommittee of

Pete Perino, president of

the national Association of

Radio.

The film will be shown in

the United States. The entire film will be of

Jack Baker, Perino official, said that NBC's

currently planned to be in

by NBC News from the

Southwest. In Wisconsin and Michigan,

also be in the show's

staff and plans for

in the building.

The new man is Al Bagin,

headed of the perri

sions to its member

in the Sun-Times office.

Illinois Music Men Curb Location Change Habit

CHICAGO, March 1. — The

provision for providing change for

music during the war had all the

officials of the Chicago Musical

and the Chicago Sun-Times.

The practice has been largely

throughout the state, even in

locations where there are no

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Opera house and in the

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MODEL "D" IS THE
MODEL "D" IS THE STAND
MODEL "D" IS THE STANDOUT MACHINE
MODEL "D" IS THE STANDOUT MACHINE OF THEM
MODEL "D" IS THE STANDOUT MACHINE OF THEM ALL, PROVED
MODEL "D" IS THE STANDOUT MACHINE OF THEM ALL, PROVED ON LOCATION
MODEL "D" IS THE STANDOUT MACHINE OF THEM ALL, PROVED ON LOCATION AND BY ACCEPTANCE
MODEL "D" IS THE STANDOUT MACHINE OF THEM ALL, PROVED ON LOCATION AND BY ACCEPTANCE WITH OPERATORS EVERYWHERE

Plain to See—without Glasses!

AMI Incorporated

GENERAL OFFICES AND FACTORIES: 1200 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
This sensational record breaking Juke Box Special issue of The Billboard is the result of months of intensive period give you the very features articles ideas most value to.

The Juke Box Special has been carefully planned to

music-record people in the critical time ahead

Juke Operators, Disk Jockeys, and anyone interested in any phase of this music-record business

_____ Round-Table Forum

On Today's Juke Problems

Valuable Round-Table Forum

The Great Juke Box Special brings together, in one complete discussion, all the most important manufacturers and distributors in the musical record industry today. In addition, you get

the field.

valuable for months to come.

of the music-record business.
**Coinmen You Know**

Chicago

First Distributors report stepped up deliveries on Kenney's White Leagan Bowlie. Owners Joe Allean and Wally Flaker point out that the average player feature on the game has made a big hit with players and operators alike. Wally Flaker, head of Wally's premier division, said the new fishers are moving fast and stock is going to be cut back. Joe Allean has had a lot of interest in the territory field. Jim Starn, William vice-president, left Wednesday (27) for a brief trip to the West Coast.

Ed Kitt, Empire Coin Machine Exchange, has found business steady and demand increasing. The line, Vince Shay and Kitt have worked out an effective sales campaign for the Dave Jablonski photographs in the Illinois and Indiana territory. Any November, Shelly Lavine, is making a fine recovery from his recent auto accident and is getting out of town operators in his usual friendly way. Terry Reamer put in a lot of overnight and week-end work implementing shipments. Howard Green, recovered from a stunt with the flu, reports plenty of activity with the Acoma built junior 120-foot Deluxe. The Kenney's White Leagan Bowlie has made a big hit with players and operators alike. Wally Flaker, head of Wally's premier division, said the new fishers are moving fast and stock is going to be cut back. Joe Allean has had a lot of interest in the territory field. Jim Starn, William vice-president, left Wednesday (27) for a brief trip to the West Coast.

For More

**MUSIC PROFIT in '52**

**Choose the**

**RISTAUCRAT S-45**

**RISTAUCRAT, Inc., 1216 E. Wisconsin Avenue, Appleton, Wisconsin**

**Twin Features**

- Single Button Selection
- Dual Title Strips
- Positive Electric Accumulator
- Multi-Selective Choice After Coins Deposited
- Location Proven
- Simple to Operate

**"Brighten Your Profit Picture" with the ROCK-OLA profit twins**

ROCK-OLA

**Super Rocket**

**50 Selection Phonograph**

**Model 1434**

Both designed with the operator in mind to help you make more money.

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Avenue - Chicago 31, Illinois

**Mr. Operator:**

A limited number of parts for PACKARD PHONOGRAPHs and WALL BOXES available from WURLITZER FACTORY

**MUSICMACHINES**

**THE BILLBOARD**

**77**
VENDING MACHINES

MARCH 8, 1952

The Billboard

Cole Products Hikes Canadian Vender Output

New Sales Offices, Location Dept. Set For Can. Division

Chicago, March 8—Cole Products Corporation's Canadian division, Cole Products Ltd., has scheduled production of 500,000 venders for 1952, establishment of a division office and appointment of Wilfred Montgomery as general manager. The vender line will continue to be produced in Canada by the new division.

Vending Machines: A New Trend in Food Service

The vending machine industry is experiencing a growing trend in the use of automatic equipment for providing food service. This trend is being driven by factors such as the desire for convenience and the need to provide consistent quality meals.

Cups Ops Cite Pros and Cons In Syrup-Making Programs

Find Self-Mix Programs Exclude Colas; List Equipment Needs, Cost

Chicago, March 8—A new self-mix syrup program is currently being offered by various vending companies to attract more customers. The program allows customers to add their own syrup to their drinks, providing a variety of flavors and customization options.

Juice Venders In Long Range Snow Crop Test

Chicago, March 8—A new long-range test is being conducted on a juice vending machine to determine its effectiveness in handling a variety of snow conditions. The test is expected to provide valuable information for improving the machine's performance in the future.

Wood Cabinets: A New Trend in Vending Machine Design

Chicago, March 8—A new trend is emerging in vending machine design, with the use of wood cabinets becoming more popular. This trend is driven by the desire for more aesthetically pleasing and environmentally friendly vending machines.

Offer Goof Hamp Hope in Tax Fuss

NAMA Invites Participation in Canteen Lawsuit Against Area Offficials

Chicago, March 8—The National Association of Manufacturers has filed a lawsuit against local government officials to challenge the constitutionality of a canteen tax. The association is inviting members to participate in the lawsuit.

Per Machine Tax New Mass. Vender Threat

Chicago, March 8—A new per machine tax is being proposed in Massachusetts, which could have a significant impact on the vending machine industry. The tax is expected to increase the cost of doing business for vending machine operators.

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Ops Cite Pros and Cons

Ingredients

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coke</td>
<td>450</td>
<td>99¢</td>
<td>$445.50</td>
</tr>
<tr>
<td>Pepsi</td>
<td>450</td>
<td>99¢</td>
<td>$445.50</td>
</tr>
</tbody>
</table>

Total: $891.00

Cost

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
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<td>Coke</td>
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<tr>
<td>Pepsi</td>
<td>450</td>
<td>99¢</td>
<td>$445.50</td>
</tr>
</tbody>
</table>

Total: $891.00

Reconditioned

The reconditioned machines come with a warranty of one year. The cost for the reconditioned machines is $7,000.00, which is $3,000.00 less than the new machines.

Vending Machines

A total of 2,000 machines were sold in the last quarter. The cost of the machines was $4,500,000.00. The profit from the sale of these machines is $2,500,000.00.

COLE PRODUCTS

New sales department is opened in Montreal. The department will be responsible for all sales in Canada.

COLE PRODUCTS

New products include a line of snack foods. The line includes chips, pretzels, and nuts.

COLE PRODUCTS

New products include a line of soft drinks. The line includes soda, tea, and water.

COLE PRODUCTS

New products include a line of frozen foods. The line includes ice cream, yogurt, and frozen vegetables.

COLE PRODUCTS

New products include a line of coffee. The line includes coffee beans, ground coffee, and instant coffee.

COLE PRODUCTS

New products include a line of beer. The line includes draft beer, bottled beer, and canned beer.

COLE PRODUCTS

New products include a line of wine. The line includes red wine, white wine, and sparkling wine.

COLE PRODUCTS

New products include a line of spirits. The line includes vodka, gin, and rum.

COLE PRODUCTS

New products include a line of cigars. The line includes pipes, cigars, and rolling papers.

COLE PRODUCTS

New products include a line of tobacco. The line includes cigarettes, chewing tobacco, and snuff.

COLE PRODUCTS

New products include a line of pharmaceuticals. The line includes prescription drugs, over-the-counter drugs, and vitamins.

COLE PRODUCTS

New products include a line of health and wellness products. The line includes vitamins, minerals, and supplements.

COLE PRODUCTS

New products include a line of beauty products. The line includes makeup, skincare, and haircare.

COLE PRODUCTS

New products include a line of home and office products. The line includes cleaning supplies, office supplies, and home decor.

COLE PRODUCTS

New products include a line of automotive products. The line includes car care products, accessories, and parts.

COLE PRODUCTS

New products include a line of technology products. The line includes electronics, computer accessories, and software.

COLE PRODUCTS

New products include a line of educational products. The line includes school supplies, books, and toys.

COLE PRODUCTS

New products include a line of sports products. The line includes equipment, apparel, and accessories.

COLE PRODUCTS

New products include a line of travel products. The line includes luggage, travel accessories, and gear.

COLE PRODUCTS

New products include a line of pet products. The line includes food, treats, and accessories.

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MORE PROFITS—STEADIER INCOME WITH VICTOR'S NEW SUPER SALESMEN...

BABY GRAND & CHICLE TREETS

VENDING MACHINES

MARCH 8, 1952

THE BILLBOARD

Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in the Billboard since its first issue. All standard machines and prices are listed. Where more than one price is quoted, the lowest is given if the same price is quoted in more than one advertisement. Where quantity discounts are mentioned, as is frequently the case in newspaper advertisements, only the lowest price is quoted. Where prices are not available, no mention is made of any other machine or prices. The Billboard does not discuss the merits or defects of any machine, whether new or used.

For this week's prices consult the used machine advertisement in this issue.

VICTOR'S JUMBO 100

New Mass. Vender Threat

The following "Vending machine operators," any person other than a manufacturer or wholesaler who operates one or more vending machines for the selling of cigarettes, whether or not each vending machine is operated separately, on the premises of the owner of such vending machine or on the premises of another, is required to file a report with the Commission of considerable to the tax commissioner.

Manning Artists

This bill, now in the tax commission, will be heard on April 15th, was opposed by the American Tobacco Company. The bill, which is supported by the American Cigarette Vendors Association, is a measure to be heard in the Massachusetts legislature. The bill would require any person engaged in the business of cigarette manufacturers or wholesalers to file a permit with the state at $5 per year. The permit would have to be renewed annually.

Under existing laws, cigarette manufacturers pay 40 cents per cigarette. Under the proposed law, 40 cents per cigarette would be required to be paid to the state. The state would then have to distribute the money to the state's general fund.

The proposed bill was introduced in the Massachusetts legislature in February and is now pending in the House of Representatives.

The bill was introduced by Representative John G. O'Brien, a Democrat from the 11th District. O'Brien said the bill was needed to help the state's budget.

O'Brien said the state's budget is suffering due to the decline in cigarette sales. He said the state needs more revenue to help balance the budget.

O'Brien said he believes the bill will be passed by the House of Representatives and will then be sent to the Senate for consideration.

ATTENTION

ON THE NIGHT OF MAY 1 THROUGH 2, 1952, VENDOMATIC SALES CO., INC., 45-50 W. 40TH STREET, NEW YORK, NEW YORK, HAD AN INTRUDER, ALONG WITH REPORTEDLY TWO OTHER PEOPLE, BREAK IN TO THE PREMISES.

The three individuals broke in through the second floor window of the building.

The intruder and the two others reportedly broke into the building and stole a total of $10,000 worth of merchandise, including a 1952 Chevrolet sedan valued at $4,000, a 1952 Ford sedan valued at $3,000, and a 1952 Buick sedan valued at $3,000.

The intruder was described as a white male, 6 feet tall, weighing 170 pounds, with short hair and a mustache. He was wearing a black coat, black pants, and black shoes.

The other two individuals were described as white males, one wearing a black coat, black pants, and black shoes, and the other wearing a blue coat, white pants, and black shoes.

The intruder and the two others reportedly fled the scene in the stolen vehicles.

Any information about the individuals or the stolen vehicles should be reported to the New York City police.
Pittsburgh

M. J. Ashby, general sales manager, Oak Manufacturing Company, who just returned from the convention in Chicago and a trip to New York, tells us he is seeing a lot of interest in the association for bulk vending machine operators and that many of the people he is talking with are expressing a desire to join the association. He is also seeing a lot of interest in the association for bulk vending machine operators and that many of the people he is talking with are expressing a desire to join the association.

Monroe Greene, partner, Coin Machine Agency, reports that the club that his firm'ssuccess is that it is

buying and selling in the business. Glen Gilliatt reports that the club is doing a very good job of this for the year.

Joseph McGinn has organized a new club, the Thrifty Distributors, in Chicago. He and his partners are practicing in the business. They are planning to open a new office in this line at the beginning of next year.

Sidney Weintraub, partner, Sid's Vending Company, who has been in the club for some time, has been able to raise some dough about this month. Jerry and Mec McGinn have reorganized the Atlantic Coin Company, Wolfing, Va., in addition to the original one. The new company will handle the old one, and it will also handle the new one. The new company will handle the old one, and it will also handle the new one.

Northern Michigan, it is reported, is open to the addition of new members. The club is doing a fine job of this for the year.

Joe Abraham, Abraham Music, Altoona, Pa., has been in town, and they are planning to open a new office in this line at the beginning of next year.

Beverly Cook, partner, Beverly's Coin Agency, reports that the company's success is due to the steady work on a plan put into effect. Joe Abraham, Abraham Music, Altoona, Pa., has been in town, and they are planning to open a new office in this line at the beginning of next year.

Bill Gallo, independent operator from Hamilton, Pa., increased his plans, and it was reported that he was interested in the trade association. He is also interested in the trade association.

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buying and selling in the business. They are planning to open a new office in this line at the beginning of next year.
Coinmen You Know

Continued from page 3

specializing in installing Formica play fields and extra-large-plus

Ed Bennett of Coines Vending has this to say about the new

passers-by in his latest venture, the so-called "Champ

Bender" food machine. "Teddy's

bank of shufflers, at the

Grand Central" is a hit with the

during the run of the Sportsmen's

Show.

Dave Simon, his cousin, Simon, Signes, intercepted his Florida friend to attempt to reach South last week

before returning South last week

promised a new distributorship.

Bank of Shufflers, of "Abie's" in

Green, who heads the Newark

N.J. branch returned from

while waiting for the week

in Nevada (Kempsey, Kangaroo) to

his Connecticut territory.

Capo; Denny Melzer, back from

the general manager of the Auto-

Music Operators' Association.

February 12, at the hotel was an

address by Hon. H. A. Lawton, A.H.M.A., the

secretary of the association, on the recent hearings

in Washington on the jewelry trade.

Milwaukee

Malo Curran, head of the Metro

Amusement Co., reports the ex-

pansion of Ranciie Pach to his

plans.

We Will Pay HIGHEST Cash Prices for

FIVE BALL GAMES

ONE BALLS

All makes, all conditions.

WILLIAMS

CHICAGO

200 N. Wacker Dr.

WE PAY CASH

Now Delivering New Games

NATIONAL EXECUTIVE

MAC'S

FORMICA TOP

One-Stop America's Up.

 nighttime. It

We screen these privately,

including the highest prices.

Today's highest price, $54.50.

Prices

SSS

MUSIC

MITE

SCREENED FORMICA

THE BILLBOARD

MARCH 8, 1952

THE BILLBOARD

Index

of Advertised Used

Machine Prices

• Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard known as

advertised books. All equipment being sold is the property of the owner and is located in the

state stated. All equipment is sold as is and is offered without warranty of any kind. The

equipment is advertised for a limited time only and may be withdrawn at any time

without notice. MARCH 8 Only.

For this week's prices watch the used machines advertisements in this issue.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<th>Price</th>
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<td>Bat, Demarzo Chrome</td>
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<td>Bat, Johnson Chrome</td>
<td>95.00</td>
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<td>Bat, Johnson Chrome</td>
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<td>95.00</td>
<td>Bat,定</td>
<td>125.00</td>
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</table>

Good Turnouts

Continued from page 3

sales manager, and another for
to the W. B. Williams Co.,
the plant of the new

company.

Tampa, Florida

Saturday, the Williams

will be in Tampa to direct the

8 Ball Derby, and the

8 Ball Derby.

Williams will be in

in the use of the

program.

Maine, Dan Steabe, presi-

dent of the

The company will be

in Chicago, and

in the

Section.

MARCH 8

Japanese Pin

Continued from page 22

ra, they do not include such key

in the game at Wreckers, which

in the last round.

Tokyo also has three

about 100,000 machines

in use since the late

October. The average

in the three

in the game.

Tokyo, Nagoya, and

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Location Biz Holding Own In Portland

PORTLAND, Ore., March 28—A survey of Portland tavern-owners shows that the city's liquor tax calculated on 20 per cent of gross receipts, has little effect on business. Restaurants and bars are generally in better circumstances than expected exceptions — and the proprietors are generally in better circumstances than expected exceptions. In general, it was found that the liquor tax had little effect on the prosperity of the restaurants.

Certainly seasonal influences, such as weather, time with the season, and the season, again found to be hurting business, but not seasonally reported satisfaction with the general market.

The neighborhood taverns in the city's business district were found to be in better circumstances than expected exceptions. In fact, it became apparent that as conditions improve, the tavern business becomes more important.

The owners in which a tavern is conducted also seem to be more important. A tavern owner is more likely to find the time to pay attention to the business, and he is more likely to find the time to pay attention to the business.

An exception to neighborhood taverns was found in the business district, where the proprietors were generally in better circumstances than expected exceptions. In fact, it became apparent that as conditions improve, the tavern business becomes more important.

In the city's business district, the proprietor's personal contacts, and the importance of the personal contact, become apparent. The property owner's personal contacts, and the importance of the personal contact, become apparent. The property owner's personal contacts, and the importance of the personal contact, become apparent. The property owner's personal contacts, and the importance of the personal contact, become apparent. The property owner's personal contacts, and the importance of the personal contact, become apparent.
Test Legality
• Continued from page 17

decision tagging the machines as illegal under the State Constitution.

Attorneys for the club contend that the term "Palm cereal" used by the State Constitution, was intended to refer only to the sale of certain lottery tickets. They also claim that the 1901 law was interpreted too broadly, allowing the general sale of palm cereal to constitute the sale of lottery tickets.

Appearing as "Friends of the Court," and offering to support the club's case, are two witness statements to the effect that the club has a good name and reputation. The opposing side has filed a brief to argue against the club's position.

A decision is expected within the next three months.

Detroit Firms
• Continued from page 17

Amusement Machine Co., Inc., headquartered at 3100 Washington, has joined the Detroit Manufacturers' Association of Detroit. The company is operated by the management of the Michigan State Bar Association, which was formed last year to promote the business of motion pictures in the state.

This firm is one of the nation's leading amusement machine manufacturers and has been active in the industry for many years.

New GE Lamp Catalog

Cleveland, March 1—The General Electric Co. has just issued a new catalog listing and illustrating many of its latest products, including some of the finest in the field of lighting and illumination.

The catalog contains a wealth of information on the various lamp types and their applications, as well as technical data and specifications.

Israel S. Fish

President

David Fishman

Secretary

Subscriptions

$10.00 per year

651 Grand Avenue, Chicago, Ill.
**Shuffle Games**

Estimates and prices listed below are taken from advertisements in the Billboard and are indicated below. All advertised costs and prices are listed. Where more than one price is advertised the same equipment of the same price, frequently with which price is advertised is indicated. Where a price is not indicated, it is the less than, more than or equal to the advertised equipment. Items are on occasion, marked and other similar factors.

**Williams World Series**

Get the Players What They Want With

IN-A-BACKBOARD ACTION! 3-Dimensional Ball Players actually bounce on the diamond within the backboard!

FAS! EXCITING! BIG-TIME!

PLAYED CONTROLLED PITCHING AND BATTING • AUTOMATIC BASE RUNNING • LIGHT-UP DIAMOND ON PLAYFIELD! • SKILL-AID INDICATORS!

REPLAYS FOR HIGH SCORE

SPECIAL CHANGEOVER JACK CONVERTS FROM 5¢ TO 3¢ FOR 25c PLAY QUICKLY, EASILY!

QUALITY BUILT FOR YEARS OF PROFITABLE OPERATION!

DON'T "HOLD OUT" ON YOURSELF! SEE—BUY DELUXE World Series AT YOUR DISTRIBUTOR NOW!

---

**Williams DeLuxe**

**Best Buys of the Week!**

**One-Balls**

<table>
<thead>
<tr>
<th>Zelda Millionaire</th>
<th>$105.00</th>
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<tbody>
<tr>
<td>Sword of Sorrow</td>
<td>$95.00</td>
</tr>
<tr>
<td>Power of Time</td>
<td>$125.00</td>
</tr>
<tr>
<td>World Series</td>
<td>$195.00</td>
</tr>
<tr>
<td>Wizard of Oz</td>
<td>$175.00</td>
</tr>
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</table>

**Two-Balls**

<table>
<thead>
<tr>
<th>Zelda Millionaire</th>
<th>$205.00</th>
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</thead>
<tbody>
<tr>
<td>Sword of Sorrow</td>
<td>$165.00</td>
</tr>
<tr>
<td>Power of Time</td>
<td>$225.00</td>
</tr>
<tr>
<td>World Series</td>
<td>$260.00</td>
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<tr>
<td>Wizard of Oz</td>
<td>$285.00</td>
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</tbody>
</table>

**Three-Balls**

<table>
<thead>
<tr>
<th>Zelda Millionaire</th>
<th>$305.00</th>
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</thead>
<tbody>
<tr>
<td>Sword of Sorrow</td>
<td>$275.00</td>
</tr>
<tr>
<td>Power of Time</td>
<td>$325.00</td>
</tr>
<tr>
<td>World Series</td>
<td>$340.00</td>
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<tr>
<td>Wizard of Oz</td>
<td>$360.00</td>
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</tbody>
</table>

**Four-Balls**

<table>
<thead>
<tr>
<th>Zelda Millionaire</th>
<th>$405.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sword of Sorrow</td>
<td>$365.00</td>
</tr>
<tr>
<td>Power of Time</td>
<td>$415.00</td>
</tr>
<tr>
<td>World Series</td>
<td>$430.00</td>
</tr>
<tr>
<td>Wizard of Oz</td>
<td>$450.00</td>
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**Five-Balls**

<table>
<thead>
<tr>
<th>Zelda Millionaire</th>
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<tbody>
<tr>
<td>Sword of Sorrow</td>
<td>$465.00</td>
</tr>
<tr>
<td>Power of Time</td>
<td>$515.00</td>
</tr>
<tr>
<td>World Series</td>
<td>$530.00</td>
</tr>
<tr>
<td>Wizard of Oz</td>
<td>$550.00</td>
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</table>

**Four-Balls Special**

<table>
<thead>
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<th>Zelda Millionaire</th>
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<tbody>
<tr>
<td>Sword of Sorrow</td>
<td>$455.00</td>
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<tr>
<td>Power of Time</td>
<td>$505.00</td>
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<tr>
<td>World Series</td>
<td>$520.00</td>
</tr>
<tr>
<td>Wizard of Oz</td>
<td>$540.00</td>
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</table>

Watch for Merry-Go-Round's Next Money-Maker!
NEW!

It's KEENEY'S GREAT NEW DELUXE LEAGUE BOWLER

WITH THE SMARTEST MYSTERY HANDICAP PLAY-INCITING COME-ON OF ALL TIME!

"AVERAGE BOWLER" LITES UP ON 1-2-3 OR 4 ON FIRST COIN INSERTED.

Yes! WHEN THE LAST SHOT IS MADE "AVERAGE SCORE" OF 140 TO 259 APPEARS IN THIS SECTION FOR THE PLAYER TO MEET OR BEAT!

Plastic EVER-SLICK Silent Playfield
Up to 4 Players Each Game
20-30 Automatic Scoring
KEENEY LITE-UP PINS
"AVERAGE SCORE" POPS UP ON MYSTERY BASIS AFTER LAST SHOT IS MADE

Install KEENEY'S DELUXE LEAGUE BOWLER TODAY!

Remember "AVERAGE SCORE" TAKES IN MORE!

Order FROM YOUR KEENEY DISTRIBUTOR

RCA COIN RADIO

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES
Has Been Sold In The Billboard

WHAT DO YOU HAVE TO SELL?

Cobra Cartridges

COBRA CARTRIDGES

Advertisers are the Spring Special's Biggest Boosters...

because if sells and sells and keeps on selling...for them for months and months...It's the best sales booster with a tremendous sales power.

Your readers are which thinking and acting—they have been used to making decisions in the business world—if a deal looks good they buy it. Sales never quickly from your ads.

(Signed/W. B. Burt)

Mr. Burt should know. Mr. Billboard ad sold $15,500 worth of equipment.

Yes, sales do convert quickly from Billboard ads, and the Spring Special's were 26,000 copies (total of more than 70,000) selling job Better reserve advertising space now—deadline in April 2.

Runzel

NOW AVAILABLE IN
90 COLOR COMBINATIONS

Cord and Wire Co.
1752 W. CLARK ST. CHICAGO 21, ILL.

NEW FEATURE PROJECTS

Comming April 12

THE BILLBOARD

SPRING SPECIAL

- New York 36
1564 Broadway
- Cincinnati 22
2150 Patterson St,
- Chicago 1
1102 W. Randolph St.
- Hollywood 28
6000 Sunset Blvd.
- Hollywood 5813
- St. Louis 1
310 Adams Blvd.
- Detroit 1
Fox Theatre Blvd.
- Wheelers 2 3100
See it today at Trimount
CHICAGO COIN'S
DERBY
OFFERS THRILLING COMPETITION...
4 TIMES THE EARNING POWER
It's the action-packed game of the year! 3 or 4 dimensional bowls and alleys...
That you can play at home, in the yard, or on the lot...
4 players can play at the same time...
TRIMOUNT IS DELIVERING NOW...
QUANTITY IS LIMITED
EXCLUSIVE SOTHEBY, WILLIAMS AND SIBLEY DISTRIBUTORS

FOREIGN BUYERS!
Remember FOR EXPORT
It is INTERNATIONAL AMUSEMENT AND SCOTT-CROSE
For All the Latest Games Produced by BALLY GOTTLIEB WILLIAMS
Write for Free Price List and Order Forms.

SOMEBODY IN THE WORLD...
There's a buyer for your talents—services—merchandise.
**Gottlieb's Quartette**

Something to Sing About

**with a Foursome of Fascinating Features in High-Stepping, Fast Action!**

**MULTI-VALUE ROLL OVER**

at bottom center of playfield—scores Replays when numbers 1 to 5 are hit or when all 4 "Pop" Bumpers are hit.

**BALL TRAP**

provides HIGH SCORE—lights corresponding "Pop" Bumpers and Roll Over to score Points—awards Replay when filled.

**SUPER REPLAY AWARDS**

When numbers 1 to 4 are made and BALL TRAP is filled, Multi-Value Roll Over lights for Extra Special Replay Awards.

**4 "POP" BUMPERS**

4 FLIPPERS

and Foremost in Gorgeous, Dazzling Color and Design!

ORDER FROM YOUR DISTRIBUTOR TODAY!

---

**CLEAN USED EQUIPMENT READY FOR LOCATION**

**ONE BALLS**

- **GAME WINE 7500**
- **DARTS 4000**
- **MADISON 4000**
- **ALUMINUM BULL'S EYE**
- **METAL FRENCH**
- **CHERRY***
- **NIGHT HAWK**
- **LADY**

**FIVE BALLS**

- **STEAKS**
- **HUNTING**
- **MADISON**
- **FRENCH**
- **BOWLING**
- **devices**
- **CHAMBER**

**MUSIC**

- **BAND**
- **WAVES**
- **STEAKS**
- **MADISON**
- **FRENCH**
- **BOWLING**
- **devices**
- **CHAMBER**

**NEW EQUIPMENT—RECONDITIONED EQUIPMENT**

**WRITE**

WE CAN'T LIST EVERYTHING, BUT WE CAN SUPPLY ANYTHING!

- **JEWETT**
- **SOUTH BEND**
- **NEWMARK**
- **BURLINGTON**
- **WINTHROP**
- **SARENA**
- **LOUISVILLE**
- **LUXEMBOURG**

**ATTENTION ALL FOREIGN BUYERS**

**WRITE**

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

---

**ACTIVE AMUSEMENT MACHINES CO.**

3150 W. 4TH ST., MINNEAPOLIS 40, MINN.

**Phone: 7234**

---

**CALL "ECONOMY & RELIABILITY" TO YOUR DISTRIBUTOR WITH CENTRAL OHIO QUALITY BUYS**

**ONE BALLS**

- **WRITE**
- **SHUFFLE ALLOYS**
- **DINGE GAMES**

**FIVE BALLS**

- **SHUFFLE ALLOYS**
- **DINGE GAMES**

**NEW**

- **SHUFFLE ALLOYS**
- **DINGE GAMES**

**NEW LOW PRICES**

- **SHUFFLE ALLOYS**
- **DINGE GAMES**

**WRITE—PHONE**

CENTRAL OHIO COIN MACHINE EXCHANGE

202 S. MAIN ST., COLUMBUS, OHIO
YOU'RE IN FOR A
Shower of PROFITS!

Exclusive
"CARRY-OVER"
FEATURE
keeps nickels
pouring into machine
Balls remaining at top
of back rack provide
opportunity for greater
number of replays in
next game. Encourages
play for hours!

- LIVELY!
- EXCITING!
- THRILLING!

CONSTANT
ACTION
either in
BACK RACK
or on
PLAYING FIELD

SPRINGTIME
IS FAST!
Less than 2 minutes per game.

Genco
2621 N. Ashland Ave.
Chicago 14, Illinois

Use The Billboard Classified Pages for RESULTS!
Here's a game that's got everything!

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