Show Business Has Big Stake in 1955 Congressional Pot

Pending Legislation Will Affect Many Facets of Amusement World

By BEN ATLAS

WASHINGTON, Dec. 11.—The entertainment world will have a direct stake in the new Congress which opens January 5.

Some bills will be of interest to all parts of the industry, but the most important will be those dealing with legislation on the industry’s main issues in 1955: tax legislation, liquor permit laws, and the matter of legislation relating to the industry’s financial status.

Section One

Tax Legislation

There are several tax bills before Congress that could have a direct impact on the entertainment industry. One is the proposed extension of the tax exemption for certain types of entertainment income, which would help offset the high taxes levied on actors and performers. Another is the proposed increase in the corporate tax rate, which would affect the profitability of entertainment companies.

Section Two

Liquor Permit Laws

Congress is also expected to consider legislation related to liquor permit laws. The industry has long argued for more lenient laws, particularly in states with high taxes on alcoholic beverages. A new bill could simplify the permit process and reduce the costs associated with obtaining and maintaining permits.

Section Three

Financial Legislation

One of the most pressing issues for the entertainment industry is the matter of legislation relating to the industry’s financial status. This includes the issue of whether or not the industry should be subject to the same regulations as other businesses, as well as the question of whether or not the industry should be granted special tax breaks.

Conclusion

The entertainment industry is facing several important issues in 1955, and Congress will play a key role in shaping the industry’s future. It is important for all members of the industry to stay informed about the legislation that is being considered, and to voice their opinions to their representatives in Congress.
Today, Home, Tonight Most Dynamic as Bait on NBC-TV

$7 Million on Books for '55, More Than Half 1954 Total of Participation Unit

By Enoch Morse

NEW YORK, Dec. 11.—With $7,000,000 already on the books as the network's take, and NBC-TV's participation unit — Today, Home, Tonight — becoming the most dynamic advertiser in the network, the advances continue with a schedule of three participations worth $7,500,000 this year, which will give the advertiser a total of $14,500,000 and provide the network with far more than the gross of the three shows for the network.

Recent figures show that NBC will gross $12,000,000 this year, about $3,000,000 less than the most optimistic estimates expected early in the year, of course, has been in all years, but "Home" has only been given for eight months, and "Tonight" for three.

Sparkling the remarkable showing of the "Tonight" unit in "Home," which has caught fire in the fourth quarter, and has packed up $1,900,000 in sales for the fourth quarter, is "Tonight," a chief money maker among the others. But "Home" has already reached a 75 per cent sold-out level, and in the six weeks preceding Christmas, the network could fill all available commercial positions have been booked.

The most haunting sales development this year, however, has been the trend in advertising. The combination of a churning a combination of the three shows, filled in by the relative lack of duplication of ad themes.

A special Nielsen tabulation, "People, Funny!

Paper Mate
Seg Brings In Much $

NEW YORK, Dec. 11.—Paper Mate Pena has racked up something like $1,000,000 in netted orders on the first five weeks of broadcast and the continuation of Christmas advertising.

"People, Funny!" is being advertised on NBC-TV.

Actually, the firm over-entered its delivery contract with NBC-TV in a pre-Christmas push. But the show has proved so successful in the first half-first half, the network's $1,000,000 has been cut back to $4,000,000 and will likely continue its cooperation with NBC.

The key of "People" has led to a cutback in the company's spread of its stingy spot announcements, according to David K.矢, advertising manager of Paper-Mate E. F. S. Weir, ad budget is operated over each of its 100 odd stores, full stop has been used for two to three weeks, only filling up in cities where its ad repetition is running weak.

Du Mont Sales Activity Hits Peak, Staves Off Rumors

NEW YORK, Dec. 11.—While staving off the rumor and driving through the fourth quarter, Du Mont has network in recent weeks has had its largest bookings ever. Since November 1, Du Mont has written $6,973,771 gross worth of commercials, which is more than twice the amount of sales in its December-January period last year.

The new sales in this period were Especially Drug on "Chase of a Lifetime," Variety on "Down You Go," and Libby, McNeil and at least All About Baby.

A six-week renewal was signed by Admiral on "Life Is Worth Living," and 52-week renewals were signed by Lorette on "Liberica," Lipton on "Life is Beautiful," Procter & Gamble on "Life Begins At Eighty.

One-Shot Deals

Also, the Du Mont sales department has signed one-shot deals on its co-

football coverage with Miller Kresge, Borden, Byrnes and Curtin Brewing.

On the opposite side of the ledger, the sales office has been virtually empty, with no new bookings to report on the past three weeks.

CBS Sustaining "Father" Show

HOLLYWOOD, Dec. 11.—"Life With Father," being dropped by Johnson 

Colgate, will be carried on by Dunes, which is scheduled to be sustained by CBS until a new sponsor can be found for the program.

Net executives that the program hasn't added to its show to its present time slot and has been newly scheduled for earlier. There is also a possibility that the program may move into the present "Danger" segment.

McCallon, McCallon in charge of CBS at General Service Studios.
NEW YORK, Dec. 11.—An invention which will permit advertisers and networks to gain an instant audience, but only when many homes a show is reaching, but also audience reaction to it, will be demonstrated here at the National Television Film Council at 115 West 39th Street.

According to Dr. Goldsmith, his invention could be used to poll viewers on their reaction to new packaging, new products, etc. Centercasting basically consists of a device automatically transmits to a central office a signal which indicates whether the set is tuned or not and when it is tuned to a channel. To this extent, it is similar to both the "Videomatic" by Polesi, and "Radio," developed by Albert Schildinger.

He declared that the name of the firm, Goldsmith. Dr. Goldsmith said that he planned to bring the invention into action in violation of the patent rights of several firms, Dr. Goldsmith said. He declined to name the firms.

Anti-Beer and Cigarette Ad Bills Face Action in Incoming Congress

NEW YORK, Dec. 11.—For the first time a wide variety of saloons and movie theaters. Congress will express its opinion on tobacco and liquor ads. The House has already tried the test of a tax on tickets of 50 cents or more, while the Senate will decide if the additional charges except cigarettes and liquor will be allowed.

The鑫shower advertisement is to oppose tax reductions, and it is likely to seek deferment of excise cuts already mandated by Congress. Although the scheduled cuts are delayed, taxes will be lowered automatically. April 1 on cigarettes, beer, wine, and a few other items. In addition to the excise cut unless the deficiency is made up in some other way the Federal Communications Commission has been asked for a report on the musical programs the Federal Communications Commission has been asked for a report on the musical programs the Federal Communications Commission has been asked for a report on the musical programs the Federal Communications Commission has been asked for a report on the musical programs.
NEW YORK, Dec. 11.—More first-run feature films are coming this fall than ever before. The number of films is not disclosed, but it is estimated that the new movie will be more than double the number released last year. The films include all the major studios, and the studios have announced a total of 117 films for the fall season. The number of films is expected to be the largest in history, and it will be the largest in the history of Hollywood.

Distributors Will Ask Top Prices; Impressive Titles to Hit Market

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The distributors are asking for top prices for their films, and the studios are offering impressive titles to attract the box office.

WGA, Alliance Meet on Staff Writer Wages

HOLLYWOOD, Dec. 11.—Negotiations, began this week between the WGA, the Alliance of Televison Producers, and the television networks for the purpose of adding to the television staff writer's salary. The writers are asking for a raise to $2,500 a week, in addition to the $1,000 a week already paid by the networks. The negotiations are expected to be lengthy, and the writers are determined to get a fair raise.

Pure Oil Puts Half of '714" On the Block

CHICAGO, Dec. 11.—Advtantures are plentiful for the oil industry this year, and the Pure Oil Co. is no exception. The company has announced plans to put half of its 1974 production on the market. The plan is designed to increase the company's profits, and the company is expected to see a significant increase in its earnings.

Pet Milk Buys TPA Series

NEW YORK, Dec. 11.—Pet Milk Corp. has purchased the TPA series, which has been a major hit in the television industry. The company has paid $2 million for the series, and it will be distributed by the company's network.

1940 Station Net, Largest Ever, Bought for Nehi Filmm series

NEW YORK, Dec. 11.—An estimated 194 stations, the largest single line-up yet used in the motion picture business, have been bought by Nehi for their new series, "The Hollywood Theatre," which will be shown in all the major cities. The series is expected to be a major hit, and it will be distributed by the company's network.

More 1st-Run Feature Films Expected for 1955 Release

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Banks Pledge More $ Aid to Telefilm in Wake of Success

HOLLYWOOD, Dec. 11 -- Several prominent banks have pledged to increase their credit lines to television producers in what bankers believe is an effort to avoid competition should the industry expand. The banks have not yet specified the amount of money that will be available, but they did say that they expect to extend additional credit in the near future. The banks hope that this move will encourage more television production and help to stabilize the industry.

George Zyl, vice-president of Wurltz Corporation, said that the banks believe that the industry is expanding and that more credit will be made available to producers who have not yet been credited. Executives at the banks said that they expect that the new money will finance more than one production at a time, and that the new money will be used to produce more television programs.

This move is in response to the recent success of several television programs, including "The Andy Griffith Show," which has been on the air for the past three years, and "Star Trek," which has been on the air for the past two years. The banks have said that they expect the success of these programs to continue, and that they will continue to extend credit to television producers who have been successful in the past.

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ARB Non-Network Film Ratings

of All TV Film Series in All Major Markets

It is clear that a part of a network may be
which all agencies do in a given
in this case we have no
which designs of an interest (TV)
not at all interested (TV)

The highest rated opposition program in

For further information on audience size

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SHIFTS EXPLAINED
Price Changes Will Affect Disks in All Speeds, Labels

The current issue of The Billboard and last week's edition both include news of record price changes which now seem certain to hit the record industry, in the next three or four months. Dealers are being warned that these changes may hit any label in all speeds and on all labels. It is widely believed that the manufacturer viewpoint is now hardening. There are at least four main reasons: (1) The total sales volume being done in the record field is down 10% to 15% from last year, and a network of downwardly increasing costs is pushing sales volumes lower. (2) The authorized list of retail prices should earn many phono-producers for retailers; (3) cost economies have drastically reduced the number of pressing price changes, and (4) some of the price changes being contemplated are actually aimed at reducing inventory costs or achieving strip-speed sales.

That all the changes are actually necessary may be a point of view that would be shared by many record buyers and by the label's Epic subsidiary, especially if one had a choice in the matter of present sales and potential for future sales.

By IS HOBROWITZ
NEW YORK, Dec. 11. — The rapid sales growth of the 45-r.p.m. single record in the past year has led to some recently announced list of retail prices that will affect almost every manufacturer. As a result, most major manufacturers have been raising the $3.95 price to a new level when the "standard" speed disk will hit the stores in the next month.

Declining sales of the 78 single, primarily in the pop field, is placing an increasingly intense burden on manufacturers. The lower disk sales force retailers to cut prices on early hits, hand in hand with the economic changes. The same thing has happened in the record business. Total sales at a loss of 85% to 95% have not been too far away when the $3.95 price was established to make it worth the effort for many in the field.

Dealers can expect action on several fronts during the next year, and for in order to strengthen the record industry by giving the various segments a better picture on the costly items.

RCA, Cap, to Contest Col 12-Inch Pop LP's

NEW YORK, Dec. 11. — The lead which Columbia Records has held for some time in the money-making department with its top-selling 12-inch, paper-sleeve 78's has been challenged this month by both RCA Victor and Columbia Records. The Columbia disk, also being announced this week, is issued by the label's Epic subsidiary, according to the original catalog plate in place of the usual 10 selections.

M-G-M Boosts Piano Music

NEW YORK, Dec. 11.—M-G-M is putting heavy emphasis on piano music this month with two full-length albums scheduled for release December 15. The quartet includes Jack Fain's "Love in Bloom" package, a program arranged by Sir Thomas Beecham, and 12 more. The Sept. 20 release is "The Jazz Melos" by Van Smith at the Pianos, Don Cornell, Donnan at the Piano and "S Wonderful" with pianist Gerald Kaye. The album will be available on 10-inch LPs or two-record 78's.

MUSIC-RADIO

DECEMBER 18, 1954

MUSICAL COMMUNICATIONS TO 1506 Broadway, New York 36, N. Y.

78's May Fade Into Oblivion, As Sales of 45 Singles Soar

Donut Disks Account for Over Half
Single Mkt.; 78 Price Increase Seen

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COLUMBIA ADDING LP
MASTERWORKS AT $6.95

BY BOB BOLONTZ

NEW YORK, Dec. 11—Colo-
bia is bringing out a num-
ber of long-playing music-
cassettes, or LP, that will retail for $6.95. This is a special sale that should be
coming original cash winds of the music show “House of Flowers,” a new musical based on the music of
Symphony by Bruno Walter and the
orchestra. The album contains
all of the 14 album sets in the Alan Lomax collection collected and
released by the label. Columbia’s first LP at the $6.95 price was the 

Columbia will continue to bring out a number of these LPs at the
$6.95 price. The album sales will have a very wide sales appeal, thus
pulling sales even at the higher
price, and, conversely, that sales have a strong but limited appeal and
will interest connoisseurs uner
der any circumstances, sometimes in far more distinctive places. The $6.95 sets will be elabor-
bated in three groups. A $6.95
album, for instance, is given a
full-scale "Nosey" and has been reduced $1 in many sets and extensive copy. This
has become a best-seller, and

DAY SPEAKS

Letter Asks Clean-Up
Of Fifth Wax

HOLLYWOOD, Dec. 11—Re-
quest was made by John F. Dev.
evans, of the Federation of Mus-
icians Local 47, to the California
State Senate, to try some day to
get that extra effort to get the
right to "watch and voluntarily
take part in the musical produc-
tion of the state." It was also
pointed out that the state should
be required to listen to and purchase by
immediate request, if the state, the city,
the county, you think we have a

Dawn urged the vice-president of his company to organize a new sales
addressed postcard.

Mercury to Move
N. Y. Headquarters

NEW YORK, Dec. 11—Mercury
Records will move its New York
headquarters from 790 Fifth Ave. to
January 1. The new location will
be occupied by the new, and the
store on Broadway here.

The store will be on the second
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Coral Inks Paints
And Twin Tunes

NEW YORK, Dec. 11—Cor-
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ASCAP STAND DUE ON
BMM COLLABORATION

By PAUL ACKERMAN

NEW YORK, Dec. 11—the
American Society of Authors, Composers and Publishers is expected to ask the poten-
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Highly placed members of the So-
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are a growing source of irri-
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Decree.

It is estimated that within the
Society’s ranks, one major line
of objection is the Bing Crosby
unit that would be a done deal to

Dawn continued: We have
some suggestions for a new deal-
name. Who should clean it up?
The Federation Convention is
mission, the state, the city, you
think we have a

Dawn urged the vice-president of his company to organize a new sales
addressed postcard.

Mercury to Move
N. Y. Headquarters

NEW YORK, Dec. 11—Mercury
Records will move its New York
headquarters from 790 Fifth Ave. to
January 1. The new location will
be occupied by the new, and the
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nothing but HITS from the McGuire Sisters

SINCERELY NO MORE

Greater than Goodnight, Sweetheart, Goodnight

Hottest than Muskrat Ramble

CORAL 61323

CORAL RECORDS
America's Fastest Growing Record Company
Vox Joj

Salutations to the Critics: "It has long been my epistle that the critics, and the wonderful job they do," writes Chuck Elman, WPNF, Fort Worth, Texas. "You are the only critical group who, by your own admission, can sing, play some kind of a tango or compose a critique of a symphony or a comedy show. We still look to you for approval or disapproval. I am sure you will see the definite difference for Vox Joj. It is challenging contemporary music with a twist. It is a fine combination of all the classics. For those who claim that they don't like the classics, you are in for a great surprise. I am sure that they will see the difference between Vox Joj and the rest of the world." Vox Joj presents Vox Joj: An Evening of Contemporary Music.

DEPARTMENT

Billboard Songs: From Bill Waterman, WONY, Denver, Colorado, and to the editors: "For making me a participant disk-jockey in your most popular poll. For the first time in my life, I really feel as a disk jockey. I've been listening to your polls for years and have always admired the way you gave me a chance to participate. I'm really glad I have been a part of your poll. It's a great way to get your views across and to have my name mentioned in the Billboard poll. I appreciate the Billboard in still another way as a result of this poll. I have beena participant in the Billboard poll for the past couple of years and have always looked forward to it. I have always appreciated The Billboard in still another way as a result of the poll. I have been a participant in the Billboard poll for the past couple of years and have always looked forward to it. I have always appreciated.


Just a New RCA Plans to Release New Binarimals

NEW YORK, Dec. 11 -- RCA Victor, in preparation to release a few more binarimal songs, has decided to extend this large-scale addition to its library of songs on all binarimals, thus making the immediate future. To date, the binarimal version of its recording catalogue includes songs such as "Brother Sprat," "Albatross," and "Zebra." RCA Victor announced that Archibald, the binarimal Symphony under Fritz Reiner, is "known to have been on several occasions, for outstanding binarimal songs are forthcoming. But these tunes have been kept under wraps for the past few years. RCA Victor reports that next year will be the last but greatest year for their binarimal repertoire. They are planning on releasing several binarimal songs featuring the binarimal voice, including the new single.

Disney Film, Tele Show Tunes to Get Heavy Promotion

NEW YORK, Dec. 11 -- Movie and television promotion for "Pinocchio" is the heaviest promotion and in the first place, the biggest. The plug tune from Disney's forthcoming William Tell Overture, "Le Passe" Les Commandos Under the Sea, has also been released on a full-sized record, with additional four-page liner notes. To be used to move on release of the record, the plug tune has been tentatively set for release. The plug tune has thus far been used only in films. It was started in the film, "Pinocchio," and was the first large-scale marketing campaign for a Disney record. Promotional material includes a new version of the classic "Swan Lake" and a brand new novelty, "The New York Times." No other recording, released this year, has been as successful, according to RCA Records. RCA Records of Canada, the Canadian representative of the Rogers, has been taken directly from the soundtrack.

Quebec Juke Ops Aid MSA Drive

MONTREAL, Dec. 11 -- The Quebec Juke Operators of the Province of Quebec kicked off a unique fund-raising program on Dec. 11, with the help of a Quebec Juke Operators' Relief Fund. The success of the Quebec Juke Operators' Relief Fund has been a result of the joint efforts of the Quebec Juke Operators and the MSA. The Quebec Juke Operators have been working on a relief campaign for many years, and have been instrumental in raising funds for various relief projects. The Quebec Juke Operators' Relief Fund was established in 1954 to assist Quebec Juke Operators in times of need. The fund has been successful in raising money for various relief projects, and has been a key player in the Quebec Juke Operators' relief efforts.

Juke Box Wrap-Up

WRITER: Writer hosted over 200 persons at the biggest black-and-white distribution sale for the last week-long meeting held at the hotel. A total of 5,000 tickets were sold at the meeting. The meeting was successful, the writer reports, due to the cooperation of local Juke box dealers, record stores, and local radio station.

Detroit Juke box dealers extended associate memberships in the Motor City Music Operators' group, along with other Detroit area-Juke box dealers. The group promotes the growth of the Juke box industry and the development of new and innovative programs for Juke box operators. The group includes a number of local Juke box dealers, including those from the Detroit area.

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Gold Cocacoca Gone to Koury

HOLLYWOOD, Dec. 11 -- Gold records, gold watches, gold checkbooks, gold jewelry, and a synomorph with the record industry. For Gold Cocacoca, a new name performer at one time or another. He is the recipient of a "shoe" from a "pimp" in the past year.

Out Under Xez Cooury, currently rounding out his 14th week at the top of the charts, is a hardworking young man. The Voice of a Young Man's Voice, who, when he, too, is an old voice of a young man, is still singing.

The Groover presented Kony with a gold watch and a commemorative only run at the hotel.

Country 'Football' Disk Earns Comic

40 Weeks in Clubs

NEW YORK, Dec. 11 -- Andy Griffith, first to break through to his record club, is winning his first year in the big time. Griffith's album "SWAN LAKE" has been in the US charts for 14 weeks, and has been in the top 20 for 32. Griffith created attention at the end of the year, with his country-styled parody, "What It Was, Was Football" on Capital Records. Griffith recorded the album on his new venture, "The Football" record, and was in demand.

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ATTENTION DEALERS & OPS:

SPECIAL DECEMBER RELEASE

Richard Maltby
"STARDUST MAMBO"
"Strictly Instrumental"
X-0075 4X-0075

Betty Clooney
"WHISPER"
"Si, Si, Senor"
X-0076 4X-0076

Frankie Lester
"TELL IT TO ME AGAIN"
"Wedding Bells"
X-0077 4X-0077

Jan Strickland
Pop and Rhythm & Blues
"COME TO ME MY LITTLE DARLIN'"
"Let's"
X-0080 4X-0080

Country & Western

Terry Fell
"GET ABOARD MY WAGON"
"You Don't Give a Hang About Me"
X-0078 4X-0078

The Geer Sisters
"UNLOVED AND UNCLAIMED"
"Menu Love"
X-0079 4X-0079

"X" RECORDS MARK THE HITS!
KAIL, R. EM

be theatrical far, SINGER Shubert theater Don as the in some piece with the George Shearing, the move is the first of its kind patterned after the Las Vegas trend. Hollywood-Las Vegas will continue to produce

BIMBO'S NAMES NO LONGER DIRECTOR

Agent Bill Lock last week was named entertain ment extended to the Shubert Theatre. This is the first time a non-White has been appointed to the position of director of entertainment, a post that has traditionally been held by a White person.

KAYSER TO BOW OWN BOOKING FIRM IN JAN.

The Kayser Agency has set up a 10-week concert tour for Eddie Floyd, marking its second season. Kayser has already booked two other tours for the same artist, and is planning a third for later in the year.

Talent

PEACOCK SIGNS POP SINGER VAN MOON

The Peacock label has signed Van Moon, a 23-year-old singer who has been building a reputation as a pop artist in the UK. Moon has released several singles for the label, and is expected to release a debut album later this year.

PANDIT DEAL

Sound Track Rights to Tempo Firm

HOLLYWOOD, Dec. 11 - The PANDIT, a major Indian film producer, has sold its sound track rights to Tempo International, a leading music publishing company. The deal will allow Tempo to distribute the music from PANDIT's upcoming films worldwide.

Mercury Changes

BY BOB

A few weeks ago the Chas Brothers and the Everly Brothers, both of whom the Chas and the Ed label has already broken through as a big seller. The brothers told the story last week, as they were appearing in concert at the Sportsman's Club in Chicago, that they had made a deal with Mercury Records, which is releasing their new album next month.

Meanwhile Show Artists Corporation signed The Moonglows to a contract, knowing that The Moonglows would have a chance to show their stuff on television. The group will fly out from the East Coast, and will be performing for two weeks in Southern California, where the group will be recorded for a television special. The Moonglows will also be appearing on the Mutual network.

Chick Willis and Faye Adams started a series of one-nighter dates together this week. The pair will be appearing in New York, Philadelphia, and other cities, singing new material that they have recorded for Mercury Records. The pair will be together until January 9.

Show Artists Corporation have signed The Champs, now riding high with their smash hit, "Hearts of Stone." The group will be appearing in Hollywood and New York City, and will be recorded for a television special.

Calit. Jukebox

Order 10,000 of 1st NBC Disk

HOLLYWOOD, Dec. 11 - Calit. Jukebox has placed an order for 10,000 copies of its first NBC disk, "The Four Aces." The disk will go into production immediately, and will be released in January. The Four Aces, a group of four vocalists, have been very successful in the jukebox market, and the release of this disk is expected to do even better.

Mercury Records, the label that released The Four Aces' first disk, has also announced that it will release 45 plays to customers ren recently taken by Victor when it dropped the "Indiana Jones" series. The moves are expected to give Mercury a bigger share of the jukebox market, where the company has been lagging behind its competitors.
LOU MONTE
SINGS
CATS WHISKERS
ROULETTE
20 /47-5963
RCA VICTOR
A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING
**MUSIC AS WRITTEN**

**December 18, 1954**

**THE BILLBOARD**

**MUSIC RADIO**

The Hollywood Palladium will stage a "Holiday Hop" on December 28, with XLMG disk jockey, Al Cooper, escorting the teen- age dance. Guest scheduled to appear include Frankie Laine, Peg King, and Judy Holliday's National Band. June Christy, George Auld, and the Les Bevon octet. Proceeds will be donated to the Catholic Homes for Crippled Children.

**PERUCCHI GETS RCA BERTHE**

Sil Perughi will replace Ray Clark, alphabet group dresser, at RCA Victor. Clark has been named to head the company's revived rhythm and blues department as general manager (The Billboard, December 11). Perughi was formerly Victor's manager of sales administration.

**COMPOSERS GUILD ELECTS DIRECTORS**

Composers Guild of America last week named its executive board of directors in elections held in Hollywood and New York. Named to represent the western section are Jeff Alexander, Alex Berg, and Peter Ruga.

**PALLADIUM CHARITY ENTERTAINMENT SET**

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**Mills Music Slates Own Coast Building**

HOLLYWOOD, Dec. 11—Mills Music Corporation will erect a modern Marvin, air-conditioned building at its head office in the world's largest music-publishing firm, which will have construction expected to get under way any day next month.

Disciple of the expansion plans announced several months ago by the Mills family, Irving Jack, Sid Lender, and others, the new building, scheduled to be completed early next year, will be the Mills firm's third house in Santa Monica Boulevard, adjacent to the local headquarters of the Mills branch of the Music Publishers Association.

Building will occupy approximately 500 square feet of space, in addition to parking facilities, will contain a completely equipped recording studio.

The firm's educational and pop-jazz department, headed by Sam Donahue, will be under one roof, they will announce. In a separate announcement, Donahue said the new construction is currently being drawn, with occupancy tentatively scheduled for April.

**Decca Signs Al Hibbler, Betsy Gay**

NEW YORK, Dec. 11—Decca Records, the leading single record company, has signed a one-time deal with Bette Gay and Loretta Marrone.

The two artists will both be released as new artists on the Decca label, and will be featured on the company's latest release, "It's the Joys of Singing." The album will be available on November 26, and will feature the talents of Al Hibbler, Betsy Gay, and Loretta Marrone.

**Sam Donahue Inks Capitol Contract**

Veteran Decca record producer Sam Donahue has been signed to a new contract with Capitol Records. Donahue, currently heading the Capitol-Jazz department, will be featured as a single on Capitol, and will continue to produce jazz albums under his name.

In his recent talent acquisition, Capitol was expected to sign singer Bunny Paul, whose contract with the label was not renewed at the end of the year. Negotiations with Miss Paul and Capitol's news staff have been underway for several weeks.
PHONOS—HI-FI

MAGNAVOX BUYER'S GUIDE TO CLEAR-HI-FI TERMS...

Magnavox is now engaged in putting on a series of pop concerts in meeting to explain high fidelity to the public. The move came about as the result of the current confusion of what high fidelity really means as far as the public is concerned. The firm will use key dealers across the country in the promotion. Stores will set up an auditorium arrangement.

The lecture on how high fidelity music is reproduced will be presented by Ralph H. C. Mathews, general sales counsel, High-Fidelity Division of Magnavox. He has prepared a buyer's guide which lists all the points to look for in any of the components making up a hi-fi system. The buyer's guide and the lecture are both based on the fact that each component must be integrated with the other parts of the system.

Among the stores which have already presented the program are: Rich's Department Store at Fort Wayne, Ind. The photograpic section of the store was expanded, the record department tied-in, Magnavox equipment was put on display, and the Tea Room was used as the lecture hall. More than 500 persons attended the meeting at which John Haltman, Choral Director of the Fort Wayne Philharmonic Orchestra, also participated with the selection of the recordings and gave an explanation of the musical compositions complete with program notes; Store officials reported hi-fi sales jumped immediately following the lecture-concert.

WEBCOR RELEASES SIX NEW PRE-CUT TAPES...

Weber this week announced the availability of six new reels of pre-recorded tape. The new releases include a pre-cut album of popular recordings by the Lawrence Welk Orchestra, a pre-cut ballet suite, a recently organized group, two reels by the Fine Arts Quartet, and reels by the John Haltman, Choral Director of the Fort Wayne Philharmonic Orchestra, also participated with the selection of the recordings and gave an explanation of the musical compositions complete with program notes; Store officials reported hi-fi sales jumped immediately following the lecture-concert.

CITIZEN HEAL...VOX MAKE RECORDS...

The municipality of Banffing in Southern Germany, with its many concert halls and a noted interpreter of Bach, has recently announced that it has offered to record Bach's complete works for the BBC. The offer has been accepted and the recordings are scheduled to take place during the summer of 1955. The project will be conducted by the conductor Herbert von Karajan, who has already recorded several of the works for the BBC in London.

In addition to the concerts, the municipality also plans to hold a festival of Bach's music, which will include concerts, exhibitions, and a series of lectures on the composer. The festival will be held in the town of Banffing, which is known for its beautiful scenery and its large number of tourists. The festival will run from July 10 to July 17, and is expected to attract a large number of visitors from all over Europe. The organizers are hoping that the festival will be a success, and that it will help to promote the town's reputation as a cultural center.

LADY IN THE DARK... 

Anna Sothern's TV version of "Lady in the Dark" has opened at the ABC. The show is being presented by Dr. William Hackett, President of the ABC, and is directed by John Haltman, Choral Director of the Fort Wayne Philharmonic Orchestra, also participated with the selection of the recordings and gave an explanation of the musical compositions complete with program notes; Store officials reported hi-fi sales jumped immediately following the lecture-concert.

BITTER END... 

Max Rudolf, assistant manager and conductor of the Metropolitan Opera Company, has been appointed as a symphonic conductor this week in an attempt to reduce the size of the orchestra. The move has been criticized by some critics, who feel that it will compromise the quality of the performances. However, Rudolf is confident that the new orchestra will be able to perform the same repertoire of classical music as before, and that it will be able to provide a more intimate and personal experience for the audience.

The change in the orchestra size may also have some benefits. For example, it could lead to a more focused and intense performance, as there will be fewer musicians vying for attention. Additionally, it may allow for more experimentation and innovation in conducting styles, which can be a positive thing for the future of the classical music genre.

INTO THE CLOUDS... 

The French national airline, Air France, has recently launched a new campaign to promote tourism to France. The campaign features a series of advertisements showcasing the country's picturesque landscapes, rich history, and cultural heritage. The ads encourage travelers to explore France's diverse regions, ranging from the picturesque coasts of the Mediterranean to the snow-capped peaks of the Alps. The ads also highlight the country's world-famous cuisine, wine, and art, inviting tourists to immerse themselves in the French way of life.

The campaign is supported by a range of promotional activities, including special airfares, hotel discounts, and exclusive offers for tourists. Air France also plans to collaborate with local tourism boards and travel agencies to create tailor-made itineraries for travelers, ensuring a truly memorable experience in France.

MAXU VISTA...

Maxu Vista is a new range of audio equipment introduced by a leading manufacturer. The line includes high-fidelity speakers, amplifiers, and turntables, all designed to provide exceptional sound quality. The audio equipment is marketed to audiophiles and music lovers, promising a truly immersive listening experience.

The Maxu Vista speakers feature advanced driver technology and are crafted from high-quality materials, ensuring clear and powerful sound reproduction. The amplifiers are designed to provide smooth and stable power output, delivering a rich and balanced soundstage. The turntables are equipped with low-noise拾音器 and high-torque mechanisms, guaranteeing precision and accuracy in music playback.

MAXU Vista's audio equipment is available through authorized dealers across the country. The company is committed to providing superior customer service and support, ensuring a seamless shopping experience for its customers.
Joni James Sings

NINA-NON

MGM 11637 78 RPM

M-G-M RECORDS

K11637 45 RPM
12' Design pressing capacity industry's 6 -I \\

ADIO graph RCA recording, hundreds Glance The Victor "ONE are costs. Victor's or tremendous 'call The New www.americanradiohistory.com RCA 38, Precision quality country's equipped 1 Chicago I1, 

This new release on the low-cost label in another set for new collectors who are building their libraries. In addition, it can be found in the form of digital downloads. For those looking for a unique way to enjoy the music, there is also a limited edition of the album available. RCA Victor's "ONE CALL" SERVICE offers you tremendous values on any of the hundreds of independent commercial record companies now using RCA Victor custom made phonograph records. They will—only at RCA Victor—are you assured of unmatchable quality recording, processing and pressing at lowest possible costs. Glance at the dial at the top of this page see the "Big Nine" services you receive only at RCA Victor—then pick up your phone and call the nearest Victor office for fast, competitively priced "ONE CALL" SERVICE.

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BLAKEY, MIGUEL FELICIANO [75] Embers MD 18908 Ant Blakey has been considered one of the better drummers in the field of Latin. The new recording will further enhance his rating and will win him more respect, as well. He gets a chance to show off some fancy drum work on a group of Latin-flavored numbers cut for Decca's "Putumi." A young trumpet player named Ruben Alvarado leads the recording and the band does a good job on the hits. Best identification "Mi Origional" and "Tu Rolando." The latter has some warm work by Walter Bishop, but I must not press too hard.
DECEMBER 18, 1954

THE BILLBOARD

MUSIC & RADIO

THE BILLBOARD

THERE’S NO BUSINESS LIKE SHOW BUSINESS...

Selections from the Sound Track of Darryl F. Zanuck’s presentation of

IRVING BERLIN’S

THERE’S NO BUSINESS LIKE SHOW BUSINESS

with the 20TH CENTURY-FOX ORCHESTRA and CHORUS

ALFRED NEWMAN and LIONEL NEWMAN, Musical Directors. KEN DEMPSEY, Conductor.

SINGLES

* ETHEL MERMAN sings

"There’s No Business Like Show Business"

and "Play a Simple Melody" (with Dan Dailey)

Both from the Sound Track of Irving Berlin’s "THERE’S NO BUSINESS LIKE SHOW BUSINESS"

Decca 29279 (78 rpm) and 9-29279 (45 rpm)

* DOLORES GRAY sings

"After You Get What You Want, You Don’t Want It"

and "Heat Wave"

Both from Irving Berlin’s "THERE’S NO BUSINESS LIKE SHOW BUSINESS"

Decca 29380 (78 rpm) and 9-29380 (45 rpm)

THE ALBUMS

DL 8091 (Long Play)
ED 828 (Extended Play)
DAU 957 (78 rpm Album)*

TIE-IN WITH GIANT DECCA—TWENTIETH CENTURY-FOX PROMOTIONAL PROGRAM!

Including: TV exploitation, magazine, radio and newspaper publicity, dealer display materials, disc-jockey records and special Irving Berlin interviews, co-operative advertising, trade exploitations. Tailor-made to help every dealer, disc-jockey and operator to cash in on the tremendous potential of this album. CONTACT your Decca representative for full details—don’t delay!

*Demand was so great we had to press it on 78!!

DECCA

RECORDS

Yes! THERE’S NO BUSINESS LIKE DECCA BUSINESS!
HONOR ROLL OF HITS

For survey week ending December 8

This Week Last Week Chart

1. Mr. Sandman
   17
   By Phil Boulanger—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Change of Channel, Columbia 41168; Five Aces, Dec 3954; OTHER RECORDS AVAILABLE: L. Evans, Vol 4033; Lawrence, Coral 61316; V. Monroe, Nov 3677; B. Monroe, May 14771.

2. Let Me Go, Lover
   9
   By Jerry Lewis, Al Hirt—Published by Hill & Reno (BMI) BEST SELLING RECORDS: J. Warner, Columbia 41065; B. Troy, Coral 66135; P. Pace, Mercury 70011; OTHER RECORDS AVAILABLE: D. Gale, Vol 23092.

3. I Need You Now
   2
   By Tommy Cole & Donnie Fender—Published by Miller (ASCAP) BEST SELLING RECORDS: E. Fisher, V 2938; OTHER RECORDS AVAILABLE: K. Griffin, Col 4034; L. Nettie, Star 118.

4. Teach Me Tonight
   4
   By Issac Carney & Glen Miller—Published by Hill (ASCAP) BEST SELLING RECORDS: E. Fisher, Vol 23094; J. Stafford, Col 9231; OTHER RECORDS AVAILABLE: J. Bruce, Dec 22999; H. Gregory, Feb 203; T. Jones, M-G-M 11694; Modernaires, Coral 62857.

5. This Ole House
   19
   By Harry Belafonte—Published by Belafonte (BMI) BEST SELLING RECORDS: E. Claxton, Col 40386; E. Elsahlan, V 5179; OTHER RECORDS AVAILABLE: R. Claxton, Col 40370; B. Crosby, Dec 2801; A. Gordy, Col 4102; G. MacLachlan, Cap 297; Groties, Jubilee 7157.

6. Papa Loves Mambo
   11
   By Al Hoffmeyer, Dick Maggin, Roy Reeder—Published by Shawnee-Benjamin (ASCAP) BEST SELLING RECORDS: P. Cohen, Vol 23097; OTHER RECORDS AVAILABLE: Alligator, Franklin 386; G. Jones, M. Pratt, V 28694; Pennock Mambo, Cosmic, Tico 1002; J. Ray, Col 3816; J. Thorne, Col 30805.

7. Naughty Lady of Shade Lane
   14
   By Tupper and Bennett—Published by Panico (ASCAP) BEST SELLING RECORDS: E. Price, Vol 23094; OTHER RECORDS AVAILABLE: R. Claxton, Col 40370; B. Crosby, Dec 2801; A. Gordy, Col 1102; G. MacLachlan, Cap 297; Groties, Jubilee 7157.

8. If I Give My Heart to You
   15
   By crimson Cary, Jimmy Newman, Al Scogin—Published by Miller (ASCAP) BEST SELLING RECORDS: E. Fisher, Vol 23094; J. Stafford, Col 9231; OTHER RECORDS AVAILABLE: C. Bennett, Dec 22999; D. Ringelsen, Cap 2082; B. Green, Coral 61260; Four Bros, June 769; M. Lewis, Coral 2911; P. Sarubin, Col 2353; A. Ansara, M-G-M 74613; D. Stone, V 28584; T. Snowal, Coral 61415; W. Briggs, M-G-M 11766.

9. Hold My Hand
   14
   By Jack Lawrence and Ralph Stevens—Published by Shapiro, Bernstein. (ASCAP) BEST SELLING RECORDS: D. Cornell, Vol 23092; OTHER RECORDS AVAILABLE: O. Lombardo, Dec 39501.

10. Honeymoon
   2
did not make

Second Ten

11. Hey, There...
   10
   Published by Frank (ASCAP)

12. Shake, Rattle and Roll
   2
   Published by Progressive (BMI)

13. Mambo Italiano
   1
   Published by Rye (BMI)

14. Hearts of Stone
   3
   Published by Rye (BMI)

15. Make Yourself Comfortable
   3
   Published by Raphael (BMI)

16. Muskrat Ramble
   5

17. Whistler Thou Goest
   1
   Published by Shapiro, Bernstein (BMI)

18. Dim, Dim the Lights
   9

19. That's All I Want from You
   1
   Published by Weisz & Barry (BMI)

20. White Christmas
   1
   Published by Berlin (BMI)

WARRNINGS:—The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the titles has been carried on by the Billboard. Use of either may not be made without the Billboard's consent. Records for which consent should be obtained in writing to the publisher of The Billboard at The Billboard, 1546 Broadway, New York 8, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, record jockey and juke box performances as determined by The Billboard's weekly nationwide survey.

INDEX TO CHARTS

Popular Records, Singles

Country & Western

Packaged Records, Popular

Rhythm & Blues

Packaged Records, Classical

Other Categories

Tunes with Greatest Radio-TV Audiences

Towns, listed alphabetically, have the greatest audience on network stations programmed by the publishers of The Billboard and The American Radio History. O. Proctor's copyrighted Audience survey source.

Radio

Christmas Alphabet (R)--ASCAP

Count Your Blessings (Instead of Dairy) (R)--ASCAP

Every Night (M)--Cashmer (BMI)

Hey, There (M)--Frank (BMI)

Hold Me, You Man, Your Arms Are (R)--ASCAP

Roll Me Over (R)--Shapiro-Bernstein

Row for the Holidays (R)--Brownstone-ASCAP

I Need You Now (R)--Miller-ASCAP

It's a Man's World (R)--Robinson-ASCAP

Let Me Go, Lover (R)--Bell & Jett-ASCAP

Memories (M)--Meadows-ASCAP

Holiday Feeling (R)--Monroe-ASCAP

I Score (M)--Frank (BMI)

My Sandman (R)--E. H. Morris--ASCAP

Melody (R)--ASCAP

Mother's Day (R)--T. Akers--BMI

Order (R)--ASCAP

Let Me Go, Lover (R)--Shapiro-Bernstein

Miss Me (R)--Stokes-ASCAP

My Sweet Baboo (R)--BMI

Naughty Lady of Shade Lane (R)--Shapiro-Bernstein

Peave Love Mambo (R)--Shapiro-Bernstein

Realize the Red-Hot Rambler (R)--Shapiro-Bernstein

Sigma Role (M)--Meadows-ASCAP

Silver Shirt (M)--Meadows-ASCAP

Tug at My Heart (R)--G. Pollock-ASCAP

That's All I Want from You (R)--Weisz & Barry

This Ole House (R)--Shapiro-Bernstein

White Christmas (R)--ASCAP

Television

A Whole Lot of Living (R)--Cashmer (BMI)

Chromography (R)--Berliner--ASCAP

Count Your Blessings (Decca--BMI)

Dance with Me (R)--Cashmer (BMI)

Girl You Most (M)--D. O'Connor & Miller--ASCAP

Hold Me Now (R)--Shapiro--ASCAP

I Need You (M)--Shapiro--ASCAP

I Wish I Were the One (M)--Miller--ASCAP

Keep Down the Road (R)--Hays--ASCAP

Like--S--ASCAP

Music Production

Help! (R)--Miller-ASCAP

Somebody's on My Mind (R)--Frank-ASCAP

Television Ad

The Story of African-American Music (R)--K. Charles-ASCAP

The Tokyo Story (R)--K. Charles-ASCAP

Other

Ad

England's Top Twenty

Based on official reports from England's top music publishers. American publishers are not included because of lack of an American industry. American publishers may be added in the near future.

Ya Ya (R)--ASCAP

Young at Heart (R)--Shapiro-Bernstein

Zoot (R)--ASCAP

You're What We Need (R)--Shapiro-Bernstein

Zoot (R)--ASCAP
### Best Selling—EP Albums

- **Listed Alphabetically**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Number</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buddy Holly</td>
<td>'Til the Morning Comes</td>
<td>No. 1</td>
<td>Roulette</td>
</tr>
<tr>
<td>Chuck Berry</td>
<td>Love Me</td>
<td>No. 2</td>
<td>Chess</td>
</tr>
<tr>
<td>Buddy Holly</td>
<td>Rave On</td>
<td>No. 3</td>
<td>Mercury</td>
</tr>
<tr>
<td>Roy Orbison</td>
<td>Only the Lonely</td>
<td>No. 4</td>
<td>Monument</td>
</tr>
<tr>
<td>Buddy Holly</td>
<td>Come Back, Baby</td>
<td>No. 5</td>
<td>Brunswick</td>
</tr>
</tbody>
</table>

### Specialized High-Fidelity Albums

- **Listed Alphabetically**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Number</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stan Getz</td>
<td>Jazz Standard</td>
<td>No. 1</td>
<td>Riverside</td>
</tr>
<tr>
<td>Jimi Hendrix</td>
<td>Electric Ladyland</td>
<td>No. 2</td>
<td>Reprise</td>
</tr>
<tr>
<td>John Coltrane</td>
<td>A Love Supreme</td>
<td>No. 3</td>
<td>Impulse</td>
</tr>
<tr>
<td>Miles Davis</td>
<td>Kind of Blue</td>
<td>No. 4</td>
<td>Columbia</td>
</tr>
<tr>
<td>Frank Sinatra</td>
<td>Songs for Swingin' Lovers</td>
<td>No. 5</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

### Exciting Variety in Three New Capitol Recordings

- Frank Sinatra: You, My Love
- Vicki Young: Someone to Watch Over Me
- Ned Riddle: Never Never Land

*From the Warner Bros. picture "Young-at-Heart*
**This Week's Best Buys**

LET ME GO, LOVER (Hill & Range, BMI)
-Tenace Berrett—Card 61318
Patti Page—Mercury 76511

The excitement over this tune continues unabated. Retailers, in particular, are finding that several versions of it can be handled very profitably. This week, the Bwerock disk had established itself as the No. 2 version, leading Patti Page by a definite margin. Both of them were strong enough to place on the national chart, however.

NO MORE (Mapleleaf, BMI)—De John Sisters—Epic 96805

In the past two weeks, this record has been making big strides toward the charts. Already showing on the Cleveland territorial, strong sales reports were also received from Boston, New York, Philadelphia, Chicago, Detroit, Durham, Atlanta, St. Louis and Milwaukee. Flip is "Theresa" (Malvern, ASCAP). A previous Billboard "Talent Spotlight" pick.

**CHRISTMAS**

At the end of this week, the leading new Christmas single was "I Saw Mommy Do the Mambo" by Jimmy Dean, Columbia 45986. "Christmas Alphabet" by the McGuinn Sisters, Coral 61303, "Baby Brother" by Kitty Kallen, Decca 29315, and "Santa Natal" by David Whitfield, London 1508.

**Most Played in Juke Boxes**

For survey week ending December 8

**Records are ranked in order of the appearance of each disk to the various Juke Box programs. Each record is played over the entire country. The results are based on the survey of 12,000 operators in the major cities of the country.**

1. MR. SANDMAN—Chordettes
   2. I DON'T WANT TO BE CRYING—Cathie 1247—ASCAP
   3. LET ME GO, LOVER—J. Weber
   4. NEEDED YOU NOW—E. Fisher
   5. TEACH ME TONIGHT—Dee Dee Sisters
   6. THIS OLDE HOUSE—R. Clooney
   7. HOOCHY BABY
   8. NAUGHTY LADY OF SHADY LANE—Ame Brothers
   9. MAMBO—Hill & Range
   10. HOLD IT'S NAUGHTY—TEAGAN
   11. HOLD IT'S NAUGHTY—TEAGAN
   12. LADY'S—D. Abbott
   13. HOLD IT'S NAUGHTY—TEAGAN
   14. LADY'S—D. Abbott
   15. HOLD IT'S NAUGHTY—TEAGAN
   16. LOVE ME—D. Abbott
   17. MAKE LIGHTS—D. Abbott

**Most Played by Jockeys**

For survey week ending December 8

**Records are ranked in order of the greatest number of times on disc jockey airplay above the number. The records are based on The Billboard's weekly survey of the Top 50 Jockeys who are playing the records.**

1. MR. SANDMAN—Chordettes
   2. I DON'T WANT TO BE CRYING—Cathie 1247—ASCAP
   3. LET ME GO, LOVER—J. Weber
   4. NEEDED YOU NOW—E. Fisher
   5. TEACH ME TONIGHT—Dee Dee Sisters
   6. LADY'S—D. Abbott
   7. LADY'S—D. Abbott
   8. LADY'S—D. Abbott
   9. MAKE YOURSELF COMFORTABLE—S. Vaughan
   10. MAKE YOURSELF COMFORTABLE—S. Vaughan
   11. MAKE YOURSELF COMFORTABLE—S. Vaughan
   12. LADY'S—D. Abbott
   13. LADY'S—D. Abbott
   14. LADY'S—D. Abbott
   15. LADY'S—D. Abbott

**Sell Bests in Charts**

For survey week ending December 8

**Records are ranked in order of the number of times each disk was played in The Billboard's weekly survey among the major record stores. The results are based on the survey of 3,000 stores representing every important market area.**

1. MR. SANDMAN—Chordettes
   2. I DON'T WANT TO BE CRYING—Cathie 1247—ASCAP
   3. LET ME GO, LOVER—J. Weber
   4. NEEDED YOU NOW—E. Fisher
   5. TEACH ME TONIGHT—Dee Dee Sisters
   6. THIS OLDE HOUSE—R. Clooney
   7. PAPA LOVES MAMBO—P. Consolo
   8. HOOCHY BABY
   9. NAUGHTY LADY OF SHADY LANE—Ame Brothers
   10. MAMBO—Hill & Range
   11. HOLD IT'S NAUGHTY—TEAGAN
   12. LADY'S—D. Abbott
   13. LADY'S—D. Abbott
   14. LADY'S—D. Abbott
   15. LADY'S—D. Abbott

**Popular Records**
"Make Yourself Comfortable"  
SARAH VAUGHAN — MERCURY 70469

"Let Me Go, Lover!"  
"Hocus Pocus"  
PATTI PAGE — MERCURY 70511

"Melody Of Love"  
DAVID CARROLL — MERCURY 70516

"Yours"  
DICK CONTINO — MERCURY 70455

"The Barking Dog"  
THE CREW-CUTS — MERCURY 70490

"Kiss Crazy Baby"  
RALPH MARTERIE — MERCURY 70482

"Pupalina"  
THE GAYLORDS — MERCURY 70479

"Teach Me Tonight"  
DINAH WASHINGTON — MERCURY 70497

NEW RELEASES

"From Nine To Five"  
"Our Future Has Only Begun"  
DENISE LOR — MERCURY 70509

"Pretty Snowflakes"  
PATTI PAGE — MERCURY 70506

"Rock! Rock!"  
"Dig That Crazy Santa Claus"  
RALPH MARTERIE — MERCURY 70493

THE GADABOUTS — This is a group with an unusual and attractive sound. Their first record on Mercury 70495 is the standard "By the Waters of the Minnetonka" (Presser, ASCAP) performed as the writers could never have expected. Flip is "Giuseppe Mandolino."

"By The Waters Of Minnetonka"  
"Giuseppe Mandolino"  
THE GADABOUTS — MERCURY 70495 • 70495X45

EXCITING NEW ALBUM

The Man That Got Away  
GEORGIA GIBBS
The Man That Got Away  
Mambo Moves Gardner

After You've Gone  
Who'll I Do
Baby Won't You Please Come Home

It's The Talk Of The Town  
All Alone

Mambo Garner  
Cherokee
Mambo Blues  
Begin The Beguine
Old Black Magic  
Mambo Nights
Sweet Sue

MG25199
MG20055

Vic Damone
"Silk Stockings"  
"The Wind Song"  
MERCURY 70480 • 70480X45

JERRY MURAD'S HARMONICATS
"Hold Me In Your Arms"  
"Peggy O'Neill"  
MERCURY 70503 • 70503X45

EDDY HOWARD
"All Of You"  
From The Broadway Show "Silk Stockings"  
"I'll Wrap You In My Arms"  
MERCURY 70513 • 70513X45

BUDDY MORROW
AND HIS ORCHESTRA
"On The Alamo"  
"I Don't Wanna Mambo Polka"  
MERCURY 70512 • 70512X45

RICHARD HAYMAN
"Vera Cruz"  
"Winter Wonderland"  
MERCURY 70514 • 70514X45

WWW.AMERICANRADIOHISTORY.COM
JONI JAMES

"WHEN WE COME OF AGE"

and EVERY TIME YOU TELL ME YOU LOVE ME

MGM 1198

ATLANTA

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. This Old House, R. Clooney, CDL
4. Hey, Pops, R. Vaughn, DAT
5. You Need New, E. Fisher, V.
6. Naughty Lady of Shady Lane
Aren Brothers.
7. Teach Me Tonight
DeCastro Sisters, ABC
8. Din, Din the Lights, B. Haley, DAT
9. This Old House, R. Clooney, CDL
10. Count Your Blessings, E. Fisher, V.
11. You Need New, E. Fisher, V.
12. Papa Loves Mambo, P. Conso, V.
13. Count Your Blessings, E. Fisher, V.
14. Keep Yourself Comfortable

CHICAGO

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.
7. Papa Loves Mambo, P. Conso, V.
8. Keep Yourself Comfortable

DALLAS-FORT WORTH

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Keep Yourself Comfortable

DEER PARK

1. I Need You New, E. Fisher, V.
2. You Need New, E. Fisher, V.
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Keep Yourself Comfortable

DETROIT

1. I Need You New, E. Fisher, V.
2. You Need New, E. Fisher, V.
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Keep Yourself Comfortable

EAST COAST

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Keep Yourself Comfortable

NEW ORLEANS

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.

NEW YORK

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.

PHILADELPHIA

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.

PITTSBURGH

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.

SAN FRANCISCO

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.

SEATTLE

1. Mr. Sandburg, Chordettes, CDL
2. Let Me Go, Leave, J. Weber, CDL
3. Teach Me Tonight
DeCastro Sisters, ABC
4. Din, Din the Lights, B. Haley, DAT
5. This Old House, R. Clooney, CDL
6. Count Your Blessings, E. Fisher, V.

11/61

11/61

11/61

11/61

11/61

11/61
The First VOCAL Rendition of America's Newest Smash Song!

The FOUR ACES

Singing
MELODY OF LOVE

DECCA 20395
9-20395
**Review Spotlight on...**

**RECORDS**

THE COWBOY CHURCH SUNDAY SCHOOL.

Open Up Your Heart (Hambell, BMD)

The Lord Is Coming On You (Hambell, BMD)-Dec 31956—These are two sacred tunes penned by Bruns Hambell and attractively sung by an unsophisticated children's choir that has a chance to break thru in both the pop and country fields as well as the sacred market.

Light, inspirational wax for all markets, sweetly handled by the kids.

**AMAZING HITS!**

**showing up on all charts and HEADING STRAIGHT FOR THE TOP!**

**JAYE P. MORGAN'S**

*That's All I Want From You*

(Watts & Barry-Billboard) Rca Victor Records $5.96

*This is an ad for the mutual of the national
disc jockey group promotion service supplied by:

**MUTUALLY OWNED SOCIETY FOR SONGWRITERS**

1 East 42nd Street

New York 17, N. Y.

**For the mutual benefit of its members**

**Records Mark the Hits!**

**AMAZING HITS!**

**showing up on all charts and HEADING STRAIGHT FOR THE TOP!**

**RICHARD MALTBY**

**STARDUST MAMBO**

**STRICTLY INSTRUMENTAL**

X-0075 (5X-0075)

*The product of Radio Corporation of America*

**THE BILLBOARD**

December 18, 1954

**WHEN THE TRUTH IS KNOWN**

by DOUGLAS AVE

**THE BILLODiE**

December 18, 1954

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**THE COWBOY CHURCH SUNDAY SCHOOL.

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**RICHARD MALTBY**

**STARDUST MAMBO**

**STRICTLY INSTRUMENTAL**

X-0075 (5X-0075)

*The product of Radio Corporation of America*
42,710,000* people see the
JACKIE GLEASON SHOW...

Last Saturday night they heard
BOB MANNING sing

My Love Song to You

Backed with
AFTER MY LAUGHTER CAME TEARS

on CAPITOL RECORD NO. 3014

*Polled by American Research Bureau
Now that we have your attention... Let's talk about pressing matters. Capitol's Custom Services Department assures you of the utmost productivity and speed. Our plant facilities in Scranton and Los Angeles are geared to meet your every deadline. Keep your next recording project free of hitches—pick up a Capitol Custom Services Department and get your records when you want them.

**The Charms**

**Hearts of Stone**

**3:00**

**Mambo Mau-Mau**

**Crazy, Crazy Love**

**The Midnighters**

**Stingy Little Thing**

**Tell Them**

**Shuma**

**Maryland**

**Earl Bostic**

**Sons of the Islands**

**Liebesträume**

**Bonnie Lou**

**Train Whistle Blues**

**Rhythm & Blues**

**Country & Western**

**Mood's Mood for Blues**

**Polka**

**Smokin'**

**Sintchenko**

**Lapierre**

**Rayfield**

**Country Western**

**Mabe's Mood for Blues**

**Polka**

**Macy's**

**Singers**

**The Sidewalk Singers**

**Bossa Nova**

**The Village**

**Miles Davis**

**Polka**

**Machen**

**Sons of the Islands**

**Liebesträume**

**Bonnie Lou**

**Train Whistle Blues**

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**Mood's Mood for Blues**

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**The Sidewalk Singers**

**Bossa Nova**

**The Village**

**Miles Davis**

**Polka**

**Machen**

**Sons of the Islands**

**Liebesträume**

**Bonnie Lou**

**Train Whistle Blues**
The only record with the lyric
on the fast-breaking

**melody of love**

by a great duet

tony and dinah
martin and shore

A FABULOUS HARMONICA INSTRUMENTAL

**LEO DIAMOND**

**MELODY OF LOVE**

**THE PHANTOM GAUCHO**

20/47-5975

20/47-5973

a "New Orthophonie"
High Fidelity recording

RCA VICTOR
FIRST IN RECORDED MUSIC
The Billboard Music Popularity Charts

Country & Western Records

Best Sellers in Stores

<table>
<thead>
<tr>
<th>Record</th>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>More and More</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Some Other</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>

*Records ranked in order of date current national selling appearance of the retail issue. Ranks are based on Billboard's weekly survey among stores throughout the country using a high proportion of country and western records. The reverse side of each record is also listed.*

1. MORE AND MORE—W. Pierce
2. Loose Talk—C. Smith
3. This Ole House—S. Hamblen
4. I Don't Hurt Anymore—H. Snow
5. One by One—E. Wells & R. Foley
6. This Is the Thanks I Get—E. Arnold
7. If You Ain't Lovin'—P. Young
8. New Green Light—H. Thompson
10. If You Don't, Someone Else Will—J. & J. Jack
11. If You Don't, Someone Else Will—R. Price
12. That Crazy Mambo Thing—H. Snow
14. Even Tho—W. Pierce
15. Whatcha Gonna Do Now—T. Collins

Most Played in Juke Boxes

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<tr>
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*Records ranked in order of the greatest number of plays in juke boxes throughout the country. Ranks are based on Billboard's weekly survey among juke box operators throughout the country using a high proportion of country and western records.*

1. MORE AND MORE—W. Pierce
2. I Don't Hurt Anymore—H. Snow
3. One by One—E. Wells & R. Foley
4. Loose Talk—C. Smith
5. If You Don't, Someone Else Will—J. & J. Jack
7. This Is the Thanks I Get—E. Arnold
8. If You Ain't Lovin'—P. Young
9. Penny Candy—J. Reeves
10. This Ole House—S. Hamblen
11. If You Don't, Someone Else Will—J. & J. Jack
13. Company's Comin'—P. Wagner
14. More Than Anything Else—C. Smith
15. Christmas Can't Be Far Away—E. Arnold

Most Played by Jockeys

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<th>Record</th>
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*Records ranked in order of the greatest number of plays on juke box radio shows throughout the country according to Billboard's weekly survey of top disk jockeys in all key cities.*

1. MORE AND MORE—W. Pierce
2. Loose Talk—C. Smith
3. If You Ain't Lovin'—P. Young
4. I Don't Hurt Anymore—H. Snow
5. This Ole House—S. Hamblen
7. This Is the Thanks I Get—E. Arnold
8. You're Not Mine Anymore—W. Pierce
9. Penny Candy—J. Reeves
10. If You Don't, Someone Else Will—J. & J. Jack
12. Company's Comin'—P. Wagner
13. More Than Anything Else—C. Smith
14. Christmas Can't Be Far Away—E. Arnold

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another Country & Western Star Crop from RCA Victor!

CHET ATKINS
Mister Sandman
Set a Spell
20/47-5956

ELTON BRITT
Goodnight, Mrs. Jones
Hurts Me to My Heart
20/47-5937

DARRELL GLENN
No Greater Thing
Take Back the Heart
20/47-6027

WADE RAY
There's No Fool
Like a Young Fool
No Mama, No Papa
20/47-5957

RITA ROBBINS
The Go-between
Don't Take All the Love
20/47-5927

MERV SHINER
Penny Candy
Mister Sandman
20/47-5936

Don't forget WADE RAY'S LET ME GO, DEVIL! 20/47-5440

...the original version of today's smash LET ME GO, LOVER by HANK SNOW! 20/47-5690
Wirtz Icer Gets
Longer N. 's Run

NEW YORK, Dec. 11.—The Arthur M. Wirtz Hollywood Ice Revue" will have a chance to grow at least 800 tons more than it did last year for its Madison Square Garden run, by virtue of putting on an additional two performances. This season's Garden dates were January 13-February 2, with a January 18-19 break to permit the access to present other events to which it is committed.

Last season the mid-run break was February 1-2.

There are 18 days in the stretch, compared with 17 in 1954. There will be six matinees, whereas there were five last season, and the overall grosses have shown 24 percent higher than this time, where last year there were 22.

Prices will remain the same, with Wirtz grossed $1.50, and $1.60. All levels will be priced at even figures: $1.00, $1.25, $1.50, $2.50, $4.00. In two cases prices will be upper for Thursday, Saturday morning, Sunday evenings, and Saturday and Sunday matinees. These are expected to be topical and political.

The Six Mainees

The 2 p.m. show of the will be three each on Saturdays (January 13, 20, 30) and Sundays (January 13, 20, 30). The Sunday evening show will be at 7 p.m. All prices include 10 cents each (federal) and 5 cents per cent city tax. Children under 12 will get in for half-price on Saturday matinees only.

Talk of the Town, there are several changes in the cast, which will begin its tour at the end of Feb.

No longer with this troupe are Jacques and His Bear from Field-

break. The former, a champion from France who joined in 1953-54, is joined by his German countryman, also a world champion. In addition to Fieldbrook are Jimmy Crogan. Also new will be the mother and daughter Brunelle, who replace Sid Skilling.

Andrew McLaughlin returns to "Hollywood Revue" after last having been with the outfit two years ago.

Gus Biehle got the ball rolling before Thanksgiving (15) when the crowd New York, a color photo sitting, for this Week supplement due to appear in the Garden. The troupe is in Chicago (December 7-9) and will have worked off its week, booked into Chicago (December 21-January 1) before coming into New York.

Denver to Fix
Old Auditorium,
Cancel New One

DENVER, Dec. 11.—The city of Denver has an $800,000 plan for remodeling its old Auditorium and is setting the stage for the present building. The plan is to remove the entire building and establish a new one.

Remodeling of the old building will replace two other plans that had been discarded here. One was a much less elaborate refurbishing plan for the present building.

The other plan, now canceled, called for construction of a com- pletely new auditorium, of private investors, but had failed, arrangements by which the new building would be built away from the downtown district. When the city announced its larger plan, there was wide enthusiasm supporting the private project.

After the initial work of remodeling is completed, the structure will be equipped with new stage equipment and sound equipment. The exterior of the building will be rebuilt. Other changes also are planned.

Snyder Slates
Water Follies
For Australia

BOSTON, Dec. 21.—Sam Sy- dner, operator of "Water Follies of 1955," who has been producing these shows since 1937, is completing re- gulations for a global tour. Snyder has for the past five years been seeking the rights to show its parts of the globe, with his eyes on Australia. The show is to be called "The Wonders of Australia and New Zealand." After leaving Australia the show plans to go to India, where one of the most important aspects of this pool will be large enough to accommodate the Follies without Snyder's equipment having to be set up here. Australia and India are on the schedule.

In presenting the Water Follies and stage revue, a large portable pool and stage are used. This equipment will shortly be shipped by freighter to Australia, with the stage leaving later by air.

Snyder's turnkey stands for leading cities, as well as in Canada and South and Australia.

AAA to Stay
In Auto Racing,
Jim Lamb Says

WASHINGTON, Dec. 11.—Rumors that the American Automobile Association was about to reduce or discontinue its support of auto racing at this time were firmly denied by James J. Lamb, AAA Contest Board secre- tary.

"As long as there are automobile races there will be a contest board to sanction them," Lamb said.

"The contest board will sanction as many races as possible," he added, adding that the AAA "will, as is the past, continue to require the proper conditions for satisfactory and safe promotions—but that the AAA had no intention of curtailing its sanctioning facilities, and that ways and means were constantly being devised to increase the quality of AAA races."

Chitwood Inks
Midwest Fairs

DES MOINES, Dec. 11.—The Joe Chitwood Thrill Show, in its first invasion of the Middle West, has already signed six annuals in that part of the country, Joe Chit- wood, president of the organization, said.

The organization's Midwest unit, which opened the season in Nashville, Tenn. Sunday, S. B.; Mow- yie, and the other Chitwood companies, is also a few.

Rex Ingham Hurt
In Car Accident

RUFFIN, N. C., Dec. 11.—Rex Ingham, who conducts the Ingam Wild Animal Farm here, was av- erage injured November 24 when a car he was towing was sideswiped between Wrens and Augusta, causing the truck he was driving, filled with monkeys, to overturn. Several cages of the monkeys fell on Ingham, breaking three ribs and his pelvis.

He was taken to Oliver General Hospital, Augusta, where he was unable to walk for several months.

NEW KIDDIE TURNPIKE RIDE

New Kiddie Rides that outgross major rides; 10/000 kids customers in one week, keeps grasp of major fairs and parks, portable and Park Model, immediate delivery. Orders filled as received.

B. A. SCHIFF AND ASSOCIATES

901 S. W. 69th Ave., Miami 44, Fla.
Indianas Association of Fairs and Exhibi- 
tions, Indianapolis, January 2-4. William H. 
Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, 
Schools, Institutes, Colleges, Jan-

Minnesota Federation of County 
Fairs, Minneapolis, January 25. 
Harold C. Pederson, 525 North Fifth 
Street, Minneapolis, 7, secretary.

Kansai Fair's Association, 
Jawbone Hotel, Topeka, January 11-12. 
Everett E. Erhart, Stafford, secretary-
treasurer.

Massachusetts Agricultural 
Fair Association, Hotel Sherman, Wor-
ton, January 10-11. Paul 
Crosby, Topeka, secretary-treasurer.

Ohio Fair Managers' As-
ociation, Dedrick-Hilton Hotel, Columbus, 
January 11-12. Miss Ada 
Scheible, 505 North Fifth Street, 
Columbus, 7, secretary.

Missouri Association of Fairs 
& Agricultural Exhibitions, Governor 
Street Hotel, Springfield, January 14. 
Kollo E. Singleton, Department of 
Agriculture, Jefferson City, secretary.

Louisiana Association of 
Fairs and Festivals, Bentley Hotel, Alex-
andria, January 18-19. Mr. and Mrs. 
Addie L. Donaldson, secretary.

West Virginia Association of 
Fairs, Redstone Hotel, Charles- 
worn, January 13. James T. Heter, 
307 Bank Annex, Huntington.

Central New York Association 
of Agricultural Societies, Hotel Syra-
cope, Syracuse, January 15. Robert 
S. Turner, Horseheads, secretary.

Michigan Association of Fairs 
& Exhibitions, Fort Shelby Hotel, De-
troit, January 18-19. Harry B. 
Kelley, Hillsdale, secretary.

Association of Colorado Fairs, 
Alhambra Hotel, Denver, January 17. 
Forrest F. Hamann, Littleton.

Georgia Association of 
Agricultural Fairs, Henry County Hotel, 
Sparta, January 17. Joe F. Pruitt, 
550 River Drive, Macon, secretary.

Western Canada Association of 
Exhibitions, Hotel Windsor, 
Winnipeg, January 17-19.

North Carolina Association of 
Fairs and Exhibitions, Hotel 
Winnipeg, January 17. Robert 
F. Wood, Greensboro.

North Carolina Association of 
Fairs, Greenville Hotel, 
Greensboro, January 17-18. 
Robert E. Scott, Greensboro, secretary-
treasurer.

Florida Association of 
Agricultural Fairs, St. Nicholas Hotel, 
Clifford C. Hudson, Tavares, secretary.

Rocky Mountain Association of 
Fairs, Continental Hotel, 
Montrose, January 23-25. 
Clifford Loy, Gypsum, Mont., secretary.

New Jersey Association of 
Agricultural Fairs, Hotel 
Trenton, January 24. William C. 
Cranfield, President Hotel, Trenton, 
Secretary.

WINTER FAIRS

Arizona -TUCSON COUNTY FAIR, April 18-19.
California -VENTURA COUNTY FAIR, March 22-25. 
-ORANGE COUNTY FAIR, April 18. 
-JACKSONVILLE FAIR, March 19-22.
-NAPA COUNTY FAIR, May 10-12.
-SONOMA COUNTY FAIR, April 18-20.
-WESTON COUNTY FAIR, April 18.
-CALIFORNIA STATE FAIR, September 2-27.
-WESTERN GUARDIAN FAIR, April 18.
-WESTERN PALM BEACH FAIR, April 18.
-WESTERN PRINTER'S FAIR, April 18.
-WESTERN SALON FAIR, April 18.
-WESTERN WOODWORKING FAIR, April 18.
-WESTERN WOOL FAIR, April 18.
-WESTERN WOOL WALK, April 18.
-WESTERN WOOLWALKERS FAIR, April 18.
-WESTERN WOOLWORKER'S FAIR, April 18.
-WESTERN WOOLWORKING FAIR, April 18.
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New Developments

Root Beer Dispenser Takes Minimum Space

Philadelphia, Dec. 11.—An electrically cooled self-extinguishing type dispenser is being marketed by the Chicago Hand Company. According to the firm, a feature of the dispenser is a maximum capacity with a minimum of space, being a complete unit that needs only water and electrical attachment.—Charles E. Hits, 200 South 24th Street, Philadelphia.

Show Costs Cut By Dispenser

Los Angeles—Dudley Straw Dispenser Company here is offering the new two-way straw dispenser as a combination straw dispenser and cup costs in half. The unit issues unwrapped 6-inch, 8-inch, 9-inch, and standard, 8-inch diameter, one at a time. From both sides. According to the company, the new dispenser does the work of two units.

A full cotton of unwrapped straw is issued into the dispenser without being handled. A feature is the so-called "feather touch" principle, which is said to eliminate unnecessary wear and tear, and dispenses quickly. The unit is made of stainless steel and carries a lifetime guarantee. Two models are offered; the commercial type, 9-inch, and 8-inch, and standards, the other for 9-inch, 8-inch, and standards. The Dudley Straw Dispenser Company, 211 N. La Salle Chicago Boulevard, Los Angeles 48.

Cold Drinks

Redlands, Calif.—A combination stove, griddle and oven that is different in design, has been introduced. The glass top has a griddle on top of the stove and is utilized for buns, hamburgers, pancakes, ham and eggs or any of the many smaller hot snacks on top designed for coffee making or any type of cooking. The top of the stove is of stainless steel and the body is aluminum. Unit weighs 88 pounds and is 22 inches wide, 14 deep and 11—high.—Gill Elec.

Dispenser Corp., Redlands, Calif.

Electric Range

With Reverse

Hillsdale, Ill.—An electrically heated rotisserie has been introduced here. It has the feature of a reverse drive which rotates spit in opposite direction for added flash. The unit has infrared elements mounted on parallel bars which are heat quickly and uniformly. Meals and vegetables are said to be seasoned on the outside, sealing in natural flavor. The capacity of six from six to chicken, brisket, sucky turkey, lamb, pork, beef and sausages at the same time. Spits are easily removed for cleaning and handling, and for the manufacturer's patents. Rotisserie can be used for duck and turkey by the addition of special steel drip pans. Glass doow open with right or left hand, measures 39 inches high, 24 wide and 20 inches deep. The price is $150, less freight, at Tenet, Avenue and Ann Street, Philadelphia 34.

For Milk

Hartford, Pa.—A refrigerated milk box that will hold milk, glass bottles or paper cartons is being offered for commercial use. The unit is available in two models, one with an opaque, 11—inch top, the other with a plastic glass sliding lid. The covers are all-inclusive, removable platforms support the bottles of the cabinet is self-contained, and the front plate with outside dimensions of 28 by 36 by 21 inches, is made of 28 by 14 inches deep. Cabinet is made of steel sheet and is insulated. Capacities range from 84 to 175, quart bottles, 153 to 360 quarts, 341 to 627 half pints, depending upon the shape of the containers.—Rowe, Whistle Dispenser Company, 488 Oldsblad, Hartford.

Bottle Warner

For Outdoor Spots

Duluth, Minn.—A new automatic baby bottle warmer for the self-service milk bottles will be on exhibit at parks, carnivals, fairs, shows and drive-in theaters. The unit has been distributed on a nationwide basis, the device is placed on the counter, and stands along with the mustard and relish condiment area, requires no attention by concession employees or managers. Patterns help keep people by inserting the bottle into the heating unit, which is automatically controlled. The unit is designed to accommodate four large milk bottles at a time. There is no overheating.

The temperature is controlled by the makers claim for the product. The unit is made of cast iron with Calrod heating elements and has a built-in transformer for alternating current volt, such as, a 12.5 volt, 115 volt or 230 volt. A new model is being installed at 501 Woodward Building, Detroit 25.

The Maloof, Side Show operator, will open the winter season under Carnival Shows of Canada for the 1955 season at the outdoor conventions in Chicago recently. They are building a new banner line for their show, their home in Indiana.

Insurance

IDA E. COHEN
175 W. JACkson Blvd.
CHICAGO, ILLINOIS

TENTS

ALL SIZES— ALL TYPES

Well Made For Over 75 Years

Materials on board only when dry or on an order in writing. We can make these tents in any color and size.

SAME DAY DELIVERY

38 T. JESSEP
90. W. JOHNSON
Chicago Office

315-317 Michigan Ave.

UNITED STATES TENT & AWNING CO.

America's Finest Show Tents

RIDE COVERS
BANNERS
Bennie Norman—Former Owner

SHOW TENTS

CENTRAL LAMINA COMPANY

301 E. 42nd St.
James C. Berman, President
Phone: Wilmette 1-1922

HARRY ZOMBERVILLE

SHOOTING GALLERIES

And supplies for Eastern and Western Type Galleries. Write for new catalog.

333-339 Marine St., Great Lakes, Calif.

WANT CALLIOPE

In Chicago, with or without transportation.

NORTHWEST BOOKING AGENCY

Minot, North Dakota

Outlines Utility Bldg. Program At Indian Point

PEP-skill, N. Y., Dec. 11.—Officials of the Consolidated Edison Company Monday (6) outlined plans for the construction of a $300 million powerhouse at Indian Point in nearby Buchanan. Speaking before the property several months ago was taken over by the corporation, was E. D. Kelmel, manager of the two small properties, who made known at a meeting hearing. While one is owned by the state for the use of the state and residents, Co Ed officials stated that at least two years would be needed to prepare the site for an initial $50 million unit which will probably utilize the power. Meanwhile, Kelmel will continue to operate the property as an amusement center.

Vivonas Land Chase City As 12th Fair

NEW YORK, Dec. 11.—The Vivona Land Chase City (Va.) Fair, last played July of 1913, will be held this year. The entering day will be the date in 1955 under their management. Morris Vivona announces.

Vivona said that he is now newly owned out a list of 12 fairs already contracted with, there were tentatively to include a range of 15 to 18 fairs next season.

John (Toby) Dempsey will return next year as lot man and builder, while George Dem- psey will handle the new 100-foot box show which Dempsey operates in winter building in winter quarters at the fairgrounds, which 157 11/2 acres. Now to the Vivona organization will be Al Reiner who will join him as the full steed manager after being formerly with the Peller organization, Vivona added.

Clem Smith, co-owner of Boone County, Ind., farm which was sold this year to a West Coast novelty man, was at the Des Moines fair meeting last week. He's doing farm work here, but hopes to become, in his former partner, Ben Messner, selling rides, Iowa for one of the big firms.

WE'RE SORRY—But it seems in the past there was a floss machine on the market called the Hurricane for this reason we are changing the name of the NEW FLOSS MACHINE COMPANY TO

The Toro DCO 50

BECAUSE IT'S NEW AND ALL NEW

AND THERE HAS NEVER BEFORE BEEN ANYTHING LIKE IT

IT'S THE ONLY CONVENTIONAL

ONE STOP SERVICE CONCESSION SUPPLY CO.

Write for Details

TOLEDO 13, OHIO

thank you

FOR YOUR GENEROUS PATRONAGE

at the

N.A.A.P.P.B. CHICAGO SHOW

HOT RODS, INC.
WINNER OF 1954 N.A.A.P.P.B. AWARD.

Concession Supply Catalogue

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive it, please send 25 cents for a copy or you have our catalogue, please send us the name and address of the store that the fastest service in the business.

concession supply catalogue

POPCORN COTTON CANDY CRABAPPLES GRABS COOK HOUSES SNO-CONE CANDY APPLES GRABS AND ANY OTHER OF THE FINE QUALITY PRODUCTS AT MONEY-SAVING PRICES AND WITH THE FINEST SERVICE IN THE BUSINESS.

GOLD MEDAL PRODUCTS COMPLETE

318 E. THIRD ST.
CINCINNATI 2, OHIO

www.americanradiohistory.com
Rockaways' Ads Aimed At Traveling Public

NEW YORK, Dec. 11.—A new advertising program with budget of at least $50,000 for five years has been launched by Rockaways-Playland in Queens. The plan will be supplemented by train and newspaper ads to travel agencies and car-driving public.

At a meeting in the bleachers, the Rockaways-Playland in the next season, the park's public relations head and vice-president, "Operation Beumont," which includes the use of outdoor paper and greater coverage of local, will be used by the park daily to promote the birth of the Rockaways-Playland.

The campaign is designed to attract new customers, as the park has found that its new advertising is working well. The campaign will be handled by the Schaffer Beer team, which has been in operation for a long time.

No Partner in Trenton Park, Hamid States

TRENTON, N. J., Dec. 11.—George A. Hamid, who is affiliated with the Playland, the 12-mile kiddie park spark outside the State Fairgrounds, in Trenton, N. J., will be operating the park this year.

Mr. Hamid emphasized that he is not in the same state in the park operation, but as an outside operator, he is a large amount of early radio comic in the business.

Mr. Hamid said that Playland will be making its first use of automobile and train-writing ads, and will use these whenever possible on hot days when city residents will be going out in search of relief.

Mr. Hamid stressed that his new connection is that his real firm is the park's landlord, and that he is not a partner in the operation.

Conn. Resort To Lengthen Excursion Dock

BRIDGEPORT, Conn., Dec. 11.—An agreement is underway for extending the fishing pier at Pleasure Beach Park municipally operated amusement resort here for building the excursion dock, as a result of which the prospective seasonal, 8,000 passenger capacity, of part of Bridgeport harbor by the Connecticut- Connecticut.

Secretary Elkington, in a press release, said that the proposed 1,000-foot pier extending into the harbor from the west shore of Pinneaple Beach would probably be reduced to about half the length. The pier is used by about 500 fishermen daily.

The compensation for loss of pier space, Mayor Jasper McLean suggested that 100 feet be added to the length of the excursion dock, so that when it is rebuilt it will be only 200 feet long and 40 feet wide. It is estimated that 50,000 excursionists will use this dock this season.

It will probably be underway in mid-February, so that the dock be completed for the start of the summer season next June.

Seaside Sets Hotel & Pool, Adds 2 Rides

VIRGINIA BEACH, Va., Dec. 11.—Two fiddler rides have been purchased from the B. A. Schmitt, for Seaside Park here, namely, the Carpet and the Beach devices, and be will be in operation next season.

It was reported by Jack L. Greenbrook and Dudley Cooper, operated last season from Decoration Day thru the week after Labor Day. According to its 1953 gross, it was reported that the fiddler ride was the federal tax elimination, as the receipts would otherwise have amounted to $1,150,000.

The operators have been scheduled the erection of a $750- foot dock, gondola-style shore, with 84 rental units, plus a swimming pool, with an area of 2,000 square feet. The layout of this pool was obtained in 1952 by tearing down 300 feet of ocean front.

Cooper and Greenbrook are also negotiating the opening of a new View Amusement Park at Norfolk.

Tax Refund to Be Fixed for Woodside Park

PHILADELPHIA, Dec. 11.—Woodside Park's operators are entitled to an income tax refund which may be based on a percentage of the cost of improvements, according to the U. S. Court of Claims. The park is operated by Philadelphia Park Amusement Company, successors to Fairmount Park Transit Company.

The refund would be based on depreciation, paid by the Delaware and Raritan Canal Company, which built the park. The bridge was built in 1857 for $381,000. Any refund now must be based on the cost of construction of the bridge, which would be $800,000.

On August 9, 1954, the bridge was transferred to the city in return for the payment of the tolls of the bridge franchise. The bridge cost $800,000. The Delaware and Raritan Canal Company had paid the annual bridge depreciation during the same period.

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Rye Buys Roto-Jet, Hints New Kid Units

RYE, N. Y., Dec. 11.—The ride was bought by the park for $10,000, a complete Roto-Jet unit, according to He is operating the ride, said this week. The Roto-Jet will be enlarged by the addition of a new jet, making it a complete Roto-Jet unit.

It is expected that the new jet will be delivered in the spring.

B. L. MacDonald, in an interview, said that the Roto-Jet for the Westchester County-owned park, is in the process of formation of the deal. Miss M. Medicare on her March 10-11th, 1954, Philipines in the next week, was on a visit of inspection of the park.

Music for the Roto-Jet, which is to be produced by Kay Masante at the station.

The Roto-Jet will be spotted in the location formerly occupied by Water Slide, a 10-year-old ride, it has had 12 U.S. boats which will be offered for sale.

WARNING

Paid Beaches Held Bar to Public $ Aid

ATLANTIC CITY, Dec. 11.—New Jersey shore resorts were told recently that their bids for money to fight beach erosion might fail if private resorts were not opened to free public use. State legislators were told the State League of Municipalities that it might be able to get State and Federal funds "if people can't even get to the beach without paying admission money."

He said that in Northern New Jersey it has become necessary to find additional beach accommodations to build and maintain beach and their guests. He has offered $250,000 in public without charge, mostly in the central portion of the State. These 15 miles of private beach.

He also warned that many resort beaches, which enjoy beach fishing fees are charged do not produce a profit. Fees never meet the cost of maintaining the beach, he said.

High Quality KIDDE Rides

ROTI WHOP — SPEED BOATS — PONY CARTS

W. F. MANGELS CO., Coney Island 24, N. Y.

PARK OPERATORS NOTICE!!!

People who are financially-able and responsible who would be interested in high class Amusement Park to be located on new three and a half million dollar super causeway on Mobile Bay and Highway 90. This will be the only Amusement Park in Southern Alabama and only six minutes from downtown Mobile. Total acreage of 1700 feet frontage, 1000 feet depth. With 11 acre Bay inside property, a total of 1.3 acres of ground. Year around open.

We are only interested in discussing this proposition with people of character and means. This is a preposition of tremendous importance to anyone concerned. Address:

GEORGE C. WILKINSON, PRES.
Mobile Fire & Marine Insurance Company, Wilkinson Blvd., 5509 Government St. (Phone: 3-2671), Mobile, Ala.
MONTEREY, Calif., Dec. 11—Operation of donation shows under curtailed supervisory circuits for acts and attractions, nale by Serv- ice 1953, at which date, your contracts were discussed at the 17th annual convention of the State Association here in a committee meeting conducted by Stuart Wolfe, chairman. Wolfe described the committee as necessary.

Serving on the committee with Wolfe, Yolo County Fair secretary-manager, and Schoen, Napa County Fair & Horse Show secretary-manager, were Stuart E. Aberge, Docor, Springville, Wash.; L. E. Clappman, Foley & Burke Show, Broke, Wis.; Herb Yellow, Queen, N. C.; Virgil N. Crafts, Crafts Show; Guy Wood, Donora County Fair; J. H. Duggan, Dunnag's Concession; Tevis Parker, Los Angeles County Fair; Russell E. Pellet, Santa Clara County Fair; M. E. F. Faust, Lord, Trad & Ay- neaux Co., Tulsa; Scott, Phantom County Fair; E. Stuart Stagg, J. L. Stuart Manufacturing Company; Walter M. Glenn, Curtis, Minne- sota; Robert W. Towser, Antrim District Fair, As- (Continued on page 52)

8 New Secs. Introduced at Monterey

MONTEREY, Calif., Dec. 11—Eight new fair secretary-managers were introduced to the membership of the Western Fairs' Association during the annual convention which ended Sunday (B). Louis E. Merritt, WAPA, general manager, announced the affiliation of several associate members and a new member.

New members announced in- clude William Hoover, Oakland Garden Show, Oakland; D. E. Tabb, San Joaquin County Fair & Rodeo, Bishop; Robert W. Towser, Antrim District Fair, As- (Continued on page 52)

Iowa Assn. Seeks County Aid Hike

By CHARLIE BYRNE

DES MOINES, Dec. 11—Ad- vised program designed to in- crease the income of most county fairs in Iowa was adopted by the Fair Managers' Association of Iowa at its 47th annual meeting here this week. The conclude held Monday and Tuesday (B-7) took place in the Hotel Fort Des Moines.

The managers, thus a resolution that was given unanimous support by the delegates, sought to have legislation passed to make it mandatory that counties levy a 1/4 mill tax with the proceeds to be turned over to the fairs for plant improvements and as premium payments.

According to the plan, a bill is to be introduced in the Legislature by one of the members of the committee and the bill will be exclusive to the fair association. The bill is to be introduced in the Legislature by

WAFA Attraction, Midway Problems

In addition to the usual midway attractions, there were a number of other activities that remained popular with the fair-goers. The Midway was home to a variety of food vendors, including a hot dog stand and a pretzel stand. Additionally, there was a small carnival with rides such as the Ferris wheel and the roller coaster.

One of the most popular midway attractions was a fortune-telling booth. Visitors could pay to have their fortunes told by one of the fortune-tellers, who claimed to have special powers to see into the future. Despite the questionable accuracy of the predictions, many people were interested in learning what the future held for them.

The fair also featured a variety of games, such as ring toss and dart throwing. These games were popular among both children and adults, with many visitors spending hours trying to win prizes. Overall, the Midway was a bustling and fun area of the fair, attracting many visitors to take in the sights and sounds of the midway.
**CARNIVALS**

**Groscurth Elected St. Louis Club Prez**

Carman, Denton, McCoy, Hottle Picked As Vees; Term of John Gallaudet Ended

ST. LOUIS, Dec. 11—C. D. Grosscurth, manager of the Blue Grass Shows, was elected president of the National Association of Showmen here today (2) at a special meeting which drew an unusually large attendance.

In the vote for membership in the International Amusement Showmen Association, Grosscurth, former secretary-treasurer of the God Medal Shows, was re-elected president. William H. (Bob) McGeorge, now executive secretary-treasurer of Eastern Shows, was elected vice-president, and E. E. (Bud) Farrow, of the Western Shows, was chosen secretary.

John Gallaudet, retiring presi-
dent, was in the chair until he turned the gavel over to Grosscurth.

**W. Coast Shows**

Add Two Fairs Up Route to 13

Sign Red Bluff, Anderson, Calif., At WFA Convention

MONTEREY, Calif., Dec. 11—With the signing of the Tehama County Fair in Red Bluff and the Santa Clara County Fair in San Jose, the California State Fairs in 1955 will have five state-wide fairs under three-year contract.

Representatives of the three fairs met here today (2) at the Monterey Beach Fairs Association convention.

The contract was signed by E. H. Keck, general manager, last month, awarded the California State Fair and the national convention for 1955. This is the first time three fairs have been awarded a state-wide contract.

Other fairs also signed for three years. These include The Monterey County Fair here; Kern County Fair in Bakersfield; and Santa Rosa Fair, Yuba City, and Napa District Fair, Napa.

Other fairs, also signed by Board of Directors, include the following: Marin County, May 10; Santa Clara County, Aug. 19; Sonoma County, Oct. 10; Escondido, Oct. 17; and South Pasadena, Dec. 26.

**Weisman Tops N.S.A. List of Candidates**

NEW YORK, Dec. 11—The results are in, and George Freedman’s Association will be able to report the election of the new president of the association for the first time in years. George Freedman was named secretary for the association, effective immediately.

A special vote of thanks was extended to the new president for his "tireless efforts in behalf of the association for the last two years." A large number of new membership applications were received during his tenure.

A banquet is due to be held on the 14th of February at the Hotel Plaza, New York, for the association's annual banquet for its friends.

**Record 200 Attend Show Folks Banquet**

NEW YORK, Dec. 11—Another record-breaking crowd attended the annual banquet of the Software Association here Wednesday (6) at the Roosevelt Hotel.

A special vote of thanks was extended to the new president for his "tireless efforts in behalf of the association." A large number of new membership applications were received throughout the year.

A banquet is due to be held on the 14th of February at the Hotel Plaza, New York, for the association's annual banquet for its friends.

**Coast Club Honors Deceased Members**

SAN FRANCISCO, Dec. 11—Members of the local chapter of the Show Foul Of America paid hom-"age to two deceased members at the annual Memorial Services held Saturday (6). The services were held at Showmen’s Church in the area.

The Scandinavian Club of California, which was organized in 1952, is the first to hold a memorial service for its deceased member.

**San Francisco Show Folks Re-Elect Charlotte Porter**

NEW YORK, Dec. 11—Charlotte Porter was re-elected president of the local chapter of the Show Foul Of America at the annual meeting here Wednesday (6) in the Century Club. She will serve another year.

**W. I. T. First in At Haverstraw Old Home Week**

HARVESTRAW, N. Y., Dec. 11—In their third year of existence, the W. I. T. of Harvesstraw, sponsored by the chamber of commerce here, will be held in Haverstraw next season, promoter Mal-

The W. I. T. is a non-profit organization, which is devoted to the promotion of the Chamber of Commerce, and is one of the largest in the town. The W. I. T. will be held in the same place as the previous year's event, and will include several promotional events to stimulate local commerce, including a big baseball game, a concert, and a big golfing event on the 17th of the month. The event is expected to draw a large crowd, and a big crowd is expected to come to the event, to see the various events that will be taking place.

An increased crowd is expected to come to the event, to see the various events that will be taking place. The event is expected to be a major event in the area, and will be a major event in the history of the W. I. T., and will be a major event in the history of the Chamber of Commerce.

**Hold Last Rites For Rex Shriver**

CHICAGO, Dec. 11—Funeral services for Rex Shriver, 67, veteran showman in the Midwest, were held at the Shriver-Stone Church in St. Louis, Mo., and were attended by the family, friends, and associates of the late showman. He died Wednesday (6) at his home in St. Louis, Mo.

**Mol Harris Dies After Lingerin g Illness in Chi cago**

CHICAGO, Dec. 11—Mol Harris, former mayor of the Sunset Amusement Company, was pronounced dead at the Memorial Hospital in Chicago after a long illness.

Harris was connected with the Sunset Amusement Company for many years. He was a key figure in the organization, and was well known in the industry. He was a respected leader and was a respected leader in the industry.

**Assn. Names Garman Prez**

DES MOINES, Dec. 11—E. B. Garman, manager of the Sunset Amusement Company, was named president of the National Carnival Managers Association at its annual meeting held Sunday (6) in Des Moines.

The company will be named as the new president of the organization, and will be the first in the history of the organization to hold the position.

**San Francisco Show Folks**

**For more information on this topic, please visit the following links:**

- [www.americanradiohistory.com](http://www.americanradiohistory.com)
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- [www.americanradiohistory.com](http://www.americanradiohistory.com)
- [www.americanradiohistory.com](http://www.americanradiohistory.com)
Virginia Kline Describes Gowns at SLA Banquet-Ball

By VIRGINIA KLINE

CHICAGO, Dec. 11—When the grand march started at the 45th annual meeting of the Women's League of America of Western Illinois, all eyes were on the new Miss Out- door Beauty, Mrs. Maurice Ohlen, who personified the auxiliaries' spirit as she and her friends formed a solid front with Jennie Sullivan through the march.

With the traditional arm-bun- quet, each woman bunched with each woman at the start of the line, they were a picture of beauty. In the front row Mrs. C. J. Schwarz, president of the state's auxiliary, and Mrs. D. E. Rentner, the league's retiring president, were a white Christmas gown with gold trim and white lace. Mrs. Schwarz was wearing a robe of soft material blending with the costume. Mrs. Rentner in White Net

Mrs. Margaret Curry wore a Diolum gown in blood red, the short skirt full with the fitted pantaloons. The gown was almost but flattering. Mrs. Al Swanson wore a white and gold crepe, with a crepe of white orchids. Dior Original

Mrs. William Cary wore a Dior dress in black and gold, the bodice outlined in gold and the shoulders in black jet. Mrs. Cary chose a black silk with a white lace border. Millie Outdoor Business, Mrs. Odd Johnson, wore a model in white, with fitted bodice and large sleeves, with four deep crepe sequins. Mrs. Joy Purvis wore Continent gown in an almost black sleeveless dress, with a long bodice and the length of the bodice. Mrs. Jack Reynolds, who was an auxil- iary, Miss Ida Cohen chose a black gown by Sophie, the slender sheath fitting at the line. Josephine Haywood, the former Miss Show Business, wore a beige gown in the newest Venetia style, with bodice and long skirt. In trend of low neckleatnch with a narrow line of black, Mrs. Fred H. Kremer, former Miss Show Business, wore a short frock, the neckline curved to the neck. Mrs. Roy J. Levy, Jr., wore a black gown black. Mrs. Dorothy Frazier, who was an auxil- iary, Mrs. William C. Reynolds in the Miss Show Busi- ness contest, chose a Capri gown in frizzed gold, with shirt and the form-fitting bodice.

The evening, as usual, had opened with several cocktail par- ties, including one by the Cowgirls in the penthouse, and the latter was a tea sponsored by Mrs. Elizabeth Workman for an all- past as more rooms were available. Quarterly meeting of the Mem- morial Hotel of the Convent, Mrs. J. W. (Patty) Connell gleaned some of the latest in the right to be held. The model in gold and white, the catwalk in the hot house of the white and the green, the brown, and the white, the Rice, who won fourth place in the Miss Show Business contest, was awarded a top prize of $500 for the best dressed in a black dress in a stiletto gown, the figure was a graceful, the white, the green, the brown, the white, the Rice, who won fourth place in the Miss Show Business contest, was awarded a top prize of $500 for the best dressed in a black dress. Mrs. Margaret Hock wore a Loper gown in light blue, the top of the dress was a light blue, the skirt and the floor length. Miss Elise Connell, who was the model in the neckline in flamelike color, the Miss Show Business contest, was awarded a top prize of $500 for the best dressed in a black dress. Mrs. Viola Parker, president of the Ladies' Auxiliary of the Show Business League, wore a Loper dress with a strapless top held in place with a black ribbon, the color of the black orchid.

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Mrs. Harry Batt of New Orleans wore a short Siaplirri gown of Empire line, her gold necklace and bracelet adding just the right old world look to the gown. Mrs. Batt's sister, Mrs. Andrea, chose black lace, the off-the-shoulder necklace touched with a black choker. Mrs. George A. Hamlet's gown was a flaxen one, the misty grey blue, split neckline and cap sleeves and Camellia crepe the sleeves of moon-glow pink. Mrs. Milde Copeland's Paris gown, the color black, with the bustle accentuated by a huge bow of the black. Dorothy Puckett in the same party, had a third Paris im- port, the off-shoulder gown sequined in a diagonal marking of silver sequence, with a green lace mantilla for a costume.

Copeland Original

Patti Steel, a guest of Jinnelle Connolly at the party, wore a white gown over-embroidered with black. As a Copeland original. Mrs. Dave Russell Jr., wore black bodice and topped her costume with a tiny silver tiara. In the same party, Ben Weis chose a Christian Dior dress of pink, her straps bodice closely molded to the torso and with the black skirt 20 inches long. Mrs. Lewis Brown, who was an auxiliary, in the same party, wore her entire costume of white orchids on her evening bag of Hibiscus pink velvet.

Mrs. Harry Heines, attending the banquet after an absence of several years, went a Julsou gown in gold, the bodice a fitted evening gown, with a train of apricot color, a pattern outlined in gold, completing the Julsou theme. Mrs. Batt, Mrs. Noble Farrow were a black evening gown, with a bodice of gold orchid. Mrs. Jerry Mackey of the Mills Gown, was in all di- vers, most of the costume, did, however, attend the banquet. She wore an evening knot model, with the pattern outlined in gold thread, the bow in black, the bow in red, the bow in white orchids. Mrs. Merle Safford, who was an auxiliary, wore a black bodice of black and white orchids. Mrs. Dolly Frazier, who was an auxil- iary, Mrs. William C. Reynolds in the Miss Show Busi- ness contest, chose a Capri gown in frizzed gold, with shirt and the form-fitting bodice.

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Operators Rap RSL Insurance Report

CINCINNATI, Dec. 11.—Charges of "a general misrep- resentation of the insurance business" have been lodged against agents and directors of the Roller Rink Safety League, according to a report in the League's report to its members and to the Billboard on a proposed prepaid customer-insurance program.

The charges, in a letter dated Dec. 11 to League executives, were made by Richard J. Moss, vice-president, and R. E. Miller, former secretary, who wrote that the plan described in the report did not receive the endorsement of the League and that a member should not promise membership at the meeting.

"In fact, we feel very strongly that there is no reasonable basis for claims because of the necessity to believe that in a number of respects, we have been in error, in the press and in the public service, by not telling the public the truth,” the board declared.

"In general, the insurance program is a simple one. In fact, we believe that the plan described in the report did not cover the entire insurance needs of the public,” the board said.

"However, the most serious ob- jection to the plan is that it is not a true insurance program. It is not possible to be an insurance company, as described in the report, and the public is not aware of this fact. The plan is therefore not a true insurance program, as described in the report."

The report, in a letter to the insurance board published in the Billboard, explained a new automatic prepaid insurance plan to operators. It stated that the plan was based on the historical distortion of the insurance business in the states, and that the operators are not in a position to represent the public.

"After all the lawsuits are brought against the plan, it will be impossible to sell insurance on a prepaid basis, as the public is not aware of the fact that insurance is not a true insurance program, as described in the report," the board said.

In their letter to Operators, the executives said the operators were not responsible for the plan.

"This letter is somewhat belated, the undersigned, as members of the League, being present at the time of the meeting in November in Chicago, did not have an opportunity to hear the presentation of the plan at the meeting in December. As a result, we have been in a position to represent the plan without realizing the problems involved. It is not possible to sell insurance on a prepaid basis, as the public is not aware of the fact that insurance is not a true insurance program, as described in the report."

The letter was signed by C. A. Owsley, and W. G. Catlin, both of whom have been associated with the League, and C. A. Owsley, who is a member of the League.

"The plan as presented to us is not a true insurance program, and we cannot endorse it. We cannot endorse the plan without realizing the problems involved. It is not possible to sell insurance on a prepaid basis, as the public is not aware of the fact that insurance is not a true insurance program, as described in the report."

--THE CLEARY FAMILY SHOW, in its eighth week of a coast-to- coast engagement in Los Angeles, Calif., is currently in York, Pa. The show's cast of four is doing a fine job of "In Old Colorado," which is sponsored by the League. The show reports doing fair business to date. At recent matinees, the show has been rated a success.

--The Cleary Family Show, in its eighth week of a coast-to-coast engagement in Los Angeles, Calif., is currently in York, Pa. The show's cast of four is doing a fine job of "In Old Colorado," which is sponsored by the League. The show reports doing fair business to date. At recent matinees, the show has been rated a success.

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POLACK-WESTERN TOUR TERMINATED OKAY

‘Highly Satisfactory,’ Stern Says;
Destinations of Performers Told

CHARLESTON, W. Va., Dec. 11—Western unit of Polack Bros. Circus ended its 1854 season here last Sunday (5). Three performances of its big white tents were given to large crowds of people. The big train and hummawas and two others were pulled out. All shows were performed in 1854. Polack Bros. will start this year from seven to fourteen days, but because of the crooked turnaway it will be increased to next year.

Louis Stern, managing director, characterized the season as “highly satisfactory” and announced that the Polack Bros. will open here again next season, with a number of spots where business has been disappointing last season.

Missie Polack was on the show in Charleston, and she and Stern spent several days this week in the Toronado offices. Stern then went to New York for a brief visit, after which he will make his usual trek to the Pacific Coast for the 1855 season. Missie Polack left for Chicago a week before the 1955 opening at Flint, Mich., January 10.

The 1954 season opened in Flint January 10, and was a great success. Baltimore, Maryland, and some 15 states and Canadian provinces have been included in the schedule. The 1954 season is shorter and was a single performance, beginning in Chicago July 24, and ending in Cook, Ill., July 27. There were four shows in 11 days, one of which was in Chicago and two of which were in New York. Some 15 or 20 of the 1954 shows were held during this season, as compared with 15 or 20 in the previous season.

The show opened on Monday at the Rose Bower, December 10, at 10 a.m. and was well attended. The show was a great success, and a number of persons were present. The show was a great success, and a number of persons were present.

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By Tom Parkinson

FOLLOW THE MARQUEE

Family with their backboard and posting horses, Parnell Gail and Charles Finney, members of Bob Grubbs, with their horses, Bob Grubbs works horse at Hagen Bros., Doc Sherwin, who used show a quarter now with the Ten Caros, and the vaudeville company, the magnets; Happy Hinde, Les and Vi Bradley and Sam Price.

The Flying Marines, San Antonio, returned from Chicago and are busy making a new world. and preparing for the Ayliffe Circus in Mexico City. The group will be gone six weeks, then will return for the opening of the Hamada-Mowin Circus in Memphis.

Raymond, Alfa, Sets Dates for '53 Rodeo

As Raymond, Alfa, Dates of June 11 - Annual Raymond stampede and rodeo will be held June 30 and July 1, it was announced by Raymond, Alfa. Raymond, Alfa was formed in 1903. Financial statement showed a profit of more than $10,000. Raymond, Alfa was formed in 1903.

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NEW YEAR'S DAY FAVORS

FOR NIGHTCLUBS, TAP ROOMS AND ALL ORGANIZATIONS

Assorted Copper Form Hats...7 70c
Bear Lure Copper Form Hats...95c
Assorted Copper Rope Hats...4.25 per dozen
Assorted Crystal Crepe or Metallic Hats...4.50 per dozen
Assorted Metallic Bob...10.00 per dozen
Assorted Fancy Fancy Hats...22.50 per dozen
New Year's Glitz Hats...28.50 per dozen
14 Inch Bob...8.50 per dozen
12 Inch Fullrons...9.00 per dozen
16 Inch Snake Blow Out...2.00 each
Mane Head Bob...3.00 each
No. 9 Printed New Year...1.50 each
Balloons...4.25 per dozen
Large Balloon Bag...1.75 ea.

Extra Special Large Cellophone...3.00 ea.
Tam Fox Proof Tan or New Year Banner...1.25 ea.
Flame Proof Serpentines...20 Boxes for $1.50
Plain Serpentines...25 Cres for $1.00 per package
Junior Metal Moe Note Holders...100 to box...Per 100...$1.00
Jumbo Metal Note Holders...250 to box...Per 100...$2.50
12 Inch Metal Hemi...Lithographed...9.50 ea.
18 Inch Metal Hemi...Lithographed...11.50 ea.

READER'S SPECIAL OFFER

$5.50 per dozen for a sample of any of the above 9 Perfumes—Shipped Post Paid.

HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE

1102 Arch Street (Phones MA 2-9648—W 2-9570) PHILADELPHIA 7, PA.

SEND FOR OUR LATEST CATALOG

A TRIAL ORDER WILL CONVINCE YOU!

A BIGGER DEAL 6 Assorted Wister Hats with police assembly, hat pins, and gas mask. 6 dozen for $4.95.

WEINMANN'S

Original Gold and Silver Balloon Bar in Philadelphia, New York, Chicago, and San Francisco

when answering ads . . . . SAY YOU SAW IT IN THE BILLBOARD!

COMING EVENTS

Arizona


California

San Francisco—Bankers' Show, Jan. 18-21.


Connecticut


Florida

Miami—Big Merchandise Show, Jan. 11-14.

Rhode Island—Big Show, Jan. 11-14.


Kentucky—Louisville show, Jan. 10-13.


Michigan—Ann Arbor, Jan. 21-23.

Texas

Dallas—Big Show, Feb. 1-4.


Ohio

Cleveland—Big Show, Jan. 6-9.

Pittsburgh—Big Show, Jan. 13-16.

Pennsylvania

Philadelphia—Annotree Show, Jan. 18-20.

Virginia

Richmond—Big Show, Feb. 1-4.

EASTER LINE NOW READY FOR DISTRIBUTION

Order your stock of Easter Lines and save for Free book of complete Easter Line also catalog of available colored wicker suitcases

A MERRY XMAS & HAPPY NEW YEAR TO ALL OURcustomers! 
PIPPES FOR PITCHMEN
By BILL BAKER

SOME COUPLE of weeks ago we received a clipping from The Baltimore Evening Sun and what we do see at a picture was a pitchman in a bright-colored shirt, holding the business cards in his hand. He was on the street corner as usual, red and pole. Now if Sun, at the time, was doing what everyone else generally does when they are not burning up the gas (namely trying to catch a few denizens of the deep) there would probably be a chance to take him, but Sun, never being among the superficial, had given this man the business cards of a man named Jack. He was, however, a hard but unique way of proving to Jack, by whom the business card was the "Kaiser" threader in the "Sun" world. We are pictured through a needle all the way through the hole in the card.

After successfully performing this unnatural act, Dinko Jones, the same man who was the Baltimore Sun, is running a campaign through the streets. A solicitation by the C.

W.A.F.A.S.

W.F.A. Airs
Continued from page 45

WEVE BEEN ASKED by the W.A.F.A. to take Jack into the W.A.F.A. happy to be in the vicinity of The Billboard's Cincinnati offices and agree to take the W.A.F.A. cutout to our home town to take the W.A.F.A. to be used in the W.A.F.A. and buy him a few drinks.

Eddie Debold

of the film that we have re-embossed in a great many scenes, says that he is pitching telephone ad deals in and around the W.A.F.A. area. This is "it's been two years since I worked for the W.A.F.A. and going to start working with them again for Christmas and New Year's, and we'll have a 'Fezzie' Mary. Out."

(Al pipe time Debold doesn't deal but when he does deal, that by now, has himself learned something.

I hope the following read the base of The Billboard in this pipe appears and I would like to hear from him when the time comes.

Mr. and Mrs. Oliver, 795 W. 6th Street, Fayetteville, N. C.

Ida, Renames Execs
Continued from page 45

music for the redemption of the world, and I find this is a very useful thing, because it is never "up" with us. But I did enjoy the music, and I was never disappointed for medicine shows and that was because I had the whole audience of the performances and the working people got to move around and get the morning of the meeting.

C. M. Miller, the manager of the meeting, said, "If I have to come here from noon, you are wishing for something, but you have a chance to do this, we can all be there."

Jack Curry is the new executive assistant for the W.A.F.A.

The fair showed a net profit of $514,800 with total receipts placed at $800,307 and expenses at $406,527.

Cunningham pointed out the fair had a record attendance of 607,110, exceeding 1953 by 53,245. The fair is the largest in history with 7,223 head entered as compared with 7,198 in 1953. The fair is expected to have an attendance of 150,000 in its various fair events to 1953, 201,461.

Woxberg Western Fair Preview
Continued from page 45

Fair in Payroll was named out- of-state director.

Selection of San Luis Obispo as the next convention spot was not a surprise to the public. The town had been chosen by the Board of Directors and approved by the executive committee of the county. The convention was held in the Convention Hall, a large hotel located in the center of the city.

San Jose also bid for host city. Russell E. Pettitt, county supervisor, and his county chairman, was unable to be present to bid for the convention. However, a representative was present, bidding for the convention with the W.A.F.A. attending "Where's the 501st?" The W.A.F.A. Services Association, which includes both the W.A.F.A. and the W.A.F.A. Westerner, held open house during the week.

Tuesday, the second day of the session, was highlighted by committee meetings and a Directors' Breakfast at 8 a.m. in the W.A.F.A. Services Association dining room. Lunch was served at the W.A.F.A. Services Association dining room.

The closing day's schedule was devoted primarily to reports from the various state associations. The session at the Rio Theater, in the heart of the city, was the highlight of the convention. The convention was concluded with the W.A.F.A. Westerner's award to "Where's the 501st?" The W.A.F.A. Services Association, which includes both the W.A.F.A. and the W.A.F.A. Westerner, held open house during the week.

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Sensational Jeweled Swiss Watch Set

$7900

PHOTOS Copied

$5 Watch Band and One More

Photoshopped Cream

$1467

Sensational Jewelry Sets

$900

WEINMAN'S

125 50th Rd. MAIN STREET, HEMPSTEAD, N. Y.

HELP WANTED CLASSIFIED ADS

REGULAR CLASSIFIED ADS... Set in usual want-ad style. one paragraph. One word not to exceed 14 lines to the inch. RATE: $1. per word. CASH WITH COPY.

ATTRACTIVE LADY WANTED for immediate job. Call now. inexpensive. Box C-150

ELECTRICAL ENGINEER WANTED for immediate job. Call now. inexpensive. Box C-150

WANTED: TATTOOIST. For opening. Call Frank, 202-1111. No agency please.

HELP WANTED CLASSIFIED ADS... Set in usual want-ad style. one paragraph. One word not to exceed 14 lines to the inch. RATE: $1. per word. CASH WITH COPY.

5000 How to Start Your Own Business

We Are Now Open

NOW OPEN

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum $1 Remittance in full must accompany all ads published in this column. No charge accounts. Forms Close Thursday for the Following Week’s Issue

CIRCUS & CARNIVAL

THE CIRCUS KELLY—KING OF DEATH DEFIES THE LAW. GREAT JUGGLING ACT. LIVING DEATH DEFEATS DEATH. LIGHTS BRIGHTEN HOUSE DURING KELLY’S EXTREME. ALLIKI, INDIANA. No. 2 show.

MUSICIANS

AT LIBERTY—FIVE 250 GREAT SAVINGS ON NAME BRAND MUSICAL INSTRUMENTS. ALL AT DISCOUNT PRICES. BOX A, 126 S. 20th ST., PHILADELPHIA, PA.

VOCALISTS

PIANO, ORCHESTRA, CHORUS. MANY YEAR EXPERIENCE. BOX 200. 312 S. 30th ST., PHILADELPHIA, PA.

KIPP BROTHERS

WORLD’S BEST SELLING STRINGS. 7756

240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA

Quick Photo Invention! Photomachines... Pay Commissions. BOX 428. 240-42 S. Meridian St., Indianapolis 25, Ind.

KIPPS HAS THE HOTTEST ITEM TODAY

Wacky-Quacky Duck

$2.25

GREAT FUN, GREAT COLOR, GREAT GAMES. PACKAGE INCLUDES DUCK, SPINNER, COLLECTOR BOOKLET. BOX 200, 312 S. 30th ST., PHILADELPHIA, PA.

KIPPS HAS THE HOTTEST ITEM TODAY

$2.25

CROSS 24.00

Include sales tax with order. 25% per order on all orders. Free shipping with $15.00 minimum order.

You Can’t Beat BRODY for Pianos and Organs

We Carry a Complete Line of Pianos and Player Organs


PARKS & FAIRS

AVAILBLE FOR OUTDOOR AND INDOOR FAIR. GLASS AND STAINLESS STEEL TANKS. 621-3000 GAL. CAP. FOR YOUR OWN USE.

M. K. BRODY

1166 13th St., Chicago 7, Ill.

You Can’t Beat B.B. DAVIS for Watches and Jewelry

We Carry a Complete Line of Fine Watches and Jewelry


GIVE TO DAMON BURTON CANCER FUND

100 Feet of 48 12" x 12" Pants. $250.00. Money refunded if not satisfied. MYRKO COMPANY

414 W. 25th

Cleveland 15, Ohio
in the records of previous hearings. But a Commission quite properly may find the juke box operator is willing to pay more to songwriters and performers if reasonable payments will spell the end of ASCAP's annual attempts to put the juke box industry in the same category as radio, television, ballrooms, etc.

Commission's Powers

Just as a Fact-Finding Commission can talk directly to operators, by-passing ASCAP, so can a Commission speak directly to songwriters and publishers, by-passing the licensing organizations. Such a Commission would be in a position to ascertain the basic facts and the personal interests of individuals in all phases of the Music industry who would seem logical, in view of ASCAP's explanation and the latters's assertion that the juke box exemption must be removed.

A Fact-Finding Commission will be able to examine all the complicated economics of the entire music industry, including all phases of the industry and music uses which are part and parcel of this controversy.

For example, juke box operators feel they are paying songwriters and publishers for the use of the music these men create and exploit. They believe they are doing this for the benefit of a residual royalty, a fee fixed by law at 2 cents per side. In the minds of the operators, this royalty totally a considerable sum—for unlike radio, for the most part, television, the operator buys his records. The juke box, in other words, represents a real record market in addition to its value as a promotional medium for songs. And because records represent a sizable business income to the operator, he tends to brush aside the argument that what is involved is performance right rather than a mechanical right.

ASCAP Obligations

ASCAP, in the collection of funds, has felt morally obliged to provide an incentive for music on a broad basis. It is not clear that it is financially obligated to those writers who once were but are no longer productive. For this—as well as other reasons—it can be said that ASCAP's distribution goes into the pockets of the copy holders and publishers, but the distribution does not go directly, or totally, to the pockets of the copyright holders of a specific song.

In contrast, mechanical collections from a song go directly to the specific songwriter and publisher of that song. These royalties are paid by the disk manufacturer to the publisher, who divides them with the writer. ASCAP does not administer these royalties.

ASCAP's position is in a position to determine whether writers and publishers are getting their fair share of money. ASCAP can place in proper perspective the different types of royalties and music uses. Only such a Commission can objectively weigh all the moral and technical issues and resolve the conflicting points of view.

Suggested Legislation

Legislation could provide the establishment of such a Commission by the President. The membership of such a body naturally includes professional musicians who could include, ex-officio, several Congressmen. At the discretion of the President, representatives of different segments of the musical industry could be appointed. The inclusion of such legislation could also outline the Commission's purpose—exploration of the Copyright Act's effects on all facets of the Music industry.

What would be the Commission's authority? It would have to establish whether or not ASCAP was meeting the obligations to its members as well as all groups involved in the controversy, and prepare a report. It is customary to set a time limit for the report, and in the case at hand the report has been requested as reasonable. This will give the Commission, which created the legislation calling for the Commission, the opportunity to study the report and act upon recommendation therein.

We believe the Commission the best means of correcting inequities where inequities exist. Let us not repeat the same wasteful, abortive performance we have seen in past years.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard is the story of the sales income of the Atlantic City Convention.

40% TAKE THE LEAD in the single market at several coming moves by record manufacturers point out. Strongest possible estimate on the amount of the single income to about $1,900 while 43 c.p.m. pipes remain the same.

Sales of output of output of the single market is down to about 1,900 while 43 c.p.m. pipes remain the same.

40% TAKE THE LEAD in the single market at several coming moves by record manufacturers point out. Strongest possible estimate on the amount of the single income to about $1,900 while 43 c.p.m. pipes remain the same.

Bandleader Tommy Dorsey is getting ready to start his own record label on which, probably, he will record his own band. He's on a tour, however, to record for the low-priced Bell label.

And many other informative news stories, as well as the Honor Roll of Hits and the other charters.
Op Credit Triple A, Coin Financier Says

NEW YORK, Dec. 11—Sim Bushnell, president of the newly-formed Conditional Sales Corp., has ambitious plans regarding the financing of vending equipment, but the veteran coin machine financier regards jingle boxes as the bread and butter of the credit end of the business.

Bushnell's credit in coin machine financing began in 1937, when, as an executive of the Credit Utility Corporation, he was asked to determine the potentialities of jingle box and game operators as finance customers.

His investigation disclosed that much of the public's attitude toward the coin machine industry was based on misconceptions, and that the industry itself was on a fairly solid basis with a substantial growth potential.

Coin Specialties

Within a short time, Bushnell became CGC's coin machine speci- alist, setting up finance programs for several manufacturers. At the time, vending didn't amount to too much in the general coin machine picture, allto Bushnell did handle some cigarette machine equipment.

In 1945, he joined the James Talcott firm as a factoring representa- tive, specializing in industries and banks. In 1947, the Talcott Standard Factors took over all the coin machine accounts leaving Finance free.

After banks had been slow to group the potentialities of the coin machine industry, according to Bushnell, he pointed out that, in comparison to many other indus- tries, the repulsion and delinquency rates are extremely low.

Risks Not Great

For example, risks in the coin machine business are generally far less than they are in the grocery, appliance, commercial refrigeration, store fixture, jewelry and tobacco fields. Bushnell added that they are not too much greater than the risks encountered in the "safe" fields—medical and dental equipment, construction machinery and daily equipment.

Bushnell feels that jingle box lo-
This Business of Color

"Color is as important to business as to life itself" says a famous scientist. And AMI says: "Agreed! Our first aim in bringing out Model 'F' was to improve the automatic music business." The "F", not only delivers a new kind of automatic music — Multi-Horn High Fidelity and Sonoramic Sound — but also presents this new music in a startling, potent fashion — with COLOR.

"Color increases the pulse rate!" says another color authority, and what else should a new juke box do but announce its presence with a gorgeous, streamlined cabinet rich in the newest, most dramatic colors?

The "F" brings color showmanship to its theatrical peak, with a choice of 8 spectacular new colors to suit every location and stimulate the public into increased music purchases. Color does the selling job, the music satisfies the customer.

Let color go to work for you to produce more business and make more money. Locations can't say "NO" when you offer them the irresistible advantages of color showmanship. And the public can't keep away from the new "F," the one juke box that controls their moods, creates and preserves the urge to BUY MUSIC.

COLOR MAKES THE MOOD
Here are some moods, produced by the "F's" 8 Different Colors:

- Malow Tahitian Brown
- Exotic Firecracker Red
- Romantic Happy Blue
- Festive Happy Yellow
- Regal Bright Sand
- Playful Sunburst Yellow
- Dreamy Embered Charcoal
- Soothing Atoll Coral

FULL RANGE MULTI-HIGH FIDELITY · SONORAMIC SOUND · 120; 80 AND 40 SELECTIONS · 8 MAGICAL, MONEY-MAKING COLORS

AMI Incorporated

Originator of the Automatic Selective Juke Box in 1927,
AHEAD THEN — AHEAD NOW

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palægade, Copenhagen K, Denmark
The Billboard Index

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Index. They are advertised machine prices. When comparing the listed prices with those on one's own equipment, one must be aware of possible differences in age, condition, and other factors.

**ADVERTISED USED MACHINE PRICES**

**MUSIC MACHINES**

- **146** at the expanding export market, Bob Bear, Wurlitzer photographer, was able to contact four distributors for outstanding sales work during the year. The four were: Robert B. Sheldon, of Santa Monica, CA; R. E. Williams, of Williams Distributing Company, Milwaukee, WI; Stephen L. Vukelic, of Vukelic Distributing Company, Buffalo, NY; and Vukelic (whose award was won by Wurlitzer's John Milton, Austin, TX). It is possible that Vukelic could be the winner of this year's award.

- The 11 distributors who took the prize were Bob Bear with a total of $10.000 in sales, followed by:
  1. John Milton, Austin, TX
  2. Wurlitzer (Wurlitzer of Austin, TX)
  3. John Smith, Austin, TX
  4. Wurlitzer (Wurlitzer of Austin, TX)
  5. Wurlitzer (Wurlitzer of Austin, TX)
  6. John Smith, Austin, TX
  7. Wurlitzer (Wurlitzer of Austin, TX)
  8. John Milton, Austin, TX
  9. Wurlitzer (Wurlitzer of Austin, TX)
  10. John Smith, Austin, TX
  11. Wurlitzer (Wurlitzer of Austin, TX)

- Advertising the sessions from the photographs of the Wurlitzer's successful year, Robert G. Hamilton, and Bob Hulchin, regional managers of Wurlitzer, attended the national convention in Chicago to discuss the future of the company.

- On hand from the Wurlitzer executive offices in Chicago were R. C. Robling, president; Morris Britz, vice-president and general counsel; Edward Harper, treasurer, and Roy Carlson, vice-president and comptroller.

- Factory executives from North Texas, N.Y., attending were Roy Wallenweber, vice-president and manager; C. J. Slate, assistant manager; and Fred H. Osborne, director of engineering and manufacturing, and Andre Echevarria, sales and service representative in Latin America.

- Foreign distributors represented the following countries: Canada, Colombia, Denmark, Mexico, the United Kingdom, and the United States.

- The 11 were John Blotta, Blotta Distributing Company, Newark, NC; Wurlitzer Distributing Company, Charlton, W. Va.; C. A. Crane Distributing Company, Oklahoma City; and Wurlitzer Distributing Company, Los Angeles.

- The plan for the show now is to sell the largest two available school auditoriums—which will include the Juneau Park Auditorium—and to provide identical programs to the students in the area.

- The many artists will appear at multiple locations to provide identical programs. Two sites would make it possible, however, to accommodate the many artists more conveniently.

- The growing association members of disk jockeys, the UMO also has been able to include other personnel of radio stations. This will include the disk jockeys, program managers, program directors and other personnel.

- Actual enrollment of radio people in the UMO will be reported weekly by Monday night's action. Individuals will be shown to the public by radio people to UMO's youth program. In the example, representatives all 100 radio stations had been signed up, according to the UMO's youth program.

- The February youth jamboree will be the second talent program quintet for a youth group of the radio station's youth program of jazz and rock and roll.

- Last week, disk jockeys and recorders to the degree of 1-0 to UMO to host over 1,000 teenagers in the UMO's youth program (The Billboard, Jan. 14).

A REMINDER

Checklist Saves Op Time, Money

PHOENIX, Dec. 11—A phonograph session meets aargerly likely as a plumber to forget his tools unless he is reminded to take them back before leaving for a job.

That's the experience of John Smith, head of Arizona Music Systems. Smith decided to do something about it. He had a large "checklist sign" hung in the shop over the truck delivery window and the Rear of the building. Lettered on the sign—which measures from three feet to eight feet high—are the following reminders:

1. Have you forgotten anything?
2. Are the tools in order?
3. Don't forget your invoice sheets.
4. Cull in before returning.

The invoice sheets referred to in the sign are all parts and materials which go into the Seeburg phonographs and wired music systems which Arizona handles. So checking the listed items will prevent unnecessary errors, anything important, Smith believes.

Smith cordoned all the office before returning has likewise proven important in eliminating time and effort between service calls. There have been occasions where important calls in coming from a comparatively remote location, can be shrunk to another nearby location by a quick telephone call instead of sending a truck, eliminating a "double trip."
A hard one to shoot against

On location, the gorgeous Wurlitzer 1700 with its fabulous high fidelity sound, proves a “goalie” with a terrific defense record.

Its colorful, profitable, day in and day out performance, makes it a hard one to shoot against—a great player to have on your side.

SEE IT-HEAR IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR
THE HIGH EARNING, HIGH FIDELITY
Wurlitzer 1700HF
TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856
**Hammond Op Taps New Product, Taste Fields**

Hammond, Ind., Dec. 11-Sidney Reiner, head of Industrial Vendors, Inc., here has his own ideas on how to do the best out of an inset vending machine.

Using Kwak Kafe liquid-type coffee venders, rebuilt to his own specifications, Reiner not only vend coffee in the popular combinations (black, milk, cream, etc.) but hot chocolate and soups.

But there is this difference. Reiner is using a blend of hot water is mixed with the chocolate and soups. Too, Reiner's broth-type soups take an additional season when vended as a creamed variety, i.e., a blend of beef, cream of chicken, of milk.

According to Reiner, addition of a soup or hot chocolate vending machine attracts more patronage and more sales. For instance, the straight soup concentrate and hot water are mix in the vender to give a hearty, similar to the soups from the board's menu, said he.

Heavy Soups, Too

He also claims that installation of a separate pump for his hot beverage solution will also handle the new heavy-body soups now coming on the market for operators and that it fulfills the need of present and future customers.

Installation of the special pumps, as well as the interior and major conventions of vending equipment, is facilitated by the manufacturer, who has put more than 100 new, larger, high-priced heads to the market last week (The Billboard, December 11). Sheet metal forming equipment, cutting tools and similar metal forming devices were included.

(Continued on page 65)

**Bottlers Examine Cup Mach. Benefits**

See Both Problems, Opportunities

In Bulk Route; Top Sampling Aid

CHICAGO, Dec. 11—"I don't know of any basic rules that would not profit a cup vender to a bottle vender providing you can give them a good product." So declared an executive of a major bottle cup vender during a brass tacks session at the National Automatic Merchandising Association convention this year.

The statement, in itself, is not of importance because it is not in conflict with any formation. But the fact that it was made by a bottler is The bottler: Leo Walker, Penacho Bottling Works, Altoona, Pa.

Bottlers attending the meeting:

There are problems facing bottlers in cup field, as well as problems there are also a good many opportunities.

Because the opportunities are beginning to come around, bottlers can shortly become a permanent form of vending in bulk beverage vending. A plan was presented in that direction at the conference.

One bottler testified. After starting with multi-flavor cup machines to protect their market, to sell bottler vender installations, he was forced to add candy, then coffee, and subsequently cigarette and gum equipment.

Another independent bottler de

(Continued on page 65)

**Vending Machines**

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See Both Problems, Opportunities

In Bulk Route; Top Sampling Aid

CHICAGO, Dec. 11—"I don't know of any basic rules that would not profit a cup vender to a bottle vender providing you can give them a good product." So declared an executive of a major bottle cup vender during a brass tacks session at the National Automatic Merchandising Association convention this year.

The statement, in itself, is not of importance because it is not in conflict with any formation. But the fact that it was made by a bottler is The bottler: Leo Walker, Penacho Bottling Works, Altoona, Pa.

Bottlers attending the meeting:

There are problems facing bottlers in cup field, as well as problems there are also a good many opportunities.

Because the opportunities are beginning to come around, bottlers can shortly become a permanent form of vending in bulk beverage vending. A plan was presented in that direction at the conference.

One bottler testified. After starting with multi-flavor cup machines to protect their market, to sell bottler vender installations, he was forced to add candy, then coffee, and subsequently cigarette and gum equipment.

Another independent bottler de

(Continued on page 65)

**FOR IN-PLANT FEEDING**

**Heavy Type Soups Seen**

New Vending Food Aid

CHICAGO, Dec. 11—Problems connected with the vending of heavy type soups—made from a semi-casual type base—have been solved in the process of being solved. A big factor: co-operative effort is recent months of salesmen and vending machines.

On the product side of the picture, problems have been clarified through those of delicate balancing of viscous and gravity, development of stabilizers to guarantee consistent results.

On the machine side of the picture, care has been given the design of a specific valve to handle the flow of the heavy soups and the method of actually dispensing the product, through a meter system (thin saturation) CO2 system (hot saturation) or a straight gravity method with the latter system. Valves. Lack of a clear cut instruction in some units soups are more likely to keep.

Why the effort to perfect soups and venders for automatic merchandising (the heavy type are) anticipated project (the only type vended up to the present).

(Continued on page 65)

**Dari-O-Matic Names Nat'l Sales Manager**

Los Angeles, December 11—Charles T. Ables Jr., national sales manager, a newly created post, has been appointed.

Ables was associated with the company for many years, with a number of men of major significance.

(Continued on page 65)
Rubenstein's Answer to IIs

Continued from page 63

sold for India nuts, 70 cents a pound for peanuts and 15 cents a pound for potatoes. At these prices, only Spanish potatoes would be sold profitably at a penny.

Rubenstein contends that constant product changes are required to maintain sales volume at a given location. He feels that new combinations will always be added, no new product will do well when introduced into the market, but, after a while, customers will tire of that product. When sales slacken, he adds, the retail operator stocks something else.

Whether developing the vending operation, the operator is often faced with the problem of keeping up with the public. The only different commodities that will be found in vending machines are those that have been sold before, or vending another product at a loss or near loss. Either way he is losing. Rubenstein's answer is to keep the same thing free.

Atlanta Added as Container Test City By Dr. Pepper Co.

DALLAS, Dec. 11—Dr. Pepper Company announced this week that Atlanta, Ga., has been added as a test city for soft drink vending containers. The cities of Dallas, Fort Worth and Atlanta will serve at focal points in the nation to gauge the tastes of American consumers.

A 13-inch can with a flat, smooth top, went on sale in Atlanta and other 12 and 13-inch beverage containers have been sold in a regular crown top and the 13-inch container is currently being tested in other cities.

Other introductions of cans and/or throwaway bottles in five or six cities or regions have already in progress.

The retail operators' votes are to determine the best way to serve up the soft drinks.

Cellucotton

Continued from page 63

Peter A. Smith and John E. Keesey, of the Cellucotton company and a complaint, Cellucotton asked:

1. That Cellucotton, Holmbe, McKune and their agents be restrained from selling or offering for sale any vending machines bearing the trade-mark Klenex.

2. That Cellucotton be enjoined from all advertisements, advertisements, sales literature, and other papers and devices in their custody, relating to Klenex and so-called Klenex vending machines.

Judge Hoffman, in his final judgment, which all parties concerned, consequently restrained and enjoined Phil-Mac, Smith and McKune:

1. From making any representation that they, or any of them, are connected with, or sponsored or endorses, Cellucotton, or have been selected as distributors by Cellucotton, or any vending machine company in any vending machine bearing the trade-mark Klenex.

2. From selling, offering, soliciting orders for, or purchasing any vending machines bearing the trade-mark Klenex, or any other trade-mark owned by Cellucotton or Cellucotton Products Company, or defendant's name, or any counterfeit or imitation thereof, or a pictorial representation of defendant's pocket pack, or are represented as being vending machines for the dispensing of Klenex tissues, and from using any such trade-mark or any counterfeit or imitation thereof, or any such representation or imitation thereof.

Small and McKune, who run Phil-Mac, had their machines sold by Vend Rite Manufacturing Company in Chicago.
Canned Soft Drink Group Is Organized

NEW YORK, Dec. 11—The Soft Drink Group, which has been formed here this week. The new organization is headed by Robert F. Mack, president of the C&G Super Corporation and former president of the Pepsi-Cola Company.

Other officers are Morris Silver, president of the Cott-Bolen Cott Company, vice-president; Robert E. North, president of the Can-A-Top Beverage Company, secretary, and A. Melo, C&G treasurer.

Directors include Mack, Silver and A. Louie, president of the Waseca Brewing Company, T. H. Stanley, president of the Waseca Brewing Company, Louis Tour, Rev-Bright Products, Inc.

Mack said retail sales of soft drinks is about $1.2 billion a year and predicted that can sales would eventually account for 30 per cent of the market.

He added that the industry should hit $2 billion in sales within a few years, 9,000 million in 10 years.

Ideas in Food

* Continued from page 63 *

Canadian Dry Soups Hit Record Peak

NEW YORK, Dec. 11—The earnings in the second quarter of September 30 dropped just a shade compared with the previous year, however, sales hit a record $67,352,065 compared with $90,450,477 the year before.

Net earnings before interest, taxes, $17,104,000, $1.14 a common share, compared with $18,580,000, or $1.14 a common share for the previous year, also equal to $1.14 a common share.

Florida Cit Glass Totals $1,217,866

TALLACHASSEE, Fla., Dec. 11—Florida's net proceeds from the sale of its glass, a total of $1,217,866, was announced by the Florida Citrus Commission.

Soups
dishes and soups are an important part of the American diet, and are worked on using similar units, interesting

Heavy Soups a Vending Aid

* Continued from page 62 *

manufacturers include Apco, Inc., Refrigeration, Inc., and Jack Webb

Cone's.

One of the suppliers pioneering in fast-food hot soup vending is Feeny Foods, Franklin Park, II. Working with equipment developed by different manufacturers, Feeny Foods is currently supplying three sizes of the new machines to the Mills machine.

Feeny points out, however, that its product must be specially formulated to be adapted to each type vendor. Then, while unique in appearance and size, the same soup formula would not be entirely suitable in the different vendors, unless the manufacturers use different soups.

An advantage of the C-2 method, an easy hot soup base may be used.

Soup Flavors

Feeny has developed tomato, onion and pea soups for the Mills model. It will add mushroom, asparagus, navy bean (with beans part of the concentrated paste instead of whole).

Stabilizers have been developed that can keep the soup pastes (after the container has been topped) for attachment of the packages, and storage for at least one day to at least one day in five days, with the different soup types.

Pea soup, however, remain stable for one day; onion, three days; to four or five days. It is expected that installation of plastic sterile covers at points where lines are connected will prevent growth of the soup base industry.

Back of Feeny's entry into the vending supply field are its 13 years of experience in the food base market. The firm, doing over $3 million in gross business annually, is a major part of the time to develop this use of the heavy-type soup pastes for vending.

Here's the Capsule Vender That's Bringing the Big Money

Super Jet

The hottest money-maker in the charm field today.

Magic Flow Hopper for accurate vending

* Giant capacity: wide top for easy loading.

* Distinctive three-dimensional display front.

* Raked enamel or bright chrome-plated finish.

At your Northwestern Distributor or Write: The Northwestern Corporation

1114 E. Armstrong Street

Gardner & Losse

225 East First Street

McGraw Vending Service

Oak's new "A" Capsule Vender

Schoenbach

Stamp Vendors

Folder Type

Acme Buffalo

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Schoenbach

Stamp Vendors

Folder Type

Schoenbach

Stamp Vendors

Folder Type

CANNED SOFT DRINK GROUP COMING TOGETHER

A CANNED SOFT DRINK GROUP, UNDER THE NAME OF "THE CANNED SOFT DRINK GROUP," HAS BEEN ELECTED AT THE ANNUAL MEETING OF THE CANNED SOFT DRINK INDUSTRY, HELD HERE THIS WEEK. THE GROUP WAS ORGANIZED TO PROMOTE THE INTERESTS OF THE CANNED SOFT DRINK INDUSTRY AND TO CO-ORDINATE THE EFFORTS OF ITS MEMBERS IN THE FIELD OF MARKETING.

THE GROUP WILL ENGAGE IN THE FOLLOWING ACTIVITIES:

1. ORGANIZE AND SUPPORT THE CANNED SOFT DRINK TRADE ASSOCIATION, WHICH WILL BECOME THE OFFICIAL ORGAN OF THE INDUSTRY.

2. ESTABLISH A CANNED SOFT DRINK TRADE JOURNAL, WHICH WILL CONTAIN THE LATEST INFORMATION ON THE INDUSTRY AND ITS PROGRESS.

3. ORGANIZE A CANNED SOFT DRINK TRADE EXHIBITION, WHICH WILL BE HELD ANNUALLY TO PROMOTE THE SELLING OF THE PRODUCTS OF THE CANNED SOFT DRINK INDUSTRY.

THE CANNED SOFT DRINK GROUP IS COMPOSED OF THE FOLLOWING COMPANIES:

1. THE COTT-CO., INC.

2. THE BLOOMBERG COMPANIES, INC.

3. THE SHAPIRO COMPANY, INC.

4. THE WILLIAMS COMPANY, INC.

5. THE MCDERMOTT COMPANY, INC.

6. THE MURPHY COMPANY, INC.

7. THE ROGERS COMPANY, INC.

THE CANNED SOFT DRINK GROUP WILL HAVE A STAFF OF FIVE, INCLUDING A PRESIDENT, A VICE-PRESIDENT, A SECRETARY, A TREASURER, AND A GENERAL MANAGER.

THE CANNED SOFT DRINK GROUP WILL MEET MONTHLY TO DISCUSS THE PROGRESS OF THE INDUSTRY AND TO PLAN FUTURE ACTIVITIES.

THE CANNED SOFT DRINK GROUP IS DEDICATED TO THE PROMOTION OF THE INTERESTS OF THE CANNED SOFT DRINK INDUSTRY AND TO THE ENHANCEMENT OF ITS REPUTATION.
Cigars Not Linked To Lung Cancer: Medical Expert

CHICAGO, Dec. 11.—A newly released medical report which is to be released to the public this week told a medical convention here that smoking has nothing to do with lung cancer.

Dr. Frank C. Commers, of the New York University postgraduate school of medicine, told the 13th annual meeting of the American Academy of Dermatology and Phlebology in the Palmer House that while the cause of cancer is unknown, it is believed by some investigators to be linked with tobacco consumption.

A growing body of research scientists, Commers said, is now fighting the belief that cancer may be caused by microbes, probably influenced in its development by chemical agents and other substances that are now in themselves cancer causes.

Commers said an increase in lung cancer was first observed in the 16th century, long before women started to smoke and considerably in advance of today's widespread use of tobacco.

Bottlers Study Cup Machines

The recent development by cup manufacturers of new cup machines has brought about a new study of cup machines on the part of bottlers.

This study is being conducted by a group of bottlers' representatives who are interested in the efficiency and economy of cup machines.

The study is being conducted under the auspices of the Bottler's Central Association, which is a national organization of bottlers.

The study will include an analysis of the cost of production, the quality of the product, and the efficiency of the machines.

The results of the study will be made available to the public, and the findings will be used to improve the cup machines and to provide better service to the bottlers.

The study is expected to be completed within the next six months.
Ohio City Pin Ops Win Court Victory

Columbus Court of Appeals Reverses Pin Ban in Temporary Ruling; Set Hearing

COLUMBUS, O., Dec. 11.—City pinball game operators won a victory in the pinball game case here today when the Court of Appeals reversed a lower court decision outlawing pinball machines in Columbus and environs.

But the court ruling is only temporary, saying the case is "standing on its head." The court held that a complete hearing is required, including a showing of evidence on a temporary basis, before a permanent injunction against certain of the machines by the court can be issued.

The court ruled that it was not contented by the city that the strippers in games are gambing devices per se, nor was it "told" that they were gambling because they were used as gambling devices or played for gain.

United Names
Ben Becker
New Field Rep.

CHICAGO, Dec. 11. — United Manufacturing Company, distributor and operator of the United line of amusement games and pinball machines, has announced this week the appointment of Ben Becker as new field representative for the United line.

Becker has been associated with the machine business for 31 years, and he is a member of the board of directors of the American Recreation Company, New York, and is a director of many other trade organizations.

Becker’s appointment brings the number of United Manufacturing Company’s representatives to five, and is in line with the growing volume of business handled by the company.

PROFITS BY PUBLICITY

La. Distrib Runs Game Ads in Local Papers

NEW ORLEANS, Dec. 11.— Tom Hohls of National American Company, distributor and operator of the National American line of amusement games, has announced this week the appointment of John A. Redfield, 1911 Magazine St., New Orleans, La., as a new representative of the company.

Redfield has been associated with the company for a number of years, and has had a large share in the success of the company’s line of games in the southern states.

Bob Berthod and Paul Callahan of Hohls’ office staff conducted theork of the campaign, with the help of a large number of local newspapers.

Bob Berthod, a well-known publicist in the industry, has been associated with the company for a number of years, and has had a large share in the success of the company’s line of games in the southern states.

Operations Attend Bally School At Donan Co.

CHICAGO, Dec. 11.—A large crowd of operators and attendants attended the Bally school headquarters here Wednesday.

Bob Berthod and Paul Callahan of Hohls’ office staff conducted theork of the campaign, with the help of a large number of local newspapers.

Bob Berthod, a well-known publicist in the industry, has been associated with the company for a number of years, and has had a large share in the success of the company’s line of games in the southern states.
Cincy Council Vote To Decide Pin Issue

CINCINNATI, Dec. 11.—A vote of the city council, Wednesday (12), was in favor of the fate of pinball operations here.

In the meantime, the future of approximately 3,000 pinball machines is still in doubt, according to the Councilman of Public Safety, who said the council had been asked to make a decision on the issue. He said the council had been asked to make a decision on the issue.

The City Council has agreed to report on four proposed ordinances, following a hearing which was held last week.

The councilmen were heard for and against a ban on the games. Safety Director Hamilton spoke.

Bally Preemems

• Continued from page 67

columns of Big Tape by turning knobs located on the near edge of the cabinet.

The machine is made on a large 25-inch card, corresponding to the 25 holes on the player, and is equipped with a small number of picture cards. The knobs are turned by the player when he is allowed to light-up the signs on the backglass.

Two pin-shaped rolls move near the bottom of the playfield, and are operated by the players to make the ball travel. The machine is equipped with a "show business" background, and offers the possibility of an extra chance. The game contains many other Bally fun features.

Correction

CHICAGO, Dec. 11.—In a story appearing on page 11 of The Billboard, the new J. H. Kenney & Company, Inc., manufacturer of pinball machines, was incorrectly called "Gottlieb," and the so-called Shooting Gallery machine was the latest gun game produced by Exhibitor Supply.

La. Distrib

• Continued from page 67

The machine is equipped with a "show business" background, and offers the possibility of an extra chance. The game contains many other Bally fun features.

Williams Bows New Ball Game, Lulu

CHICAGO, Dec. 11—Lulu, a new five-ball game featuring "beat-the-clock" gameplay, will soon be available at distributors by Williams Manufacturing Company this week.

The numbers 1-4 are arranged at spaced intervals around the edge of the playfield. The machine is equipped with a "show business" background, and offers the possibility of an extra chance. The game contains many other Bally fun features.

San Pablo, Calif., Votes Pinball Ban

SAN PABLO, Calif., Dec. 1.—The city council in this city voted Wednesday (12) to prohibit pinball games. The ordinance, which was issued to prevent the game from being approved by the city's voters last month.

The council, under the leadership of the mayor, agreed last week that the few pinball games in the city were creating a police problem and asked for their prohibition.
Ohio City Pin

**Continued from page 67**

The Ohio City Pin is the name given to the City Pin Designers, a group of artists who create and design the pins for the City of Ohio. The pins are often used as awards and symbols of achievement in the city. The group was founded in 1918 and has since produced thousands of designs that are recognized globally. The City Pin Designers work closely with the city government to ensure that the pins represent the values and history of the city. Each year, a new design is created, reflecting the current trends and themes of the city. The pins are often given to notable individuals, organizations, or groups that have made significant contributions to the city. The Ohio City Pin is not just a symbol of pride but a way to honor the achievements of those who contribute to the community. It serves as a reminder of the city's rich history and the importance of community involvement. The design process is a collaborative effort, involving artists, designers, and city residents who come together to create a unique and meaningful piece of art. The pins are sold to raise funds for various city projects, ensuring that the city can continue to grow and thrive. The Ohio City Pin Designers look forward to continuing their work and creating new designs that will continue to represent the values and history of the city for generations to come.
Pre-Inventory Bargains! $395
Wawa, All Star Baseball, New... 295
Seabrook Coins, Like New... 375
Genco & Player Baseball, New... 350
Esh, Star Shooting Gallery, New... 350
Exhibits, 4 Player Skatball, New... 350
United Deluxe Jumbo & Mighty Wills Sparring Partner, New... 495

SHUFFLE GAMES
UNITED MERCURY DOUBLE ALLEY... 325
UNITED MERCURY SINGLE ALLEY... 310
UNITED MERCURY... 300
UNITED Command... 300
United, Thrift Score... 295
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United, Thrift... 295

BINGO
UNITED BIG TOP... 1450
Genco Big Top... 1450
Northern Star... 1600
Eskimo, King of Kings... 1400
Spartan, Carnival King... 1450
Unicor Special... 1400

GENE'S RENT ALL... 450
Real Rent All... 450

POCKETMILL
Old Timer... 60
Johnson's Free... 80

BENCO
SPORTS BINGO... 185
Bingo... 120

CARDMEMPHIS
All Star... 95

BINGO
UNITED
NAGS... 450

2 BALLS

ARCADe
Genco Big Top... 1450

CIGARETTE VENDORS
FACTORY REBUILT, 25c, KING SIZE COILS.

SPECIAL CHEK! ENO.
INVESTMENT.

EMPIRE COIN MACHINE
EXCHANGE
10113 Milwaukee Ave., Chicago 27, Ill. Phone: EAGLE 4-3600

CHANGEMAKER
Dispenses 2 dimes, 1 nickel or 25c, in stock... 89.50

SPECIAL
WMS. JET FIGHTER—$365.00

BINGO

Variety... Write
Hi-Fi... 395
Surf Club... 395
Dude Ranch... 315
Surf Coach... 395
Beau... 200
Victory Bowler... Write
Targette... 445
Royal... 310

ALL STATE COIN
MACHINE EXCHANGE
2373 North Western Ave.

NEW darmin palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

CHAMPION

REALISTIC WESTERN HORSE
REAL WESTERN SADDLE

NOW DELIVERING
INTERNATIONAL MUTOSCOPE
10¢ A RIDE

RIDE THE CHAMPION

REQUIRES ONLY 22 IN. FLOOR SPACE 110 VOLT

No one buys franchises for the Illinois and Eastern

MORRIS NOVELTY CO.

NORTH SHORE MACHINE CO.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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150 North Michigan Ave., Chicago 1, Ill.

GIVE TO Radium Burn Unit Cancer Fund

SLAVERY

Injunction Stays Pinball
Ban in Illinois Capital

SPRINGFIELD, III., Dec. 11.—A temporary injunction
preventing the closing of pinball machines in city
arcades has been granted by Circuit Judge De Witt C. Coburn.

Local police had been ordered to remove the machines, and pinball
operators have filed suit in the Circuit Court to prevent
the enforcement of the city's new ordinance.

Gottlieb Ships
Diamond Lil
5-Ball Game

CHICAGO, Dec. 11.—Diamond Lil, a new five-ball game
featuring a center headlight and diamonds that light up for chances
at free games, was shipped to distributors throughout the country
by Gottlieb & Company.

Making 13 or more points, as registered on the left side of the
headlight, or a score of five million or more, registered on the right
side of the headlight, earns free games for the player.

The center ring of diamonds are surrounded from 0 to 9, and corresponds
with the numbers at the top of the playfield. Each number is made
up of a series of lights up one of the numbers at the top. When a number
made up of the number one is hit, the machine resets and register one
point.

Two button-operated flipper but- tons on the sides of the cabinet help
the player to keep the ball in play by shooting the ball into a path
circular the house

Fitting a roll-over at the bottom of the playfield lights balls at the bottom for special scores and free games. A mystery roll-over flyer tips the player to free games, at the center of the playfield also lights up on a mystery basis.

Two roll-under spots five numbers for free game scores.

The player gets six game balls for 5 cents, and may double all game awards by 25 cents a second ball and nickel at the start of the game.

Coin-Operating
Turnstiles Topic
At Portland Meet

PORTLAND, ORE., Dec. 11.—Interest in the use of coin-operated
turnstiles at fairs developed during the Oregon Fairs Association
annual convention that closed here December 3.

Dick Turley, of Breschun, manager of the Douglas County Fair, told of observing the turnstiles in operation during a California visit.

Turley cited the labor-saving advantages where only a change
maker is employed as police Kennedies, who watch to enforce
coin machines.

Turley suggested the coin turnstile would solve the problem of
keeping a record of passes, as an employee could point to the
device and save estimations. He suggested fairs might co-operate in
ownership of the turns at the turnstile and the district set up the association adopted.

None of the delegates had any experience with coin turnstiles
they would draw on. However, John H. Mc-

Murray, of Pay-Check, Wash., manager of the Westmoreland Fair, pointed out that ticket sellers were unpaid was public relations
their courtesy and good appearance being factors in winning public favor.

Fed. Tax on Coin
Games Dips $2 Million

WASHINGTON, Dec. 11.—Collections of federal taxes on coin-operated amusement and gambling devices for the five month ending June 30 this year totaled $1,016,000, a sharp drop from the $16,000,000 collected in the previous fiscal year according to the Internal Revenue Service.

Mutoscope Names
Uni-Con, Morris

NEW YORK, Dec. 11.—Herb Klein, sales manager of the Intern
ational Mutoscope Company, announced that two new distributors
have been named.

They are Uni-Con Distributing Company, Kensington, Conn., and
the Morris Novelty Company, St. Louis, Mo. They are distributors
in the Western and Missouri area.

The Missouri company, Morris, will cover Missouri, Illinois,
and Kansas while Morris will cover Eastern Missouri and Kansas.
BIG TOP
RIFLE GALLERY

Featuring
2 New Types of MOVING TARGETS...
Exclusive with GENCO

MOVING DUCKS
9 realistic ducks on moving belt—just like a real rifle range!

SWINGING CLOWN
Moves back and forth on pendulum...flips over when he rests automatically!

New CANDLE TARGETS
Player shoots out the flame (in lighted...just like a real rifle range!

PLUS—All New Fall-Over Targets
CONVERTIBLE—Novelty OR MATCH FEATURE WITH REPLAY (optional)

29½” WIDTH CABINET
WILL GO THRU ANY DOOR

Genco MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

BINGO GAMES
Reconditioned as New
Crown Clubs .......... $75.00
Palm Beach .......... 115.00
Cotton .......... 100.00
Yacht Club .......... 100.00
Trapeze .......... 175.00
Beach Club .......... 175.00
Ice Palace .......... 175.00
Palace .......... 175.00
Surf Club .......... 175.00

BINGO GAMES
Reconditioned as New
Crown Clubs .......... $75.00
Palm Beach .......... 115.00
Cotton .......... 100.00
Yacht Club .......... 100.00
Trapeze .......... 175.00
Beach Club .......... 175.00
Ice Palace .......... 175.00
Palace .......... 175.00
Surf Club .......... 175.00

FRIENDLY SERVICE • MODERATE RATES

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IN 20 MAJOR CITIES!

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Manager of Sales

PICK HOTELS CORPORATION • 29 N. WACKER DRIVE • CHICAGO 6, ILL.
Two for the Money...

GOTTLEIB'S flashy, colorful and proven, accepted

GOTTLEIB'S Super JUMBO

1-2-3 or 4 can play at the same time!

SEE THEM AT YOUR DISTRIBUTOR NOW!

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1140-50 N. KOSTNER AVE.
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WE'RE LETTING THE CAT OUT OF THE BAG SOON!

WAIT 'TIL YOU SEE WILLIAMS NEW GUN GAME!
P.S.-It has a genuine Remington Rifle for Sharp Shooting!

BUSINESS AS USUAL

We've had a fire...but are still doing business as usual. While renovating we will continue to deliver everything you need.

DAVID ROSEN
Exclusive AMI Dist. La. Pa., N. A. and SPECIFIED DISTRICTS
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FOR SALE—SPECIAL

Hi-Fi ... $395.00
Surf Club ... $450.00
Ice Floors ... $340.00
Palm Springs ... $345.00
Dune Ranch ... $345.00
Tiki Club ... $165.00
Beach Club ... $215.00
Beauty ... $215.00
Frolics ... $165.00
Atlantic City ... $175.00
Spot Lite ... $85.00
Coney Island ... $75.00
Mexico ... $300.00
Havana ... $215.00
Reno ... $225.00
Rio ... $200.00
Hawaii ... $250.00
AND MANY OTHERS—PHONE OR WRITE

SHUFFLE ALLEYS—BINGOS

SHUFFLE ALLEYS—BINGOS

S. G. STEVENSON & CO.
1637 W. WASHINGTON BLVD.
CHICAGO 7, ILL.

WE RECOMMEND ONLY SHUFFLEBOARDS WITH METAL BALL TRACKS

CIRCULAR METAL BALL TRACKS ARE BEST!

WE'VE BEEN IN BUSINESS SINCE 1909

THE BILLBOARD
DECEMBER 18, 1954

WANTED--BINGO MECHANIC

Good wages and working conditions. No driftyers. Must furnish reference. Write

BOX 770
The Billboard, Chicago, Ill.
"BEAT-THE-CLOCK" feature...
captures the crowds—makes novelty replay locations hum with activity when you install...

Williams

LULU

• Making numbers in rotation lists corresponding numbers on clock. Ball in either Skill Hole or "H" or "D" rollovers, operates clock.

• REPLAYS when clock stops on lit number, or ball thru center rollover with 1 to 8 lit on clock.

• Making H-O-L-D lit Target to score replay and holds lit numbers on clock from game to game until replay is scored. A powerful "carry-over."

2 CYCLONIC RUBBER SHOOTERS!

Order YOURS TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

H. HEADQUARTERS for BEST BUYS in USED Bally GAMES

Hi-Fi......... $410
Surf Club...... 400
Palm Springs.... 350
Beach Club...... 300
Dude Ranch..... 300
Bally Beauty.... 220
Yacht Club...... 160
Frolics......... 160
Atlantic City.... 110
Spot Light....... 75

JOHNSON RAREBOX COIN COUNTERS, slightly used, like new............ 180
15 deposit with order. Write to

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Chicago, Illinois

BY THE CROWS... make a profit playing the worlds most popular coin-operated game. WE KNOW how to save you problems from personal experience. We know what equipment you need to meet your particular requirements and know how to make your investment pay dividends.

At International Amusement and Scott-Cross foreign buyers receive the worlds most complete and most up-to-date catalog of new, reconditioned, and used equipment. We import all types of machines and items, both from England and the United States. With over 8,000 items of new and used coin-operated equipment, we are the leaders in the industry. Write now for our Illustrated Color Catalog.

Quality Coin-Operated Equipment

GIVE TO DAMON RONTON CANCER FUND

Mr. Operater of METAL TYPER MACHINES

SPEED UP YOUR LOADING操作!!

Buy Your ALUMINUM DISCS in BOLLS of 100. Small extra charge. Full Offer Available.

STANDARD METAL TYPER CO.
1116 W. Western Ave.
Chicago 22, Ill.
Not just GOOD—
Not just BETTER—

**BEST of CLASS**

**THE BLUE RIBBON MONEY-MAKER**

**EXHIBIT SUPPLY**
4218 W. LAKE STREET • CHICAGO 24, ILLINOIS

**DAVIS Guarantee**
Mechanism overheated
Worn parts replaced
Amplifier reconditioned
Speaker inspected
Touchhead renewed
Cabinet professionally revarnish

**WANTED TO BUY**
SEEKBURG M-100A
SEEKBURG M-100B
WURLITZER 1100
WURLITZER 1250
And other late model phonographs
WRITE OR CALL US FOR PRICES

**HOLIDAY SPECIALS from REDD**

**MUSIC**

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**WALL BOXES**

**SPECIALS!**

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**REDD DISTRIBUTING CO., INC.**
296 LINCOLN STREET
ALLSTON 24, MASS. 4-4060

**BINGOS AT GIVE-AWAY PRICES**

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**GUNS—Special Prices**

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**UNIVERSITY COM MACHINE EXCHANGE**

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**PURVEYOR DISTRIBUTING COMPANY**
2800 W. WILLOW AVE
CHICAGO 15, ILLINOIS

**BINGO BOWLERS SPECIALS!**

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**IRVING MORRIS, INC.**
47 Stanton Street, Newark 5, New Jersey
Telephone: Bigelow 3-4300

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**Tag on to these Values for Increased Profits**

**Davies**

FULLY GUARANTEED PHONOGRAPHs

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**WALL BOXES**

**Seeburg Wurlitzer**

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**BETTER—**

**THE BLUE RIBBON MONEY-MAKER**

**EXHIBIT SUPPLY**
4218 W. LAKE STREET • CHICAGO 24, ILLINOIS

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*when answering ads...say you saw it in the Billboard!*
NEW! FASTER! MOVING TARGETS!

Keeneys DELUXE SPORTSMAN

BIG EXTRA BONUS:

- New MATCH-A-SCORE "0 to 9" gives player
- 10:50-100-200 or 500 Award Points!

FEATURES

- 5 DUCKS in back row ............ 3 points each
- 5 PHEASANTS in center row ....... 20 points each
- 5 RABBITS in first row ........... 2 points each

IMPORTANT! This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

New Design Eliminates Chain on Rifle! UNIT ALSO AVAILABLE AS SPORTSMAN without Match Feature or Replay Button

PERSONALLY SELECTED GAMES -- ALWAYS!! LOW PRICED!

NEW GAMES

- NEW GAMES
- ROCK-OLA International new Hi Fidelity PHOTOGRAPHS
- SHUFFLE GAMES
- SPECIAL! NEW ACE COIN COUNTER
- WILLIAMS 6-PLAYER ALL STAR BASEBALL

WANT TO BUY BINGO GAMES

- GENTILLO 5-BALLS
- PHONOGRAPHICS
- OR
- WILL TRADE FOR LATE SHUFFLE GAMES BASEBALL GAMES PHOTOGRAPHS

We're Letting the Cat out of the Bag Soon!

WAIT 'til you see Williams NEW GUN GAME!

P.S.-It has a genuine Remington Rifle for Sharp Shooting!

GIVE TO DAMON RUNYON CANCER FUND

Copyrighted material
I’m not too good
BUT I CAN SCORE STRIKES

YOU’VE GOT TO BE GOOD TO HIT THOSE FANCY EXTRA-SCORING

SUPER-STRIKES

Typical comment, heard on location, tells the play-appeal reason for record-smashing earning-power of newest Bally shuffle-bowling sensations—MAGIC-BOWLER and MYSTIC-BOWLER.

Average players hit plenty of Strikes, enough to hold their interest and keep them coming back to try for Super-Strikes. Better-than-average players, who soon get bored with “too-easy” Strikes, find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. So MORE players play MORE . . . and operators earn MORE! Read the big bowler news below.

How SUPER-STRIKES
boost play, profit

PUCK shot along strike-lanes (grey in picture, yellow on actual game) scores Strike. But, if puck stays between lines marked on strike-lanes (black in picture, red on game), score for knocking down all pins is SUPER-STRIKE, listed in center column of backglass, up to a juicy 300.

SUPER-STRIKES increase earning power by attracting and holding extra-skilled players, without discouraging players of average skill. Result is that MORE players play MORE, operators earn MORE.

Bally® BIG-TIME
GREATEST IN-LINE GAME EVER BUILT
SEE PAGE 78

THE CHAMPION
GREATEST KIDDY-RIDE OF ALL TIME
SEE PAGE 70

Bally®
Magic-Bowler
WITH POPULAR MATCH-PLAY

Mystic-Bowler
WITHOUT MATCH-PLAY

BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois

POPULAR Speed-Control SCORE-BOOSTER

Player controls speed of shot—can work up highest score for Square, Strikes and the new thrilling Super-Strikes.
Another FIRST! chicago coin's
THUNDERBOLT

NEW!... 4 WAY MATCH PLAY!
NEW! EXCITING SUSPENSE FEATURE!

"Flash-O-Matic" SCORING...

WITH TRAVELING SCORE LITES IN FORMICA PLAYFIELD!

- Player by Timing His Shot
  When Highest Score is lit on the Formica Playfield
  Gets as Much as 800 for a Strike in Each Frame!
- High Speed Scoring! Fast Play!

LOOK!
Unbreakable PLEXI-GLASS Score Panel and Shield!

- TWO GAMES IN ONE!
  Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

- FOUR DRUM SCORING!
  All 4 Drums Operate to Score!

chicago coin's ACTION PACKED BOWLER
FIREBALL

Contains all the Features of THUNDERBOLT but is played as
a regular Bowler. It's the Most Fascinating Innovation in
Bowling games in many years.

1725 W. DIVERSEY BLVD. • CHICAGO 14
Money-making play-appeal of MAGIC-LINES is cash-box proved in VARIETY Ballygames from coast to coast.

NOW greater earning-power than ever is built into the newest Bally sensation BIG-TIME with 5 MAGIC-LINES plus all the popular in-line score-features.

Earn big-time profit by getting BIG-TIME in your locations as quickly as you can. Order BIG-TIME from your nearest Bally Distributor.

ALL 5 LINES OF CENTER CARD CAN BE MOVED UP AND DOWN See Magic-Lines in action! Simply turn knobs, card-numbers actually change! Lop-sided line-ups of incorrect numbers magically straighten out into scoring line-ups! No wonder BIG-TIME is already smashing all previous earning records!

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois
The superbly engineered and styled mechanism has established new standards of performance and efficiency for the playing of recorded music since the invention of the phonograph. This mechanism has been the cornerstone of the world’s finest and most complete music systems. Its consistent, efficient operation assures the maximum potential wherever the Select-O-Matic “100” is installed.
UNITED'S DELUXE MERCURY SHUFFLE ALLEY

WITH AMAZING NEW TRIPLE MATCH FEATURE

NEW CARRY-OVER FEATURE
STAR-NUMBER LITES LETTERS
NUMBER MATCH
CLOVER-STAR-NUMBER

MATCH SCORE FEATURES 3rd OR 10th FRAME
EXTRA SHOTS FOR STRIKES AND SPARES IN 6th TO 10th FRAMES

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

SINGAPORE FAST ACTION IN-LINE GAME
COMET SHUFFLE TARGETTE WITH OR WITHOUT MATCH-A-SCORE EXTREMELY QUIET PLAY
CARNIVAL GUN FLASHY, FAST-PLAY SHOOTING GALLERY WITH TIME BONUS SCORE

HIGH SCORE FEATURE
KING SIZE PINS
ONE TO SIX CAN PLAY
AVAILABLE IN 10c-3 FOR 25c MODELS
LATEST E-Z SERVICE FEATURES
TWO SIZES 8 FT. BY 2 FT., 9 FT. BY 2 FT.
SEE YOUR DISTRIBUTOR NOW!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

MERCURY SHUFFLE ALLEY ALSO AVAILABLE IN REGULAR MODEL WITHOUT TRIPLE MATCH FEATURE

www.americanradiohistory.com