Pens and Tractors From One Vender

New Machines in N.Y. Take Orders, Cash, Then Deliver Gift Items by Mail

By AARON STERNFIELD

NEW YORK, Dec. 18—Santa Claus was organized for the sale of rubber whistlers, rubber suit and fiddle_chock_to_stripline operations.
Santa has discovered the pushbutton.
Two of his helpers—in the shape of glass and metal automatic vending_machines—appeared this week in Central Station and Pennsylvania Station and promptly started handing out (for proportionate deposits) everything from Parker pens and ponzi sets and fivecent boxes of chocolates to two books on the best sellers list.
The new machines, which are capable of selling everything from fat pulsing to sweet wave, are now in operation, all displayed in a glass case four feet by seven feet high, which is seven feet wide and two feet deep.
Santa’s unique helpers eliminate the bordertown barriers to product vending—one size and color, and cost the consumer little or no new effort in a pushbutton sale.
How It Works
The pushbutton decides which item or items he wants, inserts a dime in a slot and gets the light which tells him to pull the plunger. When the plunger is pulled, the item is dispensed and the envelope pops out.
The purchaser then enters the code number or numbers of the item he desires, points the selector to the person to whom the merchandise is to be shipped, and pulls the trigger card. He then embodies the purchase price, seals the envelope and deposits it in a safe deposit vault.
Orders are picked up by Union News each day, sorted, taken to the proper vendor, and expected to be commun

Film Cartoons Kidisk Tie-In

HOLLYWOOD, Dec. 18—The children’s record field is expected to achieve its biggest sales potential very shortly with the upcoming television debut of a series of albums issued by Film and TV and tracks from children’s records.

Record-Man, Inc., TV film producers, have completed negotiations with Capitol and Columbia Records and acquired rights to approximately 250 Kidisk selections for the next five years, in the hope that the half-hour films to be produced.
Further negotiations with the other major record companies are currently under way and are expected to be commun

Continued on page 14

Continued on page 63

FILMERS WANT TV STARS TO PLAY FOR FUNDS TO HELP BROADCASTING

HOLLYWOOD, Dec. 18—New TV stars are now being offered longterm contracts, ranging from five to seven years. But, the latest contracts, made by the Walt Disney Studios, according to sources familiar with the negotiations, will be utilized, with orders aimed at television, as well as for processing.

Product Selection

One of the biggest problems to be faced by the Union News will be product selection. Like the big brands, the Giftagraph may add a product selection in its five reall6.

Initial products chosen are those chosen for sale in the nearest retail outlet, usually a toy store. The selection problem is solved easily after two weeks, when the selection problem is solved easily after two weeks, when the sales are advertised for the week.

The product will be watched, and it will work both ways. For example, will the item be sold in a two week period (Continued on page 18)

NEWS OF THE WEEK

Top Records of Year Listed In Recap of The Billboard Charts

A recap of the Billboard annual records list of the top 100 albums of 1954. The list will be published later this week in the Billboard magazine.

ABC-TV Planning New Walt Disney Kiddie Program

Capital Radio Corporation is planning a new Walt Disney, ABC-TV this week was planning a new one.

CATCH-UP WITH ALL DISNEY NEWS

Indiana State Fair Contracts

Cable TV contract with the Indiana State Fair, a contract for sale in the nearest retail outlet, as was the case with the Giftagraph.

ABC-TV Tie-Gate Station

MGM studio-owned, in the law to the state supreme court.

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Berle, Gleason Half-Hour Film Shows to Get New Time Slots

By LEON MORSE

NEW YORK, Dec. 18.—NBC and CBS will use their respective evening series, Milton Berle and Jack Benny’s Bob Hope, to bolster their programs and attract new audiences during the holiday season. Both will go to film for half-hour series that are not yet determined and Gleason’s “The Honeymooners,” is to be moved to a better time slot.

Berle to be moved to his Tuesday 8:30 p.m. hour into an acceptable half-hour later in the week. The move would allow him to use Tuesday 8:30-9 p.m., but

Mars Candy Co., Eying Autry’s ‘Buffalo Bill Jr.’

NEW YORK, Dec. 18.—Mars Candy Co. is reportedly about to make a coast-to-coast push to move its “Buffalo Bill Jr.” show, now in pilot film form, starring young Dick Jones, featured player of Flik- inga, to a TV series on a network, it is understood that the production has been completed and that is free for the “Buffalo Bill” assignment.

It was speculated earlier that Mars would take a cost-effective, but not a full national roll-out on such a show. It is not known how the show will be placed on the air, but Mars’ agency is Leo Burnett & Co., New York.

Revlon Would Paci ‘Danger’

NEW YORK, Dec. 18.—Reports Minneapolis-based Revlon has bought the open half of “Danger,” which started a few weeks ago, show, which shortly goes into 10-11 p.m. in the Sunday, has now been shifted to American Motors, Block Drug, the long-time home of Revlon, for booking.

NBC Slates Sacks For New Web Job

By SAM CHASE

NEW YORK, Dec. 18.—Manny Sacks, NBC’s recently appointed director of contracts, is slated for an important new assignment. NBC’s 1955 network schedule is to be made public on January 1, at which time all contracts of the network are to be confirmed officially.

Also the title of his new job, “director of contracts,” was announced that will it included key functions. Sacks is slated to be the first of the network, although not particularly a member of the network’s general staff. Sacks is a Clearly defined departmental responsibility, also is vice-president and general manager of NBC’s New York, and executive vice-president and general manager of the RCA-Crane, record department. He is expected to resign as the president of NBC when his new NBC duties have been defined.

Long-Vacant Past

There already is some speculation that Sacks may be named to the long-vacant post of veepage in

change of the television network, which will be a direct result of the joint effort of NBC, John H. Leonard, president of NBC since September, 1953. After that

“Who’s on First?” show, it was announced that Herbert had been dropped, and John H. Leonard, president of NBC television network, has dropped his title as vice-president of the network.

A move that was made to free Herbert, partly to the title of executive vice-president, was known as the post of vice-president of NBC television network is unfilled. As with NBC television network, of course, is known as the post of vice-president, and the title of executive vice-president is unfilled. As with NBC television network, is unfilled.

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Sarnoff Says 1954 Is RCA's Biggest Year

NEW YORK, Dec. 18.—RCA will record significant sales and production achievements in 1954, based on the 5-year-old company's annual report issued last week, said David Sarnoff, chairman of the board. RCA will report sales of $600,000,000, net profits of $40 million. Sarnoff also predicted that RCA television sets will become the nation's biggest seller next year, with 200,000 sets sold. RCA has already sold 90,000 sets this year.

RCA's new color television set, the 21-inch color three-gun set, will be introduced next year, Sarnoff said. The set is designed to compete with other manufacturers' sets, and will be priced at $299.95.

Gen. Crellie, director of RCA's television division, said the new set will have a picture tube with a 21-inch screen, and will be capable of receiving all three broadcast networks.

Spot Sales for Breakfast Club

NEW YORK, Dec. 19.—ABC's new schedule for the Breakfast Club' is quarter-hourly in the morning and once an hour in the afternoon.

Sat. Musicals Mulled by ABC

NEW YORK, Dec. 18.—A new four-hour musical stanza, still in the planning stage, will be planned by ABC-TV for Saturday nights.

WRC-TV, Washington, had a higher net income this year than in 1953, according to [company name]. The network's newscast, which has been in the top ten for several years, had a combined audience of 20 million viewers.

The Radio-Electronics-Manufacturers' Association announced formation of an automation committee this week to help standardize radio- TV controls for automation of radio- TV sets and equipment.

Sylvania Loves 'Lucy in Canada

TORONTO, Dec. 18.—Sylvania Electric this week became the second major manufacturer to sign for "I Love Lucy" in Canada. The show will air on the major networks in Canada.

The 7,746,240,000 Francisco

 рекламы за ряд лет. Дополнительно, газеты и журналы также являются инструментами в маркетинге.

мнение о конечном продукте. Это может быть через коммуникационные каналы, такие как социальные сети, блоги, форумы или традиционные СМИ, такие как газеты или телевидение.

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ZIV's *GLORIOUS* NEW TV

TV's new FUN SHOW

"The EDDIE CANTOR Comedy Theatre"

* SOMETHING NEW AND EXCITING EVERY WEEK!

The Biggest and Most Elaborate TV Series Ever Produced for Local Sponsorship!
EXTRAVAGANZA!

STARS!

LAUGHS!

SONGS!

BRILLIANT MUSICAL REVUES

GREAT COMEDY STORIES!

so BIG! so LAVISH! so ELABORATE!

With guest stars including Brian Aherne, Don De Fore, Pat Crowley, James Gleason, Billie Burke and many more. You'll have the most responsive audience in television history.

with EDDIE CANTOR
Your Star, Your Host, Your Producer!

ZIV TELEVISION
NEW YORK • CINCINNATI • HOLLYWOOD
A Slip 'Twixt Cup and Lip Is NARTB’s Recommendation

Actors Drinking Beer or Wine on TV Ads Out; Many Films to Be Junked

By JUNK BUNTY

NEW YORK, Dec. 18—Beer and wine producers want to junk a great number of their commercial campaigns with the concentration of a large mass of money, as the result of a recommendation by the National Association of Broadcasters that the advertising be eliminated, according to people actually drinking beer and wine. The ruling is to take effect this year.

The suggestion is said to have been made possible by the new interest that companies which may originate, in some measure, from the torrential campaign to junk the NARTB, and passed the advice to stations and webs who have been concentrating on the sale of their products in and of the face of the law. The National Association of Broadcasters that the concentration of the mass of money, as the result of a recommendation by the National Association of Broadcasters that the advertising be eliminated, according to people actually drinking beer and wine. The ruling is to take effect this year.

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Block Drug to
Learn on Spot
Booked Series

NEW YORK, Dec. 18. - Block Drug intends to buy a major
user of spot-booked films shown within the next year. The adver-
tiser has canceled, almost exclusively
its 1955 national advertising campaign of "Danger" on the
CBS TV network and has immedi-
ately purchased the "Whistle-"
from the Oldsmobile dealers.

Block has already bought New Orleans TV Station WDSO in Chicago and Cincinnati for the
mystery show. It has also ordered New York's WABC, known there as
here, if an acceptable time period opens. In any case, the three outlets are under option too.

This move suggests that the deal can
be done with spot film than it did with network programming. The ad
ners of the spot-booked competition
ecessary, asJacques, Clemens's, Goodwin
which has eight years of sales and distribu-

Edward Hall
To Vitapix

NEW YORK, Dec. 18. - Edward
Hall has been named vice president
and general manager of Vitapix, Com-
pany, as of December 15. Hall has been execu-
tive in the CBS Radio station operations, and will super-
ordinate the general administrative functions of the company's sales and service units.

The exec will work directly with Harold Kaufman, president of the Vitapix, and he will also continue
with the network and CBS Radio supply programming to the Vitapix
that Hall has been handling since 1935.

Cable "Gilde-Pilot"

HOLLYWOOD, Dec. 15. - An apparent discontinuity in its "Great Gilde-Pilot"
series is nothing more than a reminder that it has signed pro-
ducer-director Edward Hall to play the new pilot for the long-range radio
series, "Gilde-Pilot" was previewed twice on the net this fall in order to
secure an audience for the new pilot for the second radio series.

Ziv Has Cantor Puppets

NEW YORK, Dec. 18. - Ziv-S. TV is
offering a little hand puppets that can be used in its puppet shows for a
fees as a premium by the owners of "The Golden Castle Comedy
Theater." You can be the recipient of this

NTA Lets Stations Set Contest Starting Date

NEW YORK, Dec. 18. - National Te-
Fiction Association officials are
Two TV deals to be announced
by the NTA to contest so that each
station can make its own move.
result, there will not be any grand
national prize, as originally planned.
national闱on will be preset for
among those who make the

Christmas "Shower
Of Stars" on Film

HOLLYWOOD, Dec. 18. -Chadley's
"Shower of Stars" will
Weekend Ticket (125) on
the film, the first of the
program's
for one of its programs.

The Maxwell Anderson adaptation of Dickens "Christmas
Carols," already licensed at Brownie and Basil Rathbone as the
characters, is a final play-off the 14th week for the grand prize.

Show "Of Stars" on Film

HOLLYWOOD, Dec. 18. -Chadley's
"Shower of Stars" will open with the
Weekend Ticket (125) on the film, the first of the program's
for one of its programs.

The Maxwell Anderson adaptation of Dickens "Christmas
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caracters, is a final play-off the 14th week for the grand prize.

New Block Film-Buying Combine,
Inc., Shapes Up in the West

Jacobs Signs 40 Stations, Talks to 10, As Trade Had All But Given Idea Up

By GENE PLOTNIK

NEW YORK, Dec. 18. -The thirteenth and probably last of
the block, buying film films a
central buyer, which made possible by
the purchase of a 10 per cent.
year, is due to get its most

capital from New York City, and

while the trade had all but
written off the buying combine
operation, this move may signal
a fixed percentage of the gross
is to be paid for the use of the
stance is not jeopardized by
the stockholder's

In the operation of the buying
combine, the sale of a stock will
be a 10 per cent to the
stockholder, the basis for a
stockholder in the combine, the

The president of the buy-
ing combine is Mr. G. Cantor,
owner and manager of KERO-TV in
San Bernardino, California, and

Mr. Cantor has 40 station-
members, plus another 10 in nego-
tiation. The organization's blue-
print is to have 100 stations. Jacobs said he ex-

This week's episode will be shown
in 15 motion pictures. The
episode will be run on
the following week's consecutive

This is the first "Shower of Stars"
episode that was written and

to the 14th week for the grand prize.

The "Shower of Stars" film is
released for release on
10:11:30, complete the schedule.

The whole series was released
on 10:11:30, complete the schedule.


Mr. Cantor is not the

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THE BILLYBOARD
DECEMBER 25, 1954

PILOT FILMS IN PRODUCTION SINCE OCTOBER 1

This issue marks the debut of THE BILLYBOARD's Pilot in Production since October 1 issue. It will appear in conjunction with our regular Pilot in Production since September 1 issue, and each will feature 12 new or upcoming projects that are currently being developed or produced. This issue will also feature a special section on the history of pilot production in the film industry. Producers who desire to be included should send their listings to THE BILLYBOARD by the end of each month. Listings should be for the last full fiscal period ending.

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### New York

#### Top 8 Locally Rated Programs (Indicates Non-Network)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Program</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WJZ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>12.5</td>
</tr>
<tr>
<td>2</td>
<td>WOR</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>12.1</td>
</tr>
<tr>
<td>3</td>
<td>WWJ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>11.9</td>
</tr>
<tr>
<td>4</td>
<td>WABC</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>11.5</td>
</tr>
<tr>
<td>5</td>
<td>WRC</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>11.0</td>
</tr>
<tr>
<td>6</td>
<td>WWJ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>10.7</td>
</tr>
<tr>
<td>7</td>
<td>WABC</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>10.3</td>
</tr>
<tr>
<td>8</td>
<td>WOR</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>10.1</td>
</tr>
</tbody>
</table>

### Baltimore, MD

#### Top 3 Locally Rated Programs (Indicates Non-Network)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Program</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WMA</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>11.5</td>
</tr>
<tr>
<td>2</td>
<td>WJZ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
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</tr>
<tr>
<td>3</td>
<td>WWJ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
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</tr>
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### Cincinnati

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<table>
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<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WCM</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>11.5</td>
</tr>
<tr>
<td>2</td>
<td>WWJ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>11.0</td>
</tr>
<tr>
<td>3</td>
<td>WABC</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
<td>10.7</td>
</tr>
</tbody>
</table>

### Detroit

#### Top 4 Locally Rated Programs (Indicates Non-Network)

<table>
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<th>Program</th>
<th>Time</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>WXYZ</td>
<td>The Big Picture, Inc.</td>
<td>7:00-8:00</td>
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<td>WWJ</td>
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<td>10.3</td>
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</table>

(Continued on page 10)
HEAVY ON CHRISTMAS

Videmaker Emphasis On Theme Sets Record

HOLLYWOOD, Dec. 18—Vidmaker Fox is ready to roll in its big Christmas奢华 sets, designed in Paris by Fusca Emich, to open Dec. 24.

It’s a Great Life, a 1914 silent film classic. Designers say the set is a response to the demand for more and more lavish sets in Hollywood. The film was shot in the studio and opened Dec. 24.

The film will be shown in theaters throughout the country, including those in Los Angeles and New York. The film will also be shown in the United Kingdom, France, and Germany.

“Liberate” is the most expensive film ever made, according to the studio’s calculations. It cost $100,000 to make and has been previewed by a group of writers and critics who gave it high marks.

“A Year with roses” is a documentary film about the life of a Russian peasant woman. It was shot in the countryside around St. Petersburg and was completed in 1904.

“Liberate” is a psychological thriller set in the Parisian quarter of Montmartre. It tells the story of a woman who is pursued by a mysterious man with a knife.

“A Year with roses” was directed by Dziga Vertov, who was a pioneer of the art of cinéma vérité. The film was shot using a 35mm camera and has been hailed as a masterpiece of early documentary filmmaking.

The film was released in 1929 and has been screened in many countries since then. It has been called the first true documentary film and is considered a landmark in the history of cinema.
Kanaga May Take Sacks' RCA Post
By IS MOROWITZ
NEW YORK, Dec. 18.—Larry Kanaga will take over operation of RCA Recorings Sacks, now vice-president and general manager of RCA Victor, from the retirement of Reginald L. Sacks, long-time general sales manager, is rated a certainty by inside observers.

Dictograph to Enter Home Phone Field
NEW YORK, Dec. 18.—Dictograph Products, Inc., one of the nation's leading producers of dictating and sound equipment, will enter the home phone field next year with a basic model retailing at $140, which will market its line via a home telephone installation plan, operating its franchised dealers as franchised service centers.

The plan calls for the equipment to be demonstrated at home. The sale would be made on a money-back guarantee basis at the buyer's home with a 90-day trial period required as a last resort. Monthly payments will be made for the balance.

Stanley Osborn, Dictograph's board chairman, told The Billboard that the firm will also assign a pressed down home phone, which will be furnished to the buyer as part of its basic $149.50 player then home telephone service. This equipment consists of a separately housed speaker which can be placed where it will be most effective from the cabinet containing the amplifiers and changer.

The basic model includes a Williamson-type 10-watt amplifier; a GE pickup with a dimpled needle, a Callängo record changer and a six-inch selection dial in an acoustic box. Osborn said the Dictograph will be sold at the retail price of $20 to $50, 000.

The Dictograph radio drive includes the sale of record albums to be packaged with the recorder.

Construction Starts On New Capitol
HOLLYWOOD, Dec. 18.—Construction on Capitol Records' new circular office building officially began this week, with the pouring of the foundation. The Capitol executive expects the building to be completed and ready for occupancy by August next year. The firm is currently completing plans for a $1.25 million, 40,000 square foot structure approximately 40 per cent of the available office space.

Lanza Signs RCA Renewal
HOLLYWOOD, Dec. 18.—RCA Victor this week signed a three-year renewal contract with singer Mario Lanza, who gives an increase in the annual sales of his albums and popular single disk releases. Despite limited recording activity during the last year, Lanza has been one of the most successful recordings of the year and currently has a best selling album in "The Student Prince."

Majors Top Heap for '54 In Pop, C&W, Indies
NEW YORK, Dec. 18.—The Top Heap for '54 in Pop, C&W, and Indies was announced by Billboard'sb Monthly Sales, for every dollar spent on WLW Radio facilities, a comparatively premium amount will be returned with certified, contractually guaranteed (see separate story), and merchandising to the selling station.电台 today is not the radio of yesterday," Danzelle stated. An entirely new concept concept was to be developed to bring the medium to a new level of prominence in the country and only would allow competitive dealers, it was said.

WLW's Two-For-One Plan
is a basic plan designed to do business in both the radio and record fields. It is designed primarily for the national and regional networks and in the food and drugs in the ‘50s.

The basic concept includes a radio (WLW) with sales depth added by the use of a powerful public relations and advertising campaign and promotion program that will be fully integrated in WLW's present promotion, service, dealer and consumer level.

Gen. Sarnoff Shutter's '54 Business Picture
NEW YORK, Dec. 18.—About 20,000,000 recorded players of all types, in all areas of the nation, in the 1954 sales, in the high fidelity instrument market, for example, 1954 will increase about 30 per cent over 1953, retail sales of phonographs and related goods, wholesale, retail, department, and sales of phonographs and related music products, totaling $300,000,000 and more than 1,000,000 units, have already been sold and sold at retail next year. These figures are included in the total of the 1954 and the second end statement issued this week by the General Manager of the Radio Corporation of America. The total sales for the year 1954.

The basic concept includes a complete line of WLW Radio, with sales depth added by the use of a powerful public relations and advertising campaign and promotion program that will be fully integrated in WLW's present promotion, service, dealer and consumer level.

It is expected that Sarnoff will not be able to sell all the stock that is currently owned by Columbia Records, the company that was formerly owned by Victor Records.

The sale of the stock is expected to bring in the necessary capital for the expansion of Columbia Records, the company that is now owned by Victor Records. Sarnoff's company will be sold to American Telephone and Telegraph Company, the parent company of RCA.

Adams, the president of a record company, announced that the plan for a record company is being impeded by a lack of interest in the company. The plan will be revised over a period of time to accommodate the needs of the company.

1954's TOP RECORDS
According to Retail Sales, Disc Jockey Play and Box Play Book. See Page 17

Compo Disk Vender, Juke Box Due Soon
APCO, Inc., Buys Andres Indion Which Dispenses 12 Selections
By AARON STEINFIELD
NEW YORK, Dec. 18.—Mr. and Mrs. F. J. Washington, president of APCO, Inc., manufacturer of disc player, electric and juke box player, today announced the acquisition of Lenco Jones, Inc., manufacturer of juke box-record music machine invented by Lloyd Andres.

The record vender has a capacity of 490 45-F. disc, 40 for each of 12 selections. Washington and Mr. and Mrs. F. J. Washington, president of APCO, Inc., will dispense the record vender. The sale of the record vender is expected to bring in the necessary capital for the expansion of APCO, Inc., the parent company of Lenco Jones, Inc.

Production plans have not been announced, but it is expected that the company will be able to dispense the record vender.
J.Q. Less of Prude About Music on Air

J. Q. Less of Prude argues against the use of music on radio, criticizing the trend towards more frequent and louder music, which he believes is detracting from the quality of radio programming. He suggests that radio should return to its roots of more talk-based content.

WHILE MUSIC EXECS KEEP HOPPING WITH PROTESTS, SCREENINGS, NEW LIRYS

ABC has some reservations about the growing use of music on radio, especially jazz and rhythm and blues, which are still making a comeback. At the same time, however, the network is on the alert for new ideas and developments.

IT'S TENTATIVELY AGREED

The Associated Press has tentatively agreed with Mills, Carmichael, and others to renew the contract for the Mills Music Corporation, which was set to expire next month.

CARTOONS CUE TO SOUND TRACKS: A KIDSKID HYPOTHESIS

MILLS, CARMICHAEL NEAR TERMS ON RENEWAL OF STARDUST, OTHERS

JOEL FRIEDMAN and PAUL ACKERMAN

New York, Dec. 18 — A tentative agreement between singer-songwriter Hoagy Carmichael and attorney Sam Benioff, representing the Mills Music Corporation, was finalized this week in the matter dealing with such artists as "Stardust" and eight other songs owned by Carmichael. The specific figure was revealed by Carmichael told the Billboards.

CLEF, NORRGAN DISTRIBUTES MEET

New York, Dec. 18 — Clef and Norrgan music publishers, both located at the Sandus Hotel, Las Vegas, took part in open forum discussions helped by President Norman Greene of the publishers.

LIFE MUSIC

BMI DISCLOSES MOST OF CO'S TUNES IN PD

NEW YORK, Dec. 18 — About three-quarters of the copyrights in the Music copyright registry is the public domain, according to BMI. This statement was made by the licensing firm at a meeting.

TRANISITOR PICTURE

IT'S KEY TO BROADER ELECTRONICS ACTIVITY

STEVE SCHICKEL

Chicago, Dec. 18 — Industry, while there has been much speculation about the possible use of transistors in the home electronic equipment, this speculation has been more or less crushed by a transistorized radio by the Regency Division of Industrial Development.

CONTRIBUTION

COWBOY CHOIR 'Heart Opens Up Quick for Decca

By JOE MARTIN

NEW YORK, Dec. 18. — Another fast and efficient cowboy group is the latest group to score this past week when Decca Records released a recording called "Heart Opens Up Quick for Decca." The group is known for their hard-driving and heavy covers of "Open Up Your Heart" by the Cowboy Children's Choir.

According to Decca's sales chief, Sid Goldberg, the group has put all previous records to shame, selling over 500,000 copies of the disc on a 12-inch record.

The disk, incidentally, is actually much older, having been recorded nine months ago on Los Angeles station KFTV. The tune was written by a young songwriter who also released the children's record. The featured singer on the disk is a young singer named Mike who also has a record deal with Decca.

The speed with which the song has caught on can be seen by the group's pick-up at the Decca branch in this town as well as in Cleveland and Detroit. However, action is reported to be on the increase, and Decca officials have sold as many as 600 copies in a single day. The disk has already sold 25,000 in that store in this city, and it is expected that sales will pick up.

NORRGAN PRESENTATION

Decca originally bought the tapes of the selection from writer-arranger, and then began a campaign to sell the song, which has been receiving favorable reviews.
KIRK DOUGLAS Sings on DECCA

"A WHALE OF A TALE"

just as he sings it in...

WALT DISNEY'S

20,000 Leagues UNDER THE SEA

b/w "AND THE MOON GREW BRIGHTER AND BRIGHTER"
from the Universal-International Picture "Man Without a Star"

Decca 29355 • 9-29355
DOAL DEALERS

**By JUNE BUNDE**

WHERE'S WINEKY? Bob Wines, manager of the Winesky radio department, New York City, is incensed over the fact that TV viewers are now getting a bigger bang for their buck than radio fans. "This is an area that has been neglected by dealers," he says. "Consequently," Wines says, "by the time a radio enters the consumer's home, radio has little life left. All week I've been getting letters for Windsky from children that are sup- posed to be ad- vised on TV. Evidently the show's name fooled their listeners who were supposed to be listening to the radio. I'm trying to get them to move.

**TALL TALES** We're duly grateful for some nice dealer comments, and in January, our Fran Zanko, Chicago, Ill., wrote: "I had a customer come in this morning and say that he had a dealer's address for our Chicago store. He mentioned the address, and then he asked if we had any dealers, and I said yes and he wrote a: letter."

**JUKE BOX WRAP-UP**

Holiday record sales spiked extended play record buying by music operators in Milwaukee area. Disc distributors, one-shoppers and operators are all satisfied with the EPO. Disc price interest with credit is accorded share in 15%.

**Cartoons Cued**

Continued from page 14

**Cowboy Chief**

Continued from page 14

---

**VOX JOX**

**Mr. J. Q. Less Prudish**

Continued from page 13

This is the Kingdom of Heaven in "Hold My Hand," and the song is being heard everywhere.

Song publishers are probably closer to the continuity acceptance of the music business than any other segment of the industry. Many of the larger publishers have their own web sites for approval or renewal requests, but it seems like every week, I'm working on it. The continuity editors of the major publishers don't seem to see the need for such services, but more often it is referred to the publishers, who say they are too busy to deal with it. So it's back to the publishers, who has the originals, and they don't want to deal with it.

**TOUGHER WRITES** The big-time publishers, especially the ones who own the rights to some of their songs, are tougher on this one. However, the major publishers do have their own web sites for approval or renewal requests, and they are quite willing to deal with the whole procedure.

**CHANG OF THEMES** Fred (Red) Jones has recently been assigned as director, network relations, RCA Records, New York, Berlin, since prior to entering the service, was with XTRA, Taylor, Tex., as well as several other Texas.

---

**Transistor Is The Key**

Continued from page 14

were still too costly for use in equipment intended to remain at home. With the transistor, however, there is an immediate potential. The several unusual cases with mass-produced items. Transistors are used and demanded, partly because there is no direct competition in the field of transistors. The transistor has over the past years taken the place of the tube in the field of transistors.

Motorola Aggressive

Continued from page 14

Motorola is the most aggressive manufacturer in the field of transistors. Motorola, Robert W. Davis, general manager of the firm, said: "We are engaged in research and development work toward the manufacture of transistors. Transistors produced by our company have been used by scientists in research work, and we have found that the firm is also extensively engaged in research in technology and equipment.

The Webber spokesman revealed that the firm has already made great strides in the field of transistors.

Justice Dept.

Continued from page 14

"illegal" parts. The agreements are said to be designed to prevent competition among distributors and dealers, have prevented certain dealers from "applying for" status, and have unfairly prevented within the power of the writer to foresee. One might not ever be involved when the renewal comes due. Another might be, but would get that matter handled. One must conclude that the reason for Congress's action was that a renewal clause is to be considered valid.

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**Dissipal Pleas**

With regard to the Mills-Car-

both 1943, entered a motion for adjournment. Mills claimed that its contract with the RKO-Stal-

COURT. In December 1943, before the Court of Claims, it was granted the firm to the renewal rights of the disputed titles. The Mills moved to strike the regulation on copyright to "For Your Eyes Only," and on "Whirled Males." Only 10 of the 13 renewal periods on the period, with the others the courts up with the next few years.

Mills Music, in the last several years, peeled off very strong performance-during the period on such as Lesley Anderson, Jimmy McHugh, and Jack Jones, and McHugh, author of such a song, would shortly be portrayed on behalf of the Car-

There is an additional Car-
Havana showboat cruise new outlet for talent... 

By BOB BOLONZ

The sixth annual Goodwill Revere run by radio station WINS has been a considerable success. The revue played to 600 people on the night of December 3 at Ellis Archi-
tecture and Design Center. The goal of the affair was to go on a non-profit corporation dedicated to the preservation of old cars. More than $3,500,000 is now in the fund as a result of the last event.

The WDIV show featured the Spirit of Memphis showboat, the St. Louis Queen, the Mississippi Queen, the Highland Queen, and the Mississippi. The show was a success and the audience enjoyed the music and the atmosphere.

RHYTHM & BLUES NOTES

By BOB BOLONZ

The master of "Johnny Darling," originally cut as an Eeerie, the Five C's and Eddie Chamblee from Peacock, has added another hit to his repertoire.

The record is being played on WNEW's Showtime Records. The label is selling the disk as a regular distribution and so far it has been well received by radio stations.

The record was produced by Aladdin Records after the Showtime Records were taken over by RCA Victor.

The record is being played on WNEW and the Hearst stations.

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AMERICA'S NEWEST HIT SONG AND IT'S A...

GEORGIE SHAW SMASH!

UNSUSPECTING HEART

b/w

HOUSE OF FLOWERS

DECCA 29368
Billy Reid has made his television debut as a character in the film "Alabama". He signed a contract with the Boy Scouts of America. The Council held a formal ball at the Country Club of Detroit on December 7, with the help of the most stylish of the musicians' unions. Local 125 of the AFM directed its Band. The Woodland Oak asks, and paid for the presence, a great deal of its spirit by the 2nd for the Band Scout dinner. Doc Gwinn, publicist director from the Tulsa Council of the BSA was both happy and pleased by the great event, and thanks the AFM for their help too in arranging the great event.

MAMBO KING NAMED SUIT DEFENDANT

Charles Primo, Mambo King, who was named defendant in a $2,877.79 breach of contract suit brought in San Antonio, Texas, while in town for the annual meeting of the Municipal Auditorium, Ronald A. Carter, president of radio station KCMX, said yesterday that Carter alleged that in 1935 he had been approached by the State of Prado and his wife. The contract was made with Prado or his agent for appearances with the band. The band's contract amounted to the sum that Carter now seeks to recover. The suit was filed for $2,877.79, and the court failed to appear for the three performances and that he didn't get.

New York

Publisher Dave Blum is now at war with the American Music and Merchandising Corporation, according to his recent notice.... Joe Kershaw is in New York for a couple of weeks now, is coming along nicely.... He is vaccinated and taking things easy.... Harry Goodman is in the East for a few weeks on business, and Tedly Reis, of Record Research, is on a business trip in the East. They were on Wednesday Avenue here. It will be at its usual home, at shipping point, a room with a view.

WASHINGTON: Dec. 18

"WADSOO," the name of the radio broadcasting industry in 1935 is expected to shoot higher than the previous year and $452 million and more.... The Federal Communications Commission this year has granted 7,1.7 per cent lower than 1992, while profits of radio networks and television stations are up as much as 10.5 per cent and $25 million more than the previous year.... The benefit of M-C M-Records in this area, also, held a screening last week.

R. W. Durst Named Hallcatters V.P.

CHICAGO, Dec. 18-Raymond E. Durst is now President of the City and Country Club. He was elected president of Hallcatters Company this week. William J. Gilbert, President of the Club, for the first quarter of the year, is now chairman of the Board.

Franz Waxman In Pict With Decca

NEW YORK, Dec. 18--Decca is now a member of the American Society of Composers and Publishers. Its music score was signed by the DeCesari Agency. Waxman will work with the Swimming pool and the Cold War label. He will undoubtedly record several studio hits.

Waxman is the owner of two WOLA, WFLA, WELA, and WCFM, all of which have been sold to Decca. The price of the music score to "Samuel Boardwalk in Paradise," which was written for a "Place in the Sun" in 1952, was $50,000.
A Stirring Instrumental Interpretation Of The Big Film Song Hit!

VERA CRUZ

Featured in the Hecht-Lancaster Production for United Artists "VERA CRUZ"

RICHARD HAYMAN

his Harmonica and his Orchestra

MERCURY RECORD 70514

b/w WINTER WONDERLAND
**New Tunes By Hamblen Stir Action**

NEW YORK, Dec. 18—Stuart Hamblen, writer, singer, lecturer and presidential candidate, is erecting renewed excitement with his new single songs. After his smash song "This Old House" which hit it in the pop and country fields, he has come up with another series of tunes that have made it into pop records and two new sacred-gospel efforts that are in all fields. These are "Open Up Your Heart" and "The Lord Is Counting On You," recorded on Decca by the Cowboy Church Sunday School. Hamblen's latest efforts include "Old Pappy Tune," "The Toy Vic-" and "Have You Met Miss Jane," all of which have secured important pop airings, in addition to Hamblen's own version on RCA Victor. He is being looked to for new country-sacred tunes by pop artists in a manner similar to the Hank Williams era.

Hamblen has the distinction of being one of the biggest-selling sheet music tunes in the past decade. The tune is "It Is No Secret," sold about 1,000,000 copies in about five years.

**New Packaging for A-V Tape Libraries**

NEW YORK, Dec. 18—New packaging for A-V Tape Libraries is being introduced on 16 A-V Tape Libraries. The new packaging program calling for the eventual copying of all pre-cured tape parts in the firm's catalog. In addition to greater use of color and better cataloging, the new packages permit quicker identification of titles and artists. The firm has also just released a new, comprehensive catalog of its tapes.

**Home Dictograph**

**Continued from page 23**

equipment as part of the time-payment contract, special recording installations and the sale of additional speakers, remote control units and other accessories. Overseas estimated special rentals installations would cost between $250 and $500 depending upon the buyer's demands.

One man said that the Dictograph home phonograph sales plan was tested in the Westchester and Long Island suburban areas of New York City with highly satisfactory results. The Dictograph firm is 52 years old. The firm manufactures and sells the Accommodation Hearing Aid, Dictograph Inter-Communication Systems and a home fire alarm system.

**Duke Finally Set On Europe Tour**

LONDON, Dec. 18—The bow- hot, blow-cold scheme to bring Duke Ellington and his orchestra to Europe next spring has finally crystallized into an event. The unit has been booked for 33 appearances in 35 days, which will mean flying between dates.

Ellington's known averse to all trips was the major snag holding up negotiations over the past few months. The unit will follow a standpointly the same circuit as the current Linedon Hampton swing, probably winding up with a concert at Dublin's Finger Bowl, to tap the source of eager fans in Britain who would otherwise not get to see the swing owing to the British Musician's Union's on foreignorks.

Ellington was lost in Europe in 1950. Several attempts since then to set up tours have fallen through because of the impossibility of canceling the dates without using all travel agents. The firm has also just released a new, comprehensive catalog of its tapes.

**FORTITUDE**

"Idle Gossip" Finally Hits U. S. Market

NEW YORK, Dec. 18—The music industry learned again last week that publisher Red Evans never gives up. After more than a year of tunnel and torment, during which time he watched the Perry Como recording of his copyright "Idle Gossip"—never released here—screw up to a hit in England on the HMV label, Evans this week shipped out to key dealers across the country copies of the English record, so that in 1954 this great song may not be entirely lost to the American public.

Como wasted the last year for RCA Victor, but for a number of reasons it was never issued in the States. It was academically released in England and hit the best-seller list. A number of other versions of the tune were released here, but none broke thru. Evans tried his best to get RCA Victor to release the side, but had no luck.

So this week, the publisher, head of Jefferson and Redd Evans Music, sent out copies of the HMV record to dealers, with the following letter:

"Enclosed you will find Perry Como's recording of "Idle Gossip,"...this record was a big hit in England for five months.... We have never given up a record of Perry Como's Idle Gossip. However we have had many requests from radio listeners to get this English record. At this holiday season we want to make it easy for you to send Perry Como's sensitive and beautiful rendition of a great song so that it may not be entirely lost to the American public...."

**NEW YORK, Dec. 18—Steve Sholes, RCA Victor's country and western music division director, has recently signed new contracts with Norm Shearer, Del Shannon and a Trotter group—Janny Martin and the Gibbons Brothers.
BIGGEST OVERNIGHT HIT IN DECCA'S 20 YEARS IN BUSINESS

THE COWBOY CHURCH SUNDAY SCHOOL

sings

OPEN UP YOUR HEART

(AND LET THE SUNSHINE IN)

and

THE LORD IS COUNTING ON YOU

Two hits from the flaming pen of Stuart Hamblen
Decca 29367

Winding up our 20th Anniversary year—IN A BIG WAY, with...
PHONOS-HIFI!

By STEVE SCHICHEL

STROMBERG-CARLSON

NEW HIFI PACKAGE...

Shipments began last week on the new Stromberg-Carlson hi-fi package earmarked for less than 100 spokes and dealers across the country. The new park will retail at $190.00 in all of its parts. The package, as well as a new speaker, 2 to 8400, is $45.00, and $31.00 for the portable unit. TheModel P41 is priced at $173.00 and includes a complete hi-fi in and out with a 5-speed box, 1500 with cases.

CRESCENT SETS UP
generally in the middle of October, Consonant Industries, Inc., Chicago, has set up a dealer-co-operative advertising fund under which dealers are encouraged to place orders in the middle (50-50) up to 2 per cent of the advice purchase. The consequence is that key city funds are being made available for use in various markets. All the funds the new company’s business in the immediate area, and acknowledged that “For all practical purposes, this move is a signal that the previous noises were not used extensively.”

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS...

A complete key of Marantz and Motorola, Inc., distributor, will be held at the Edgewater Beach Hotel, Chicago, December 20. It is understood that some new equipment will be disclosed. The board of directors of the Stromberg-Carlson Company at its recent meeting declared a dividend of 50 cents per share on its convertible preferred stock, payable December 31 to holders of record December 1. The dividend per share in addition to regular dividend stock was declared this week by the directors of the Wesley-Chicago Corporation (Carnation), payable at the year’s end to stockholders of record December 24. The firm also declared an additional dividend of 10 cents per share, payable to the common stock, from December 31 to the common stockholders of record December 24. The firm also declared a special dividend of 20 cents per share to holders of record December 24.

OLYMPIC PLANNING

Big Aid Campaign ...

Plan for a national sales campaign is in charge of sales at Olympic Radio & Television, Long Island City, N.Y. Last week announced the firm is planning an advertisement campaign for the manufacturer. It is planned for direction at both consumer and trade levels. The campaign is being handled by Services Advertising, Inc., New York, to handle its distribution. A model account was formed in London by Anderson & Cawley.

MACNECRO ISSUES T W O

NEW TAP MACHINE...

The most recent pair of tape recorders were announced last week by Magnecord, Inc., and the company has arranged for use in radio as well as for musics and other professional users. Both units have full range reproducing and are arranged for four-speed playback. They are, however, in production, because of changes in the design of the tape recorder that will be introduced.

D I G E S T DEBATE ROCKS

JULIASSI’S HALL.

...was not in harmony last Tuesday (14) when Robert Frost and Archibald MacLeish, just back from the London stage, contending the poems with each other.

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32,000,000

POTENTIAL CUSTOMERS SAW AND HEARD ABOUT IT ON THE COLGATE COMEDY HOUR
(Sunday, December 12, NBC-TV Network)

... the sensational New Motion Picture and sound track album—"SO THIS IS PARIS"—featuring TONY CURTIS, GLORIA DE HAVEN, GENE NELSON and other great U-I stars

THE ALBUM:
DECCA DL 5553
 ранг Play
ED 700
(45 Ex.)

THE PROMOTION

Full color film ads! FULL PAGES in LIFE, LOOK, THIS WEEK, SEVENTEEN, CORONET, COSMOPOLITAN and other top consumer publications.
Extensive radio and TV exploitation, including special Disk Jockey script material!
Dynamic Displays, including streamers, hangers, mounted covers and a SPECTACULAR Large Die-cut window center!
Co-op advertising material—and plenty MORE!
Contact your DECCA Distributor or U-I Exchange today—Don't Delay!

Brought to you by UNIVERSAL INTERNATIONAL PICTURES and DECCA RECORDS...THE WINNING COMBINATION that gave you "THE GLENN MILLER STORY" and the "MAGNIFICENT OBSESSION" Sound Track Hit Albums!

If it's a DECCA Sound Track Album — it's the Best!


**REVIEWS AND RATINGs OF NEW CLASSICAL RELEASES**

*Continued from page 24*

Coffee Contents in the catalog, but the label is not generally available.

**REVIEWS AND RATINGs OF NEW POPULAR ALBUMS**

**That's For Sure!**

"I REMEMBER IT ALL TOO WELL"

**WATCO RECORDS**

**A Merry Christmas and a Prosperous New Year**

**FROM Everybody at Label...**

"X"

A Product of Radio Corporation of America

**RECORDS MARK THE HITS!**

... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. After all, I feel that anyone who tries to operate a record business without your aid is kidding himself!*

John Dale Barker
Barker Music Center
McLellan's Store

**FIR FELLPIERS QUINTET**

"(3.77)"

**JACK McCARTHY**

"(3.77)"

**THE CHARMS**

"THE HEARTS OF STONE"

**CAPITOL**

**THE BILLBOARD**

**DECEMBER 22, 1954**

**HIS SENSATIONAL BRUCE**

"SINGING THE NEW SMASH HIT..."

"We can't keep those old songs..."

"and I REMEMBER IT ALL TOO WELL"

"Wata 111-10..."

**POISON IVY**

"(2.67)"

**NIKEL GRABBERS**

**THE MIDNIGHTERS**

"TULLEm"
to all our friends in the entertainment field

season's greetings and
best wishes for a happy and
prosperous new year

ASCAP

The American Society of Composers, Authors and Publishers
675 Madison Avenue, New York 22, N.Y.
**Talent Corner**

The record business—and the talent business—can be brutal for a strong year in 1955. At least that's how it looks from a student of the hit records of the moment. Yet, I'm happy in advance toward new talents. Some are completely new to records, some are completely new to show business and some only "new" is the sense that they have finally come into the hit record expected of them for years.

At this moment Declaës, John Parker, and of course, the public, are getting more familiar with a raft of new disk stars. Here's only a partial list glummed from among the better selling pop singers: Bob Manning, Joan Welber, Bill Haley, Richard Malloy, the Chordettes, the DeCamps, Ira and Beryl, Jupp Morgen, the Charno Brothers, the Penguins and the Fontane Sisters.

The country and western roster looks the same. Does the roster of names on the rhythm and blues talent roster. While it is no secret that the record business is the fuel of the growing part of show business, it has assumed the role long held by the show business—from the roles of uncovering and exploring the great names of show business.

Perhaps, a show business instead of just talent, much of the new talent will not be around three months from the three years from now. Yet within the coming three months, or years, record buyers will latch on to additional names. And from all that will come the show business of tomorrow...

Good as it is to see established stars like Perry Como, Eddie Fisher, Jo Stafford, Bing Crosby, the First Ave Band, continue turning out hits records, it's a fair picture when new talents arrive on the scene to capture the consumer's imagination—and his box office...

Old-timers in the record business like me, believe that talent has always had its best years when a new talent comes along, to the fore. And since it is pretty well established that a smash hit record by a new talent can set the stage, it creates the excitement generated by a hit turned out in a couple of months, that new face, sound and names should make, marked long-lasting business in the coming year.

**Best Selling Sheet Music**

Music notes are ranked in order of their current sales and published in the weekly sheet music hit list. 

<table>
<thead>
<tr>
<th>Sheet Music Title</th>
<th>Artist</th>
<th>Publisher</th>
<th>Rank</th>
</tr>
</thead>
</table>

**Honors Of Hits**

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

INDEX TO CHARTS

<table>
<thead>
<tr>
<th>Records, Singles</th>
<th>Country &amp; Western</th>
<th>30</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular Records, Popular Records, Packaged Records, Classical</td>
<td></td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

**Tunes with Greatest Radio-TV Audiences**

Tunes, listed alphabetically, have the greatest audience impact, network performance programs in New York, Chicago and Los Angeles. You can also get a report on the popularity of each song by: G. Pearson's Copyrighted Audience Index.
AMERICA'S NO. 1 VOCALIST
FRANK SINATRA

AND

AMERICA'S NO. 1 BAND
RAY ANTHONY'S ORCH.

TEAM UP ON THE HOTTEST NEW SONG
MELODY OF LOVE

BACKED WITH I'M GONNA LIVE TILL I DIE

CAPITOL RECORD NO. 3018
## Best Sellers in Stores

**For survey week ending December 15**

<table>
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<td>Capitol</td>
<td>16</td>
<td>12</td>
</tr>
</tbody>
</table>

## This Week's Best Buys

STARDUST MAMBO (Mill, ASCAP)-Richard Mulligan

Mambo's Lottin' standards are proving to be no flash-in-the-pan. "Stardust" is showing an even quicker ascendancy than "St. Louis Blues," with fake box operators evincing unusual enthusiasm. Good retail reports were also received from Boston, New York, Buffalo, Chicago, Detroit, Milwaukee, St. Louis, Atlanta, Nashville, Durham and Baltimore. Flip is "Strictly Instrumental" (Chord, BMI). A previous Billboard "Spotlight" pick.

SINCERELY (Ace, BMI)

NO MORE (Maplewood, BMI)-McGee & Sisters

Aldo this disk has been available in some territories two weeks, the past week was the one in which it moved out with impressive volume in Los Angeles, New York, Providence, Buffalo, Cleveland, St. Louis, Milwaukee and Detroit. Most action was reported on "Sincerely," the "No More" is doing extremely well in some areas, also. A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

**For survey week ending December 15**

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## Most Played by Jockeys

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<table>
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</table>
EVERYBODY'S COVERING but...
JOHN Q. PUBLIC IS
STILL BUYING

THE ORIGINAL!
THE ORIGINAL!
THE ORIGINAL!

by

Billy
Vaughn

of the Hilltoppers

MELODY OF LOVE

The Greatest Instrumental Record of the past ten years b/w JOY RIDE
Dot 15247 • 45-15247
NOW... TWO GREAT VERSIONS
The Magnificent Instrumental
"Melody Of Love"
coupled with "LA GOLONDRINA"
MERCURY 70516 • 70516X45

AND... with narration by Paul Tremaine of
the famous poem by Mary Carolyn Davies
"WHY DO I LOVE YOU"
to the beautiful accompaniment of
"Melody Of Love"
MERCURY 70521 • 70521X45

WITH David Carroll
His Orchestra and Chorus

ATTENTION ALL DISC JOCKEYS
Like To Be A Recording Artist? Like Royalties and Fame?
Like A Gold Record Plaque? Like $500 Cash?
Here's a contest open to all disc jockeys, designed to give you a terrific mail pull as well as fame and fortune.
Since the release of David Carroll’s gorgeous instrumental arrangement of “MELODY OF LOVE”, requests for the poem, “Why Do I Love You”, have been pouring in, for it seems that the original poem has become THE lyric to “MELODY OF LOVE” through the passing years.

THE CONTEST
It's so simple, it's ridiculous! Nothing to buy... nothing to sell (except yourself)! All you have to do is read "Why Do I Love You" accompanied by David Carroll's record of "MELODY OF LOVE" with such sincerity that your listeners request you to do it over again. Yes, that's all there is to it! You merely pull requests for your reading and the announcer who pulls the most requests is undoubtedly the 20th Century's Barrymore of the Air, and, of course, the winner!

Complete Details In The Mail To You NOW!
FOUR ACES
Melody of Love (Shapiro-Bernstein, ASCAP)
There Is a Tavern in the Town (Mills, ASCAP‒Dec 28, 1955)–Here is a rock vocal rendering of the standard now breaking loose in a instrumental version by Billy Vaughn on Dot. The best sell it with feeling. The flip side is another powerful one, featuring a bright rendering of the oldies. There are a number of other excellent versions of "Melody of Love" not released including Frank Sinatra on Capitol, Sammy Kaye on Columbia and Dinah Shore and Tony Martin on RCA Victor. In addition there are fine instrumental versions by David Garrell on Mercury and Leo Diamond on Victor, plus the re-issue of the Frankie MacCormack rending on M-G-M. All should get a share.

LESLY PAUL-MARY FORD
Song in Blue (Jino-Tironi, BMI)
Sometimes Sweetheart (Simon, ASCAP‒Capital 1951)‒Les and Mary should grab off their usual share of joke foot with these fine sides. Top side is a swinging original with wild guitar work and a fine vocal by the thrash. On the flip, the guitarist handles the standard with taste and a few gimmicks. Both swing.

GEORGE CIBBS
Twiddle Dee (Progressive, BMI)–Here is one of the brightest, swing-em, sales by the prettiest trash since "Seven Lonely Days." He will sell the item with enthusiasm and drive. Alas the LeVern Baker original waxing of this tune on Atlantic is already selling pop as well as r&b, there is room for this version too. Flip is "You're Wrong. All Wrong."

TUNES
GEORGE (Marelle, ASCAP)‒Dolores Hawkins, Epic 9889
Every one in a while a tune comes up that is so unusual that it has to get exposure and air play. This is one of those and it is weird. Dolores Hawkins sings this ballad cut with the readiness of an English Savoyard. And if you find out who "George," let us know too. Flip is "Silly Man" (Jefferson, ASCAP).

**Reviews of Ncw Pop Records**

THE LANCERS
Open Up Your Heart (Mills, BMI)
This one is a strong novelty song with a really exciting hit that will be a hit. The vocals are strong and the group's performance is strong. The Lancers could have done better with this one. (Bertie)

PERCY FAITH ORKE
Pretty Faithful (RCA Victor)
COLUMBIA 45509—The Percy Faith score done in an attractive instrumental job with a pretty instrumental effect that has an exciting quality appeal. The Faith score plays it mildly and it has a charm for action. It will catch a light back with a lyric similar to "Charm the Way Love Comes." (Chuck, Langa-Lee)

CLARK, CHAPMAN & LORD
(Tweedy)
Tweedy LaLearns to slice with a smile in the version of this lively folk which effect which receives a bright rendering from the chorus and Percy Faith orch. It is pretty enough to pull a lot of design spins. (Art, ASCAP)

DAVID CARROLL ORKE
Melody of Love (Loew, BMI)
COLUMBIA 45514—This is a current best seller on the charts in a version by David Carroll, give an other romantic reading by the Carroll arrangement, which should come in its revised popularity. Fine for listening or dancing. (Pierce, ASCAP‒Loew, Columbia).

FRANK LESTER
I'm Always Waiting (Columbia)
COLUMBIA 45517—Another excellent side that can make story of its own. This lesser known is a quiet, refined release of this that will bring back lots to happy memories. (Brow, BMI)

JOHNNIE BAY
Alexander the Great (Board, BMI)
COLUMBIA 45521—Alexander the Great, by Joanie Kay, is a record with the freshness of an English Savoyard. And if you find out who "George," let us know too. Flip is "Silly Man" (Jefferson, ASCAP).

THE BILLBOARD Music Popularity Charts

from all the artists and staff
and especially from...
COLUMBIA RECORDS

Pleasure

The Billboard Music Popularity Charts

- Reviews of New Pop Records

- Continued from page 24

VOX Jox

- Continued from page 16

The Billboard Music Popularity Charts

- Reviews of New Pop Records

- Continued from page 24

VOX Jox

- Continued from page 16
The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

**Best Sellers in Stores**
For survey week ending December 15

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers across the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>Artist &amp; Title</th>
<th>Last Weeks Chart</th>
<th>Last Place</th>
<th>Chart Date</th>
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<td>1</td>
<td>12</td>
<td>Dec 29, 54</td>
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<td>2</td>
<td>8</td>
<td>Dec 29, 54</td>
</tr>
<tr>
<td>3. THIS OL' HOUSE—R. Humbert</td>
<td>3</td>
<td>10</td>
<td>Dec 29, 54</td>
</tr>
<tr>
<td>4. I DON'T HURT ANYMORE—H. Snow</td>
<td>4</td>
<td>31</td>
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</tr>
<tr>
<td>5. IF YOU AIN'T LOVIN—F. Young</td>
<td>5</td>
<td>7</td>
<td>Dec 29, 54</td>
</tr>
<tr>
<td>6. ONE BY ONE—E. Wells &amp; R. Foley</td>
<td>6</td>
<td>32</td>
<td>Dec 29, 54</td>
</tr>
<tr>
<td>7. THIS IS THE THANKS I GET—E. Arnold</td>
<td>7</td>
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<td>14. KISS CRAZY BABY—J. &amp; J.</td>
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</tbody>
</table>

**Most Played in Juke Boxes**
For survey week ending December 15

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

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<td>1</td>
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</tr>
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<td>11. COURTIN' IN THE RAIN—T. T. Tyler</td>
<td>11</td>
<td>16</td>
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</tbody>
</table>

**Most Played by Jockeys**
For survey week ending December 15

RECORDS are ranked in order of the greatest number of plays on disc jockey radio shows throughout the country according to The Billboard's weekly survey of top disc jockeys above in all key markets.

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<td>9. COMPANY'S COMIN—P. Wagoner</td>
<td>9</td>
<td>3</td>
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<td>11. MORE THAN ANYTHING ELSE—G. Smith</td>
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Reviews of C & W Records

HIT ROBBINS
The Go Between
VICTOR 20349

This is a fine piece of twentysomething material which should do well. It is a true folk tune but with a country accent. It was written by 21-year-old Mike Robbins and is in today's fashion. (Rossendale, F.)

Don't Take All the Love
COLUMBIA 21543

This is a prone city song, quite tight. Miss Robbins sings it modestly for a second year song. (Frem., B.)

The CLEER SISTERS
Uncovered and Unclouded
ASCAP 12-57-74

A Billboard "Talent Spotlight" (Davis-Morse, B.)

TERRY FELL
You Don't Give a Hang About Me
"C"-69—Fall away a step on this cut-out-of-bit tune material. Jack and op could make use of it and F. could get action with it. (American Music, B.)

SMILEY MAXEDON
I Want You
COLUMBIA 21332—Qualifying best piece!! This tune trumps of a bit ditty. The chart says in its "Sunday" recurrence in this happy echo. It's likely to Instantly spell of its own. (Ridge-

JOHNNY BOND
I Like A Man
DECCA 21518—A morning box with the day. The words are reminiscent one and Bond avoids the fast talking. 680

DO YOU KNOW WHERE GOD LIVES
and a new Stuart Hambleton hit...
THE LORD IS COUNTING ON YOU
by THE JOHNSON FAMILY SINGERS

a sensational first release!
A Happy Yuletide to Operators and DJ's

BE SURE YOU GET

"MIDNIGHT HOUR"
b/w "FOR NOW, SO LONG"
by Gatemouth Brown
Peacock #1633

"WHAT COULD I DO"
b/w "SWEET HOUR OF PRAYER"
by The Spirit of Memphis
Peacock #1734

"I'M NOT UNEASY"
b/w "SINNER, SIN NO MORE"
by The Dixie Humming Birds
Peacock #1740

PEACOCK RECORDS
2809 Eastus Street
Houston 26, Texas

Merry Christmas!

and

Happy New Year

TO THE OPERATORS AND DJ's

BE SURE TO GET

"PLEDGING MY LOVE"
b/w "NO MONEY"
by JOHNNY ACE
Duke #136

"BOPPIN WITH THE MAMBO"
b/w "WHAT MAKES ME FEEL THIS WAY"
by THE SULTANS
Duke #135

"BE WHAT YOU ARE"
b/w "JUST A CLOSER WALK WITH THEE"
by THE SOUTHERN TONES
Duke #207

DUKE RECORDS
2809 Eastus Street
Houston 26, Texas

The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

Best Sellers in Stores

for survey week ending December 15

Records are ranked in order of their greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators of juke box operators in the markets listed.

1. HEARTS OF STONE—Charles... 1 9
2. ARTISTIC—Priscilla... 6 2
3. YOU UPSET ME BABY—B. B. King... 2 8
4. TEACH ME TONIGHT—D. Washington... 7 2
5. SINCERELY—Marriage... 5 4
6. RECONSIDER, BABY—L. Fulson... 3 4
7. WHITE CHRISTMAS—Drifters... 9 2
8. RAMBLIN' BOY—J. McVay... 4 9
9. A Interesting—W. Mahon... 9 3

Most Played in Juke Boxes

for survey week ending December 15

Records are ranked in order of their greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators of juke box operators in the markets listed.

1. YOU UPSET ME, BABY—B. B. King... 3 7
2. HURTS ME TO MY HEART—F. Adams... 1 6
3. MAMBO BABY—B. Brown... 2 7
4. HEARTS OF STONE—Charles... 4 7
5. RECONSIDER, BABY—L. Fulson... 5 3
6. LAST NIGHT—Little Walter... 10 2
7. I DON'T HURT ANYMORE—D. Washington... 9 5
8. ANNE HAD A BABY—Midnighters... 7 14
9. EARTH ANGEL—Penguins... 1
10. WHITE CHRISTMAS—Drifters... 1

R & B Territorial Best Sellers

for survey week ending December 15

Lists are based on local sales reports secured via Western Union messenger service from top specialty stores and dealers and are based on reports in the markets listed.

1. White Light—B. B. King, RPM
2. Hurt, R. Hamilton, EMI
3. Crazy Chick—Five Aces, Del.
4. Mr. Doo, Doo, Doo—Midnighters, Fed.

Los Angeles
1. Earth Angel, Penguins, Disc
2. Reconsider, Baby, L. Fulson, Disc
3. Sincerely, Moonlighters, Disc
4. All Night Long, J. Harrison, Minl
6. Hurt, R. Hamilton, EMI
7. Don't Do It, H. Harrison, Sav.

New Orleans
1. Moonlight, Charles, Del.
2. Last Night, Little Walter, Che.
3. Reconsider, Baby, L. Fulson, Disc
4. Earth Angel, Penguins, Adv.
6. You upset Me Baby, B. B. King, RPM
7. White Christmas, W. Mahon, Che.
9. Love Me, Fat Domino, EMI
10. Hurt, R. Hamilton, EMI

New York
1. Earth Angel, Penguins, Disc
8. Midnighters, EMI

Philadelphia
1. White Light, Weepin' Angel, RPM
4. Hurt, R. Hamilton, EMI
5. You upset Me Baby, B. B. King, RPM
7. Mr. Touched, B. B. King, Adv.
8. Weepin' Angel, EMI

St. Louis
1. Reconsider, Baby, L. Fulson, Che.
2. You upset Me Baby, B. B. King, RPM
3. Hearts of Stone, Charles, Del.
5. Last Night, Little Walter, Che.
7. Sincerely, Moonlighters, Che.
8. Earth Angel, Penguins, Che.
BURLSESE BITS

By L. E.

Shielah Star, spot-booked stripper for WLS, was married to Mrs. Anthony Czrit, wife of aurer, and former assistant director of U.S. government's welfare depart-
ment, and residing in Phillip-
. Nat Morton, former ac-
tive vaudeville book head-
ing agent, now representing the Edward R. Murrow Corporation, new 
office, 25 East 40th Street.

MRS. LAWSON DUNLAP

To Mrs. Newton Dunlap was given the collection of her father's letters, 
and, in the course of the talk, he 
told a heart attack two weeks ago. He is now recuperating at the home of his daughter, Mrs. T. L. Foster (Featurette, Magazine), who for many years ac-
cepted his magic show then
began work on the Donohue show opening December 31 to try 
and take advantage of the already practiced atmos-
phere for a better netl front audience.

Mary Colombo, a native of泽
Carnivale and Frantique,

The every evening at 9:37, the 
show will be transmitted to 
the KCAV station in Cleveland, 
and the Canadian stations, the 
Carnival, smoothly featured at George's Blue Room in the Hotel Ritz, Manhattan, and

Marilyn Miller, formerly billed 
under the stage name of "The Queen of Vaudeville,

and takes over the stage and takes over a smart 
spot in the new musical comedy called "The French Polka."
INDIANAPOLIS, Dec. 18—The Indiana State Fair, ending its 30th year today, will be signed off by the Cincinnati, Ohio, weekly strain, the Denver Group, which will be among the last acts of the season. The midway will be run by the United States Midway Enterprises, Inc., Chicago, which has not been in the Indiana State Fair since the midway was closed.

Hank Wasserman, former midway manager, will return to the Hoosier State with a new midway. He has signed Wilson & Wilson Shows to provide the midway attractions, and with the Music Corporation of America to furnish the night grandstands show. The fair is sponsored by the Indiana State Fair Assn.

Percentage Upped

Signing of MCA for the night grandstand show marked the first time in more than 20 years that the Music Corporation of America had been offered the contract.

Terms of the midway contract are the same as those which prevailed last year. As in 1952, the fair will have contracts with the Cincinnati, Dayton, Ohio, and Louisville, Ky., midways for the two shows.

There were 25 midway and grandstand contracts in 1952, but only five are in effect today. The contract calls for four concerts, and the midways have the right to be entertained by the best acts in the world.

Harry Altman, owner-operator of the Glen Burnie, Md., and Sky Fighter, both manufactured by the Almen Amusement Co., has reported that his group will be in attendance at the fair.

William Burke

Acquired; Jury Out 32 Minutes

PENSACOLA, Fla., Dec. 18—William O. Burke, 49, former booking agent for all West Coast shows, acquired the contracts for all West Coast shows, and the fair and MCA splitting receipts in excess of $40,000. In the past the contracts called for no first money but for a straight 30-30 division of the gross.

Last year the six-night grandstand gross, after taxes, ranged from $36,000 to $52,000.

Add Performance

One other change in the grandstand contract is that it calls for seven-night performances instead of six as in the past.

William Burke is a former booking agent for all West Coast shows, and the fair and MCA splitting receipts in excess of $40,000. In the past the contracts called for no first money but for a straight 30-30 division of the gross.

Last year the six-night grandstand gross, after taxes, ranged from $36,000 to $52,000.

Add Performance

One other change in the grandstand contract is that it calls for seven-night performances instead of six as in the past.

Under the contract, MCA agrees to provide a 24-gey liner, the Tower, for the MCA shows.

Detroit Fair

Names Swanson Gen'l Manager

DETOIT, Dec. 18—Donald L. Swanson, assistant to the comptroller of the Michigan State Fair, this week was named general manager of the fair by the State Board of Managers.

Swanson, a former school teacher, was guardian director of the fair last year, and had been directing the fair since state of Michigan.

Alamo WQ

Burglarized

SAN ANTONIO, Dec. 18—The New Alamo WQ the $500 in small change. Lack of any sign of the door to the trailer has been forced to be led the喇叭 had a key.

SANTA'S HELPERS—MEMBERS OF THE CLOWNS' LEAGUE OF AMERICA—were busy bagging and stacking gifts to be distributed in unknown Illinois at 8A's annual Christmas party for the youngsters Sunday (19) in the Hotel Sherman. The three smiling workers bagging gifts in the photo above are, from left, Henry Pollak, Hank Shelby and Harold Burrows bagging the presents.

EASTERN PICTURE

Midway Pattern Jells As Biggies Ink Pacts

NEW YORK, Dec. 18—The Eastern booking picture was considerably clarified this week with the awarding of midway contracts by the Bloomington (Ind.) Fairs to the King Reel Shows, and the West Virginia State Fair, Roanoke, to the Gold Medal Shows.

These two dates were virtually the only ones remaining in both pacts and good pecuniary possibilities remaining unassigned after the recent Chicago outfit conventions. While the finding of the award of the Bloomington was the usual informal award, the award of the Bloomington contract was made ahead of that usual.

It is reported that Bloomington officials were influenced in making this decision by the strong pressure brought to bear by circuses, and by knowledge of the fact that further booking efforts by these units would be hampered until the winner of the Bloomington pact was known.

Many Units Interested

Perhaps as many as 10 or 12 shows had been interested in the two dates, some with reason to hope that their pursuit might prove successful while others regarded their chances in cold eggs. The rumored availability of dates last week and last year, the last year the event was held, according to general manager Clement B. Lewis Jr.

Cold weather did not appear to hurt the event any, Lewis said, with most exhibitors apparently satisfied and intending to return in 1955 if the show is put on again.

Gate Pleasing

For Farm Show

ATLANTIC CITY, Dec. 18—Roughly 30,000 persons reportedly attended the Monday New Jersey Mid-Atlantic Farm Show, which closed Wednesday (8) in Convention Hall. The turn-over was some 1,000,000 than for that six days last year, the last year the event was held, according to general manager Clement B. Lewis Jr.

Cold weather did not appear to hurt the event any, Lewis said, with most exhibitors seemingly satisfied and intending to return in 1955 if the show is put on again.

(Continued on page 44)

Ice Show 1st Attraction

For Newfoundland Stadium

ST. JOHN'S, N. F., Dec. 18—The Newfoundland Stadium, the first indoor arena in Newfoundland, will be the site of the 1955 Newfoundland Winter Carnival, which will open on January 16. The stadium was built by the Newfoundland Department of the Interior, in conjunction with the federal government, and is designed to seat 5,000 spectators.

The first attraction will be an ice show, and several events will be held in conjunction with the carnival.

The show is presented by the Provincial Amusement Co., and will feature ice skating, hockey, and a variety of other winter sports.

The stadium is located in the center of St. John's, and is easily accessible by bus or car. The town is also well equipped with hotels and restaurants, making it an ideal destination for winter sports enthusiasts.

The Newfoundland Winter Carnival is a popular event, drawing visitors from all over the world. The ice show is just one of the many attractions that make this carnival a must-see destination for winter sports enthusiasts.
CONVERSION
Theater Sets reopening as St. Louis Aud

ST. LOUIS, Dec. 18 - The Missouri Theatre, 3,441-seat first-class house, has been closed for two weeks and will re-open as a theatre-films exhibition, according to the operators, Fanchein & Marco-St. Louis Missouri Amusement Company Theatres.

Edward Arlott, spokesman for the owners, said that the 5,000-seat Fox and 3,800-seat St. Louis Theatres, both operated by Fanchein & Marco, are absorbing all of the latter's films available. It is intended to rent out the Missouri on a day-by-day basis for conventions, sales meetings, special stage and picture attractions, civic groups, church organizations, and other suitable occasions.

The new auditorium is centrally located with adequate parking facilities and public transportation. Theatre facilities, e.g., rest rooms, movie news-stands will remain as director of the business end of the Missouri Theatre Auditorium.

GM Motorama sets '55 Sked

DETROIT, Dec. 18 - A new version of the Motorama by GM Motorama, will appear in five major cities during the latter part of this year, according to President Harwood H. Curtis.

The show will have its initial seasonal opening as usual at the traditional site of the Waldorf-Astoria in New York City during January 28-35 inclusive.

The GM Motorama will be held at the Elgin Key Auditorium in Miami, Feb. 12-13; San Francisco Auditorium, Los Angeles, Feb. 15-16; Civic Auditorium, San Francisco, March 9-10; and at the Convention Hall, Atlantic City, May 2-3.

FOR SALE
40' 3-section Standard Merry-Go-Round-
roundabout with 112 rides. One and a half years old. Electric, with rubber tires. $1,250.00. At the Convention Hall, Atlantic City, May 2-3.

NEW SPACE PLANE RIDE

KIDDIE Rides and Enterprise Fairs, Inc.

GIVE TO DAMON RUNYON CANCER FUND

CANCER TRAINS
KIDDIE RIDE TRAINS

Afraid of the Mousetrap

Be afraid of the mousetrap.

The mousetrap is not pointed directly toward any one thing. It lies about there, taking the first mouse which it shall meet, or turns into a kind of general abstract which is directed at all mice.

Mice are ferocious enough. They are said to have a great deal of fighting spirit. There is a great deal of fighting spirit in the mousetrap.

The mousetrap is not pointed directly toward any one thing. It lies about there, taking the first mouse which it shall meet, or turns into a kind of general abstract which is directed at all mice.

The murine and the mousetrap have a great deal of fighting spirit.
Mechanical Refrigeration

NOW AVAILABLE —
ROOT BEER BARREL
(12 ft and 40 Gallon Sizes Only)
Drops 12 to 15 cents per gallon. A delicious
refreshment with light taste of root. You can
sell it by the quarter, half gallon or a quart.
(Exclusive!)

CONCESSION SUPPLY CO.
1404-5 Esquire Ave
St. Louis 19, Mo.

CONCESSION SUPPLY CO.
105 E. Third St.
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LIABILITY INSURANCE
For the Amusement & Entertainment Field

BROADWAY BROkers CORP.
160 uptown tower
New York 38
RExter 2-2195

WINTER FAIRS
The Billboard Publishing Company

Arizona
Yuma—Yuma County Fair, April 10-17, 1954

California
Clermont—Claremont Christmas Fair, Feb. 10-13, 1954

Florida
Clearwater—Clearwater Christmas Fair, Dec. 25-30, 1954

TENTS
ALL SIZES—ALL TYPES
Well Made for Over 75 Years
Materials on hand either dyed in colors as "CHEX FLAME."
Underneath treated r consenting, water and mildew-protected ducks.

IMMEDIATE DELIVERY
SID T. BESOP
World's Largest
Yellow, Red, Black, Green, White, Blue, Purples

UNITED STATES TENT & AWNING CO.
316 West Randolph St
Chicago, III

Our New "Perfection"

Lever Again
Use Kid M-G-R Xmas Display

NEW YORK, Dec. 18 — Lever Bros., Inc., has again used a kiddie Merry-Go-Round for its Christmas display in Lever House, the glass-illuminated building on 54th Street and Park Avenue.

The firm started the practice last year. This year it rented from Ben Mercier’s Kiddieland in Long Branch, N. J., Mercier sold out to C. C. Doolan of Jersey City and Lever is using the same carousel again.

The ride is decorated in red, gold and silver, and bears packages of Lever soap and grocery products, plus a Santa replica. At the ride revolves slowly, since the carousel motor turned too fast and is not being used—Christmas cars are brought into the lobby and piped out onto the street.

Carnival Routes
Send to:
2100 Patterson St
Cincinnati 28, O.

Circus Routes
Send to:
2100 Patterson St
Cincinnati 23, O.

Ice Shows
Holiday Inn on Jan. Rock Island, Ill., Dec. 6-9

Performers and Notes for the EQUIPMENT
BABY CARRIAGES
McKINNON, CINCINNATI, OHIO

MINIATURE GOLF
A year-round attraction that can be enjoyed by
boys, girls, young and old. Fully equipped with
sand traps, water hazards, grass and surf. Yard
rules in effect. Full money prizes. Visit our
display and make your order quickly.

MIDWEST SHOW SUPPLIES INC.
2418-19 E. 156th St., Chicago 43, Ill.

The Most Beautiful
MINIATURE GOLF
Courses
Built In America—Designed by ARLAND
464 South Ave.
New Hyde Park, N. Y.
Each course is 54 holes, the Caribbean and Overseas.

SHOW CENTRE Canvas Company
canavan conjurer
RIDER BANNERS
Barber Medicine-Chinese Dress

SHOOTING GALLERIES
And supplies for Eastern and Western Territories

H. W. TEPERMAN
127-135 Marsee St., Ocean Park, Calif.
TOYS AT DISCOUNTS
Boston Stores Irked By Park Price Cuts

Boston, Dec. 18—Owners of amusement parks and beach concessions in the Greater Boston area have been taking a stand at their local department stores that has worried the storekeepers for weeks.

At Revere, Nantasket and Salisbury beaches, owners have set up stands, and like hotcakes to an eager public that is seeking up to 25 cents savings against a 20 cent per knockdown. Business has been so terrific that one operator claims to be selling one item—walking-doll—a rate of five for every one sold in Boston.

Special Trains For Bronx Zoo

New Haven, Conn., Dec. 18—The New York, New Haven and Hartford Railroad, which services Southern New England, is extending excursion trains to the Bronx (N.Y.) zoo next season, it was announced here yesterday.

Known primarily as a passenger line, the road this year has given thousands of excursions to outdoor events, in connection with which it has assisted. On several occasions its official hospitality cars have accompanied the New England Association of Amusement Parks and Beaches in an effort to work out excursion plans that would benefit both.

Caravans Install

Continued from page 44

Evie Belize, the new queen, others: Mrs. Ernest Distefano, Cleo Hirsch, Marge Cohens, Joy Purvis and Jeannette Walker. Outgoing president Rosken then distributed gifts to her officers, Mrs. Sophiaa, Eva Lee, Mary Caverno, Jeanie Braunman, Marge Muscarello, Clara Speer, Vivian Zullo, Godfrey, Mary Taylor, Agnes Barnes, Marion Pinto, Oveta Cid, Alice Lavoie, Irene Coffey, Pauline Grey, Shelby, Nellie Schanz.

Donations were received from the women's clubs of Trinidad, Detroit, St. IA of Chicago, Miami and others.

Gardens

Austere autumn, tours during opening hours were Billie Billions, Fanny Calvert, Helen Wettour, Mary Freiman, Mrs. Mary Brown and Agostini, handled the boxes that netted a tidy sum. Drawings for bonds on the award books, supervised by Mariana Popa, were held and winners included Geraldine Massonelli, Tom Sharkey, Frieda Colombo and others.

Those attending the installation were: Mrs. Seifert, Mrs. Gli, Mrs. Halpenny, Mrs. Lipkin, Mrs. Fiddler, Mrs. Tutor and many others of the group.

YOUNG FAMILIES ABOUND

Mushrooming L. I. Pours $4 Into Nunley Kid Spot

New York, Dec. 18—Nunley's playground experienced a substantial drop in attendance last summer season, the indoor outdoor kid spot continuing to benefit from Long Island's small, crowded population of young, middle-aged and senior citizens.

Happiland's "natural" location on Hempstead Turnpike and Hicksville Road in the center of some densely populated home developments.

The happy group of kids who come into Nunley's for the indoor part of the day, were occupied with various pieces of indoor outside equipment. Outside the building itself, Nunley featured its own roller coaster and other kiddy rides.

Miss Miriam Nunley's four other children are usually at the playground. Several rides have been installed at the Nunley complex, including a "lighting" during the past season, how Nunley's playground was a hit with the Long Island crowd, to where it has been as many a number in Nunley's. Activity of the Nunley complex also caused them to check around the local spots.

Location to Be Lost

Elsewhere, the operation in a playing field, next to the South Beach, Broad Channel, and on Central Avenue in Yonkers. The latter

TV Net Program Plugs Arcade, Park Equipment

New York, Dec. 18—Peeps from Rockaways' Playland earned an hour and a half of last and further exposure around the NBC television network recently as part of a special National All-Sports Show. Two trucks loaded by radio and television hostess and commentator, stuntman and theatrics and remained on view throughout the program. Valuable for the day, was set at around $100,000 plug for Playland. Drumbeat Walter Kacy's argued work won complete sold out for the big night.

Equipment Listed

The following were given: Geneva, Chicago Coin and International. Miniature arcade piece, Playland's laugh ing figure trademark shown, another Mesmerize-Don' t Be a Loser; with a different animated by George Sr., a fun automatic, a large, decorative phonostyle Playland clown and parts of riding devices, and along with the park's decal markings, down to the last arcade machine.

All and his devoted thought much attention to arcade contents in the park. A nice spot that was right for the playing surface, with comic flair at the center or stageat the target was tried during the games. Bas bleachers were under way next week for the annual concerts and in the fall, a separate M. I., Arthur lonic, will have to arrange to stage on the scene. setups at length and got in a week to the Tice, is charged with a teaspoon of whatever equipment new. There was also a show on the club. This was probably the park's last big chance for many years, its responsibility being only that of transporting the items to

DETROITER PLANS

NEW 600G LAYOUT

Schedules 18 Rides, Pool, Ice Rink

Alongside Year-Around Drive-In

Detroit, Dec. 18—Plans for an amusement project to cost around $1,000,000 in Royal Oak Township have been announced by the owner of a local theater circuit. This will be in the form of a registered truck-driver in.

The layout is scheduled to include a Kiddieland with 18 rides on a four-seater area. A miniature-concession organization will serve both the theater trade and park business.

One of the 50-acre spot will be devoted to auto parking and this, designed to accommodate 1,000 cars in addition to those in the park.

There is to be a swimming pool with a capacity for 490 persons.

Tilt, Trolley In Store for Bronx Kidspot

New York, Dec. 18—Two more rides are in store for Joyland on upper Broadway, in space occupied until now by the Musician Train, which will be sold. Owners Misner and Sperry have been mulling over some plan whether to retain the train ride, a small model, made up of parts.

The plan is to fill the location to be used with a Tilt-A-Whirl and Tommascycle Trolley, pending sale or otherwise

Joyland is operating the winter on a daily basis. Hours have been changed to week-day's and Sunday.

The nine-hole spot went from 6 to 9 p.m. to 9 to 5 p.m., and sat for 50 cents. This included seven rides on the Big Wheel and Carousel, and it is expected that a larger charge may be made for these three major rides next year.

Adding the owners are Herschell (The Great Schuster) both at the lunch counter and at the rides.

FOR SALE

This Sphinx, usually sold around $5,000, but which can be sold for $2,000 in good condition. Consider selling. W. R. & M. & R. Rollin Green Park

High Quality KIDDES RIDES

Roto whip—speed boats—ponty carts galloping horse carrousel

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

STREAMLINE PARK TRAIN

14 seater, F-3 Diesel type Ford motor power and equipped with air brakes. Eight wheel bevel drive. Sized from $5,250.00 to $7,500.00. For information call or write.

136 Northampton St., Railroad, Buffalo, N.Y.
 Financial gross of the year amounted to $31,171, general improvement, additions, and replacement of plant provision $65,569. The Exhibition of 1934 proved successful despite competition from the Chicago World's Fair and Canadian National Exhibition.

Elected to the directors for the coming year were: R. W. Beeler, E. V. Cross, Frank J. McCall, and E. H. S. Mulder.

Canada Loop Sets Jan. Meet

LLOYDMINSTER, Sask., Dec. 16—Annual meeting of the Western Canada Fairs Association (R.C.A.) was held in the Fort Garry Hotel, Winnipeg, Jan. 16.

Hillsdale, Mich., Net Loss Is Light Despite Rainy Run

Hillsdale, Mich., Dec. 16—The 1935 season was closed with a loss of only $1,429.83. Kelley sold the loss was light due to much profit from the ground show, a stage class which added interests to the regular accounts.

Officers for 1936, in addition to Kelley, include Lynn Byars, president; William J. French, vice-president; Paul Thayer, secretary; Mrs. H. B. Kelley, assistant secretary. All directors were re-elected.

Miss BeBe Says . . .
Reid Inks Bloomsburg; Eves Dixie Territory

NEW YORK, Dec. 18. — The King Reid Shows have been awarded a contract by Bloomsburg (Pa.) Fair midway contract. The prestige-money date was sought before the fair, and the signing of the contract was completed before the end of the year's run.

Reid will use five熟练 representatives of his ring, the same as he has on all his midways, to avoid any possible reprisals if there is any trouble. Reid selected the five experts to work at the Bloomsburg Fair in the middle of the year, and they have been under his personal supervision at various times.

Reid is to have in his show this year the same original and the same talent that he has had on all his midways, and the show is to be operated in accordance with the regulations of the fair.

For the first time in the history of the fair, Reid has been able to secure the date at which he will operate his show.

Dallas Fems Map Yule Party Plans

DALLAS, Dec. 18. — Final preparations were made this week for the annual underprivileged children's holiday party to be held here by the Lone Star Showman's Association.

Mrs. Mabel Reid, chairman, said the youngsters will be admitted free, toys and a complete show will be provided. Mrs. Reid reported the Border Milk Dairy and Creamery, Dr. Pepper Company will do the creamery, and the Dallas Symphony Company, a sound system. Additions to the program will be made by the P. I. M. Trucking Company, the Woodson, Hyde, one-man band, Dale Kinney, pianist, William Wilson, magician, Paul Pepper Company, and the Strike Group. John Mark Smith, who is also a member of the group, will be in charge of the entertainment at the Lone Star Hotel.

Miami Party Set; Prel Gives $1,675

MIAMI, Dec. 18. — A $1,675 entrance price was paid by the Miami Showman's Association at the last convention, held in Chicago, to M. P. Nell, newly nominated president. The sum represented funds raised from jamboree and award presentations on the Pro's Broadways, followed by a return on operating a recovery, plans, and the report at the convention.

Scheduled activities include the presentation of the Annual Christmas Banquet (Tuesday and the New Year's Eve festivities at the club building, with a new entertainment committee, reported, that was in charge of the local festivities, and were present at the hotel's benefit, were held on 10 p.m. and run to 4 a.m. Food and drink will be available.

Motor State Adds Gear

DETOUR, Dec. 18. — Motor State Show, a five-member company for 1965, has added three riders, two barker's, and a crew to house another diesel unit, C. E. D. Detore.

Show will operate two units and gear and has the most ready for next year. Operations will be conducted in Illinois, Indiana, Tennessee, Mississippi, and Missouri. Recent visitors included Bill Gibbons, Illinois; Imperial Shaw, M. Carter, of Carter Shows, and owner-manager, and Mrs. Leo Schultz, who have been following the Motor State No. 2 unit.

Stark Award Goes, Ride Shows

MOUNT STERLING, Ill., Dec. 18. — Starks Award Show, a five-unit company for 1965, was presented in 1965 with one ride and two shows, Mickey Starks, owner-manager.

Stark recently bought a Mickey Morgan and Starks Shows which were purchased in the past year. The purchase of a new building for the show's equipment was authorized, and a new fireproof building for the show's equipment was authorized.

Stark recently bought a Mickey Morgan and Starks Shows which were purchased from a former showman. In addition, a new freshman was added to the organization's fleet.

CARNIVALS

Carnivals are a popular form of entertainment, offering a variety of attractions and rides. They often provide a festive atmosphere with music, lights, and colorful displays. Carnivals are typically held in communities to raise money for various causes or to celebrate special occasions. They often include a midway, which is a collection of rides and games, and a grandstand, which hosts various performances such as acrobatics or animal acts. Carnivals are a traditional form of entertainment that continues to be enjoyed by people of all ages.
TSS, better known as "Jock" and "Doctor," has been on leave from the National Commission for the past two months, recovering from an operation for cancer of the breast which he had last year. He is well, however, and will return to the court soon.

His brother, Dr. J. S. T. Smith, is currently recuperating in Bar Harbor, Maine, following a serious illness.

Mrs. T. E. Smith, a well-known local resident, attended the wedding of their daughter, Mrs. Jane E. Smith, on June 1st. The couple were married in the local church and were later hosted at a large reception at the family's home.

On July 1st, the Smith family will celebrate the 50th anniversary of their move to the town. They will be hosting a party for family and friends to commemorate the occasion.

In other news, the local high school will be holding a talent show on Friday, July 8th, featuring a variety of performers from the community. The event is free and open to the public, and donations will be accepted to support the school's music programs.
CLUB ACTIVITIES

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies’ Auxiliary

The December 9 meeting was called to order by Mrs. George Deane with Mrs. T. M. Ewing, Jr., as chairman. Mrs. J. C. Miles announced that the meeting was being held in the basement of the Hotel De Soto instead of at the usual address due to the illness of the usual chairman. All members present were given the opportunity to contribute to the club’s activities and were encouraged to participate actively. Mrs. J. C. Miles distributed refreshments to the members.

Applications for membership were received and approved for the following members:

Christine McRae, Olga Wadsworth, Alice Mcfarland, Sue Jenkins, Pearl Hall, and Mrs. Billie Pyle.

President Caroline Holt presented Alice Hennessey with a 15th birthday cake, which was enjoyed by all members present.

Mr. George Deane, Jr., announced the election of new members for the year 1954. Ollie Gleson reported that the club had received $12,950. Three donations were received: Fred Weyl, $50; Jane Thompson, $150; and Martha Moss, $10. The funds are to be used for the purchase of supplies for the club’s annual meeting.

The election of a new president was held on December 18, and it was decided that Mrs. Mary Henderson would be the new president. Mrs. Henderson has been a member of the club for many years and is very active in its activities.

The meeting adjourned with songs and refreshments provided by the club.

International Showmen’s Association

415 Chestnut St., St. Louis

ST. LOUIS Dec. 18—The regular meeting was called to order by Mrs. J. C. Miles with Mrs. T. M. Ewing, Jr., as chairman. After the reading of the minutes of the previous meeting, the club moved to the usual address for the meeting. Several new members were admitted to the club, and the annual New Year’s Eve party was discussed. Mrs. Terry Schulte, Peggy Grinnan and Terri Schnick, representatives from the Missouri Showmen’s Club, were present to announce plans for a dinner-dance on New Year’s Eve. Mrs. Miles expressed appreciation for the good work of the club.

The meeting adjourned with refreshments provided by the club.

Mrs. J. C. Miles, President

Ladies’ Auxiliary

The meeting was called to order by Mrs. Mary Henderson with Mrs. T. M. Ewing, Jr., as chairman. The minutes of the previous meeting were read and approved. Mrs. J. C. Miles announced the election of new members for the year 1954. Ollie Gleson reported that the club had received $12,950. Three donations were received: Fred Weyl, $50; Jane Thompson, $150; and Martha Moss, $10. The funds are to be used for the purchase of supplies for the club’s annual meeting.

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Polack Tells Line-Up For '55 Western Unit
Barbette, Bagpipers, Fedi-Fedi, Chaludis, Rolando, Barnes Booked

CHICAGO, Dec. 18—Makeup of the Western Unit of Polack Bros. Circus was announced this week by Managing Director William C. Polack, who was accompanied by Ecce Polack, his 17-year-old son, who is the world's shortest man and an expert in the white jumping from New York to Chicago.

Making their first circus appearance in the Western Unit will be baseball player Charlie Bokvist, who will have special significance written by Will Harris this year. His bat will be named "Ham," which was written on the bat of his father, John H. Polack, who died of pneumonia several years ago.

In addition to the baseball player, the Western Unit will be featuring several new acts, including an elephant act, a horse act, a dog act, and a new acrobatic act that will be performed by five male and five female acrobats.

Barbette Returns
Barbette, who is also known as the "Lady Bearded Lady," returned to the circus after a stay in Ringling, will bring a new act to the Western Unit. She will appear in the show as the "Baby Lady Bearded Lady," a younger version of herself, and will be joined by her husband, Charlie Bokvist, who will also appear in the show as the "Baby Charlie Bokvist, a younger version of himself.

The Barbette act is known for its acrobatic feats, and the Western Unit is expected to attract a large audience with its diverse lineup of performers.

Rubens Revives Rogers As Grandstand Attraction

CHARLOTTE, N. C., Dec. 18—Rubens, who has announced the return of Rogers Bros. Circus for the 1955 season, has decided to bring Rogers back as a grandstand attraction at this show.

Rogers formerly operated the show, which is based on the famous circus act, and has called for a "straight" program to be performed. The act is expected to attract a large audience with its unique combination of human and animal elements.

Rubens is working out of his headquarters, Katrina Productions, and has already started a promotion department in Houston, Texas. He has also promised major promotions on all Western shows.

Sov and Dorothy Rubens will be looking for a new manager for the show. They are to be represented at fate of 115.5 minutes duration, in the Stadium Theater, New York, Dec. 18.

Russian Film 'Circus Arena' Back in N. Y.

NEW YORK, Dec. 18—"Circus Arena," the Russian and Chinese circus act which played in the Steubenville (OH.) Times-Sun was opened in the city.--by (AP) -- The cast of "Circus Arena," which is directed by Arkady Potlsh, is playing in the New York Coliseum. The cast includes: Boris, the elephant, and Ivan, the horse.

The show is billed as a "circus arena," and features a variety of circus acts, including acrobatics, clowns, and animal acts.

Hagen Bros. Ends Late Winter Tour

HUGO, Okla., Dec. 18—Hagen Bros. Circus has ended its winter tour of the United States. The tour, which started in January, has been a success, with the company performing in a variety of locations, including New York, Chicago, and Los Angeles.

The tour has been described as "a fitting end to a long and successful season," and the company has announced plans for a spring tour of the United States.

GAINESVILLE, Tex., Dec. 18—Construction of the Ward-Bell orders tops in the United States, with a record number of orders placed for trucks, trailers, and other equipment. The company has also announced plans for a new plant to be built in the near future, which will increase its production capacity by 50 percent.

Ward-Bell Orders Tops, Trucks; Quarters Open

ERICA, N. Y., Dec. 18—Ward-Bell orders tops, trucks; quarters open. The company has announced plans for a new plant to be built in the near future, which will increase its production capacity by 50 percent.

Mills Brothers Plan Reception, Tour of Europe

JEFFERSON, N. C., Dec. 18—Work in Mills Bros. Circus quarters will be done up for the show's winter tour. The building of the training barns and other activities start in earnest this week.

Meanwhile, the show is garnering attention from other owners, who are making special plans for the winter season.

The Cleveland Plain Dealer on Saturday (11) carried a feature story on the Mills Bros. Circus, with a page of photographs. The story was written by Charles St. Clair, who has been covering the circus for more than 20 years.

Mr. and Mrs. Jake Mills are announcing plans for the Mills Bros. Circus to travel to Europe, to honor the arrival of their first child, Geraldine, who was born recently. Those who have indicated they will be in attendance include the famous friends, show people, fans and circus enthusiasts, all of whom have been Following the circus for many years.

The Mills Bros. Circus has had a long and successful tour of the United States, and is expected to have a highly successful tour in Europe as well.

Russel Nafus Hurt Critically In Auto Crash

EASTON, Pa., Dec. 18—Russel Nafus, member of the Ward-Bell Trucks and Equipment staff, was critically injured in an auto accident here Saturday (11). His condition remained critical but stable at the hospital.

He was reported to be "in a serious condition and in need of immediate medical attention." The doctor's orders were to continue immediate care and stabilize the patient at least one leg.

Nafus, who was the Ward-Bell executive in charge of the Eastern region, was doing a private road test with a prototype truck at an unknown location when the accident occurred.

Several witnesses said that Nafus was traveling at a very high speed when he lost control of the truck and crashed into a telephone pole.

Nafus was rushed to the hospital in an ambulance, and remains in serious condition, with a severe head injury and possible internal injuries.

Gainesville Mills Losses, 1955 Plans

CINCINNATI, Dec. 18—Gainesville Mills Community Circus has appointed a committee to be responsible for the management of the show after the show's recent withdrawal.

Dr. A. A. Daumen was elected chairman of the committee, which was appointed by the director of the show, and will meet with the committee in the near future.

He said that the circus had collected $14,000 in insurance and paid a $1,000 bank note. No official action was taken.

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MAGNIFICENT CRUISES

includes 3-day looping in 145,000 gals of an ocean of color and music, between the United States and Europe, with a stop in the Mediterranean. Rates start at $125 per person. For reservations, call 1-800-CIRCUS.

WANTED FOR MILL'S BROS. CIRCUS

екска

PROMOTER-WANTED: Results-oriented, who has strong leadership skills, experience in managing a large-scale circus operation, and a proven track record of success. Must be able to motivate and lead a team of employees to achieve operational goals. Contact: Mill's Bros. Circus, P.O. Box 1234, U.S. 1, Sarasota, FL 34237.

PROF. GEORGE J. KELLER'S

JULIE MARQUINE

The presentation for the first time of an

unarmed subjugation of African

nations.

[...]

THANKS to Bessie Polack and Louis Stern for a wonderful season in 1954 and a new contract for the next year with [...]

Copyrighted material
GOTHAM ICERY CLICKS

New Oxford Box Office Scores; Ad Sessions

NEW YORK, Dec. 18—Oxford Ice Rink, which earlier this month reopened a motion picture show at 1313 street and Jerome Avenue, the house, is reportedly a hit. The box office at early sessions was so enormous that Manager Bernitt and Irene Schoenberg have added Saturday and Sunday morning sessions at 10 a.m. to 1:30, to the original schedule of daily afternoon and evening home periods.

Oxford's teaching staff includes Al Cooper, who doubles as roller pin at Gay Blades, Manhattan, Phyllis Siffer, former amateur star with Empire Rollerdee's Figure Club, Carol Zullman, alias "Holiday on Ice," and Janie Failaus, who comes out of Hollywood Ice Revue. Miss Zullman will star at amateur races at Rock.

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CONCLUDE SALE

UNUSUAL INTEREST IN CARNIVAL GAMES FOR CHILDREN

The ice skating rink at the Royal Park in Brooklyn has been the scene of unusual interest in children's games, according to Manager Ellis. The rink is located at the corner of 13th Street and Eastern Parkway. The children are much interested in the games being played, which include a competition for the fastest skater. The prizes for the winners are medals, ribbons, and other souvenirs. The games are held every Saturday and Sunday afternoon.

We Wish Our Many Friends and Patrons

A Very Merry Christmas and a Happy New Year

CHICAGO ROLLER SKATE CO.
John A. Hoyt, Lexington, Ky., is offering nationally advertised watches at low prices. He guarantees that they are original manufacturers models and that the case and dials are stamped for the particular watch. They are priced for sale at five dollars with a one-year guarantee if not satisfied, 15 piece watches are offered for $19.95. A regular watch is priced $9.95. 18 piece watches are $19.95.

You can save postage and other charges by paying in full with each order. Each watch is sold at one price, per order is required. This firm also has a 17-piece Swatch watch (not a unit watch) which it sells for $9.95. Above prices do not include watch bands. Men’s nylon strap may be had for 50 cents, women’s cord band, $1.00. A polished chrome finish is also available. This firm distributes its products in the United States.

Shoe Marketers, Madison, Ind., has produced a new model of shoe which is approved for use in the 100 cards, $21.50, which is on sale at a 25% discount. The shoe is made of leather and is equipped with a fine-quality leather sole. The shoe is designed for men and women, and is sold in various sizes. The shoe is also available in a variety of colors, including black, brown, and tan. The shoe is available at a discount price of $15.75 per pair.

The U.S. government has proposed a new regulation that will affect the sale of tobacco products. The regulation would require all tobacco companies to label their products with a prominent warning that smoking is harmful to health. The proposed regulation would also require all tobacco products to be sold in packages containing a minimum of 20 cigarettes. The U.S. government is seeking public comments on the proposed regulation. Comments are due by the end of the month.

The government is proposing to ban the sale of tobacco products to minors. The proposed ban would apply to all tobacco products, including cigarettes, smokeless tobacco, and cigars. The ban would be enforced by the government and would be supported by a multi-million-dollar public awareness campaign. The proposed ban is expected to significantly reduce the number of young people who start smoking.

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HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph per display; first line regular 5 pt, cap.; RATE: 15¢ a word—Minimum $3.00.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are available: first line 12, 1/c = $13.00; second line 1, 1/c = $11.50; third line 1, 1/c = $10.00; fourth line 1, 1/c = $9.00; fifth line 1, 1/c = $7.50; sixth line 1, 1/c = $6.50; seventh line 1, 1/c = $5.00; eighth line 1, 1/c = $4.00; ninth line 1, 1/c = $2.50. No illustrations or cuts. RATE: $1.00 a line—$14 per inch.

Forms Close Thursday for the Following Week’s Issue

AT LlBERTY—ADVERTISEMENTS
Sc a Word Minimum $1
Remittance in full must accompany all ads for publication in this column. No charge accounts, Forms Close Thursday for the Following Week’s Issue

CIRCUS & CARNIVAL
WANTED, CIRCUS, WALKS, HORSES, etc., and all connections.

MUSIANS
WANTED—STRING QUARTETTE, WALKER, JACOBS & COMPANY, 150 W. 42d St., New York. 

PARKS & FAIRS
MANDOLINIST WANTED—WILL TRAVEL, WALKER, JACOBS & COMPANY, 150 W. 42d St., New York. 

VOCALISTS

NEWLINV NAMED
A music agent for 25 years, a member and veteran of the State Board of Agriculture, he has been active in Orange activities and formerly conducted the Dover Animal Hospital on Route 46. He is a graduate of Kansas State University.

NEWLINV NAMED
More than $4,000 in proceeds on the purchase of a new Ice Cream machine. A glad day was enjoyed by the children of the school, and the proceeds were turned over to the Women’s Auxiliary.
MIAMI BEACH, Fla., Dec. 18.—A capacity throng of 500 persons representing every segment of the coin machine industry-manufacturers, distributors, operators, record dealers and their guests attended the fourth annual banquet and dance of the Association of Musical Operators' Association in the Saxon Hotel Saturday night (11).

The program included a preliminary cocktail party in the Saxon's Colonial Room, before which the guests retired to the Pagoda Room for the banquet, Broadway and dance.

Appearing in the Saxon's regular program were impersonators George DeWitt, who emoted the affair; the Harmonics; the Garden, a dance team; songstresses Marlene Powers, who record a recording hit, and Freddie Calo and his orchestra.

Band leader Ralph Flanagan dropped in to do a hit on the piano with his quartet. Several Victor recording artists are currently enjoying shore leave engagements. Another visitor was Gene Austin, a favorite recording star of years ago, who accompanied himself on the piano in a brace of popular romantic hits.

Out-of-town column attending the affair included Jack H. Vaccaro of the 7500 member hotel on juke boxes and the $10,000 payment for every machine over one year old, where the old ordinance provided a fee of 10 cents.

The bill will become law January 1, 1955, and is in accordance with city rules.

The bill was accompanied by the $900,000 motor fund on juke boxes and the $300 payment for every machine over one year old, where the ordinance old county ordinance provided a fee of 10 cents.

Miami Beach Revises Juke License Fees

Calls for $50 Tax on Each Unit Above 25

MIAMI BEACH, Dec. 18.—The Miami Beach City Council approved on third and final reading the ordinance revising license fees on music machines.

The bill will become law January 1, 1955, and is in accordance with city rules.

The bill was enacted to the tune of 10 cents, which was necessary to raise the $900,000 motor fund on juke boxes and the $300 payment for every machine over one year old, where the old ordinance provided a fee of 10 cents.

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Record Turnout at Neb. Op Meet on Dime Play

NEBRASKA, Dec. 18.—Nebraska's music operators met here December 12-13 in the big at State-wide meeting. The gathering was so far to draft plans for converting machines to dime play.

The occasion was the quarterly convention of the Nebraska, Automatic Phonograph Operator's Association. It was the biggest turnout for any of the association's meetings, with almost 100 persons attending.

While the main topic on the agenda was dime play, no definite plans were made, according to Howard N. Ellis, secretary-treasurer. He did say that it was generally agreed that the changeover would be preceded with changes in the Omaha daily newspaper displaying the move and that letters would be mailed out to locations detailing the reasons for the change.

The next quarterly meeting of the group is set for March 6-7, Lincoln, Neb.

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Among the stories of general interest to the coin machine industry in the music department up to this time of The Billboard are:

THE RECORD INDUSTRY continued to be hit-by-hit welcome winners they were—by fast rising new pop records. Following the flurry created by "Let Me Go, Lover" just a few weeks ago, are "Melody of Love," "Crazy Little Thing Called Love," "Love Story," "Love Me To The End," "My Love Song For You," "Each of the tunes started fast and were creating much needed consumer interest and traffic.

THE TOP RECORDS OF THE WEEK are the pop, country and western and rhythm and blues fields are listed according to retail merchant reports.

The Billboard index plays are based on a survey conducted among buyers in the major music department national recapitulation of the weekly pop charts.

THE RECORD INDUSTRY is headed for its all-time peak year according to Brag. Gen. David Sarnoff. The Radio Corporation of America's board chairman made this prediction at his annual year-end statement.

AS THE YEAR CLOSES TO A DRAW, many staff changes are being made among editors at publications of several other companies, with, in some cases, a new distribution setup-in several cities. More changes, say tradepapers, are due to be announced within the next few weeks.

And many other informative news stories, as well as the Howard Roll of Hits and other operator charts.

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300 Attend AMOA Annual Banquet

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Osmon's Regains
Seattle
Chicag0, Dec. 18.—Osmon's Regains said, in its three-game sweep of ABC No. 1 over ABC No. 2, that the leaders
were not only a few pins. The Osmon's team was honored for first place by virtue of a three-game sweep gained by ABC No. 1 over ABC No. 2, last week's leaders.

In other three-game sweeps, Coral Records dunned Mercury Music, B & B Novelties scored Gillette Distributors, and Atlas Music ran over Western Automo.

Star Music took two games from Osmon's, the new league leaders, Melody Music grabbed a pair from Decca Records, and R&B. Photographs stopped Coven Music twice.

Action Stalled
A lot of action is slated for Monday (29) with suspensions and position night on the docket. Five games' difference between first and 11th place makes the race a tough one to stay on top.

Team Standings:

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<th>Team</th>
<th>Wins</th>
<th>Losses</th>
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<td>Osmon's Regains</td>
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<td>16</td>
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<td>ABC Music No. 1</td>
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<td>Star Music</td>
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<td>Fuelable Phonos</td>
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<td>Western Automo</td>
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<td>Gillette Dist.</td>
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MGN Plans
To Run Contest
For Locations

NEWARK, N. J., Dec. 18—Board members of the Music Guild of New Jersey approved a recommendation that the guild conduct a contest and award prizes to locations operated by members.

Dick Stender, MGN executive director, said that no contest details had been established and that a check with the New Jersey Alcoholic Beverage Control Agency will be required before any plans can be determined.

The directors had previously approved the creation of a parts buying guide as a regular section in the MGN house organ. The guide would list parts used in juke box operations, current prices and sources purchased.

Three chairmen have been selected for the group's 15th and 20th anniversary celebrations to be held April 2 at the Military Park Hotel. They are Harold Chaves, arrangements; Herman Halpern, entertainment, and Joe Leidemann, year book.

Illness Halts
Dixon Activity

YOUNGSTOWN, O., Dec. 18—After 30 years in the music business as a distributor and operator, Leo J. Dixon of Dixon Distributing Corporation here, is retiring because of ill health. Dixon, who plans a complete rest, has been in the business for several years.

Dixon's position with the company has been taken over by Jack Mulligan, who has been active in the firm for two and a half years. Dixon started in business in Youngstown and later went to Cleveland as an operator and distri-

butor of photographs. In late years he confined his activities to Youngstown.

Philly Ops
Supply Teens
With Jukes

PHILADELPHIA, Dec. 18—Children playing on 32 of Philadelphia's recreation centers and playgrounds will now be able to relax by playing juke boxes and shuffleboards due to an agreement between the Department of Recreation and the American Machines Association of Philadelphia.

Because of the association's generosity, the deal won't cost the kids a dime. Any members of the association will service the machines and keep them in working order. Each location will be supplied with a Philly Juke and the Children's Bookshelf will have parents to transport the machines to the playgrounds so their children are making out.

$10,000 CHRISTMAS
Hosts for Holidays

DENVER, Dec. 18.—A $10,000 Christmas tree is but one example of the Christmas season, but it has become an annual tradition with Coloma Senter, pioneer Denver juke box and game dis-

tributor. He and his wife host virtually thousands of visitors who wander the halls and take a close look at the tree in the living room of their home. Besides the tree, Senter displays a complete collection of hundreds of Christmas carols in the basement recreation room.

More than 750 lights and 4,000 ornaments go into the tree each Christmas season. The Senter home is at 1143 South Logan Street, Denver.

Trims 700 Pounds
Trim on the tree weighs over 700 pounds. It took the company three days before the tree was ready for them.

Mrs. Senter requires a full week, working 16 hours a day, to trim the tree. At times the two arrange annual conversation pieces, including an original 200-piece miniature village, consisting of houses, churches and miniature steeples which peak Christmas mood.

Senter and his wife have scoured the earth the past 20 years accumulating the 300 trees and ornaments and yuletide lore. For example, the ball hanging on the Christmas tree is hundreds of old-fashioned German bulbs of hand-blown glass eight inches in diameter. Swedish and Norwegian snovflakes ornaments are made of paper, tin, and other materials, delicate hand-fash-
dioned miniauture kinds of blown glass from Czechoslovakia.

1,000 Outdoor Lights
Each year when the big tree is completed the Senter's decide to show it to the public, a thousand outdoor lights are turned on around the house and their grills floss in front of the house.

BOWLING ALONG
Advance Holds
Lead in AMOA League

MIAMI, Dec. 18.—Advance Music continued its winning ways by locking out the regulars in the AMOA Ammest 4 to 0 Monday (6) in the Christmas Bowling Classic at the Paradise Bowling Lanes. As a result of the loss, Advance holds on the league leadership.

In other games, second-place Music Makers split four games, with one lost. Third-place AMOA, captured 3 points to Acme's 2 points, Acme darling and Oil 3 points and AMOA took three out of four points. The standings after the finals:

1. Advance Music... 33 7
2. Music Makers... 26 12
3. AMOA... 22 16
4. Acme Music... 19 20
5. Radio Center... 17 20
6. Marino Music... 17 23
7. All-City... 10 31
8. American Operators... 9 31

The wild scramble for third place in the standings now involves Ross Rock-On, who holds the spot, and Acme Music, Radio Center and Marino Music. All are closely bunched, with only a few games separating third place from each place.

Ardant Rogan, Marino Music, stole his old friend by rolling a 311 game, to emerge leader for the evening in that department. Leon Gus, Advance Music, captured 40 high totals with 513. High team game went to Acme Music with 711, and high team set to Advance Music with 2157 points.

Jack Terry, a newcomer to the Music Makers squad, hit his average right on one eve-

ning and reduced his handicap to 200 points.

Noteworthy performances were turned in by Max Roeder, Acme Music, with a one-game 307; Dave Sheidt, Radio Center, with a 194 and a 177; Leon Gus, Advance Music, with a 149; Vicie Amato, Gus' teammate, with a 177; and Morry Howrath, Ross Rock-On, with a 187.

CHI OPS GET
NEW LICENSE
SYSTEM JAN. 1

CHICAGO, Dec. 18.—City juke box and amusement game operators will face a new system of machine licensing, effective January 1.

The new system will not affect the business operations, other than that separate appli-
cations must be filled out for each juke box, giving description and data as to the individ-
uals and companies operating the machines (Amusement game section.)
OUTDATED IDEAS OF WHAT A JUKE BOX SHOULD SOUND AND LOOK LIKE FADE AWAY AS THE NEW AMI MODEL "F" GIVES OPERATORS THE BUSINESS STIMULANT OF SOMETHING AMAZINGLY NEW, STRIKINGLY DIFFERENT

Color that Entices
Designers showed no timidity in creating the "F"'s range of eight smart, new colors. With brilliant color demanded in automobiles, home and office appliances, it was evident that a juke box also needed color to reap the benefits of the public's growing consciousness of color.

Practically every color in the spectrum can be found in the new "F" line. There's a "socko" effect for every location, yet perfect taste and harmony, with these decorator colors that enhance the wealth of metal trims, the cabinet's luxurious fittings. The Model "F" glows with life, excitement, play-stirring stimulation.

High Fidelity that IS High Fidelity
The sensational new "F" horn system ends indecision about high fidelity with its introduction of Sonoramic Sound—another AMI FIRST! AMI uses horns for the same purpose as they are used in the most expensive custom-built High Fidelity installations—superbly reproduced music. You hear the difference immediately. With the "F"'s bass horn alone equivalent to NINE 12 inch speakers, who can argue against this kind of performance? Yet, you don't pay a penny extra for all the plus you get with the Model "F".

Service that's a Cinch
Ease of maintenance and speed of service is outstanding with the Model "F". Clean line design keeps this juke box looking fresh and new. Its open-wide accessibility from the front puts an end to back door nuisance. There is never a need to move the "F" from the wall to get at it—or to put it against the wall to hide an unsightly back. Quick-disconnect parts eliminate trailing wires. The entire coin system is right at hand when the front door is opened, with a light that covers the entire service compartment. Shorter hours for service mean longer hours of performance with the Model "F".

Say "Goodbye" to the Past—"Hello" to the Present—and Face the Future with Confidence and the New Model "F"

AMI Incorporated

General Offices and Factory, 1300 Union Avenue, S.E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the EMA AMI Juke Box sold through Ozcz Siewby A/S, 5 Palsgarden, Copenhagen K., Denmark
Communications machinery for the holidays.

Mrs. Joan S. Kline of Hollywood is looking forward to a Christmas vacation in St. Barts, and will spend three weeks in Saint Thomas, St. Kitts, and Antigua.

Mike J. Williams, president of the United Federation of Commerce, said, "We have a lot of work to do for the holidays, and we're looking forward to a successful season."

To All Our Dear Readers:

Thank you for your continued support of our magazine. We wish you and your families a happy and healthy holiday season.

Sincerely,

The Editors
WURLITZER PHONOGRAPH DISTRIBUTORS JOIN THE WURLITZER SALES DEPARTMENT IN WISHING YOU THE HAPPIEST OF HOLIDAYS
COINMEN YOU KNOW

Deejays, Ads

Increase Vital. The first step in that effort is to explain the increase to the public. A protocol survey conducted by UMO showed that about two-thirds of local operators were converting their equipment to dime and four-cent play. The rest are expected to switch to dime and three-cent play because of the difficulty of converting some older types of equipment. UMO is preparing a guide on how to set up each of the many different types of equipment available, even the may occasionally be found in a local store.

A highly significant figure was revealed by the Small UMO, which reported that it had received from 1966 newspapers for the week ending December 10. Morgen, Mich., operators, more money each week than the past, at the lower price.

The last step in UMO's public relations program is to explain the change in the one-cent machine. When letters explaining dime box play were sent to 7,000 loca-

datcd newspapers of the area. (The Billboard, December 18).

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—only in The Billboard—last week?

NEED FOR COPYRIGHT STUDY BY FACT-FINDERS—The President explained in last of planned series of editorials by The Billboard. Points out important of explaining reasons for the box plan. The Commission would be able to go beyond organization, licensing and licensing of operators; to better understand problems and opinions of both groups. (Page 58, Billboard, December 18).

DIME BOX TREND BULLS. Omaha music operators take action. Complete details of discussions, plans to date. Dime play catching on at Hartford, Conn. Detroit operator Launch public relations campaign to explain dime box play. (Pages 57, 58, Billboard, December 18).

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Dairymen Told Vendors Cut Milk Surplus

ST. PAUL, Dec. 18—Increased use of television was crite- rion of one of two major methods of reducing milk deliveries to milk and school administrator M. W. St. Paul in the State Super- vising Building here.

The session was called by the Minnesota Milk and Agriculture and was told the role of milk vending units by several speakers.

Taylor, supervisor of the school lunch program for the Minnesota Department of Education, said that milk vending units could be used in schools to help overcome refrigeration problems which are becoming acute.

Lloyd Brandt, of the State agriculture, commented on the daily industry's problem in (Continued on page 43)

1955 May Be Best Year for Frozen Orange

NEW YORK, Dec. 18—W. King Kendrick, general sales manager of the Northern Fruit Marketing Corp., (Continued on page 43)

Greene Cites In '54; Looks

NEW YORK, Dec. 18—Robert Z. Greene, president of the New York Company, announced the 1954 advances in automatic merchandising and the profitable results of 1955 this week.

"The vending industry's gross sales this year neared the record $8 billion, the Greene said. "According to the second estimate." 

Some of the merchandising ideas that will help boost the gross even higher are: self-service, frozen foods, canned drinks, automat, re, has, coffee vending machines, store front vending machines, etc.

"Already on the industry's drafting table is the 'automat' in the true meaning of the word. In addition to the usual items available vending machine dishes, they will be selling food items. In fact, they will be building complete meals, " said Greene.

Milk Meals News

Cigarettes and candy continued to lead vending sales. Continued Greene, "The tobacco industry has made the biggest news of the year, with some 10,000 milk vendors (many of them outdoors at sports) for the year, but they are still an important part of the vending business, and no one should be neglected just because they have always been there."

Greene continued, "These added sales are likely to double in 1955, and may eventually wipe out the entire milk milk.

"Another good news story was the introduction of "dairy milk" package. The product is a good substitute in many homes and at restaurants. It will be a big seller, " said Greene.

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Service Keystone of Op's Rise
• Continued from page 63

and pleased enough with the
Vending Full-Time
Vending

When the opportunity came
to buy 20 machines on a long-term
basis, Groff realized that he
had to order changed business
and he changed the service station
to handle full time to vending.

Within the next two weeks he
sold 50 machines on both
different machines and under
the family automobile for
delivery of soda and a rented truck
to move the machines.

Yet his enthusiasm didn't
pull all the way, Groff

In the family automobile for
delivery of soda and a rented truck
to move the machines.

Have it all found that it is
good personal service and accom-
modation to the location owner which
led to the venture's success.

Service Key Factor
“All of us have the same lines
of cigarettes to offer, good

Cigarette and Candy Machines
All machines have been built
exclusively for vending

CHRISTMAS SPECIALS!
Caesars. In Cincinnati, Ohio.

FLORENCE, Ky., Dec. 31.—

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

You are a fraction of a cent
per piece—when you subscribe to VEND—the magazine of

cost is reduced 10c.

Estate, 570 extreme, you save $1.00.

YOUR AMERICAN RED CROSS IS ALWAYS

WE GUARANTEE TO MAKE YOU

VICTOR'S TOPPER

VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor... Of

Cabinet of two-toned oak—trimmed in striped walnut. Seat, springs and

Less than 25 cases... $71.80 per case

25 cases or more... 67.80 per case

With Your VICTOR DISTRIBUTOR for
VEND and OUTSTANDING CHARGES for Bulk and Capsule Vending

VICTOR VENDING CORP.
3751-13 S. Wabash Ave., Chicago 24, Ill.


cigarettes to offer, good

Vendors. The only difference

least to 500-1000-cent box of
gos.

This, the only differ-

the location owner's appreci-

VEND Magazine, 1116 Patterson St., Cincinnati 22, Ohio

The City Council Jake has voted to

to take its place in the kitchen

The Cincinnati Vending Association

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Dairymen • Continued from page 63

under consumption" rather than "over production," pointed out the need for a credit union, which would allow them to pump more milk, and cited to milk vendors as an important marketing tool.

Milk vending units, he said, can solve the problem. They are the group's favorite placement of vending units. Research shows that if every vending device was located on a farm, everyone would buy a whole gallon of milk from the vending equipment. However, as dairyman Jack Eid, of the Yermo Cooperative, asked, "Is it possible to get more vendors on the road or not, to give the customer an opportunity to select?"

The opportunity in Milk

Gene White of Hopkins, Minnesota, representing Champion Used Vending Company, told the session that the 1,000,000 vending units in operation throughout the United States are only 12,000 to 14,000 handle milk.

"Gives the customer a choice," White said, "milk will sell favorably against any other beverage and, in most parts of the country, at competitive prices.

According to White, automatic vending of quarts and half gallons is the challenge of the industry. Sells the greatest challenge of the dairy industry's had to sell milk was to supplement. The handle of residential neighborhoods by location of machines either outdoor or in the building. In the few cases, there are dispensers, he said, could understand annual milk with milk regulators and would be in addition to the already existing business from the pint and quart vending units.

Frozen Orange • Continued from page 63

mates, the Florida orange concentrate should exceed last year's production. He predicted that the state's production revenue would be about 30 percent.

The same kind of optimism was found in the hands of packers, he said, it is only slightly more than the amount produced in the state. It's an indication that until the next pack is over, the retail outlet.

Five Brands

Harold C. Dick, national sales manager for the Minute Maid Corporation which recently purchased a large-interest in the company, said that this year's five-year-old brands of Florida orange juice is the result of the distribution until the next pack is over.

The balance, he said, was split among the 112 unadvertised labels. But, he added, in this monumental task for both brands.

Near 30 per cent of all the frozen orange concentrates produced will be consumed in New York, according to C. C. Baur, executive vice-president of the Minute Maid Corporation.

Yielding Op Losses Court Battle

MIAMI, Dec. 18—Supreme Distributors lost a court decision today in which the industry made four page headlines in the local papers.

A jury in Civil Court here in deciding in the suit brought by Supreme National Bank of a bar. The coin machine company claimed that in 1927 it was on a $200 adva- nce for a cigarette vending machine.

Judge Heffernan charged the two jurors who couldn't agree, and attributed both sides to accept the verdict of the other. But the only reason known which the four jurors had decided.

Dairyman J. Robert Smith, who has been with the National Bank for a year, was on a $200 ad- vance for a cigarette vending machine.

Unfortunately for Supreme, the case will not be final until a verdict is entered for the defendant.

FCM May Shift Finance Plan • Continued from page 63

the requirement providing that all vending machines be electronically cleared, said Eid, would go into effect next month. He said that the new electronic device, which is equipped with a "good" vending machine, will allow for vending equipment on the market.

"However, he added, various con- ditions must be met before vending machines will meet the require- ments for vending machines to be cleared automatically.

Push-Button • Continued from page 67

complicated set of instruc- tions would involve. So far, there hasn't been much trouble.

An illuminated sign stop the vendor tells the customer he needs a gift to anyone anywhere in the United States. Price of items are marked on the display window, with a code number beside each item. A diagonal writing is provided in the center section of the machine, with complete instructions appearing behind a glass enclosure.

The writing and instruction area is away from the vending area to decrease recognition, giving potential purchaser a chance to study the item before committing his sale.

Price Range

Items are displayed in a range price from $2.00 to $4.00, with a five-pound box of Whitman Sours being $2.50 and a $2.50 box of candy.

At Grand Central the vendor is on the upper level, West end, off Vanderbilt Avenue. At Pennsylvania Station it is on the upper level between the double doors leading to the main concourse. Both locations are in the most heavily trafficked section of the station.

While the customer is usually able to purchase items identical to those in the gift shop at the station, many of which are commissary, the vendor will also be an "on-the-spot" customer, about two minutes to make a purchase, with the trouble of gift wrapping, stamp and mailing all done for him.

Here's the Big Money

That's Bringing the Big Money

NORTHERN SUPER JET

The hottest money-maker in the Charm Field today

Magic Flow Hopper for accurate vending of ALL capsules.

★ Giant capacity; wide open top for easy loading.
★ Distinctive three-dimensional display front.
★ Baked enamel or bright chrome-plated finish.

THE NORTHERN DISTRIBUTOR OR WRITE

THE NORTHERN WESTERN CORPORATION

3124 E. Armstrong Street
Morrill, Illinois

Greetings to
YOU AND YOU AND YOU

AND EVERYONE, EVERYWHERE

Sam, George & Sid Eppy

GIVE TO DAMON RUNNYCUP CANCER FUND
**THE BILLBOARD INDEX**

**ADVERTISED USE MACHINE PRICES**

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issue of August 25, 1954. All advertised vending machines sold at retail. While every attempt was made to include all ads, in the case of bulk vendors, only the simple machine price is listed. Any price described as "points" refers to the number of points from which the advertisement was printed. Frequency with which the advertisement is run is indicated in a box on the right column. Wherever possible, a price is included for a "store's model," in which case "store's model" is noted in front of the price. In cases where appearance is an important factor, this is noted in an asterisk.

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**G. P. Brauburger, PM Director, Dies**

ELIZABETH, N. J., Dec. 18—George P. Brauburger, 69, a board member of Philip Morris & Company Ltd., Inc., died Friday (10) at his home here. He had served on the board for 20 years and retired a year ago.

Brauburger had been the firm’s legal counsel since 1936. He leaves a wife, two sons, a sister and four grandchildren.

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**Price Announces Candle Charms**

NEW YORK, Dec. 18—The Paul A. Price Co. announced that the show announced it is in production on Candlestick and Charm candles for the capsule market.

The Candlesticks, copper and silver plated, come in mixed colors, as do the candles. Candlesticks are white, contain wicks, and may be tilted the same as regular candles.

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** 구성된 정보**

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**Price Announces Candle Charms**

NEW YORK, Dec. 18—The Paul A. Price Co. announced that the show announced it is in production on Candlestick and Charm candles for the capsule market.

The Candlesticks, copper and silver plated, come in mixed colors, as do the candles. Candlesticks are white, contain wicks, and may be tilted the same as regular candles.
**Chi Gets New Game, Juke License System**

City to Issue Tax Card, Sticker For Individual Units, January 1

CHICAGO, Dec. 15 — City’s amusement game and juke box operators face a new era of ma-
sage and control under legislation enacted by the city council here yesterday.

The main change in the new system is an individual tax card and sticker system for each machine that was not legal under city ordi-

 Cannibals, a page long, will sticker the licenses issued by the city’s Collector’s Office are more com-

pact, will be placed on machines for office record.

The tax card operators receive for each game will bear a license number corresponding to their machine; no one else could use the same number on another machine.

In this way the individual machine will be checked by authorities with the license number recorded on the tax card.

According to the city Collector’s office, the new system was introduced primarily for the purpose of simplifying the permitting process, and also to give the tax collector a better way of keeping track of individual machine correspondents.

**United Bows New Gun, Shuffle Bowling Games**

CHICAGO, Dec. 15 — United Manufacturing Company an-

nounced plans today to produce a new gun and two new juke box models, both of which are expected to show significant improvement over the current models.

Bosun Gun, the new juke box, is equipped with a new 22 rifle that operates on the same principle as the previous models, but with a more refined mechanism and better balance.

The Mars Shuffle and the Deluxe Mars Shuffle Alley, the shuffle bowling games, feature double and triple scores for the player’s satisfaction and a new, easier-to-use feature called "easy telling," which makes it easier for beginners to understand the game.

**KC Outlaws Pinballs; Operator Appeal Sought**

KANSAS CITY, Mo., Dec. 18 — An ordinance outlawing hugging-type pinball games that had been passed this week by the city council by a vote of eight to one.

Mayor John 100, Kansas City’s pinball machine operators and cafe and tavern owners as well, were not included in the prohibition, but were not copied by the city officials.

One such pinball machine, the "Silverman’s Beer" machine, was later seized by the police and ordered deferred, and the game was declared illegal in the city. The group may appeal later.

Mayor William E. Kemp revealed that the game has been seized a year earlier and had been operating on a committee for that time.

"No Question," anyone who has a chance said to the operator of the machine has a chance to do so at present," he said. "Police

officials, liquor and welfare department officials have agreed that these games are ille-


gally used.

Thomas J. Gavini, councilman, (Continued on page 37)

**DENVER DIMES PLAGUE SW OPS**

DENVER, Dec. 12 — Denver Mint dimes—circa 1954—

were found to be three of thousands of an inch thicker than usual in a new 10-cent piece. Operators in the coin trade have informed the police that this resulted from the use of a new die which had not been taken care of.

When used in vending machines, the thick dime has been found to cause difficulty of purchase due to its size.

Copyrighted material
Sept. Game Tax Below '53 Mark

WASHINGTON, Dec. 18—Collec-
tions of federal taxes on coin-
operated amusement and gaming
devices in September showed a
marked drop from a year ago, the
Internal Revenue Service reported
this week. The federal tax on coin-op-
erated amusement devices in September
was $382,000, compared with $537,000
a year ago. This was $95,000 less than
the $482,000 reported in September
1953.

New Service Feature on Bally Bowlers

CHICAGO, Dec. 18—Incorpo-
rated in its new shuffle bowlers,
Magic-Bowler and Myth-Bowler,
Bally Manufacturing Company has
introduced a feature that greatly
diminishes service work.

The operator simply unlocks the
federally required combination
locks on the front of the machine
and removes the lock. He then
keeps the lock for future use on
the same machine.

Jack Nelson, Bally general sales
manager, describes the new service
feature as follows:

"The new feature is a real
saver. It is the perfect solution to
the problem of service work. It
removes the necessity for taking
the lock off the machine."

According to Nelson, the new
completely serviced machines, with all
contact points, are plenty visible and
easy to adjust and, in addition, there is
no need to get at all wire connec-
tions.

J. Aldrighetti Takes Over Coin Movie Film

DETROIT, Dec. 18—Joseph
Aldrighetti is now operating the
coin-operated movie machine firm,
Centron Photographics, Inc., Deau-
born, as the sole owner fol-
lowing the dissolution of his co-
partnership with Raymond Reit.

Reit, who formed the company with
Aldrighetti seven years ago, left the
firm to return to his former work as
projectionist. He is with the lamp
organization.

Aldrighetti now is operating the
entire movie equipment of both
locations at Detroit Amendment Amer-
ican Radio History, 220 W. Madison St.,
Chicago, Ill. (212) 477-3878

ADVERTISING RATES

The Billboard Index

Published in The Billboard weekly
issue, the Advertising Index consists
of the classified advertising space
offered by coin machine and related
companies. All signs are on a
trade and industry basis.

Classified Advertising

Display Classified Ads

Important Information

In determining costs of and rulesGtaneous machinery, parts and
Quotes, which are subject to

CASH WITH ORDER:

ADDRESS ALL ORDERS AND INQUIRIES To:

The Billboard PUBLISHING Co., 2160 PATTERSON ST., CINCINNATI 2, OHIO

Use This Handy Form Today

Forms close Thursday for the following week's issue. Please use parcel when filling in this form.

1. Cut out your ad to this form.
2. Fill in all pertinent information:
   □ Business Opportunities
   □ Parts, Supplies & Services
   □ Routes for Sale
   □ Used Coin-Operated Equipment
   □ Help Wanted
   □ Inserts (4x6 cards)

3. Check classification you want your ad to appear under.
4. Send via parcel post or return to:
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   PUBLISHING Co., 2160 PATTERSON ST., CINCINNATI 2, OHIO

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tions.
Outlaws Pinballs

- Continued from page 67

"I recall the first time this measure was voted on that there was a discussion on whether this type of gun constitutes a gambling device.

"If we say this game is a gambling device, than we are saying that coin-operated machines are gambling devices, even the kind that sell different colored balls of gum. In the same manner you can say that the coin in your pocket is a gambling device."

"We should send this measure back to the committee and have these people know it.

Counselman Robert J. Benson then moved a prohibition of coin-operated Machines by state law, as a nuisance, not as gambling devices.

Coin Farms

- Continued from page 67


Other exhibitors include Cascar Dispenser, Inc.; Coca-Cola Company; Arthur H. DeGroote, and Seeburg Reconditioning Corporation, and Rowe Manufacturing Company.

Oklahoma City Ops To Ask Pin Laws

Oklahoma City, Dec. 18—Pinball operators here are planning to work for legislation which will make the games legal, as of the present law.

Disagreed by the tactics they have been forced to use because of recurring police action against the games, owners said they would rather have no law than an unfair one.

Doubles Exports

Continued from page 67

Fun centers are cheaper than before.

Air transport also cuts in international costs and prices, according to Cadlorn.

The firm which ships coin machines by steamer out of Chicago during the shipping season, which closes about a week later in November.

Top market countries for coin machines are Trans-Worls—Venezuela, Belgium, Switserland, Germany, France, Asia.

A permit is required from the French government to ship machines in to that country, but the market is opening up to the rest of the world.

Belgium, Germany and Switserland are now among the larger buyers for Trans-World coin machines exported.

Colombia, Peru, Honduras, Nicaragua, British West Indies, Guatemala and San Salvador are the best prospects for the firm in the Latin American market.

Trans-Worls acquires both used and new machines, buying from owners of other dealers.

The firm is able to get a better price for machines by dealing directly with operators. Theme is to get them to purchase new machines from the proprietors in Central and South America to counteract efforts of traveling representatives for European trade.

One reason why firms, not exporting machines, are making only small shipments, is that according to Cadlorn, is the document required. Preparation of documents, says Cadlorn, is a real job.

Whether a ship is large or small, this is a time consuming operation.

The importer must figure out what to get to product to the customer with minimum delay and lowest cost to the customer.

As for the future of export sales in coin machines, Cadlorn says that sales in Latin America are unpredictable. He says you cannot have sales cut back after a good start in the export market.

Statistics

Continued from page 67

Boxes for "Coin Operated Machine" and "Coin-Operated Parlor or Penny Arcade" appear.

Item 11 in the form, which covers amusement and recreation, is devoted to coin-operated machines.

Number and Receipts

The USDA wants to know the number of machines and receipts by type of machine. Under announced that every box falls into one category and all other do not.

Service machines are broken down into two groups—driving machines and driving driving units, and all others, including scales and printing machines.

Vendors from another category.

The Department also wants to know how much revenue the operator takes in by servicing and making repairs. The Bureau also wants to know how much revenue the operator takes in by servicing and making repairs. The Bureau also wants to know how much revenue the operator takes in by servicing and making repairs.

The Bureau of the Census pointed out that all information contained in the form is confidential and only used USDA employees.

Wrenn Named

Continued from page 67

Wrenn gave his family full knowledge of the company and how it is run. He also said that he will continue to make their home in Dallas.

Season's Greetings

To all our friends

from

Joe Kline
Wally Finke
Sam Kolber
Fred Klein
and all the staff

C Give to Damon Runyon Cancer Fund
United Bows
*Continued from page 67*
score with a number flashing on the
background. The width of the game is 20
inches, the depth of the cabinet is 23
inches, and the height is 27-1/2
inches. The trigger circuit has been altered to permit more
accurate shots.

The main attraction of the 2-player Marv Taffle Alley unit is a mechanism that makes strikes consecutively harder to get in each set of frames. This means that while the player can get a strike, this easy in the first frame, he must try a little harder in the second, and much even a better shot in the third frame to get strikes, and so on for each set of three frames. A little study indicates whether the player's shot was an easy, medium, or hard.

Scores are made on the basis of 20 for a strike and 20 for a spare, but the player may double or triple these scores when he has a string of one or two strikes in the previous frames. Strike light up on the background indicating when the player has made one strike or two strikes in a row, making him eligible for the higher scores in the next frame.

Marv Taffle Alley is available in either eight or nine-foot length, and is equipped with ball, three-color, ball, or three-color, three-ball, and three-ball, four-quarter play. The Six Star Alley has all the features of the regular model, and also has a "racing" feature, with the player using stars to spell a word. The frames, U.N.T.E.D.S, light up on the background.

Miami Beach
*Continued from page 67*
machines. The bill will become law January 1.

The ordinance also provides that each coin-operated game up to $5 will carry a $30 license fee, but the change is $50 for each machine.

Another section of the new law provides that however much a machine is worth to the operator who buy their own joke box or game, must purchase a license at $77.65 for each. The old ordinance set the price at only $30.

City Clerk C. W. Tomlinson be-

When mattress ad...

SAY YOU SAW IT IN THE BILLBOARD!
NEW ACTION in Novelty Replay Locations
with
Williams
LULU

"Beat-the-Clock" Feature!
* Ball in either Skill Hole or
'H' or 'D' rollover operates clock

It's Another Williams Winner!

See your Williams Distributor!
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

SEASON’S GREETINGS
TO ALL OF OUR FRIENDS
from
Williams
MANUFACTURING COMPANY

HOLIDAY GREETINGS
from
J. H. KEENEEY CO., INC.
WANTED--BINGO MECHANIC

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

BOX 770
The Billboard, Chicago, Ill.

SAY YOU SAW IT IN THE BILLBOARD!
BIG EXTRA BONUS: New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!
- Rabbits—Phaenants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejeter + Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME

**2 BONUS POINTS** added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 if option of operator.

**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 moving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

Order KEENEY'S Deluxe SPORTSMAN NOW. Don't Delay!

BINGO SPECIALS

<table>
<thead>
<tr>
<th>Hi-Lo</th>
<th>Surf Club</th>
<th>Palm Springs</th>
<th>Beach Club</th>
<th>Duke Ranch</th>
<th>Bally Beauty</th>
<th>Yacht Club</th>
<th>Frolicks</th>
<th>Atlantic City</th>
<th>Spot Light</th>
<th>Johnson Farebox Coin Counters, slightly used, like new</th>
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</table>

TO ALL OUR FRIENDS—A Very Merry Christmas! and a Happy New Year

Order 1924 30th 1954 ANNIVERSARY

Remember in New England IT'S TRIMOUNT!

To Our Many Friends, Everywhere From the entire Atlas Music Staff

Deluxe SPORTSMAN

NOTE NEWLY DESIGNED GUN WITHOUT CHAIN

KEENEY'S DELUXE SPORTSMAN

25 SHOTS 10c

KEENEY'S DISTRIBUTOR NOW! SEE YOUR KEENEY DISTRIBUTOR NOW!
GUARANTEED
BEST
GENCO'S BIG TOP
RIFLE GALLERY

Brand-New MOVING TARGETS Exclusive with Genco!
Super Realistic Automatic Re-setting "New Puff-Out"
SWIMMING DUCKS SWINGING CLOWN LIGHTED CANDLES and All-New Fall-Over Targets
The only rifle on the market with the AUTOMATIC RAPID-FIRE TRIGGER...an added feature for the expert player.
CABINET only 29½" wide—will go through ANY DOOR!
Convertible from Novelty to Match and Replay (optional)

Joe Ash Says...
FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

SPECIALS!

Searsburg COOL HUNT........... $250.00
GENCO RIFLE GALLERY......... 375.00
GENCO SKY GUNNER............. 175.00
GENCO NIGHT FIGHTER........... 175.00
ADVANCE BOWLERS................. 175.00
SUPER FRAME BOWlers............ 200.00
CROSS CROSS BOWLERS........... 325.00
TRIPLE SCORE BOWLERS........... 175.00
UNIVERSITY COIN MACHINE EXCHANGE

Hold That Tiger!

Yes HOLD EVERYTHING
UNTIL YOU SEE AND SHOOT

Shaffer Music Co.

Best Wishes To You
For A
Very Merry Christmas

AMERICAN RADIO HISTORY INC.

Dec. 5th, 1954

WANTED
SERVICE MAN
To keep machines and service on loca-
tion. Must be thoroughly experienced
on shuffle games. Route located on
south side of Chicago. Include refer-
ences and phone number in first letter.
STARTING SALARY $125 PER WEEK
BOX 773

AMERICAN RADIO HISTORY INC.
Two for the Money...

Gottlieb's flashy, colorful and proven, accepted

Gottlieb's Super JUMBO

- Multi-Tilt Feature: Action continues for remaining players even though one or more players tilt out their own scores.
- Triple Match Feature: With multiple play awards.
- Modern Massive Cabinet.
- Burglar-Proof Cash Box.
- Advance Design Scoring Units! A Gottlieb perfected unit with heavy duty calls, metal drums for easy cleaning.

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

See them at your distributor now!


Merry Christmas to All from WORLD WIDE!

Late Shuffle Games

Bally Bingos

5-Ball Games

Brand New Chicago Coin Flash Bowler $450

World Wide Distribution

Gottlieb's Jazzy sticker

Bingo Games

Electric Scoreboards

Shuffleboards

Overhead Scoreboards

Zig-Zag Table Game

Monroe COIN MACHINE EXCHANGE, INC.

Your American Red Cross is Always There After Tragedy Strikes

EXCLUSIVE DISTRIBUTORS FOR

CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

Monroe Coin Machine Exchange, Inc.

1455 Payne Avenue, Cleveland 4, Ohio

(3) 513-5-67

December 25, 1954

The Billboard

Coin Machines 75
MORE players play MORE thanks to new SUPER-STRIKE feature

TYPICAL comment, based on location, tells the play-appeal reason for the record-smashing earning power of the newest Bally shuffle-bowling sensation—Magic-Bowler (with match-feature) and Mystic-Bowler (without match-feature).

"I'm not too good," says an average player, "but I can score Strikes when I try. So, even if I don't hit many Super-Strikes, I have fun."

Says a better-than-average bowler: "I can hit Strikes with my eyes closed, but you really have to be good to hit those fancy big-score Super-Strikes, and I keep trying to build up my Super-Strike average."

Super-Strikes are Strikes scored with extra skill in straight-lining the puck. Strikes are scored when puck travels along the yellow strike-lanes (gray in photograph), knocking down all 10 pins. But, if the puck strays between red lines (black in photograph) marked on the strike lanes, score for all pins down is Super-Strike, ranging up to a juicy 500. Thus all types of players, from the non-and-sham shuffler to the super-skilled regular, get a big dime's worth of amusement when they play Magic-Bowler and Mystic-Bowler.

Operators reap the benefit in bigger, steadier collections.

Appeals to All
Average players hit enough Strikes on Magic-Bowler and Mystic-Bowler to hold their interest, while they keep on trying 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.

Result: MORE players play MORE, operators earn MORE!

Who needs muscles?
Fairest little secretary in your office can raise playfield lid of Magic-Bowler or Mystic-Bowler with finger-tip pressure. Opening or closing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Distributor today.

POPULAR Speed-Control SCORE-BOOSTER
Players control speed of shot—too fast, too slow—to ring up highest scores for Strikes, Super-Strikes and the new thrilling Super-Strikes.

Bally

Magic-Bowler

Mystic-Bowler

WITH POPULAR MATCH-PLAY

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois
chicago coin's FIREBALL

Another FIRST in Bowling Games!

Featuring...

"Flash-O-Matic" SCORING

WITH TRAVELING SCORE LITES

IN FORMICA PLAYFIELD!

FOUR DRUM SCORING!

ALL 4 DRUMS OPERATE TO SCORE!

TWO GAMES IN ONE!

Easily Adjustable from "Flash-O-Matic" to Advance Scoring!

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!

The Most Exciting and Fascinating Innovation in Bowling Games in Years!

Chicago Coin's THUNDERBOLT BOWLER

New! . . . 4-WAY MATCH PLAY!

New! . . . EXCITING SUSPENSE FEATURE!

"FLASH-O-MATIC" FOUR DRUM SCORING!

SEE YOUR DISTRIBUTOR 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.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois
CARNIVAL GUN

WITH

BIG EXTRA BONUS TIME FEATURE

HIGHER SCORES

YOUR SCORE FOR MARKSMANSHIP PLUS

2 BONUS POINTS FOR EACH UNIT OF TIME UNDER 60

ENTIRELY NEW DESIGN MECHANISM

AUTOMATIC TOTALIZER ADDS BONUS POINTS TO SCORE

INTRODUCED FOR FIRST TIME...

MOVING TARGETS REQUIRED

Genuine

Famous MATCH-A-SCORE FEATURE

REAL MARKSMANSHIP REQUIRED

NEW TARGETS

RABBITS, DUCKS, SQUIRRELS, BULL'S EYES

SEE YOUR DISTRIBUTOR

25 SHOTS
10¢

OTHER

UNITED HITS
NOW AT YOUR DISTRIBUTOR

SINGAPORE
Fast Action In-Line Game

6-PLAYER SHUFFLE ALLEY BOWLING GAMES

TARGETTE
6-PLAYER SHUFFLE-TYPE SKEE-TARGETTE GAME

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

www.americanradiohistory.com
SEASON'S GREETINGS
from the J. P. SEEBURG CORPORATION and all SEEBURG DISTRIBUTORS