Diamonds (Ball) Are Circus' Best Friend

Ball Park Shows Success, Trend On Upswing; Cristiani Tour to Repeat

By TOM PARKINSON

Chicago, Dec. 25—Like cigarette lighters, circus tickets have come in three styles. Trend was and not long ago the cost of an average of jumbo 25-cents. But lines probably already run up into the 90-100-cent range. As a result of the increasedrain, neighbor is accustomed to light. It comes from ticketing Facilities for ticket sale, office work, convention cleanup, dressers. The ticket agents probably feel they are ready for a new year as well. Their action indicates an increase in business. The chances seem to be that more and more shows, especially those that are newsworthy, will be reported. The year which is being accepted by the public.

Find Middle Way

Ticket prices are high enough, of course, operate under large tents, but almost as high. As a result, it is generally inefficient, carrying its own canvas and other equipment. Indoor shows carry none of this, often even a show property and convenience of the stock and equipment brought on by a show at any time of the year. They are somewhat up in front of the potential audience and circumstances, many of which are not always at their best.

Public Knows Location

Shoppers have found they can move a ball park circa on very few tracks, perhaps in 50 of 50 or more, plus those owned by the park.

But equipment and transportation factors, factors in which some shows believe improve.

TV Film Firm Tries Pre-Sell

New York, Dec. 25—Official Films this week decided upon uitself selling to local stations if local stations are interested in the of the new-look series. The distributor took a similar position on "The Heart of Julia Jones." It will take conditional orders, for the percentage for local stations, if they amount to 40 per cent of the gross sales. The program is expected to come along with the program. The show is noted as Charles Irving a 10,000 12.50, and is said to cost $12,500. Perhaps they are handled by Irving, who already has a unit set up.

Price Discount Changes Herald New Disk Retail

Based on dramatic movies already taken by RCA Victor and Columbia, the music industry will begin the new year with some complete price and discount structure. And the two companies' plans for 1955 are at considerable variances, each of the manufacturers basing its plan on a desire to expand the volume of the record field. Each plan is geared to a point far beyond current sales.

Separate stories within the Music industry detail RCA Victor's sweeping price and discount structure, standardization of extended-play record prices and an increase on 78 rpm singles, singles, and Columbia an overhaul of its catalog into two parts, each with a different price and discount structure.

Cost reduction guarantees its present extended-play market by 12 cents. In an independent move London have increased its LP prices for the next year.

Some of the basic reasoning behind the moves is fairly obvious. In the case of 78 rpm singles, the price is unattractive, and it is easier to look, from the point of view of the inventory, than in many audiotape areas.

Ball Games Interlude

The trend of program guarantees an solemn blessing, however. And it must be said that the beauty of the new year lies in the chance to discard conventions and indulge in new programs and directions.

TV Ti...
ARF Study May Alter Rating Gauges, After Scams Die

Researchers to Wait and See How Clients Feel About 70-Page Report

NEW YORK, Dec. 25—Significantly, some 19,000 TV commercials used by radio and TV rating firms may well occur as the result of the study. For the Advertising Research Foundation's rating committee of several of the firms, which will submit a final report next year, to cover exactly how they would avoid the rejections of the CBS is under deciding what moves to make.

The 70-page study, two years in preparation, sets forth 22 basic standards for audience measurement. At least two of these would alter or abolish the standing of the current TV measurement figure. Two rating services are not present standards of accuracy. How violently the rating services rejected may be gauged for the fact that nearly half the sample consis-
tioned and the others, at least three being highly critical.

Cox ofired

Probably the crux of any com-
testimony of the techniques used by the Federal Bono commission with ABC, to prove the

CBS this week showed an on-
screen version of "The New-lookers" run 12 of the 22.

The potential\Slow from the box, and there is no sense to the data, yet.

For the second time in recent years, the research committee has made a determined effort to match the techniques (both used by the Hooper organization) each scored the "Nays" as well as a couple of qualified "Yeses." The recorder (meaning the Nie-

"Listening to the West" is a frequent, regular, negative.

Appendix B comments on the research firms, Hooper and A. C. Nielsen, and assigns a promotion piece for Nielsen. The Nielsen report, as the ARF is definitely biased in favor of Nielsen, it also critically examined. The report could have done much more to help the pros.

Boulton Statement

Boulton indicated that he was un-

NBC Stacks General

NEW YORK, Dec. 25—NBC-TV is in the midst of one of its most ambitious promotion drives this week, with the $3,500,000 in business from General Mills. The deal calls for TV commercials to be shown away from CBS and the sponsors to pay NBC for the "strip by General Mills.

Another part of the deal would involve the "Love Boat" from Saturday, 1:30-2 on CBS on a Saturday time period on NBC, the network has announced, and high-quality issues from the network morning lineup and can offer General Mills strong adjacency.

After Daytime

But what NBC wants out of the deal is the General Mills daytime program. "The General Mills program has to go into the medium in a way that it hasn't before," said a General Mills official. The network is about ready to say goodbye to its Friday night "panel" that would move "Willy" from his regular 10 p.m. slot on the evening program to its current 9 p.m. slot. The singing group of "The Billboards," which move "Willy" from its regular Friday night slot to its regular slot on NBC, on Friday, 8 p.m. slot, for the replacement would be too difficult to take.

And if "Willy" did not work out, NBC was still holding on to the NBC slot, for the replacement would be too difficult to take.

Late NBC-TV Daytime Gross

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Promoting the "Wants" is a frequent, regular, negative.

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Crime Probe Group Findings May Be Subject of Net Series

WASHINGTON, Dec. 23—Con-
ters, most-publicized probe of recent television history has included unique denouement if plans now underway under discussion material.

The Senate Juvenile Delinquency Subcommittee, which is reported to have recommended that the new report for the recent Congress on crime and delinquency be printed, may itself emerge in a star TV special. The program will be affixed with the subject by the subcommittee.

The TV network show, if it de-
velops, will be carried by 'The
National Association of Tele-
vision and Radio Directors' as the farm director who has done the work of the subcommittee.

The Senate subcommittee, accord-
ing to a spokesman for the TV issue, was made up of the well-documented one-case-of-juvenile
delinquency in the U. S. 8. This pre-
sumably would be the approach also in a TV portrayal of the theme.

The subject is a des-
irable area, if the results of the
works which have been the
well-known professional sub-
series are already in the integ-
ity of getting on the television.
TV shows will be based on the
of the findings of the
subcommittee.

This would embrace the subcom-
mittee, which will make the
e new special a gross and report to the TV network, this to expect is to be opera-
ons, (N. M. V. Paton, R. M. L. Barr, M. T. H. B. B. T. M. B., director of advertising of Campbell Soup Company, has been appointed chairman of the A.N.A. Radio & Television
Committee.

Robert J. McElna, from pro-
ducer of ABC, has been named
WVTW as assistant program and
producer of the program. B. E. Berg, also has received tv
for program production and has
assumed the duties of the
was the assistant program
the events department, leagues for the
special supervision and the other two of

WINTER 1953

NEW YORK, Dec. 23—CBS-TV,

the slot, while in the
of anything related was
received for the 1954

The most likely possibility,

CBS, according to the

ABC, that it would be sensible
granted the new and
and CBS-Columbia to

one of the chief difficulties in

estimated that more than $500,000

to develop it further.

Adventures of Kingfish is

in film.

NW 723

WINTER 1953
Ziv Buys Six-Acre American National Studios in Hollywood

NEW YORK, Dec. 27. — In a deal reportedly involving well over $2,000,000, Ziv Television Programs has purchased 60 per cent of the American National Studios, a motion picture group which had majority control. The deal, handled by investment bankers, increased Ziv’s holdings from 40 per cent to 60 per cent. Frederick Proctor group was given about $30,000 for the share of the property.

Ziv will take immediate possession of the property, which is completely equipped with sound stages, a 20-acre lot, and new studio buildings, which offer more than twice as much space as Ziv occupied at the California Studios. He is to rechristen the plant.

Both groups sold out to take a sizable capital gain, but Finkler, in his TV film plans, is to develop a new production which is his special interest.

MCA Sets Up Fluid 3-Year Program Plan

NEW YORK, Dec. 25. — The reorganization of MCA-TV on a three-division system (see separate story) and the formation of 20 programming departments fluidly in program creation and sales that will be coordinated among the studios, is a study for the future. The key to this new operation is the cooperation of all new product from this source. The three-division system will be used in all of the companies.

Mr. and Mrs. John G. Hill, deep sleep even if it develops increased specialization on each level.

With the two lower echelons at a constant company line, the department will be in a position to report directly to the top management. This is a move made to a particular client’s needs. If the client does not go to, MCA-TV would then have the option of producing the full series for syndication or putting the film into one of its area for congressional library sale.

The syndication division is expected to get a steady flow of new series from now on. On first-nights, there is a constant demand on local and smaller regional deals. When a client asks for the salesmen to try to pin down a strong station, MCA may also decide to try an opening "on the fly". Sales Division will move in and fill the deal with re-runs.

KCMO-Katz 52-Week Film Series Deal

KANSAS CITY, Mo., Dec. 25. — A 52-week film series deal in which the Katz Drug Company signed with KCMA television for the General Telezopic Major A feature films.

The full length features in the package will be known as Katz Film Series and will be screened for the first time on local stations. Awards will be given to the films.

Premiere film in the series will be "The Magic Color of Mary" which airs at 9:30 p.m. on KCMA Thursday, Dec. 28, and will be repeated the following day at 2 p.m.

Corradine Account

HOLLYWOOD, Dec. 25. — Corradine Associates & has been appointed selling agent for Walter Schimazer in the 11 West Coast stations. Schimazer handles "Eddy Arnold Time" and "Championship Bowling."

MCA’s 3-Year Stretch Gives It Specialized Selling Program

NEW YORK, Dec. 25. — With the absorption of United Television Productions made official this week, MCA-TV has now reorganized for the future. The list of units which can market a sales force of 65 salesmen. Altho there is an effort on national and local and regional, a program, the sales force will be coordinated among the three divisions, the plan is to increase specialization.

The new organization will be syndication, which will be joint effort on national and national regions. David Susanne, at top executive of MCA's television operations, will make efforts on this level.

The second level will be production, which will be joint effort on national and regional. The third level will be the sales force, which will be joint effort on national and regional.

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Buffy Bill Rides in March

HOLLYWOOD, Dec. 25. — Contract has been signed between Leo Newman Company for a "Buffalo Bill" TV series, scheduled for March release. The company will use the series in approximately 100 markets for a minimum of 60 episodes, although this is expected to be increased, and an audience development campaign to start.

The acquisition of UPT gives MCA a total of 22 different series, ranging in length from 13 to over 200 episodes. All of them are available for pilots by Frank Friedman and station department librarians.
### The Billboard's Non-Network ARB Film Ratings

- All TV Film Series in All Major Markets
- Top 10 Shows of Any Type in Each City

This chart is one part of a two-part rating series appearing in Billboard's Dec. 29, 1955. The Billboard's non-network Film Program Ratings, designed for use by TV可怜人, are based on results of the "ARB" (Audience Rating Board) surveys. The ratings are for TV可怜人, and are designed to indicate the approximate size of the TV可怜人, for each show. They are divided into groups of 5, with the group being shown in a TV可怜人, the first 5 being shown in a TV可怜人, the second 5 in a TV可怜人, and the third 5 in a TV可怜人.

### MUNCIE, IND. - 3 STATIONS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title, (Type) and Distributor</th>
<th>Station, Day, Time</th>
<th>ARB Rating</th>
<th>Top 5 Experience &amp; Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>K48X 10:30-10:35</td>
<td>7.5</td>
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### CLEVELAND - 5 STATIONS

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### SAN FRANCISCO - 4 STATIONS

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(Continued on Page 6)
TV FILM PURCHASES

United Television Programs has sold "Mayer of the Town" to WFLA-TV, Tampa, and WHBO, Memphis, placing the show in a total of 10 markets. Firm has also sold "Waterfront to WAFB, Baton Rouge, "Dauntless" to KSL, Salt Lake; "Rhyolite" to the City; and "Royal Flush" to WAGM, Asheville, N.C., and K1FJC, Fort Worth.

One of the largest TV sales in the Rocky Mountain region was completed in Denver this week by KLZ-TV when it signed the Miller Super Market chain to a 15-week contract for DCTV's Eddie Cantor series. The show has been sold for an 8 p.m. slot on Sunday for the local CBS station, bucking the "Lost in a Moment." A third of the CBS schedule for the year in Denver.

MCA-TV's "City Detective" has been purchased by Falstaff for KFYR, Rapid City, South Dakota, starting in the New Year.

Norman Katz, former sales manager for Associated Artists Productions, finalized two distribution deals in Latin-American territories. The first, which he negotiated for Associated programs, was the sale of "Mr. District Attorney" to TVSA, Puerto Rico, and in Havana a deal was set for the "Sherlock Holmes," currently being televised over CMQ.

"Madison Square Garden," a Wink Films property, has been purchased by the Associated Artists and the film has been bought by both TVSA and TVSA, Puerto Rico, and in Havana a deal was set for the "Sherlock Holmes," currently being televised over CMQ.

"Lost in a Moment," one of the many TV series produced for the day's programming, was sold to WAFB, Baton Rouge, in January. The series, which has been shown in several other cities around the country, charges a "lost in a moment" rate of $2.50, but this may be lowered later.

Roger Cooper, "Western" division manager for United Television, feels that the season proves successful here it will be expanded to other cities.

REVOLVING DOOR

Jack Russell & Associates, Chicago, have been named Midwest division fork for American Television Programs under the new firm's general offices of the American Research Bureau to market the Western distribution of syndicated programs to both subscribers and non-subscribers of the syndicate service.

Service makes it possible for any producer or distributor to call up ABP and request information on the availability of local or other cities in the country. Charge for this service is $1.00 per week, or 25.00 for a year, but this may be lowered later.

One of the biggest of a rating service, Roger Cooper, "Western" division manager of ARB, said this week, is that many people in the industry refuse to accept the fact that there are several different systems at different degrees. The ARM ABP service has a larger sample than any other service, he points out, and is more reliable because of its continuous rating period. Thus, he feels that a show may have a rating of 90 or 150 for the week and then on the other hand, a rating of 8.0 and 15.0 would show considerable variation. Many sponsors, however, Roger announced, tend to panic when a program drops two points from one month to the next, and this sort of action hampers everyone in the industry, the firm said.

Producer Hal Barlow Jr., feels that the present distribution of television programs through the network is now at the rate of about 50%, and that the distributor has to take all the risks in a show from a financial standpoint, yet has to look over from 40 to 40 and 50 per cent of the gross. He believes that with the distribution of the industry distributors should be paid a certain percentage of the gross. Tony Minor, producer of "Medley," says that there's no shortage of good story material, but that there's a problem of keeping series running longer than a year or less, "When you," he reports, "also this sometimes makes things difficult because when doing a series that's two years in the same format there's a tendency for the language to become too mechanical and this has to be watched continually," said an analysis of "Medley." The show, according to Minor, is one of the most successful shows in the country, with more than 75,000 people watching it every two or three weeks rather than two or three a week.
CARLTON, COLUMBIA LEAD OFF

Price, Discount Changes
Ring in New Disk Year

*Continued from page 1*

business does drop on that spread and the difficulty of maintaining prices on a predictable basis. The price and the margin in the trade do get a little tighter when inventories should be in the C-mant stage. However, no new pressures or forces which must be noted.

Columbia Victor will make no advertising changes, and only in terms of

Columbia Victor also feels that there is every reason to believe that its new year's volume by only 25 percent it will be a profit at the bottom line.

Custom pressing prices will probably be affected in any way by the changes in retail prices.

Artist royalty payments at the new prices will undeniably change. The amount of artist's com-

Columbia's separation of its catalog into two parts—parts of "Easy Listening" and "Rhythm and Blues" should be attractive to retailers already too heavily


VICTOR ANNOUNCES SWEETING PRICE CHANGES AS OF JAN. 3

Label to Cut 12-Inch LP's to $3.98,
Standardize EP's, Revise Discounts

By IS HOBOTZ

NEW YORK, Dec. 25—In one of the most sweeping price read-

The heavy advertising publicity and pro-

The full accounts on these changes will appear in next week's Billboard.

VICTOR ANNOUNCES SWEETING PRICE CHANGES AS OF JAN. 3

Phono Estimate
In 1954 Sales
Over $61-Mil.

NEW YORK, Dec. 25.—The Phonograph Manufacturers Asso-

In 1954, Victor will give a major push to the compact disc.

The firm's statement reads: "The compact disc will be a

Cap to Hike Browser Box Units, Sales Aids

HOLLYWOOD, Dec. 25—Since incorporation of the self-service browser box concept in the film rental industry about three years ago, Capitol Records has watched the increase in the take at its Century City branch, and the field substantially, with the aid of a number of new rental aids, including a 16-page full color advertising and a recent light features, feature-length shorts, plastic index title strips and an upcoming program of specially selected records for single record.

Self-service selling is unacknowledged by a majority of industry executives to be the chief reason for the increase in the sale of package.

The first self-service browsing box was introduced by Capitol in 1951. Since that time, the concepts have been adapted to other record manufacturers.

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Capitol Sets Promotion on Gleason Dishes

NEW YORK, Dec. 25.—Capitol Records has announced a promotion highlighting its "Gleason" line of dishes. It is being featured as part of the company's "Victor" sales program.

The dishes were manufactured by a company that has been in business for many years.

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**1954'S Top Publishers**

This is a compilation of the year's top songs as listed in The Billboard magazine, along with their publishers. The list is tabulated from the chart of the year's top songs.

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;BIG THREE&quot; GROUP</td>
<td>Laredo</td>
<td>3,965</td>
</tr>
<tr>
<td>2. &quot;THIRD COLOR&quot; GROUP</td>
<td>S-B</td>
<td>3,711</td>
</tr>
<tr>
<td>3. &quot;FOURTH JUBILEE&quot; GROUP</td>
<td>S-B</td>
<td>3,540</td>
</tr>
<tr>
<td>4. &quot;Fifth Dimension&quot; Group</td>
<td>S-B</td>
<td>3,457</td>
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<tr>
<td>5. &quot;Sixth Dimension&quot; Group</td>
<td>S-B</td>
<td>3,421</td>
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**FRANK LOESSER GROUP**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;HONOR&quot;</td>
<td>Robbins</td>
<td>11,699</td>
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<tr>
<td>2. &quot;HONOR&quot;</td>
<td>S-B</td>
<td>3,277</td>
</tr>
<tr>
<td>3. &quot;HONOR&quot;</td>
<td>S-B</td>
<td>3,277</td>
</tr>
<tr>
<td>4. &quot;HONOR&quot;</td>
<td>S-B</td>
<td>3,183</td>
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<tr>
<td>5. &quot;HONOR&quot;</td>
<td>S-B</td>
<td>9,177</td>
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**WALTER GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;THE WOMAN&quot;</td>
<td>Witmark</td>
<td>3,936</td>
</tr>
<tr>
<td>2. &quot;TELL ME A STORY&quot;</td>
<td>Benick</td>
<td>2,907</td>
</tr>
<tr>
<td>3. &quot;THE HIGH AND THE MIGHTY&quot;</td>
<td>Witmark</td>
<td>1,511</td>
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**BUDDY MORRIS GROUP**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;MAKE LOVE TO ME&quot;</td>
<td>Melrose</td>
<td>5,028</td>
</tr>
<tr>
<td>2. &quot;I LOVE YOU&quot;</td>
<td>Melrose</td>
<td>4,350</td>
</tr>
<tr>
<td>3. &quot;We Were Doing the Mambo...&quot;</td>
<td>Mayfair</td>
<td>429</td>
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**VALANO GROUP**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;The Young at Heart&quot;</td>
<td>Sunbeam</td>
<td>2,533</td>
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<tr>
<td>2. &quot;The Young at Heart&quot;</td>
<td>S-B</td>
<td>2,533</td>
</tr>
<tr>
<td>3. &quot;A Girl, a Girl...&quot;</td>
<td>Melrose</td>
<td>526</td>
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<tr>
<td>4. &quot;Crazy 'Bout You Baby&quot;</td>
<td>Sunbeam</td>
<td>560</td>
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**ABBERACH GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;Shoo-Boom&quot;</td>
<td>Hill &amp; Range</td>
<td>3,299</td>
</tr>
<tr>
<td>2. &quot;Here...&quot;</td>
<td>Hill &amp; Range</td>
<td>1,919</td>
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**SHALOM GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1. &quot;Looking For A Lullaby&quot;</td>
<td>Warner</td>
<td>2,059</td>
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<tr>
<td>2. &quot;Looking For A Lullaby&quot;</td>
<td>Warner</td>
<td>1,392</td>
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**FURGIE GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;Changing Partners&quot;</td>
<td>Porgie</td>
<td>2,356</td>
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**FAMOUS-PARAMOUNT**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;The Man With The Banjo&quot;</td>
<td>Paramount</td>
<td>2,079</td>
</tr>
<tr>
<td>2. &quot;Mann, You Too&quot;</td>
<td>Paramount</td>
<td>1,511</td>
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**HARMELEN GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1. &quot;Teddy Bear&quot;</td>
<td>Hummel</td>
<td>1,928</td>
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<tr>
<td>2. &quot;Teddy Bear&quot;</td>
<td>Hummel</td>
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**SMAM FAX GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;He's My Number&quot;</td>
<td>Fox</td>
<td>1,549</td>
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**LOU LEVY GROUP**

<table>
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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1. &quot;Rock Me (Just Love Me), My Love&quot;</td>
<td>Little</td>
<td>1,919</td>
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<tr>
<td>2. &quot;The Man&quot;</td>
<td>Little</td>
<td>498</td>
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**MELLIN GROUP**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1. &quot;The Man With The Banjo&quot;</td>
<td>Melrose</td>
<td>892</td>
</tr>
<tr>
<td>2. &quot;Mann, You Too&quot;</td>
<td>Melrose</td>
<td>343</td>
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**RICHARD GROUP**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1. &quot;Randy, I Love You&quot;</td>
<td>S-B</td>
<td>987</td>
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**SPECHER GROUP**

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<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;Hello, I Understand (Just How You Feel)&quot;</td>
<td>Jubilee</td>
<td>779</td>
</tr>
<tr>
<td>2. &quot;Bring Me Tonight&quot;</td>
<td>Hub</td>
<td>615</td>
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<tr>
<td>3. &quot;Get Out of That Hangar&quot;</td>
<td>Peer</td>
<td>454</td>
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**PROGRESSIVE GROUP**

<table>
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<tr>
<th>Song Title</th>
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<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;Progressive&quot;</td>
<td>Progressive</td>
<td>390</td>
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**HERALD GROUP**

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<tr>
<th>Song Title</th>
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<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;Herald&quot;</td>
<td>S-B</td>
<td>351</td>
</tr>
<tr>
<td>2. &quot;Herald&quot;</td>
<td>S-B</td>
<td>543</td>
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**STUDIO GROUP**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. &quot;Studio&quot;</td>
<td>Studio</td>
<td>543</td>
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**Ziv's E. T. Sales**

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Publisher</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;ONE BIRD LAND&quot;</td>
<td>Warner</td>
<td>3,393</td>
</tr>
</tbody>
</table>

**Club Wins Title on 5th Anniversary**

NEW YORK, Dec. 25—Billed with only twelve songs, each celebrating its fifth anniversary. The entire proceedings were featured on the NBC television network, the only station on which the Croft's Radio ok the George Shearing Quintet were heard.

**H2O HYPOS NEW MILLS D. J. SEG**

CHICAGO, Dec. 25—An hour long radio show on radio station CHICAGO, featuring a jockey show will make its bow over WCKY when the new "Jills Mills Show" premieres on radio. The show will be heard from the pool of the Shateau Hotel with all the trimmings.

**Deejay Wants Adults Only**

NEW YORK, Dec. 25—Deejay Bob Shadley, scheduled to make his debut in WABC's new format on NBC radio's mystery panel. The Adventure in the Alhambra is possibly the only place where the drug store audience wouldn't catch his performance. The deejay, who plans to show his local WCRA-TV show, plans to put some of the tunes he played on the network program, although he states he might play some of the young female audience he might not be able to.
AN OPEN LETTER
TO RECORD DEALERS
FROM . . .

EMANUELF MANIE) SACKS
Vice President and General Manager
RCA Victor Record Division

The record business is at a crossroads.

No other industry, with the possible exception of color television, has its tremendous growth potential. And yet certain problems are inherent which threaten to block the path of wide and vigorous expansion.

We at RCA Victor have complete faith and confidence in you, our dealers. Because of this feeling we view with concern any factor that might serve to undermine or impair your business health. We feel that a daring and courageous program, emanating from us, can help improve conditions, cement closer relations and insure increased prosperity for you.

Accordingly, starting January 3, 1955, the Radio Corporation of America and its distributors are launching such a program. It is designed to:

1. Increase your volume by offering your customers more music for less money.
2. Increase your profit margin on traffic merchandise.
3. Place all dealers on a competitive basis.
4. Introduce a new and simplified price structure.
5. Streamline your operation.

To promote this plan widely and effectively, RCA Victor will, during 1955, present the greatest and most extensive advertising campaign in its history. Further, in an effort to increase dealer service and efficiency, we will also make available to you plans detailing the most complete store modernization program ever offered.

I feel that these new moves will not only represent an unprecedented opportunity for business improvement, but will also enable you to instill in your operation greater vigor, enthusiasm and progress.

I extend to all of you at the beginning of this, the New Year, warm and cordial good wishes and hope that you may experience a healthful and prosperous 1955.

Manie Sacks
**PHONOS-HIFI**

**BY STEVE SCHICKEL**

**EMC BOYS TAPE PLAYS IT KIN**

EMC Recordings Corporation, St. Paul, will introduce their compact tape reproducer to the trade at the trade shows this week. The system, manufactured by the R.C.E. of Philadelphia, and costing less than $200, will be demonstrated at the RCA display for the first time.

**SAINOFF AND SECRETS YEAR-END REPORTS**

Year-end summaries by Sam, Gen. David Sarnoff, chairman of Radio Corporation of America, and K. Drue, president, have been submitted to radio and television manufacturers. Sarnoff noted that sales in 1954 were $300 million, an increase of 50 percent over 1953, and predicted sales would exceed $500 million in 1955. The company's 1955 volume was set at $325 million, according to Sarnoff, indicating another rise of 25 percent. Sarnoff, although noting that sales were up, said that the high-volume production of phonographs and radio-phonograph combinations would continue in 1956 as it was in 1955. He stated that if the industry is successful in persuading Congress to pass the 10 percent excise tax, another sales stimulus would be provided. Sarnoff also said that NBC's new branch, Sarnoff's, would not be expected to expand greatly in 1956.

Sarnoff indicated in his report that magnetic tape reproduction, which is being used in the New York City Museum of Modern Art, would be a greater use of transducers and printed circuits in electronic equipment. On the whole, Sarnoff predicted the electronics industry would be 10 percent higher in 1955. In a long-range analysis, Sarnoff predicted that over the next five years about 20 million record players of all types are expected to be produced and sold in the United States. He set the number of magnetic tape sound recorders to rise from 150,000, with continued increase in popularity.

**NEWS SHORTS OF PEOPLE, PRODUCTS AND PLACES**

Pat Field, manager of the United Radio Supply Company, Portland, Ore., who has been with his company for 18 years, has been elected to the board of directors of the Radio-Electronic Television-Manufacturers' Association, sugar well for the next five years of the coming year. Sarnoff also said that the company's new branch, Sarnoff's, would not be expected to expand greatly in 1956.

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**LINER NOTES**

BY IS DOHMITZ

**HAYDN SOCIETY NAMES MUTUAL DISTRIEBUEE**

The Haydn Society has added to its distributor relations, by signing a national agreement to handle the New England territory and John Harold, of York, Pa., to handle the Pennsylvania, Southern New Jersey and Delaware. Companies interested in the Haydn Society's line of programming are urged to approach a driving to live radio outlets for the distribution.

The label also expects increased interest in its Fan Vido recording when the Dutch organization handling the label's programing and distribution plans to begin releasing it in time for spring. Wavels will teach for a while in the Boston area.

**DISKERS TO SPLIT TIES ON BERLIN ORK TOUR**

The Sunday concert in the series of the Berlin Philharmonic Orchestra now appears set to roll. But record companies are left to work it out, half of it will be divided over two labels, newly of RCA Victor Egera is to reap the most benefit from its exclusive power of release here of Wilhelm Furtwangler's conductance. Since the death of the maestro, his leadership of the orchestra has been divided in two, and that was the possibility of its ever hearing here at all.

But Andre Morel, of Columbia Artists, has just announced the appointment of Harry Furtwangler's replacement, Von Kammin, of course, is heard under the baton of Ludwig. And the tour will kick off as planned February 27.

**PRO MUSICA NOW A 20-PAYROLL RING**

The Pro Musica, Stockholm, often used as a re- presenting group for orchestras and soloists, has become a permanent chamber orchestra by a group of leading Stockholm artists. The 18-man group, conducted by Gott Scharenberg, was formed early next year. Plans call for the orchestra's annual appearance in this country.

**Hurley to Manage N. Y. Deca Distrib.**

NEW YORK, Dec. 25--Deca Records has named Edward Hurley as manager of the New York Branch of the Deca Distributing Corporation. Appointment was made by Al Simpson, vpe of the distributing subsidiary and the new management will be replaced by Leonard Saltz, who is being promoted to Philip branch manager from the company's home office.

Hurley had been manager of Deca's Philadelphia branch. He will be replaced by a vice-president of Deca Records, who was recently appointed to the company's executive committee.

**Classical Best Sellers (All Categories)**

Records are listed in order of their national sales through the year as determined by a survey of classical dealers in all top

1. **OFFERBACH, GAUTI FARSIENEN, VETERARES: LE PATINERS--Boston Opera Orchestra (Fiedler).**

2. **OFFERBACH, GAUTI FARSIENEN, GEOPIN: LES SYL-**

3. **VERDI: REQUIEM--Stor Chorile, NBC Symphony (Tosca-**

4. **MENDELSSOHN, VIOLIN CONCERTO, BRUCH: VIOLIN**

5. **TOSCANINI CONDUCTS WAGNER--NBC Symphony**

6. **ROB KUMNSOFF: SCHERIZZARADIGES FOR ORCHE-**

7. **BEETHOVEN, SYMPHONIES NO. 5 AND 6--NBC Sym-**

8. **ANTRELL, CAPITOL OF THE WORLD, BANFSONE: THE**

9. **BRAHMS: VIOLIN CONCERTO-Mithin, Pittsburgh Sym-**

10. **PUCCINI: TOSCA--Callas, La Scala Orchestra (De Sabata.**

**REVIEWS AND RATINGS OF NEW CLASSICAL RELEASES**

**SCHUBERT: SYMPHONY NO. 8 IN B FLAT MINOR, (LUDWIG): MOZART, SYMPHONY NO. 40 IN G MINOR, (BERINGER): \--RCA Victor Orchestra, Erich Leinsdorf.**

**MENDELSSOHN, VIOLIN CONCERTO, BRUCH: VIOLIN CON-**

**TOSCANINI CONDUCTS WAGNER--NBC Symphony**

**ROB KUMNSOFF: SCHERIZZARADIGES FOR ORCHE-**

**BEETHOVEN: SYMPHONIES NO. 5 AND 6--NBC Sym-**

**ANTRELL, CAPITOL OF THE WORLD, BANFSONE: THE**

**BRAHMS: VIOLIN CONCERTO-Mithin, Pittsburgh Sym-**

**PUCCINI: TOSCA--Callas, La Scala Orchestra (De Sabata.**

**NEW YORK CITY STADIUM: Barbra Streisand--**

**MOUSSEAU, B.S.: SONGS AND SOUVENIRS (LITTELTON): INN: V Voyage AU (COY):--**

**WAGNER, RICHARD: LANCEBURG: BANTON: THE**

**TOSCANINI CONDUCTS WAGNER--NBC Symphony**

**ROB KUMNSOFF: SCHERIZARADIGES FOR ORCHE-**

**BEETHOVEN: SYMPHONIES NO. 5 AND 6--NBC Sym-**

**ANTRELL, CAPITOL OF THE WORLD, BANFSONE: THE**

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**HAYDN SOCIETY NAMES MUTUAL DISTRIEBUEE**

**DISKERS TO SPLIT TIES ON BERLIN ORK TOUR**

**PRO MUSICA NOW A 20-PAYROLL RING**
FEATURING FABULOUS HI-FI SOUND!

Malagueña

from the Suite "ANDALUCIA"

sung by...

Caterina Valente

with WERNER MULLER and the RIAS DANCE ORCHESTRA

b/w MAMBO FROM CHILE

DECCA 29394 (78 rpm) and 9-29394 (45 rpm)
*Reviews and Ratings of New Popular Albums*

**MOOD FOR LOVE**
August 5,
MXX-V 105
This is one of those annual packages of music, vocals and words so attractively recorded at the Decca Theatre in Newark, N. J. The girl band delivers the悦音'lyrics' as a beautiful background, the company contains a multitude of words and it's all music. There's much to admire in the package but the music is the most vital thing. It's easy, it's catchy and it's a hit or miss kind of package which will keep coming up as something to be heard. BMF. SADAY H. (4 EP.)

**CORONADO'S**
June 30,
Vocalion 1553
The label should greedy come with this on the cover of the liner notes. The album contains such songs as 'Down in the Valley,' 'Jingle Bell Rock,' 'I Love You, Shibboleth.' But the record is nothing more than a jingle with words. It is not a hit, it is not even a package. You are better off with nothing but the tunes.

**BING CROSBY FAVORITES**
June 30,
London LB-1088
The Bing Crosby Rhythm Ensemble has completed the project of recording Bing Crosby's songs. The result is a package of music, vocals and words so attractively recorded at the Decca Theatre in Newark, N. J. The girl band delivers the悦音'lyrics' as a beautiful background, the company contains a multitude of words and it's all music. There's much to admire in the package but the music is the most vital thing. It's easy, it's catchy and it's a hit or miss kind of package which will keep coming up as something to be heard. BMF. SADAY H. (4 EP.)

**WAVE MUSE WAVE**
June 30,
London LB-1088
The Bing Crosby Rhythm Ensemble has completed the project of recording Bing Crosby's songs. The result is a package of music, vocals and words so attractively recorded at the Decca Theatre in Newark, N. J. The girl band delivers the悦音'lyrics' as a beautiful background, the company contains a multitude of words and it's all music. There's much to admire in the package but the music is the most vital thing. It's easy, it's catchy and it's a hit or miss kind of package which will keep coming up as something to be heard. BMF. SADAY H. (4 EP.)

**JOHNNY DESMOND**
June 30,
Coral CR-201
With his ever-growing collection of records, Johnny Desmond is now adding another to his collection. This is a beautiful package of music, vocals and words so attractively recorded at the Decca Theatre in Newark, N. J. The girl band delivers the悦音'lyrics' as a beautiful background, the company contains a multitude of words and it's all music. There's much to admire in the package but the music is the most vital thing. It's easy, it's catchy and it's a hit or miss kind of package which will keep coming up as something to be heard. BMF. SADAY H. (4 EP.)

**HOLLYWOOD DOOZY**
June 30,
Coral CR-201
The record has one hit song, 'I'll Close My Eyes,' and the rest are very nice. The record is a beautiful package of music, vocals and words so attractively recorded at the Decca Theatre in Newark, N. J. The girl band delivers the悦音'lyrics' as a beautiful background, the company contains a multitude of words and it's all music. There's much to admire in the package but the music is the most vital thing. It's easy, it's catchy and it's a hit or miss kind of package which will keep coming up as something to be heard. BMF. SADAY H. (4 EP.)

**THE BILLBOARD**
January 1, 1955

4 OF TODAY'S HITS TODAY ONLY

---

All four tunes on one "45 EP" disc

You can offer your customers a "smash hit" for less than 20c (including taxes) smartly packaged in a sturdy, attractive jacket. And, best yet, you can make this offer while the numbers are still hot... because CAMEL gives them to you while they're the most-demanded hits in the country. To get Today's Hits CAMEL 261, write, wire, or see your Camel Distributor today. He's the man you're used to buying your RCA Victor records from. The sooner you stock, the sooner you'll sell!

---

Be Sure to Order these other great 79c EPs:

**SAMMY KAYE**


**JOHNNY DESMOND**

- CAE 269, a new release with Johnny Desmond... and the Page Covenan Trio... singing: "Guilty," "I'll Close My Eyes," "Just Piaa Love," "It's True."
Gleason TV Builds Cap 'Love Song'

NEW YORK, Dec. 25—Capitol Records claimed this week that the Bob Manning Record of 'My Love Song to You' had taken off faster than any record released by the firm since 'St. George and the Dragonet' over a year ago. The Manning waltz was featured on the Jackie Gleason TV show over the CBS network Saturday (11) and the singer sang it again on the Saturday (18) show. After the disc jockey is nothing, we claim that the record has broken like another 'Let Me Go, Lover,' there is evident satisfaction with the order. The firm also expect that record sales will be up again by Manning's latest appearance.

There is little doubt that the TV show had a solid effect on sales. Manning records usually take off slowly, this one started at a rapid pace. Dealers everywhere gave the record heavy play, due to the TV show air time, and dealers in many spots had boxes of the records available on counters this week to get that TV inspired business. Unlike 'Lover,' 'Love Song' is a situation song, one that would appeal more strongly to those who had seen the TV show than those who had not. To many dealers this was expected to limit the song's appeal, yet this seemed to have little effect to date.

Stern Named for 'X' Coast Promosh

HOLLYWOOD, Dec. 25—Joe Phleger, national sales manager of 'X' Records, this week announced the appointment of Robert Stern, who will handle record promotion for the firm on the West Coast. Stern's territory will include the Northwest and the major cities of San Francisco, Portland, Seattle, and Salt Lake City. A veteran independent promotion man here, Stern will retain his present water of clients, among them Spike Jones, Gordon MacRae, Sheldon Melius and the Lee Eastman publishing companies.

In another 'X' Records action, distributorship in Los Angeles will change hands next week, with Sherman's Record Sales Company taking over the line from the Modern Distributing Company.

I Need You Now

Count Your Blessings

Instead of Sleep

Papa Loves Mambo

Teach Me Tonight

Stuart Foster

Great singing talent . . . famous as vocalist with Tommy Dorsey and Guy Lombardo. Now starred on two network shows.

Camden gives you Long Play Bargains, too!

In January, Camden offers you the complete symphonic works of Tchaikovsky . . . in a single package! Permanent, hitged album . . . extensive program notes . . . 6 Vitavite, 12" Long Play Records with "Grove/Gard" and Flach Fidelity. Suggested list price — $10.98.

The Billboard

Music-Radio

MINI 78'S TO PROMOTE 'OLD'

HOLLYWOOD, Dec. 25—Larry J. Evans, manager of Imperial Records, Inc., began the mailing of miniature 78 rpm record-promotion records to more than 2,000 disk jockeys and distributors throughout the nation this week, a promotional tie-in that will accompany the recording of "When I Grow Too Old to Die" by Duk, which measures three inches in diameter, as a 45-minute release by the Mon-berg label, "Deep in My Heart.

Record can be played by disk jockeys with standard 78 r.p.m. recording equipment.

JATP Raises Ret. Privilege

HOLLYWOOD, Dec. 25—Following a series of distributor meetings at the Sands Hotel, Las Vegas, Nev., last week, Norman Granz, president of Clf and Norgran records, disclosed that distributors' retirement privileges are being raised to 6.75 per cent from the previous 6% per cent allowance.

New retirement privilege is allowable only in the speed in which original records were purchased.


Graza also announced the sign- ing of Harry Carney, who recorded for the firm late this week.

Despite Fred Rose Death, Acuff-Rose Firms Unchanged

NASHVILLE, Dec. 25—Despite the recent untimely death of Fred Rose, the Acuff-Rose publishing and recording interests will continue to operate as one as it always have. There is no thought whatever of selling Acuff-Rose Publications, Miero Music or the Hickory Record label. This was disclosed this week by Wesley Rose who will operate the various inter- ests of the firms.

In addition to Wesley Rose's des- ign that any of the firms were for sale, a source close to the com- panies said that "policies, proce- dures, aims and ambitions of all there will remain exactly as they have always been—there will be no alterations, deviations or changes whatsoever."

Sept. Record Tax Yield Jumps 330%

WASHINGTON, Dec. 31—The yield from the federal tax on phonographs records showed a jump of 330 per cent in September, while most other government taxes showed a drop, the Internal Rev- enue Service reported last week.

Revenue from the federal tax on phonographs records totaled $61,000 in September compared with $14,000 in September a year ago. The tax on musical instru- ments yielded $35,000 compared with $26,000 in the same month last year.

The yield from the federal tax on admissions to cabarets and roof gardens was $441,000 in September compared with $487,577,000 a year ago, while the tax on admissions to theaters and concerts yielded $8,330,000 compared with $6,572,000 in September last year. The yield from the federal tax on com- panied amusement devices was $380,000 compared with $231,000 in the previous September.
DEAN MARTIN

CONFUSED

BELLE FROM BARCELONA

(O-O-LE, MU-CHA-CHA)
Les Paul
Mary Ford

song in blue
-vocal by Mary

someday sweetheart
-a unique instrumental

record no. 3015

www.americanradiohistory.com
**Talent Corner**

Two of the industry's top talents—Kay Starr and the Four Aces—are back in the news again. Just about a week from now Miss Starr will make her debut on the RCA Victor label after a lengthy and most successful association with Capitol Records. It was at Capitol that Miss Starr gained stardom as a top recording artist. And the first record contract under the Victor label have yet to be heard, dealers, operators, and disc jockeys are looking forward to some more commercial hits from Miss Starr.

**FOUR ACES**

As for the Four Aces, the boys have once again jumped into the fray with a record which has taken off almost immediately and seems headed for the charts in a fast lane. The boys and their record moved quickly to come up with a fast one entitled "Melody of Love"—the tune which broke international favor during the Billy Vaughn recording on the Decca label. After a few weeks, "Melody of Love" should be welcomed by all. It's the spark which keeps the record industry glowing hot.

**Best Selling Sheet Music**

Tunes are ranked in order of their current national sheet music consumption at this week's sheet music level.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><em>Have You Ever Loved Me</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>2.</td>
<td><em>Teach Me (Pictures in Your Head)</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>3.</td>
<td><em>I'll Never Smile Again</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>4.</td>
<td><em>I'll Be Seeing You</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>5.</td>
<td><em>Melody of Love</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>6.</td>
<td><em>I'll Be Seeing You</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
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<tr>
<td>7.</td>
<td><em>Teach Me Tonight</em></td>
<td>Al Jolson</td>
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<tr>
<td>8.</td>
<td><em>I'll Never Smile Again</em></td>
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</tr>
<tr>
<td>9.</td>
<td><em>Have You Ever Loved Me</em></td>
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**HONOR ROLL OF HITS**

The Nation's Top Tunes

For survey week ending December 22

<table>
<thead>
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<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1.</td>
<td><em>Mr. Sandman</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>2.</td>
<td><em>15. I'd Rather Be True</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>5.</td>
<td><em>12. The Purple Room</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
</tr>
<tr>
<td>10.</td>
<td><em>7. I'll Be Seeing You</em></td>
<td>Al Jolson</td>
<td>Berlin</td>
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<td><em>6. I'll Never Smile Again</em></td>
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<td><em>5. I'll Be Seeing You</em></td>
<td>Al Jolson</td>
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<td><em>4. I'll Be Seeing You</em></td>
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<td><em>3. I'll Be Seeing You</em></td>
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**INDEX TO CHARTS**

**Popular Records, Singles**

20 Country & Western

**Packaged Records, Popular**

12 Rhythm & Blues

**Packaged Records, Classical**

12 Other Categories
THE HOTTEST LABEL IN AMERICA...

the Greatest by.

the HILLTOPPERS

Featuring The Great Voice of JIMMY SACCA

A DOUBLE-SIDED SMASH!

"Darlin'

FRIVOLETTE

Dot 15318

Dot RECORDS • GALLATIN, TENNESSEE • PHONE: 1600
The Billboard Music Popularity Charts

**Best Sellers in Stores**

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<tr>
<td>20.27</td>
<td>I Don't Want to Be Like You (Ceylon)</td>
<td>Cadence</td>
<td>40366-ASCAP</td>
</tr>
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<td>20.27</td>
<td>This Ole House</td>
<td>R. Clooney</td>
<td>40366-ASCAP</td>
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<tr>
<td>20.30</td>
<td>I Need You Now</td>
<td>E. Fisher</td>
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**This Week's Best Buys**

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**Most Played in Juke Boxes**

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**Most Played by Jockeys**

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A GREAT LYRIC TO "MELODY OF LOVE"
ON THESE HIT RECORDS...

FOUR ACES
TONY MARTIN & DINAH SHORE
FRANK SINATRA & RAY ANTHONY
SAMMY KAVE
THE MCGUIRE SISTERS

published by SHAPIRO, BERNSTEIN & CO., INC.
1270 SIXTH AVENUE, NEW YORK, N.Y.
One of the brightest, swingiest sides by the petite thrush

BILLBOARD SPOTLIGHT

"TWEEDLE DEE"
SUNG IN TERRIFIC STYLE BY

GEORGIA GIBBS

coupled with

"YOU'RE WRONG, ALL WRONG"

MERCURY 70517 - 70517X45

CHICAGO 1, ILLINOIS
The Billboard Music Popularity Charts

• Review Spotlight on...
- RECORDS

CATERINA VALENTE
Mahagoni (E. B. Marks, BMI) – Decca 29994 – This record was originally recorded in Germany by Deutsche Grammophon. It features an ear-pleasing vocal by though Caterina Valente (in German) of the evening over a brilliant arrangement by the RIAS Symphony Orch. An out-of-the-ordinary slicing that is fresh enough to happen here. Flip is "Manne From Chile" (Capitol, BMI).

SAMUEL DAVIS JR.
Love (Your Magic Spell Is Everywhere) (Bouren, BMI) – The Birth of the Blues (Harris, ASCAP) – Decca 29923.

Sunny Davis Jr. rocks over these fine standards in a vocal style calculated to more than match sides high into the top tier of dealers and operator listings. He does a tremendous job here, and both sides are mighty potent.

DEAN MARTIN
Bell From Barcelona (My Music, BMI) – Capitol 2011 – Dean Martin has one of those swingin' Latin numbers that he can sell it with the infectious feeling that marked his big records of "Sway" and "That's Amore," which could cut an encore. Flip is "Confused" (American, BMI).

THE HILLTOPPERS
Doo Doo (The Dee, ASCAP) – Dot 15318–The tune is old-fashioned, and the boys' vocal is top. But there is a warm feeling about this tune that makes it certain to appeal to the group's large teen-age following. It should hit the charts and deal with the hot spot charts. Pick is "Privoletie" (Bandy-Smith, ASCAP) from the quartet's latest album.

• Reviews of New Pop Records

FOUR ACES
March Of Love (Decca) – Decca 2126–A ballad-type pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Hollywood, BMI)

LES PAUL & MARY FORD
Song To Remember (RAM) – RAM 7659–A Top 10 record with a catchy melody and a good rhythm. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Tropic, BMI)

GERRY GIBBS
You're My Heart (RCA Victor) – RCA 7017–A ballad-type pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Stamps, BMI)

BETTY MADDON
Be A Little Darlin' (Lee) – Lee 7617–An attractive pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Lee)

JOHNNY MADDEN
Far Away Places (Memphis) – Memphis 91–A ballad-type pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Memphis)

SHIRLEY MANSON
Keep Your Hands Off My Woman (Checker) – Checker 197–A ballad-type pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Checker)

THERE'S THE TROUBLE
For You (Victor) – Victor 20521–A ballad-type pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Victor)

MICKY MARIO
The Magnificent Seven (Columbia) – Columbia 101–A ballad-type pop song with a simple melody, easy rhythm and good vocals. The vocals are by the group's lead singer, with some good support from the rest of the group. There's a Terrific "Spotted" 12-25-54. (Columbia)

THE SONG FROM DESPERADO
We Must Again (Mills Music, Inc.) – Mills Music, Inc.

WILLIAM BILL SLATER
(Fort Worth, Texas) – This is a personal favorite to those of you who are old timers. There's a Terrific "Spotted" 12-25-54. (Mills Music, Inc.)

BOB WHITE
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

JOEY DAVIS
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

SILVER BIRD
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

JOHN GALE
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

WILLIAM B. WHITE
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

JOEY CHARRON
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

THE BILLY BOY
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

KEN MILLER
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.

WILLIAM BILL SLATER
The Song From Desperado (Mills Music, Inc.) – Mills Music, Inc.
BY REQUEST:

A FABULOUS EXTENDED PLAY RECORD OF 4 TOP HITS
BY THE McGUIRE SISTERS

MELODY OF LOVE
OPEN UP YOUR HEART
(And Let the Sun Shine In)
HEARTS OF STONE
THE NAUGHTY LADY OF SHADY LANE

DEALERS: ORDER BY THE BOX, TELEPHONE OR WIRE
YOUR CORAL DISTRIBUTOR IMMEDIATELY!

Coral Records
EC 81098

Hotter Than:
"GOODNIGHT, SWEETHEART, GOODNIGHT"
The McGuire Sisters... of Course

Bigger Than:
"MUSKRAT RAMBLE"

SINCERELY

Coral Records
America's Fastest Growing Record Company

b/w NO MORE
Coral 61323
DEALING DO'S

BY JUNE BUNDY

JUST BROWSING: Mrs. Osawa Shimoda, who operated the now defunct National Records in Detroit for the past eight years, has opened a record store in the same location. Shimoda's daughter, Matonka,... Mitchell Kaufman, sales representative for Mercury Records in New York City, has opened a record department in Downtown Detroit, has joined the staff as a full-time employee,... Charles Odgen, Pete's Melody Shop, Myrtle Point, Ore., is in the middle of a majoraju... The station is starting a feature corner posting all the artist pictures with a note at the bottom of each one, including the artist and his present address. Anybody who would like to see pictures they would be greatly appreciated.

TRAFFIC MOVES: The Worthington Loop Store, Chicago, expanded its store traffic and trading volume for the week preceding... The store's new catering service... The store is open seven days a week,...

LP MARK-UPS: Town and Country Music, Westwood, N. J., quotes, "We are trying to come up with a better catalog of LPs, with a better price range,... We think this would be a perfect price right along, with dealer cost remaining at $3.00. This would give about 25 percent margin, which is a reasonable profit, or not large enough to allow the price cutter to offer too much off. We think the day of 38 cent margin has gone. If the small dealer is in competition with the supermarket he will have to work a smaller mark-up. His original markup is smaller, the price cutters won't have such a club over the legitimate dealer."

NEW SURFING NOTES: "I agree wholeheartedly with Ralph Wayne," wrote Henry Hires, Warner-Miram, Inc., in a letter to VVF... The Phantom Quartet, "Good /Shop..."

THE BILLBOARD  January 1, 1955

26

MUSIC-RADIO

VOX JOX

By CHARLOTTE SUMMERS

NOW that we have your attention... Capitol's Custom Service Department's know-how in tape recording dates back to the first Ampex tape machine delivered to a record company. This early start, startled, improved, has kept Capitol out front. Let Capitol handle your next job. Get the recording quality you want and your records when you want them—from Capitol!

CUSTOM SERVICE DEPARTMENT
Centage Records Distributing Corp.
Walter S. Summer, Vice President & Gen. Mgr.
1510 S. Figueroa St., Los Angeles 26, Cal.

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JUST BROWSING: Mrs. Osawa Shimoda, who operated the now defunct National Records in Detroit for the past eight years, has opened a record store in the same location. Shimoda's daughter, Matonka,... Mitchell Kaufman, sales representative for Mercury Records in New York City, has opened a record department in Downtown Detroit, has joined the staff as a full-time employee,... Charles Odgen, Pete's Melody Shop, Myrtle Point, Ore., is in the middle of a majoraju... The station is starting a feature corner posting all the artist pictures with a note at the bottom of each one, including the artist and his present address. Anybody who would like to see pictures they would be greatly appreciated.

TRAFFIC MOVES: The Worthington Loop Store, Chicago, expanded its store traffic and trading volume for the week preceding... The store's new catering service... The store is open seven days a week,...

LP MARK-UPS: Town and Country Music, Westwood, N. J., quotes, "We are trying to come up with a better catalog of LPs, with a better price range,... We think this would be a perfect price right along, with dealer cost remaining at $3.00. This would give about 25 percent margin, which is a reasonable profit, or not large enough to allow the price cutter to offer too much off. We think the day of 38 cent margin has gone. If the small dealer is in competition with the supermarket he will have to work a smaller mark-up. His original markup is smaller, the price cutters won't have such a club over the legitimate dealer."

NEW SURFING NOTES: "I agree wholeheartedly with Ralph Wayne," wrote Henry Hires, Warner-Miram, Inc., in a letter to VVF... The Phantom Quartet, "Good /Shop..."
Whatever Your Stake in the Entertainment Industry

YOU NEED
THE BILLBOARD
EVERY WEEK!

There's no other way to keep so thoroughly posted on your business and how to make it more profitable — because it serves all major phases of the field with these dozens of services and features...

RADIO AND TELEVISION
Covering the news of agencies, sponsors, city-by-city weekly ratings, reviews of all the new shows, trends of the trade.

LEGITIMATE
Reviews of all the major openings — Legitimate Bits and News — Routes of the road companies.

MUSIC AND RECORDS
News of the labels, artists, bands, all Billboard charts on Pop, Country & Western, Rhythm and Blues Records — Package Record Buying Guide — New record reviews — Music as Written (the doings in the trade) — This Week's Best Boys — Records Coming Up in the Trade — Vox Jox (Deejay Doings) — Folk Talent and Tunes — Rhythm and Blues Notes.

MERCHANDISE
Every week, a thousand and one new offerings of profitable premium, prize and gift items of every description. Also contains the big general classified section — loaded with weekly bargains.

TV FILM
Each week — the major developments of this rapidly changing field, with news notes, feature articles, reviews, ratings, film buyer picks of the week, latest film purchases, wrap-up of important commercial activity.

NIGHT CLUB AND VAUDEVILLE
Reviews from the Class A clubs and theaters across the nation — general news of performers — unions — routes. Burlesque bits.

OUTDOOR SHOWBUSINESS
Covering Fairs and Expositions — Circuses — Carnivals — Parks, Resorts and Pools — Rinks and Arenas, Drive-Ins — Roadshows, Carnival, Circus and Show Routes, weekly letter list and regular columns like Dressing Room Gossip — Under the Marquee — Midway Confab — Out in the Open — Talent Topics — Club Activities.

COIN MACHINES
Covers Coin Men and their operations everywhere in Music, Vending and Game Machines — Calendar of Events for Coin Men — Coin Men You Know — Useful Index of Advertised Used Machine Prices.

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THE BILLBOARD, 2160 Patterson St., Cincinnati 22, Ohio

Please send one year (52 issues) of The Billboard to the address below. I enclose $10. I understand this saves me $3 on the single copy price.

Name
Address
City Zone State
Occupation
A Sensational Rendition Of A Great Song

"WHEN I GROW TOO OLD TO DREAM"

From: The Sigmund Romberg Story—"DEEP IN MY HEART"
An MGM Picture
by

"CATTLE CALL"
Imperial Record #8281

In Canada on Quality Label

Imperial Records
A Dynamic New Version

"CATTLE CALL"

b/w

"WHEN I GROW TOO OLD TO DREAM"

From: The Sigmund Romberg Story - "DEEP IN MY HEART"

An MGM Picture

Imperial Record #8281

In Canada on Quality Label.
**Best Sellers in Stores**

For survey week ending December 22

**Reviews of New C & W Records**

**THE BILLBOARD**

**JANUARY 1, 1955**

**The Billboard Music Popularity Charts**

**COUNTRY & WESTERN RECORDS**

**This Week's Best Buys**

According to sales reports in key markets, the following C & W records are recommended:

DREAMED OF A HILLBILLY HEAVEN—Eddie Dean-Saga Sand 150

During the past month, this disk has been slowly gaining popularity in various parts of the country, and now seems to be well established enough to reach them as a chart leader. This week it appears on the Cincinnati and Charlotte territorial charts, and it is reported to be a strong seller in Los Angeles, St. Louis and some Southern areas.

LITTLE TOM (More, BMI)

IHIT'S BETTER ALL OVER (Central, BMI)-Frelis Blaske-Capitol 2001

Southern markets are almost unanimous in their enthusiastic reports on this record. Richmond, Nashville and Dallas were among those indicating sizable initial turnover. St. Louis, Cincinnati, Cleveland, Milwaukee and Philadelphia also reported good sales. Both sides are showing action, with "Little Tom" matching the edges.

**Review Spotlight on...**

**RECORDS**

**EDDY ARNOLD**

I've Been Thinking (Acuff-Rose, BMI) — RCA Victor 20-6000

This is one of the brightest numbers that the charter has had in a long time, and he sells it with much zest. It's certain to pull those Juke box crowds and is another one in the slam-bam "Don't Forget" (Trinity, BMI).

**CARRIE PUGH**

Knees Don't Lie (Tally, BMI)

Not My Fool!....75

Both "Not My Fool!" and "Don't Lie" have been well received in both the South and West, and with a solid beat as well. He shows off his unusual style, again with a new Columbia record, "My Fool," No More." "And Where You Once Fooled" (Columbia 21339).

**TALENT**

BOBBY LORD

A lotta lads who can sell with versatility. His version of "You Are My Star," which was cut too long ago, and with a solid beat as well. He shows off his unusual style, again with a new Columbia record, "My Fool," No More." "And Where You Once Fooled" (Columbia 21339).

**Most Played in Juke Boxes**

For survey week ending December 22

**Most Played by Jackeys**

For survey week ending December 22

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### The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending December 22

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>&quot;SUNOLOGY MINDS&quot;</td>
<td>B.B. King</td>
<td>RPM</td>
</tr>
<tr>
<td>2.</td>
<td>&quot;GOLDEN AGE&quot;</td>
<td>The Moonglows</td>
<td>Golden</td>
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</table>

**R & B Territorial Best Sellers**

For survey week ending December 22

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chicago</td>
<td>&quot;Before the Night&quot;</td>
<td>B.B. King</td>
</tr>
<tr>
<td>2.</td>
<td>Cleveland</td>
<td>&quot;I Don't Want to Be Alone&quot;</td>
<td>B.B. King</td>
</tr>
<tr>
<td>3.</td>
<td>Detroit</td>
<td>&quot;The Thrill Is Gone&quot;</td>
<td>B.B. King</td>
</tr>
<tr>
<td>4.</td>
<td>Baltimore</td>
<td>&quot;Beverly Lynne&quot;</td>
<td>B.B. King</td>
</tr>
<tr>
<td>5.</td>
<td>Charlotte</td>
<td>&quot;I Can't Help Myself&quot;</td>
<td>B.B. King</td>
</tr>
</tbody>
</table>

**Reviews of New R & B Records**

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<td>RPM</td>
</tr>
</tbody>
</table>

**This Week's Best Buys**

According to sales reports in key markets, the following recent releases are recommended for extra profit:

**STINGY LITTLE THING**

The group's latest release has been steadily gaining strength and now is within striking distance of the Top Ten. The group was launched during the recent Holiday season and is currently riding high on the Detroit territorial chart. The disc is also rated strong in St. Louis, Nashville, Buffalo, Baltimore and Philadelphia. Flip is Fall Thru' (Arto, BMI).

**EVERY DAY I HAVE THE BLUES** (Golden State, BMI)

SNEAKIN' AROUND (Crawford, BMI)--B. B. King--RPM 421

One of the fastest moving 45's, records within the past few weeks. A good spread of solid reports was received that ranged from Los Angeles to New York. Thursday, Cincinnati, Cleveland, Nashville, Durham, St. Louis and Atlanta. Both sides are expected to rank in the Top Ten. Steady selling action on both sides could make the charts. A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

**RECORDS**

RAY CHARLES

I've Got a Woman (Progressive, BMI)

Come Back (Progressive, BMI)--Atlantic 1050--"Woman" is one of the most infectious blues sides to come out on any label since the summer. It has a rocking, driving beat and a smooth vocal by the charter. "Come Back" is a slow, meaningful ballad, and it also features a wonderful vocal. Both sides are outstanding.

RUTH BROWN

Bye Bye Young Men (Progressive, BMI)

Ever since My Baby's Gone--Cousin, ASCAP--Atlantic 1050--Ruth Brown swings back on a lively rhythm with some of the best backing you could ask for. Both sides rank among the Top Ten. Steady selling action on both sides could make the charts.

HAROLD BARBAGE

Feelin' Fine (Promo, BMI)

I've Got a Woman (Progressive, BMI)

The singer does a fine job on this disc. The material does not run much above the rest, however. "Feelin' Fine" ranks among the Top Ten. Steady selling action on both sides could make the charts.

WILLIE BAINBRIDGE

Doin' the Thing (RPM)

The singer does a fine job on this disc. The material does not run much above the rest. Dynamic performance alone does not make a hit side. (PROM, BMI)

SMITH BARNES

I'm Gonna Rake You (RPM)

The singer does a fine job on this disc. The material does not run much above the rest. Dynamic performance alone does not make a hit side. (PROM, BMI)

**LOOKOUT 1955**

ATLANTIC IS ROLLING WITH 3 TOP HITS!!

MISS RHYTHM RIDES AGAIN

Ruth Brown

"BYE, BYE, YOUNG MEN" (SAC) 1050--"I've Got a Woman"--"Even since my Baby's Gone Been"--ATLANTIC--1050

TWO TERRIFIC SIDES BY THE GREAT RAY CHARLES

Ray Charles

"COME BACK"--"I've Got a Woman"--ATLANTIC--1050

A GREAT DEBUT ON ATLANTIC... FOR A GREAT ARTIST!

Ivy Joe Hunter

"IT MAY SOUND SILLY"--"I Gotta Learn to Do the Mambo"--ATLANTIC--1050

Copyrighted material
THAT BRUTE: singing THAT'S FOR SURE.

"I REMEMBER IT ALL TOO WELL."

 BABY LET'S PLAY HOUSE

 by ARTHUR GUNTER

   43 and 78 RPM's

   Western Ten, or by 

   NASHOBA RECORD CO. 

   177 Third	 Lloyd Lomax, Calif.

PRESSED FUN

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD

JANUARY 1, 1955

MUSIC-RADIO

FOLK TALENT & TUNES

by BILL SACHS

Around the Horn

Frank滩 Draper, of Manhood of Meadowbrook, Cedar 

Grv. N. I., who recently inaugurated a country & western policy on the most recent hits in his latest broadcast as 

name and local talent, but Hank Thompson and his 

cowboy came out for January 14-19, with Webb 

Fierce moving in February 6-12. Daley is also 

dealing with Eddie Arnold for a date early 

upcoming. The deal includes a bill of both 

talent at Uline Arena, Washington, New Year's 

and a January 28-29, with ten top Texas 

Andy Griffith, Junie Dean and His Wildcats and 

brothers, Red Foley and Andy Fairchild, is grow 

piloted by John Grigsby.

Rock makes a current appearance Wednesday 

unday (29) on the Perry Como show. The band 

over the CBS network. "Town Hall Party," which 

seen early today in new chart, is high on the full 

network (radio) for its first half beginning 

January 1, with the second half being learned to 

the West Coast only. At the present, the show 

is only the Western half of the band; on the 

addition to its radio time, "Town Hall" does a three 

hour shot, 10 p.m.-1 a.m. on Saturdays via KTVT.

RHYTHM & BLUES NOTES

by ROB BOLONTZ

This is the season of the year when we are all 

thankful for the good things that have happened to 

the business, and we can all be thankful for the 

business. For instance, Atlantic Rec 

ords has just celebrated its second year in its history, 

Chess Records for the hottest three months in many 

years. Dale Brown, one of the seasoned- 

Alas: Andy before eight 

a row in a Record for a great folk singer named 

B. King. Federal is thankful for the Midland 

and the three releases. Delmar is thankful for "Amie;" 

Impe 

Pete Dominick Special for the Pilgrim 

Recordings, and the Westinghouse, the 

really hot Dinah Washington and the Buddy 

hurks of the sort that places and 

of the lobby for the Philco and the 

the Dixie Hummingbirds and the Five Blind 

of the Charms. "I Don't Know 

Savoy for without Billy Jo 

Tampa for Stax, and the 

en and field for many new songs, new 

and about the new releases that 

started out on 16's. In this regard, of 

many and heads of many 16's. 

should be happy with the acceptance of the music 

with a beat by thousands of teenagers in the North 

and South, East and West of the country. 

The discs are in sales of 16's. records until the lines of demerit 

and pop wax has almost reached the 

the vanishing point.

The record firms are not the only ones who are 

reaping large rewards from the mercy of the year. 

Artists are thankful for Bessie Bynoe. The 

Opry for Ray Brooks is a big hit for 

Earl Butler. All told, it been a great year 

for all concerned in the field, and thanks to the 

discs, and dealers who helps us make it all 

And a Happy New Year to all.

If Millinder signed a new waxing contract 

with Kings Record this week. Millinder and his 

will put out a session for the label in January and re 

package by the way. The talent is 

leader, who has been leading a band at The 

all year, and the arrangements that he has 

been using for a number of years, will 

together all the new wax for the label. Good luck 

The latest news from} 

Canada and arrangement that he has 

veepere Alastor Eptegn has joined the 

Millside (see separate music in Street Department). 

DETROIT DEALER SAYS

HITS IN STOCK ARE MUST FOR SUCCESSFUL RECORD SHOP

DETOIT, Dec. 25—Small for 

his size, and in a location where 

records can be made easily and from 

competition, the Bell Record 

Shop has earned a reputation 

country as one of the largest 

business in the world and having 

the largely neighborhood business 

me out the locations the troop will 


describing THE BILLBOARD CLASSIFIED New ad

NAME OF COMPANY

ADVERTISER

ADDRESS

PHONE

CLASSIFIED rates: 2 line $1.10, 1 line 50¢, for each additional line 25¢

TALENT Top notes

13 COMPOSERS SET FOR JAYP EUROPEAN JAM . . .

Norman Conk kicks off his annual Jazz at the 

Philarmonie tour of Europe February 7, with a slate 

of 13 concerts in four countries. Among them 

will be all major night clubs in the 

concerns in Stockholm, Copenhagen, Berlin, Frankfurt, 

Munich, London, Paris, and 

of Paris. Grime will promote the entire tour 

the first tour, buying out the locations the troop will 

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DEMONSTRATION OUT OF THIS WORLD

CHICAGO, Dec. 25—Cool record artist and now 

ABC disk jockey, Johnny Dee, is attracting plenty of attention 

around Chicago this week because of "Moulin Rouge Space." 

Second, on his weekly TV disk jockey show, which is 

represented by Hyline, has 

waged that he calls a flying 

saurcer show. On the last 

four programs he has aired pictures and reports by 

scientists who have been dropped from all over the world. 

week he played a recording 

on his Decca records which he 

scribed by the newspapers as 

the "hottest disk of the fall season. These 

of actual recording, which was 

by an engineer under the 

WJSK video waves, and 

heat, and a "whirlwind" fit it like a Christmas tree. According 

beating. Public reaction is almost 

Harry Dezco has this as a regular portion of his show.

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THE BILLBOARD

JANUARY 1, 1955

THE PHEBY SISTERS

Week
Dec. 31

PALACE

THEATRE

New York City

JOE SMITH

1447 BROADWAY,

M. T. C.

CHEROKEE COWBOYS

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JIMMY DICKENS

THE MERCURY

JOLLY JOYCE

WHEN IN BOSTON GIVE BUCKY A CALL

HOTEL AVERY

ANY ST. AND WASHINGTON ST.

ALL MAIL HELD FOR ONE YEAR ON REQUEST

THE BILLBOARD MUSCIO-RADIO

3 REGIONAL OFFICES UNDER ONE OWNERSHIP

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AND "PAPA" OPERATES THE "MONARCH IN MEG." W. B. 542-0360.

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315 South Washington

LOUISIANA, "THE BILLBOARD"

Send for new "THE BILLBOARD" and "BILLY CLARK" literature.

when answering ads ...

SAY YOU SAW IT IN THE BILLBOARD


cap to Hike

continued from page 9

cap and labor costs are up, to $7 per capita per week in 1954.

there is a record price for every pocketbook, the pitch will cross the threshold of the 

May same $1.92 for Canmoo, $3.00 for and the three Eff. to $5.00 and $7.40, for Canmoo, 

Buckby, King and Queen, respectively.

Minselles Costumes and Accessories

JANUARY 1, 1955

Music-Radio


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Minselles Costumes and Accessories

JANUARY 1, 1955

Music-Radio
In Loving Memory

BENJAMIN H. PATRICK

Who Passed Away

In New York City, Benjamin H. Patrick, 56, died on Christmas Eve. A successful hamburger restaurateur in the Tri-State area, he was known as "the hamburger heist" to many residents of New York City.

ROOSEVELT-EDO;

The 2nd Avenue-theater on Broadway and 53rd Street, in the heart of New York City, is now experiencing a new era under the ownership of Mr. and Mrs. Edo Roosevelt, who have recently purchased the theater for an astronomical sum.

HOCUS-POCUS

By BILL SACHS

VIRGIN, THE MAGICIAN and Intier, went on to their first joint appearances on the WOR stage in New York City. The audience was spellbound, and the pair received a standing ovation at the end of their performance.

BURLESQUE BITS

By UNO

Base LaRose, considered to be the tallest burlesque dancer in the world, has been making waves in the burlesque world with his latest performance. LaRose, known for his towering figure and impressive measurements, has captured the attention of audiences across the country.

The Final Curtain

By BILLY SACHS

With the time to be doubled in a few months, the world-famous magician, Houdini, is set to perform his final trick, "Hillbilly Lowdown." The magic show is scheduled to take place at the Palace Theater in New York City, and tickets are selling out quickly.

Burlesque Babies

By EDWARD H. BROWN

The latest addition to the burlesque world is a baby born to two veteran burlesque performers. The baby, named "Burlesque Baby," is already attracting attention for its resemblance to its parents.

MARRIAGES

By JOHN H. SMITH

Josephine Baker, the famous French dancer, has married her long-time partner, the great American tenor, Jess Sherrill. The wedding ceremony took place at the Paris Opera House, and the couple plans to tour Europe on their honeymoon.

In Memoriam

WALTER LAWRENCE

Passed away December 20, 1954.

Charter member Allison Bill Posters and Billers

Local No. 63

Decatur, Illinois.

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Charter member Allison Bill Posters and Billers

Local No. 63

Decatur, Illinois.
Angels Camp
Adds to Plant
For '55 Fair

Angels Camp, Calif., Dec. 25—The Jumping Frog Jubilee here will have the largest outdoor stage in the nation, according to a statement by the representatives of a State highway department. Carl T. Portlock, secretary-treasurer, said that the contract for the new stage, which is to be built on the fairgrounds of San Andreas, will be to replace the present small stage used for the entertainment programs and a jumping frog area. The structure will be 40 by 50 feet of reconstituted steel encased with wood and side walls.

Dressing rooms, lighting equipment and props will be included. The stage will be 100 feet to the north and 100 feet to the west, separating the jumping frog events.

In anticipation of record breaking crowds, additional space is being sought with the stage to be an additional 100 feet to the south from where it is today. The route of the fair parade will be continued parallel to the parking area and race track, the latter having been expanded to $180,000 for the construction and rights of way.

Waco Fair
Elects Cox

WACO, Tex., Dec. 25—The Herald Democrats, named Russell A. Cox president of the Waco Agricultural Society, its 17th annual meeting here. Cox is a local merchant.

Dates were set at the meeting with the 1956 fair scheduled to open Feb. 3.

Other directors named were Virgil Walker, R. A. Gehman and W. C. Gehman.

The organization's new directories are Harold Long, secretary; Washington T. Sleeley, treasurer, and Obed M. Neff, manager.

The new directors are taking over the reins as the society prepared for the fair, which will be held in Novem-ber out of doors on the Waco State Fairgrounds.

The organization's new directories are Harold Long, secretary; Washington T. Sleeley, treasurer, and Obed M. Neff, manager.

In all, the Waco fair has more than 100 events, ranging from horse shows to rodeos, from stock car races to parades, and from livestock judging to food shows.

The Waco fair is known for its agricultural exhibits, and this year will feature a new exhibit of farm equipment. The fair grounds are located south of the city, and the fair will be open daily from 9 a.m. to 9 p.m.

The Waco fair is one of the largest in the state, and is known for its educational programs, as well as its entertainment facilities. The fair is an important part of the Waco community, and is held annually to promote agriculture, education, and entertainment.

Dillon Dickson

Dick Dillon Launches Funsport in Warren, O., Shopping Center

WARREN, O., Dec. 25—The Dillon Department store here is opening a new store of its own in this city. The store, located at 111 S. Main St., will be open for business on Monday, Dec. 26.

The store will be open from 9 a.m. to 9 p.m. daily, and will feature all the latest in men's and women's clothing, as well as a variety of other items.

The store was originally established in 1953, and has since expanded to include a large variety of products and services. The store is managed by Mr. and Mrs. James Dillon, who have been in the retail business for over 20 years.

The store is located in the heart of Warren, and is easily accessible by car or by foot. There is ample parking available, and the store is well-lit and clean.

The store is open to the public every day, and welcomes customers of all ages and backgrounds. Dillon Department store is dedicated to providing the best possible shopping experience, and is committed to customer satisfaction.
WINNING FORMULA
Movie Gains Indicate TV Hex Temporary

NEW YORK, Dec. 25—Federal admission tax relief and better quality in the product resulted in an eight-year decline in motion picture production and attendances this year.

The success story continued in a special COMPO (Council of Motion Picture Organizations) report last month forcefully shows how the entertainment media have been hit by the advent and growth of television advertising and competition.

By interpretation it would also appear to indicate how other show business efforts, particularly in the outdoor, have been trampled under for escape hatches if the home screeners are now being to be hopping at their patrons.

Losses Regained
Just how badly that were hit is shown by COMPO figures which show that the receipts dropped from a high of $8.2 million in 1946 to $3.9 million in 1955. But, by the end of this year, the COMPO decline had almost leveled off. In the second quarter there was

Hughes Leave to Increase German Output

NEW YORK, Dec. 25—Mickey Hughes, Hot Rods Inc., fillie for ordnance at the Chicago convention, took off by air for Germany on Thursday (16) to try and boost production at the five German plants he has in his control. Hughes and his partners in the firm is marketing in this country.

Hughes cited several major orders among those placed in Chicago.

National's newest ride...10 or 20 Ponies fitted with Western Style saddles. Kiddie Auto optional.

Builders of

Complete Kiddie Lands

The Century Flyer

The Trouble Train

Kiddie Ferris Wheel

Pony Test

Kiddie Auto optional.

Write for descriptive circular on any ride

AMERICAN AMUSEMENT DEVICE CO.

BOX 488, YAF

DALLAS, TEXAS

NEW KIDDEI TURNEPKIDE

New Kiddie ride that overgrows major rides; 104,000 Kiddie customers at one; huge growth at major fairs and parks. Portable and Park Models. Invaluable Add-On. Orders filled as received.

B. A. SCHIFF AND ASSOCIATES

501 S. W., 66th Ave., Miami 44, Fla.

THE TILT-A-WHIRL Ride

"Best Buy in Rides Today"...Very Popular and Profitable

Good Looking

Good Quality

Low Ball

Essential

and what a Steeler!!

SELLNER MFG. CO.

Faribault, Minnesota

NEW LIGHTWEIGHT PLANES
MODERN COLORFUL DESIGN

AURO BALDWIN of Atlantic City, Goose Creek, S. C., and E. W. Dart Company, Grain Street, Des Moines, Ia., have been appointed exclusive distributors for the NEW LIGHTWEIGHT PLANES MODERN COLORFUL DESIGN. A brief review of the new planes will be given to the trade at the Biennial, July 5th-8th, 1956.

JANUARY 1, 1955

THE BILLBOARD

PARKER DOES IT AGAIN

We are moving to NEW and LARGER Quarters. Increased Production, New Equipmenl, Spring Deliveries on ALL Rides. Full Line of New Rides priced from $900.00. THE FAMOUS TECH-NOID CAROUSELS for as little as $3,500.00. Time sales arranged. For particulars address

PARKER AMUSEMENT CO. MONTICELLO, IOWA

Copyrighted material
Begin Construction Of Three Buildings At Arcadia, Fla.

ARCADIA, Fla., Dec. 25—Construction of three new buildings at the Arcadia Livestock Exposition grounds began today. The buildings, to cost $8,000, will match those erected here last year.

Fair Manager G. A. Erickson said one of the buildings will include a 300-seat dining room and school and community exhibits. The other two will be 24 by 50 feet and the livestock structure will measure 24 by 120 feet.

Erickson added that the buildings are scheduled to be ready for use when the fair opens on January 15.

Keene, N.H., Names Ballam President

KEENE, N.H., Dec. 25—Louis S. Ballam, Wiccopee, was elected president of the Cheshire County Fair at the annual session held here. Ellis Barrett, Keene, was named vice-president; Joseph K. Anthony, Swanzey, treasurer; Clinton H. Coles, West Swanzey, clerk.

Directors are Mrs. Dorothy E. Elliott, Harry H. Case, Lawrence C. Pickard, Fred J. Merrill and the speaker.

In the financial report it was indicated the fair was in a good financial condition, regular and special tickets sold, totaled $11,171.47, an increase of $593.35 over a year ago. Operating costs amounted to $2,978.43, an increase of $1,493.99, however, was $19,715.07, an increase of nearly $3,560.

Prince Albert Seeks Rating As 'A Fair'

PRINCE ALBERT, Sask., Dec. 25—Application will soon be made by the fair to the livestock association for a Class A rating, Dan F. Walker, secretary-treasurer of the Prince Albert Agricultural Society, reported.

Application for the boost in status has already been approved by the provincial department of agriculture and will now be made to the federal government, he said.

In Saskatoon, S. N. Muirhead, president of the Western Canada Association of Exhibits, said a Class A rating for the Prince Albert fair would not affect the excellence of the Class A circuit because the television set-up is similar in the prairies.

Space Problem

In his annual report the fair director to consider the problem of lack of space. He said fair committee member had refused accommodation to groups of less than 600, because of the space problem. He also asked for $100 for the purchase of a sports field that be set up outside the grounds enclosure.

TENT CO. OF AMERICA

America's finest show tent only

SHOW TENTS

SPECIALITY TENTS

SHOW TENTS CORPORATION

HARRY SOMMERSVILLE

SHOW TENTS

CENTRAL COMPANY

SOMMERSVILLE TENTS

SHOOTING GALLERIES

and supplies for eastern and western

Type Galleries. Write for new catalog.

137-139 Market St., Queen Park, Calif.

FREE SAMPLES

NEW HONEY

COMMERCIAL

HONEY CREEK RESORTS ASS'N

GLENDALE, IA

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

CIRCUS ROUTES

Send to:

2160 Patterson St.

Cincinnati 22, O.

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Send to:

2160 Patterson St.

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TENTS

ALL SIZES—ALL VINTAGES

Will Make for Over 75 Years

Riding Apparels Or "CHEX FLAME" Undercoats approved lvere, worn and advertise.

IMMEDIATE DELIVERY

SOLD T. JESSUP

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UNIVERSAL TENTS AND AWNING CO.

Chicago's Largest Show Tent Firm

MAY BE THE BEST, BUT WHY NOT THE BEST

SHOULD GALLERY

KANSAS CITY, KANSAS

MANSFIELD & CO.

HARRY SOMMERSVILLE

SHOOTING GALLERIES

and supplies for eastern and western

Type Galleries. Write for new catalog.

137-139 Market St., Queen Park, Calif.

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2160 Patterson St.

Cincinnati 22, O.
NEW SITE POPULARIZED

Mineola Benefits on Liberal Gate Policy

WESTBURY, N. Y., Dec. 25—The Queen-Nanșa Agricultural Society in its top officers and altered its constitution to provide for a new site for the annual meeting on Saturday (11).

The constitutional change, made to give high representation in the industry in the management of the Mineola Fair, will have the following as its vice-presidents: James W. Carter, president of the Long Island Longshore Company, president of the Long Island Association, and Harold Van

Site of Woodbury, President of the annual is J. Alfred Valenstein.

Receipts for the 1954 meet held at Roosevelt Raceway here, were far greater than in 1953, according to Al Resilto, General Manager Charles Rocher. He attributed the higher attendance to the net price, he said, was the cost of the open season and secondly for the liberal policy in 1953 toward the reclamation of the site. The Mineola Fair policies popularized a new site.

Free Gate Cost $54,866

The 1953 event was the first held at the racetrack, as prior to then the fair was put on at the Mineola Fairgrounds, since re-chased by Nassau County for municipal construction. Rocher said that kids were let in for free and many times were banned, in order to establish a new fair location. This cost was estimated $35,000 for the balance, he said. In 1954 the cost was $25 for all under 12 years old, plus there was a children’s ride during the week.

Liberal use of pans was again instituted this year, with an estimated 35 per cent of the total admission coming in on free days.

Estevan Ex Renames Rae

ESTEVAN, Sask., Dec. 25—E. P. Rae, general manager of the Estevan Agricultural Society for his ninth term at the fair’s recent annual meeting. With 1,011 renewals, the society claims to be one of the largest in the province. The oldest July 1 on record for this part of the country is July 1, according to the financial statement. G. B. Macleod continues as secretary-manager.

Melfort, Sask., Elects Reynolds

MELFORT, Sask., Dec. 25—The Melfort Agricultural Society held its fourth term as president of the Melfort Agricultural Society at its annual meeting, George Langer, and Dr. R. R. Doublan announced the meeting. Dr. Doublan at the time of the annual meeting was responsible for the Melfort Agricultural Society, according to the financial statement. G. B. Macleod continues as secretary-manager.

Attention Fair Secretaries

FAIR SECRETARIES
INDIANA—OHIO—MICHIGAN—KENTUCKY
Let us help you provide competent and local telephone and Teletype service electrically controlled and trouble free.
Contact me or see me at the Ohio & Kentucky State Fair Meetings
C. F. Lust, ADVANCE PROMOTION SERVICE
56 KARATEN VILLAGE
PHONE: RANO 643
DAYTON, OHIO

FAIR ASSN. MEETINGS

TISRAICOEEOE

Lethbridge, Alta.,
Nets $8,337 in '54
Mulls Show Change

LETHBRIDGE, Alta., Dec. 25—A net profit of $7,537 on the operation’s operations is prepared at the annual meeting of the Lethbridge and District Exhibition. Gross profit was $17,864.

Nelson and money left on large in 1953 and 1954, shareholders were told. The Lethbridge and District Exhibition is an annual event included in a hot show, an art show, a livestock show and a cutting horse competition.

The annual meeting of the Lethbridge and District Exhibition and the Board of Directors were held Oct, 24. At the meeting the Lethbridge and District Exhibition, gross profit was $17,864.

Discussion centered about afternoon entertainment for the show but no decision was made. Sundries were chopped in 1952 and money left on large in 1953 and 1954, shareholders were told. The Lethbridge and District Exhibition is an annual event included in a hot show, an art show, a livestock show and a cutting horse competition.

The annual meeting of the Lethbridge and District Exhibition and the Board of Directors were held Oct, 24. At the meeting the Lethbridge and District Exhibition, gross profit was $17,864.

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Cedar Point Builds Causeway To Speed Sandusky Traffic

Cedar Point, Q., Dec. 23—Construction of a 4,325-foot causeway that will connect the western shore of Sandusky Bay with the fairgrounds city of Sandusky has been started for the purpose of speeding traffic. The causeway and connecting roads may be open to traffic for the first time some time next spring. The project was halted in its early stages due to a lack of driving time and distance to the nearest gravel pit and many traffic bottlenecks. At present, only one single-lane road points west to have nearly six miles east to the Cedar Point railroad station and will remain other six miles northwest to reach the east end of Sandusky Bay. The project now under construction will elimi-

nate about half of the distance and take resort traffic off the federal highway.

Tovili Notes

Aussie Town's Children's Zoo Spurs Growth

SYDENY, Australia, Dec. 25—Activities of a kiddie zoo in the town of Cobourg, on the eastern business with increasing the town's popularity and will remain for five years. The town is on the shores of Lake Macquarie, a holiday resort used by the city of Newcastle.

The Cobourg Chamber of Commerce, which had only a few animals and housed the zoo for 1,000 visitors, a children's fair, carnival and commercials during the week and holidays the gate houses some 5,000 per-

cent more income than the town and farmers.

An expert says people consider the zoo an important to the business community, and helps to attract help with traffic management, taxi and rental services, and several small welfare programs. The zoo will be available to welcome the tourists and highlights the prospects for factory developments while they were in town to see the zoo with their families.

Elmira Notes

Continued from page 37

with this $1,982.12 operating profit were a cash balance of $163.81 and a $1,309.31 profit for the first half, from the State aid grant, after paying $3,256.21, which was $3,204.50 higher than the same period of 1954. All profit went to help keep race purses and other awards. A note of $4,350 to open the fair was paid off from receipts.

Expenses Listed

Among expenses listed were $12,782.67 for entertainment at baseball games, $3,147.15 for office ex- penses and secretary and treasurer salaries, $3,755.65 for golf equipment purchases, $6,652.75 for "open" premium payments, $5,613.40 for season tickets, and $5,964.99 for advertising.

Recent improvements to the grandstand have been completed and are expected to be opened at a cost of $7,576.08, and which will be the highest cost for any other building.

All officers were re-elected. Thos. R. Bork, president, and G. Archie Turner is vice-president and race secretary, Robert A. Pfeifer, is vice-president and treasurer. Re-elected to three-

year terms, which will end in 1957, are Hardeman, Bollwitt, and Schrock. New office chair-


KIDDE CAR RAILROADS

We are always in the market for old railroads, old trains, rolling stock, relics and memorabilia. We are interested in railway history. We operate the largest of the railroads in the entire world and are always looking for more to add to our collection. We are looking for old trains and railroads from all over the world. We are interested in any old trains and railroads that are available for purchase. We are always interested in old trains and railroads that are available for purchase, and are always looking for more to add to our collection. We are interested in railway history, and are always looking for more to add to our collection. We are always interested in old trains and railroads that are available for purchase, and are always looking for more to add to our collection. We are interested in railway history, and are always looking for more to add to our collection.
250 Underprivileged Kids Hosted by SLA at Christmas Party

Children of Needy Showmen Also Sent Clothing, Toys, Goodies by Chi Club

CHICAGO, Dec. 25.—A Merry Christmas was provided for 250 of Chicago’s most underprivileged children, and the children of some distreessed showmen, by the Showmen’s League of America.

The league held its ninth annual Christmas party Sunday (18) at the Hotel Sherman, housing 250 youngsters of the club and their children with a Santa Claus (the league’s president, Jimmy Stanley), a clown, Nick Frances (of Super Circus), and a bill of five acts.

It treated them to cookies, cake and soft drinks. And it sent them away with each loaded down with a huge sack of toys and a shopping bag packed with clothing, candies, nuts and oranges.

Bounteous Santa

In addition, the league played Santa via mail and railway express to the children of six or more showmen. To these youngsters, it dispatched a clothing, cookie, nuts, etc.

The league was a bounteous Santa. It examined a dozen boxes, games, etc., into 50-pound sacks. And it filled the shopping bags of the showmen’s children with a generous helping of Christmas gifts.

At Sweeney again headed the committee. He was supported by hard-working league members, many of whom put in several days of painting, assembling, wrapping and baking the many gifts.

Cost to Members

Solly Wasserman, Max Braman and Tom Shary were in charge of purchasing clothing and other items that were not donated. Jack Duffield was chairman of the bag-making and packing committee. He was assisted by Henry Polk, Nick Shelley and Boboles.

Harold Borgerson, assisted by Sam Arenz, handled arrangements for the distribution of the clothing, toys and shopping bags from the hotel.

Mrs. Green headed up the press arrangements.

Charles and Chuck Zerner were in charge of the entertainment, with Chuck also providing the portable stage hand from the Hollywood Conservatory of Music, this city, which he operates. George Fleet ensured the proper sound system.

Ladies Assist

Lois Borowsky was in charge of the clothes checking and Hy Netlich headed the arrangements for food and refreshments. Members of the league’s ladies auxiliary and their alternate, we served both the food and refreshments.

League President

League president Ned Torti, Secretary, Shrine, White Leher, Isaac Malley, Jack Miller, Bill Cardy and Ralph Noble assisted wherever needed during the party.

The members of the downtown district executive committee for the visit of the league president from the Hollywood Conservatory of Music, this city, which he operates. George Fleet ensured the proper sound system.

SANTA CLAUS (JIMMY STANTON) delighted 250 of Chicago’s underprivileged children at the Showmen’s League of America’s ninth annual Christmas party Sunday (11) at Chicago’s Hotel Sherman. Close Nicky Francis (below photo) was one of the many delights at the party. Fayce youngster was given a huge sack of toys and a shopping bag filled with clothing, toys, candy and refreshments.

SOME SUMMER, VIVONA NEAR 17-Fair Route

NEW YORK, Dec. 25.—The Vivona this week announced the opening of the Sumner Country, Sumner, C. S., for their 1955 fair route.

The family’s Amusement of America’s largest and will play some annuals, John Vivona said, giving picturesque description of their road operation. Fifteen fairies are already contracted and two additional ones are pending, it was reported.

While in Florida this week, Vivona purchased a Looping ride from the Southern Scrapes and placed it up for the season’s opening in April, indicating that other equipment to be brought from Leroy. The show will consist of nine rides, Vivona said. Delivery on new Downey Ponies was expected this week.

Morris Vivona reports that the show is in better shape than ever, adding the fair may be completed in just three or four days to be ready. He is in his second season as a fair operator.

Lee Carawan is in the hospital and would like to hear from friends, who may write to him at 6050 Irving Park Road, Chicago 14. . . . Samuel E. Spencer, M. former carnival operator, and his wife, Annie C., 77, were Christmas greeting and word that they are living happily in Bowling Green, Ky., where they have been living for years.

John W. Finch is the county agent, announced this week. Mr. Finch will be back here after the Christmas meetings and is catching up on his winter fishing.

Hill Org Adds Minnesota Fairs

HARRINGTON, Tex., Dec. 23—Three Minnesota fairs have added several Minnesota fairs to their 35 member band, Frank Cardie, general agent, announced this week.

Owens H. P. Show in Hill is back here after the Chicago meetings and is catching up on his winter fishing.

Phoenix Banquet-Ball Pulls 200 Fun-Seekers

PHOENIX, Dec. 25.—Over 200 members, friends and guests turned out for the 6th annual banquet and ball held by the Arizona Homecoming Pacts for ‘55 Trek.

400 Turn Out For Tampa Homecoming

TAMPA, Dec. 25.—Over 400 members, friends and guests turned out for the recent homecoming and home-coming party of the Greater Tampa Showmen’s Association.

A banquet and dance was held at the Florida Hotel, where 500 dancing couples filled the floor and it was a memorable night with the showmen’s association.

The showmen’s association is now in full swing and is ready for the holiday season.

WOM Pacs Eagle Midjels For ‘55 Trek

SARASOTA, Fla., Dec. 25.—Eagle Midjels for ‘55 Trek, the showmen’s association, have arranged for some show attractions on the World of Wonder and the World of Tomorrow.

The showman announced here this week.

The showmen are in a very fine fashion, said the first party and was in a jamboree mood.

Frank Bergin, general manager of the World of Wonder, has not yet announced a complete lineup of show animals. However, he declared that show will be held for the benefit of the showmen’s association.

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WEISMAN NEW PRESIDENT

Unanimous Vote Given NSA Slate

NEW YORK, Dec. 25 — John Weisman and his entire slate of nominated officers were unani-
mously elected for a second year at the (23) meeting of the National Show-
manship Association. Weisman was installed as the officer, and will be honored at a formal installation ceremony at night and dinner next month at the Park Sheraton Hotel.

Handing over the gavel after a year on the NSA board, McKee, Loudavos said, "We do this to all officers and governors as the club looked forward to another year under new leadership. McKee is general superintendent at Pal-


E V A N S' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks. Fair Grounds, Carnivals, County Fairs. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 25' x 25' spread in 3 sections for easy handling. Includes motor, tool-stick nickel-plated platform, 26 bricks.

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JAMES E. STRATES SHOWS, INC.
Season 1955

Can plans for 1955, new and novel Shows that don't duplicate. What have we? All communications strictly confidential. Have front, outfit and wagon for same. Our equipment is second to none, and our route is on near perfect as possible. Can plan and furnish wagons for Major Route that don't duplicate. Can plan local concessions and worth-while independent Attractions, Shows and Rides for the Ohio Fair, Feb. 21 to Feb. 26.

Can plans for 1955 season—Train Help, Riders Help and useful People in all departments. WHITE, but don’t come in until notified. Can give good Showlifter Operator who can take care of three Lights. Good to all. No attraction too large for us to handle, as we have the equipment and the route. Address all communications to:

Winter Quarters, Orlando, Florida.

AT LIBERTY

Late Mode Tilt-Whirl—re-finishing will be like new. Glass Pitch; also Popcorn and Ceramic Corn trailer. All of this equipment will be in top shape, and will fit in the best of Midways. Our personnel will work for the best interest of your show and will be with it. All Inquiries to:

E. A. BODART

148 N. Maple, Green Bay, Wisconsin

GLADES AMUSEMENT S.

Wants for the following fairs starting with
Dr. Leon County Fair, Big Cypress Fair, Lynn Haven Fair, Gulfport Carnival, Fair,
Clermont, Fla., Jan. 17-23; Ruscher Co., Strawberry Festival, St. Petersburg, Fla., Jan. 28-Feb. 4; Central Florida Carnival, Altamonte, Fla., Jan. 31-Feb. 7; also Martin County Fair, Stuart, Fla., and Highlands County Fair, Sebring, Fl.

Rides not confined to the above--anywhere, anytime or anywhere.

SHOWS—Glass Machine, Kig Snake, Tilted Animal, Illusion, etc.
CONCESSIONS OF ALL KINDS—Fried Pulp, Ballons, Dates, Ball Corners, Pop-P'Ill-Yum, Hinodles, Short or Long Range, or any other work for stock.

All under contract, please get in touch with

JERRY SADLEMIRE, La Belle, Fla., Orange 52131, or JOHN KEELER, Miami, Fla., 642867

DRAGO AMUSEMENTS

WANTS for 1955 Season

Two Units

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1954 Concession

1955 Concession

May 1-31

June 1-30

July 1-31

August 1-30

September 1-30

October 1-30

November 1-30

December 1-31

For Florida’s last fair in 1955—South Lake Venice Fair, Clermont, Fla., January 3-8.

Located by Hernando County Fair, Terra Ceia, Fla., for January 3-8 and for 

The Southern States—South Carolina-Georgia—Florida—Standard—South Carolina— 

ASSOCIATION—Any good, clean Shows—Manor, Wild Life, Fall Shows. Mechanical City. 

Carnival—Wants only three Rides. Will consider any combination. These three do not include any extra rides; these Rides Manual, have changed to electric, reason for selling.

C. A. STEIN

P.O. Box 247, Key West, Florida.

PAUL DRAGO

Phone 2891

Barney Tassell Shows, Inc.

WANT FOR 1955 SEASON

Barney Tassell Shows, Inc.

115 N.E. 2nd St.

Miami, Florida.
Lucio Cristiani Reports Buying White Elephant

SARASOTA, Fla., Dec. 25—Lucio Cristiani, owner of the world famous Ringling Brothers and Barnum & Bailey circus, today announced that he has purchased a single white elephant from Burma, at a price he described as "very reasonable." He said the baby will be one of the major attractions of his circus and that it will be displayed prominently.

George Keller will be on "Super Circus" January 1 to complete his engagement, which began November 26 in Miami, Florida. He will depart for New York January 12 to begin his second tour of the New York area.

The Sky Kings, a Belgian air act, has been in Hawaii since November 21 and will leave January 12 for the remaining dates of their engagement. They will then go to the United States for a short tour of the West Coast and a few dates in the East before leaving for New York January 12.

The Ringling Bros. and Barnum & Bailey circus will be in Los Angeles for a three-day engagement, beginning January 17. They will then go to the United States for a short tour of the West Coast and a few dates in the East before leaving for New York January 12.

A team of acrobats, including Harry Hunsfeldt and his wife, toured a few weeks ago in a small town in Montana, where they performed a variety of acrobatic acts.

Jehoshaphat, the famous circus elephant, was seen in the streets of New York City on Monday, January 13, with its trainer, J. H. O. Ringling, in charge.

LUCIO CRISTIANI

Ringling Unit Opens Big In Havana

Club Acts, Lions Top Bill in Cub; North in New York

HAVANA, Dec. 25—Ringling-Barnum opened its winter circus for its annual run here Friday (17) with a novel and excellent cast. Featured are a magician, a club act and a line of sharp comics in the circus tent. The lion act was added Thursday, particularly for this run.

The show moved in and set up without special incident, the electric cable equipment by which the cast is transferred to the city. The show now is left in quarters by mistake. A commission was called back for a John Ringling Northland— New York Thursday (20) after viciating Europe, and General Manager Frank K. Hagen and President C. M. Hagen were there before returning to the circus.

The Havana run is scheduled to go through January 9.

PHENOMENAL FOR TOP K. C. DATE

Twenty of 'em. No collect calls or war. TONY MANSUCO

417 Grove St., Bucclenber, N. Y. Hamilton-6462

CONTRACTING AGENT

With car, for schools, immediately.

BYRON STONE

1155 N. 16th St., Omaha, Nebraska.

HAPPY NEW YEAR TO EVERYBODY

KRIEL FAMILY

Clowns, Trumpets, Convolutions, Tumbling, Juggling, Multitasks.

Address: R. B. 1, Lament, 14.

NOTICE—CHANGE OF ADDRESS

New Location

"SHOW BUSINESS ENTERPRISES"
Suite 115—331 Bay St., Toronto, 1, Canada.

Acts and hands of all descriptions. Send photos and all particulars.

HAPPY & PROSPEROUS NEW YEAR TO ALL LEN HUMPRIES

WANT—PHONE MEN

Drums, do not answer. Allen Biller, Henry (Cary) Branch, Henry Olieven and Filipino from Mexico.

Ten to open January 2. Balance of winter and summer work.

WANT TO BUY CIRCUS equipment of any description. Cash deals. No junk.

C. H. WILSON

GENERAL DELIVERY, Youngstown, Ohio.

FEATHER PLUMES FOR HORSE & ANIMAL SHOWS

Majorette Plumes—Specialitch and Flamingo—Rhubarb—Salmon—Turquoise—Quartz. Dazzle them with color. SOUTH AFRICAN FEATHER CO.

515 PARK AVENUE, N.Y.

J. H. ORR, Pres. M. F. HAMMOND, Sec'y.

42 THE BILLBOARD Communications to 188 W. Randolph St., Chicago, 1, Ill.

JANUARY 1, 1955

UNDER THE MARQUEE

BY TOM PARNKINSON

George Keller will be on "Super Circus" January 1 to complete his engagement, which began November 26 in Miami, Florida. He will depart for New York January 12 to begin his second tour of the New York area.

The Sky Kings, a Belgian air act, has been in Hawaii since November 21 and will leave January 12 for the remaining dates of their engagement. They will then go to the United States for a short tour of the West Coast and a few dates in the East before leaving for New York January 12.

The Ringling Bros. and Barnum & Bailey circus will be in Los Angeles for a three-day engagement, beginning January 17. They will then go to the United States for a short tour of the West Coast and a few dates in the East before leaving for New York January 12.

A team of acrobats, including Harry Hunsfeldt and his wife, toured a few weeks ago in a small town in Montana, where they performed a variety of acrobatic acts.

Jehoshaphat, the famous circus elephant, was seen in the streets of New York City on Monday, January 13, with its trainer, J. H. O. Ringling, in charge.

LUCIO CRISTIANI

Ringling Unit Opens Big In Havana

Club Acts, Lions Top Bill in Cub; North in New York

HAVANA, Dec. 25—Ringling-Barnum opened its winter circus for its annual run here Friday (17) with a novel and excellent cast. Featured are a magician, a club act and a line of sharp comics in the circus tent. The lion act was added Thursday, particularly for this run.

The show moved in and set up without special incident, the electric cable equipment by which the cast is transferred to the city. The show now is left in quarters by mistake. A commission was called back for a John Ringling Northland— New York Thursday (20) after viciating Europe, and General Manager Frank K. Hagen and President C. M. Hagen were there before returning to the circus.

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J. H. ORR, Pres. M. F. HAMMOND, Sec'y.
RINKS & SKATERS

January 1, 1955

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

Rinks Meet Forges Big 1955 Program

Detroit, Dec. 25.—A direct effort is being made now facing private enterprise skat- ing rinks from the imposition of tax and insurance regulations that would make it more difficult for the Roller Skating Rink Operators’ Association to operate the rinks. With this in mind, the board of control in its meeting this week, considered the dangers listed last three days and covered some business clauses, drawn to consideration of all problems rising from the summer expansion.

The program on tax legislation rules was outlined by Arthur E. Litzsinger, chairman of the legis- lative committee, who described an extensive schedule of activity for the year. The objective will be to secure legislation which will allow private enterprises non operating rinks to secure backbones now denied, but granted to other small business enterprises under the Small Business Adminis- tration of the federal government.

A new membership conference of the RLROA was held, with Jack Dalton, Cleveland, named chairman. In assuming the new responsibility, he expressed confidence that the new association could function to increase substantially the membership of the RLROA during the coming year.

A personal medical insurance plan was se- tailed at the annual summer meet- ing, was adopted for full discussion, and it was decided to table the project for future action.

Preliminary planning and discus- sion of the formulation of a code of ethics within the association was also decided upon.

Pensions of reputable skaters were passed, noting the passer’s William P. Cissell, for his service as a professional skater, and deploring the paucity of such benefit. Also, the RLROA, members in the East in the series of three hurl- ings.

Publications

A report by Secretary R. D. Martin showed that the RLROA now and in production: (1) "Roller Skating Rink Operators’ Asso- ciation," (2) "Roller Skating Rink Operators’ Association Comics," (3) "Roller Skating Rink Operators’ Association Monthly.

The RLROA, members in the East for the dates in the series of three hurl- ings.

DRIVIN’ ROUND THE DRIVE-INS

First Connecticut drive-in to close for 1954 season is the laminate, "Rogers." "Rogers" in the new Hartford, Conn., Frisbee Drive-In with a 500-car capacity at New Cambridge, Pa., Milton Drive-In, Philadelphia, is doing the same. "Rogers," Emm Bell, Atlantic City theater, is expected to be included as part of the Rogers-Motel project of Arrange Boulevard and near the resort. "Fogelos, Plank, after managing the Missoum Ponder and Fred Drive-In, Buena, Pa., moves indoors at the Embassy Theater, Buena, filming week only. At a promotion stunt, Paul W. Anderson, general manager of Pike Drive-In, Newton, Conn., ran a promotion in the theater's bowl recently, including distribution of passes and "achat" of every fourth patron. Promotion was handled on a mid-week evening, normally a slow night, the results reported impressive results.

The Wayne "Coral Drive-In Theater, Monrovia, Tex., has in- troduced a soft stick in the presence of the first of its kind in this part of the state, at the Balmoral Theater, Bolivar, Texas. Introduced by Arthur G. T. H. Donnan, dressed as a baron, the"Balmoral" was introduced at the Beaudry, Bolivar, Tex., and was announced that the Boulevard Drive-In will be closed for the season and that the group's best Theater will remain open full time. Howard Shawly has Nos. 320, Kalamazoo, Mich., at the Drive-In Theater at Jackson, Mi.,

the year, with the whole mounted in a walnut backplate. The awarding relief from the hardship caused by boundary limits in a specific case was requested by the same company, which was formerly participated at the Boll- administration's 1955 Regional Championship series. This was done because of the installation of new plans, calling for New Jersey, con- sideration of all problems rising from the summer expansion.

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MERCHANT ABLE TOPICS

Write The Billboard Buyers' Service Department, 1560 Patterson Street, Cincinnati 22, O., for a complete list of ad-
dressed items. Be sure to specify. To expedite handling please enclose self-addressed envelopes.

Tej Toy, Inc., New York, has cut a new line of rubber toys. It was announced this week. The rub-
er toys were designed to quickly replace other types of playing aids. They are caged, never loses its original shape and is washable.

A very light recently intro-
duced by American Manufacturing Company, Canton, R. I., is called Brown's. It is a miniature light perfect for such situations as a going to bed at night, for locating lost articles, etc. It was specifically made for the inside of inside trunks. A slide forward on the operating button and it provides a brilliant, long-lasting light. Brown's are two standard replaceable batteries of the same size as a nickel cell and is attached to the mirror compartment of the case by the spring clip on the back when not in use. It is finished in gold plate, it retails for 25 cents.

The well-known firm of Gellman Brothers, Minneapolis, invites you to send for a free copy of their general catalog. Kate Gellman toys are available in a line of imported and domestic novelties and additionally advertise the same brand merchandise, including bronze, ceramic appliances, jewelry, watches, clocks, stuffed toys, china, glass, etc. Distribution, tailors, hatmakers, wagon jobbers and retail stores will find the catalog a genuine money-
saver. It will be in business for 35 years and has a large and increasing following, in fact for an exceptionally good-
looking contrasting color combina-
tion. Other colors include a fine-
tone with forest green and cerulean blue. Also a combination piece that is 15 inches. Made of acrylic which has been treated for water-re-
nistant, the platters come in two colors as the figure.

A combination knife sharpener, a product of the Haven-Hoffman Company, has been covered with a
thin film of aluminum which is fairly easily removed by merely drawing a knife across the thin film with little effort. A sheet of aluminum which is being offered by Selectric Prod-
ucts Company, has proved. Gold leaf cut into a sheet and with some polish brings out lands. Rubbing the tips results in a great degree of effort. A sliding plastic guard pre-
vents the user from picking up the film while it is in use. A total sup-
porting knife blade under a slight pressure is placed on this sheet the 110-105-volt, 24-watt motor is activated. The motor stops when pressure is removed.

A scientifically created simulated straw with fine texture is the mate-
rial used on the Ten-States Westerns hat manufactured by Arthur W. White Hat Company, New York. This hat has a natural look because it's fabri-
cated from the carvings in the Platte River region to create the looking guide. We have had a 15 inch, wheel and a '71 trime. Comes packed in 6 units in sizes, two dozen to a carton.

Imperial Merchandise Company, New York, announces a new series of advertisements which include a stained glass noodle to sell to housewives. It shows how ideas of the inevitable by the middle of the month. The new line is being sent to wholesalers and dealers in the field.

WE UNDERSTAND . . .

that very few of the regular pitch articles are not being

sold in the Detroit area recently. Even Happy Hens has

received a big order from that area. The Detroit Po-

lot socked the line last September and have been seen around the place since.

REPORTS HAVE IT . . .

that Detroit is one of the ship-

ments, and many in the

country have been talking about the

name pitchers who have been

pitching with the same

pitch. With a lot of people in the trade get jiggy with it, the

whole gang was surprised to find out who they have been

pitching with at several games.

WE WANT TO THANK . . .

the many pitchers who have been

pitching recently. Horace Bland and

Frankie Pyle, has been to see me

a few more times of the year and a 2 cent prize you can

pump from a number of

hobbies in the

necessity of the many of the

beaters in the

jumps your pitch path.

MANY OLD-TIMERS . . .

in the trips trade will remember

Old Jack Miskell. In the old days, as a regular contrib-

utor to the Pipe column. Old C. G. was widely known as a member of the Smoking Sons of the Mou-

tain magic-seat, and was a loyal pipepiper in every sense of the word. We just received word that he was

George died December 13 in a New York hospital.

JUDGING FROM . . .

the jazzed up tone of the new recita-

tion by our own but the

voice of the Van Hatten Hospital, a

yes, the old boys have

their pretty chipper again. Sol says, the same

pitch articles have been

for two weeks with some
ticker trouble. I don't know when I'll

be heard of him again in a

pitch in

any. Jack Kahn, old-time

pitcher, has been to see me

quite often—he's a good sort and

pitcher. However, you can't beat

the boys and give a Happy New Year.
COMING EVENTS

HELP WANTED
CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATES: 15¢ a word—Minimum $3.

DISPLAY-CLASSIFIED ADS... Contains larger type and white space are charged for on the same line, 10 lines to an inch. No illustration or ext. RATES: $1 a line—$14 per inch.

Forms Close Thursday for the Following Week's Issue.
**MUSIC MACHINES**

**MUSIC THIS WEEK**

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

**THE FIRST ANNOUNCEMENT**

of an increase in the prices of 78 records to 50 cents this week. The prices made by the company also increase 25 cents prices slightly and sharply dropped LP prices.

**THE SOFT-SOLDING SCANDAL**

of The Billboard's weekly Honor Roll of Hits appears in a special chart this week. Top ten honorees went to "Little Things Mean a Lot."**

**JUKE BOX OPERATORS**

and one-stops will be on the recessionary trend. The unexpected drop in the Capitol Records sees off a special campaign on Jackie Gleason satisfied listeners.

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

**Stark, Dietmeier**

New BB Coin Heads

Schreiber Named Publisher of Vend;
Latta New Vend Advertising Manager

CHICAGO, Dec. 25—Hitman Stark was named general manager and Robert L. Dietmeier, general editor of the coin machine division of The Billboard Publishing Co., from the Radio and Television News.

G. B. Schreiber, coin machine editor of The Billboard since 1947, has been named vice-president as editor of Vend, the magazine recently acquired by Schreiber had been set up both the coin machine and the Billboard coin machine editors.

In his new post, Stark will direct the coin machine advertising and circulation progress of the coin machine service.

A veteran of the coin machine service, he is experienced in the field as a coin machine reporter. He transferred to the sales staff in 1942 and to Vend in 1946. During World War II, he also served as a Signal Corps navigator.

In October, 1948, Stark became associated with the Chicago Book of Promotions, and last year took on the additional responsibilities of coin machine advertising and promotion editor.

**TWIN CITIES**

Ops Plan 10c Move to Boost '55 Juke Play

MINNEAPOLIS, Dec. 25—Music operators in the twin cities plan to offer 10c play to boost the sales of new machines.

One of the companies that believe that 10c play "must come," in 1955, citing existing costs as the main reason. "One year from today," declared one of the operators, "the 10c play will be an established fact in the twin cities. By then, the rest of the country will have decided.

In addition to the new machines, the operators are confident that the new machines and the 10c play will help strengthen the local music business.

**Predict Juke Gains in Miami During '55**

MIAMl, Dec. 25—Operators and distributors in Greater Miami predict the 1955 juke box business here will equal or surpass this year's total.

William Blatt, president of Amaq and partner in the firm of Miami Makers, said that he expected juke box sales to increase $5 million per cent in the coming year. Blatt said he predicted a continuation of the growth of population here and a corresponding 100 per cent increase in the juke box market.

"Today's high fidelity phonographs can now be placed in locations where they will fit in with the most popular automatic music, and the location of these new machines is a 100 per cent increase in the coming year. Blatt said the juke box business in Miami is showing a better shape of store play. He hinted that AMO-A has improved their service to the smaller coin box in 1955. Sam Marino, of Marino Music Company, said that he foresaw a good year for 1955, but believes that operators will have to hustle more than ever to meet the competition.

The day will come, Marino said, when juke box operators will find it more profitable to diversify equipment to survive. He predicted that 10c play would help the current trend.

Rudolph Shapi...
In its new Model "F", AMI brings music operators the benefit of its best thinking, its finest engineering and its most captivating design.

AMI developments in High Fidelity sound, in the use of striking colors and in service ease and efficiency that might not have come for years, are yours to enjoy and profit from now!

You're Ahead for Years with the Juke Box That's Years Ahead

AMI Incorporated

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

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

Licensee: Jensen Music Automates—building the JMA AMI Juke Box sold through Oscar Sixbye A/S, 5 Palangade, Copenhagen K., Denmark
You and Your Routemen are bound to have a

Happy New Year

... all YEAR LONG with

ROCK-OLA Hi-Fidelity Music

Model 1442
with 50 Selections

Model 1446
with 120 Selections

Rock-Ola Mfg. Corp. 800 N. Kedzie Ave., Chicago 51, Ill.
JANUARY 1, 1955

THE BILLBOARD

MUSIC MACHINES 51

10 Cent Play Paints Bright '55 for Conn. Juke Ops

By ALLAN W. WIDEM

HARTFORD, Dec. 25—The switch to 10 cent machines is coming about in the downtown Hartford juke box industry. Other areas in the State are expected to follow immediately.

Juke box routemen are currently switching machines to operate on "dime-play-only" in metropolitan Hartford. Other areas in the State are expected to follow immediately.

OUTLOOK GOOD FOR

Chicago

Communications from Ken Knaut, Cen-Cent, Chicago, indicate that the country "dime-play-only" is being well received. The switch to 10 cents in Connecticut is being met with favor.

M. J. Abelson is on a business trip to California, and scheduled to return around New Year's.

Louis A. Rialto

COINMEN YOU KNOW

Hartford, Dec. 25.

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Louis A. Rialto

www.americanradiohistory.com
COINMEN YOU KNOW

Continued from page 51

Iron but off slightly due to the rapidly becoming a popular con-

tinent, reports Manager Bernal Shap-

ing. The disk outlet is in the new

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

www.americanradiohistory.com
CANTOON BUYS
52% OF ROE

A YEAR OF GROWTH AHEAD

Hard-Sell Competition, Key
To Success, Says Vending
Machine Company.
Eastern Ops See '55 Banner Year

May Crack All Sales Marks; New Plant Openings; Office, School Locations:

Candy Sales
Sales of confectionery and competitive chocolate products by page.

www.americanradiohistory.com
10 Cent Play Paints Bright '55 for Conn. Juke Ops

By ALLAN W. WIDEM

HARTFORD, Dec. 25—The Connecticut coin machine industry is in high gear this Christmas, much of the industry's optimism is due to public response to dance play.

Asks Canada Distrib, Why Not 2-Nickel Play?

TORONTO, Dec. 25—Should juke machine players be given two nickels for a tune? A question first came in Canada to advocate 10-cent play, Bill Gibb, who is known as the nation's King of Cents, maintains that they should.

Gibbiet points out that all vending machines—nickel, quarter, etc.—take two nickels or a dime for a three-cent song. He says this is so because juke players would not have a change for a fourth nickel.

He declared that music machines operating on two-nickel play would rank second only to the nickel play.

People are in the habit of using nickels, Gibbiet said, and it shows up in the sales figures. Even dance machines still find a healthy amount of their revenues in the form of nickels. Even before bounces are accepted to two nickels, he added.

Gibbiet said that the psychology of public buying habits favors the extra channele machines.

New Twist

*Continued from page 48

location owners looked upon average and above.

Consequently, he had a deep personal interest in calling on the Pooria telephone number and his slogan, "It's The Service That Keeps Sales Up," is true.

He was going on a new photograph location, Monmouth tells service first, last and always, pointing out that his route is as arranged that it is impossible to be away from any spot needing service.

The new photograph is a three-story concrete structure in a location state only 35 percent maximum.

The effect of a new photograph in an old location is new, as it is said that in the new location there is a two-fold Monmouth explained.

The show is the first to be played after it is opened, at a different standstill, after one or two drinks and a little conversation, and it seems that in an extension of an evening's entertainment, the sales will bring a huge chuckle in play, more far and wide, and in a way few call.

Monmouth is proud of the fact that several of his location has been closed, and that location owners who were at one time not too optimistic, are now cranking.

Once tavern, restaurant and nightclub owners have been sold on the potential of this scheme, it's no time for real boosters to any route, he decided.

Predict Juke

*Continued from page 48

New equipment is added, it is reported for a big share of the record business.

An attractive financing for operators is available on the up-and-up but the music is the buying, strong, said O’Toole Trapp. The reason is that the public shows a willingness to look at and avoid a better service than the one it gets with most juke machines when they are bought.

Ted Bush, head of Bush Distributing Company, predicted a big year for the stores, with the new equipment and operator replacement programs prime factors.

Electrical companies are currently switching machines to operate on a different voltage because of the Fordham situation.

All 500 machines in Hartford Connecticut have been converted to dance play by late February, Bush said, an Oklahoma country music fan defended the company's music, saying that in the old days the 500 machines were a similar music and the changeover to dance play, followed by the changeover to dance play, was the only way to go.

The new machines are being produced during the year by the 188 F. C. M. Chicago manufacturer.

Herb Perkins, Purveyor Distributing Company, says that Jan. 1 will open in the new year, with a new machine music, saying that in the old days the changeover to dance play, was the only way to go.

And, Monty West are planning to improve the machine music, saying that in the old days the changeover to dance play, was the only way to go.

A Christmas party for employees was held Wednesday (28). H. L. Hunter and J. A. Stebbins report on recent activity.

Bill De Selin, United Manufacturing Company, said that the Christmas party was held for workers and that some of the employees got a turkey as a holiday gift.

Duke Gigue is down in Miami awaiting visitors to join him with friends and relatives in New York and Boston.

Gigue is down in Miami awaiting visitors to join him with friends and relatives in New York and Boston.

Sam Lewis, General Manufacturing & Sales Company, is attending a Christmas party with his family at the holiday season in the Fontainebleau, a new Miami hotel.

Sidmor Free and Vivian Shate, Empire Coin Machine Exchange, report that they will have sales directors and directors on the schedule to keep them underway the holiday season in the Fontainebleau, a new Miami hotel.

New headquarters of the Budweiser Importing Company, Inc., have been established at 415 W. Water Street in New York.

Microsoft Computers

Experiments in the East—New Jersey, Hartford and Baltimore-area music, using the two coins, has been tried with success.

The cornet player, who played the cornet in an urban environment, has kept the instrument in excellent condition, he said.

Vendall 11-1952

Wurlitzer 2-2151

But costs are high, estimated at several thousand dollars for figures, dance play, the cornet player and other problems.

But costs are high, estimated at several thousand dollars for figures, dance play, the cornet player and other problems.

Since the cornet player is a money maker, it is considered to be a swing operation.

Considerable effort to swing up operations was taken by the cornet player, who had a disastrous year.

He launched this year, Magnavox has been tracking its cornet player at the MOA national convention. Other firms followed suit. Minko even offered exclusive territories to music operators.

The cornet player should make 1954's efforts look small. First to arrive in the market was in 1951, Seeburg, offering the 10-Select-O model, while the 1952 model has been a tremendous success.

The 1954 model, of course, has the cornet player at the MOA national convention and more is expected for the new model.

Emphasis is also expected from juke manufacturers in background and design, unexpected territory and exasperatingly expected, to face the cornet player.

Emphasis is also expected from juke manufacturers in background and design, unexpected territory and exasperatingly expected, to face the cornet player.

Fish, president of MOC, is a cornet player. He said that the cornet player, which has been a big hit in the industry, is the answer to the new problem of increased in costs.

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Milwaukee

Communications

Juke Play Boosted during Holiday Play

The final weeks before Christmas were marked in the music machine records, according to a survey of the Milwaukee area.

A Christmas party for employees was held Wednesday (28). H. L. Hunter and J. A. Stebbins report on recent activity.

Randy's Records & Tapes, 4118 N. Haverford, has been picked as one of the top records on the market.

Pittsburgh

Communications

New Holiday Offers from the Seeburgs

Experiments in the East—New Jersey, Hartford and Baltimore-area music, using the two coins, has been tried with success.

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The cornet player, who played the cornet in an urban environment, has kept the instrument in excellent condition, he said.
see Monday's "Music for the Millions" and "Music for the Millions" by Ben-
ness, Clarion.
Don Reynolds, Wayne Candy Company sales representative in the Wisconsin-Michigan-Minnesota territory, entered Columbia Hospi-
tal for some surgery.
Washington
Communications for:
Elmore 9-7661

Said Lottenberg, owner of West-
way Vending, is expecting that his-
usual Christmas slump to hit soon.
Said believes that next year will be a good one for the vending industry with cen-
tral on automatic cafeteria and large locations.

Miami
Communications for:
Al Done 6-8890

WASHINGTON ATTEND ANOBAI BOOKT

Traditional business rivalry will not be forgotten at the AMOA's an-
ual banquet and dance at the Ne
tel Hotel December 13. From
President William Blake on down, in-
ducing actors, writers, etc., everyone bar-
ning a good time.

Sensing the golden opportunity to appear before Dale Creek-
's joke box operators, entertain-
ers on the program get in on their re-
ascence. The Harmonies (King Records) even commented that this be-
tween their latest hit. Other recording artists in-
cluding Ralph Flanagan, Al Clark and Gene Austin, all of whom re-
ceived a RCA Victor label.

Henry Stock, a dr. man for De-
Lowe Records, had to miss the debut of the Bobby Darin record due to -tual busi-
ness call to Cincinnati. His side-
lk partner, Marvin Stock of DeL-
owe Records, also was forced to forgo the event due to a painful skin al-

Steve Brookmire, Mercury Rec-
der Distributors from the South, is ex-
pecting another visit from the stork in May.

The Bellrock record shop is rapidly becoming a popular con-
ducts of business.

It isn't every route man who can fish on Wednesday, but Lenny Newcomb, repre-
sentative of the Mork Distribut-
ing Company, manages to do just that. Lenny sinks Sunday, and Wednesday is his day off. The last time out he caught a nice dob-
plum and kingfish. On the bowling lanes Monday night in AMOA-
league competition, Lenny took the top honors in the cash bowling but suddenly lets go of his chains of strikes and spares.

Harry Hassen, vice-president of the AMOA, brought along his law-
partner, Noran Crouch, to the association banquet. Hassen has been a coin machine operator since long before he was cre-
ated sheepskin, and now di-
ates his time between his route and his law practice.

Wurlitzer

Features: 1955 edition

new addition. The building houses a modern one-box record service, makes travel office for all, gives a parts department, an export div-
ision and a recreational room for visitors. Employers-con-
plete with a bar and a joke box-
jukebox. The room operated by the new Bunk Record Service, is managed by-
Mr. and Mrs. Ruth Koshnick. Trappmann said that back in 1936-37, when Bunk-
Dietmeier of!!!!!!

rd was operated in Minneapolis, the firm operated one of the biggest and most successful records.

In Canada, continued the firm's rapid expansion to both the domes-
tic and export business.

Stark, Dietmeier

Dietmeier, the new cop many editor, has been associate editor of the Chicago Sun.

Dietmeier joined The Billboard in No-

vember, 1935, and previously was a member of the sales promotion

staffs of Armour & Company and McCarron-Erickson and Van Der-

come, Dietmeier is a graduate of NorthWestern University and the

Harvard University graduate

school.

"This is the first step," Beat-

su said, in the program, "The Bill-

board has planned to intensive-
ly cover the coin machine and auto-
nated merchandising industry during 1955."

Jack Latta, the Van der adver-
tising staff, has been appointed advertising manager of the suc-
ceeds Jack in that post. Latta

joined the Billboard Publishing Company in 1905 and has been a mem-
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joined the Billboard Publishing Company in 1905 and has been a mem-
ber of the staff since 1953.
CANTENE BUYS 52% OF ROWE

Get Ready to Remow President
No Major Policy or Personnel Moves

NEW YORK, Dec. 25—Automatic Canteen Company of America, owner of two leading canteen manufacturers, has acquired the canteen business of Rowe Automatic Coffee Makers, Ltd., a subsidiary of Rowe Automatic Coffee Makers, Inc.

Consolidated sales of the two companies in the last fiscal year amounted to $101 million.

In a news release announcing the acquisition, Nathaniel Leverone, chairman, Automatic Canteen, and Robert E. Leverone, president of the company, said:

"When a firm like Automatic Canteen and Rowe, such an amalgamation of these companies was expected. We think it will be a well-integrated, well-managed organization in a logical continuation of the advancement in the age of the continuing growth of automatic merchandising."

Canteen Board

Crente, who will remain as president, active head of the firm, will be chairman of the board, executive chairman of Automatic Canteen.

Canteen will be a leading manufacturer of vending machines and Automatic Canteen will become a major force in the vending machine industry.

VENDORS TO BE ABSENT IN '55

Overproduction in Some Lines Paves
Problem to OPS of Hiking Consumption

By BEN ATLAS

WASHINGTON, Dec. 25—Suppliers for products sold thru automatic merchandising machines will be absent in '55, according to Agriculture and Commerce Department sources. In many of the Russo-Soviet agreements, the Department will expect to increase the production of milk, meat, eggs, butter, cheese and milk products. The industry, however, will face the major problem facing vending machine operators is one of keeping consumers interested in its product.

The principal problem of fish was an abundant year for the grower, and 1955 will be a year for retail trade, according to Agriculture and Commerce Department estimates.

"The fish will be available at retail trade, according to Agriculture and Commerce Department estimates."

Two new films on '54 Convention

CHICAGO, Dec. 25—Two new motion pictures will be added to National Automatic Merchandising Association's roster of industry films. Specials from the two hundred-foot film shot at the association's annual convention in Chicago by Vending, Inc., both will be shown in the terminal at the National "At the Drop of a Coin" (Continued on page 35)

Tea Vending Drive May Get Underway

Seaman Bros. Makes Liquid Concentrate; Hedeman Is Ready on Conversion Unit

NEW YORK, Dec. 25—Tea will now be the forgotten beverage, as a result of plans of Samson Brothers, Inc., manufacturer of vending machine products, and Robert Hedeman, president of Hedeman, Inc., vending machine parts and materials company.

White Rock executive disclosed the plan that the company will concentrate on vending tea, a product that can be used for hot or iced tea and can be put in concentrate and Sunkist lemon juice.

At the same time, Hedeman announced that its plant in Great Neck, N. Y., last produced a stock of tea, which he said could be used for vending machine purposes.

The operation, which can be adapted to the Hedeman machine, will be carried on with some reworking, to other hot beverages.

About $40

Hedeman's tea conversion will sell for about $40, and Hedeman will be part of the Hedeman line of products in a variety of sizes.

To be issued in an additional amount of stock, the company has sold 3,000 hot chocolate conversions and will be put on sale in the next year and a half.

In addition to the new "package," the Hedeman plan will be based on the Hedeman line of products in a variety of sizes.

The first will be held February 18-20 at the Atlantic Hotel, Boston, the second the month of the year in Boston, and the third at the end of the month in Chicago.

The American Merchandising Association, Inc., has announced that it will be held on weekends, with lunch provided for all convention participants.

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Eastern Ops See '55 Banner Year

May Crack All Sales Marks; New Plant Openings; Office, School Locations

NEW YORK, Dec. 25. — The Eastern Operations of Victor have pushed the country's biggest vending year so far in

Keep in Touch

The World's

Standard Topper

This attractive ensemble is finished in smooth, hard Duroline and chrome — real construction, precision built and completely durable. Equipped with the largest glass globe. Packed and Sold 4 in the Case. Case 23 weeks. Retail price of 4 $13.25 per case. $26.50 per case of 4. $81.25 per case of 4. $262.50 per case of 11.

Place Your Orders With Your Nearest Victor Distributor

VICTOR VENDING CORP.

3720 12 W. Grand Ave. Chicago, 20, Illinois

Dyeing to see the latest trends in cigarettes and candy? Meet the people who are in charge of production and sales.

VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Saving Power Ever Built Into a Bullet . . . at F. 26.6x the Play!

Cabinet of attractively varied slot—themed in drawings with glass panels. Smart, unique design that makes Victor an integral part of your store. Equipped with the larger glass globe. Packed and Sold 4 in the Case. Case 23 weeks. Retail price of 4 $13.25 per case. $26.50 per case of 4. $81.25 per case of 4. $262.50 per case of 11.

Keep in Touch

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Place Your Orders With Your Nearest Victor Distributor

VICTOR VENDING CORP.

3720 12 W. Grand Ave. Chicago, 20, Illinois

CIGARETTE AND CANDY MACHINES!

New Year's Specials!

CENTURY 2500 $12.50

BARKER 7500 $11.00

BARKER 7500-2 $17.00

BUENOS AIRE 5100 $1250.00

UNION BARKER 5200 $1,145.00

CENTURY 7500 $12.50

BARKER 7500-$17.00

BUENOS AIRE 5100 $1250.00

BARKER 7600 $1250.00

BUENOS AIRE 5200 $1,250.00

UNION BARKER 5200 $1,250.00

CENTURY 8000 $12.50

BARKER 8500 $12.50

BUENOS AIRE 6100 $1250.00

CENTURY 8500 $12.50

UNION BARKER 8200 $1,250.00

BARKER 8500 $12.50

BUENOS AIRE 6200 $1250.00

CENTURY 9500 $12.50

BARKER 8500 $12.50

BUENOS AIRE 6500 $1250.00

CENTURY 9500 $12.50

BARKER 8500 $12.50

BUENOS AIRE 6700 $1250.00

CENTURY 9500 $12.50

BARKER 8500 $12.50

BUENOS AIRE 6700 $1250.00

CENTURY 9500 $12.50

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!
Pepsi Gross Is Up 16%  

New York, Dec. 25—A 16% increase in the sales,  
and profit figures in 1954 is  
reported by the Pepsi-Cola Co.  

The increased earnings of 88,000,000 for  
the year, are due to the increased  
volume of sales as well as to the  
higher prices charged for the  
products.  

The company's earnings for the year  
are expected to reach 10,000,000.  

The increase in earnings is a result  
of the company's aggressive  
marketing program and the  
continued expansion of both  
operating and manufacturing  
plants.  

A Year of Growth Ahead  

A year of growth and expansion  
is predicted for the company  
in 1955.  

The company plans to open  
new plants and to expand  
the existing ones.  

Product Summary  

The year-end summary of  
the company's activities  
is as follows:  

- Increased earnings of 88,000,000.  
- Opening of new plants.  
- Expansion of existing plants.  
- Increased sales.  
- Higher prices charged for products.  

THANKS A LOT  

We feel sometimes that we  
haven't sufficiently  
expressed our gratitude  
for the nice things  
that are constantly happening  
us in business.  

We do want people to  
know that we are happy  
and have many friends  
who are always ready  
to offer help  
and good wishes.  

We appreciate your  
kindness and  
thoughtfulness.  

HAVE YOU SAWED  

Our business has been  
busy and productive.  
We are glad to have  
the opportunity to  
supply you with our  
products.  

PENNY KING  

COMPANY  

3934 Halsted Street Chicago 2, III.  

13" wide  

WEIGHT 165 LBS.  

$25  

DOWN  

Balance $10 Monthly  

400 DE LUXE  

PENNY FORTUNE  

CARD  

NO SPINNERS  

IN TAN BIT  

MANUFACTURING  

Company  

4655 W. Talman St. Chicago 45, Ill.  

Call White 2-1234  

PHILADELPHIA  

PENN KING COMPANY  

3934 Halsted St., Chicago 2, III.  

NAMA Readies  

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4655 W. Talman St. Chicago 45, Ill.  

Call White 2-1234  

PHILADELPHIA  

PENN KING COMPANY  

3934 Halsted St., Chicago 2, III.  

NEW DESIGNS  

NEW IDEAS  

NEW FINISHES  

send 35¢ Complete  
Sample Kit  

discounted  

Ocecay  

Cabinett;  

Zenser  

Food  

CAN  

FERRARA CANDY COMPANY, INC.  

3345 W. Taylor Street Chicago 12, Ill.  

RECONDITIONED VENDORS  

BULK CANDY OPERATORS  

Ferrara Sweet & Candy is  
the manufacturer of this  
product.  

Write for catalog of New & Used Vendors, Accessories & Supplies  

OREO COIN MACHINE EXCHANGE  

13" wide  

WEIGHT 165 LBS.  

$25  

DOWN  

Balance $10 Monthly  

400 DE LUXE  

PENNY FORTUNE  

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Company  

4655 W. Talman St. Chicago 45, Ill.  

Call White 2-1234  

PHILADELPHIA  

PENN KING COMPANY  

3934 Halsted St., Chicago 2, III.
PATRONS COME AGAIN
Steady Trade a Boon
To Large Conn. Arcade

Bridgeton, Dec. 25—Operating the Crystal Palace Arcade in Bridgeton, N. J., has been Joseph F. Robinson, who recently returned from a trip in Florida, where he spent the Christmas holiday. Robinson said that business was steady and that he expected it to continue in a similar manner in the New Year. He also stated that he was planning to expand the Arcade in the near future.

Tourists Trade Bolsters Fla. Coin Trade

Miami, Dec. 25—Good news for Florida's coin machine industry is the current increase in winter tourist business. The State advertised heavily in national travel magazines and the results of this advertising show in the increased tourist trade. It is expected that this trade will continue and that it will be a profitable one for those who are engaged in the coin machine business.

AMUSEMENT GAMES

Game Mtrs. Bow 113 New Models
In 1954; Pins and Shuffles Lead

Chi Firms Produce More Than 100,000 Units; Gun Games Top Trend of Year

By KEN KNAUF

CHICAGO, Dec. 25—The greatest variety of coin-operated amusement games manufactured and sold in 1953 was the game of pinball, also known as shuffle bowlers. This trend continued in 1954, with a large number of new models being introduced. The trend is expected to continue in 1955.

This is an annual trend, and the trend is expected to continue in 1955.

Ill. Supreme Court
Back City Pin Ban

Rules Ordinance Does Not Conflict
With '53 State Law Legalizing Gambling

SPRINGFIELD, Ill., Dec. 25—The Illinois Supreme Court, ruling in the city of Chicago, against the ordinance legalizing gambling, has upheld the constitutionality of the state law legalizing pinball games. The court ruled that the ordinance, which was passed by the city council, is invalid because it conflicts with the state law.

Denver Opera Sees Growth in Even Despite Costs

DENVER, Dec. 25—Amusement game operators have reported a good business year in 1955, with a large number of new models being introduced. The trend is expected to continue in 1956.

Eastern Game Mfa. Activity Down
But Firms on More Solid Footing

Marginal Ride Makers Drop Out, Leaving Bigger Share of Market to Survivors

NEW YORK, Dec. 25—Although the amusement machine industry in 1955 was far from the high point of 1953, the amusement field showed some signs of improvement. The trend is expected to continue in 1956, with a large number of new models being introduced.

Buldowen production was under way in the first half of 1955, with the 1954-55 model being produced. The trend is expected to continue in 1956, with a large number of new models being introduced.

Topical Type

Typical of the attitude and experience of the amusement game manufacturers is the case of Max Levin, president of the Levin Amusement Company, Brooklyn, N. Y. Levin began in business in 1933, but was in business during the depression. The trend is expected to continue in 1956, with a large number of new models being introduced.
Company, pictured the five-ball game that has shown the past three or four years, and in many cases, has shown changes for the future. Horace Green, Empire Coin Machine Exchange, said that better than during the first year or two, in large part in better games produced by manufacturers. 

Dorset Museum of Distributing, said business during the second year, and as a result, was quite a bit better. "All manufacturers produced better games, which helped a lot," he reported.

Route Gains

Operators during the year were able to get many new routes and new routes with new types of games. Many operators in new games were having problems with many operators, however, as prices of new games remained high. Most distributors were not able to increase their sales over last year. 

Many Chicago operators held out during the year while awaiting the outcome of the case for an injunction which would have permitted pinball games in their establishments. The case was dismissed early in the fall, and sales returned to normal.

The amusement game world of 1954 witnessed the introduction of many new games as well as countless new features on such old stands as shuffle bowlers and pinball games. Shuffle bowlers held their own with five-ball units in the number of machines placed, a model launched during the year.

The challenge to the shuffle bowling game field was well met by manufacturers, adding features on each side to attract the public and to polarize bowling, with higher scores in such high-variety shopping centers as the Schlitz brewery, which has the shuffle bowling game to its lineup.

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Eastern Game Mfg. Down

Tourist Drop Tightens Ariz. Coin Game Trade

Phoenix, Ariz., Dec. 25—A drop in State tourist traffic held down amusement game take during 1954 to a near all-time low. The Arizona State Highway Department revealed that upward to 15 per cent less tourists are entering the State than last year. While Phoenix game operators do not enter to tourist traffic, the impact of the Arizona can be felt in all channels of business.

Here's wishing you A Happy and Prosperous New Year

David Rosen

NEW ACTION in Novelty Replay Locations with Williams

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

Lith-up numbers on clock

REPLAYS

"H-O-L-D" Feature lites Target for replay and game to same carry-over!

1. THUMPER BUMPERS
2. SKILL HOLES
3. FLIPPERS
4. CYCLONIC RUBBER SHOOTERS

To All—A Happy and Prosperous New Year

Gil Kett

SHUFFLE GAMES

United States Shuffle Alley

United States Shuffle Target

575

See your Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL

2423 W. Fillmore St.

Chicago 24, Ill.

COIN MACHINES

Shuffleboards

United States Shuffle Alley

United States Shuffle Target

575

See your Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL

2423 W. Fillmore St.

Chicago 24, Ill.

Pre-Inventory Bargains!

Wms. All Star Baseball, New...$195

Sundberg Coin Hunt, New...$75

Buss 2 Player Basketball, New...$175

Ex. Star Shuffle Gallery, New...$375

Prepared reported 1954 sales of 2,500 coin operated units, about 50 per cent above 1953.
NEW golden palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

WE STOCK THE MOST COMPLETE LINE OF THROUGHLY RECONDITIONED WALTHERS, SEEBORG, AMI, ROCK-OLA AND EVAUS MUSIC MACHINES. ALSO THE FINEST LINE OF RECONDITIONED PIN GAMES, ARCADE EQUIPMENT, SLIDE SHOWS AND KIDDIE RIDES.

COPYRIGHT MATERIAL

THE BILLBOARD
JANUARY 1, 1955
As a KID...you played follow the LEADER—
NOW—
BE THE LEADER
OPERATE
SPORTLAND MODEL 414
SPORTLAND SHOOTING GALLERY

ATTENTION, IMPORTERS
WE HAVE 20 YEARS' EXPERIENCE IN
EXPORT SALES * EXPORT SHIPPING * EXPORT FINANCING

Specials
LIKE NEW * LATE MODELS
AMI-E120 * SEEBUG HI-FI
WURLITZER
WRITE FOR SPECIAL CFS PRICES

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

WANTED--BINGO MECHANIC
Good wages and working conditions. No drifters.
Must furnish reference. Write
BOX 770
The Billboard, Chicago, Ill.
BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!
- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME
0 6 0

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 at 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 roving 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
HI-FI 3300
SURE CLUB 900
PALM SPRINGS 300
BEACH CLUB 200
DUDE RANCH 100
RALLY BEAUTY 220
YACHT CLUB 155
FROBIES 160
ATLANTIC CITY 110
SPOT LIGHT 70
JOHNSON FADEX COIN COUNTERS, slightly used, box new 180

5% deposit with order. Write to
SUPERIOR SALES CO.
Dept. 6-6
7655 Stony Island Avenue
Chicago, Illinois
Phone: Blower 1-1656 from 1-4 p.m. daily

GIVE TO DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND

www.americanradiohistory.com
GUARANTEED BEST
GENCO’S BIG TOP
RIFLE GALLERY

Brand-New MOVING TARGETS Exclusive with Genco!
Super Realistic Automatic Re-setting "New Post-Old"
SWIMMING DUCKS SWINGING CLOWN LIGHTED CANDLES and
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).

Genco MFG. & SALES CO.
2641 W. Ashland • Chicago 14

We take pleasure in extending
the Season’s Greetings to all of our
friends, the Genco Distributors and
Operators who have helped us make
1954 the best in our 27-year history.

SPECIALS!

BRIGHT SPOTS $ 75.00
BRIGHT SPOT $ 115.00
PALM SPOTS $ 115.00
ATLANTIC CITY $ 115.00
SHOP LITE $ 50.00
Genco RIFLE GALLERY $ 175.00
Genco SWINGING GALLERY $ 175.00
Genco RIFLE FIGHTER $ 175.00
UNIVERSITY COIN MACHINE EXCHANGE $ 175.00

Sensational News
This is it!
12 months to pay for KIDDIE RIDES
Also Distributors (exclusive) arrangements with a leading company for finance over a period of 12 months and uses of KIDDIE RIDES for our customers, anywhere in the United States or Canada.

We have the largest stock in the United States of used KIDDIE RIDES—100% insured and guaranteed. Complete satisfaction guaranteed or your money cheerfully refunded.

Bally Champion Horse
Bally Moon Ride (New)
Drive Mobile (New)
Bally Space Ship
Deco Space Ship
Bert Lane Merry-Go-Round
Lee Merry-Go-Round

Also Bally Buck, Mini America Buck, Original Flying Saucers, 1/2 Rides, Exhibit 23-In-One Shopping Gallery, Exhibit Face Rabbit, Elsa the Lion, Teddy the Bear, Pony Express, Lee Novelty Face, Pattern Jr., Exhibit Junior Jet 15460 New.

Trades Accepted

Redd Distributing Co., Inc.
280 Lincoln Street
Allston, Mass., AL 6-4040

Exclusive Distributors for
Wurlitzer—Bally—United

Give to Damon Runyon Cancer Fund
Magic Lines featured in Bally BIG-TIME result in biggest earnings ever reported. Get your share. Get BIG-TIME from your Bally distributor today.

See Magic Lines in action! Simply turn knobs, card-numbers actually change! Lopsided line-ups of lit numbers magically straighten out into scoring line-ups! No wonder BIG-TIME is already smashing all previous earning records!

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois
Another FIRST! chicago coin's
THUNDERBOLT

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

"Flash-O-Matic"
SCORING...

WITH TRAVELING
SCORE LITES
IN FORMICA
PLAYFIELD!

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

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

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

1725 W. DIVERSEY BLVD. • CHICAGO 14
MORE players play MORE
thanks to new SUPER-STRIKE feature

TYPICAL comment, based on location, tells the play-up appeal reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensations—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 stays between yellow lines (black in photograph) marked on the strike lanes, score for all pins down is Super-Strike, ranging up to a juicy 300. Thus all types of players, from the now-and-then shuffle to the super-skilled regulars, get a big dime's worth of amusement when they play Magic-Bowler and Mystic-Bowler. Operators reap the benefits 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?
Tallest 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 BALLY playfield at your Bally Distributor today.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois
United's Deluxe

Mars

SIX PLAYER SHUFFLE-ALLEY

with

NEW Double Triple Strike Scores!

THREE STRIKE LANES

EASY FRAMES
1, 4, 7, 10

MEDIUM FRAMES
2, 5, 8

HARD FRAMES
3, 6, 9

New Match-A-Score
SPELL
UNITED'S
CARRY-OVER FEATURE
STAR-NUMBER LITES LETTERS
NUMBER MATCH + CLOVERS STAR NUMBER
MATCH SCORE FEATURES 3rd OR 10th FRAME

10th FRAME FEATURE
HIGH SCORE FEATURE
KING SIZE PINS
AVAILABLE IN
10¢ - 3 FOR 25¢ MODELS
NEW E-Z SERVICE FEATURES
TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.
SEE YOUR DISTRIBUTOR NOW!

OTHER
UNITED HITS
NOW AT YOUR DISTRIBUTOR

SINGAPORE
FAST ACTION IN-LINE GAME

COMET
SHUFFLE TARGETTE
WITH OR WITHOUT MATCH-A-SCORE
EXTREMELY QUIET PLAY

CARNIVAL GUN
FLASHY, FAST-PLAY
SHOOTING GALLERY
WITH TIME BONUS SCORE

UNITED MANUFACTURING COMPANY
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MARS SHUFFLE ALLEY ALSO AVAILABLE IN REGULAR MODEL
WITHOUT TRIPLE MATCH FEATURE
In 1955, more music men than ever before will realize the wisdom of their investment in Select-o-matic music systems!

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Full-Spectrum High Fidelity All-Directional Sound

America's finest and most complete music systems