Music-Record Year Ends Up With Bang

Disk Price Change Climaxes Turbulent, Prosperous 1954; Future Looks Good

By JOE MARTIN

NEW YORK, Jan. 1.-The music-record industry, noisy quiet, went thru a series of mercurial changes in 1954. And the biggest story of the year came in the very last days, when the entire price structure of the record industry was revised by RCA Victor.

In general, the record business enjoyed a profitable year as did the radio business. Music publishers saw sheet music sales zoom to new heights, and the record business was well on the way to dominating radio. The old radio business managed to do little more than stay even. Local radio continued to prosper despite the increasing number of television stations, but network radio took it on the chin. And record-music artists continued to dominate the talent picture.

New Contract

This was the year in which the record manufacturers signed a new record agreement with the American Federation of Musicians. The new agreement, which replaced the Music Performance Trust Fund-a Petitti "must" since its inception, was the year too, in which hit revival evolved into more than a trade term and became one of the record industry's key sales and merchandising tools.

A Look Ahead

And while such important events as new labor contracts and a heightened public interest in records and record players would make big news any year, the trade's leading observers believe that the biggest news in 1955 will come from other quarters. They foresee the year as one in which the record industry will make its greatest strides toward reaching its full potential by stimulating its sales. Sales of record players, phonographs and turntables are expected to increase in 1955 to a new industry-wide peak.

Prediction for radio broadcasting ranges from a gloomy year for the networks to a good year for most of the independent stations. Sheet music is seen as having either a continuing decline or a dramatic upheaval in pricing, distribution or merchandising. The record industry, too, can be expected to come up with more than its share of new trends and a number of new products.
TV Webs Had Biggest Year, And Expect Repeat for '55

Year-End Round-Up Shows Solid Gains in All Branches of Medium

NEW YORK, Jan. 1--The past year was one of the biggest billing years in the history of network TV, and prospects seem more bullish than ever for '55.

Speculating the 1954 sales gains, ABC has announced that it has already brought in an estimated $200,000,000 in the coffers of the four networks--CBS-TV, which so clearly established its supremacy over NBC-TV and NET during the past year, tho the latter network also did well. ABC-TV, made the largest competitive stride, however, and regained much of the ground lost in other years. DuMont just about held its own, but has moved to sharply curtail its network operation by cutting its microminiature relay service in half and by selling its more profitable station operations, WDTV, Pittsburgh, to Westinghouse for $8,770,000.

On the advertising front, the leading agencies upped their TV billings considerably as sponsors kept pouring their dough into the increasingly competitive medium to keep up with the challenge of the competition. And is practically all cash it was tabulated last week at the discernible new properties that delivered first impression factor in keeping clients happy. The most notable trend was the gradual growth on the part of Mc Coy-Erickson, an office. The result was that more of the $200,000,000 worth of TV advertising by major advertisers that is expected to continue to roll in year in and year out.

George Cabel, on NBC-TV, and "Dick Tracy" and "The Man From UNCLE." (Continued on page 3)

Slater and Craig Take New Executive Agency Positions

NEW YORK, Jan. 1--Two top-notch advertising executives this week received promotions when Tom Slater joined Filer, Smith, & Ross to head its Radio-TV Department. Slater, formerly of the network's market research unit, will work with the agency's principal at the same time. The promotion is effective immediately.

On the growing front, 1954

Gleason Signs Dorsey Bros.

NEW YORK, Jan. 1--Jack Gleason has signed a contract with Dorsey Bros., this week, according to the network's public relations department. The agreement will run through the summer, and will see the star in a series of special appearances on the next season's program schedule.

The two networks, CBS and NBC, which have been reunion shows, will also use the June 20th reunion shows, currently being written, and will replace Gleason and two other stars in the series.

ABC to Sell Dell Kid Show in Quarter-Hour Segments

NEW YORK, Jan. 1--The new ABC network's "The Dell Show," which ABC-TV will air 5:45 p.m. each week on the network, will be sold out at the end of the month in quarter-hour segments.

The phenomenal success of the show on the network's "The Dell Show," which has become one of the most popular series on the air, has made it almost certain that the show will attract a large audience in a bid to sponsor the new kids series. The new show is estimated to cost sponsors $25,000 to $30,000, and there are reports that the network can sell the half-hour show for half the price of the half-hour show, which is estimated at $75,000.

WHAT'S YOUR GUESS?

Has Du Mont Discovered Mystery Of the Missing Link for Web TV?

NEW YORK, Jan. 1--The televangelist's dream of building a new and better network will be realized in another two or three weeks. One of the leading guesses is that the network will be sold to a corporation that will be able to afford to advertise in the new medium, and will find it necessary to use the network to advertise its products.

Quick Delivery

DuMont has developed a method of packaging television shows and magazines, and is using this technique to advertise in the new medium, which is interconnected on a regular basis with the network's stations.

The new technique is to put together a series of short stories, or "video" packages, and sell them to sponsors. The package is then sent to the sponsor, who can then show it in the new medium.

APPROACHING CRUCIAL POINT

Will Network Probers Get Trade-Secret Information?

The network probe of TV-radio networks will continue this week with a crucial turning-point as the new Congress begins its session.

The probe, initiated by the new administration, will continue its investigation of the trade secrets of the television industry. The purpose of the probe is to determine if the television industry has secret methods of production, and if so, to what extent these methods are used in the production of television programs.

The full committee will have its first meeting with the television industry this week, and will then proceed to examine the methods of production used by the television industry. The committee will also be investigating the methods used by the network probers to obtain the trade secrets of the television industry.

MAY DROP IBC FIGHTS

Webs, Sponsors Link at Bad Press

NEW YORK, Jan. 1--NBC-TV, CBS-TV and the respective sponsors of the International Boxing Club fights, have decided to drop the fight this year. Gillette and Pabst, have become concerned over public relations to the series of matches. The matches have been running on boxing, and the magazine has printed several articles attacking the International Boxing Club of having knowledge that several fights were fixed. Jim Norris, head of the IBC, was accused of running the fights on a personal basis, and was involved in one fight.

Norris, however, hit back at the magazine by saying it for several millions of dollars, claiming that the public has always been kept up to date, and that the articles are not true. The public has always been kept up to date, and the articles are not true. Norris said that the IBC is concerned over public relations to the series of matches, and that the fight this year will be run by Norris himself.

DuMont has also been involved in the fight, as the network has a small stake in some of the matches.

PASSPORT TO DANGER

Has Du Mont Discovered Mystery Of the Missing Link for Web TV?
TV Beer Ad Survey Dampens Prohibitionists' Drive in D.C.

WASHINGTON, Jan. 1—Prohibitionists gearing up for a new Capitol Hill campaign to ban beer and wine commercials on radio and television were dealt a bitter blow yesterday in findings just submitted to the House Interstate and Foreign Commerce Committee in support of a resolution of the National Association of Radio and Television Broadcasters.

In a report based on a survey of the broadcasting industry, the NARTB pointed out that beer and wine commercials account for less than 1 percent of total radio time, and less than 2 percent of total TV time. The NARTB report said that beer and wine commercials account for less than 1 percent of total radio time, and less than 2 percent of total TV time.

The NARTB report stated that beer and wine commercials account for less than 1 percent of total radio time, and less than 2 percent of total TV time.

The ATAS survey was made after a House Committee's request in the wake of hearings in the last Congress. The Committee was interested in finding out whether beer and wine commercials were being broadcast on radio and TV stations.

The ATAS report said that beer and wine commercials account for less than 1 percent of total radio time, and less than 2 percent of total TV time.
Expanded Vidpix Programming, Replacements Augur Big '55

HOLLYWOOD, Jan. 1. — The coming year will probably see the greatest expansion of programming on TV since inception of the industry some seven or eight years ago. Reasons are that, in addition to the expansion of single programs, a number of long-established shows have shown recent upturns in ratings and will provide optimum returns and that the public will switch at will. In the past, it's been the rule rather than the exception for high-rated programs to break 100 in the number of half-hour segments.

If the trend of the past two years is any indication, the major network systems will be taking high-quality slots to fill the spaces of new programs. The increase may not be as high as it has been for NBC and CBS, it appears that this will be off by far more network offshoots that other networks can be filling a major part of the schedule.

The trend toward higher-quality programs will be reflected in an increase in the number of programs on the air. This increase will be reflected in an increase in the number of half-hour segments.

Gleason Firm Signs Karns

NEW YORK, Jan. 1. — Jackie Gleason's move to the New York stage is going further into TV film production than the new "Hannibal" for NBC, Gleason on this week signed up Ronnie Karns for the lead in a new series to go into production here in April.

Karns, over and above his role as "Rocky Kleek, Detective," will also do some acting on the new series as a mystery format. The series will be called "Detective." No title has been selected yet.

Atlas Earmarks Half Million For '55 Push in Syndication

NEW YORK, Jan. 1. — Atlas Television has earmarked $500,000 for its expansion in syndication during the 1955 season.

Over and above that, Dr. Henry Mecklenburg, chairman of the network, is going to "play ball" a certain percentage of his time from now on for production investment. He is understood to be in negotiations on a new contract, and is expected to add three or four new stations in the near future.

Reports Still Persist, But—

Fox & Madden Deny Any Deal On To Dispose of MPTV Properties

NEW YORK, Jan. 1. — Fox Broadcasting Co. emphatically denied this week that they were negotiating a sale of the motion pictures of motion pictures for television.

In case many more of their sources are going to be exposed, it is not expected to affect the sale of MPTV properties and all allied syndicated series. MPTV, it is understood, was signed to a distribution contract for three years and it is expected that if MPTV should sell its interests, it would be to a smaller company. The best possible arrangement would be to continue to operate as a separate firm.

An important aspect of the situation is that Fox was reported to have a plan to sell at least three television operations of MPTV in the distribution business. Such a development, however, is not expected to affect the sale of the company's properties.

TOP 25 Vidfilms Among Women and Their Pulse Multi-Market Ratings

This week's feature of the Billboard TV Film department shows the relative audience strengths of the top 25 Vidfilms for the period: 1/1-12, 1955, and a comparison of viewing of the top 50 films for the period: 1/1-12, 1955. For information on the rating system being used, see the Billboard for January 8, 1955, page 101.

Ziv-TV Makes Test Run of Colorvision Process

HOLLYWOOD, Jan. 1. — Ziv-TV, the television network in color, this week tested the new Colorvision process. This latest color image is reproduced on Ziv's TV film for the period: 1/1-12, 1955. The experiment was conducted by Ziv's TV studio, Ziv's TV studio in London, and Ziv's TV studio in New York.

The Colorvision process is similar to the regular color film, except that it has a yellow filter over it. The film is made up of colored lenses which have been colored in a particular order. The Colorvision process is similar to the regular color film, except that it has a yellow filter over it. The film is made up of colored lenses which have been colored in a particular order.

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Screen Gems Winds Up 54 With 'Runyon,' 5th Show in Nat'I Sale

NEW YORK, Jan. 1. — The Screen Gems division of the Film Group drew to a close at the end of the year in high gear this week by booking off another national sale, this one to United Artists—Busch for the "Damon Runyon"咋西ole.

The bookmarker, John Sharp, was told last week by the firm's president, Bob Mitchell, that Screen Gems had decided to liquidate all of its properties, including national sales, national syndication, and domestic bookings, to refocus on its primary business of TV production.

The film's book was sold to United Artists—Busch, which will distribute it under its own name. The deal was announced by Bob Mitchell, president of the company.

Screen Gems is one of the most successful producers of TV shows, having won five Emmys in the past four years. The company's most recent production was "The Outer Limits," which began in 1959.

The sale of "Damon Runyon" marks the end of an era for Screen Gems, which was founded in 1947 by Harry Steiner and Jack Wolheim.

The company's other hits included "The Honeymooners," "The Dick Van Dyke Show," and "The Andy Griffith Show."
The Billboard
TV Film

JANUARY 8, 1955

BIGGEST shot-in-the-arm TV ever had!

56 FIRST-TIME-ON-TV "A" FILMS WITH TOP STARS!

56 GOLDEN WEEKS OF TOP RATING TV!

Here's a real gold mine for any station, any sponsor—a treasury of 56 first-run feature films of top box-office calibre!

As a matter of fact, many of these films are so new that they are actually still in release! Naturally, we can't mention their titles, but look at the star-spangled names that appear in them!

WOR-TV, New York, who's "Million Dollar Movie" is sold out with an 84.2 rating has purchased the entire package of 56 features.

Associated Artists Productions, Inc., world-wide producers and distributors of films for television, has offices at 345 Madison Ave.,

New York City, regional offices are currently being organized in principal cities.

Don't wait! Get a big box-office audience for your station...your product!

345 MADISON AVENUE • NEW YORK CITY

call AAD now!

Charles Boyer • Dick Haymes
Laurey Hayward • Hedy Lamarr
Gene Lockhart • Adolph Menjou
John Barrymore, Jr. • George Sanders
Robert Newton • Joanne Dru
Frances L. Sullivan • Priscilla Palmer
Herbert Marshall • Atom Tamiroff
Orson Welles • Aleister Sim
John Fyfe-the • Nino Ferraro
Jackie Cooper • Dan Duryea
Tom Conway • Robert Duvall
Michael Wilding • Benita Gemmell
Freddie Bartholomew • Jack Hawkins
Richard Conte • Michael Redgrave
Lee J. Cobb • Anne Ngale
Caryn Boswell • Barbara Payton
Trevor Howard • Gene Evans
Sir Cedric Hardwick • Gene Evans
Michelle Morgan • Ralston Young
Dennis O'Keefe • Vanessa Brown
Bax Hudson • Anne Ngale
June Havock • Eileen Kaye
Jean Hartz • Agnes Moorehead
Len Chenny • George Brent
Lee Genn • Marion Martin
Merle Oberon • Joel McCrea
Ann Todd • John Ireland
Mercedes McCambridge • Ginger Rogers
Ann Sheridan • Eileen Waller
Elle Baines • Paulette Goddard
Paul Kelly

345 MADISON AVENUE • NEW YORK CITY

call AAD now!
**TV FILM PURCHASES**

"Ranger Rider" was also sold to KPHO, Phoenix, and WNTD, Des Moines, Iowa. Other sales include the Detroit market for Household Planning and the Salt Lake City market for Fisher Bros.

WSNC, New York, bought "Madame Square Garden" from Walt Disney. The NCB-TV flagship will not be the sports show Saturday afternoon game but will carry the big ball games, beginning January 9. Storyline Television has sold the NBC-TV show "Sports Illustrated" to a total of 20 markets to date. The latest stations to pick up the series are Denver, WDNX, Portland, Ore., and KAKE, Wichita, Kan.

Screen Gems has sold "Your All-Star Theater" to WEAU, Eau Claire, Wis., and KHHW, Seattle. The Early Clare station set a library deal for 159 weeks and in Seattle the deal is for one low-rated Friday. "On Your" sponsored by National Bank and sold on a syndicated basis in other markets, was signed by the Baltimore Film Company to be shown over WCRE, S. C. Other Screen Gems' sales include "Top Plays" to WTVT, St. Petersburg, Fla., and "Hostages" and "Borderline" to the Consolidated Film Distributors of Chicago.

Another sale of "Your All-Star Theater" was made up to Screen Gems with a contract for 70 films via WBBM-TV, Chicago, for unlimited runs at a reported $50,000. These films, reportedly the property of the late John Q. O'Brien, are to be aired on the NBC-TV station in Chicago.

WSBC, Chicago, has purchased CBS-TV Film Sales, Inc.'s "The Whistle" to be shown on the network.

Raymond Tom, former president of the National Broadcasting Company, and "Jet Jackson" and "Big Fly Back" to KID, Idaho Falls.

WDSU, New Orleans, has signed "Cavalcade's" to go over the station, on which they will be sponsored by Carsons, Fair, Scott department stores. They will fill two and one-half hours on Mondays, 11 p.m.-1:30 a.m.

WSBC, Greenfield, S. C., has purchased CBS-TV Film Sales, Inc.'s "Sweet Potato" to be shown on the station.

**REVOLVING DOOR**

Sportvision, Inc., added three new segments to its television library. They are "Tailroom Essentials," a television film distributed by "Tailroom Essentials," and "Q. and M. Ex." and "Merry Brothers." The series was announced this week its intention of presenting "Our Midnight Stampede," a horse racing feature this summer. No further information is available at this time. The show will be featured on space on the airwaves at CBS. Rehearsals have started for this series.

Aunt Baltisera, illustrator of children's books and commercial designs, now on the staff of the Disney Film Company, has been named "Disney's" in Canada.;

Al Moore, veteran film man who was formerly with Olin Film Company in Innsbruck, has joined King Studios in Chicago on a permanent basis. He will be lore officer. Mr. Moore joined King Studios in 1937 and has been active in the production of television programs. He is a member of the American Federation of Television Artists.

The CBS-TV crew sent down by Jack McDonald, a film on the Army Air Force School of Aviation Medicine at Randolph Field, Texas, has completed their assignment. The production will be shown as one of a series on "The Search," the CBS network's weekly show. The crew was selected from a group of four chief cameramen for Hollywood Television Productions, left the

**PRODUCTION NOTES**

By BOB SPELMAN

First 15 of 15-minute "Sports Minute" TV series have been completed by Wickham Films. Latest part features Bob Lemmon of the Boston Bees.

Renewal contract for 20 series "This is Life" religious TV show was signed by Rev. Sam Herrick, president of Thumby Films.

Consolidated Film will release the Don pedestal production of "The Country Boys" this spring.

Baron series may soon become more valuable as new programs. Instead of showing three different shows, producer Hal Bosco Jr. thinks. With the scramble for name players assuming critical proportions it may be possible that within a couple of years the series will become the first run shows.

But whatever the situation in Hollywood, apparently there's no shortage of stars in New Bedford, Mass. In connection with a front-page story filmed for production of London, London received a letter from a Pauline Deitch last week. Mr. Deitch, a London resident, went on to indicate from there that his troubles were over.

London London London London

"Medic" should make its biggest rating splash February 14 when it returns to the syndicated cycle. The series is currently being rerun and will be retitled "Flush of Darkness." Views prove true in the middle of the campaign. "You Asked..." has been brought into the syndicated market.

And the radioactivity problem has gotten to be a real bane for Superman Production, having rushed shots to finish. The series is now a second on the air in the Chicago area and a third on the air in New York.

Seven Gems currently has 25 writers working on 34 half-hour television series which are now in production at the principal theatrical studio might be expected to turn out in a year. First five are for the NBC Television Network and have been produced by producer-director Dick Churchill, vice-president of NBC.


The television programs of America has sold "Ramar of the Jungle" for a 52-week airing over WBBK, Chicago. The first 52 weeks will be brought by Quaker City Chocolate and Confectionery Company thru Arthur Air Advertising for showing by 12:30-1 p.m. Saturday. The second 26 weeks will be sold to Capitol Dairy Company thru Kettner & Kettner, Inc., for showing from noon to 12:30 p.m. Sundays.
**TNT Is Good for You**

A change as drastic and sudden as RCA's Operation TNT—like any sudden departure from traditional methods—is bound to produce turbulence, especially at street level. The billboard believes TNT will prove itself over the long run, but admits that the changes in distribution that are likely to arise from the operation are bound to create problems overnight. We feel certain that TNT will help expand the record business and improve conditions for all concerned, but we are well aware of the difficult transition that will be necessary before the business settles down and functions smoothly.

**Phono Men See RCA Cut Cuing Demise of 78's**

Among the flurry of changes that RCA has been making, the one that has caught the eye of manufacturers of phonograph equipment manufacturers is the RCA move as that industry counts the days to 45-r.p.m. records.

**NOTES**

- **Phono Men See RCA Cut Cuing Demise of 78's**

Phono Men of the phonograph equipment manufacturers' industry are predicting that the RCA move to 45-r.p.m. records will mean the demise of 78-r.p.m. records. RCA, among the leaders in the industry, is said to have installed all the new 45-r.p.m. equipment on its West Coast label, the RCA Victor. This, manufacturers say, is proof that RCA doesn't want the 78-r.p.m. record around any longer. RCA is said to be preparing to launch a full-scale attack against the 78-r.p.m. record, and to bring out new 45-r.p.m. labels in the near future.

**ROYALTY OPINIONS**

**Pubs, Artists, MPTF, View 2 Split**

By JOE MARTIN

NEW YORK, Jan. 1.—Certainly to be effective, any solution of the problem must be a new and wholly different one. The proposals made by publishers, recording artists and the Music Performance Rights Foundation (MPTF) have been met with a cool reception.

The Music Performance Rights Foundation has been established by the record firms for which payment is due, but the royalties due are not being paid.

In general, the feeling is that the current rate of 78-r.p.m. singles are up and most LP's are down. The royalty payment due in the past that would be called for by the new law should have been increased to a point that is more commensurate with the cost of the product.

**TNT Is Good for You**

By JUNE BUNDE

NEW YORK, Jan. 1.—Congee and bananas, Eastern dealers this week were busy clearing out stock from the initial shock of the price change, with the majority believing that this is merely the beginning for the industry.

"It was a bit of a shock, but we think it will work itself out eventually," one industry expert stated. "This is a new problem that the industry has to face." The experts predict that the price change will result in a decline in sales, but that the industry will eventually adjust to the new situation.

**By STEVE SCHARDEL**

CHICAGO, Jan. 1.—Local reaction to this week's announcement by RCA Victor was varied and highly controversial. Many dealers reportedly expressed their disappointment at the way the news was handled from the overnight source to complete and happy satisfaction.

On the optimistic side, some suggested that the dealers expected they would be in a happy state-dejected about its immediate prospects. One observer spoke about the potential of increasing record sales in the face of better than expected growth in the music industry, which is likely to benefit from the decline in prices.

"In the long run, we're going to be in a better position," he said. "It's going to be a good thing for the industry."
M-G-M Meets Victor Prices on Full Line

NEW YORK, Jan. 1.—M-G-M Records this week notified its distributors that it will lower its prices on all 12-inch 78-r.p.m. records to $3.94. It will also lower the prices of all 10-inch and 7-inch 78-r.p.m. records and on 45-r.p.m. records. As a result of these price cuts, the record industries will be asked to make the necessary adjustments as soon as possible. A price list of the new prices will be sent to all dealers.

The price cuts were made to bring M-G-M's prices in line with those of other major record firms. The price cuts will also help to make M-G-M's records more competitive in the market.
VOX JOX

SURFACE NOISE: Ken Garland, WFTP, Portland, Me., tells a friend he's selling a pair of disks... that he is just letting off steam... but we are sure he won't be hurting his manly spirit in the process.

Block in speeches about the arrangement pirating currently going on, with 'Mr. Standards' the most outstanding example. This practice is a glaring indication of the lack of real creativeness in the business. This is the time to step up the tempo by taking some of the tonemakers' ideas with a twinkle of mischief. Perhaps its time for a top-dance band on a major label that is such an edifying dish from the Charleston view point. I'm referring to that stiff I'll go out of my way to get back or back to the band business where there may be less hot but more integrity. End of tirade.

Cross Edwards has been appointed program director of KLIF, Dallas. I'm Griss getting WRLV-TV, Columbus, Ga., to join WDAF, Kansas City. Groove will give the late evening TV show a big lift. Also, the former "Joe" from the Charlotte viewpoint that I'm referring to getting all the other 'mal' versions for fear our listeners will con- tain the same impression of disgust that I have. And that's not a business for the security benefit.

"Credits Vague Madame with being first on the tune and the Charlestonettes with the band. Now all that's left is that 'what's with these musical parasites' The entire record his beginning to resemble a horizontal piece of paper with no beginning and no end. A girl was there to dance or back to the band business where there may be less hot but more integrity. End of tirade.

Bob E. Lloyd, WAVZ, New Haven, Conn., has become a Pops for the second time. It's a baby girl this time from Carol Ann...

Harry Nogica, WJJW, NewBrunswick, celebrated his 25th of design in radio this week. His banner stands a TV deskey show on WDAN-TV, Danville, Ill.,... On or about January 1, Bob Brown, WEHT, South Bend, Ind., will shift to KWFM, San Antonio, Tex., as program director... Sid Felton has been transferred to WAZA, Kansas City, Kans., as program director of WJOX, which has been

Bob and Carrol are joining forces at WEDO, New York... Don Evans has moved from WIZE, Cambridge, O., to WBOO, Toledo, O.,... Al Turner, veteran KLIF, Dallas, decamp, has returned to the WAMA, Dallas, Tex. job... Tom Carlon and Darby are now spreading records for KFEE, Free- ston, Minn. They have previously been in the WAZA, Kansas City, Kans., to join WOW, Omaha, Neb., to join WOYX, Des Moines, Iowa, as program director... Sid Felton has been transferred to WAZA, Kansas City, Kans., as program director of WJOX, which has been


deck.
RHYTHM & BLUES NOTES

By BOB BOLONZ

For the first time in almost two years, one of the major labels has put up a bit of a fight in the rhythm & blues field. The label is Capitol, the artists are the Four Tops and the key is the title "Ling, Ting, Tong." The last battle of this magnitude was staged by Motown back in 1955 when the De Dupees did it for RCA Victor. In the meantime, Columbia's subsidiary label, Epic and Ohl, have been putting up a fight. More recently, Stevie Wonder and Scherding's Melody Mill Ballroom, Dubuque, Iowa, have been in action and now in Detroit, Wiltam, was sold out two days before the date and some 400 up stood by the performance, according to J. E. (Lucky) Moeller, Ferrell's personal manager. Fierce drive at Janneton record at the Mill-Dollar Ballroom, Milwaukee, with the result that Moeller is mapping plans for more dance dates in the near future.

Johnny Ace is Victim of Russ Roulette

HOUSTON, Jan. 1 - Tragedy has struck again in the music industry. Johnny Ace, 26-year-old R&B star, was gunned down outside a bowling alley here on Monday (27) after entering the establishment with a six-pack of beer. Ace, who became a favorite for a new generation of black dancers, was recognized for his soft, smooth singing voice and was respected by his fellow performers. The death of Ace has sent shockwaves throughout the industry, with many calling it a tragedy for all those who knew him. The investigation into the circumstances of his death is ongoing, and the community is mourning the loss of this talented musician.

LEGIT

Flowers' Blossoms As a Bore

This reporter adds to a slight air of mystery with a bit of fuzziness. The music scene in the city has been elevated to a new plane of activity. There's a new sense of adventure, and the noise seems to be that of a new era of creativity. For so many of us who have witnessed the growth of this music scene, it's hard to believe that it's been so long since this event. So many things have changed, and yet so much remains the same. In the midst of it all, we are reminded of the beauty and the power of music. As a bore, Flowers' Blossoms has provided us with a perfect example of this.

Capitol Has New LP Line

NEW YORK, Jan. 1. - Capitol Records has released two new LPs on its new Top series. The first LP is "It's Here" by Johnny Ace, and the second is "Memphis" by the Four Tops. Both albums feature strong performances and are sure to delight fans of classic R&B and soul music.

Viviane Greene

Carlton, 27, is one of the brightest newcomers on the R&B scene, but particularly since the release of his latest album, the relationship with his fans is stronger than ever. The theme of the album is one that explores the depths of love and the ups and downs of relationships. The music is a mix of soulful ballads and upbeat rhythms, with Greene's vocals standing out as a highlight.

TREND NOTES

Johnnie Ace, who has been a staple of the R&B scene for the past few years, has released a new album titled "Memphis." The album features some of his biggest hits, as well as new songs that showcase his talent. With his distinctive voice and soulful style, Ace continues to be a favorite among fans of the genre.

Capitol Records has made a strategic move by releasing new albums from established artists like Ace and the Four Tops. This strategy helps to maintain the label's reputation and ensures continued success in the competitive music industry.
the most explosive news in record history

RCA Victor's Operation TNT

4 super bombshells to convert records and phonographs into a vital... expanding... and profitable business
BOMBS AWAY!

4 power-packed blasts to double your sales in '55!

45 Singles
were up to $1.16
Now only 89¢

10-inch Long Play
were up to $4.95
Now only 2.98

12-inch Long Play
were up to $5.95
Now only 3.98

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LOWER PRICES MEAN INCREASED BUSINESS!
Drastic across-the-board reductions on record prices will bring customers into your store on a scale you've never known before.

HIGHER MARK-UP ON TRAFFIC MERCHANDISE MEANS INCREASED PROFITS!
Bigger gross margins now assure you higher profits and greater protection on fast-moving, quick-turnover traffic merchandise.

SIMPLIFIED PRICE LINES CUT YOUR OVERHEAD...
ELIMINATES CUSTOMER CONFUSION!
Instead of 21, there are now just five basic prices for all RCA Victor Records and Albums.

NEW LOW PRICES GIVE YOU YOUR FAIR SHARE OF THE MARKET!
Now all record dealers—everywhere—have an equal chance to increase sales all across the country.

and coming soon!

A Complete Store Modernization Program
- New, modern fixtures for faster selling
- Free sales consulting and floor plan service
- Finest on the spot architectural service and advice

Complete line of fixtures and details on RCA Victor's store modernization program available soon through your RCA Victor Record Distributor!
Now for the you can RCA quality in this spread of

ONLY RCA VICTOR GIVES YOU THIS UNBEATABLE

For well known performances at lowest prices...sell

RCA CAMDEN

For better sound and outstanding artists...sell

RCA Bluebird

12-inch long play only $198
"45 EP" only 79¢

12-inch long play only $2.98
"45 EP" only $1.19

Order Forms Available Now. Call Your RCA Victor Record Distributor Today!
first time sell recordings complete prices!

Powerful Advertising Barrage will blanket your customers via Newspapers, Magazines, Television and Radio!

**NEWSPAPER ADS IN ALL MAJOR MARKETS**

This powerful ad tells the terrific RCA Victor new low price story in big circulation newspapers from coast-to-coast. Stock up for the big record buying reaction. Order merchandise now—through your RCA Victor distributor.

**ADS IN NATION'S BIGGEST CIRCULATION MAGAZINES**

Here's money in your pocket! Ads in magazines like LIFE... THE SATURDAY EVENING POST... THE NEW YORKER... SATURDAY REVIEW... and many others. Millions of new customers will read these dramatic ads. Cash in on this terrific new selling opportunity.

**NETWORK TV AND RADIO**

Hard-hitting commercials on RCA Victor television and radio network shows will be selling your new, low-priced records. These powerful commercials will work for you. Make sure you're ready!

**TV AND RADIO SPOTS**

In addition to regular network radio and TV commercials, RCA Victor is bombarding the air waves from coast-to-coast with a strong schedule of spot announcements. They'll sell for you—but only if you're well stocked with RCA Victor's new low-priced records!

**BRILLIANT POINT-OF-PURCHASE AIDS**

RCA Victor is supporting this major merchandising campaign with a dazzling array of smart, hard-selling window and in-store aids. Window displays... counter cards will soon be available through your distributor.
OPERATION TNT
blasts you into
big-ticket
record player
sales

"Victrola" Attachment, Model 4322. Plugs into any phone-jack, plays up to an hour and a half at one loading. Album of RCA Victor records included. $19.95

"Victrola" 45 Phonograph, Model 42EY2. Complete "Victrola" 45 plays up to 14 records... automatically. Has "Golden Throat" Tone System. Includes 15 records. $39.95

"Victrola" 3-Speed Phonograph, Model 22521. Automatically plays all records with greater ease. Has "Golden Throat", slip-on "45" spindle, last record stop. $59.95

"Victrola" 45 Radio-Phonograph, Model 4V311. Enjoy RCA Victor radio and recorded music through "Golden Throat." Compact, popularly priced combination. $29.95

New Orthophonic High Fidelity "Victrola" 45 Phonograph, Model S36Y4. 6" Olson-design curvilinear speaker gives glorious "New Orthophonic" Sound. Synthetic sapphire stylus! Powerful high fidelity amplifier. Wide range response. $69.95

New Orthophonic High Fidelity "Victrola" Consolete Phonograph, Model 36ESSC. Features triple speaker "Golden Throat" including 8" Olson-design speaker. Automatic 3-speed record changer. Mahogany finish (limed oak finish slightly higher). $139.95
LOW RECORD PRICES SET OFF 'VICTROLA' PHONOGRAPH BOOM!

Now—as never before—is the time to stock, display and sell RCA Victor Automatic "Victrola" Phonographs ... the most complete and best-advertised line of record players in the world!

Now, for the first time since RCA Victor introduced the overwhelmingly successful "45" System, you face your greatest profit-making opportunity for the sale of all "Victra" Phonographs. Here's one BIG reason to get into this big business picture NOW! RCA Victor's new, low record prices are certain to set off a big "new-customer" buying spree. Your aggressive promotion can easily convince your customers that the money they save on records will afford them the best record player on the market... a "Victrola" Phonograph. Ask your distributor about these and other "Victra" Phonographs popularly priced from $19.95 to $199.95.

RCA VICTOR

Suggested eastern list prices shown, slightly higher in the far west and south. Subject to change without notice.

New Orthophonic High Fidelity "Victra" Low-Boy Phonograph, Model 2006X. Giant 12" Olson-design curvilinear speaker, automatic 3-speed changer, powerful high fidelity amplifier, Mahogany finish (blond tropical hardwood slightly higher) .......... $199.95
Columbia Wraps Up Best Phono Year

NEW YORK, Jan. 1 — Columbia's 1955-56 phonograph sales topped 1,000,000 and the top-selling record was "Mambo Italiano," by Desi Arnaz, in the popular, high-priced album series which "The Ellington Band" and "My Fair Lady" records topped in previous years. In the pop package album field, "The Sadie Dunbar Show" set, "The Three Stooges" and "The Millers" were among the first 10 top-selling albums.

The year's top-selling single was "What Now My Love," by Patti Page, and the No. 2 was "Love, You Keep Saying That," by Rosemary Clooney, with the No. 3 disc being "Let's Call the Whole Thing Off," by the Dorsey Brothers.

The Columbia label is owned by the CBS Broadcasting Inc. division of the CBS Corp., whose chairman is William S. Paley.

DINAH'S TO BEST

Diner Club Maps Nibtry Act Awards

CHICAGO, Jan. 1 — In an effort to bring together some of the country's best night club artists, a new organization, the Diner Club, has been formed, according to the late Paul J. Cohen, who has announced that he will inaugurate an evening event being done right night club artists, in association with his Diamond Records, which will be presented with awards for their performances.

The Diner Club is now getting under way with its first 10th anniversary celebration, and will present awards for the best performances of the year.

The Diner Club is also a production of the Columbia label, and will be presented with awards for the best performances of the year.

VICTOR RE-SIGNS AMES BROTHERS

Billy Reed's "THE CROSS OF GOLD"

ROSS JUNGBLECK, INC.
On January 3, 1955, America's two greatest orchestras, the Philadelphia Orchestra, conducted by Eugene Ormandy, and the Philharmonic-Symphony Orchestra of New York, conducted by Bruno Walter or Dimitri Mitropoulos, played the recorded performances of the music of Beethoven, Tchaikovsky, Rimsky-Korsakov and Richard Strauss as you have never heard this music played before. The famous sound of these orchestras came to vivid life on each Long-Playing record. The matchless recording quality, established by Columbia Records as the standard for the entire industry, was present as always. But there was a difference. The price of these and hundreds of other recorded hours of music by the greatest artists of the music world was $3.98* each.

We are both proud and pleased that this has been made possible. We are pleased because there will be so many more people able to enjoy our finest records. And we are proud that we have been able to make this new audience possible without sacrificing the quality of our records, quality that has earned us the audience we now count as our regular customers.

But through the long hours of study that preceded our decision to reduce our prices so drastically, we have repeatedly said to

(continued next page)
ourselves: “Records aren’t beans. You can’t buy them by the pound. How can we charge the same price for each?”

And we have re-examined our catalog and the recording costs of each of its thousands of records in order to reduce our record prices to the lowest figure consistent with continued high quality.

We came to artists like Pablo Casals, acclaimed by our generation as the finest musician living today. Columbia sent its costly equipment to the little French town of Prades to record this great man’s music at a time when the rest of the world longed to hear him play again. Patient weeks were devoted to his recorded performances in order that he might be heard a thousand years from today—just as he sounded then.

And Albert Schweitzer, doctor, philosopher and musician, often called the greatest of living men. Columbia recorded Dr. Schweitzer playing the organ music of Bach in his native Alsacian town of Gunsbach at such enormous expense and with so much satisfaction. These records aren’t beans, indistinguishable from their fellow beans.

Or Igor Stravinsky. Columbia is proud of its recorded performances of this composer’s works played by great orchestras and soloists. But only Columbia also has Stravinsky conducting his own music on records. Expensive, but worth it, we think.

Or our recent recording session during which Bruno Walter recorded Mahler’s 1st Symphony with the loving care and exhausting workmanship that only this man could give to this music. Of Dr. Walter, Mahler once wrote: “I do not know anybody by whom I feel myself so understood as by you and I
believe, too, to have penetrated to the depth of your soul.” In all the world of music, this performance stands unique and immortal.

And we came to Columbia’s original-cast recording of the Broadway hit “Pajama Game.” Hundreds of thousands of dollars it cost to bring this show to New York with the perfect cast, the right songs to make it a smash hit. Only “Pajama Game” with this cast would be acceptable to lovers of the theatre-on-records. We chose the most expensive and the best cast for our recording.

So it is with records. The cost of the long years it takes to build artists of the stature of Sir Thomas Beecham, The Budapest String Quartet, Robert Casadesus and Zino Francescatti, Isaac Stern and Rudolf Serkin, The Metropolitan Opera Association and Andre Kostelanetz, who himself created an entire new world of musical sounds; the perilous development of the Columbia Long-Playing Record to the point where its quality is so perfect you forget the sound is on a disc instead of a concert stage; the difficulties encountered in going to the ends of the earth for the perfect combination of great artist and fine music in surroundings ideal to performance.

No, records aren’t beans. Costs, like talents, vary in recording.

And so not all record prices can be the same.

Now, however, more record customers will be able to buy most of the finest high-fidelity records Columbia can make, by the world’s greatest artists, for as little as $3.98* for each 12-inch Columbia Masterworks “LP.”

COLUMBIA RECORDS
Originator and World’s Largest Manufacturer of Long-Playing Records
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

*Suggested List Price
Sticky Schickel

by JOEL FREEDMAN

Cap Bows T Series
To Retail for $3.98

Hollywood, Jan. 1.—Capitol Records this week announced, the production of a new line of LP's in the firm’s popular albums series. A special announcement of the addition to the T Series was made to Capitol's district sales managers and dealers at meetings at its locations here last week. Capitol’s T Series carries a 45 rpm Christmas program package.

Lloyd Dunn, Capitol vice-president in charge of merchandising, declared that this is a new price category that has been introduced by Capitol as a new addition stage since last summer, and that it has been a recent price changes that have been made to meet the market. Initial release of Capitol's new $3.98 10-10 LP line will include a total of 11 packages, three of which are completely new albums containing material never before released. These are “Sorrows,” by the Billy May band; “Wee Hymn Band” and “The Classics for Kids,” by Ray Conniff.


Promotional aids will be given to dealers who will have a window display and an announcement that consumers will notice by the $3.98.
DICKIE VALENTINE

FINGER OF SUSPICION

backed by ENDLESS

1498

LONDON RECORDS
RETMA SEEKS TO DEFINE HI-FI—

The industry will be asked by the Radio-Television-Manufacturers Association to describe and define high fidelity as an effort by the group to issue a suggested standard definition of the industry use. The move was set by Joseph N. Bennerson, president of the Radio-Television-Manufacturers Association, and chairman of RETMA’s hi-fi equipment subcommittee. The new definitions are set by makers. Industry leaders will be asked to comment on the suggested standard and words or phrases, for simplicity as well as accuracy. One of the intentions of the move is to determine if two speakers constitute a hi-fi set, and the definition may be broadened should a few dowsd such broad-term usage. The entire motion will be discussed at a meeting to be held during the January RMA convention.

RATTISON TO MARKET TRANSMITTED TV...

Raytheon Manufacturing Company is showing its new transmitted television to the public at showings being conducted at the firm’s offices. Each transmitted TV is said to manufacture 50 percent of all the transmitters for the world’s television, which also has many components. It is said to be of revolutionary design and is claimed to out perform all conventional radios.

NEW SHORTS OF PEOPLE, PRODUCTS AND EVENTS...

A new turn-over type magnetic cartridge for hi-fi record players has been developed by the Beconion Corporation, New York. The cartridge, so-called the Model 551, has a life of over 10,000 hours, or 15,000 cycles per second, and operates at a very sensitive phonograph head near the top of the pickup. The Mitchell Manufacturing Company, Chicago, has added William G. Doran to the staff. He is a native of Northern Indiana, Michigan and Ohio, Crockett will handle the firm’s line of high-fidelity phonographs at retail as well as those in the company’s branch.”

Best Selling Popular Albums

- **LPS**
  1. The Student Prince—Prince Luna
  2. Merry Christmas—Merry Christmas
  4. Glenn Miller Plays Selections from the Time
  5. Seven Sirens for Seven Brothers—Seven Sirens for Seven Brothers
  6. Christmas Carols—Monte Carlo
  7. White Christmas—White Christmas
  8. Something Cool—June Christy
  9. The Four Tops—The Four Tops
  10. Swing Easy—Swing Easy

- **45s**
  1. The Student Prince—Prince Luna
  2. Merry Christmas—Merry Christmas
  4. Glenn Miller Plays Selections from the Time
  5. Seven Sirens for Seven Brothers—Seven Sirens for Seven Brothers
  6. Christmas Carols—Monte Carlo
  7. White Christmas—White Christmas
  8. Something Cool—June Christy
  9. The Four Tops—The Four Tops
  10. Swing Easy—Swing Easy

- **Classical Possibilities**

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are on RCA Victor label, except where noted. All are in free-from returnable packages, sold at an average of $9.90.

- **Reviews and Ratings of New Classical Releases**

FRANCE. Quentin d’EPRILLON in his 1955 tour with D. swell the works in the concert, the orchestra, and the opera. This tour, as well as the works in the concert, will be attended by an audience of French culture, and the works will be held in the opera house, and in the concert hall.

INTERNATIONAL. Folk Music Council, World Festival of Folk Song and Dance, and the International Folk Music Council will be held at the National Folk Festival in St. Louis on October 1 and 2. The festival will feature the traditional music of many countries, including American, European, and African. The programs will be held in the concert hall of the National Folk Festival. The festival will be held on October 1 and 2.

(Under the editorship of Henry Kilgore)

- **Liner Notes**

By I. HORVITZ

**Will Price Cuts Affect Repertoire?**

It is called Operation T.N.T.—and the dust has yet to settle. But if Victor’s dramatic price drop, one of the many cost-cutting schemes, might be the probable effect on repertoire planning.

Ambitious classical recordings, using full orchestra, will be made at reduced cost, and fortunes to record. Will it be possible to continue producing, minus the new 50 cents per 1-inch LP, rather than $5.95?

This much can now be told about Victor’s plan is that it is a step. It is a move to the future, a step forward. But it will be made with an eye to the standards of the hi-fi market. In this category, for instance, are such upcoming releases: A new Berlin Symphony Orchestra, and the Chicago Symphony Orchestra.

The thinking behind many of the cited releases follows the principle that the price of a record should reflect the cost of production, and the cost of distribution. The price change might be a little more. It is now $9.90. This means a reduction of about one-third of the price of a record.

For one thing, Victor is definitely planning on pushing out a large number of standard works, in many cases duplicating compositions already in catalog. But there will be more with up-to-date sound to meet the standards of the hi-fi market. In this category, for instance, are such upcoming releases: A new Berlin Symphony Orchestra, and the Chicago Symphony Orchestra.

Also due for release is a collection of new Testament albums, including among them performances by the Boston Symphony Orchestra, the Philharmonic, and the New York Philharmonic. This will be a special 20-record set, limited edition, and is to be released in a special edition.

Other than these two, a few of the new recordings will be made by the Boston Symphony Orchestra, and the New York Philharmonic. This will be a special 20-record set, limited edition, and is to be released in a special edition.

Complete details of the recording session stage in June, and probably full release later in the summer:

**William Massaus**

RBC of MGM

M.C. M-G-M Records has signed pianist William Massaus, a long-time favorite of Victor radio and record buyers. He has been heard on many of the firm’s programs, and has earned a reputation as one of the finest pianists in the business. His associates have included the great, famous, and popular artists of the world, and has been heard on radio and record programs. His associates have included the great, famous, and popular artists of the world, and has been heard on radio and record programs. His associates have included the great, famous, and popular artists of the world, and has been heard on radio and record programs.

**EPIC RECORDS**

By Steve SCHICKER

**NEW ALBUMS**

New sets being released by Epic for early release includes a new recording by the American Composer John Cage, and a new recording by the American Composer John Cage.

**Lindy LEE DEEUM**

Choral and Orchestral Music

**SEVEN MILLION VICTOR 45s**

Victor 45s have been released in seven million copies, representing the majority of the firm’s output. The firm’s total output has been released in seven million copies, representing the majority of the firm’s output. The firm’s total output has been released in seven million copies, representing the majority of the firm’s output.

**Hendecagons, Quarter No. 5**

Hendecagons are a series of new works composed by various composers, and are available for special orders. The works have been performed in various concerts and are available for special orders.

(Closed caption on page 26)

(Copyrighted material)
Top Seller for '55
V-M the Voice of Music

And YOU Make the Money!

V-M—America's finest phono line—is on the move! Ready to back you up with the soundest selling plans ever offered. You get full-line benefits with minimum investment... for faster turnover... better profits... greater return on investment!

Look—V-M helps you pull in the profit with power-packed ads in the big national magazines! V-M "merchandising with muscles" packs a wallop that'll make your cash register ring! It includes: dazzling display packages... dealer support in 85 key market newspapers... plus a host of hard-hitting selling aids! Put it all to work... for you... in your market... selling your customers!

Get Top Profits... Stock The Top Seller... The Voice of Music Line!
Contact Your V-M Distributor Salesman Today and YOU'LL Make the Money!
Richard Maltby
STARDUST MAMBO
STRICTLY INSTRUMENTAL
X-0075 (AX-0075)

A product of Rca Victor Corporation of America

RECORDS MARK THE HITS!

...on every glorious Arizona morn-
...I feel that anyone who tries to
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...I feel that anyone who tries to
...on ever...
NOW Everybody agrees the TOP side
The Billboard Music Popularity Charts

The music industry's most complete guide to the actual and potential sale of tunes and records in all categories.

Talent Corner

The talent picture—performing talent, that is—took a back seat this week in the music and record columns this week. Center of action and conversation was the talent at the record labels whose job it was to devise ways and means of licensing record sales to the end that the business would be larger and more profitable on all levels.

Executive talent in any industry is hard to come by. It has often been said that good executives are born, not made. Undoubtedly this is true. Yet much of the great talent in the record industry is talent which has to a very large extent "made" itself in the rough-and-tumble world of 78, 45, and 33⅓. It is executive talent which has been wresting with the problem of expanding the record business to where it should have been some years ago.

Over the years these talented people have taken various steps to reach that goal. Now, however, there has been one of the most dramatic advantages over ever recorded talent in the record industry. It was bold action on the part of RCA Victor first and other labels immediately afterwards.

Yet there are still executives on many labels who say deeply involved in much deep thinking and thought to the end that they, too, will direct their companies along lines which will ultimately increase the record business.

So much for the business talent. Under the new price schedules—particularly those affecting long-playing merchandising—the artists and executive talent will need to face quite a challenge. It will no longer be as simple as it was before then, when he has 50 musicians with which to work in recording up with a new album. With prices going down, the ingenuity of the artists will need to come into play as it certainly will.

The talent-at-large, the people along with their managers have in the past few years been coming up with hit merchandise both in the single and album field on which few music companies were used.

The hits were often recorded, lavishly, recorded, resold but not necessarily recorded.

As the talent—on all levels—will show its full mettle from here on out it has never been the full opportunity to do before. It'll be an interesting year.

Best Selling Sheet Music

These are ranked in order of their current weekly listing in the sheet music trade index.

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Week</th>
<th>This Week</th>
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<tbody>
<tr>
<td>1. Mr. Sandman</td>
<td>10</td>
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<td>2. Count Your Blessings</td>
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<td>3. Let Me Go, Lover</td>
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<td>4. This Ole House</td>
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<td>5. Naughty Lady of Shady Lane</td>
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<td>6. I Need You Now</td>
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<td>7. White Christmas</td>
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<td>8. If I Give My Heart to You</td>
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<td>9. Rudolph the Red-Nosed Reindeer</td>
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<td>10. We Three Kings of Orient Are</td>
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Second Ten

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<th>Last Week</th>
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<tr>
<td>11. White Christmas</td>
<td>12</td>
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<td>12. If I Give My Heart to You</td>
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<td>13. Home for the Holidays</td>
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<td>14. That's All I Want for Christmas</td>
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<td>15. Mambo Italiano</td>
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<td>5</td>
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<td>16. Melody of Love</td>
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<td>17. Shake, Rattle and Roll</td>
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<td>17</td>
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<td>18. Hold My Hand</td>
<td>16</td>
<td>17</td>
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<tr>
<td>19. Rudolph, the Red-Nosed Reindeer</td>
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<td>20. No More</td>
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Honor Roll of Hits

The Nation's Top Tunes

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<th>Title</th>
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<td>2 5</td>
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<tr>
<td>3. Let Me Go, Lover</td>
<td>3 4</td>
</tr>
<tr>
<td>4. This Ole House</td>
<td>4 7</td>
</tr>
<tr>
<td>5. Naughty Lady of Shady Lane</td>
<td>5 8</td>
</tr>
<tr>
<td>6. I Need You Now</td>
<td>6 12</td>
</tr>
<tr>
<td>7. White Christmas</td>
<td>7 22</td>
</tr>
<tr>
<td>8. If I Give My Heart to You</td>
<td>8 19</td>
</tr>
<tr>
<td>9. Rudolph the Red-Nosed Reindeer</td>
<td>9 14</td>
</tr>
<tr>
<td>10. We Three Kings of Orient Are</td>
<td>10 2</td>
</tr>
</tbody>
</table>

Top Pop Artists

This is a tabulation of artist popularity as listed on Pop Retail Questionnaires #4, December 11, 18, and 25 issues of The Billboard.

1. CHORDETTES
2. E. FISHER
3. R. GLOCKER
4. J. WEBER
5. DE CASTRO SISTERS
6. P. COMO
7. J. B. HEDGES
8. AMES BROTHERS
9. FOUR ACES
10. DORIS DAY
11. D. CORNELL
12. C. AUSTIN
13. FONTANE SISTERS
14. J. P. MORGAN
15. A. HOBBS
16. T. BREWER
17. N. KINGS (COLE)
18. MUSICAL SISTERS
19. H. WINTERHALTER
20. JOHNNY SCHEPP
21. L. PAUL & M. FORD
22. J. STAFFORD
23. G. CROSBY
24. A. BLEYER
25. P. PAGE
26. W. B. VAUGHN
27. D. CONDINO
28. E. CROSBY
29. R. CHICKEN
30. F. KEATIN
31. S. HAMBLEN
32. S. HAMBLEN AND JIMMY
33. CREW CUTS
34. D. LORI
35. F. JOHN SISTERS
36. K. KALEN
37. N. PETTY TRIO
38. D. MARTIN AND NAT (KING) COLE
39. D. MARTIN
40. J. J. HAMILTON
41. F. L. ROSS
42. R. MALTBY
43. F. KING
44. L. PRINCE
45. C. BOEWSLL
46. J. JOHNSTON BROTHERS
47. B. HAMILTON
48. S. DAVIS JR.
49. J. JAMES
50. W. MORGUE
51. H. GRAYCO
52. M. MILLER
53. J. BOYD
54. HILLTOPPERS
55. CHICKIES
56. J. VALLI
57. WILDER BROTHERS
58. V. VICKI YOUNG
59. B. MORGUE
60. T. BENNETT
61. L. ABRAHAMSON
62. C. CARLILE
63. R. ANTHONY
64. L. LAULAUT
65. D. SHORE
66. C. APPLESWHITE
67. F. DIXON
68. J. FORMAL
69. G. RYAN
70. C. MAC RAE
71. B. CLOONEY & B. CLOONEY
72. C. CIBBES
73. J. J. CARLAND
74. J. J. CARLAND
75. V. LYNCH
76. MATT SISTERS
77. B. PEARL
78. B. MAY
79. C. CLOYNDS
80. K. T. WARD
81. V. YOUNG
82. F. SINATRA

Copyrighted material
TOP SELLERS—
POPULAR
Listed Alphabetically

RAZOM
BADONIDES......................................................The Cheers .... 2921
HALY BABA I'VE...............................Nat (King) Cole .... 2649
GRAND RIDDLE........................................Johnnie Ray .... 2940
UNSTOPPABLE............................................The Fireballs .... 2945
LONG TIME, LONG TIME.............................Dennis Martin .... 3018
I'M ALONE............................................Roy Acuff .... 2965
MELODY OF LOVE.....................................Frank Sinatra .... 3018
I'M GONNA LIVE TILL I DIE................................Bob Manning .... 3014
MY LOVE SONG TO YOU........................................Bob Manning .... 2983
AFTER MY LAUGHTER CAME TEARS..............................James Last .... 2983
OPEN UP THE DOGHOUSE..............................Dean Martin .... 2983
LONG, LONG AGO............................................Dean Martin .... 2977
SMILE .......................................................Nat (King) Cole .... 2977
THOSE老 DEAR HEARTS OF STONE.............................Vicki Young .... 3006
WHITIER THRU GUEST...............................Les Paul & Mary Ford .... 2928
YOU, MY LOVE.............................................Frank Sinatra .... 2995
THE SONG FROM BETHLEHEM....................................Les Paul & Mary Ford .... 2995
THE SONG FROM SUSPENSE POINTS AT YOU..................Janie Freeman .... 2995

COMING UP FAST
Listed Alphabetically

THE BUNNY HOP.............................................Ray Anthony .... 2427
THE HONEY HOP............................................Davy Anthony .... 2427
EARTH ANGEL..............................................Les Baxter .... 2427
HAPPY BARTY..............................................The Boomers .... 3002
IT'S NEVER TOO LATE TO FALL IN LOVE..............Jay & Marty Head .... 3004
A ROOM IN A BLOOMSBURY...............................Pee Wee Hunt .... 3004
MY SIGH, MY SIGH..........................................Mae Questel .... 2986
MY OWN TRUE LOVE.........................................Margaret Whiting .... 2986
ROCK-A-BEAITH BOOGIE...............................Willie Bethan .... 3000
SAN TANG WANG BOOS......................................Paul Whiteman .... 2995
THE SONG FROM DESIRE...............................Les Paul & Mary Ford .... 2995

BEST SELLING—
"EP" ALBUMS
Listed Alphabetically

DEAN MARTIN
45 rpm "EP" No. EAP-1923

MELANCOLY SINFONIE—Johan Glucki
45 rpm "EP" No. EAP-153

RAY CHAPMAN
45 rpm "EP" No. EAP-1551

JACKIE GLEason PLAYS ROMANTIC JAZZ
45 rpm "EP" No. EAP-1688

J stif Paul and HAPPY DAYS
45 rpm "EP" No. EAP-1912

"Specialized" HIGH-FIDELITY ALBUMS
Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study in High Fidelity

Ray Charles
45 rpm "EP" No. LA-1004

High Fidelity Classics in Full Dimensional Sound—Top Artists
33 1/3 rpm No. LA-1006

High Fidelity Popular Instrumentals in Full Dimensional Sound—Top Artists
33 1/3 rpm No. LA-1005

High Fidelity Vocals in Full Dimensional Sound—Top Artists
33 1/3 rpm No. LA-1003

THE PASSIONS—Les Paul & Mary Ford
33 1/3 rpm No. LA-486

Copyrighted material
The Billboard Music Popularity Charts

POPULAR RECORDS

**Best Sellers in Stores**

For survey week ending December 29

RECIPES are ranked in order of their current selling importance, based on surveys of retail outlets and radio stations. The weekly chart is based on The Billboard's weekly survey among the nation's top retail outlets and radio stations.

<table>
<thead>
<tr>
<th>Track No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tunes No.</td>
<td>Week</td>
<td>Rank</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1. | 19 | 1.
| 2. | 18 | 2.
| 3. | 17 | 3.
| 4. | 16 | 4.
| 5. | 15 | 5.

**This Week's Best Buys**

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>I LOVE YOU MADLY</td>
<td>Angel, BMI</td>
<td>The Four Coins</td>
<td>Epic 9081</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending December 29

RECIPES are ranked in order of the greatest number of plays on disk jockey sites throughout the country. Jukeboxes are based on The Billboard's weekly survey among the nation's top retail outlets. The weekly chart is based on the reverse side of each record.

<table>
<thead>
<tr>
<th>Track No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
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<tbody>
<tr>
<td>Tunes No.</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1. | 19 | 1.
| 2. | 18 | 2.
| 3. | 17 | 3.
| 4. | 16 | 4.
| 5. | 15 | 5.

**Most Played by Jockeys**

For survey week ending December 29

RECIPES are ranked in order of the station's favorite material on disk jockey sites throughout the country. Jukeboxes are based on The Billboard's weekly survey among the nation's top retail outlets. The weekly chart is based on the reverse side of each record.

<table>
<thead>
<tr>
<th>Track No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tunes No.</td>
<td>Week</td>
<td>Rank</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1. | 19 | 1.
| 2. | 18 | 2.
| 3. | 17 | 3.
| 4. | 16 | 4.
| 5. | 15 | 5.

www.americanradiohistory.com

Copyrighted material
**Territorial Best Sellers**

**Los Angeles**
- 1. Mrs. Sandman, Pennsylvania, Cod.
- 2. Naughty Lady ofShady Lane, Anna Brovnek, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Milwaukee**
- 1. Let Me Go, Lovely, J. Winter, Cod.
- 2. Let Me Go, Lovely, J. Winter, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**New Orleans**
- 1. Let Me Go, Lovely, J. Winter, Cod.
- 2. Let Me Go, Lovely, J. Winter, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Philadelphia**
- 1. Let Me Go, Lovely, J. Winter, Cod.
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- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Cincinnati**
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**Chicago**
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**Boston**
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- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Buffalo**
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- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Cleveland**
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- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Baltimore-Wash.**
- 1. Let Me Go, Lovely, J. Winter, Cod.
- 2. Let Me Go, Lovely, J. Winter, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Miami**
- 1. Let Me Go, Lovely, J. Winter, Cod.
- 2. Let Me Go, Lovely, J. Winter, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**San Francisco**
- 1. Let Me Go, Lovely, J. Winter, Cod.
- 2. Let Me Go, Lovely, J. Winter, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.

**Kansas City**
- 1. Let Me Go, Lovely, J. Winter, Cod.
- 2. Let Me Go, Lovely, J. Winter, Cod.
- 4. Let Me Go, Lovely, J. Winter, Cod.
- 5. Let Me Go, Lovely, J. Winter, Cod.
- 10. Let Me Go, Lovely, J. Winter, Cod.
The Billboard Music Popularity Charts

**POPULAR RECORDS**

### Review Spotlight on...

#### TALENT

The Paris Sisters

With girls' groups happening these days, Decca Records may have latched on to a potent trio with the Paris Sisters. The San Francisco teen-tapers come thru with a sharp performance on "Ooh La La" (Golden Star, BMI) and "Whose Arms Are You Missing?" ( Peer, BMI) on Decca 263572.

### Reviews of New Pop Records

**SAMMY DAVID JR.**

*Love Me Tender*

Decca 29550 — A Billboard "Spotlight" record which, incidentally, is selling well in London under the same title, is a captivating performance by the young, flair-packed newcomer, who shows a talent for dramatic interpretation.

**CATERINA VALERI**

*Nella Vita*

Decca 29551 — The light, sweet-voiced Neapolitan beauty, Caterina Valeri, has a delightful, voice. The first verse is sung in English, the second in French.

**DE TREATS**

*De Treats*

Decca 29552 — A hit to the hit: the rhythm and swing of this rock'n'roll '46 original have been preserved in this version by De Treats, with a hit vocal from Jack Jeffers.

**JUDY FOSTER-FLANNELE LAINE**

*Johnny B. Goode*

Columbia 43327 — The flip side of the hit single, "I'm Gonna Live It Up" which includes a fine blue city style instrumental, with a great vocal on "Johnny B. Goode".

**PAUL BROWN**

*Water, Water, Everywhere* (Fontana, BMI) — A hit to the hit: this single has been remade by Paul Brown with a hit vocal.

**EDMUNDO ROS ROY**

*Pop It in the Oven*

Columbia 43328 — The hit single of the year, "Pop It in the Oven" which includes a hit instrumental and a great vocal on this single by Edmund Ros Roy.

**BUTCH WELLS**

*She's Not a Girl Like the Others*

Decca 29553 — The flip side of the hit single, "I'm Not a Girl Like the Others" which includes a hit instrumental and a great vocal on this single by Butch Wells.

**THE TATERS**

*T. Chee*

Decca 29553 — The flip side of the hit single, "My Name Is T. Chee" which includes a hit instrumental and a great vocal on this single by The Taters.

**BILLY DAILEY QUARTET**

*Are You Gonna Love Me Too*

KING 1069 — The boys deliver a pleasant punch line, which should get some jockey action.

**THE JOHNSON BROTHERS**

*Blues Hands*

LOUIS 1957 — The boys deliver a pleasant punch line, which should get some jockey action.

**REAR VIEW**

*I Can't Help Myself (Sugar Pie, Honey Bunch)*

Decca 29556 — The flip side of the hit single, "You Don't Need a Man" which includes a hit instrumental and a great vocal on this single by Rear View.

**REEDY KAY**

*Tell Me Suga*

DECCA 29557 — A hit to the hit: this single has been remade by Reedy Kay with a hit vocal.

**PHIL BRITO**

*More Than a Woman*

KING 1117 — The boys deliver a pleasant punch line, which should get some jockey action.

**JIMMY NAKOMA**

*Choo Choo Train*

COBRA 4612 — This is a cove and ballad, which should get some jockey action.

**ROBERT MAXWELL ORK**

*Richmond (Redneck and Blackface)*

BERK 1059 — A hit to the hit: this single has been remade by Robert Maxwell with a hit vocal.

**JIMMY SHARMAN**

*My First Love*

KING 1068 — The boys deliver a pleasant punch line, which should get some jockey action.

**JOEY BAILEY**

*Oh My Baby*

DECCA 29558 — A hit to the hit: this single has been remade by Joey Bailey with a hit vocal.

**LINDA RONSTADT**

*Please Please Me*

DECCA 29559 — A hit to the hit: this single has been remade by Linda Ronstadt with a hit vocal.

**SHERMAN YOUNG**

*To Know You is to Love You*

DECCA 29560 — A hit to the hit: this single has been remade by Sherman Young with a hit vocal.

**MARVIN WEEDLE**

*Love Me Tender*

KING 1069 — The boys deliver a pleasant punch line, which should get some jockey action.
**This Week's Best Buys**

According to sales reports in key markets, the following new products are enjoying the most favorable response:

**CATTLE CALL**  (Fleener, ASCAP)—Slim Whitman—$28

An artist with the national following of a William Tell operatic favorite, Whitman has charmed the musical world with his charts, and this one is following in the footsteps of many others. Strong sales reports have gone to the country, and sales are expected to be strong in the pop market.

**Kisses Don't Lie—Carl Smith—Columbia 21340**

Smith, another artist whose big numbers have been the result of his wide public appeal, has a new release. It is a pop song, and a new release which will be well received.

**Review Spotlight on...**

**RECORDS**

**WEBER FRIECE**

I'm Gonna Fall Out of Love With You (Rayaway, BMD)

In the Billboard New (Peek, BMD)—Decca 2024

Webber Pierce starts the new year right with powerful readings here of a listener's woe, and the Jackson Rodgers of fifty years ago. Both are sold in jive box sales.

**C & W Territorial Best Sellers**

For survey week ending December 29

City-to-city ratings based on key reports across top country and western radio and record accounts:

**Birmingham**

No. 1—By You, Asbury, B. Wells, Decca 2994

No. 2—Fool's Paradise, T. Bascomb, Col.

No. 3—This Is the Thing I Got, E. Arnold, AMD

**Cincinnati**

No. 1—This Is The Thing I Got, E. Arnold, AMD

No. 2—Shall I Tell You The Truth, J. Webb, SUSA

No. 3—Why You Ain't Got Nothin', J. Webb, SUSA

No. 4—Let Me Go, L. Snow, AMD

No. 5—This Is the Thing I Got, E. Arnold, AMD

**Dallas-Fort Worth**

No. 1—By You, E. Arnold, AMD

No. 2—This Is The Thing I Got, E. Arnold, AMD

No. 3—Shall I Tell You the Truth, J. Webb, SUSA

No. 4—Let Me Go, L. Snow, AMD

No. 5—This Is the Thing I Got, E. Arnold, AMD

**Houston**

No. 1—Let Me Go, L. Snow, AMD

No. 2—This Is the Thing I Got, E. Arnold, AMD

No. 3—Shall I Tell You The Truth, J. Webb, SUSA

No. 4—Let Me Go, L. Snow, AMD

No. 5—This Is the Thing I Got, E. Arnold, AMD

**New Orleans**

No. 1—This Is The Thing I Got, E. Arnold, AMD

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No. 3—Let Me Go, L. Snow, AMD

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No. 5—Shall I Tell You The Truth, J. Webb, SUSA

**Richmond, Va.**

No. 1—This Is the Thing I Got, E. Arnold, AMD

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Smith, another artist whose big numbers have been the result of his wide public appeal, has a new release. It is a pop song, and a new release which will be well received.

**Reviews of New C & W Records**

**EDDY ARNOLD**

For Your Eyes Only—Columbia 2024

Vickee Arnold—Billed with "Spotlight" on the cover.

Don't Know...78

From a song that You Are Mine and P. C," as sung by Arnold, and should type a self-hymn.

**CARL SMITH**

Kisses Don't Lie—Carl Smith—Columbia 21340

A Billboard "Special" on release. No. 1. No. 1 Doesn't Mean I Will....As.

**AUBRY DNAN**

Fool's Paradise—T. Bascomb—Decca 2024

A very attractive voice, and it is a very good record. The listener knows he is going to receive a real vocal here from Mr. Dunan, and it is a very good record. The listener knows he is going to receive a real vocal here from Mr. Dunan, and it is a very good record.

**LOUISIANA DIXIE**

1200 at the Gallop—B. P. Bixby—Decca 2024

A very attractive voice, and it is a very good record. The listener knows he is going to receive a real vocal here from Mr. Dunan, and it is a very good record.

**ARTY DUNAN**

Shall I Tell You...78

A very attractive voice, and it is a very good record. The listener knows he is going to receive a real vocal here from Mr. Dunan, and it is a very good record.

**LITTLE JIMMY DICKENS**

Goodnight, My Love—Decca 2024—Dickens gives a record that is a winner. It is a very good record. The listener knows he is going to receive a real vocal here from Mr. Dunan, and it is a very good record.

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**The Billboard Music Popularity Charts**

**This Week's Best Buys**

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

I’VE GOT A WOMAN (Progressive, BMI)—Ray Charles—Atlantic 1059

RELEASED Christmas week in key Southern markets and took down the same ports this week in New York City. A Little Richard type of rhythm and blues number. (Moved in New York, Boston, and Chicago.)

Yours Truly, Sweetie Pie (Decca, BMI)—Elvis Presley—807

Released early December and continued to move in the South. (Moved in New York, Chicago, and Baltimore.)

**Review Spotlight on...**

**RECORDS**

ELLA JOHNSON—BUDDY JOHNSON ORK

USS H. Y. Sletten (Sephadine, BMI)—Mepog 7053

Ella Johnson comes through with one of the most rhythm and blues sides of the new year on this new release, backed skillfully by brother Buddy’s fine orch. This could be a big one by all trade levels. Flip in Crazy Teen Saxophone. (Sephadine, BMI)

**The MEDALLIONS**

The Telephones (Dottie Williams, BMI)

Coup De Ville Baby (Dottie Williams, BMI—Dohtone 255).—This group follows up its hit version of “Raining in the Desert” with “Buck 99” with two fine sides in the same vein. “Telephones” deals with a couple’s love affair and the flip side tells about a girl and a Cadillac. Strong was here for the pop as well as R&B trade.

**Reviews of New R & B Records**

RAY CHARLES ORK

“Hey—What It’s All About” (Pro-needle, BMI)

A Good Thing (Reprise, BMI)

I Can’t Believe This Way (Columbia, BMI)

Johnnie P. Jones

My Baby’s Got a Sure Thing (Capitol, BMI)

Rex Ingram

My Father’s Blues (Capitol, BMI)

ROYUCROCKET KAR ORK

Load of Bones (Columbia, BMI)

The Rocketeer (Columbia, BMI)

**The CHECKERS**

Lenny’s Girl (Imperial, BMI)

LOVE—YOU CAN’T AFFORD TO LOSE (Decca, BMI)

**The CRYSTALS**

Ooh La La (Doo Wop, BMI)

**RUFUS COE ORK**

Rufus (Columbia, BMI)

The Sound of Music (Columbia, BMI)

**FREDDIE FORD**

Waiting in the Wings (Motown, BMI)

**SHIRLEY LEWIS**

Interlude (Imperial, BMI)

**THE ROYAL TONES**

Mack the Knife (Imperial, BMI)

**JOAN SCOTT**

My Wedding Day (Imperial, BMI)

**BOBBY MITCHELL**

Natchez (Imperial, BMI)

**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**

For survey week ending December 29

<table>
<thead>
<tr>
<th>Label</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAMBO BABY—R. Brown</td>
<td>1</td>
</tr>
<tr>
<td>HEARTS OF STONE—Charm</td>
<td>2</td>
</tr>
<tr>
<td>EARTH ANGEL—Penguin</td>
<td>3</td>
</tr>
<tr>
<td>YOU UPSET ME, BABY, B. B. King</td>
<td>4</td>
</tr>
<tr>
<td>DEANDRE, BABY—L. Fulson</td>
<td>5</td>
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<tr>
<td>L. TING, TONE—Five Keys</td>
<td>6</td>
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<tr>
<td>YOU UPSET ME, BABY, R. King</td>
<td>7</td>
</tr>
<tr>
<td>HURT-R. Harrell</td>
<td>8</td>
</tr>
</tbody>
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**Most Played in Juke Boxes**

For survey week ending December 29

<table>
<thead>
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<tbody>
<tr>
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<tr>
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<td>2</td>
</tr>
<tr>
<td>EARTH ANGEL—Penguin</td>
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**R & B Territorial Best Sellers**

For survey week ending December 29

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**SPECIAL FEATURES**

**DOOTONE**

4734

“BUICK 59” b/w “THE LETTER” (The Penguins)

**ON THE AIR**

“THE BILLBOARD” THRU THE YEAR

**THE BILLBOARD**

THANKS

OPS, JOCKS, DISTRIBUTORS

AND DEALERS

FOR MAKING OUR LABEL

THE MOST OUTSTANDING

OF 1954

Original Smash Version

“EARTH ANGEL”

THE PENGUINS

348

“BUICK 59” b/w “THE LETTER”

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“BUICK 59” b/w “THE LETTER”

The Penguins

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“THE BILLBOARD” THRU THE YEAR
**Reviews of New & R&B Records**

**Folk Talent and Loves**

**Jazz**

*MESSIEY MEMOIR*:
Third Generation Boy in New York City, based on records by "The Time Is Now" (Feder- al). 

*GLEANING BARNS*:
A fine collection of old-time music from "Red" Livedy's collection. 

**Children's**

*TENNESSEE WILLIE*:
"Rock-a-Bye Baby in a摇篮" (Mercury).

**Surgical**

*OLD-TIME RELIABLE*:
Comical Carter Family. 

**International**

*BOB PETERS*:
A trip to the Orient with "The World of Bob Peters." 

**Polka**

*LARRY CHESSEY*:
A fun trip through the history of polka with "The Polka King." 

**Great R & B & Instrumental**

*THREE 105*:
Forward Slow on Radio. 

**THE BILBOARD**

**MUSIC-RADIO**

**1955's FIRST SMASH HIT!**

DEEP FREEZE

*I won't Go On You*

THE ROAMERS

**SAVAY RECORD CO., INC.**

6 Market St. New Brunswick, N.J.

**Prof. Charles Taylor**

I WOKE UP THIS MORNING

OLD TIME RELIGION

Turner Bros.

**Balle-Whe Bob Stock, folk**

**Breaking a Hit!**

"YOU DON'T HAVE TO GO TO" "BOOZE IN THE DARK" JIMMY HEED

**VEE-JAY Records, Inc.**

501 West 52nd Street, Chicago, Ill.

**PEACOCK RECORDS, INC.**

2201 North 39th Street, Dallas, Texas.

**A SURE FIRE HIT!**

Pee Wee Crayton

"I NEED YOUR LOVE!"

**JIMMY HEED**

**The Imperial Records**

4244 7th Street, Indianapolis, Ind.

**IS THIS A FAKE?**

(Las Angeles Daily News)
Phono Hi Fi Xmas Biz Up

The first quarter as well as the full new year.

**Firms Report**

Here are reports from some of the firms sampled.

A highlight of the 1954 Christmas season was presented by the sales results of the Mitchell Music Company, who had projected sales figures, the firm had anticipated by roughly 15 per cent, and consequently were sold out by December 22. At that time, the firm reported the sales period as being 15 per cent better than the previous year. There were other good sales thus far. As was the case last year, the firm continued to tell a good story. Mitchell based his projection on the fact that desert and distribution centers were selling, and therefore were either out of stock following the Christmas rush or close to it. This being the case, dealers and distributors were obtaining to replenish stocks in the firm.

Admiral reported photo sales were over 1953 in volume. The firm experienced its first season in the lid market and was unable to furnish any comparable figures. Their leader in the lid group was the $200 class.

Webcor reported the Christmas season was 15 per cent over last year, and the full year, too. This figure, however, is over the full year of 1953. Best selling is the new $200 Hi-Fi (hifi) at $149.50; the Popular (standard) at $79.50. It is, at that, the firm reported the sales period as being 15 per cent better than the previous year. There were other good sales thus May. As was the case last year, the firm continued to tell a good story. Mitchell based his projection on the fact that desert and distribution centers were selling, and therefore were either out of stock following the Christmas rush or close to it. This being the case, dealers and distributors were obtaining to replenish stocks in the firm.

The discount on these sets will be 38 per cent, with no return privileges. Epic EL's will be priced the same at Columbia EP's. All 15-inch EL's will now be priced at $3.98. The Epic regular 15-inch EL, now priced at $3.95, will remain at this price.

**Other Records Released this Week**

**Reviews of New Pop Records**

Clown's Costumes and Accessories

**Costumes**—Clowns for all occasions. Rent or purchase at greatly reduced rates with THE COSTUMER.

Clown's Costumes and Accessories

**CONTENTS**—Clowns for all occasions. Rent or purchase at greatly reduced rates with THE COSTUMER.

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HOCHUS-POCHUS

By BILL SACHS

MYSTERIOUS BROWN, who re-
cently resigned his teaching po-

cition to become a temporary

- assisted by his wife, renamed his


classroom after the class he

is teaching this week. After a swing the

Brown family moved into Indiana and Michigan. They

enrolled their children in local schools in Winona for School Assembly Session. They are expected to move to Illinois for a few

weeks, after which they are planning to return to New York to

set up a magic act for Jack onstage. They are said to have

visited the city recently to see a Christmas light program on

Sundays.

BROWN-George H., by his new wife, Mrs. E. Brown, with whom he

recently moved to New York from his home in St. Louis.

BROWN, E., and his wife, Mrs. E. Brown, are expected to arrive in

New York this week. They are planning to open a magic shop

in the city.

BROWN-Mrs. E., and her husband, Mr. E. Brown, are reported to

be making plans to return to their home in St. Louis at the

end of the month. They are said to have been in New York

for several weeks, and are expected to stay until the end of

the month.

BURLESQUE BITS

UNO

Jessica Rogers, the Woe Girl, a

member of the Ladies of the Anciety

Character Club, who recently

took over the management of the

Hope Association, announced this

week that she will open a new

GET TV set in a variety show

conducted by the club. She will

spend the time of the show

with a group of friends, at the

Park Hotel in the city.

Harvey, Harry

Happy Little Redhead, of the

Moody switch from the Hotel

Hunt to the Hotel Northrup.

The start was December 31 at the

Hotel Northrup. She plans to

play at the Hotel Northrup

throughout the season.

Ray Reynolds enjoyed the holiday at

her home in the city last week.

She is looking forward to a

vacation period and hopes to

visit both her mother's birthday

on January 1 and his New Year's

together.

Jack Morgan, the famous

manager of an operatic engagement,

plays the role of the joker in the

Burlesque Show. The show

was performed at the Opera

House, New York.

Bud Shrock, a former area

member, returned to the city after

an absence of several months. He

spoke of the wife of Harry Spross, a

prominent local businessman,

and of his recent trip to the

South.

She resides in a two-story house

at 719 E. 7th, and Susan, 110 E. 7th, and

Lucy Lewes, Phil, Mr. and Mrs. King

Linda Lee and Mr. and Mrs. St. Louis, for two weeks

Saturn, New York, and then went to the Hotel

Hunter in the city. He is planning to

return to the Hotel Hunter in mid-February.

Jane, who was born in the city after the

birth of her daughter, will

celebrate her birthday at the

Hotel Hunter in mid-March.

Sister Mary, who was

born in the city after the

birth of her daughter, will

celebrate her birthday at the

Hotel Hunter in mid-March.

Tommy Raft, comic, began an

appearance at the Adams in

Newark.

Our Mae was doubled as featured

in the Burlesque Show last week,

which continued during Christmas week at the

Hotel Hunter. It was her first time as a

feature. Many times thereafter

it was simply as a specialty star.

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THE FINAL CURTAIN

manager of the branch operations

department. Wardlow was for-
named assistant manager of the

branch. His new title is assistant

manager of the branch.

Staff Members

- Continued from page 39

- Ray Taylor, Oklahoma City

branch manager, has been

appointed Dallas branch man-

ager, to succeed Mr. Matlock,

who left the firm to go with the V-M Cor-

poration. Mr. Taylor, former sales-

man at the Oklahoma branch,

has become Oklahoma branch

manager.

George Gerken, formerly Denver

branch manager, has replaced Al

Latack as Chicago branch man-

ager. Mr. Gerken, who was

appointed Chicago branch

manager last year, has been

transferred to the Denver branch.

The new Chicago branch man-

ager, Mr. Gerken, is reported to

be one of the most successful

managers in the company.

More Shifts

Paul Conley, who was assistant

branch manager, will become the

Lowell, Mass., branch manager.

Reuben Gerken, who replaced Bob Camp, Dan

Strohman, who replaced Mr. Gerken in the

Lowell, Mass., branch, will now be

assigned to other duties.

At the Chicago branch, Mike

has been appointed New York branch

manager, and He and Mrs. Bob

Kilen, formerly at the Char-

acter Club, have been reassigned

to the Chicago branch.

Curtain Call

The Capitol has been closed

for the winter season. The

curtain will be raised on April 1.

The firm has closed down its Satellite branch in Chicago,

the last branch to close. Mr. Gerken, who has been

appointed Chicago branch manager, has been

transferred to the Denver branch.

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2 California State Fairs Are Proposed

Establishment of Expo in Los Angeles, San Francisco Urged at Legislative Hearing

LOS ANGELES, Jan. 1. — In- tendance of two State fairs in Cali fornia is the subject of two separate bills at the State Capitol here by petitions of a local group here in Los Angeles and in another petition in San Francisco, petitioners have applied to the Legislature for the establishment of an annual State fair in each city.

Expo, held in Los Angeles for the last seven years, is one of the biggest in the United States. The State Board of Control has declined to accept the petition, which would place the fair on the State fairgrounds near downtown Los Angeles.

A bill sponsored by Thomas G. Smith, a San Diego legislator, would establish a State fair in San Diego. The fair would be held annually on the fairgrounds near downtown San Diego.


to be located near the proposed base- ball park and zoo, both to be located on about 1,000 acres.

H. W. Underhill, superintendent of the Shoestring Optimizes Association of California, in a letter to the New York Coliseum, urged underhill to build an arena in Los Angeles, pointing out that it would be the largest and the best in the United States. He said the Coliseum would not be able to handle the expected crowds.

Back up immediate action on plans for creating a new fair in Los Angeles, he said, is the growth of sport and the increasing interest in the fair.

Small Fairs

Construction of a State fair was also urged by Carl F. Kuznetz, director of the Construction Indus- trial Conference and House Shows, a specialty interest group. He pro- posed to have a State fair in each of the State's 58 counties.

He was empowered by the Committee of the State Association of Fairmen to suggest the construction of a State fair in each county in the State. He also suggested the construction of a State fair in the State of Iowa, which was the State of New York, where the fair was being held.

Pueblo, Colo., Jan. 1. — The new $35,000-40,000 building for the State fair in Pueblo, Colo., will be dedicated on July 4. The building will be located in the State Fair Grounds and will be used for horse shows, rodeos, and other events.

Newspaper in Los Angeles, Calif., has set a new record in the sale of news, with a circulation of 17,000,000 copies.

The fair is to be known as "Dancing Waters," and will be held on the 5th of June. The fair will be located on the fairgrounds near downtown Los Angeles.

Burgles Take $35,000 Haul

From Connelie

NEW YORK, Jan. 1. — Burglers broke into the New York City Hall at 3 a.m. on Tuesday, and made a $35,000-40,000 raid. The burglars, who were two, were discovered by the police and taken into custody.

The burglars tried to open the safe in the office of the State Secretary of State, but were foiled by the police in their attempt. The police said that the burglars may have been on the premises earlier in the evening.

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FAIR ASSN. MEETINGS

Wisconsin Association of Fairs, Scholarship Fund Meeting, January 5-6, Wm. H. Eldridge, 3126 East Mill Street, Plymouth, Wis.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9, Harold C. Feder- son, 401 11th Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Jay- box Hotel, Topeka, January 1-12, Everett E. Eubank, Stafford, secretary-treasurer.

Ohio Fair Manager Association, Deshler-Hilite Hotel, Columbus, January 11-12, Collier K. Schedel, 709-116 Belford Building, Dayton, executive secretary.

Massachusetts Agricultural Fair Association, Hotel Sheraton, Worcester, January 10-11, Fred Ceres, Topfield, secretary-treasurer.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 1-12, Rollie E. Singleton, Department of Agriculture, Jefferson City, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 19-20, Adolph Netter, Donaldsonville, secretary.

West Virginia Association of County Fairs, Radison Hotel, Charleston, January 8, James T. Hauser, 361 Bank Arcade, Huntington.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 13. Robert S. Sper, Homer, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18, Harry Kelley, Hillsdale, secretary.


Georgia Association of Agricultural Fairs, Henry Grady Hotel, Atlanta, January 17. Joe F. Pruett, 559 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitions, Fort Gary Hotel, Winnipeg, Alta., January 17-19.


Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20, Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 22-23, Dr. E. H. Williams, Dyersburg, secretary.

(Continued on page 41)

Jet Propelled Profits!

Here's a gold mine for you...Alias Herschell’s Sky Fighter. A sensation when introduced in 1932 and still a leading proficient at carnivals and parks. Youngsters can't resist the fascination of riding in one of these, high-flying jet fighters and "firing" the realistic crackling guns. With the aid of fluid drive, phones make smooth take-off. Then they are lifted 6½ feet into the air by a hydraulic mechanism. Kiddies roar, and so do profits.

Sensational New Adult Ride ROCKET TRAIN

Now flat ride for adults and teenagers. Requires space 37½x and will easily range out as a new sensation. This is a high speed motor ride with seating that simulates rocket and sliding turns. Price complete with ticket box, $6,500.00. Terms payments available. Write today for full information and photos.

Selling Price

KING AMUSEMENT CO.

301 W. 69th Ave.
Miami, Fla.

MINIATURE RAIL

New Kiddie Turnpike Ride

New Kiddie Ride that outgrows major rides; 104,000 kiddie customers at CNE; huge grosses at major fairs and parks. Portable and Park Models. Immediate delivery. Grits filled as received.

B. A. SCHIFF AND ASSOCIATES

901 S. W. 69th Ave., Miami, Fla. 4, Fla.

The BEST BUY in the Miniature Train Field

The Century Flyer

Is the Number 1 Choice of Major Parks. Kiddie lands and Carnival the World Over.

PARKER AMUSEMENT CO.

MONTICELLO, IOWA

THE BILLBOARD

NEW. PORTABLE ALL-STEEL FERRIS WHEEL

Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

Also Build of Steel and Concrete, Kiddie Rides and Outdoor and Inventive Rides. Full Line of Auto Rides.

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PARKER AMUSEMENT CO.

MONTICELLO, IOWA
TOP TURNOUTS

327 Gatherings
Best Year for
Atlantic City

ATLANTIC CITY, Jan. 1—Con-
ventions held in the metropolitan
area showed that the resoted host to
327 meetings or trade shows in 1954 with
a total attendance of 164,000 persons.
This figure covers only conventions held in
Atlantic City and those held at nearby
resorts, and doesn't include the tens of
thousands of people who stayed at city
hotels just for the day.

The 1954 attendance here is the
closest convention year the city ever had," said
Almert H. Shuue, Convention Bureau man-
ger. "It tops our previous best year, 1953, when we had 293,570
visitors at 256 conventions.

As of now 327 conventions have
been held here, and with an exam-
ined attendance of over 220,000.

This number will be increased,
the convention will spend over
253,000 today, the 1955 city's
Shuan said. He estimated that the 1956
convention trade tapped 353

"It must be remembered," Shuan
said, "that the meetings that take place here are not
just as good as on-average-numbered meetings. Most of the
biggest conventions are held in the Atlantic City, for
Memorial Day. From this early date it is possible to
hold a 1956 and for another big convention year—almost as
1954." It is not surprising at all, he added, that the 1955 gatherings
will be nearly 50 large ones, with ex-
pertise ranging from 1,000 to 8,000 as
high as 35,000. May will bring the
greatest number of conventions, with
nearly 49. But the largest gatherings will be held in

Tilson Set
Annual Meet
On Policies

NEW YORK, Jan. 1—The Til-
son family will hold its annual meeting of
owners sometime between Thursday (9) and
Monday (11) to discuss policies for
the coming season.

Frank Tilson, who represented the
owners here last year, told the Chicago con-
vengers, that he will return for the annual
meetings. During the last sea-
son, Tilson warned of the Walte
ability of using a dark side for 15
years ago, the board was purchased by
a New Tilton, New York, for 758,700, Soder
secretary.

North Carolina Assocation of
Tilson, Long Island Rail Line, for
January 20-21, Corbin
P. Q. Box 96, Huntington, secretary.

North Carolina Assocation of
Tilson, Long Island Rail Line, for
January 20-21, A. D. Scott, Fargi, subsecretary.

Illinois Assocation of
Tilson, Long Island Rail Line, for
January 20-21, Clement C. Huisey, Taylorvo, secretary.

Virginia Assocation of
Tilson, Long Island Rail Line, for
January 20-21, Hotel John Mar-
shall, Richmond.

Rocky Mountain Assocation of
Tilson, Long Island Rail Line, for
January 20-21, loaf 33, Cliff-
ord C. Dever, Shelby, Mont., secre-
tary.

New Jersey Assocation of
Tilson, Long Island Rail Line, for
January 20-21, A. D. Scott, Fargi, subsecretary.

New York State Assocation of
Tilson, Long Island Rail Line, for
January 20-21, A. D. Scott, Fargi, subsecretary.

Massapequa Zoo
With Animals, Rides

NEW YORK — From January 1, 1954, to
1956, the Massapequa Zoo, formerly the
Black Brook Zoo, will operate under an
operation of the Grimaldi family.

The zoo, which had been in business
for over 10 years, is expected to
be in good shape by the end of the year.

The Grimaldi family is expected to
be in control of the zoo by January 1, 1956.

The zoo will feature a large number of
animals and rides, including a roller coaster,
swings, and a Ferris wheel.

The zoo will be open daily from
9:00 a.m. to 5:00 p.m., with the last
entrance at 4:30 p.m.

Entrance fees will be $1.00 for adults
and 50¢ for children. Children under
3 years of age will be admitted free.

The zoo will also have a petting zoo
area where visitors can feed the animals.

The zoo is located at 5400 Old Country
Road, Massapequa, Long Island.

This year, the zoo will celebrate its
50th anniversary with a special
program featuring a parade and
fireworks display.

The Massapequa Zoo is
owned and operated by
the Grimaldi family,
which has a long history
in the amusement and
zoo business.

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with the last entrance
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Entrance fees are $1.00
for adults and 50¢ for
children. Children under
3 years of age enter free.

The zoo is located at 5400
Old Country Road, Massapequa,
Long Island.
Saskatoon Ex Tabs
120G Surplus in '54

Midway Takes of $66,897, Grandstand Attendance of 68,785 Set New Highs

SASKATOON, Sask., Jan. 1—The year 1954 was "undoubtedly the most successful" in the history of the Saskatoon Exhibition, R. J. Murray, president, told the annual meeting of shareholders.

The summer fair was "an all-time record," he reported, with three of the five departments producing all-time marks. "It is not surprising that in the final re-

sults the operating surplus this year of $120,029 exceeded last year's by $17,683 and the previous year of 1953 by $15,305," he said.

The three departments that broke records were the grandstand, with an attendance of 68,785, an increase of 880 over the previous record in 1953, racing with a total pari-mutuel handle of $288,443, an increase of $96,800 over the high in 1952, and midway receipts of $66,897, an increase of $5,290 over the previous record set in 1953.

During the year, capital expenditures totaling $103,750 were undertaken. Principal items included a new pari-mutuel building and painting of the grandstand roof, installation of a totalizer, a new grandstand roof, and improvement of the farm boys' and girls' camps quarters.

Prepared for the immediate future are an additional grandstand and industrial exhibits building to cost $250,000; discountacon $20,000, and cattle barn costing $18,000. A start has been already made on these projects and they are expected to be ready to time for the 1955 exhibition.

Frederick, Md., Names Smith and Perez

WASHINGTON, D.C. — Jan. 1—Clade W. Smith has been re-elected president of the Great Frederick Fair. Dates for the 1955 fair will be announced later. The fair will be open five days and eight nights. Other officers are Harry C. Doren, Woodburn, vice-president; Goy K. Motter, Frederick, secretary; J. Melvin, Frederick, treasurer; Robert R. Clapp Jr., Fred-

erick, counselor.

Whitney Point, N. Y., Re-Elects Driscoll

WHITNEY POINT, N. Y. — Jan. 1—A. D. Driscoll, who has been associated with the Broome County Fair here for a half century, was re-elected president of the organization at its recent meeting. A. M. Driscoll was named assistant superintendent of livestock, Run-

non Franklin, vice-president; Os-

ner J. Brooks, secretary; Harold Bessey, treasurer, and Chester E. Bradford, publicity director. Di-

rectors re-elected included Her-

ned A. Moore Jr., and Joseph M. Landers.

Stockton, Calif., Building Program to Cost $480,000

STOCKTON, Calif., Jan. 1—Bids for the construction of two new buildings at the fairgrounds by Fair board are being asked by the California State Board of Architects, E. G. Vollmer, secre-

tary-manager, announced. The agricultural exhibit and commercial exhibit structures are expected to cost about $480,000. They will be completed in time for the fair in August.

Fair plans for riding, entertainment, and a home economics building are soon to be drafted. These with the agricultural and commercial exhibit buildings, and an already completed junior livestock pavilion will form the nucleus of the new city fair.

Also what is in the future, a new racetrack to replace the present facilities is contemplated. The grandstand is expected to cost about $350,000.

Napa, Calif., Maps $78,000 Plant Project

NAPA, Calif., Jan. 1—A $78,000 improvement project which in-

cludes the construction of a com-

merical exhibit pavilion will soon

net under way and be completed by time for the 1955 Napa Electric Fair, here, Lowell Edington, secre-

tary-manager, said. The expen-

siture has been approved by the board of directors and the State

Department of Public Works. The project, 50 feet wide by 200 feet long, will cost $30,000. Other projects are lighting, $20,000; rock im-

provements, $5,000; grandstand re-

ations, $13,000, and general work, $18,000.

An additional program of $90,000 has been submitted to the State but has not yet been ap-

proved.

Display Fireworks of Distinction

Whether it’s for picnics, parades, fairs, carnivals, or special occasions like New Year’s Day, the Fourth of July, or the Centennial Celebration, Continental Fireworks Co., Ltd., 44 Paterson St., Newark, N. J., has the fireworks to make the occasion a success.

GIVE TO DAMITE RUNTON CANCE\N FUND
CARNIVALS

January 6, 1955

Communications to 128 W. Randolph St., Chicago 1, Ill.

The Billboard

William T. Collins

Bags Tulsa Contract

TULSA, Okla., Jan. 1.—The Wil- liam T. Collins Showmen’s Club here on New Year’s Day announced closing contracts to pro- vide entertainment for the New Years Tulsa State Fair.

Searing of the contract gives added strength to the already strong program for the upcoming season, lines up for the Mississippi-state shows.

Early in the season, the Collins organization had shared contracts for three other fairs which it did not play but contracted with each of the fairs at Spencer, La. and Juncos, W.Va.

The show now faces the longest fair route in its history. It

start its first fair in July at January 7. In all it will play 12 fairs in 12 weeks.

The all-setting fair will again be the famous 11-day State Fair of New Jersey.

James Collins, president of the William T. Collins Showmen’s Club, said that the all-setting fair will be held at the festivities and that the show will again be featured in the 11-day State Fair of New Jersey.

Befitting the election of Bill Collins as the president of the Collins organization, the show will again be featured in the 11-day State Fair of New Jersey.

Bill Collins will come out with the strongest box ever and the most prominent of the history of his show, according to the Collins holiday Co. of Moore, Okla.

The new large show front all

already has been completed, another

which will be held at the festivities and that the show will again be featured in the 11-day State Fair of New Jersey.

Tassell Awarded

Dade County Event

MIAMI, Jan. 1.—Contrast for the Dade County Armoury Fair & Festi- vals, the 12th annual Tassell Award, named after J. W. Tassell, who was honored posthumously, August 7, 1953, will be given to this year’s World Show.

Winner of the 1953 award was shown as a winner of the 12th annual Tassell Award.

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This year’s award was announced at the conclusion of the 12th annual Tassell Award, which was held at the Dade County Armoury in Miami, Fla.

PSCA Elects Warren: Five Seek Board Posts

LOS ANGELES, Jan. 1.—For the first time in its 38-year history, the PSCA has announced that the annual convention will be held in Los Angeles. The convention will be held in the Central hotel, Los Angeles, July 14-16.

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Also at the convention will be held in the Central hotel, Los Angeles, July 14-16.

Miami Tosses Gala Moore Testimonial

MIAMI, Jan. 1.—More than 200 persons turned out Tuesday night, Jan. 31, for the testimonial dinner honoring William B. Moore, outgoing president of the Miami Showmen’s Club. Held at the Miami Beach Restaurant, the affair featured a host of food, wine, and many complimentary remarks for Moore, for his 12 years in the organization.

Visitors came from many parts of the country, among them being Edwina Hughes, former general manager of the Canadian National Exhibition, Chicago; Miss E. H. Roach, former president of the National Showmen’s Club; and William A. Moore, outgoing president of the Miami Showmen’s Club.

Moore was presented with a set of silver platters by the Bank of America.

Nathan Coenen of the Chicago News

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Nathan Coenen of the Chicago News

Tough Move

Still Dates Remain Booking Headache

NEW YORK, Jan. 1.—Carroll

magnetic long arm gave up look-

ing for his big new house in the Christmas stockings. Party agents have always tried to play Santa Claus to their bosom in this respect but with little success.

Anyone rayed through their cabinets and grabbed out snugly, all over the chart, some are he thought to rub some of the cold light off by the Christmas and New Year

First operatic sale could

This knowledge has_jogged a many sale into opening earlier schedules. All fairs now scheduled to fall in the late open-

ing (51) with services at St. Rock’s Cemetery, Middletown, N.Y. the seven services this year since the one

In other words, it is likely that other big shows with their solid fairs will

Tom Coleman

Passes at 67

In Middletown

MIDDLETOWN, Conn., Jan. 1. —Tom Coleman, well-known re- al estate broker, died in Middletown Wednesday morning (39). The funeral service will be held at 11 a.m. Thursday at St. Rock’s Cemetery, Middletown, N.Y.

He was born in Middletown in

1918. He continued as a partner for 27 years thereafter.

(Continued on page 4)

Dallas Fem

Plan for Continental

DALLAS, Jan. 1.—The Los Angeles State Band of Texas will hold its installation, memorial meeting and Christmas show over the holiday period. The dates, both sponsored by army organizations, were promoted by Paul La Bahn, general manager.

Activity is under way in winter quarters here under the direction of Dr. Harry W. Johnson, pastor of the Showmen’s League of America, who is president of the International Showmen’s Association, and William C. Bryant, chaplain.

Among those attending were the following: Bob Jerk-Jerk-Jerk, W. L., Clay Johnson, Thomas J. Jerome, John Vran, Bob Johnson, President of the Showmen’s League of America, who is president of the International Showmen’s Association, and William C. Bryant, chaplain.

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Lillan Russell and Carl Bedell will motor with Amber West and Ted Kita to Miami to join Glenn Reice and Red Tempo for a trip to New Orleans and Houston. . .

OTTAWA — A bushy Bear, general agents for Johnson’s United Shows, rode on a bopping trip to Southern Indiana, visited Sherm and Fred Sparrow of the organization, with the show... Mr. and Mrs. Marsden, the concessionaire family with the James H. Drew Shows last season, visited Harvey D. Drew in his United States Motor Co. Avon Park, Florida, recently. Venus is reorganizing from injuries received in an auto wreck accident.

Prof. Willie J. Bernard, Hancock, N. H., spent the holidays with his wife and relatives in Bellows Falls, Vt., and then headed for Florida for the winter. Rita Raye and Gilda Star, same attractions, spent the holidays in Bemidji. Ex-mute from their home in Blue Ridge, Va., the couple stopped in New York long enough to take in the Ziegfeld Follies and a two-week run of Steve Allen’s TV show. As usual, home Miss Star will take a business course in Washington, and Miss Raye will visit friends in Chicago...

Evan’s

HIGH STRIKER

A consistent money maker! Center of attention in a variety of locations, Fairs, Fonzis, Carnivals. Built to make and take plenty of action. Quality built housewreck and devastation juggles for many years of profitable operation. 24 ft. standard in 3 sections for each attraction, includes indoor, mobile, boat-stable nickelodes.

SEND FOR CATALOG
H. C. EVANS & CO. 1956 W. CARROLL AVE., CHICAGO 7, ILLINOIS

WILLIAM T. COLLINS SHOWS

AMERICA’S LARGEST MOTORIZED SHOW
WANT FOR THE BEST ROUTE OF FARM SHOWS IN THE MIDDLE WEST

WANTED BY RUSHED AGRICULTURAL SHOWMAN. FLORIDA. WANTS A FARM SHOW OR A CIRCUS OR A COMBINATION SHOW. MUST BE READY TO TAKE OFF AT A MOMENT’S NOTICE. WILL TAKE ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL TAKE ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW. WILL RENT AN ENTIRE OR PORTION OF ANY SHOW OR CIRCUS OR COMBINATION SHOW.

S. W. WARICK SHOWS
NOW BOOKING SHOWS AND CONCESSIONS FOR 1955

FAIR AND CELEBRATION COMMITTEES

State Fair of Iowa, Des Moines, Iowa.
State Fair of Ohio, Columbus, Ohio.
State Fair of Illinois, Chicago, Illinois.
State Fair of Wisconsin, Madison, Wisconsin.
State Fair of Michigan, Detroit, Michigan.
State Fair of New York, Syracuse, New York.
State Fair of Georgia, Atlanta, Georgia.
State Fair of Louisiana, New Orleans, Louisiana.
State Fair of Texas, Dallas, Texas.
State Fair of Oklahoma, Oklahoma City, Oklahoma.
State Fair of North Carolina, Raleigh, North Carolina.
State Fair of South Carolina, Columbia, South Carolina.
State Fair of Pennsylvania, Harrisburg, Pennsylvania.
State Fair of Kentucky, Louisville, Kentucky.
State Fair of Mississippi, Jackson, Mississippi.
State Fair of Nevada, Carson City, Nevada.
State Fair of Idaho, Boise, Idaho.
State Fair of Montana, Montana.
State Fair of Oregon, Portland, Oregon.
State Fair of California, Sacramento, California.
State Fair of Arizona, Phoenix, Arizona.
State Fair of New Mexico, Santa Fe, New Mexico.
State Fair of Colorado, Denver, Colorado.
State Fair of Nebraska, Omaha, Nebraska.
State Fair of South Dakota, Pierre, South Dakota.
State Fair of Wyoming, Cheyenne, Wyoming.
State Fair of Arkansas, Little Rock, Arkansas.
State Fair of Missouri, Jefferson City, Missouri.
State Fair of Kansas, Topeka, Kansas.
State Fair of Delaware, Dover, Delaware.
State Fair of Maryland, Baltimore, Maryland.
State Fair of Massachusetts, Boston, Massachusetts.
State Fair of Rhode Island, Providence, Rhode Island.
State Fair of New Hampshire, Concord, New Hampshire.
State Fair of Vermont, Rutland, Vermont.
State Fair of Maine, Augusta, Maine.
State Fair of District of Columbia, Washington, D.C.
State Fair of Puerto Rico, San Juan, Puerto Rico.
State Fair of New Jersey, Trenton, New Jersey.
State Fair of Hawaii, Honolulu, Hawaii.
State Fair of Alaska, Juneau, Alaska.
State Fair of Virgin Islands, Charlotte Amalie, Virgin Islands.
State Fair of American Samoa, Pago Pago, American Samoa.
State Fair of Guam, Agana, Guam.
State Fair of Northern Mariana Islands, Saipan, Northern Mariana Islands.
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State Fair of American Samoa, Pago Pago, American Samoa.
PCSA Elects  
- Continued from page 43

Miami Tosses  
- Continued from page 43

WANT FOR FORT WORTH STOCK SHOW, Opening January 28: Houston Stock Show, Colorado Stock Show and others.  
Concealed types or addresses wanted only.  
P.O. Box 257, Fort Worth, Texas.

DICK BEST WANTS  
SIDE SHOW PEOPLE OF ALL KINDS.  
NOVELTY ACTS, SWORD SWALLER, BALL GIRLS, TINKERS AND RIDDLE TELLERS, ETC.

JOHNNY AND SIVIA JACKSON, YOUR MAIL RETURNED, GET IN TOUCH.

DICK BEST  
BOX 1146  
SARASOTA, FLORIDA

WANT  
FOR DADE COUNTY FAIR & FARE  
Starting Jan. 21, 2 Saturdays — 2 Sundays, at Dade County Agricultural Grounds, N. 27th and 7th Ave., Miami, Fla.  
Major Rides.  

daughter of Tony Zulefski.  
Also member of Zulefski Concession of all kinds.  

BARNES TASSLEER  
2417 West 16th, Miami, Fla.  
P.S.: This show week runs right on now until first week of December, 1955.

RIDE MEN WANTED  
For Farm for El Wheel, Farm for new Allen Hollow two-armed Boy- 

Jeanette (Bo) Three, 1652 East 10th St.  

L. E. BURCH AMUSEMENTS  
P. O. BOX 92  
MT. HOLLY, OHIO  
(Well Paid)  
Please mention ad when applying for work.  

WANTED FOR MOBILE MARIS  
OPENES FEB. 8 AND CONCESSIONS FEB. 10  

P.S.: All work will be paid for in cash.  

PAGE BROTHERS' SHOWS  
W. E. (BISHOP) PAGE, OWNER—CHARLES GRIER, MED.  


GLADES AMUSEMENT CO.  
WANTS FOR DORO COUNTY FAIR & LIVE STOCK EXPO.  
Arkansas, Fla., Jan. 10, and 28, using same type of show.  

Your American Red Cross is Always There After Tragedy Strikes
CIRCUSES

The Billboard
Communications to 188 W. Randolph St., Chicago 1, Ill.

70th Birthday Show Put on
For Hagenbeck
Bonn, Germany, Jan. 1—Per-
sons and staff of the Hagenbeck
Circus honored Willy Hagenbeck
on his 70th birthday when the
show played Bonn recently.
The head of the Hagenbeck cir-
cus clan was received by the Presi-
dent of the West German Republic
at which time Hagenbeck turned
over the records of the blacklist
for charitable purposes. Hagen-
bек received many presents,
including a check, watch and call
arbs.
It was the show's first visit to
Bonn, capital of the West German
Republic, in 30 years. Hagenbeck's
other gifts included honorary mem-
bership in the International Asso-
ciation of Circus Directors.

UNDER THE MARQUEE

Billie Burke, clown, does not
which he is credited with the
William Burke involved in the
murder of Al Wagon. The former
played the Taos Young Native
Shine date and has returned to the
Due Cirry Circus for his fourth
season as comic artist.
Claude Rufe Curly worked the
recent holiday period in Toiyland
of Sarah Bohmke & Company, Salam, Kan., his third year at the
store.
Buzz Kelly (Law Bick), famous
trouper in Clowns Alley with vari-
cous circuses, who is now living in
British Columbia, took his wife,
Ill, reported that M. C. (Paul)
McDonnell, the former owner and
operating manager of the Stilton,
N. Y., Jan. 3-35, and go from there to the
Dakota Territory.

Clyde to Open
At Indianapolis

INDIANAPOLIS, Jan., 1—Clyde
Bros. Circus opens the second
phase of its winter season here Jan-
uary 14.
Zoo Has Animals
Of Alvarado Show

FORT WAYNE, Ind., Jan. 1—
Wilde, and, in the opinion of the
Forte Wanye zoo tempoarily.

Clyde Mooney was killed in a
automobile accident in the
Indianapolis area. He was in the
process of leaving Indianapolis
for the trip to Fort Wayne and
returned from the trip to Fort
Wayne.

LENOX—WANTED

Rock and U.S.C. Collector and pay-
day. Crippled children's deal is one
of the best treats in the South to
follow. Contact

J. S. SHAFER

WANTED

Photenomen

UPC—Block Tickets—Benners
This is the 12th year for Such
tickets, office workers or
sponsors. This is a good crew for
experienced men, who are only
employed when the work is
worth from $2 to $6 per box. Office open Jan. 4 with paid collections.

PHOTENOMEN

WANTED TRAINED MONKEYS
Trained ponies
Trained mule

We expect to buy

FAIRWAY, Ind., Jan. 1—
Animals from the Alvarado
Circus, which closed in
December after a brief revival, have been
quarantined in the Fort Wanye
zoo temporarily.

The show traveled briefly in
Indiana and Ohio before
December 4-8. Equipment was
stolen from the circus, including
Clown, and two cages carry-
ing the animals were
stolen at the

PARK, a dog kennel

PHONENOMEN

Special Editions of Service Publications. We operate in all states except North Carolina, South Carolina, Georgia, and Florida. Headquarters Norfolk.

JACK ROBINSON

102 N. WASHINGTON STREET, TERMINAL BUILDING, CLEVELAND, OHIO

PHONENOMEN—PHONEMEN

WEINER—J. KELLY

107 E. PARK, Suite 2, N. W. FT. WAYNE, IND.

3 PHONEMEN—3

2 PHONENOMEN—2

For Section in West Virginia and West Virginia area. Send address for all states or for free offers. All offers are paid. Also to the

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WOODFORD, Ky., Jan. 1—The annual Winter Festival was held here Saturday afternoon in connection with the Woodford County Fair. The festival was sponsored by the Woodford County Chamber of Commerce, and was attended by a large crowd.

The festival featured various events, including a parade, a talent show, and a horse show. The parade included floats, horse riders, and local marching bands. The talent show featured a variety of acts, ranging from magicians to acrobats. The horse show was a popular event, with riders displaying their skills in various disciplines, including show jumping and dressage.

The festival was a highlight of the fair season in Woodford County, and it provided an opportunity for residents and visitors to come together and celebrate the spirit of the community. The Woodford County Chamber of Commerce, which organized the festival, is committed to promoting local events and activities to foster community engagement and support.
when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

WHOLESALE CATALOG

The smash hit for ’34!

HOLY MIRACLE CROSS

Embossed metal medal, 3 inches in size. Price, $1 for 100.


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

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WHOLESALE CATALOG

The smash hit for ’34!

HOLY MIRACLE CROSS

Embossed metal medal, 3 inches in size. Price, $1 for 100.


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WHOLESALE CATALOG

The smash hit for ’34!

HOLY MIRACLE CROSS

Embossed metal medal, 3 inches in size. Price, $1 for 100.
Valentine's Day Assortment

$7.20 Valentine Assortment

12 Dainty Roses
12 Valentine's Chocolates
24 Icing Hearts
8 Gourmet Candies

KIPD BROTHERS

Mens striped overcoats: 1936 in color, 26th St. Chicago.

PILGRIM

Choose from our selection of overcoats in various styles and colors.

The Billboard classified ads are your key to success!
NEW ELECTRIC SHAVER
PROMOTIONALLY PRICED FOR QUICK SALES
Imported Swiss Razor-Hondosma designed unit, Expressed vibration type motor. 110 volt-AC only.
Regular
$19.95 LIST
Each...
-6.50
Not listed...
-6.00
Peerless...
-7.95
MIS beg
Wisconsin Deluxe Co.
1932 N, Third St. Milwaukee, Wl

A TRIAL ORDER WILL CONVINCE YOU!

W.W. ELMER
Watchmen-Grum-Brass.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!

Gellman Bros.
7110 Eastern St., Minneapolis, Minn.

Merchandise You Have Been Looking for
Catalog Now Ready-Write for Copy Today

ACME PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   - Books, Magazines, Car scans, Parallels, Music, Specials, etc.
   - Blankets, Bedspreads, Furniture, etc.
   - Food and Drink Concession Supplies
   - Jewelry, Books, Car scans, Parallels, Accessories, etc.
   - Musical Instruments, Accessories, Headphones, etc.
   - Sports Equipment, Accessories, and Development
   - Watches, Sporting Goods, Cameras, etc.
   - Wanted

3. Indicate below the type of ad you wish:
   - REGULAR-CLASSIFIED: $1.00 per line, minimum $3.00.
   - DISPLAY-CLASSIFIED: $3.50 per line, maximum 10 lines.
   - Cash with order

4. Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be killed if credit is not received within 10 days after publication.

The Billboard
1021 Market St., St. Louis, Mo.

Please insert the charge of...

5. Please specify the charge.

6. Send money orders, checks, and remittances to:

When answering ads...

SAY YOU SAW IT IN THE BILLBOARD!
HELP WANTED
CLASSIFIED ADS

REGULAR CLASSIFIED ADS... Set in usual wantad style, one paragraph no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum $3.

DISPLAY-CLASSIFIED ADS... Containing larger type and space are free, 15c a line to the inch. This display or call RATE: $1 a line—$14 per inch.

Forms Close Thursday for the Following Week’s Issue

MUSICIANS

MUSCIIAN WITH WORLD’S LARGEST COLLECTION OF LEAD TRUMPETS CALLS ON ALL ORCHESTRAS, BANDS, TRADING COMPANIES FOR BUSINESS. (Salary and Expenses.)

LEAD TRUMPETIST WANTED—For New York Symphony. 15 years experience. $300.00. Write Box 213, P. O. Box 101, New York, N. Y.

WANTED—Violinist for New York Organ. $350.00 and expenses. Write Box 214, P. O. Box 101, New York, N. Y.

PARKS & FAIRS

AVAILABILITY ANNOUNCED—FOR FUN AND LEISURE, TO THE NATIVE OR ALIEN. TO ALL ORGANIZATIONS, CARDS FREE.

PARK & FAIR ORGANIZERS, BUSINESSES, MACHINISTS, ETC., TAKE NOTICE—WE HAVE EVERYTHING FOR THE THIS YEAR’S SHOW. WE ARE READY TO MEET THE BIGGEST REQUIREMENTS.

MISCELLANEOUS

GUNS FOR SALE—Fine quality, all types. Prices reasonable. Box 215, P. O. Box 101, New York, N. Y.

AT LIBERTY—ADVERTISEMENTS

5e a Word Minimum $1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week’s Issue

MICHAEL & DOUGLAS (Cameo pine).—

At Liberty, Dancing Stage, 115 W. 31st St., New York City. No charge accounts.

COMING EVENTS

October—18th, 19th, 20th: New York, N. Y.:

California—18th: Los Angeles, Calif.

Connecticut—17th: Hartford, Conn.

FLORIDA—17th: Miami, Fla.

Florida—18th: Daytona Beach, Fla.

Georgia—17th: Atlanta, Ga.

Georgia—18th: Columbus, Ga.

Illinois—17th: Chicago, Ill.

Illinois—18th: St. Louis, Mo.

Indiana—17th: Indianapolis, Ind.

Indiana—18th: Indianapolis, Ind.

Kentucky—17th: Louisville, Ky.

Kentucky—18th: Louisville, Ky.


Louisiana—18th: New Orleans, La.

MINNESOTA—17th: St. Paul, Minn.

MINNESOTA—18th: St. Paul, Minn.


Michigan—18th: Detroit, Mich.

Mississippi—17th: Jackson, Miss.

Mississippi—18th: Jackson, Miss.

MISSOURI—17th: St. Louis, Mo.

NEBRASKA—18th: Lincoln, Neb.

Maryland—17th: Baltimore, Md.

Maryland—18th: Baltimore, Md.

OHIO—17th: Cleveland, Ohio.

OHIO—18th: Cincinnati, Ohio.

OREGON—17th: Portland, Ore.

OREGON—18th: Portland, Ore.


RHODE ISLAND—17th: Providence, R. I.

RHODE ISLAND—18th: Providence, R. I.

SOUTH CAROLINA—17th: Columbia, S. C.

SOUTH CAROLINA—18th: Columbia, S. C.

TENNESSEE—17th: Nashville, Tenn.

TENNESSEE—18th: Nashville, Tenn.
**MUSIC MACHINES**

**MOA Execs to Map ’55 Conv. Jan. 28**
**Ops to Air NJMB Label, Legislation, Billboard Editorials and Insurance**

OAKLAND, Calif., Jan. 1—A schedule for the 1955 Music Operators of Amer-
ica convention was announced today which begins a week from next Monday,
February 7. MOA will gather in Chicago for a week to discuss departmental
problems and to meet to blueprint plans.

George A. Miller, president and business manager of the organ-
ization, announced this week that the group would hold its annual meeting
in the Orpheus Hotel, the site of the conven-
tion, and would discuss all phases of the
evening's event.

Miller said that in addition to convention work, the execu-
tive board will lay the groundwork for future years as well.

Still to decide is the need for a code of advertis-
ing practices, Miller added. The type-

**MUSIC THIS WEEK**

Among the stories of general interest to the coin machine indus-
try is the Music department up front in this issue of
The Billboard.

COLUMBIA RECORDS SHIFTED its stand of a week, as well
as staggered record prices this week. The single was
for $1.75, and $1.00. But 78's remained unchanged in price.

LONDONAND RCA Victor and dropping price on LP, while
marketingVendor prices on single records. There were variations
in price from $7.00 to $7.50.

THE STRANGE WITHIN THE RIAAVictor and dropped prices
for the loss, Bunright decided to go to the

Both Columbia and Decca went to successful
years in their statements for business in 1954.

And many other informative news stories, as well as the
Horace Nelson’s Hit and other editor charts.

**Editorial**

**New Prices for Records**

For the next week or so, operators will find some confusion
among record distributors and one-stop as to pricing records.
This will stem from no major change in per-record prices
and discount structure, first started by RCA (The Bill-
door, January 1955), but with many other
operators, by other record companies this week. (See music depart-
ments.)

Operators with equipment that is predominately 45 r.p.m.
will find that prices are dropping, the first cut of the
of the discount—$20 in place of 35. The other
RCA operators, buying 78 r.p.m. records will find a
smaller discount, of 5 r.p.m. and $20, but retail prices for pop 78
r.p.m. records will fall to $2.00 for $2.50, and again $1.40 for
the RCA and other record companies this week. (See music depart-
ments.)

On Friday (31) definite price policies had not been set by
all manufacturers, and even those the picture will be clarified further when
operators gather, because of inventories of current hits bought at the
prices, and the seriousness of adjusting to new 45 r.p.m. price
lines.

Operators should not become alarmed at the significance
of the higher prices for 78 r.p.m. records. True, it is the begin-
ing of a trend that has to take place, and the increasing number of
78 r.p.m. players and changers in the home, as well as in juke
boxes and other types of machines, is bringing a more
and more costly 78 r.p.m. market for
manufacturers to service.

However, it will be several years before manufacturers of
records can afford to reduce prices for the typical 78 r.p.m.
changer, let alone the juke box operator. During that time 78
p.m. records are going to be a high-price item, and 45 r.p.m.
records will presumably go up to $1.40 in some extent that the operator will stand to lose little or nothing.

It may be advisable for operators to watch the trend.

CHICAGO, Jan. 1—The record industry was

A new trend in price cutting is an impending induc-

The average cost of recording and publica-

First, with the price of 78's going up at least
0.00 a month, and the 45's going to 1.40,

prices to $1.00 plus in favor of the

dollar. With the 45's being standard at
4.49, music operators will be

prices in the small box. Demand by the mass home market is increas-
ing, and the competitive situation between manufacturers could quite possibly mean lower prices as well

the small box. Those set to the tune of
in some extent that these machines were not

are expected to keep going up at a good rate.

**MILWAUKEE OPS VIEW 1955 AS BANNER YEAR**

MILWAUKEE, Jan. 1—in spite of some indications of local factory
buoyancy, Milwaukee operators are looking to 1955 as a possible
year for business.

Operators expressed confidence that the overall economic conditions
would continue to show the growth and gradual improvement in the
earlier years. For Milwaukee and other communities, the operators were
looking to 1955 as a year when the
industry would grow and improve.

From the electric field of coin machines of the

Some local operators sounded a note of caution, but

prices on 45's were the same as in any year, an increase
of about 3 from $3 to 3.50, depending on


difficult, some operators felt that the 45 r.p.m.

price was being considered as a result of RCA's increasing

prices, and the manufacturers were indicating

prices on 78's were going up at least $0.25 a month, and the
45's were going to $1.75, and the small box was going to $1.

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prices on 78's were going up at least $0.25 a month, and the
45's were going to $1.75, and the small box was going to $1.
Simple Proof

that HORNS are ESSENTIAL
to TOP QUALITY SOUND

Make Your Own Test This Easy Way!

1. Take an ordinary paper drinking cup.
2. Hold it lightly and tap the bottom sharply with a pencil.
   HEAR THAT CLEAR, DISTINCT SOUND?
   That's because the sides of the cup form a horn.
3. Now, cut the bottom off the cup.
4. Hold the bottom lightly and tap sharply with your pencil.
   Note the loss of sound, the muffled tone. The bottom of the cup is a speaker without a horn.

Try it again with another whole cup. You'll agree that here is simple, convincing proof that
Horns Make the Difference!

Horns make the difference!

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

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1000 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the JNAAMI Juke Box sold through Oscar Sinding A/S, Palatsi 33, Copenhagen K., Denmark
Uplifting in Games, Music in Store For Eastern Operators in 1955

Reduction in Overtime Pay Hurts; Dime Play Is Juice Possibility; New Games May Help

January 6—From the Cleveland Operators’ Association, monthly meeting. Mayflower Hotel, Akron, Ohio.


January 11—Los Angeles Division, California Music Merchants Association, monthly meeting, General Hotel, Hotel Gard-

January 31—Central States Phonograph Operators’ Association, monthly meeting, Peoria, III.

February 4—Machine Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.


March 5–6—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

March 28–30—Music Operators of America, annual convention, Morris Hotel, Chicago.

SEND CALENDAR to The Billboard, 188 W. Randolph Street, Chicago, Illinois.


Los Angeles, Jan. 1—Three general meetings have been sched-uled by the Los Angeles Division of the California Music Merchants Association for the next three months. Ben Chermers, busi-ness representative of the local group, announced these last week.

This month’s session will be held January 13, another will be February 15, and the third March 15. However, it is possible that one or two extra meetings may be held during this period.

The sessions are open to all operators interested in the business, but membership in the group is not required.

The Los Angeles Division of the California Music Merchants Association is one of the many local groups affiliated with the California Music Merchants Association, the largest group of business men in the music industry, consisting of sellers, manufacturers, distributors, and dealers.

One-Game

Continued from page 52

they go on machines, checking them against printed ingredient labels and the dictionary if need be.

William believes that the added cost is justified as the method makes possible, for the operators, the incapyrus of the ingredients in the products, numerical and location owners insures better quality of the ingredients year by year, he points out.

How Was Your Timing on... "SURE FIRE KISSES"

"SURE FIRE KISSES"... The/TOP SELLER of 1954. Wins the coveted Billboard "BEST BUY" Award for sales volume in Billboards for 3 full months. Payment is owed on.

Winn, Ltd.

ABC Music

Acme Music

Radio Center

Marino Music

Alt-Calls

American Operating... 1

Noteworthy performances were given by the Acme Music, with a one-game 184. Dave was outstanding. Brothers Holz, Boss Rock, Os. 176, Hy-llion. Trotter, RCA, 170, and Jack Trotter, RCA, Music Makers, 161, high turn house went to RCA, with a total 770.

MIAMI, Jan. 1—Acme Music headed the 10th Annual Music Makers Convention by playing four games in one night. The Music Makers, with 3 to 0, was a second-place record in the tournament.

As a result of the tournament, Acme Music took the floor fight in the new Music Makers’ tournament, and walked off with over horses in the evening. In the new tournament, 10,000, 2000, and 1000 games were played, with 5200, 1000, and 500 games sold.

The following are the 45 games:

Followings are the 45 games:

Billboard, Jan. 1—Details of the health insurance program every employee association were revealed this week by George A. Miller, president of the Acme Music Makers.

The plan was negotiated by the Acme Music Makers, with the help of the Acme Music Insurance Company, Des Moines (The Associated Life Insurance Company, Des Moines, Iowa).

Miller said the health and hospital benefits were a year-long plan. Benefits Life’s program was just declared upon, said Miller, after the plan was received. "It was found to be the most liberal plan at the most reasonable rates," he said.

He said the plan would be presented to the Music Makers Association, with the hope that a national plan could be developed in the future.

Benefits Listed

Association members, their em-ployers, and dependents will en-titled to benefits including hospital, medical, dental, vision, and surgical care at a cost ranging from $35 to $50 (for individual em-ployers) or $50 to $50 (for employer and employee and dependents).

What’s the plan provides for all employers (with over 20 employees) have hospital, daily benefits of 10 percent of the employee’s income, with an extra up to $300 ($150 for individual em-ployees). The plan for hospital care is the same as the national plan in $500, and polio coverage is $500, and polio coverage is $500. The plan is welcome to the member list.

Application forms and brochures have been mailed to CMMA mem- bers. The plan is wholly optional.

Florida Juke Firm To Donate $500 To Hospital Fund

PALATKA, Fla., Jan. 1—An anonymous Florida music firm has donated to the Pottsville Public Health Commis-sion, through the Pottsville Musical Company, local a firm.

Eddie Emmons, manager of the Florida Juke Firm, said the gift was a token of appreciation for the work of the music firm in the community. The gift will be used for the benefit of the hospital’s service, which has been established by the plan.

The plan has already collected more than $500 for the fund.

The league meets Monday eve-nings at the offices of the Florida Juke Firm, 1000 W. Northwest Avenu. John O harms, secretary of the league, said that the league has decided to go ahead with the project if it does not come up short. He said that the league would be successful in the possibilities. "More later, be said.

ACME KEGGLES

Acme Music

Sets Advance Music

by Billboards.

Music Cuts Advance

Lead to 4½

November 30, 1954

November 30, 1954

Title Strips Ready for Top Juke Profit

CONVENIENT ORDER FORM

There are 10 title strips in each carton—$1.00 on a single order. Minimum purchase includes 2 sets of each record selected (average 10 records per set). Mail orders are mailed in bulk.

Title Strips

ABC Music No. 3

Mercury Records

Owens Sons

Decca Records

Miltak Music

Melody Music

& B. Novelli

Cavern Music

Elke Davis

Betty Grable (Carton)

High in the men’s division last Tuesday, was recorded by Johnny Dorsey with an average of 650, while in the women’s division, Miss Vicki Swenson with an average of 750, high.

Last Monday’s meeting will mark the league’s halfway point. Only four games were played, including the third and third in the women’s division. Miss Vicki Swenson, with an average of 750, high.

A high of 800 was recorded by a local Juke Firm, Miss Vicki Swenson, with an average of 750, high.

Score, and J. C. Gallet’s 217 tops the charts for the week.

Juke Firm’s meet Monday evening in the offices of the Florida Juke Firm, 1000 W. Northwest Avenue, John O harms, secretary of the league, said that the league has decided to go ahead with the project if it does not come up short. He said that the league would be successful in the possibilities. "More later, he said.

"Sure Fire Kisses" wins the coveted Billboard "BEST BUY" Award for sales volume in Billboards for 3 full months. Payment is owed on.

ABC Music No. 2

Mercury Records

Owens Sons

Decca Records

Miltak Music

Melody Music

& B. Novelli

Cavern Music

Elke Davis

Betty Grable (Carton)

High in the men’s division last Tuesday, was recorded by Johnny Dorsey with an average of 650, while in the women’s division, Miss Vicki Swenson with an average of 750, high.

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Owens Sons

Decca Records

Miltak Music

Melody Music

& B. Novelli

Cavern Music

Elke Davis

Betty Grable (Cartoon)
COINMEN YOU KNOW

Chicago Coin Machine Company is expecting a good business this year, says Lewis Gendron, who runs the firm's outlet in Chicago. The company is also expanding its operations, with plants in New York City and elsewhere in the U.S. This year, Chicago Coin Machine Company plans to introduce several new products, including a new line of amusement devices and a range of vending machines.

Miami

Miami Coin Company, located at 1120 S. Biscayne Blvd., is expanding its operations. The company is set to open a new branch in South Beach, and is also considering opening a location in Miami Beach. The Miami Coin Company is a leading supplier of amusement devices and vending machines throughout the region.

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Location Packaging Curbs Rising Costs

CLENDALE, Calif., Jan. 1—Reversing the usual procedure, Marie Holmes, who operates Valley Vendors, added phonographs to her vending route in 1941 and now earns one of the most successful diversified routes in this part of the country.

Prior to 1941, Holmes operated a part-time cigarette route. Faced with the prospect of losing some of her customers to those who could supply them cigarettes at lower prices, Holmes took the plunge and began adding joke boxes.

Today, her route covers a 20-mile radius and includes about 400 pieces of equipment, including phonographs, games, and cigarette machines.

Despite the three different types of machines handled, Holmes con- fides she handles a specialized operation. He has no candy or beverage units, reasoning that if he could supply his customers with cigarettes, he could become befriended in the operation and be added to what he interprets as too many activities.

Diversified Route

Following the war, Holmes se- riously considered a music-only route, but as costs rose he found that additional equipment in the operation often meant the making of a profit and going into the loss. By 1945, he had his route diversified with three different types of equipment.

At present, Holmes does not con- sider adding new locations to his route, maintaining that an ex- pansion would mean adding help, and help is something Holmes and his family cannot afford.

He says, Holmes has been too busy buying the end of the business and has done so for the past eight years.

Holmes said that recently he added seven new machines to his route, including a phonograph and two educational machines.

Holmes says that last year he saw a trend of lower phonograph sales and that the business has been very good since he added them. He also said that the business has increased by about 25 percent.

Holmes'所说

Holmes keeps close tabs on ma- chines and, in addition to the phonographs and games, weekly reports are listed and a running account available at a glance.

Holmes said that he tried to leave phonographs on location until they have at least recouped their purchase price. By using this running balance system, he said, he can immediately determine the remain- ing value of a unit in the event it has to be moved.

Another advantage of this ac- counting system, Holmes explained, is that he can pick a new spot for an equipment exchange with just a glance at the reports.

The dealer of phonograph equip- ment works well for Valley Ven- dors, Holmes said, and approximately half the locations served have a full complement of the coin-operated phonographs.

Track Policy

Another policy recently adopted by Valley Vendors is to have the firm name printed prominently on service trucks. Holmes recalls that in the early days when cigarette machines were the only type of the operation, un federated trucks were used to ward off scofflaws. But, said, word-of-mouth advertising has proved to be more effective than that approach.

Holmes added that he does not have a phonograph, preferring to devote stock ahead to a better year in 1955. "In 1955, Holmes said, "I look forward to a better new year with the possibility that music ma- chine receipts will go up. The end game of the season is expected to be

Several music distributors, who wish to remain anonymous, said that 1954 was a very good year for best years.

Improved acceptance in opera-tors ranks of the new models re- ported to United, Inc., Wurlitzer distributing company. Helen Holmes Jacobs, Sr., father-son team, reported record sales, particularly during the months of October and November, the year-end records, they said.

According to Jacobs Sr., plans for the new year include a series of regularly scheduled maintenance and service services for both the new and the older machines. "Selling more music machines in the year ahead will require closer co-operation with operators because there is usually less money left to maintain the coin equipment," he said. "Sales Management.

The use of the machines to groups of operators for the first time, he said, is a form of business that has been growing in popularity.

"We have seen a trend toward more dealers and operators having a machine on a single location," he said. "This trend is expected to continue in the future.

Selling Music Machines

Holmes said that the firm does not have a specific policy regarding the sale of music machines, but that the firm is interested in selling machines in the future to its customers.

Holmes also mentioned that the firm is interested in selling music machines to other dealers in the future, and that the firm is interested in selling music machines to other dealers in the future.

He added that the firm is interested in selling music machines to other dealers in the future, and that the firm is interested in selling music machines to other dealers in the future.
NCA to Study Decline in Candy Consumption

CHICAGO, Jan. 1.—What to do about declining candy consumption was a major topic of discussion last month at a mid-year board meeting of the National Confectioners Association, held here last month.

The NCA's executive committee, under the chairmanship of J. E. Davis, president, was authorized by the directors to appoint a special committee to study the factors affecting candy consumption and recommend ways to arrest the decline.

The committee will consider all factors affecting candy consumption and report to the NCA at its next meeting.

Danish Vendors Use News Ads to Plug Wares

COPENHAGEN, Denmark, Jan. 1.—The Danish news media are giving point blank display advertising in the daily press to plug vending machines dispensed packages of the Danish brand of coffee.

Otto Petersen's Animal factory has already sent 2,000 leaflets through the media and will be advertising in the trade press among the large Danish vending machine operators.

The advertisement is new to the country, but it is also advertising the round transparent plastic containers used as the packaging, to increase the prospects of the buyers to see the contents of the box.

The Borg Kruse coffee box, which has already achieved a considerable success in the United States, will be introduced in Denmark this month.

Buffalo Union Fights City Milk Vendors

BUFFALO, N. Y., Jan. 1.—After considerable difficulty, milk sales by vending machines, a pet project of the council's finance committee, failed to go into the field after meeting further resistance from the health department.

The protest against the dispensing of milk from vending machines was originally made by the city health department, which declared it was against the public health and was followed up by the American National Federation of Agriculture (ANFA).

The motion of the council's Abbott Lawrence Kenan that where it was done—before Cleveland and Akron—the vending machines resulted in loss of work for draymen, reduction in the quality of milk and price was which ended with dairies being driven out of business.

A number of speakers warned against abolition of all vending machines.

(Continued on page 79)

Vending Machines

Op Surveys Locations For 'Gripes'

DENVER, Jan. 1.—What the personnel of the local owner who has bolded vendors.

This is the key to a profitable bulk route, says Frank V. T. Miller, Denver Director (Thorowgood operates over 100 machines in and around Denver).

In creating the location center means more than the average vending machine and new locations.

If the operator attempts to make an honest, intelligent man by his own operations he is likely to be interested in Thorowgood.

In the field, as Thorowgood's operator, the county health department and city officials have been impressed with the manner in which they can see a small neighborhood to do business.

Location Survey

Thorowgood makes a location survey for his location owners to find out where the best locations are in the city.

Thorowgood emphasized to the new operators how to get started and help him in getting them better service.

The results were illuminating.

Here are the views most frequently mentioned by the location owners.

1. Failure to repair the machines in a reasonable time.

2. Allowing machines to run out of money.

3. The use of illegal vending machines.

(Continued on page 79)

Nestle Reports Chocolate and Coffee Sales Increases in '54

NEW YORK, Jan. 1.—Increased sales of the popular brand of chocolate candies for the Nestle Company, Inc., for 1954 by H. Wolfisberg, president.

A more aggressive merchandising and advertising policy for the years 1955 was planned by the company, executives of the company announced.

During 1954, Nestle brought out a new, instant decaffeinated coffee called "Nestle" on-the-go.

Suggestion for the future of the coffee the company has its own brand of instant coffee, the company said.

Wolfisberg pointed out in his annual report that instant coffee cost cents per per cent of all home coffee sales last year.

He added that while instant coffee accounted for less than 40 per cent of all home coffee sales, the cost of the coffee is expected to increase.

Wolfisberg said that dollar volume in the instant coffee industry has increased $300,000 in 1953 to 1954, and that 1954 sales were expected to increase to $3 million.

(Continued on page 79)

Organization Key to 55 Op. Melikian

PHILADELPHIA, Jan. 1.—In an effort to increase the sales of their vending machines, the company decided to change its organization.

The key to the 55 operations is Melikian.

Bulk operators may shift from moneymakers to moneymakers.

These predictions were made by a vending machine manufacturer and a bulk vending operator.

C. Ky. Melikian, president of the company, said:

"The trend to bulk vending is expected to continue in 1955 and beyond."

(Continued on page 79)

Cig Smoking Dips 46% During '54

NEW YORK, Jan. 1.—Cigarette smoking in the United States during 1954 declined 4.6 per cent, according to data from the Department of Health.

The report will be for about 250 and have a capacity for about 200,000 cigarettes.

In the early part of the year, the present depression in cigarette smoking is expected to continue.

The report was made in 1954, with the result that 35 million people in the United States have a smoking habit.

(Continued on page 79)

Vendo Gives Baseball Ducks To 5,000 Ops And Suppliers

KANSAS CITY, Mo., Jan. 1.—The Vendo Company announced today that the company is giving baseball ducks to 5,000 of its vending machine dealers.

The ducks are a symbol of the company's long-standing policy of recognizing the efforts of its dealers.

Vendo also gave baseball ducks to 5,000 of its vending machine dealers.

"We have no idea what the result will be," said公司 spokesperson. "This is the first year we have given ducks, and we are not sure how the ducks will be received."

(Continued on page 80)
1955 May Crack All Sales Marks for Eastern Vendors
New Plant Openings, Better Equipment, Office and School Locations Are Hope

NEW YORK, Jan. 1—Every available indication points to this year's biggest vending year ever for the Eastern States. In 1955, with industrial layoffs and reductions resulting from corporate reorganizations, many hard-fisted managers of the office vending machine and school cukedude fields.
**COINMEN YOU KNOW**

**Twin Cities**

**Communication to:**

**IFHANN 1956**

**Mary Anne Whittman**

The death in Los Angeles December 11 of Mary Anne Whittman, a former operator of Virginia, Minn., has been announced. Besides her husband, she left several grandchildren with her because of the serious illness of their son, Russ, 27. Last January, Whittman sold in route to Northern Novelty company of Menasha, Wisc. He died following a heart attack.

Mildred and Ed Berkemeier of Littlefield, Minn., were in the Twin Cities Friday last minute holiday shopping and to pick up record music for their ever-expanding operation.

Back home from a vacation with his wife in Hain, the Virgin Islands and a Miami stopover, Harold Liebenau, of the Liebenau Music Company, was helped following his return from this trip.

Irv Sandier, of Sandier Distributing Company, Des Moines and Minneapolis, is spending more time in his Minneapolis office instead of the 10 days away to an extremely active year with Wurfling Brothers.

Arden Goldstein, also of Sandier, is spending considerable time these days at Liebenau’s. He has, it is said, been in Minnesota 30 years.

A new bookkeeping office has been installed at Liebenau Music Company, with the glass passing adding quite a touch to the general appearance of the office. Earl Fieldia, of Oswego, Ill., who was married last Thanksgiving Day, is in search of friends who are “really missing the full life” by staying unmarried.

Fred North, of C & S Music Company of Mankato, Minn., bought music on his recent visit to this market.

Mark Anderson, of Minnesota, Minn., brought along his son, Larry, 17, of the Twin Cities.

The youth is giving dad a hand in the business.

**Hearts of Stone!** by the Fam- 


ter Sisteres on Donnel. Pier.


town wide open here this week,


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In Philadelphia or Anywhere
FILLED CAPSULES Immediate Delivery Write for Lowest Prices
VICTOR'S  St. Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery

R. B. WHITEHEAD
8 East 36th St.
New York, N.Y.

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

<table>
<thead>
<tr>
<th>Make</th>
<th>Model</th>
<th>Year</th>
<th>Weight</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Vendo</td>
<td>60</td>
<td>1950</td>
<td>50 lbs</td>
<td>$75.00</td>
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<tr>
<td>Vendo</td>
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<tr>
<td>Vendo</td>
<td>80</td>
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<td>100 lbs</td>
<td>$150.00</td>
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</tbody>
</table>

Organization
- Continued from page 57

Leary Predicts
- Continued from page 57

Selling and marketing to individuals, as well as firms which concentrate on wholesaling - rather than retailers, as monopoly.

Nathan Tabe, head of the Tabe Vending Co., says that the company does not look encouraging for bulk vending. "All paper delivery vending may go to a nickel. Concerns were enough even when prices were 30 cents per pound, but they they're 40 and 42 cents."

It is believed that more bulk operators will be looking for part-time business in order that more equipment will be located to increase over-all industry volume.

Adress of every lead
-Continued from page 37

Topping the Billboard in a top selling force

Jacobs Expects
- Continued from page 57

also had substantial increases in the number of vending machines in operation in the country.

"Coffee and frozen fruit juice machines have an excellent potential," he said. "The coffee machine market has increased six times in the last four years, while frozen fruit juice machines are just beginning to be manufactured. Mills finds that new machines in both of these markets.

Both Mills and Selma are operated by Jacobs as independent subsidiaries. While the principal manufacturer in the auto industry before entering the vending machine industry, Howard emphasized that the company will continue to direct its efforts toward participation in the automotive business, which is definitely going into other diverse activities also.

At the annual meeting, Howard announced the election of Joseph Keller, Jr. as vice-president of the company. Keller joined the company in May of 1945 as manager of the company's export department.

Prior to accepting the Jacobs offer, Keller had been president of the company's export department.

The company has been aggressive in securing new sources of supply and in machine fabricating companies in the country, and has previously held positions with the company, Blish-Heritage Company, and Bethlehem Steel Corporation. The following lines were filled by the company at the annual meeting:

Howard E. Keller, Jr., president, and Frank V. Reisig, vice-president, were re-elected.

With the company's expanding sales organization, the company is actively increasing its membership from seven to eight members.

Richard D. Crisp
- Continued from page 57

The word to the "wise" is . . .

GUGGENHEIM for CHARMS and CAPSULES
SOMETHING TO REALLY CROW ABOUT!

Leary predicts that operators have enough inventory and are ready to realize the importance of dispensers and doing their own thing.

Leary feels that supermarkets and other large shopping areas will provide the greatest opportunity for bulk expansion, during 1955.
plastic balls for the Reddick & Gentry Christmas tree make the box maximum effect as new developments.

The cabinet is made for Coin Sep 18, W. Ralston St., Chicago 1, III.

Ballrooms are called "Lumberland" and "Central, with eight and ten.

in the coin chute and the packaged

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Many provided the Arcade is best in Western Canada. There are more Arcades in the West than any other place. Canada has no specific laws against gaming equipment, but it is still not sold on a retail basis.

Prices for games in Canada have gone up over the past year about 30 per cent and the monthly range from $360 to $675, with no change in the $1,000 class. Shipments are steady, but the Arcade is Quebec the limit to 60 to 70 per cent, while the next run goes to Western Canada.

Good help for the shops or parts is hard to get, any help is hard in Canada as in easy to obtain.

**Business Boom**

**Business Boom**

-from page 61

...and the current cost of locations are, on the whole, profitable ones.

The exodus of city dwellers to the suburbs has hurt some operators. In the city, the neighborhood taverns—no shabby old saloons—provided a form of relaxation for the new home owner, finishing the basement and putting up the storm windows are a substitute for the type relaxation offered at the corner pub.

Eventually, the taverns may move to the hinterlands, and the target of eyewash may be off somewhat. But, at this writing, the citizen who moves from the city is hurt to "Mortgaged Mouse, L.t.," represents a net loss of $25 a week to the game operator.

---

**Williams Ships**

-from page 61

which appears over the foliage and then jumps back.

To make a shot at the gorillas—which award the highest points—the player must hit the gargoyle with two or more

collision hits on the other targets, who, in the rush of the moment, are often used as the source, at various ranges. When these successive hits have made, one of the gorillas moves into the other areas, and the player has a chance to hit the gorilla until he raises it, after which he returns to the target. The player is given two bonus points for every target he is able to hit under a 70-second time limit. The player gets five shots for every bonus point, whether or not he is able to pass the 70-second time limit.

Pop-up panthers score two points each, leopards 1, and lions which move sideways across the target field, 10 bullets each. Each hit points 10 points, and the bounty is much easier the farther from the player's last five shots.

---

**Canoe Action**

Simulated foliage in front of the target adds to action in the game. A panel in front of the target could replace the number of shots a player has used, and the player can see without getting of firing position.

Setup is valuable in a regular model or in a triple-match, number, and card game, and switch feature does at the end of the game, giving the player the chance to match his score with the number match. The match, 20 inches wide, was added, and moved more easily to and from location.

---

**Move to Limit**

-from page 61

...and the setting of establishments ranging only to this type of amusement. flooding the city with games by persons who were anxious to move in and make a large and quick profit, and move out, and finally, one of the games by juvenile delinquents.

In place of the present license fee of $35 for games, these posted $500 be charged for the first of such games and $10 for each additional one.

They also suggested that the following restrictions be added to the bylaws:

For each balliard parlour, number of pinball games should not exceed one for every three pool tables; for each bowling alley, the number of pinball games be limited to two; for all other establishments, the number be limited to one.

With these suggestions it would make it impossible for any person to own or control the games, and prevent if his main revenue was from the games, and would result in reducing the games to legitimate and make to legitimate establishments in which they were, it was explained, a profitable investment.

---

**United Preems**

-from page 61

vertical, horizontal or diagonal adjoining squares, the corresponding to numbered holes on the playing field.

On the center grid, for five-in-line score five-in-line, when the center grid, and any of two, three, or four numbers score three, five, and four-in-line respectively.

Numbers on the bottom right side under the word "fours" cover the "hole" panel is lighted. A couple or light a number, the player trying to spell out the name of the game, which is spelled out to game.

The feature on Trogoloids include extra ball, 4-line scores, the advantage of 1-ball, and 4-ball. Turning a knob on the cabinet selects numbers on the two, five line-up light-up feature spots numbers 50-
Gopher Ops See 5-Ball Games Climbing in 1955

MINNEAPOLIS, Jan. 1—Expecting an upsurge in five-ball game play, and with shuffle-bowling and gun games showing a strong hold in this area, Minnesota game operators are optimistic about the next 12 months.

Operators expect five balls to come back into their own as money-makers. Shuffle-bowlers, gun games and similar types of equipment are expected to solidify their positions even more.

Arcade operators in this area think the year will be better for them too. Their businesses had started to move ahead in recent months and these operators think the resurgence will continue in the New Year.

With a new State administration under a new party label taking office in the State capital at St. Paul, January 1, there is some concern whether or not this will have any impact on the game business. Pullball games are legal in Minnesota except that pay-offs to players are banned.

Lytle Hartin, of Albert Lea, Minn., bought music when he came to the Twin Cities area just before the Christmas holiday period. Stepping the past year was Fred Bolser, of Baldwins, Wis., who showed special interest in new photographs.
3-Color Folder On Bally Bowlers

CHICAGO, Jan. 1 -- Bally Manufacturing Company has introduced a new folder describing and illustrating the firm's new shuffle bowling games, Magic Bowler and Myonic Bowler.

Prepared by H. B. Jones, vice-president and advertising manager, the folder is 11 by 17 inches and is printed on both sides in three colors, red, yellow and black.

Capitol’s New Balloon Vender

Continued from page 63

The Balloonvend will be exhibited at the annual convention of the National Retail Dry Goods Association at the Hotel Statler here January 16-17, and next week the inventor and two balloon manufacturers are scheduled for New York meetings.

Goldsmith plans to merchandise balloons by lining up fancy balloons for Easter, turkey balloons for Thanksgiving and Santa balloons for Christmas, etc. In addition, regular monthly balloon changes will be promoted by Capitol. The promotional program will be geared to pushing balloons as novelties, with frequent type changes.

While the use of balloons as advertising media is being contemplated, the use of wooden balloons to plug the name of the store is out. Goldsmith feels that the adverse customer reaction following the purchase of a balloon with the store's name would be considerable.

However, it would be possible to vend balloons with promotional messages if the organization being promoted would provide tokens or otherwise subsidize the cost of the balloons to the consumer.

The firm has started a pilot run of 1000, with a production run of 5,000 to follow.
There is only one LEADER

EXHIBIT!

IN THE GUN FIELD
No. 414 Sportland Shooting Gallery

IN THE KIDDIE RIDE FIELD
Complete Line of 10c Kiddie Rides

IN THE CARD VENDING FIELD
No. 307 Vacummatic Card Vender

EXHIBIT SUPPLY
4218-30 WEST LAKE STREET * CHICAGO 24, ILLINOIS

NEW EQUIPMENT—Now Delivering
Bally-Giro 144 Hi-Chart, 18 Selection
Bally-Giro 144 Hi-Chart, 12 Selection
Bally Ivory
Bally Music Reader

USED EQUIPMENT—Ready for Location

MUSIC
AM-1,000,000...........$900.00
AM-500,000............300.00
AM-500,000............200.00
AM-400,000............100.00
AM-400,000............75.00
AM-300,000............55.00
AM-250,000............45.00
AM-100,000............15.00

SHUFFLE ALLEYS
Bally-Channels.........$325.00
Kenny Ambassador........200.00
Vend-A-Ball................100.00

BINGOS
AM-3,000,000...........$2,000.00
AM-2,000,000...........1,200.00
AM-1,000,000...........700.00
AM-500,000.............400.00
AM-300,000.............200.00

ARCADE
Bally-Showtime.........$250.00

For Great Buys
Write for Our Special Price Lists Today!

David Rosen
EXCLUSIVE DISTRIBUTOR FOR
BALLY—ROCK OLA—KEENEY—CHICAGO COIN

WRE SHIP all over the world
MUSIC—100% RECONDITIONED—GUARANTEED

Wurlitzer.................Ami
SEEBURG.................Ami
NATIONAL.................Ami

SPECIAL—GENCO SKY GUNNER............$120

FINANCE YOUR KIDDIE RIDES

RED DISTRIBUTING CO., INC.
295 LINCOLN STREET
ALLSTON, MASS. 64-4404

TRADES ACCEPTED

WE SHIP all over the world
MUSIC—100% RECONDITIONED—GUARANTEED

WURLITZER SEEBURG NATIONAL

SPECIAL—GENCO SKY GUNNER............$120

FINANCE YOUR KIDDIE RIDES

RED DISTRIBUTING CO., INC.
295 LINCOLN STREET
ALLSTON, MASS. 64-4404

TRADES ACCEPTED

FOR SALE
By Ford-Clark Concern
About 25 GENCO Skycons
sor for shipment anywhere included
$145 EACH

Panoram Operators!
FOR SALE
Great business, $75,000 invested.
Our name a full line of equipment.
Cobbe Condon
505 Market St.
Iowa City, Ia.

Cobra Cartridges
Specializing in color-
full agitation
ELECTRONIC INDUSTRIES

INTERNATIONAL AMUSEMENT CO.

Scott-Crosse Company
1323 H.W. 16th Ave., Portland 5, Oregon
Phom: Atwater 7507

Scott-Crosse Company
GUNNER, BOXING, BUNKER, BINGO .

In addition to all the latest equipment, we have thousands of thoroughly reconditioned machines available for your selection, including pin games, kiddie rides, music machines, arcade equipment and alleys.

Cable for Special Price List
Parts and Service Manual Available

FOREIGN BUYERS
Our Service Is Quick, Efficient and Reliable

International Amusement Co.
**Out-Earning 'em All...**

**Keeneys DELUXE SPORTSMAN**

**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 060**

2 BONUS POINTS added to score for each unit of time under 60. Timer can be set to step 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**

**VARIETY** (like New) .............. $515
Hi-Fi ................................ 300
Surf Club ............................. 300
Palm Springs ......................... 300
Beach Club ............................. 300
Dude Ranch ........................... 300
Bally Beauty .......................... 220
Yacht Club ............................. 155
Atlantic City ......................... 110
Steel ................................. 70
Johnston Firebox Coin Counters, slightly used, like new .... 180
½ Deposit With Order. Write to

**SUPERIOR SALES CO.**

Dept. 59
1155 Stony Island Avenue
Chicago, Illinois
Phone Beverly 3-1641 from
1-4 p.m. daily

---

**Headquarters for BEST BUYS in USED Bally Games**

Just buy new pin you want and give a little money for that new game bag.

**Allan**

**SALES, INC.**

929 Market Street
Wheeling, West Virginia
Phone Wheeling 4743
This letter was mailed to
"General's" Entire Operator List
We received our copy just before Christmas
an awfully nice gift and a wonderful tribute to our
BIG TOP.

THANKS GENERAL!
THANKS OPERATORS EVERYWHERE!

Dear Operator,

When the record of coin machine history for 1954 is written, the one highlight of the year will be the terrific record created by guns. Guns have been the most profitable new type of amusement equipment introduced in the past 20 years and their popularity is still growing by leaps and bounds. How much bigger the craze will grow, no one knows, but at the present stage, guns are the

But this is not to say that all guns are good. As with every successful product, there are many imitations and shoddy competitive machines. And in every successful and most profitable gun ever made is Genco's BIG TOP.

Just look at what BIG TOP gives the player, targets no other gun offer:

- 8 realistic ducks on moving endless belt - just like a real rifle range! Trailer drawn, moving back and forth on pendulum - flies over when hit. Player sees shot automatically!
- 4 realistic candles - player shoots out flame (in lights) just like a real rifle range!
- Plus all new wild cats and birds, stationary, fall-over targets.

In addition, BIG TOP is housed in a new streamlined colorful cabinet that attracts play by appearance alone. Genuine 2-caliber Savage rifle with realistic gun flash and kick, brilliantly lit theatrical effects - all tell why Genco's BIG TOP is outshining, outmanning and outselling all others from coast to coast.

If you are not yet in the gun operating business - get in now for the biggest profits in years! And when you get in, invest your money in the TOP gun for

Yours for better operating.

GENERAL VENDING SALES CORP.
MORE players play MORE thanks to new SUPER-STRIKE feature

TYPICAL comment, based on location, tells the play-upped reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensation—MAGIC-BOWLER (with match feature) and MYSTIC-BOWLER (without match feature).

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

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

Super-Strikes are Strikes scored with extra skill in straight-lining the puck. Strikes are scored when puck travels along the yellow strike-lanes (grey in photograph), knocking down all 10 pins. But, if the puck stays between red 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 shuffler to the super-skilled regular, get a big dimple worth of amusement when they play MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in bigger, steadier collections.

Appeals to All
Average players hit enough Strikes on MAGIC-BOWLER and MYSTIC-BOWLER to hold their interest, while they keep on trying for Super-Strikes. Better-than-average players, who soon get bored with "too easy" Strikes find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. Result: MORE players play MORE, operators earn MORE!

Who needs muscles?
Fairest little secretary in your office can raise playfield lid of MAGIC-BOWLER or MYSTIC-BOWLER with firguge-up pressure. Opening or clos-
ing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Di-

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See Bally BOWLERS ON PAGE 68

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CARRY-OVER FEATURE

SUPER SELECTION FEATURE

EXTRA BALL
4-IN-LINE SCORES 5-IN-LINE
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