SIXTH-YEAR QUARTERLY

PHOTOGRAPHY

TIGHT HELIUM SUPPLY LAYS BALLOONS LOW

NEW YORK—Bobbing balloons have been mainstay of the Thanksgiving and Christmas amusement trade, but there isn’t much bobbing thwarting the country this year. In fact, Thanksgiving Day, traditional time of lavish street parades and magnificent but displays, the helium supply will be so tight that only stores of the big balloons will be in evidence, and those three will be part of the Mary’s parade here.

For some time now the Bureau of Mines, controller of the helium allocations, has been cutting off the availability of the buoyant gas to the amusement world. No helium has not been allotted plenty. Period. So the best method of displaying helium has been turned from anchoring men up strings as they float along in the parade. They will be better kept when kept under glass.

Only the national stature at-
tained by the Mary’s event convinced the government that at least some of the precious gas should be set aside for the holiday. Thursday. Helium is a vital element in the manufacture of balloons, and now in being used as a shadable gas in hunting, advertising.

Atomic Use Secret

All helium is manufactured by the Federal government, which owns the patent, the industry, the equipment, gas, and the cylinders in which it is sold to the public.

(Continued on page 39)

NEWS OF THE WEEK

Allan Herschell Firm Buys

Minuscule Train Company

Allan Herschell Company, Norwalk, Conn, N.Y., largest manufacturer of amusement rides, purchased the inventories and equipment of the Minuscule Train Company of Bemiss, Ind., and will enter the miniature train manufacturing field.

Fast Fix. The Presession of the 
Movie Releases to Video.

In an apparent attempt to expedite entry of Paramount features into TV, the first Columbia film. manager of Du Most Broadcasting, is reported to be feeding out present market on Columbia at least six weeks sooner than was planned. Number of Advertisers for Public

Sponsor of Half-Hour TV Film

A corporation of prominent and mid-market sponsors of syndicated film series turns up a number that may surprise some from last year’s roll call. Some important broadcasters are no longer sponsoring half-hour film programs on any broad band.

Competition Keen as Major Labels

Vie for Back Jobbing Business

Expansion of the record jobbing segment of the record business causes major labels to re-evaluate their relations with each other.

Amusement Attraction Suppliers,

Buyers to Get Together in Chicago

By HERB DOTTEN

CHICAGO—In the words of Paul Allen, the President of the AMUSEMENT TIMES, a trade show for the coming season (25) in Hotel Show- 

One of the annual conventions of the various trade groups in the outdoor amusement business.

Key people and many lesser ones, too, in the fall, carnival, amusement park and kiddie land fields, and those who supply them with attractions, will gather here to the Windy City for the annual get-togethers which combine serious business with social activities. Changes and Developments

Many Groups to Meet

Major organizations to convene include the National Association of Vending Fair and Exposition and the National Association of Amusement Parks, Pools & Beaches. Other groups to meet include the American Recreation Equipment Association, the International Motor Court Association, and the Midwest Fair Circuit.

On the social side, highlights will be contained in the Showman’s League of America, the Chicago Showmen’s Club, a hospital, and the city.”

(Continued on page 51)

Amusement at the Ladies’ Auxiliary of the Shrine of America and the Shrine of America, Inc., both headquartered in Chicago, will hold their own social and business events.

A trade show, sponsored by the National Association of Amusement Fairs and Exhibitions, will open the annual conventions of the various trade groups in the outdoor amusement business. They will offer the latest in new amusement riding devices and equipment of many kinds used in permanent安装ments, including “in-the-round” packages and touring units such as carnivals.

Formal sessions will serve to spread ideas developed during the past year and deal with such problems as the future of small towns. This year no major problem confronts any segment of the business, say officials.

Optimism Runs High.

In fact, will run high, at the past season for most branches of the business, was excellent one, and business as good if not better, shaped up for new.

As a result, looking at the trade show, one may hope that all the gripes this past season will experience the best grossers in many years, reflecting not only the generally high economy through the entire economy, but also the mounting population in both countries.

The most probable execution will be put on by suppliers of amusement rides to attend to. The success of such attractions is the choice of operators, who buy headline and recording artists in the last two years has jarred the long-standing pattern of grandstand programmed. . . . a pattern which also was set by what on the whole had been declining attendance for revue, kept the traditional high grandstand attendance.

Convention’s A Show Itself

CHICAGO—Makers of Glass Houses, the Merry Co. Round manufacturers, designers of disturbance movies and Roller Coaster engi- neers display their wares at one of the most unusual trade shows here next week.

Eighty-four exhibitors will set up their first four days of the National Association of Amusement Park, Pool & Beaches at the Hotel Showmen here November 25-28. They will take orders for the outdoors amusement equipment and supplies that will entertain millions at amusement parks, kiddie lands, carnivals and fairgrounds next summer.

Like the midway $1 rides, the trade show, thanks to hand on

(Continued on page 41)
Paramount Verge On Issue Of Movie Backlog to Video

NEW YORK—The Paramount Pictures library is slowly edging its way onto the air by TV, with the probability that it will be available sometime next year. The Paramount organization will probably handle the distribution of the films.

Reports are current in the trade that there are 10 picture video stations around the country by Ted Cott, general manager of Pan American's WABD, here, and WTTG, Washington, both controlled by Paramount Pictures. Cott is trying to learn when Pan American would get from other stations for the feature film library, so that the Paramount films might stream into the $6,000,000 Pan American TV show.

Cott's motives are also said to be the freeing of the library for one on Pan American TV, and that the library, right now, could not be able to be

ABC-TV Nixes 'Masquerade'

NEW YORK— Preliminary ABC-TV moves toward its "new look" in the fall of 1957 through the selling of "Masquerade" from the picture library, which is taking up "Dibs," with "Ozark Jubilee" returning to network following the 10-11 period for American Childe Company.

Executive action and abstinence by the Warner-Lambert Company and others left Helene Curtis Industries out "Masquerade" both air spots. The show appeared to be a Saturday night fortune teller for colorizing and by CBS-TV (Continued on page 6)

H. Curtis Due For 'Susanna'

NEW YORK—Helene Curtis is the victim of a second week of "Oh, Susanna," from Nes-

cie chiefly. Nes will cut back to alternate weeks and buy alternate weeks of another show to avoid its TV advertising.

The situation—concededly has improved its ratings since its debut and is now said to bearting Sis Caesar in the latest Nielsen. The show is in the 9:00-9:30 p.m. Saturday spot on CBS-TV.

Pan Amer. Airways Buys 9 1/2 Shows of 'See It Now' Series

NEW YORK—Pan American Airways used its last minute in the most important network buy when it purchased the last half of the total rushes from CBS-TV in the "See It Now" Sunday documentary series. Pan American, the last of the "See It Now" programs has three shows, with the airline having a series of three "See It Now" programs thus far.

The deal is extremely old on the sale, not only because of the large financial commitment by the airline but also because Pan American is the correct type of soft sell advertiser for Pan American. Pan American, after a cancellation of alternate weeks of "Meet the Press" on NBC-TV, was to have sponsored alternate weeks of the network's Thursday-8:30 news show.

The deal was not completed, and Pan American could not be worked out with a new sponsor, nor was the sale completed.

The show's "See It Now" will include half of "The Secret Life of Danny Kaye" on December 18 and another show on December 23 in its usual 5-6 p.m. slot. It will, for the first time, be in a strong sponsorship position with product bought virtually thru all of 1957.

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7-Up Launches Giant NBC, CBS Campaign

NEW YORK—7-Up has launched 14 daytime quarter hours on NBC-TV and CBS-TV in a promotion beginning in the first three weeks of December. The buy involves four NBC shows and four CBS shows.

The quarter-hour buys on NBC are the following: "The American Girl," "The Year," "Two of It Could Be You," and "Habits," and on CBS, "The Newsman," "Cavalcade of America," "The Real Thing," and "The Big Bird." The show is in its usual 5-6 p.m. slot. It will, for the first time, be in a strong sponsorship position with product bought virtually thru all of 1957.
**AR-0. NETWORK RATINGS**

*For complete information on program, ratings, audience size or coverage, please consult American Research Bureau, National Press, 611 E. 26th Street, Chicago 16.*

### A.R.B. Audience Composition Studies

#### Adventure, Mystery, Westerns

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show, Sponsor &amp; Web</th>
<th>Per Set</th>
<th>Women</th>
<th>Men</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Law-Em</td>
<td>41.5</td>
<td>24.2</td>
<td>17.3</td>
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<tr>
<td>2</td>
<td>Law-Em</td>
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<td>10</td>
<td>Law-Em</td>
<td>41.5</td>
<td>24.2</td>
<td>17.3</td>
</tr>
</tbody>
</table>

### DOLLS AND DOLLAR MARKET

One of America's important TV areas—the Channel B Multi-City Market Here 31½ million people, with $54 billion to spend every year, own 917,320 TV sets.

<table>
<thead>
<tr>
<th>Channel Multi-City Market</th>
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<tr>
<td>Kenmore</td>
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<td>GE</td>
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<td>Sear's</td>
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<tr>
<td>Bulova</td>
<td>7%</td>
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<tr>
<td><em>Abbott</em></td>
<td><em>25%</em></td>
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<td><em>Abbott</em></td>
<td><em>25%</em></td>
</tr>
</tbody>
</table>

### WABC Bills 20% Over '55 Quarter

**NEW YORK—**WABC-TV here has grossed 26 per cent more in billings in the current fourth quarter than in the same period in 1955, according to Robert Stone, general manager.

The ABC-TV flagship station claims it topped its six competitors in political program billings, garnering $45,000 thru a special political mail call set up for the election period.

### NBC Realigns Morn. Schedule

**NEW YORK—**Confirming reports of a programming change in the NBC-TV a.m. line-up, a new Monday-through-Sunday schedule has been set to begin December 31. "Ding Dong School" will end after 11:05 p.m. Cleveland to permit Dr. Frances Horwich, its creator, to undertake a study of children's TV in Europe and the U.S. for NBC. Which expects Dr. Horwich to return with a new format after her study is completed.

### Trendex Puts '21' Ratings in Updraft

**NEW YORK—**The most recent Trendex rating, "Twenty-One," Monday (12-10-57) on the NBC-TV, was the highest ever, giving it a 32.5 per cent share of audience, to surpass the second half of the "United States Steel Hour" on CBS-TV, and the third half of the Wednesday night fights on ABC-TV.

### BUDDY URGES AGENCIES TO CO-PRODUCE SHOWS

**NEW YORK—**Ad agencies should co-produce TV shows, according to Buddy, president of Batten, Barton, Durstine & Osborn. In a speech before the Radio and Television Sales Executives Club last week, Buddy called for the agencies' re-entry into production as a result of recent television studies.

"Fewer and fewer sponsors can afford a network show," said Buddy. "Co-ownership and multiple sponsorship are accepted ways out. But it's a cold hard fact that prices aren't likely to get lower. In the early days of television, program production was a function of the agency, and several years, that cost was given over to networks and independent producers. But times have changed and now the agency must become a co-producer."

"Pointing out that it doesn't seem practical for agencies to build a TV production plant," Buddy said, "the middle-of-the-road solution to the problem of program ownership is co-production of network shows. It has been the policy since 1948. It stands to reason that if an agency is part of a show, it must take its fair share of the profits." For the creative agency, the new agency's new system can help secure its success, the agency president said.

### Better Shows

"The search for better entertainment is the only means of justifying the rising cost of TV. It is the search for better programs, better entertainment and, if you like, better art, that has necessitated the agency's re-entry into production," Buddy said in his address. "It would be fatal for us to step into television in order to protect (them) from prosperous prices and poor programming."

"The day of expensive programming making good programs is a day of the past," Buddy concluded. "Good creative programming at controlled cost should be our goal."
for January release!
CRUSADER

starring BRIAN KEITH

...a man with a mission

Local and regional advertisers will welcome this opportunity to catapult their sales with a great network hit.

CRUSADER is rounding out 65 smash weeks for CAMELS and COLGATE-PALMOLIVE on CBS TV. Its 12-month average

Nielsen rating of 22.1 tops the average rating for all other dramatic series. Each half-hour is beautifully cast

and produced... Based on official records... packs a terrific wallop for the entire family. High drama, high

ratings, higher and higher sales!—all yours when you say CRUSADER to MCA. Say it today.

MCA TV America's No. 1 Distributor of TV Film Programs

*Flash! Latest October Nielsen 22.1
Summer Spot Coin Off 20% Says TVB

NEW YORK — The extent of the merchandising effort on New Year's was revealed in the Television Bureau of Advertising's spot expenditure report for the third quarter of 1956, which was released last week. The bureau, which compiles expenditure for all kinds of spot TV, reported that in August and September, the year. It was the highest August and September in the history of the bureau, which dates back to 1935.

Virtually every spot advertisement for the season featured products like spices and chocolates, a trend which is not new. The advertising industry has been focusing on these items for years, as they are popular during the holiday season. The report also notes that the expenditure for these products increased by 83% in August and September compared to the same period in 1955.

The bureau's report also includes data on the spending of leading companies, such as Procter & Gamble, which increased its expenditure by 90% compared to the same period last year. Other companies that increased their expenditure include Lever Bros., which increased its spending by 70%, and Lever Brothers, which increased its spending by 77%.

ABC-TV Nixes

NEW YORK — The CTV, as it is often referred to, has announced that it will be ending its affiliation with the ABC network. The decision is effective immediately, and ABC will begin airing programs on its own network.

The move is expected to have a significant impact on the local TV market, as the ABC network has been a major player in the industry for many years. The network's decision to leave the ABC network could lead to a reorganization of the local TV market, as other networks may be interested in filling the void left by ABC.

FOR SALE

THE TOTAL OUTSTANDING STOCK OF UNITED BOOKING OFFICE, INC.

A CORPORATION ENGAGED IN THE BUSINESS OF BOOKING LEGITIMATE THEATRES AND ATTRACTIONS

THE SALE IS SUBJECT TO THE PROVISIONS CONTAINED IN A JUDGMENT OF THE UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK, DATED FEBRUARY 17, 1956 (CIVIL Action No. 56-72).

ADOLPH LUND

AARON LIPPER

225 W. 49th St., N. Y., N. Y. 17, N. Y.

CONTACT

SARNOFF ASKS

"Freedom" Sales Push Requested

NEW YORK—NBC President Robert Sarnoff has passed the word to the sales of the "Call to Freedom," the "Project" documentary, between now and the end of November, that it is "the year.

The hour-and-a-half show dealt with the history of the atomic age with dramatic content and emphasis, and included the telecast of the top 100 songs for the show. The program price is $29.000.

CBS Income Rises 7.4% Over 1955

NEW YORK—Consolidated net of Columbia Broadcasting System was $9,309,673 for the first nine months of 1956, an increase of 7.4% over the comparable period in 1955.

The CBS Board of Directors met last week to declare a cash dividend of 50 cents per share on the stock of the company.

Asbell Joins BB's Chicago TV Staff

CHICAGO—Effective immediately, Ben Asbell has joined the Chicago TV staff, covering the Chicago market.

Asbell joins a number of consumer and trade publications and formerly was managing editor of Chicago Magazine.

AGENCIES

ROY MACK, ROY MACK AGENCY, Los Angeles—Roy Mack, whose name is synonymous with success, has expanded his organization. He is now handling public relations, publicity, and sales promotion for all his clients.

GEOGE HILL, radio-TV director, SUNDAY TIMES, London, England—George Hill continues to be one of the most successful directors in the business. He is now overseeing all the radio stations in London, England.

ROBERT W. JENSEN, radio-TV director, FRANKLIN, AUXILIARY—Robert Jensen is handling all the radio stations in the Franklin area, and is now also supervising all the stations in the Kansas City area.

THE BILBOARD

NOVEMBER 24, 1956

ADVISORY BOARD SURVEY

Change: Hiatus Fare Up Family TV Down

Also in the first installment of the current discussion of the "Hiatus Fare," the "Project" board indicated that for both sexes in all age groups, the "Hiatus Fare" stands on the "all-family program" with its week's survey.

True that certain types of programming will be enhanced by the "Hiatus Fare," the "Project" board says the Advisory Board, which will have a new edition of the "Hiatus Fare" every week.

The Advisory Board is not unaware of the advertisers' limited coins, and it is expected that many of the advertisers will make the "Hiatus Fare" a part of their programming plans for the coming season.

The Advisory Board is confident that the "Hiatus Fare" will be a success, and that it will be a valuable addition to the programming of television stations.

COMMERCIALS

RFQ

Aspecific as the board was for better summer fare, an overwhelming majority desired a change in commercials would be unnecessary. Why? Because the sponsor now has his finger on the pulse of the viewer which he wishes to reach. Those advertisers who market to specific age groups seem to be all right.

Those with programs popular with all the family should find themselves in no trouble. Let us perform to the best of our ability on a program to which we are committed.

However, several agency executives offered a word of warning to those sponsors which have noted that any attempt to improve the appeal of more of these commercials must be directed to the viewers where they are, and in harmony with the format.

HOW THEY VOTED

If any change in this aspect should be the case of more "all-family programs" because of the trend in portable units?

PETER A. KRUIC, radio-TV director, CALKINS & COHEN, New York City—No significant changes beyond continued efforts to increase the audience which wish to reach this. The sponsor should be the one to make the change that may be meaningful for years, and should be considered a part of the format.

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JACK LONDON'S immortal stories of adventure in the turbulent waters of the South Seas have been recreated into a challenging new program... with a pre-sold audience of millions of Jack London followers.

Filmed in color on actual locations with unparalleled production values...here, truly, is the answer to the public demand for fresh, new, superior television programming.

Combining the highest budget ever assigned to a television film series... with major studio direction and award-winning performances... Captain David Grief brings to television new scope, new locales, new dramatic adventures... and broad family appeal.

RESERVE YOUR MARKETS NOW!

39 Episodes in Color or Black & White
Supported by the most comprehensive merchandising, promotion and publicity aids.

Sold!

Phoenix
Sacramento
Seattle
Fresno
San Francisco
Salt Lake City
Los Angeles
Portland, Ore.
Honolulu

460 PARK AVENUE, AT 57TH STREET, NEW YORK 22, N.Y. MURRAY HILL 8-5365
**SYNDICATED TRENDS**

**Group of Big Sponsors Quit Series; a Few Fill the Gap**

By GENE PLOTNIK

NEW YORK—The Billboards second annual survey roll call of major syndicated film sponsors turns up at least half a dozen popular films that are being left out by major sponsors taking their business elsewhere.

Among the biggest sponsors of syndicated programs on a single-market basis last year that are no longer in the field are the following:

**Ticonderoga**

Set on 'Mexico'

HOLLYWOOD—Harry Ackerman's Ticonderoga Productions, last week received the green light to begin shooting the first of its pilot films for CBS-TV for the next season, following the visit of the week's programming s.p. Hubbell Robinson Jr., to the West Coast.

"Ticonderoga," a Western adventure with a Mexico City locale, will be the first to go, probably early this season, but will have to overcome union problems, a temporary snag that appears to have been straightened out.

Three other pilots are on the schedule, all in the genre of a Western and an aviation series, "In the Best of Families," a comedy about a rich family reduced to lesser means, and "That's Our Cal," the show, with a young girl as the central character.

**13 Ohio Oil Marts To Get 'Annopolis'**

NEW YORK—Ohio Oil bought "Men of Annopolis" from Ziv-TV last week and is set to produce the film. The deal spells the end of production of the 12 episodes of "Man Called X," on which Ohio Oil bought the major regional sponsor during 1956.

The "Annopolis" buy indicates a lift away from the all-embracing appeal effort that Ohio has emphasized in its program choices the past three years. "Annopolis," a theme anthology, is assumed to have broader, all-family appeal, as indicated by the fact that several food advertisers, including Quality Bakers of America, have already bought the show.

Prior to "X," Ohio had two other mystery-adventure series. In 1955 it was "Man Behind the Badge." In 1954, it was "Steve USA." Ohio's sales of "Annopolis" have been mounting steadily over the past two years. Quality Bakers members have picked it up in a number of major markets. Two supermarkets bought it in two cities—Salt Lake City, Ohio and Columbus, Ohio—and some key stations, including WSM, Nashville, K.L.Z., Denver, KPRC, Houston, and WTVD, Miami. Ziv claims "Annopolis" deals in total of 73 markets. It is now looking for big money in network special one shots.

**SPONSORS AND THEIR SYNDICATED PIC BUYS**

The major sponsors of syndicated film programs are presented in the following list. These are the top 10 sponsors in the traditional advertisers that currently sponsor any single film program in at least three major markets or at least one of the two major networks.

While no such compilation can purport to be 100 percent complete, this listing is as comprehensive as is available. It does not include sponsor ads that hark back to contests of their shows. Nor does it include multi-market sponsors that have different shows in various syndicated markets.

An asterisk after the name of a show indicates that it has not yet gone on the air for that sponsor.

**SEARS**

**PROGRAM**

**SERIES**

**DESCRIPTION**

**A**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**B**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**C**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**D**

**THE LATE SHOW**

**E**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**F**

**THE LATE SHOW**

**G**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**H**

**THE LATE SHOW**

**I**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**J**

**THE LATE SHOW**

**K**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**L**

**THE LATE SHOW**

**M**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**N**

**THE LATE SHOW**

**O**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**P**

**THE LATE SHOW**

**Q**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**R**

**THE LATE SHOW**

**S**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**T**

**THE LATE SHOW**

**U**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**V**

**THE LATE SHOW**

**W**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**X**

**THE LATE SHOW**

**Y**

Jenifer of Chicago

**MA**

**THE LATE SHOW**

**Z**

**THE LATE SHOW**

**TOPS ALL NETWORK SHOWS ALL WEEK EXCEPT ROBERT MONTGOMERY (38) BEATS:**

- **$60,000 QUESTION**
- **THIS IS YOUR LIFE**
- **ACOA HOUR**
- **FESTIVAL OF STARS**

**AMONG ALL NETWORK SHOWS ALL WEEK IN COLUMBUS, O.S.C.**

**1 LED 3 LIVES**

**9 TELEVISION**

**RICHARD CARLSON**

**1956**

**NOVEMBER 24, 1956**

**THE BILLBOARD**

**8 TV FILM PROGRAMMING**

**SYNDICATED TRENDS**

**GROUP OF BIG SPONSORS QUIT SERIES; A FEW FILL THE GAP**

By GENE PLOTNIK

NEW YORK—The Billboards second annual survey roll call of major syndicated film sponsors turns up at least half a dozen popular films that are being left out by major sponsors taking their business elsewhere.

Among the biggest sponsors of syndicated programs on a single-market basis last year that are no longer in the field are the following:

**TICONDEROGA**

**SET ON 'MEXICO'**

HOLLYWOOD—Harry Ackerman's Ticonderoga Productions, last week received the green light to begin shooting the first of its pilot films for CBS-TV for the next season, following the visit of the week's programming s.p. Hubbell Robinson Jr., to the West Coast.

"Ticonderoga," a Western adventure with a Mexico City locale, will be the first to go, probably early this season, but will have to overcome union problems, a temporary snag that appears to have been straightened out.

Three other pilots are on the schedule, all in the genre of a Western and an aviation series, "In the Best of Families," a comedy about a rich family reduced to lesser means, and "That's Our Cal," the show, with a young girl as the central character.

**13 OHIO OIL MARTS TO GET 'ANNOPOLIS'**

NEW YORK—Ohio Oil bought "Men of Annopolis" from Ziv-TV last week and is set to produce the film. The deal spells the end of production of the 12 episodes of "Man Called X," on which Ohio Oil bought the major regional sponsor during 1956.

The "Annopolis" buy indicates a lift away from the all-embracing appeal effort that Ohio has emphasized in its program choices the past three years. "Annopolis," a theme anthology, is assumed to have broader, all-family appeal, as indicated by the fact that several food advertisers, including Quality Bakers of America, have already bought the show.

Prior to "X," Ohio had two other mystery-adventure series. In 1955 it was "Man Behind the Badge." In 1954, it was "Steve USA." Ohio's sales of "Annopolis" have been mounting steadily over the past two years. Quality Bakers members have picked it up in a number of major markets. Two supermarkets bought it in two cities—Salt Lake City, Ohio and Columbus, Ohio—and some key stations, including WSM, Nashville, K.L.Z., Denver, KPRC, Houston, and WTVD, Miami. Ziv claims "Annopolis" deals in total of 73 markets. It is now looking for big money in network special one shots.

**SPONSORS AND THEIR SYNDICATED PIC BUYS**

The major sponsors of syndicated film programs are presented in the following list. These are the top 10 sponsors in the traditional advertisers that currently sponsor any single film program in at least three major markets or at least one of the two major networks.

While no such compilation can purport to be 100 percent complete, this listing is as comprehensive as is available. It does not include sponsor ads that hark back to contests of their shows. Nor does it include multi-market sponsors that have different shows in various syndicated markets.

An asterisk after the name of a show indicates that it has not yet gone on the air for that sponsor.

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TOP RATING IN CINCINNATI!

America's number one mystery adventure series rings up top ratings everywhere. In a key market like Cincinnati, for example, ELLERY QUEEN not only has the highest rating* of any syndicated program—it also outrates top network favorites such as $84,000 Question, Climax, Jackie Gleason, Alfred Hitchcock, Dragnet, and many, many others.

*24.7 Pulse, September 10, 1956

the

ELLERY QUEEN series

starring

HUGH MARLOWE

Your own survey will prove to you that more people are ELLERY QUEEN fans than for any other mystery adventure series. No wonder! Books, anthologies, Ellery Queen magazines, motion pictures, network radio series, all with multi-million, astronomical circulations, and now the brilliantly-produced television series are your guarantee of the big audiences you want. Let TPA demonstrate to you how the ELLERY QUEEN series can best serve you, too.

Television Programs of America, Inc.

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN
Chairmen President Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL 5-2100
Problems in Promotion
Studied at BPA Meeting

CHICAGO—More than 250 station managers, salesmen and reps delved into problems of station promotion at the first annual seminar of the newly formed Broadcasters Promotion Association held at the Sheraton-Continental on Saturday, November 16-17.

The assembly was scheduled to elect officers and a constitution at Saturday's session.

Opening-day top lore stressed on equippping salesmen and reps with selling tools in the form of useful local market data and production info about particular shows. Too often when pressed for such facts, salespeople can't supply them, several speakers insisted.

Differences between such problems in selling TV and radio were the theme of Willa Barnett, assistant to the president of John Blair Company, station reps firm. Barnett said that TV has got to organize like spot radio for hard-to-sell time. It has to sell, not a spot or two selectively, but sell daytime TV as a basic industry. Promotion of local personalitjes he added is becoming more and more limited in television as feature films implant head local programming and the factor of local personalitjes diminishes. Here the promotion man must concentrate more of his ammunition on station personnel for enlivening research and merchandising.

National station reps, according to Dudley Breuer, radio-TV man agem of the Brunswick Company, one of the biggest, if it is to be equipped with program information which their top radio clients need to know. The programs big listing Joe Jones' show must indicate to the manufacturer or a disk jockey; it should indicate what the talent itself is live or film. A program format description should tell what the performers do, who delivers the commerce, what the story is and if there is a large talent charge and whether talent is available for personal appearances.

Local stations were warned by Dwight S. Reed, vice-president, H-F Representatives, not to overlook the strong local distribution in selling national accounts. The good wheeler can often dictate media to the manufacturer be the point out, because he's on the local scene and knows the significance of local programming.

A possible tip in this area, he added, is that of a station over-selling a strong local personalitje to the wheeler on the scene. If the personalitje is unavailable later, the wheeler may not want to recommend his successor to the manufacturer.

Clients are becoming more watchful of how stations spend their promotion budgets, said Don Paul Nathanson, president, North Advertising, Inc., Chicago, in a speech prepared for Saturday delivery.

"When I see all the new TV programs that fall each fall, I often wonder if their failure was simply because not enough money was spent to make the public aware of their existence. I'll wager that networks spend more promotion dollars in one-shot spectacles and super shows than in long-term, well thought out promotions. And comparing promotions emphasis, I would say individual stations must look at the extensive figures of local and syndicated shows, and give thought to the rating figures that a well-produced network show can generate."

Ree Accounts

Blatz Beer is switching from a drama to a comedy show, a musical, False Face, which bought a detective show four years ago and switched to a dramatic anthology for the current year, is going to the person-to-person format. Sox Standard Oil made the switch.

The listing indicates a few changes in program preferences among the major regional sponsors. But many changes are switches back to former format allegiances.

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**Syndicated Film Adventure Shows**

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**Screen Gems Sets 8 Pilots**

**Standard of Texas Puts "Tracer" in 5**

SG to Start Film of "Johnny Wilderness"

**WGN Movies**

The Chicago Tribune

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New York — John De Witt producing. The 36-hour telefilm will be in color and deal with all forms of adventure. Featured will be the characters of "Johnny Wilderness," his wife, and a 12-year-old son.

---

Hit Parades are sure to get plenty of attention this week with a series of series in Europe and 50-60 second commercials. Full series, spot spots, announcements, and series of series will all get the attention of the network's ad sales offices. Also, a series of "new" sets are now being used to good effect.

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Pacific Cigars are sure to get plenty of attention this week with a series of spot spots in Europe and 50-60 second commercials. Full series, spot spots, announcements, and series of series will all get the attention of the network's ad sales offices. Also, a series of "new" sets are now being used to good effect.

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SARASOTA

New York: 100 50th St.
Chicago: 16 E. Ontario St.

SPECIALISTS IN VIRTUAL SELLING

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SPECIALISTS IN VIRTUAL SELLING
**KTTV Leading Feature User In Coast Mart**

**HOLLYWOOD—**KTTV, which for the past three seasons was probably the leading program outlet in its section, has, in its fourth season, undergone a startling change in character. It has moved from a feature channel to a major network outlet, and now has become the leading feature-programmer of film series in the area.

According to Percy Dick Moore, this is not so much a change in programming policy, but because of the fact that the quality of features available is now much higher than that of television shows on any network.

Perhaps the most interesting aspect is the care which the station is taking to give only the best: top-notch pictures in prime time period and the distribution with which the onlies, in turn, lose in the best possible way.

The effectiveness of the feature is attested by the latest figures released, showing that among the NBC outlet, KRLA, for No. 1 spot, KTTV, has signed for over 50 per cent of the network.

The Indian had previously done so during the summer, but with the first place, it was not until the fall that the occasion happened during the regular network week. The air is.

With 150 of the top M-G-M programming set aside for "Colgate Theater," the station is programming the remaining part of the network called "10:15 Theater." This particular strip is causing more concern to every other television station in the local and central area, than any of the other feature channels.

**Frisco Problem**

Despite the fact that these pictures are only second-best, they're still considerably superior to most of the opposition, and the 10:15 slotting against network channels which occurs periodically.

The question is, what will the programming do for these programs, and what is its profit? That is the value of as little as it nets us to these programs.

First indications, the show is making money, as the 10:15 Theater is the most popular of the program groups.

In 1955 the show was not the KTTV show. The network announced the KTTV show in the 10:15 slot, but only to be seen on the air. On the third night of the KTTV show, the series bowed at 18.3 to 8.6 and to 8.6, continuing out of network on network on St.

The impact that has been noted in a period of time may be seen at a glance in the list of the stars on the list of the stars during the past week: Greer Garson, Robert Alda, Spencer Tracy, John Hodiak, Edward G. Robinson, Wallace Beery, and John Ebel, and many others.

Following "10:15 Theater" KTTV has announced a new show at 10:30 p.m., to start from 1952-60, a.m., and continuing for eight shows a week, new.

**Top Show Pluggers**

**COLOR DEBUT—**KVOA-TV, Tucson, Ariz.

Station has been invaded in many factors to provide itself with a giant color send-off. The factors are these: Tucson is staging its "Old Tucson Days," a big historical celebration. It is the best that has been held in the festival under four flags—color—Spanish, Mexican, Confederate, and the star-spangled. What is a favorite of the fans is the Channel 4 and is debuting with color, to tie the color TV and Channel 4 in four color days.

Tomorrow, Saturday and Sunday (24-25), will feature a four-hour parade, the pageant, dance and pageant of a group of the Miller's; a day parade; a country fair; a brief second day, and a parade of the Arizona State Fair, and the Arizona State Fair, and the Arizona State Fair, and the Arizona State Fair the next day.

The parade, to be covered nationally, there will be 30 color TV sets at the Tucson State Fair, bringing popular NBC's "Today Show" to a new program:

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**Top Show Pluggers**

Wendell Corey, Spier Signed Up By Ziv-TV

**NEW YORK—**Ziv-TV is reported to have signed Wendell Corey to star in an upcoming TV film series. The nature of the new show is not known. Ziv also recently signed producer-director-writer, Wendell Corey to work on a new program.
MUSIC-RAIDIO
Communications to 1564 Broadway, New York 36, N. Y.
TH EBILLBOARD

MERC SIGNS 2 VET ACTS, 4 NEW FINDS

MUTCHELL COVER HYPES ROBBINS AS POP ARTIST

Merrion—Merry Records has signed and quickly released the six new talent properties, four of them made finds.

The two established names are Felicia Sinders, from Columbia, and James Rafferty, who will be pushed as "the original rock-and-roll girl." The four novices, all singers, are Carlos Hughes, a 14-year-old New Jersey talent; Don Johnston, Euston Ford, an R&B styled singer, and Jass Perry.

The Billboard's New Music Dept. Staffers

NEW YORK—The Billboard has augmented its music editorial staff here recently by adding Joff Well to its Chicago office.

Paul Forus, formerly editor of Record and Sound Reporting, joined the New York music operation back on Feb. 1. Forus will devote himself primarily to editorial development of the Record-Report Merchandising section of the department.

Bennie Fell has joined the Chicago staff and will cover a general music beat.

Burke Re-Ins As A&R. Exec With Decca

HOLLYWOOD—Sonny Burke, veteran record-producer and artist and repertory buyer for Decca Records, has inked a new five-year contract with the company. The terms of the new pact were not disclosed, it was learned that the company is now at last expanding its own record label and autonomy in the selection of material and artists.

Burke has been with Decca here for more than 10 years.

Newstead Made V-P. By H.R.

NEW YORK—Fred Newstead, general manager of Hill & Range, has been elevated to a vice-presidency.

Newstead for some years prior to joining Hill & Range was a member of the Chappell, Professional operation and later entered the publishing business on his own.

MUSIC FIGURES FALL BEFORE GRIM REAPER

HOLLYWOOD—The grim reaper cut a wide swath thru the music business last week, striking down veteran jazz pianist Art Tatum, composer-conductor Victor Young, recording distributor Morris Kornblum and agent-booker Bill Bloom.

Tatum, 48, passed away of natural causes in Los Angeles.

Young, 50, passed away of a heart attack.

FOXX LAYS IT ON LINE TO ASCAP DIRECTORS

NEW YORK—Hosz Longe, publisher, Amalgamated Music Corporation's administration and the Society's distribution system, received assurances of firm support from Fred Fox, top exec of Sam Fox Publishing Company, plus the top 10 firms in ASCAP, and one of the largest N.Y. executives on the board of directors.

Altoh his firms holds several hundred votes in the Society, Fox's statement to the general membership was one of the most important messages the director of ASCAP has ever submitted to the board.

Mr. President, I am speaking on behalf of the American Society of Composers, Authors and Publishers, which represents many of the nation's leading songwriters, composers, and publishers, and I would like to talk to you today about the future of our industry.

We are facing a time of great change, a time of great challenge. The world is changing, and so is the music industry.

The ASCAP Board of Directors, under your leadership, has made some tough decisions in recent years to protect the interests of our members and ensure the success of our industry.

I would like to thank all of you for your hard work and dedication.

ASCAP Board Sings Harmony’s theme

But Membership Discontent Rife Over Distribution

FRIEDMAN

NEW YORK—If the patient is going to die, it will be from in-adequate record company distribution. Of the old ‘30s, ‘40s and ‘50s, the concept of record distribution was quite different from the distribution of today.

Distribution was not as efficient as it is today, and the record companies had more control over what got played. But the concept of record distribution was quite different from the distribution of today.

The concept of record distribution was quite different from the distribution of today.

Kahl & Levy Tie Up Freed Movie Score

NEW YORK—Music publisher Jack Kahl (Kahl, Levy, Rand, & Levy) and movie composer Saul Levy have formed a new company, Saul Levy Film Music Corporation, to produce music for motion pictures.

The company will be headed by Saul Levy, who has written music for such films as "The Great Gatsby" and "The Godfather." Kahl, who has been involved in movie music for many years, will serve as chairman of the board.

Computerizing the music industry

By JOSEPH FRIEDMAN

HOLLYWOOD—Computerization is greater than any other single impulse on disk sales to rock jobbers can be expected in the immediate future in light of what appears to be a general re-evaluation of major record company operations in the last mushrooming field.

Recent changes in the policy of Dail and Capitol Records, coupled with speculation as to the sudden downturn on the part of other majors, and the rock jobbers' meetings held by Victor in Indianapolis, have cause the fact that rock record volume was the equivalent of 10 per cent of the age of the total disk industry volume this year, and will continue to decline for some time.

With competition for both volume and exposure on the rock record only during the closing minutes. The few numbers still permit them to be played at all times, to debate those statements or make any comment.

The new company is expected to be a major force in the music industry, and will be able to bypass distributor without cutting any of the profit or earning autonomous situations is an advantage both companies hold over Columbia and RCA Victor. The tie the companies’ brands continue to receive credit for a major industry, a savings in freight costs, back-end time, and are achieving high sales.

In charge of RCA Victor's rock jobbing, declared.

(Continued on page 18)

Fox Tabs Disk Royalty Hike

NEW YORK—Business is better than usual in the record industry, according to Harry Fox, author and agent, whose office reports a general increase in mechanical royalties of about 20 per cent for the last quarter (ending September 30) over the same quarter last year.

Since royalties for the same quarter in 1935 were also higher than in the preceding year (1934), the average "dog" day for disk dealers apparently is not going out of the "canine" category. In any case, the Fox Office said, a major label piled up mechanical royalties for the last quarter which was about 20 per cent higher than in the same period of 1935.

A considerable amount of the general 20 per cent increase was due to the same record, "My Fair Lady," which led the field royalty-wise.
Indies on Domestic $ Volume Prow

Survey Tobs Independents’ S Take for Nine Months of ‘56 at 42 Per Cent

NEW YORK — Forty-two per cent of the dollar volume of the domestic record business is now done by independents, according to a survey of the first nine months of 1956 by the American Federation of Musicians, a unit of the leading research organization of the music industry. According to the survey, the four majors – Victor, Columbia, Decca and Capitol – accounted for 58.5 per cent of the disk business. The percentage included 31 per cent of the combined package and single sales.

The indies’ slice of the disk business has grown continuously from the last nine or ten years. In 1947 and 1948, the indies represented 25 per cent of the over-all dollar volume, according to reliable estimates by the American Federation of Musicians. They had jumped to between 30 and 35 per cent.

An ironic aspect of this situation lies in the fact that much of the purchasing for the indies is done by the majors. In fact, excess at major labels is often sold to indies, and the condition of the indies coincides closely with that of the major in the custom pressing field.

As one exec puts it: “An indie label is lucky if he can purchase a pressing and maintain a plant. It does not need to purchase records. A pressing plant does not even need a warehouse. But he must also have a sufficient inventory on hand to meet the demands of his customers, the indies. The majors operate on the same general economic theory of maintaining a factory for a steady flow of output when a certain amount is obtained. And at least one major – Columbia – expanded its activities in the custom-pressing field in order to aid in the industry-wide acceptance of the long-play disk.

Thus the indies represent a very considerable segment of the total dollar volume is documented by the results of the A.F.M. survey, which for a long period have shown a strong purchasing of radio labels as against major labels. In fact, in recent weeks, indie labels have purchased the majority of the $5 million worth of records on The Billboard’s retail chart.

Agent Sues Polyvoc for $100G Damages

NEW YORK — The Vox Records distributing operation and the New York terminal, long a target last week in a $100,000 breach of contract suit brought by Wenell Smith, and his Mount Distributing Co., have been accused of有过销售 of recorded material, and of ceding the latter’s Contracting the agency work on Vox in the New York area, filed in the New York Supreme Court against Polyvoc, Inc., a record company subsidiary, and its chief, the agency’s owner, to the recording company’s charges that his agency had been reduced to the status of a mere service bureau.

According to Smith, Green exclaimed,es, had been on a "breakdown" phase, Vox was on the upswing and his agency had unilaterally terminated a part of his work, thereby voiding the understanding between the two companies.

"Created conditions that rendered the contract unworkable," Smith said in an affidavit made on the arrival in this country of Vox president, George Mendelson, from France. Mendelson is here on a four-week visit to his local office.

Sensation Sam’s A Cool Cat

Biggest Employer of Musicians at Home, Also Spreads Beat Abroad

The following week, the trip was expanded to New York, Philadelphia, and Chicago. The group spent five days in Chicago, where they played three concerts to sold-out audiences in the Chicago Theater, packed with fans.

Finally, the group arrived in Washington, D.C., where they were met by a large and enthusiastic crowd.

The tour was a great success, and the group was much admired by the fans. The trip was a great boost to the morale of the soldiers and sailors, who were very pleased to see their countrymen performing in their presence.

U.S. military units stationed in Europe were also pleased to have the opportunity to see their countrymen perform. The tour was a great morale booster for all who were involved.
Local SongbirdS Hypo Chi Opera Wax Sales

By BERNIE ASBELL

Chicago—A strong upswing in sales of opera wax, particularly in December, is expected to succeed a successful third season of the city’s new Lyric Opera, now winding up in the spring.

Normal movement of opera merchandise has “easily doubled” as a result of

GOVT. REPORT

Pierce in C&W Hall of Fame

NASHVILLE—In a presentation made at the awards dinner for the 76th annual convention of the Western States Record Dealers Association here Friday (9), Webb Pierce was inducted into the ninety-sixth member of the Country Music Hall of Fame.

Pierce, who has gained that honor in the past are Roy Acuff, Eddie Arnold, Red Foley, Little Jimmy Dickens, Charlie Feathers, Jack Greene, Mel Tillis, Merle Haggard, Jerry Lee Lewis, and Hank Snow, Ernest Tubb, and Jimmy Dean.

Pierce is the first artist in several years to be voted this honor, which has stemmed thereby an annual event.

Rites for Black, Of Top Talent, In Springfield

SPRINGFIELD, Mo.—Funeral services for Chet B. (Lance) Bolling, until recently head of Top Talent, Inc., were held Saturday (10) at the Art Temple Church in Springfield, Mo.

Bolling, who represented Taylor Records, Inc., was 37 years old.

Most downtown stores gave special items of their window to pay tribute and pay tribute and pay tribute to the death of the artist, who was much loved by all.

Danny Kaye inks 3-Year Capitol Pact

HOLLYWOOD — Comedian Danny Kaye is to be the nation’s fourth to sign with the Capitol Records’ Talent roster, joining the company after negotiations with RCA Victor broke down.

Kaye was reported to join RCA last month, according to the Warner Herman, managing partner of Kaye’s firm.

Under terms of the three-year contract with Capitol, Kaye will be featured as a pop singer with an operatic coloratura, all single disc activity is due. In addition, he will record a minimum of two albums a year, with a minimum of 12 million copies of each press, with royalties.

The artist, Kaye said, is the result of a long and hard struggle for two years in the field, and the artist, Kaye said, is the result of a long and hard struggle for two years in the field.

Col. ’s Detroit Distrib Switch

NEW YORK—Colombia Dis- tributors, Inc., to December 3 will take over distribution of Columbia disks and phonograph equipment for the Detroit area, presently served by Col. ’s Detroit Distributors, Inc., 1207 West Grand Blvd., Detroit, according to a statement issued by the Columbia branch, Fishman, who said: "We have been asked to make this switch in order to better serve the commerce and radio stations in the Detroit area. We have been serving these stations for many years and we will continue to do so."

Hallmark Owns U. S. Distrib

TORONTO—Hallmark Records of Canada is setting up its own U. S. operation, as the company announces with issuance of its first record, "Great Ca, " by Danny Vaughan and Mel McDade, on the Capitol label. This is believed to be the first Canadian label to take this step.

Hallmark recently acquired the manufacturing rights for the record, and will handle the distribution of the record in the U. S. market.

Two Pubs Set By Friedman In Hollywood

HOLLYWOOD—After an absence from the music business of six years, Henry J. Friedman who this week disclosed the formation of two new publishing and recording companies: The Henry J. Friedman Music and Fantasy BMG, (BMI), Ltd., the first to be incorporated in operation of the two first with the British records, the firm were formed last week in Cape Storm’s recording of "in the Gate" in Chicago.

Drews Sisters’ Capital of the British Music Industry

Approximately 50 musicians have been acquired from a number of writers, according to Friedman, who up until a short time ago was the Copyrighted material.
Fall Before the Grim Reaper

- Continued from page 15

Jazz star distant nephew of original owner, Palm Springs, Calif., November 10. Originally a concert violinist, Young worked with the Warsaw Philharmonic Orchestra, later working in Hollywood, as musical director of the Broadway Phonograph Company, and most recently as consultant for a current motion picture in production. He became known as "Sweet Sue," "Can't We Talk It Over," and "My Foolish Heart." Survivors are his wife, Kurnel; his son, Carl; and his daughter, Julie Carroll; his father; a sister and brother.

Boo, 53, died Monday (12) in Cedars of Lebanon Hospital here for heart surgery. He was a member of the music business for many years, and in 1949 became a member of the RKO orchestra as a member of the Municipal Music Corporation of New York City and long career in New York as a leading vaudeville and nightclub agent. He left

ASCAP Sings 'Harmony' Theme

- Continued from page 15

Joe Onorato, ASCAP member and one of the top 10 publishers in ASCAP, which holds six songs on its tally of the most performed songs, continued his songwriting career with a steady flow of hits. Onorato, who is also president of MCA Music, a division of Warner Bros., has written music for the television show "Miami Vice." Onorato checked on the commentaries with the help of his father, who wrote the ballad. The song was written for 5:30. He then rerecorded the member over the air to all members remaining, including each speaker to hear the music.

This immediately was extended by at least one writer-member who wrote the original composition for the "Miami Vice" theme. Onorato's presentation of his song was viewed along the line as the "Cherie" theme, which he said was serving the interests of Broadcast Music, Inc., which also owns the hit record. Onorato's songwriting was featured in a series of shows that were broadcast on the "M*A*S*H" network. Onorato said that he was writing the music for the television show "Miami Vice." Onorato checked on the commentaries with the help of his father, who wrote the ballad. The song was written for 5:30. He then rerecorded the member over the air to all members remaining, including each speaker to hear the music.

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Appplies New Sales Idea to Drive-Ins

By FREDERICK H. RICE
National Display Manager
Capitol Records, Inc.

Today music is all around us and the way to sell more records is to make it easier for people to hear them and to buy them. To that end, Capitol—a pioneer in self-service record store field—is constantly seeking to develop new self-service concepts.

Some of our most recent ideas revolve around setting up self-service disk service in diners, drive-in theaters, both serviced by local record dealers, and coffee shops. The nation today is on wheels as it is little wonder that the average citizen spends the majority of his time listening to the radio (and dance) in his automobile. Here is the vast new market for record merchandising.

Most drive-in command key traffic locations. The motorists simply pulls into the drive-in and the purity-cushion gives him a menu which lists the top 30 singles and top 10 albums, as well as food. Then the hostess a special speaker in the window so that he can "audition" the disks for possible purchase.

"Along all drive-in theater play records during intermission, and here is another excellent chance to expose and sell records. Capitol's blue-print for doing this calls for a small self-service unit located near the refreshment stand, with music piped thru the theater's usual public address system.

Another new idea in selling records is the hi-fi coffee shop, which would provide both food, refreshments, and, while hi-fi albums, would be played over an excellent high-fidelity system. Browse units for albums would be set up around the shop and albums covers displayed on the walls. Different type of music would be featured each day—jazz, classical, etc.

Capitol has worked out several plans, whereby these ideas could be put into practical operation. In addition for the drive-in set-up (as pictured on this page) we have developed designs for inexpensive additions for record sales drive-ins, which feature small browse units located in the cafe, an alternative p.a. system, and a non-speaker or over-head wire system.

The more elaborate designs feature a two-way speaker unit in a hard-plastic case, suspended on a pole at eye level, with the ca window. Speakers contain talk-back, buttons, which gives the customer under ground to drive-in building. Dee-ar-allel-in inside would handle requests from auto-buyers, while special self-service browsers would be located inside the cafe.

Own-Dept. Doubles RCA Phono Sales

By JUNE BUNDT

NEW YORK—RCA Victor has more than doubled sales on phones since its radio, phone and TV department was broken up and radio and phonos were set up under a separate department two years ago, according to Jim Toney, vice-president and general manager of RCA Victor's Radio and "Victrola" Division.

The biggest increase took place in the under-$500 phone category, which Toney attributes in part to the tremendous growth in the teenage population during the past few years. However, the census shows that the most dramatic area of sales increase was in the high-fidelity (over $100) phone bracket. In line with this, Toney predicts that high sales will be up 50 per cent next year.

Meanwhile, the division is working to perfect stereoephonic sound units which, Toney says, will be a key promotional item for the division in the near future. The radio-phonos division operates entirely apart from the TV department. It has its own advertising, engineering staff and manufacturing is handled separately. With this in mind, Toney has enlarged key RCA distributors to set up separate sales staffs to handle radio and phone sales, thereby avoiding the possibility of salesman stuffing off radio and phonos in favor of TV.

Separate radio-phonos sections have been set up by distributors in Los Angeles, Boston, Chicago, Detroit, and San Francisco. Although RCA doesn't have a special sales staff, it does have a special sales manager for radio and phonos.

The sales increase on phonos and radios over the last two years, Toney says, can also be traced to the fact that that division has concentrated on improved styling and the development of new functions (Continued on page 30)

Anti-Theft Gimmick

NEW YORK—Emerson Radio and Phonograph Corporation is offering dealing a new display fixture, designed to circumvent pitfalls of radio shop.

The device, designed to pull save the note 50 all-transistor pocket radios—teeming to shoplifters because of their smallness—eliminates theft possibilities by the use of four radio cabinet fronts (containing no cash) permanently attached to a display glass. An additional advantage is that the dealer's stock isn't tied up for display purposes, while firmers benefit because a permanent display eliminates the possibility of dealers putting competitive radios in the fixture.

Billboard tells you how to get Continuing Profits from "Continuing Customers" with Record Sales!

You make more money when you sell BOTH record players and records, merchandised together, for greater profits. Phonographs AND records get together like love and marriage.

When you sell BOTH record players AND records the additional profits on records becomes a continuing profit from "continuing customers."

Dealers get top record sales by using Billboard to order top hit! They get the continuing profit by always stocking and selling NEW records to "continuing customers" created by NEW record player sales.

Billboard's current "Pulse of the Industry" survey shows a record player sale produces $36 in record sales the first three months.

And what a market! The survey also shows 40% of record sales are made to new phonograph owners... all potential record buyers and mostly teenagers. These kids are your best customers for records today and for your other big-ticket items (TV, Hi-Fi, Ranges, Refrigerators, etc.) when they marry.

Billboard Pop Charts, Record Ads, etc., are used to attract record buyers—create store traffic—lead to these high-profit, big-ticket sales.

Get "hooked-up" with "continuing customers AND CONTINUING PROFITS. Try Billboard an subscription at Special Short Term Rate. Mail coupon today. Satisfaction on your money back!
**The Billboard's Weekly**

**Packaged Records Buying Guide**

**Best Selling Popular Albums**

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

1. CALTYSO—Harry Belafonte... RCA Victor LPM 1248
2. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
3. ELVIS—Elvis Presley... RCA Victor LPM 1382
4. THE KING AND I—Sound Track... Capitol W 740
5. MY FAIR LADY—Original Cast... Columbia OL 5009
6. HIGH SOCIETY—Sound Track... Capitol W 750
7. ELVIS PRESLEY... RCA Victor LPM 1248
8. BELAFONTE—Harry Belafonte... RCA Victor LPM 1159
9. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol V 853
10. OKLAHOMA—Sound Track... Capitol SSO 335
11. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57061
12. THE FLATTERS... Mercury MG 20146
13. THE ELGART TOUCH—Les Elgart... Columbia CL 875
14. HOWDY—Pat Boone... Dot DLP 3030
15. MANHATTAN TOWER—Gordon Jenkins... Capitol T 706

**Review Spotlight on...**

**Popular Albums**

CANDLELIGHT (4-12)—Mantovani Orch. London LL 1592
The bulk, lovely mood music of Mantovani is showcased here on a varied group of tunes ranging from the military "Brass Buttons" to the Vocalion "Heart of Fire" and the romantic "Gold and Silver Waltz." Fine for late-night deejay sessions. Cover, spotlights a golden-blonde Mantovani.

**Classical Albums**

OPERATIC DEMONSTRATOR (4-12)—Seven Great Opera Voices, London MS 3
This limited edition set is getting a heavy national promotion campaign and the pricetted price of $1.98 makes it a likely complete collection. The albums include original operatic casts and the labels' impressive operatic catalog and new releases, the set offers Verdi, Del Monaco, Tebbaldi, Di Stefano, etc. (no Corriere, which is in a class of its own. Available for those who find no other move, it is a fast-moving seller on its own, or as a strong copy of the label's wide variety of operatic releases. Dealers should get hold of all they can stock.

**Semi-Classical Albums**

ITALIA (1-12)—Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond. Capitol T 734

AS YOU DESIRE ME (1-12)—Bill Doggett Combo, King 533

THE LAND OF HUFT (1-12)—Dinah Washington... Enity 5055

DEBUSSY: CHILDREN'S CORNER (1-12)—Gustav Leonhardt, Flute, XR 7005

**Reviews and Ratings of New Albums**

**Popular**

JOHNNY STERNER—JE: THE GYPSY SAVAN (4-13)—Waldemar Kroner, Tenor; Chocolate and Orchestra of the Heine Savaon; Victor YVR 6602
Admired of the Viennese opera here what is about the best of records in this idiom. Most technically authentic. "Gypsy Savan" possesses a wonderful score, performed by Waldemar Kroner in the Baron and the incomparable Erich Kollin in the lovely,"Savan". The recording is one of the greatest of the year. It is only one comparison version.

**Classical**

DONIZETTI: L'ELISIR D'AMORE (1-12)—CHORUS AND ORCHESTRA OF THE MAGNIFICENT OPERA OF THE HOGAN VICTOR RECORDING COMPANY, Victor OL 5097
New complete production of the opera. Great pace is characteristically standard. In addition, "L'Elisir" is a delectable role for the baritone and it should be enjoyed in its full score version.

**Jazz**

SOMETHING ELSE (1-12)—JIMMY HARRISON, MPS 550

**Other Covers of the Week**

**POPULAR**

PEGGY SAYS... Mopsis (1-12)

Patty Duke (1-12)

**JAZZ**

JIMMY ROWLING... Mopsis (1-12)

PEGGY SAYS... Mopsis (1-12)

**JAZZ**

JIMMY ROWLING... Mopsis (1-12)

PEGGY SAYS... Mopsis (1-12)
NEW RELEASES

GEORGE CATES
A NEW FANGLED TANGO
CORAL 61759

MUCH BETTER, THANKS

BILLY WILLIAMS QUARTET
STORMY
FOLLOW ME
CORAL 61751

JACKIE LEE
DARDANELLA
and
CHATTERBOX
CORAL 61734

LEW QUADLING
ARMS THEMES
WIND RIVER VALLEY
CORAL 61754

CHRISTMAS SINGLES

LAWRENCE WELK - DOROTHY COLLINS
BABY'S FIRST CHRISTMAS
CORAL 61736
CHRISTMAS COMES BUT ONCE A YEAR

LAWRENCE WELK - LENNON SISTERS
THE CHRISTMAS WALTZ
CORAL 61745
SANTA FROM SANTA FE

LAWRENCE WELK
LET'S HAVE AN OLD-FASHIONED CHRISTMAS
CORAL 61745
RING THOSE OLD-FASHIONED CHRISTMAS BELLS

TERESA BREWER
MUTUAL ADMIRATION SOCIETY
CORAL 61737
and
CRAZY WITH LOVE

DICK JACOBS
PETTICOATS OF PORTUGAL
CORAL 61724

LAWRENCE WELK
CHAMPAGNE TIME
AROUND THE WORLD
CORAL 61741
CASH IN ON THIS HOT LINE OF THE MERRIEST CHRISTMAS

ORDER NOW
From The Distributor Nearest You

Hi-Fonic Models

Hi-Fonic Model DP-204 . . . Hi-Fonic High Fidelity automatic console phonograph. Rumble-free 4-speed automatic changer, four speakers, AM/FM radio tuner optional. Hand-rubbed finishes available in Mahogany, Blonde Mahogany or Walnut. UL. ** $199.95

DECCA ACCESSORIES FOR EXTRA PROFITS

Hi-Fonic Model DP-222 . . . High Fidelity 4-speed automatic phonograph. Two speakers. Comes in black with dappled white, or coral tweed with coral. Self-storing wrought iron legs. UL. ** $179.95

Model DP-610 . . . High Fidelity 4-speed manual transcription phonograph. Two heavy-duty speakers in separate case. Separate Volume, Bass and Treble Controls. Attractive, Durable grey leatherette, trimmed with matching hardware. All corners reinforced. UL. $320.00

DECCA Wire Record Rack in sizes for 7", 10" and 12" records.

Exclusive Decca Storage Album with patented plastic index feature. Available for all record sizes.

Decca designed multi-purpose phone and TV Tables. Available in a complete assortment for every home use—from low cost all metal to deluxe wood tops.

DECCA

DECCA WIRE

**Suggested List Prices
Priced simply higher South, Southwest and West.

**At times available at extra cost.

Extra-fine Portable Record Carrying Case in attractive economy and deluxe models. Exclusive index feature. Available for all record sizes.

Hi-fonic Models

DECCA

Additional text and images mentioned in the document include:
- **DECCA WIRE**
- Prices slightly higher South, Southwest and West
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- Extra-fine Portable Record Carrying Case in attractive economy and deluxe models. Exclusive index feature. Available for all record sizes
- DECCA WIRE Record Rack in sizes for 7", 10" and 12" records
- Decca designed multi-purpose phone and TV tables. Available in a complete assortment for every home use—from low cost all metal to deluxe wood tops
- Needle note: Cash in on plus needle volume with Fidelitone Diamond Needles at new, lower prices
DECCA PHONOGRAPH FOR EVER...ACT NOW!

Hi-Fonic Model DP-700...Hi-Fonic High Fidelity phonograph with controls, record-changer, amplifier, two speakers in console on right. Separate speaker cabinet on left contains four speakers. Complete system with Decca AM/FM radio tuner. Matched cabinets come in Mahogany, Blonde Mahogany or Walnut. UL. $499.00*

Model DR-100...High-Fidelity AM/FM Radio Tuner. For use with any high fidelity system with provision for a tuner input. Features FM with Automatic Frequency Control. UL. $99.95*

Model DP-940...Portable 45 RPM only phonograph. Black base with red lid. UL. $24.95*

Model DP-541...4-speed automatic portable. Turnover cartridge. Two-tone brown. UL. $44.95*

Model DP-581...4-speed manual. Turnover cartridge. Front mounted speaker. Separate Volume and Tone controls. Black and pink, or brown with white. UL. $26.95*

FAST SELLING PORTABLES

Model DP-930...Portable, manual, 45 RPM only phonograph. Volume Control with on/off switch. Weighs only 5 1/4 lbs. Copper base with white lid. UL. $15.95*

Model DP-532...Portable, three tube automatic 4-speed. Turnover cartridge. Self-storing wrought iron legs. Two-tone brown or two-tone blue. UL. $39.95*

Model DP-571...Portable 3-speed manual phonograph with turnover cartridge. Tapered Modern case in two-tone brown or rust with dipped white. UL. $34.95*

Model DP-510...45 RPM only automatic phonograph. Black and pink, or brown with white. UL. $32.95*

Model DP-620..."Winky Dink" 3-speed children's phonograph. Permanent 45 RPM adapter on turntable. Comes in attractive yellow with "Winky Dink" cut-outs. UL. $19.95*

Model DP-500...45 RPM only automatic phonograph. Separate Volume and Tone Controls in one dual control. Modern case comes in cardinal red or seafoam green. UL. $31.95*

Model DP-520..."Winky Dink" 3-speed children's phonograph. Permanent 45 RPM adapter on turntable. Comes in attractive yellow with "Winky Dink" cut-outs. UL. $19.95*

Model DB-640...Portable 45 RPM only radio-phonograph. Black base with red lid. UL. $24.95*

Model DP-550...Portable, three tube automatic 4-speed. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*

Model DP-560...Portable, four tube automatic 4-speed. Tapered Modern case in two-tone brown or two-tone blue. UL. $49.95*

Model DP-570...Portable 4-speed manual phonograph with turnover cartridge. Separate Volume and Tone Controls in one dual control. Modern case comes in cardinal red or seafoam green. UL. $31.95*

Model DP-580...4-speed manual phonograph. Separate Volume and Tone Controls in one dual control. Modern case comes in cardinal red or seafoam green. UL. $31.95*

Model DPS-7...3-speed manual portable phonograph. Compact case. Comes in black with white or blue with light pink. UL. $19.95*

Model DP-590...45 RPM only automatic phonograph. Black base with red lid. UL. $26.95*

Model DP-600...45 RPM only automatic phonograph. Separate Volume and Tone Controls in one dual control. Modern case comes in cardinal red or seafoam green. UL. $31.95*

Model DP-610...4-speed automatic portable. Turnover cartridge. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*

Model DP-620...4-speed automatic portable. Turnover cartridge. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*

Model DP-630...4-speed automatic portable. Turnover cartridge. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*

Model DP-640...4-speed automatic portable. Turnover cartridge. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*

Model DP-650...4-speed automatic portable. Turnover cartridge. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*

Model DP-660...4-speed automatic portable. Turnover cartridge. Tapered Modern case in two-tone brown or two-tone blue. UL. $39.95*
The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

**Classical Albums (Over-all)**

1. **TCHAIKOVSKY:** 1812 Overture; Capriccio Italiano—Minneapolis Symphony (Doran).—Mercury MG 50023
2. **BRAHMS:** Symphony No. 1—New York Philharmonic (Walter).—Columbia ML 5124
3. **PUCCINI:** La Bohéme—De Los Angeles, Börling, RCA Victor Orchestra (Beecham).—RCA Victor LM 6042
4. **KHATCHATURIAN:** Gayne Ballet Suite; Kalabyshev: The Comedians—Philadelphia Orchestra (Ormandy).—Columbia CL 817
5. **TCHAIKOVSKY:** Piano Concerto No. 1—Gilels, Chicago Symphony (Raven).—RCA Victor LM 1099
6. **THE CONCERTO:** Works by Grieg, Liszt and Rachmaninoff—Bubashkin, RCA Victor Orchestra (Ormandy).—RCA Victor LM 6039
7. **MENDELSSOHN:** Violin Concerto; Mozert: Violin Concerto No. 4—Oistrakh, Philadelphia Orchestra (Ormandy).—Columbia ML 5055
8. **RACHMANINOFF:** Piano Concerto No. 2—Ethinin, Philadelphia Orchestra (Ormandy).—Columbia ML 5103
9. **RIMSKY-KORSAKOFF:** Scheherazade—Fibichhurch (Steinberg).—Capitol F 8305
10. **MARIA CALLAS:** PORTRAITS—Cappell. —Angel 33519
11. **GROFE:** Grande Canyon Suite; Copland: El Salon Mexico—Benton Pops Orchestra (Fiedler).—RCA Victor LM 1028
12. **OFFENBACH:** Gaite Parisiennes; Meyerbeer: Les Patineurs—Benton Pops Orchestra (Fiedler).—RCA Victor LM 1817
13. **GROFE:** Grand Canyon Suite, Mississippi Suite—Hollywood Bowl Symphony (Stalin).—Capitol F 5347
14. **OFFENBACH:** Galii Parisiennes (Complete)—Philadelphia Orchestra (Ormandy).—Columbia KL 5069
15. **LAHO:** Symphonies Espagnole; Bruch: Violin Concerto—Stern, Philadelphia Orchestra (Ormandy).—Columbia ML 5067
16. **OFFENBACH IN AMERICA—Benton Pops Orchestra (Fiedler).—RCA Victor LM 1960
17. **BELLINI:** Norma (Excerpts)—Maria Callas. —Angel 35776
18. **BEETHOVEN:** Symphony No. 7—Chicago Symphony (Reiner).—RCA Victor LM 1981
19. **BRAHMS:** Symphony No. 4—New York Philharmonic (Walter).—Columbia ML 5127
20. **CHAUSSON:** Symphony in B Flat Major—Detroit Symphony (Farny).—Mercury MG 50108

**Pop Vocals**

1. **CARYLLOP:** Harry Belafonte—RCA Victor LPM 1248
2. **ELVIS:** Elvis Presley.—RCA Victor LPM 1368
3. **LYNN:** Lynn. —RCA Victor LPM 1524
4. **BELAFONTE:** RCA Victor LPM 1159
5. **SONGS FOR SWINGIN' LOVERS—Frank Sinatra. —Capitol W 653
6. **THE PLATTERS:** Mercury MG 20148
7. **HOWDEE:** Pat Boone. —Dot DLE 1001
8. **CARRI AND LOUIS:** Ella Fitzgerald and Louis Armstrong—Verve MG 4003
9. **JUDY:** Judy Garland.—Capitol T 734
10. **THE MISTY MISS CHRISTY**—Capitol T 725
11. **FRESHMEN FAVORITES**—Capitol T 474

**Ballet**

1. **KHATCHATURIAN:** Gayne Ballet Suite—Ormandy. —Columbia CL 817
2. **RIMSKY-KORSAKOFF:** Scheherazade—Stinchfield.—Capitol F 5305
3. **OFFENBACH:** Gaite Parisiennes. —Capitol F 5305
4. **OFFENBACH:** Gaite Parisiennes—Ormandy.—Columbia KL 5069
5. **TCHAIKOVSKY:** Swan Lake, Aets 2 and 3—Ormandy.—RCA Victor LM 1817
6. **TCHAIKOVSKY:** Nutcracker Suite—Trumbull.—RCA Victor LM 1817
7. **TCHAIKOVSKY:** Swan Lake—Delait. —Mercury 50077-78
8. **RAVEL:** Dubalas Et Chate—Munch. —RCA Victor LM 1803
9. **DELIBES:** Coppelia; Sylvia—Ormandy.—Columbia CL 1013
10. **CHOPIN:** Les Sylphides—Gerard Balladie. —RCA Victor LM 1019

**Jazz**

1. **ELLA AND LOUIS:** Ella Fitzgerald and Louis Armstrong.—Verve MG 4003
2. **CUBAN FIRE:** Stan Kenton.—Capitol T 731
3. **AMBASSADOR SATCHEL:** Louis Armstrong.—Columbia CL 919
4. **ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK**—Verve MGM 4001-2
5. **STAN KENTON IN HIFI**—Capitol W 724
6. **JAY AND KALI SIX-PLUS:** Jody Johnson, Kal W圬ti—Columbia CL 802
7. **KUIPA AND RICH-Gene Krupa, Buddy Rich. —Cliff MG C 864
8. **BRUBECK PLAYS BRUCKNER—Bruckner.—Columbia CL 878
9. **VELVET CARPET:** George Shearing.—Capitol W 720
10. **THE GREATEST-Joe Williams, Count Basie.—Mercury MG 5109

**Reviews and Ratings of New Popular Albums**

- **Caravaggio at the Enfers**
- **The Giant**

**FAB MOVING ALBUMS! FOR THE SELTING SEASON**

- **HUMOR**
- **VOCAL GROUPS**
- **CARL PERKINS**
- **JAZZ**

- **SONGS FOR FUN**
- **SPIRITUALS**
- **SPEAKING OF FUN**
- **CARL PERKINS**
- **JAZZ**

- **ORDER THESE BEST SELLING 45 EP's**

- **ERNEST FREEMAN**
- **HERM HEUMES**
- **JAZZ ORGAN SOUNDS**
- **CHRISTMAS **
- **RHYTHM-ROCK & ROLL PARTY**
- **THE CALVANES**

- **UNAVAILABLE AT YOUR DISTRIBUTOR OR DIRECT**
- **DOOTONE RECORDS**

9512 So. Central Ave. Los Angeles 2, Calif.
Get Set for BIG V-M Profits
NOW and Throughout Your
V-M 'KEY QUARTER'

These are the Products,
This is the Promotion for Continuing Profits!
Your V-M 'Key Quarter' Starts November 15, lasts through February 16. This is when you make plus-profits selling V-M before and after Christmas! Get set NOW with these V-M best-sellers and this follow-through V-M merchandising campaign. Cash-in on V-M's stepped-up national advertising and smash all sales records!

V-M 'Celeste' tape recorder, Model 750. A high-fidelity monaural tape recorder with binaural playback in a contemporary fine-furniture cabinet. Blonde or mahogany, $259.95 list.* Black or brass-finished legs are optional equipment.

V-M 'Fidelis'® 4-speed phonograph, Model 660, matches 'Celeste' tape recorder. Three speakers, 'Super-Fidelis' changer, Blonde or mahogany, $149.50.* Walnut and ebony slightly more. Black or brass-finished legs optional.

V-M STEROMATES—Matched high-fidelity 'Celeste' tape recorder and four-speed 'Fidelis' phonograph play everything recorded on tape or disc PLUS stereo playback!

V-M Model 1280 4-speed automatic portable phonograph with 'Super-Fidelis' changer. Two-tone brown leatherette, $94.95 list.*

V-M Model 1260 automatic 4-speed portable phonograph. Reddish-buff and white leatherette, $54.95 list.*

V-M 'Playline' 4-speed portable phonograph. Red and gray, green and white or reddish-buff and white leatherette, $29.95 list.*

V-M PORTABLE PHONOGRAPHs. We show just three of a full line of pleasure-packed portable phonographs. There's one for every purse, every purpose, every member of the family—and profit for you in every one!
**Reviews and Ratings of New Popular Albums**

**Continued from page 50**

- The French Touch
  - *Valse Breton* (1954)
  - Denon DL 880
  - The exception of the expensive Greenrhythm-tinted photo of the album on the cover, Miss Bert, in her record album note, does the Continental kick in favor of an accuratе-fitting selection of 15 American standards. Only re-

- For Sweethearts Only
  - (1-127)
  - Back $21, 2919
  - An album of mood music which contains, for the most part, a selection of mood, as in looking back and reliving past moments. The

- Beethoven: Symphony No. 4
  - (N. 1-275)
  - New York Philharmonic: Antos
  - Turned on by a simple and technical selection, everything recorded abroad is in rather a much

- Brahms: Variations on a Theme by Handel
  - (CAE-373)
  - RCA Camden issues: with and also, I might add, for the further listeners. The

- The Art of Giuseppe de Luca
  - (1957) - Quadrad CAE 105
  - Opera conductors and vocal students of the world will welcome this program at any price, but at $2.50 it is a rare bargain. Most of the selections separately released were cut at the same basic studio and in the same recording. The recording of the

- The Four Visions of Robert Fisk
  - (CAE-102) - Columbia CL 24
  - While there is obvious extra conve-

- Swanee River
  - (CAE-33)
  - Fifteen minutes of great piano music played by the immortal Paderewski, 12" Long Play (CAL-330) $1.98; 12" Long Play (CAL-331) $1.98.

- Your customer now can have a terrific recording at a price you can afford! Order today through your RCA Victor Record Distributor—Today!

- Reviews and Ratings of New Classical Albums

**Continued from page 50**

- "Beethoven: Symphony No. 4" (1957) - Phillips CAE. 105
- "The Four Visions of Robert Fisk" (1956) - RCA Camden CAE. 102
- "The Art of Giuseppe de Luca" (1957) - Quadrad CAE. 105
- "The Art of Swanee River" (1957) - RCA Camden CAE. 103
- "Your customer now can have a terrific recording at a price you can afford! Order today through your RCA Victor Record Distributor—Today!" (Continued from page 50)
Westward Ho the Wagons!

with

FESS PARKER

and the Original Cast

"WRINGLE WRANGLE"

FESS PARKER

b/w CAMARATA INSTRUMENTAL

(WRINGLE-WRANGLE)

F-39

"WESTWARD HO THE WAGONS"

CAMARATA — Chorus & Orch.

b/w "WESTWARD HOE-DOWN"

(CAMARATA INSTRUMENTAL)

F-44

"PIONEER'S PRAYER"

b/w "BALLAD OF JOHN COLTER"

FESS PARKER

F-45

For the Kids

A Picture Sleeve With Complete Lyrics

FESS PARKER Sings:

"WRINGLE WRANGLE"

b/w "BALLAD OF JOHN COLTER"

F-43

SOUND TRACK ALBUM

Side One:

Music from the Original Motion Picture Sound Track

Side Two:

Popular Selections From the Score of the Motion Picture

WDL 4008
INTRODUCING

THE GREATEST SALES AID EVER DEVELOPED
IN THE HISTORY OF THE RECORD BUSINESS!

WALCO's NEW NEEDLE SALES MANUAL
Teaches Personnel How to Identify and Sell Needles -
for Bigger Sales, Bigger Volume and Bigger Profits!

FREE of Extra Cost — to WALCO Dealers!

New Walco Needle Inspection Microscope

MAGNIFIES YOUR NEEDLE SALES!

There's nothing like the Walco Needle Inspection Microscope to close up a clumsy needle sales picture! Walco's Needle Microscope makes your shop a complete needle clinic — enables you to pay the bill of the sharebig replacement needle business. Unlike any microscope that's ever been offered, this special Walco Microscope is a first run precision-made West German instrument with a protected optical system — valued at $100. And in value as a sales-promotional tool has been made-over and prospered by America's leading dealers. For amplified needle sales — watch needle profiles on the microscope for easy sale!

Get Your Needle Inspection Microscope — Free of Extra Cost — Ask Your Distributor — or WRITE Walco Direct!

Walco's Sales Training Manual gives your clerks hands-on, eye-to-eye needle measuring instructions for every major modern microphone and cartridge — tells how to explain it to every customer. And Walco's new Manual tells clerks how to identify needles — makes them the needle-sell selling techniques that pay off, and pay off big in making money with high-grade products.

Walco's Manual shows how to operate the Walco Needle Inspection Microscope for greater sales... how to sell Walco Record Care Accessories for greater profits... and how to set up Needle Clinics for greater needle volume than you've ever realized before!

Available FREE to franchised Walco Dealers. Find Out How You Can Become One! SEE YOUR DISTRIBUTOR OR WRITE:

Trade Name ELECTROVOX CO., INC.
60-3 Franklin St., East Orange, N. J.

• Reviews and Ratings of
New Classical Albums

Continued from page 29

Waldteufel, Louis. "You'll Never Get Away From This Love of Mine." Piano. G. Schirmer, Inc.


Another No. 1 for Dot

"THE AUCTIONEER"

by LeRoy Van Dyke

DOT-15503

Dot Records, Inc. - Waverly Street - Hollywood, Calif. - Phone M-4188
The Nation's Best Selling Record
**Reviews and Ratings of New Jazz Albums**

**Take a Chorus**

**MMO Debs Two More LP Vol.**

NEW YORK — Do-It-Yourself jazz has become really a full time business with the Mundo-Minna-One and Classic Editions dailiers. Last week the companies issued its second and third LP volumes, featuring jazz rhythm sections, and carrying several improvements over the first issue. Both albums are now available at Vanguard. MMO’s Irv Kraski, so far, has obtained his base material exclusively from the catalogs of the Music Publishers Holding Corporation. Besides the three sets issued thereby, he has four additional 12-inch MGM packages on the way, including one entitled: *Christmas, Anyone?* The main deviation in the fine is the inclusion of a complete melody line, in addition to the chords for each tune. Each set also now will have a vocal edition, along with the 14 different covers provided for as many different instruments. The vocal jacket alone will also carry the lyrics. The chords, incidentally, for various songs are obtained by modern jazzmen, on commission from MMO.

**Christmas Carols in HI-FI**

**Carlot Ladies, HI-FI 12-477**

A somewhat interesting holiday package of some 20 carols styled for the home. The material is restricted to four times a year, but the interpolation is for fun only, being vivacious excursions in harmony sound by studio. Advertisements of the instrument will result in it, but it seems geared salesmanship to specialty stores where it can be a companion to a record. **CHRISTMAS CAROLS**

Andrew Roman, Southern California. For a complete of the usual and oddities in folk carols, there is a folk songer and his approach to these silent carols, with the quiet accompaniment of the deceiver, is of the church, quite the folk music. This is the modern branch that the folk music is in the folk music. **KOELOY**

**Polish Christmas Carols**

12-475

Dusk Dusk 1118 is a doleful polka Polish carols in the native manner. They are sung by organ in some sections, and in other cases, sing a complete. These well-known carols in Polish and obtained popularity because of the national grouping are presented artificially. A joyous, witty, animalistic and a bit of a nature record, as it is in Polish neighborhood.

**Hi-Beaters...**

Your kids and, as a matter of fact, everybody’s kids are going to love my new Xmas record... it’s...

**Kris Kringle**

**and**

**TWAS THE NIGHT BEFORE CHRISTMAS**

Kris Kringle is a great new Christmas song. And, on the other side is where I tell the inside story of THE NIGHT BEFORE CHRISTMAS... My picture is on the full color package and the complete story of THE NIGHT BEFORE CHRISTMAS is printed on the back of the sleeve.

**Hartkapp Exits HVM Branch**

COPENHAGEN, Denmark — A recently adopted policy of the London "His Master's Voice" recording firm, which made it obligatory for that firm and its subsidiaries to "retire" all employees who reach the age of 60, resulted in a shake-up in the Copenhagen branch, as has been found in the London office. Paul Domingo, former general manager of the Danish branch, was named managing director of the Danish branch of the firm, which is now in charge of the Danish branch of the firm, and will be the general manager of the Danish branch of the firm. The new manager is a veteran of the Danish branch of the firm, and has been in the business for more than 10 years. He is a native of Copenhagen. The new manager is a veteran of the Danish branch of the firm, and has been in the business for more than 10 years. He is a native of Copenhagen.

**Cliffer Sues Nets and BMI**

NEW YORK — In a $700,000 damage suit filed last week in Federal Court, Gloria Parker, BMI composer, charged that she was licensed by BMI and BMI with restraint of trade and monopoly violation. She accused BMI of a violation of antitrust laws, and for a breach of the duty of care for her work, as it is in the public interest. The courts have ruled that the networks and BMI are not liable. In addition to injunctive relief, Miss Parker asked that the networks and BMI be enjoined from using the networks and BMI and that the networks and BMI be enjoined from using the networks and BMI.

**12 LP CATALOGUE**

the first label in jazz

**PRESTIGE RECORDS, INC.**

247 West 50th St. N.Y. 19, N.Y.
BING CROSBY
sings
I HEARD THE Bells ON CHRISTMAS Day
Words by Henry Wadsworth Longfellow (Adapted)
Music by Johnny Marks
DECCA #30126 9-30126
AMERICA'S FASTEST SELLING RECORDS
HONOR ROLL OF HITS

THE NATION'S TOP TUNES

For survey week ending November 14

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Love Me Tender</td>
<td>16</td>
</tr>
<tr>
<td>2. Green Door</td>
<td>9</td>
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<tr>
<td>3. Just Walking in the Rain</td>
<td>13</td>
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<tr>
<td>4. Singing the Blues</td>
<td>5</td>
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<tr>
<td>5. True Love</td>
<td>11</td>
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<tr>
<td>6. Don't Be Cruel</td>
<td>16</td>
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<tr>
<td>7. Blueberry Hill</td>
<td>9</td>
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<tr>
<td>8. Honky Tonk</td>
<td>13</td>
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<tr>
<td>9. Cindy, Oh, Cindy</td>
<td>6</td>
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<tr>
<td>10. Friendly Persuasion</td>
<td>11</td>
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<tr>
<td>11. Canadian Sunset</td>
<td>7</td>
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<tr>
<td>12. Tonight You Belong to Me</td>
<td>14</td>
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<tr>
<td>13. Hey! Jealous Lover</td>
<td>4</td>
</tr>
<tr>
<td>14. Whatever Will Be, Will Be (Que Sera Sera)</td>
<td>23</td>
</tr>
<tr>
<td>15. Any Way You Want Me</td>
<td>2</td>
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<tr>
<td>16. Two Different Worlds</td>
<td>17</td>
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<tr>
<td>17. Rose and a Baby Ruth</td>
<td>2</td>
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<tr>
<td>18. Lay Down Your Arms</td>
<td>7</td>
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<tr>
<td>19. Mama From the Train</td>
<td>3</td>
</tr>
<tr>
<td>20. You'll Never Never Know</td>
<td>5</td>
</tr>
</tbody>
</table>

Garden of Eden

Petticoats of Portugal

Night Lights

Hound Dog

Mutual Admiration Society

Honor Roll of Hits

Third Ten

21. Garden of Eden—By Dennis Nivern—Published by Republic (BMI)

22. Petticoats of Portugal—By Michael DeShawn—Published by Champion (BMI)

23. Night Lights—By Forrest Golladay—Published by Georgia, Vocal & Comb (ASCAP)

24. Hound Dog—By J. Luch & M. Still—Published by Elvis Presley Music & Lisa Music (BMI)

25. Mutual Admiration Society—By Matt DeBard—Issued by Champion (ASCAP)

26. I Walk the Line—By J. Cash—Published by Hill Top Music (BMI)

27. My Prayer—By Brincker & Kenedy—Published by Johnnies (BMI)

28. Autumn Waltz—By Hilliard-Coleman—Published by Capitol-Hollywood (BMI)

29. Love Me—By Jerry Luch & Mike Still—Published by Hill & Range (BMI)

30. Confidential—By Shelbey Morgan—Published by Fortune (BMI)

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
the next
No. 1 instrumental
in the country

Joe
Reisman

plays

ARMEN'S
THEME

Joe Reisman's orchestra

b/w
I'LL TAKE YOU DANCING
Joe Reisman's Orchestra and chorus
20/47-6740

America's favorite speed... 45 RPM
### Most Played in Juke Boxes

**For survey week ending November 14**

**Sellers** are ranked by the number of plays. The stronger number of plays in juke boxes across the country, as determined by The Billboard's weekly survey of the top原创ists in every important market area. When significant action is reported on both sides of a record, the number of plays is divided to determine position on the chart. In such a case, both sides are ranked and the sales chart is used to determine the second position on the chart. For the sake of clarity, only the most significant number of plays is reported on both sides of a record.

<table>
<thead>
<tr>
<th>Title</th>
<th>Week Chart</th>
<th>Last Week</th>
<th>Chart Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>GREEN DOOR</strong> (BMI) – F. Presley</td>
<td>7</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2. <strong>LOVE ME TENDER</strong> (BMI) – E. Presley</td>
<td>4</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>3. <strong>JUST WALKING IN THE RAIN</strong> (BMI) – F. Presley</td>
<td>2</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>4. <strong>DON'T BE CRUEL</strong> (BMI) – F. Presley</td>
<td>2</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>5. <strong>HONKY TONK (Parts 1 &amp; 2)</strong> (BMI) – D. Doggett</td>
<td>5</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>6. <strong>BLUEBERRY HILL</strong> (ASCAP) – F. Dennis</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7. <strong>SINGING THE BLUES</strong> (BMI) – G. Mitchell</td>
<td>9</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>8. <strong>CANADIAN SUNSET</strong> (BMI) – H. Winterhoff</td>
<td>7</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>9. <strong>FRIENDLY PERSUASION</strong> (ASCAP) – F. Boone</td>
<td>8</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>10. <strong>TODAY YOU BELONG TO ME</strong> (ASCAP) – E. Fisher</td>
<td>11</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>11. <strong>TRUE LOVE</strong> (ASCAP) – R. Kelly</td>
<td>12</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>12. <strong>CINDY, OH, CINDY</strong> (BMI) – V. Martin</td>
<td>13</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>13. <strong>YOU'LL NEVER, NEVER KNOW</strong> (BMI) – F. Sinatra</td>
<td>14</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>14. <strong>WHATSOEVER WILL BE, WILL BE</strong> (ASCAP) – D. Day</td>
<td>13</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>15. <strong>MEDITATION</strong> (ASCAP) – F. Sinatra</td>
<td>14</td>
<td>9</td>
<td>15</td>
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<tr>
<td>16. <strong>PEPPERMINT PORTFOLIO</strong> (BMI) – D. Jacobs</td>
<td>16</td>
<td>6</td>
<td>16</td>
</tr>
</tbody>
</table>

### Best Selling Sheet Music

**Tunes** are ranked in order of their current national sheet music importance at the sheet music jobber level.

<table>
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<td>20</td>
<td>14</td>
</tr>
<tr>
<td>15. <strong>PEPPERMINT PORTFOLIO</strong> (BMI) – D. Jacobs</td>
<td>15</td>
<td>21</td>
<td>15</td>
</tr>
</tbody>
</table>
**TOP Mercury Money Makers**

**Patti Page**
- **MAMA FROM THE TRAIN**
  - AND EVERY TIME
  - 70971

**The Platters**
- **IT ISN'T RIGHT**
  - AND YOU'LL NEVER NEVER KNOW
  - 70948

**Sil Austin**
- **SLOW WALK**
  - AND WILDWOOD
  - 70963

**Georgia Gibbs**
- **TRA LA LA**
  - AND MORNING, NOON AND NIGHT
  - 70998

**Rusty Draper**
- **CONFIDENTIAL**
  - AND TIGER LILY
  - 70989

**Chuck Miller**
- **AUCTIONEER**
  - AND BABY DOLL
  - 71001

**Ralph Marterie**
- **Big Instrumental Hit From Europe**
- **GUAGLIONE**
  - Pronounced WAHL-YONE
  - AND CARLA
  - Ralph Marterie Theme
  - 71007

**David Carroll**
- **YEARNING**
  - AND ARMEN'S THEME
  - 71000

**Louis Jordan**
- **BIG BESS**
  - AND CAT SCRATCHIN'
  - 70993
A WILD WEIRDIE!

SCREAMIN' JAY HAWKINS

rocks, rolls
grunts, groans
shouts, screams

PUT A SPELL ON YOU

D.J.'s-

Be brave...
Put a spell on your fans...
The up your switchboard*..Get on this hit...

It happened in New York, Chicago, Philly and Hartford if you get tired, we'll get you a job.

LITTLE DEMON

Okeh 7072 & 4-7072

A Billboard R&B Best Buy

"POPPIN' AS A POP HIT!"

THE TOP 100

for survey week ending November 14

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Dick Jockey and Juke Box Operator replies to The Billboard's weekly pop chart Best Seller and Most Played surveys. Its purpose is to provide Dick Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

NJUKE BOXES:

Okeh

Okeh records—in screamin' hi-fi—

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers In Stores, Most Played In Juke Boxes, Coming Up Strong and Best Buys.
Gene Autry

with Carl Cotner and his orchestra

Autry at his best

YOU CAN SEE OLD SANTA CLAUS

(WHEN YOU FIND HIM IN YOUR HEART)

with his fabulous "Rudolph" touch

EVERYONE IS A CHILD AT CHRISTMAS

POP SERIES
40790
A-40790

CHILDREN'S SERIES
J-293
J-4-293

COLUMBIA RECORDS
**New Christmas Albums**

**MERRY CHRISTMAS FROM JONI**

**JONI JAMES**

E3468 E31399 X1400 9X1410

**A MERRY CHRISTMAS TO YOU**

**BARNEY GORDON sings**

**DAVID ROSE & His Orch.**

E3469

**HERE WE COME A-CAROLING**

**LEW BUCKS & His Orch.**

X2422 X1123 X1074 X1075

**AN OLD-FASHIONED CHRISTMAS**

**RICHARD ELLISSASSER**

E2471

**SEASONAL BEST SELLER A CHRISTMAS CAROL**

**RICHARD ELLISSASSER**

E2471

**Top Disk Sellers**

- **Los Angeles**
  - 1. Love Me Tender, E. Presley, Vic.
  - 2. Don't Be Cruel, E. Presley, Vic.
- **Kansas City**
  - 1. Love Me Tender, E. Presley, Vic.
  - 2. Don't Be Cruel, E. Presley, Vic.
- **Atlantic**
  - 1. Love Me Tender, R. Presley, Vic.
  - 2. Caleb Smith
- **Baltimore**
  - 1. Love Me Tender, E. Presley, Vic.
  - 5. Rose and a Baby Ruth
- **Chicago**
  - 1. Love Me Tender, E. Presley, Vic.
  - 5. Rose and a Baby Ruth
- **Cincinnati**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Cleveland**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Denver**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Detroit**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth

**Territorial Best Sellers**

- **Los Angeles**
  - 1. Love Me Tender, E. Presley, Vic.
  - 2. Don't Be Cruel, E. Presley, Vic.
- **Kansas City**
  - 1. Love Me Tender, E. Presley, Vic.
  - 2. Don't Be Cruel, E. Presley, Vic.
- **Atlantic**
  - 1. Love Me Tender, R. Presley, Vic.
  - 2. Caleb Smith
- **Baltimore**
  - 1. Love Me Tender, E. Presley, Vic.
  - 5. Rose and a Baby Ruth
- **Chicago**
  - 1. Love Me Tender, E. Presley, Vic.
  - 5. Rose and a Baby Ruth
- **Cincinnati**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Cleveland**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Denver**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Detroit**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth

**Tobacco Best Sellers**

- **Los Angeles**
  - 1. Love Me Tender, E. Presley, Vic.
  - 2. Don't Be Cruel, E. Presley, Vic.
- **Kansas City**
  - 1. Love Me Tender, E. Presley, Vic.
  - 2. Don't Be Cruel, E. Presley, Vic.
- **Atlantic**
  - 1. Love Me Tender, R. Presley, Vic.
  - 2. Caleb Smith
- **Baltimore**
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  - 5. Rose and a Baby Ruth
- **Chicago**
  - 1. Love Me Tender, E. Presley, Vic.
  - 5. Rose and a Baby Ruth
- **Cincinnati**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Cleveland**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Denver**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth
- **Detroit**
  - 1. Love Me Tender, E. Presley, Vic.
  - 4. Rose and a Baby Ruth

**New Orleans**

- 1. Love Me Tender, E. Presley, Vic.
- 5. Rose and a Baby Ruth

**Philadelphia**

- 1. Love Me Tender, E. Presley, Vic.
- 5. Rose and a Baby Ruth

**Pittsburgh**

- 1. Love Me Tender, E. Presley, Vic.
- 5. Rose and a Baby Ruth

**St. Louis**

- 1. Love Me Tender, E. Presley, Vic.
- 5. Rose and a Baby Ruth

**San Francisco**

- 1. Love Me Tender, E. Presley, Vic.
- 5. Rose and a Baby Ruth

(Continued on page 4)

[www.americanradiohistory.com](http://www.americanradiohistory.com)
SMASH SLEEPER!

Stuart Hamblen's Orchestra

DESERt SUNRISE

THE WHISTLER'S DREAM

20:47-6714

SMASH DUET!

Jaye P. Morgan and Eddy Arnold

IF'N

MUTUAL ADMIRATION SOCIETY

(from the Broadway production "Happy Hunting")

20:47-6708

SMASH INSTRUMENTAL!

Hugo Winterhalter's Orchestra and Chorus

BOULEVARD OF LOVE

ALL THAT I ASK IS LOVE

20:47-6701

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola".

America's favorite speed... 45 RPM

RCA VICTOR
THE BILLBOARD'S WEEKLY
Tips on Coming Tops
THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES

**Coming Up Strong**

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are pacing sales strength and have the best chance of hitting Billboard's best seller charts.

1. Mutual Admiration Society
   **Teresa Brewer**
   (ASCAP) Coral 61737

2. Two Different Worlds
   **Don Rondo**
   (ASCAP) Jubilee 5336

3. Jamaica Farewell
   **Harry Belafonte**
   (ASCAP) RCA Victor 6083

4. Slow Walk
   **Sil Austin**
   (BMI) Mercury 76093

5. Singing the Blues
   **Marty Robbins**
   (BMI) Columbia 21545

6. Petticoats of Portugal
   **Dick Jacobs**
   (BMI) Coral 61728

7. Since I Met You, Baby
   **Ivy Joe Hunter**
   (BMI) Atlantic 1111

8. Slow Walk
   **Bill Doggett**
   (BMI) King 5006

9. The Star You Wished Upon Last Night
   **Gisele MacKenzie**
   (ASCAP) Vik 0233

10. Written on the Wind
    **Four Aces**
    (ASCAP) Decca 30123

**This Week's Best Buy**

Special telephone reports indicate these recent releases have broken out in one or more key areas. They do not yet have wide enough sales strength to show in Billboard's national survey and therefore do not rate as a "Coming Up Strong" listing.

**THE STAR YOU WISHED UPON LAST NIGHT**
Robinson, ASCAP—Gisele MacKenzie—Vik 0233—This disk has been going along nicely from time of release. However, within the past 10 days, it has been picking up terrific momentum and is in shape to up as a "dangerous" record. In other words, very good chart potential. The reports of fine sales are pretty evenly spread over the whole country. The flip ("I'm Delightful to Be Married," E. B. Marks, ASCAP) is also enjoying brisk action in several important cities.

**WRITTEN ON THE WIND**
(Northern, ASCAP)—Four Aces—Decca 30123—Boston, Providence, Philadelphia, Baltimore, Buffalo, St. Louis, Milwaukee, and Cincinnati are among the cities that have returned good to strong volume reports on the Aces' latest issue. At this stage it looks as if this one will go a long way. Some reports are coming in on the flip ("Someone to Love," Audubon, ASCAP) also. A previous Billboard "Spotlight" pick.

**I DREAMED** (Trinity, BMI)—Betty Johnson—Bally 1020—Miss Johnson is enjoying her fastest breaking record here to date. It's been breaking out only two weeks in less than most areas, but reports taken off in a majority of areas surveyed. Middle Western reports were especially good, but she is also selling in Boston, Philadelphia, and Baltimore. Flip is "If It's Wrong to Love You" (Peer, BMI).

**SLOW WALK** (Norbay, BMI)—Bill Doggett—King 5000—See this week's Rhythm and Blues "Best Buys."
INTRODUCING NEW Mercury ARTISTS

Felicia Sanders
BREAK IT TO ME GENTLY
AND WHAT DO YOU WANNA DO TONIGHT?
70994

Vivian Blaine
(VOCAL)
IF PROMISES WERE MADE OF GOLD
AND PAPER ROSES
70995

Pete Rugolo
AND HIS HOLLYWOOD ALL-STARS
INSTRUMENTAL SNOWFALL
AND LATER TEAM
71004

Jimmy Randolph
(VOCAL)
THE LITTLE BOY
AND FALLEN ANGEL
71006

Steve Schickel
LEAVE MY SIDE BURNS BE
AND CRY-BABY BOOGIE
70999

Lou Stein
HONKY TONK PIANO
PEG O' MY HEART
AND OH JOHNNY, OH JOHNNY, OH
71005

Don Johnston
A REAL VOCAL "ROCKER"
BORN TO LOVE ONE WOMAN
AND HOW MANY
70991

June Perry
A BEAUTIFUL "NEW" VOICE
IN YOUR ARMS
AND SOMETHING TELLS ME
70990

Carol Hughes
14 YEAR OLD SINGING SENSATION
FANCY DANCE
AND MINE ALL MINE
70986

EARLSTON FORD
SINGING A NEW SMASH!
PLEASE OPEN YOUR HEART
AND HE MADE US ALL
70984

CHICAGO 1, ILLINOIS

Copyrighted material
**Tunes With Greatest Radio-TV Audience**

Times, listed alphabetically, have the greatest audience on network action programs in New York, Chicago and Los Angeles. Lists are based on John G. Pausman’s copyrighted Audience Coverage Index.

**Radio**
- America’s Theater (K-British)—ASCAP
- Around the World (R)—Young—ASCAP
- Autumn Waltz (R)—Kimbrell—ASCAP
- Baby Doll (R)—Fishman—ASCAP
- Benny Hill (R)—Clapp—ASCAP
- Billie Holiday (R)—Clapp—ASCAP
- Clyde, Oh, Clyde (R)—E. R. Marks—BMI
- Everyone Needs Someone (R)—B. P. Woods—ASCAP
- Friendly Persuasion (R)—Fein—ASCAP
- George Gerar (R)—Buxton—ASCAP
- I’m in This (R)—Bradford—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Love Me Tender (R)—Fein—ASCAP
- Money Time (R)—Frank—ASCAP
- Musical Association (R) (S)—Clapp—ASCAP
- My Last Night in Reno (R)—Famous—ASCAP
- Night Lights (R)—Reynolds, Vocal & Cms—ASCAP
- Petition of Petulism (R)—Christie—BMI
- Profits (R)—Fein—BMI
- The Star You Wished Upon Last Night (R)—Shapiro-Lerner—BMI
- True Love (R)—Boston Hill—ASCAP
- Urban Land (R)—Famous—ASCAP
- When the White Lilacs Bloom Again (R)—Harms—ASCAP
- You Can’t Run Away From It (R)—Cabin—Philips—ASCAP

**Television**
- All thru the Night (R)—Meade—BRC
- Autumn Concerto—Rock—ASCAP
- Breakfast in Bed—Black—ASCAP
- Reel to Reel—Elvis—ASCAP
- Thru Love—J. C. Penney—BMI
- Walk In the Rain—Gold—BMI

**Best Selling Sheet Music in Britain**

For Week Ending November 10


**Ft. Bragg**
- A Special Old-Fashioned Girl—Cappelletti—Columbia
- A Window in Love—March—Philips
- Bow Down Your Arms—Fricke Day—Glascoid
- Autumn Concerto—Manhattan Symphony
- Whatever Will Be, Will Be—Mitchel-Toll
- The Star You Wished Upon Last Night—Shapiro-Lerner
- True Love—Boston Hill
- Urban Land—Famous
- When the White Lilacs Bloom Again—Harms
- You Can’t Run Away From It—Cabin—Philips

**Best Selling Pop Records in Britain**

For Week Ending November 10

This week’s entries are from the Monthly Musical Guide, list is based upon their weekly survey of England’s leading music sellers. American publishers in parenthesis.

**Seattle**
- I Love Me Tender, E. Presley, Vic.
- Singing in the Rain, G. Mitchell, Col.
- Just Walking in the Rain, J. Ray, Col.
- Green Door, J. Love, Dot
- Don’t Be Cruel, E. Presley, Vic.
- Blueberry Hill, F. Davis, Imp.
- You Belong with Me, J. Ray, Col.
- Just Walking in the Rain, J. Ray, Col.
- Green Door, J. Love, Dot
- I Love You, E. Presley, Vic.
- Blueberry Hill, F. Davis, Imp.
- You Belong with Me, J. Ray, Col.
- Just Walking in the Rain, J. Ray, Col.
- Green Door, J. Love, Dot
- I Love You, E. Presley, Vic.
- Blueberry Hill, F. Davis, Imp.
- You Belong with Me, J. Ray, Col.

**Toronto**
- I Love Me Tender, E. Presley, Vic.
- Green Door, J. Love, Dot
- Just Walking in the Rain, J. Ray, Col.
- Green Door, J. Love, Dot
- I Love You, E. Presley, Vic.
- Blueberry Hill, F. Davis, Imp.
- You Belong with Me, J. Ray, Col.
- Just Walking in the Rain, J. Ray, Col.
- Green Door, J. Love, Dot
Disk Jockeys and Stations
Corral More Dealer Dollars as
Clock-Radio Gift Sales Climb

Stations Tested Wake-Up Promotions

WACO, Waco, Texas, offered 25% discount on straight radio copy broadcast. This was backed up with 10 announcements daily, plus mailings and store displays. They developed a long list of dealer-sponsors—and got 46.5% of morning listening homes.

240 Sponsored Spots in One Month

Using 20,000 lines of newspaper advertising, in 1955, to introduce “Wake Up New England to Music on Clock-Radio,” WHDH, Boston, followed up with an intensive spot program. These spots brought in a total of 240 sponsored announcements, which promoted the sale of clock-radios.

From 4th to 2nd Place
in Market of 17 Stations

WWDC, Washington, D. C., plugged the wake-up theme in 20-a-day spots—as well as in newspapers and direct mail. With this kind of promotion, WWDC jumped from 4th to 2nd place in a market of 17 stations.

Morning Billing Increased 59%

WEJL, Scranton, Pa., reports that pushing the wake-up theme increased morning billing 59%, upping the listening audience 25%.

20-25 Sponsors for Each 2-hour Show

WATW, Ashland, Wisconsin, reported they built up to approximately 20-25 sponsors for their 6-8 a.m. show, which featured the Wake to Music idea.

NEWS FLASH

Stations Everywhere Pushing Wake Up to Music

As this goes to press, radio stations from Eastern Canada to Southern California are promoting Wake To Music Month. Sustaining radio spots alone run from 5 to 23 a day, per station. Sales of sponsored spots are skyrocketing.

Wake to Music Month

disk jockey promotions are smashing time sales records ... and now show every sign of roaring right on through the Christmas selling season.

Promoting both Wake Up Music and clock-radios with spots, mailings, newspaper ads and store displays, radio stations are coralling dealer clock-radio co-op money on one hand. And on the other they’re building bigger listening audiences as listeners wake to music with their new clock-radios.

Dynamic Sales Program
Plugged by Telechron Timers

Telechron Timers, makers of the clock-timers used by many clock-radios, are pushing the sale of radios of all brands in full-color ads in Post and Life. In their Nov. 26 Life ad they feature Capitol recording stars and play up clock-radios as Christmas gifts.

FREE Merchandising Helps

Write, wire or phone for details and full information on Wake to Music Month. Telechron Timers, Clock and Timer Department, General Electric Co., 21 Homer Ave., Ashland, Mass.
VOX JOX
By JUNE BUNDY

JOCKS OF MANY TRADES—Re-Billboard staffer Steve Schickel, of WGN, Chicago, has turned rec- ord artist. His first disc, released by Mercury last week, is tagged "I Love My Baby." Schickel, who used to play the drums, plans his next disc to "show you who." Schickel is actually a miniature music indus- try great with a big talent. He writes, plays piano, multiverse, his album, and is a snappy columnist for Deejay Magazine.

THIS 'N' THAT—Slim Jim Stevens, WLWH, Lowell, Mass., is not a constant emitter from rock and roll to jazz and swing. In his

YESTERDAY'S TOPS—The nation's top ten records as reported in The Billboard

NOVEMBER 23, 1946

1. Runners Are Flying—Sonya's WGN, LONDON, ENGLAND, a good beat given singer and quartet a theme, produced保证 denies it odd sales prospects look for color,越南
2. I Don't Care—By You, By You, By You—Jette, featured on a swing ballad with "Don't Care" currently tops list, pic, for quality to Kim, Chicago.

JUNE BUNDY

JACK ROBBIE

Around The World—The Billboard Who-Was-The-Cover of the late song front page, "Around The World is 80 billion miles, light years, of which about one half are recorded on sheet music. The number of recordings has increased, but sales don't look up much, "(Robbie, ASCAP)

The Beautiful Rock and Roll—The Billboard Who-Was-The-Cover of the late song front page, "The Beautiful Rock and Roll" featured by Pat Roberts and reaction date further demonstrates that Bob's name, Frank, is big news in the game. Possible record seller girds for takeoff.

JEFFERY CLAY

Black-Eyed Alamo Girl—This is the Billboards Who-Was-The-Cover of the late song front page, "Happy Hunting," a light hit, arranged by Alamo, with its own way.

JAMES HILL

THE BILLBOARD

NOVEMBER 24, 1946

A. Reviews of New Pop Records

* Continued on page 44

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**C&W Best Sellers in Stores**

For survey week ending November 14

**FOIL TALENT AND TUNES**

**Around the Horn**

Visitors to the WSM decy fes-
tival in Nashville were shocked to
learn early on the day this (11),
when word was spread rapidly
that the popular Lou Black,
head of Top Ten Inc., Springfield, Mo.,
had been found dead of a heart
table at the Rock'n'roll Hotel.
Black was a founding member of
the Black Oak Entreprises and Cross-
sound, Inc., who occupied an ad-
joining room. Funeral services for
Black were held in Springfield last
week.

**C&W Records**

SONNY JAMES

Young Love (Lanvery, BMI)—Capitol 3000—Here's an unusual side.
sonny, James, a terrific vocal and instrumented song
is a haunting ballad with a strong teenage-identification theme.
the original by Black Carter on the Star label is not as well known, but
the James version should step out first on the basis of Capitol's distribu-
tion and artist's name power. Flip is on the James platter is a
light-pop, country theme, "You're the Reason (Needwood, BMI),

**Dick Richards**

Fourteen Karat Gold (Peer, BMI)—Columbia 25975—A powerful
record by Richards on this label on a strong recording.
with an effective "message" lyric. The platter should pull plenty of
with a particularly good bet for pop. Flip is an appealing ballad, "Time
Asgunged" (Jungwed, ASCAP).

**This Week's C&W Best Buys**

NO SELECTIONS THIS WEEK.

**C&W Territorial Best Sellers**

For survey week ending November 14

City-by-city listings are based on reports supplied by top country
and western dealers and juke box operators in each of the marked

**Birmingham**

1. Shaping the Blues, M. Robinson, Col. 21544
2. I Don't Love Nobody (With Love), E. Presley, Col. 21645
4. I Want You to Know (With Love), E. Presley, Col.

**Nashville**

1. Shaping the Blues, M. Robinson, Col. 21544
2. I Don't Love Nobody (With Love), E. Presley, Col.
4. I Want You to Know (With Love), E. Presley, Col.

**Richmond, Va.**

1. I Love You Tender, E. Presley, Col.
2. I Don't Love Nobody (With Love), E. Presley, Col.
3. I Want You to Know (With Love), E. Presley, Col.

**Memphis**

1. Shaping the Blues, M. Robinson, Col. 21544
2. I Don't Love Nobody (With Love), E. Presley, Col.
4. I Want You to Know (With Love), E. Presley, Col.

**Las Vegas**

1. Shaping the Blues, M. Robinson, Col.
2. I Don't Love Nobody (With Love), E. Presley, Col.
4. I Want You to Know (With Love), E. Presley, Col.

**Boulder!!**

LOMENSE TRAIN

LAUGHING BACK ON THE HEARTACHES
Johnny Bond

REDBLOOD RIVERS, SONGS
and www.americanradiohistory.com

**About the Authors**

BRI CARITE

General manager ofThe Billboardl's
Country and Western music depart-
ment, is the author of "Country and
Western Music's Top Sellers," pub-
lished by The Billboardl Press.

June 25, 1956

**Reviews of New C&W Records**

**Carver**

One of the most successful of the
new Country and Western releases
will be "Carver," a country and
western artist who has achieved
good success with his earlier
recordings. "Carver" is a solid
achievement, with a strong and
catchy melody, and a fine, well-
british arrangement.

**Oke Theory**

Who could imagine that a record
like this would be so successful?
It is a record with a meaningful
message, and a strong, well-
british theme. The song is a
tribute to the memory of a great
country and western artist, and
its success is a tribute to his
memory. The record is a tale of
love and loss, and the message
is a reminder of the importance
of love and the value of life. The
record is a beautiful tribute to
a great country and western artist,
and it is a record that will be
remembered for many years to
come.

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come.
**This Week's R&B Best Buys**

SLOW WALK (Novay, BMI)—Bill Doggett—King 5000—Sult Austin's "original" version of "Slow Walk" now holds the No. 4 position on the national R&B retail list. This has not prevented Doggett's reading from taking off like a hot dog. Doggett stands a good chance of zooming on to both the national pop and R&B charts next week, for it is coming up very fast to both markets. Flip "I Ain't in Hand." A previous Billboard "spotlight" pick.

JIM DANDY (Ralph, BMI)

TRA LA LA (Scotpop, BMI)—Laverne Baker—Atlanta 1116—The title track is the same "Tra La La." Some cute action is still the thing from the Title Track and jive box operators in the southern states.

**R&B Territorial Best Sellers**

for survey week ending November 14

<table>
<thead>
<tr>
<th>Title</th>
<th>BMI</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Blueberry Hill</td>
<td>BMI</td>
<td>SIF</td>
</tr>
<tr>
<td>2. Lonely Town</td>
<td>BMI</td>
<td>F. R.</td>
</tr>
<tr>
<td>3. Don't Be Cruel</td>
<td>BMI</td>
<td>F. R.</td>
</tr>
<tr>
<td>4. Straighten Up</td>
<td>BMI</td>
<td>F. R.</td>
</tr>
<tr>
<td>5. I Like It</td>
<td>BMI</td>
<td>F. R.</td>
</tr>
<tr>
<td>6. Hound Dog</td>
<td>BMI</td>
<td>F. R.</td>
</tr>
<tr>
<td>7. I'll Be True</td>
<td>BMI</td>
<td>F. R.</td>
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**Most Played R&B in Juke Boxes**

for survey week ending November 14

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**Most Played R&B by Jockeys**

for survey week ending November 14

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**Review Spotlight on...**

**R&B Records**

**LITTLE RICHARD**

All In the World (Venice, BMI)
The Girl Can't Help It (Bebkins, ASCAP)—Specialty 501—Little Richard's second recording, "On the Road Around." It is a finely tuned motion picture; the flip—another great rhythm tune. Little Richard Screw is another of those Jayne Mansfield movie about the jive box industry, Little Richard also appears in the film.

**FRANKIE AND THE TEEN-AGE CRUSADERS**

Baby, Baby (Kahl & BMI)

I'm in Delightful (Delight & BMI)—Cee 1025—Both sides are waffled by Lymore in a Getty Green free's movie, "Rock, Rock, Rock," and as such should grab off plenty of jail and jive attention. Baby, Baby is a loopy rhythm jitter, while the flip has a strong beat and a quick lyric with a slightly short for both the pop and R&B. markets.

**ERNIE FREEMAN**

Return to Me (Revco, BMI)

A Lights Out Blues (Reve, BMI)—Imperial 595—Freeman's usual stately plan works on two attractive instruments. His housing, strong them, he brings out the considerable spin-action, and "Return to Me," also packs pop-appeal.

**Reviews of New R&B Records**

**HICKORY AND SYLVIA**

I'm Going Home (Hickory & BMI); Hickory 39

Some care required about interest in the exciting debut of Hickory's "I'm Going Home," whom both guitars, bass, drums (BMI), (BM)

**EUGENE HUDSON**

Big Heart (Hudson & BMI)

I'm Sure (Hudson & BMI)

This Kwad adds the A-B-C field here. The flip is a light new release from Lymore's theme, while the backing by the orchestra can be considered as completely as well as fast moving was.

**WILLIAM HOLLER**

Yes—Joe (Hollering & BMI)

This is rather a good debut in a rhythm plan, but the echo effect on the title tune, which is a pastime and a good cop, (BMI), (BM)

**This Week's Country Music Chart**

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**Rhythm & Blues Records**

**BARROW & BROS.**

Dallas, Chicago (BMI)

This is a genuine novelty plan, strong on the title tune, "Cow Bell Blues," who is a sure bet for the local box markets.

**ANNE LANE**

A Pretty Girl Is Like a Melody (BMI)

"Cow Bell Blues" has的独特 appeal a traddling sound of the honky-tonk theme. Howard J. Doggett is coming for a few weeks, with a brand new instrumental that is fine for dancing. "A Pretty Girl Is Like a Melody" has a waltz beat and a fine box plan. (BM)

**ADAMS FAMILY**

The Spin Out of Trouble (BMI)

Another Doggett-cooperative effort in a traddling program has come up to pick up the title, they_traffic is a sure bet for the local box markets. (BMI)

**A Great Indiana Spiritual Team**

REV. CLEOPHUS ROBINSON

and his singers

JIMMY JAMES

and his brother

PRAY FOR ME" and "WHEN I CROSS OVER"

Pamela P 3742

(Continued on page 49)
FOLK TALENT AND TUNES

*Continued from page 47*

To see the current issue of "LIFE" magazine, date November 19, for a splendid eight-page photo spread on "The Sound of Music" and white on the "Grand Ole Opry," you do not have to be a regular visitor to its ballroom, as it were, nor to an Opry "regular." The "Grand Ole Opry," often called "The Mother of Country Music," is a musical institution that has been bringing music and entertainment to Nashville, Tennessee, since 1925. It is one of the most famous radio and television shows in the world.

With the "Grand Ole Opry," there are many stars who have made their mark on the show. Some of the most famous are Bill Monroe, Hank Williams, Patsy Cline, Waylon Jennings, and Dolly Parton. The show has also had many guest musicians, including Elvis Presley, Johnny Cash, and Garth Brooks.

The "Grand Ole Opry" is known for its traditional country music, but it also features jazz, blues, and other styles of music. The show is broadcast on various radio stations across the United States and is also available online.

The "Grand Ole Opry" is a living museum, and its members are a community of musicians who continue to shape the genre through their music and performances.

The "Grand Ole Opry" is a cultural institution that has been significant in the growth and development of country music. It has played a vital role in the formation of the genre and has been a source of inspiration for many musicians.

The "Grand Ole Opry" is a place where music fans can come together to celebrate the music and the artists who have made it. It is a place where music lovers can go to experience the magic of live music and the passion of the musicians who create it.

The "Grand Ole Opry" is a treasure, and it is a place that should be preserved and celebrated for generations to come.

With the "Grand Ole Opry," there is no such thing as a "one-size-fits-all" experience. The show is a place where music fans can come together to celebrate the music and the artists who have made it. It is a place where music lovers can go to experience the magic of live music and the passion of the musicians who create it.

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Allan Herschell Firm Buys Miniature Train Company

Robertson to Head Up New Division
At North Tonawanda, N.Y., Plant

NORTH TONAWANDA, N.Y. — Allan Herschell, well-known manufacturer of amusement rides, has agreed to purchase the assets of the miniature train division of the Robert J. Robertson Company.

The new operation is expected to begin production within the next six months.

The Robertson Company, which has been in the amusement ride business for over 50 years, has decided to sell its miniature train division in order to concentrate on its other operations.

The Herschell Company, which is based in Buffalo, N.Y., is well-known for its amusement rides, including Ferris wheels, roller coasters, and other attractions.

This acquisition will allow the Herschell Company to expand its product line and increase its market share in the amusement industry.

Barnes Hertzog Dies Suddenly

CHICAGO — Barnes Hertzog, private secretary of Sam J. Levy Sr., president of Barnes-Carruthers Carriers, died suddenly Thursday night (15) in a hospital.

She died of a cerebral hemorrhage shortly after entering the hospital. She had been ill only three days and on the day of her death she had been registered at the Barnes-Carruthers office on routine to a medical check-up.

Miss Hertzog was widely known among fair and outdoor acts, being connected with the Barnes-Carruthers office since 1939. Prior to that she had been secretary to Eoin Young, Chicago fast-food, and Edgar Benson, Chili-broker, and connected with the No-Smack Publishing Company here.

Five sisters survive.

Funeral services will be held Monday (19) at the Myron Weinstein Funeral Home, with internment in Fairmount Park Cemetery.

BILLY RETIRED. MUST BE SOME OTHER FELLOW

HOLLYWOOD—It seems that retired showboat owner Billy Bryant can’t keep his fingers out of the showbiz pie. Things begin to happen immediately after he and his wife drove home recently from their home in W. Va. to visit relatives.

First came a feature story to The Citizens. This was followed by a local TV appearance of the Bryant family, introduced by Groucho Marx. The rerun: Bryant is set for a shot at Marx’s “You Bet Your Life” on NBC starting September 26 and a week later a few “Mr. Showboat” oriented events. A new cartoon is also in the works, a “The Smallest Showboat”.

BALLENS STAY LOW

Helium for Macy’s. But None Other

—Continued from page 1

There have been years of short-ages of helium, but this is the first year that a government contract or loss of his usual allocation by the national atomic energy projects. Main producing spot is in the Texas Panhandle.

The Bureau of Mines has a strict allocation list prescribed for disposal, and the holder of government contracts being No. 1 on the list. Second use is for medical purposes, then comes essential industries, followed by an open category which includes the balloon sales.

There hasn’t been any helium available to the public since this past July.

The supply has been short, but a small balloon is being used in a number of devices.

The major use for the balloon is for scientific purposes. It is being used in a number of different ways, but the most common use is for scientific experiments.

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NOVEMBER 24, 1956
THE BILLBOARD
GENERAL OUTDOOR

NATIONAL'S TRACKLESS TRAIN
... a proven money-maker with strong publicity value!

Ask any of these owners and operators
8 Units sold to Canadian National Exhibitions, Toronto, Canada, and driven across the highways, on their own power, from Dayton to Toronto, a distance of 600 miles, in two and a half days.
3 Units sold to Mr. Jack Pedersen for operation in Africa, U.S.A., Baek Raton, Florida.
2 Units sold to the Anheuser-Busch Co. for operation in their Grant's Animal Farm, St. Louis, Mo.
Single units sold to:
The Cincinnati Zoo, Cincinnati, Ohio.
Bob-Lee Island Amusement Park, Detroit, Mich.
Cincinnati Milling Company, Cincinnati, Ohio.
Agassiz Development Corp., Bethedem, N. Y., totake passengers up Agassiz Mountain.
Hunter Hill Outdoor Theater, Gettysburg, Tenn.
Mante Baking Co., Sioux City, Ioa.
Sheraton Park Hotel, Washington, D. C.

A GREAT ADVERTISING STUNT
All units can be driven on their own power across the highways (usually under police escort) from the factory in Dayton to their destination, furnishing one of the greatest advertising stunts possible.
Let us tell you how a National Trackless Train can fit into your operation.

COMPLETE KIDDIELANDS AND AMUSEMENT CENTERS
PLANNED AND DESIGNED
Whether you have an established Park or Amusement Center and merely want to add a ride or two, or if you have a plot of ground and want to establish a Kiddieland or Amusement Center, let us discuss your problem with you. WILLIAM DE L'MORRE, JR., has had a lifetime of experience in planning parks and amusement areas. His personal services and suggestions are available to you wherever you are. No obligations.

YOU CAN PLACE YOUR CONFIDENCE IN NATIONAL
National Rides are built complete from raw materials to the finished product in our own plant, occupying an entire city block, under the direct supervision of AUREL VASZIN, its founder, with 50 years of experience designing, engineering and building money-making rides.

MANUFACTURERS OF
MIRRORS MADE
Refracting With-This Fun House with a fascinating circus of mirrors.
KIDDIE PONY TROT
30 or 35 ponies fitted with Western style leather saddles.
LAUGHING MIRRORS
Laugh-provoking mirrors that amuse both young and old.
PARK BENCHES
Designed and built for real tough usage. A lifetime product.

CENTURY FLYER
Screw Mounted Train built. Operates on 15" single tracks.
KIDDIE FERRIS WHEEL
Single mechanism, push-button control. Mounted on trailer if desired.
KIDDIE RUGBY RIDE
A 10" Car Recreational Ride that delights the children.

MANUFACTURING CO.
305 S. Park Ave., Dayton, Ohio

YOU CAN PLACE YOUR CONFIDENCE IN NATIONAL
National Rides are built complete from raw materials to the finished product in our own plant, occupying an entire city block, under the direct supervision of AUREL VASZIN, its founder, with 50 years of experience designing, engineering and building money-making rides.

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Refracting With-This Fun House with a fascinating circus of mirrors.
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30 or 35 ponies fitted with Western style leather saddles.
LAUGHING MIRRORS
Laugh-provoking mirrors that amuse both young and old.
PARK BENCHES
Designed and built for real tough usage. A lifetime product.

OLD MILO--WILL CHUTES
suitable for parks and permanent locations.
MAJOR ROLLER COASTERS
Engineered and built for enduring lifetime service.
COASTER CARS
For streamlining present Coasters with new fashions-built cars.

Write for literature describing all National Money-Making Rides

NATIONAL AMUSEMENT DEVICES COMPANY
Box 488, VAF, DAYTON 7, OHIO
This is the third phase of The Billboard's extensive study of kiddieland operations this year. Other portions were published in February and April. This section looks at the season just completed and rounds out the examination of a thriving branch of show business.

Only independent kiddieland operations were surveyed. Kiddielands which are a department of a larger amusement park or a carnival were not included.

The Billboard received returns from 15 per cent of the questionnaires it mailed to more than 300 kiddielands. This percentage of returns is regarded by statisticians as high for direct mail surveys. Further, statistical studies give assurance that a sampling of this size is more than adequate to produce an accurate cross-section of the business.

As in the previous phases of this study, care was taken to make the return representative of all types of kiddielands in all locations. Thus the returns are balanced in so far as geography is concerned, with adequate numbers of replies coming from each section of the nation.

There is additional balance between kiddielands in large, medium and small population centers. For the first time there is equitable distribution of returns from large and small kiddielands.

**QUESTION:** How did attendance in 1956 compare with that of 1955?

**ANSWER:**

- Up from 1 to 5%: 15.5%
- Up from 6 to 10%: 22.2%
- Up from 11 to 25%: 11.1%
- Up more than 25%: 0.8%
- Down from 1 to 5%: 13.3%
- Down from 6 to 10%: 8.8%
- Down from 11 to 25%: 6.4%
- Unchanged or no answer: 15.5%

**COMMENT:**

Well above half of the survey reported increases over last year's attendance; they comprised 88 per cent of the total. About 17 per cent reported decreases. Those who did have set-backs reported small decreases for the most part, but the increases ranged to high categories, and one location told of doubling attendance this year.

**QUESTION:** How did gross business in 1956 compare with that of 1955?

**ANSWER:**

- Up from 1 to 5%: 11.1%
- Up from 6 to 10%: 15.5%
- Up from 11 to 25%: 15.5%
- Up more than 25%: 4.4%
- Down from 1 to 5%: 11.1%
- Down from 6 to 10%: 8.9%
- Down from 11 to 25%: 6.4%
- Down more than 25%: 4.4%
- Unchanged or No Reply: 24.4%

**COMMENT:**

A strong percentage, 46.6 per cent, reported increases in gross while only 31.8 per cent told of decrease. Replies indicate that kiddielands generally are doing better business, and certainly that they are in a healthy state.

A further study of the replies shows that nearly all of the participants gave identical percentage answers for both Question 1 and Question 2. This means that operators apparently usually don't discriminate between receipts and attendance, that many estimate attendance from the gross, and that there often is no effort to decide whether attendance, for example, is staying the same or fewer people are spending more to give the same gross as before.

**QUESTION:** What is your greatest problem in operation?

**ANSWER:**

- Finding and retaining employees: 35.5%
- Overcoming effect of weather: 17.8%
- Maintenance of equipment: 6.6%

**COMMENT:**

Keeping an adequate labor force is far and away the major problem facing kiddielands. Weather complaints, of course, are frequent but in a different category. After that, there is no pattern. One's problem is getting parents to buy tickets when they accompany children on a ride. Another's is the competition from a supermarket that offers free rides. Promotion problems face some. One doesn't know whether he should add another ride. How to get more business on weekdays rather than all of it on weekends is another operator's hurdle.

**QUESTION:** In what bracket was the gross of your kiddieland last season?

**ANSWER:**

<table>
<thead>
<tr>
<th>Bracket</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $50,000</td>
<td>77.8%</td>
</tr>
<tr>
<td>From $50,000 to $100,000</td>
<td>8.9%</td>
</tr>
<tr>
<td>From $100,000 to $250,000</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

**COMMENT:**

A kiddieland which grosses more than $50,000 is a distinct exception. Those that do are among those located in major population centers. But many of the leading kiddielands in metropolitan areas also report grosses in this bracket.

**QUESTION:** Did you use birthday party promotions in 1956?

**ANSWER:**

- Yes: 54.5%
- No: 45.4%

**COMMENT:**

Promotion of the sale of "package" deals in the form of birthday parties have long been a favorite of kiddieland operators. More than half of those taking part in this survey reported using this type of promotion. The strong minority, which does not includes not only those who have different types of promotions in operation but also those who believe that no special promotion is needed.

**QUESTION:** Did you use newspaper or broadcast advertising?

**ANSWER:**

- Yes: 61.3%
- No: 38.7%

**COMMENT:**

Again, heavy percentage of operators uses advertising of one standard type or another. Particularly, in smaller, moderate-sized cities, advertising is favored. But nearly one-third of the participants feel that this type of advertising is not effective to them. They depend on location, traffic and word of mouth advertising to build their business.

**QUESTION:** Did you use any tie-ins with dairies, bakeries, etc.?

**ANSWER:**

- Yes: 15.9%
- No: 84.1%

**COMMENT:**

Arrangements by which kiddielands offer ticket discounts in exchange for certain labels, box tops or bottle caps are profitable for both the operator and the producer in many cases. But the proportion of kiddielands who own such set-ups is still a minority. Nearly three-quarters of them do not have such an arrangement.

**QUESTION:** Did you use any fireworks or special attractions?

**ANSWER:**

- Yes: 15.8%
- No: 84.2%

**COMMENT:**

These returns reflect the opinion among many kiddielanders that special attractions, particularly of a one-time variety, are of little benefit to their operations. On the other hand, there are exceptions, as the replies indicate, where conditions are such that special shows do call enough extra attention to the enterprise.

(Continued on page 50)
Make it by the Trainloads!

MT Miniature Trains keep the money rolling in season after season, year after year because they are engineered for continuous running without costly breakdowns. Every one of the hundreds of MT Trains is still in active service!

You get more for your money . . . and you make more money with MT Miniature Trains!

Yes, the money rolls in fast when you include one of the five popular passenger carrying MT Miniature Trains in your park, kiddieland or carnival.

Write for catalog and complete details.

MINIATURE TRAIN CO.
RENSSLEAER 1, INDIANA
Liven Up Those Fronts!

The problem of how to direct fair visitors to the displays and exhibits they wish to see was solved in a new and refreshing way at this year's Tulsa State Fair by a series of attractive signs which are a distinct departure from the usual lettered panels.

One group posted on the fair's huge livestock exhibit building featured all the farm animals in a variety of comic poses. The beef animals donned boxing gloves to slug it out for the championship. Dairy queens smiled confidently for a photographer as they primped for their victory pictures.

The sign marking the sheep, swine and horse barns featured a group of animals congregated around a corral fence.

Twenty-foot "fishing women" directed traffic to the fair's Midwest Recreational Exposition, while a wise old owl and a lamp of learning marked entrance to the educational exhibits.

Markers for the Rabbit and Poultry Building assumed Disney-like proportions, and two pixies cavorted above the entrance to the Women's Building.

All the signs were constructed as cut-outs and were designed to last several seasons. Comment during the fair proved the new sign arrangement a welcome addition for visitors.
Replica of an Early American River Boat colorfully decorated to add dignity and nostalgia to your operations. Power supplied by conventional marine propellers for fast, maneuverable and dependable service. Sturdy fiberglass top and hand-turned banisters. Optional side or front loading into plastic-covered foam rubber seats.

★ Three paddle wheel boats to fit your needs.
★ 30 Adult passengers—26 feet long, 8-foot beam, powered by 25 H.P. water-cooled seaworthy gray marine engine.
★ 50 Adult passengers—35 feet long, 10-foot beam, powered by 120 H.P. gray marine diesel or gasoline engine.
★ 75 Adult passengers—44 feet long, 12-foot beam, two decks, rest room, concession counter, twin 100 H.P. gray diesel or gasoline engines.
★ NEW ALL-STEEL HULLS

All boats complete with coast guard life saving and fire fighting equipment.
★ Boats also available with other types of superstructure to depict African jungle river boats, fantasy-land swan boats, etc., or will build to your specifications.

**“QUEEN O' THE DELLS”—WISCONSIN DELLS, WISCONSIN**
CAPACITY 75 PASSENGERS

You can see the show in operation at any of these locations:

City of Darien, Darien, Mich. (2)
Lake Winnebago, Sturgeon Bay, Wis. (2)
Duness Park, Allentown, Pa.
Stephen Foster Memorial, Lake Lure, N.C.
LeSourdsville Lake, Middletown, Ohio
LeSourdsville Lake, Van Buren, Ark.
LeSourdsville Lake, DeForest, Wis.
LeSourdsville Lake, Oklahoma City, Okla.
LeSourdsville Lake, Oklahoma City, Okla.
LeSourdsville Lake, London, Ohio
LeSourdsville Lake, Miami, Fla.
LeSourdsville Lake, Austin, Texas (2)

**TRACKLESS TRAIN**

Take your customers any place a car or truck can go. No tracks needed for this money-maker! Flexible for changing seasonal volume. Available with jeeps, Clark tractors or custom-built streamlined or Early American design towing unit. Coaches available in units of one or more with 12" or 15" wheels. Electrot Betty Warren brakes with 15" wheels only. Sound system optional. Plastic-covered foam rubber spring seat. Coil spring suspension. Plastic tops.

See Us At Booths #100-101-106-107

ALAN HAWES Manufacturing & Display Co.

ACWORTH, GEORGIA

PHONE 6170
EYERLY FORM CO.
Factoy and Sales Office
SALEM, OREGON

See Us in Chicago—Nov. 25-28

THE BILLBOARD
NOVEMBER 24, 1956

* Continued from page 52

QUESTION: Did you use any appearances by TV-radio people, etc.?

ANSWER: Yes .................................. 15.8%  
No ............................................. 84.0%

COMMENT: In relatively few cases, management of kiddielands has experimented with personal appearances of local broadcast-personalities. In some cases, these personalities are sponsored in their broadcasts by the kiddieland, but those arrangements are rare.

QUESTION: Do you operate on weekends only in the fall?

ANSWER: Yes .................................. 50.0%  
No ............................................. 50.0%

COMMENT: Usual procedure in the fall is for kiddielands to stay open on Saturdays and Sundays for several weekends after they have ceased weekday operation. Generally, Labor Day and the opening of schools ends the full-time operation.

QUESTION: Does the final closing depend upon weather rather than a certain date?

ANSWER: Yes .................................. 9.0%  
No ............................................. 75.0%

COMMENT: Kiddieland locations have been good if the spot is to succeed. Most of those that are good in the summer also are good in the winter. But only a handful of kiddieland operators have come up with a way to use their locations in the off-season. One such use is as a Christmas tree sales lot.

QUESTION: During winter do you make any use of your rides?

ANSWER: Yes .................................. 11.3%  
No ............................................. 77.2%

COMMENT: While weather knocks out the possibility of using rides in winter at most kiddieland locations, some operators find ways to keep their equipment working for a profit a greater portion of the year. Some place the rides with a carnival or take them south to a new location in winter. Some rent them for use in department stores at Christmas time or in shopping centers. The number, however, which finds off-season use for rides is only a small portion of the total.

NEW
MERRY-GO-ROUNDs and FERRIS WHEELs
Also KIDDIE RIDES

THEEL MFG. CO. Leavenworth, Kansas

CATLETT RID CARRIERS MANUFACTURERs OF hydraulically
FERRIS WHEELs
Taking orders now for the 1957 season.

Cecil E. Catlett, 2240 S. Kansas City, Kansas
61st Avenue and Kansas City State road and main.

TRUCK TRAILER Rides
FERRIS WHEELS
Merry-Go-Rounds
Whip Rides

COIN RIDEs
KIDDIE PARK RIDEs

WELD BUILT BODY CO., INC.

ORNIT RIDEs
Portable Park Models
TOPS N' FLASH
Proven Big Money Getters
FAST LOADING AERIAL RIDE
Order now for 1957 season.
Demonstration of each one held at a discount. Send for literature.

ORBIT MFG. CO.
1001 16th St. Wichita Falls, Texas

MERRY-GO-ROUNDS, TRAINS, KIDDIE RIDES
Complete Line. Write for catalogs and prizes.
H. E. Ewart Company
703 East Center Drive
Compton, California

GARDNER'S WELDING & MACHINE WORKS
V. H. Gardner, Great Falls, Mt.

The Most Beautiful MINIATURE GOLF
Courses
Built In America are constructed by
ARLAND
In 43 States, the Caribbean and Quebec.

GIVE TO DAMON RUNYON CANCER FUND
QUESTION: Please check those elements of a kiddieland which yours includes.

ANSWER: Here major rides. Here pal. arcade. 33%. Children.<n

QUESTION: What specific ride, attraction or major equipment will be your next addition?


Kiddie rides promise the prime interest of growing kiddielands. But of special significance is the great strength registered for major rides. Many of those who listed interest in a major ride said that it was reserved for teenage trade. Whole idea was looking to expansion, numerous operators said they have no plans for expansion, and one said he would reduce the number he has in operation already. About half of those with plans for new additions and they expect to make them forthcoming season.

QUESTION: Please indicate whether there are other amusement enterprises near your kiddieland.

ANSWER: Other establishments are nearby. No other outdoor amusement enterprises nearby. An overwhelming number of kiddieland operators indicated that there are other amusement establishments near theirs. These include drive-in theaters, pools, rinks, golf courses and ranges, archery and rifle ranges, arcades, pony rides and other kiddielands.

Thus the survey confirms the theories that one outdoor amusement setup acts as a magnet for others. Often it is a kiddieland which opens first; then other types of attractions are likely to appear in the same area. Most operators seem to feel that this sort of expansion of the amusement zone tends to help all participants businesswise.

QUESTION: Please indicate the three most successful and satisfactory rides that you have:

ANSWER: Replays were weighted in order to measure relative popularity of rides. Scores were tabulated as follows:

Miniature Trains 57
Merle Go-Round 46
Roller Coasters 42
Kiddie Boat 29
Trolley 20
Ferris Wheels 19
Kiddie Animals 19
Kiddie Trackers 18
Pony Rides 14
Dogs on Wheels 13

Kiddie trains, the feature of most kiddielands, and the Merle Go-Round, old master of the midway, continue their neck-and-neck positions in first or second place. After that, the list tends to vary more. But the general pattern remains unchanged. With the exception of the dogs on wheels, the difference in ratings from those in which operators were asked to name their most popular rides, their most trouble-free and their most profitable.

NEW! BUR Old in Appeal

Allan Herschell’s revolutionary new steel Merle-Go-Round is durable and fast to erect. Less skilled help is required because the chain and gocrin drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G’s come in five sizes, all with aluminum jumping horses gaily painted by Art artisans.

Boston Sets Boat Show Talent List

BOSTON—Plans for the 27th annual New England Specialty & Boat Show were announced at a meeting of the group this week by Sheldon H. Fischman, president of the show. The event will be presented at the Mechanics Building February 2-10.

Aces will be booked through Mrs. William Shawling and her son, Demet, of New York, who are carrying the baton of the late William Shawling. Headliner for the show is the Blue Lagoon, Ted Williams, Buckle Marcus or Mickey Mantle. Also in the line-up will be Gloria Pratley’s Beauty Bees, a new act in which a beautiful girl and a posing monkey (who also runs a boat) appear with a group of trained dogs. There will be a log-roll monkey, Sandy the Seal and the trout pool, which was dropped last year.

CATHEDRAL, Md.—Redex and Western Horse Show at the Agricultural Center here Sunday will be the Junior Police of Washington, drew more than 2,000 people and Charles Dahl and his horse, Redex producer was Frank Viertel, and music was supplied by Sidney Ho, James C. Casey had concessions.

ROLL TICKETS

100,000 $37.50
20,000 $11.85
20,000 $14.70
50,000 $23.25

ORDERED TO YOUR ORDER

Printed by the Keystone Ticket Co.

Branson, N. J.

Send Check With Order, Brick Tickets—$25.00 per 100,000, 50,000, 20,000, 10,000, 5,000.

FREE HORSE SHOW

Hampton Amusement Company
Portage 955, St. Louis, Mo. General Information, 23rd Street, Northwest of St. Louis (Phone: 55-3281)

“THE BEST FOR LESS”

New! Tubs-O-Fun, Double Tubs-O-Fun, Mechanical Stage Coach Ride, Pony-Drawn Stage Coach, Handcar Ride.

See these Rides on Display During the Convention;

SHERMAN HOTEL
Booths 19-20-47-48-49, 50

HAMPTON AMUSEMENT COMPANY

“THE BEST FOR LESS”

New! Tubs-O-Fun, Double Tubs-O-Fun, Mechanical Stage Coach Ride, Pony-Drawn Stage Coach, Handcar Ride.

See these Rides on Display During the Convention;

SHERMAN HOTEL
Booths 19-20-47-48-49, 50

HAMPTON AMUSEMENT COMPANY

“THE BEST FOR LESS”

New! Tubs-O-Fun, Double Tubs-O-Fun, Mechanical Stage Coach Ride, Pony-Drawn Stage Coach, Handcar Ride.

See these Rides on Display During the Convention;

SHERMAN HOTEL
Booths 19-20-47-48-49, 50

HAMPTON AMUSEMENT COMPANY
FLUORESCENT LIGHTING
Now Standard Equipment
On the 1957 TILT-A-WHIRL

48 Colored Tubes and 21 Circles of Beautiful and Dazzling Light Make This Old Reliable Midway Champion More Attractive and Modern Than Ever.

It Will Help You and Your Agents on Bookings for 1957.


Reasonable Time-Payment Terms or Liberal Cash Discount.

See Us at the Convention at Our Usual Spot Booths 5 and 6, Main Exhibit Hall, Sherman

SELLNER MFG. CO. Faribault, Minnesota Phone No. 4-6362 P. O. Box 306

CIVE TO DAMON RUNyon CANCER FUND

ARROWFLITE FREEWAY AUTO RIDE

- Compare with other rides.
- All wheels run on own roadway—no train type track.
- Safe low voltage—24 volts.
- Quality fiber glass bodies.
- Heavy chrome trim throughout.
- Operating lights and horns.
- Heavy duty chassis with chrome spring steel bumpers.
- Ball bearing wheels with 12” rubber tires.

STREAMLINER TRAINS

- Adult Capacity

AUTO RIDES
BOAT RIDES
ARROW PLANE RIDES
DARK CARS and TRACK MODERN DRIVE UNITS for OLD CARROUSELS
STERN WHEEL RIVER BOATS

Arrow equipment can be used for permanent or portable amusements. Custom design and manufacture.

Send today for our complete line.

See Us at the Convention—Booths 113 & 114

ARROW DEVELOPMENT CO.

Associated in Building of Special Rides for Disneyland

FRIENDLY WEATHER

Winkley Runs 77 Races Without One Rainout

MINNEAPOLIS—Frank Winkley’s Auto Racing, Inc., which wound up its season September 30 with the first still date auto race at the Minnesota State Fairgrounds, operated 77 race events during 1956 without one being rained out. The veteran Winkley said this was the first time in 24 years of presenting outdoor events that he didn’t have at least one program to the weather.

Highlights of the season included several record-breaking attendance figures climaxing by a successful nine-day program of motor competition at the Minnesota State Fair. One of, if not the biggest, still date under IMCA sanction, was also chalked up by the Winkley organization at its Copher 500, which pulled 28,312 to the fairgrounds here.

Winkley reported he paid out close to $187,000 in prize money, an increase of $15,000 over the previous year. Events were operated in eight states and one in Canada, with 50 of the programs being big car events and 47 of the stock car variety.

Already set for ‘57 is the nine days of the Minnesota State Fair, a repeat of the Copher 500, and a program of races at the St. Louis Auto Racing Association.

Auto Racing, Inc., this year introduced “split features” in its stock car races and also promoted short track championship events on paved quarter-mile ovals. Also new for this season was the Punk-Flodel lighting system, which was used at 12 programs during the season and was credited with pulling big turnouts. The lighting system illuminates an entire half-mile track with individual generators, each of them capable of developing 12,500 watts. Towers 30 feet high are mounted on each generator with a bank of eight floodlights on each pole. The unit, which is moved on a semi-trailer, can be erected in three hours and torn down in less than two hours, Winkley said.

Sked Indoor Hartford Fair

HARTFORD, Conn.—A fair will be staged in the Armory here March 19-18. Paul Oddo will promote the event which will have exhibits, including 4-H, amusement rides and some talent with juvenile appeal.

Admission will be pegged at $1 for adults and 50 cents for children, with cut-rate tickets spread generously throughout the area.

A Home of New York has been awarded the food and novelty concessions.

Bob Ransper is in South Bend, Ind., where he is associated with a newspaper. He visited in Chicago last week and attended the Alltell Club.

ARROW RIDES

MERRY-GO-ROUND

Adult & Kiddie Size

The Original All-Steel

GOLDEN BORROWER

ARROW DEVELOPMENT CO.

Associated in Building of Special Rides for Disneyland

Boston Rodeo

Off Slightly

BOSTON — The 28th annual World Championship Rodeo opened Wednesday at the Boston Garden for a run of 10 performances thru Sunday (20) with an advance and gross for the first eight days being down by about 5 percent.

Treasurer Edward Powers said that while the slight slump was due to the excellent fall weather, which was keeping families out on the roads, especially on weekends. He pointed out, however, that with this year’s receipts likely averaging the engagement out to about the same as last year.

The response from children seemed to be better than any recent year for the show, which featured the Rin Tin Tin TV troupe. More extensive newspaper ad coverage was being used this year plus a heavy emphasis on subway and streetcar advertising, in place of large billing.

Walter Beachler

Heads Variety Club

DAYTON, Ohio—Walter Beachler, president of United Fireworks Manufacturing Company, has been elected head of the Variety Club of Dayton, succeeding Thomas H. Ryan.

Show in Itself

* Continued from page 1

gun music and smells like buttered popcorn. Exhibitors will put on their show for hundreds of children, beating out new amusement rides and similar merchandise, while conventions of various show organizations also are in session at the hotel.

TICKETS

SPECIAL PRINTED ROLL TICKETS...10,000 $12.95
OR FOLDED MACHINE TICKETS...100,000 $39.50
Subject to Change Without Notice

RESERVED SEAT COUPON TICKETS
GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES

STOCK TICKETS FOR IMMEDIATE SHIPMENT
WRITE FOR SAMPLES AND PRICE

New York Office—1564 Broadway, Palace Theatre Rldg.
Plaza 7-1426

(Shamokin—Phone: 8-4603)

NATIONAL TICKET CO.

THANK YOU!

Our customers have again, thus the volume of business, made it possible not to raise prices in 1957 on the Rides we sell....

HODGES HAND CAR and FERRIS WHEEL

See you at Booth #76

HODGES AMUSEMENT and MFG. CO.

1415 W. Ponce St.
Phone: Macion 1-1927
Indyapolis, Ind.

KIDDIE FERRIS WHEELS

Cage type, Park and Portable

MERRY-GO-ROUND

(24 horses)

CAR RIDES

MINIATURE TRAINS

BOARD RIDES

PONY CART RIDES

AIRPLANE RIDE

THE BILLBOARD

NOVEMBER 24, 1956

S. A. ROLLER WORKS

122 NOLAN ST.
SAN ANTONIO, TEXAS

Walt Disney's

DOSTON COUNTRY

10th Annual

NEWSPAPER ADVERTISING CONVENTION

CIVILIZATION "All Aboard"

CHRISTMAS TIDE"
WHEN CONSIDERING A RIDE FOR 1957

Experience of Others
Is Your Best Teacher

August Gondeck, Rye, N. Y., says:

"Since the day I placed the order for my Pride and Joy, BIG ELI WHEEL, I have been busy. Have never enjoyed anything so much as the erection, Installation and net profits returned to me. It is TOPS with me. Am more than pleased with its smooth performance and riding qualities. Also its low upkeep and operating expense. Congratulations for its wonderful construction. No wonder BIG ELI is such a Big, Happy Family."

Sincerely, August Gondeck,
75 Fulton Avenue, Rye, New York

Why not join the family by becoming a BIG ELI Owner. Information and prices on BIG ELI WHEELS furnished upon application.

ELI BRIDGE COMPANY
Reliable Ride Builders for Fifty-Seven Years
BIG ELI WHEELS
800 Case Avenue
BIG ELI SCRAMBLERS
Jacksonville, Illinois

MORE MONEY AT LESS COST
It's Popular Because It's Good
In Chicago It's Booth #151

FRANK HRUBETZ & CO.
2880 S. 25th St.
Salem, Oregon
Phone 37417

The ROUNDOUP
Polack Eastern crowds
Set Baltimore records

BALTIMORE—An all-over at-
endance record plus an all-time
high for an evening performance
were chalked up by Polack Roan.
Eastern unit, which closed here Saturday night (10), rolling a six-
album performance.
A total of 68,000 paid admissions
were registered during the stand.
A record number of 1,000 persons were away when firemen ordered the doors
closed. To take care of the over-
flow, a special matinee was given
Saturday morning.

The Hamburg family did two encores at two night performances.
The show was augmented for the date, after which some were
were going to Boston to join Ham-Morton, others were going
to New Orleans to join Toon Parks, and still others will play Polack's
at Wilmington, N. C. (15-18).
A large part of the Polack unit's
performances will be with the Jimmie
Hatter show for the police at Hunt-
ington, W. Va.

Baltimore promotion was han-
dled by Jimmy Binn of the West-
ern Management Co. Commercials
were worked by Jim Mullins.

FINE FEATHERS!

Gals Cavort in Finery
At Hot Springs Party

HOT Springs—An array of
gorgeous gowns by leading fashion
designers enhanced the opening-
day (14) banquet and ball of the
Hot Springs Showmen's Associa-
tion in the Arlington Hotel.

Gracing the date were Auxiliary
President Eltha Booth in an Adrian
gown of white net with side hoop
effect of lace, a charming trumeau
trime, and incoming President Virginia
Gamble in a Dior halfline-length
gown of Dior taffeta, hand-
enfrois in gold thread. Mrs.
Buller's daughter, Sharon, was
delightful in a bellflower petticoat
taffeta and taffeta.

Vivian Zimular was an exquis-
iteit Hattie Carnegie shell-type
cocktail-length gown in white lace
with unusual neck detail and mink
shib. Carline Holt wore an im-
ported Fad original in black with
jet bead sabarbit in exquisite de-
tail and jet beaded collar. Alice
Hennessy was outstanding in a Net-
tie Emanuel creation of white
imported lace, strapless and with
bootskirt and rhinestone ac-
cessories.

Edith Conklin, third vice-presi-
dent of the auxiliary, was a gorg-
eous cocktail-length gown of al-
mom brisade, embezzled with beau-
tiful embroidery. She purchased
the material in Hong Kong on her
recent trip. Second Vice-President
June Reynolds wore a fineline-
black net with tight bodice and
full skirt with silver sequins ador-
ing the skirt and cape sleeves.

Hormie Whitty's secretary, was
charming in a Schapreggen gown
of beige lace over the black gown
with ingenuity sequins. Lis-
lian Key, chaplin, wore maroon
black wool cocktail gown with un-
usual neck detail and flared skirt.

Daisy Fity was charming in
French blue velvet.

Great Variety

Evelyn Rinaldi were a beauti-
full Diane gown of honey-colored
net and lace with a combination
of her lovely blonde coiffure. Marion
Shardoff sparkled in a beautiful
import of black and red, with
flared full skirt, with appliqued
detail. Irene Ogle looked excep-
tionally attractive in a lovely aqua
water cuddle dress with hand en-
crochet detail and pink stole. Stun-
ing was the word for Luci-
Donella in black taffeta and lace
with rhinestones.

Billa Owens charmed everyone
in her lovely ensemble of oxy-
ene brocade with embroidered
detail and matching coat. Shirley
Bazzi-net was sweet and lovely in
a beautiful beige lace and net gown
by Adrian. Dilla Clements was at
tractive in a beautiful white bro-
cade cocktail-length gown with
rhinestone accessories.

Clementine Moss wore a Chris-

pink taffeta with bootskirt.
Her daughter, Nancy, was charm-
ing in an imported nylon ball
gown.

Joan Fairly looked chic in an old
rococo black and white silk
taffeta, with bootskirt and
Dior taffeta and taffeta with
bootskirt and rhinestone ac-
cessories.

Lela Howay, always chic, wore
a halfline-length Hattie Carnegie
model with rhinestone accessories, and Ida Lee Knight looked lovely
in a beige lace with sequin trim.

Rolle Roberts was a stunning cre-
ation by Adrian featuring an im-
port and lace with scoop neck-
line and lined sleeves. Peggy
Waldon was charming in black
taffeta and taffeta with bootskirt
and taffeta with bootskirt and
rhinestone accessories.

Florence Tempkin choose a beauti-
ful green nylon forral with soft Hav-
ning, graceful lines. Roxie Martin
wore a black shell pink cocktail-length
gown with rhinestone, accessories.

Mickey Cooler was lovely in
blue wool cocktail gown, and Mary
Spitzer sparkled in an Adrian gown
of black Russian crepe with rhin-
stone necklace.

Texas Coolest

The Texas ladies did themselves
good with their gowns. Katie
Little looked lovely in a black
brocade with rhinestone trim.

Martha Moss was aqua taffeta
with large puffs of shimmery taffeta
in an interesting top detail. Pearl
Voight looked lovely in a hunter
grey and pink nylon. Grace Tind
er was attractive in black crepe
with black taffeta trim. Marie Oubak
wore a gorgeous white nylon ballerina
length formal with aqua brocade
accessories.

Miss weldman looked lovely in black crepe

Luz Crane charmed with a Net-
tie Emanuel creation of black crepe
and Margaret Pugh outstanding in
black taffeta with unusual neck-
design by Hattie Carnegie.

Missle Huddleston chose a charm-
Continued on page 60

to the front and back of the store in a staggered manner, creating a visual effect that draws customers in.

THE PAN-O-RAMA “800”
The Movie Machine with Big Money Making Features!

Direct projection—life-size pictures and . . . the sensational self-
powered film magazine that carries twice the amount of film with
greater efficiency.

Patented "TURNABLE ACTION" Magazine saves hundreds of
dollars on your film bill.

See this really NEW movie machine along with the other Capital "Headliners" on your Profit Parade for 1957.

- Auto Test
- Junior Auto Test
- Sound Movies
- Hit A Miss (The Rifle
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Sands Sets Up
Coast Office

HOLLYWOOD—Bal Sands
left here Monday (19) for the
Chicago outdoor convention and
then to his New York headquarters
after setting preliminary plans for
establishing West Coast representa-
tion of his Press Theater Distributors.
Sands spent two weeks here nego-
tiating plans for the extension of his
operations from coast to coast. He
came here from the Pasfico
International Exposition in Los
Angeles where he supplied the event
with a big opening for the first time.
It was also his first booking on
the West Coast.

Allen's Performing Bears took
part in a fitness of black taffeta, for muscular distrophy funds in
Houston. Charles and Beverly Al-
len had their act there for the
Shrine. They make the Macon, Ga.,
show this week.
Over 600 Turn Out for Hot Springs Party

Show Club Affair Features Variety Program, Dancing

HOT SPRINGS — Some 600 guests attended the November 14 evening show and ball at the Hot Springs Showmen’s Association in the Arlington Hotel. Highlighting the affair was an excellent variety show sponsored by Music Corporation of America, the arrangements for the show having been completed by Clayton Holt.

On the trumpeus were Virginia Gamble, incoming president of the auxiliary; Ethel Booth, outgoing president; Hot Springs Mayor Housley; M. J. Dodson, incoming president of the men’s club; J. W. Cook, emcee; John Calkins, outgoing president; Blind Bill, cheerleader; Clint Shoaf, secretary, and Clayton Holt, trumpeus.

A pleasant surprise was the arrival in towns of former President Harry S. Truman and Mrs. Truman. In addition there was a large group of guests from Texas and the Lone Star Showmen’s Club of Dallas, plus many dignitaries from Arkansas and New York State.

Carl Fritz, white ovens and Howard Hines were presented with plaques for services rendered the club. Winner of a drawing for a new Ford was George Lynn, of the Alamo Shows.

After dancing in the Arlington’s Grand Ballroom, showmen completed festivities in the club rooms with further dancing and entertainment.

Regina Fair May Drop Pyro

REGINA, Sask.—The dropping of fireworks from the program of next summer’s fair is being considered by the attractions committee of the Regina Exhibition.

Some of the directors recently said that the pyrotechnics should be dropped entirely, that some of the displays should be eliminated and that the fair should put toward an extra name act that

Hoard-Mullis Gets Okay Biz In Eight Weeks

INDIAN SPRINGS, Ga.—Hoard & Mullis Amusements are back in the barn here after a successful eight-week season of fairs. The show, which went out after the Labor Day closing of the Hoard & Mullis Amusement Park here, closed November 4 after being on the road 32 days and losing only three to rain, according to Elbert Mullis, co-owner.

The show will again go out in late 1957 and again play Georgia fairs. Mullis says. Lines-up on the road included 9 rides, 4 shows and 21 concessions. Plans for next year include all of major and two kid rides, Mullis said.

Grand National Pulls 141,351, Grosses 1806

SAN FRANCISCO—The 1956 Grand National Livestock Exposition, Horse Show and Championship Rodeo, which consisted of 10-day run at the Cow Palace here Sunday night (11), pulled an attendance of 141,351 and a gate gross of $180,210 for the best three months of its 32-year history, Nye Wilson, manager, said.

Total for the 14 performances are subject to audit by the State Department of Finance, Wilson added. The Grand National is sponsored by No. 1 A District Agricultural Association, the State agency.

This year’s man was a gain of 31 per cent over 1955. The 1956 attendance was topped only by 1941, the opening year, and 1952, where the Royal Canadian Mounted Police appeared. The 1956 arena attraction was Laurel, eddle movie and television star.

might bolster grandstand attendance. Make-up of the current grandstand revival is also being studied with a view to widening the show’s appeal.

Grandstand attendance at the $3.50 fare was down from last year with receipts off $7,000.

Ben Wolfe Says ’56 Fairs Best on Record

LANDROCK, S. C.—Walle Amusement Company wound up its fall season with the best profits since the show first went on the road Ben Wolfe, owner-manager, announced at his winter home here last week.

Weather was the only determining factor, he said, but despite this the rides, shows and concessions poured well. The show broke in new territory this fall, skipping its usual tour of the Eastern shore.

Organization wound up at the Anderson, S. C., Negro Fair, where, according to Wolf, the company “out-Gined” two Ferris Wheels, Octopus, Chairwoman, Whip, Pony Rides, Banana, Kiddle Swing, Swings Porter’s Living Barn, Barnet: Baby Show, and John Ayer’s Big Smoke and Stella shows and numerous concessions.

Already signed for next year are Weirwood, Cape Colpe, Shepley, Aconis and Marienville, Lushay, New York, along with the fair at Florence, S. C.

Stuttsville, with Brown reduced Birt's Octopus and Ogdon, Overstreet, secretary, also handled advance and last chairs. John Ayer was in charge of rides and mail.

Personal and winter destinations included Mike and Mary Lawes, Warren, O.; C. Y. Clifford, Miami, Fla.; J. E. Groves, Luling, Tex.; W. H. Jarman, Anderson, S. C.; L. E. Kendel, Mustang, Okla.; Duran, Southern States, Ioram Beale, Rock Sacramento, Dave Summer, Charleston, N. C.; Mr. and Mrs. Bill Pleasont, Atlass, Ala.; the Brallan, Southern States; the Doyle, Lurao; M. Merle, Florida; Mr. and Mrs. Pat Brady, Tampa; Carter Barrett and family, Tampa; Mr. and Mrs. John Abbe, and John Lyle are remaining here in quarters.

350 Jam MSA Clubhouse as Season Opens

MIAMI — A packed house attended the opening night of the Miami Showmen’s Association quarter took over (50), president over by Oscar Buck, president. Some 520 members turned out to see the show.

On the day with Buck was Rene Manning, first vice-president; Ben Weiss, second vice-president; Bob Kiser, treasurier; Pat Prell, assistant treasurer; past presidents Dave Dyer, Bill Moore, Ben Borell, and Bob Parker, and Sam Solomon, past president of the Showmen’s Club of America.

Names of more than 150 new members were added to the rolls, according to Marty Weiss, executive secretary.

Announcements included a favorable report that the yearbook, under the chairmanship of John Lyle, is coming along nicely and that the annual banquet and ball will be held on Monday, Jan. 9, at the Hotel of Miami Beach. The first date will be held Saturday, December 1.

Sixty-seven members have given $50 toward the cemetery project fund, bringing the total to $3,500.

Kids do their own piloting in the New ALLAN HERSCHELL HELICOPTER RIDE

At the touch of their hands to a "joy stick," riders on the new AH Helicopter can make their planes go up or down as they go around and around. Each of eight planes holds three children or two adults. All eight planes can be loaded at once for high-capacity profits. A hit at the 1956 C.M.E.I. in 11 days at the El Centro, Calif., fair, it did 40% of the gross Kididland business. There is terrific appeal in the novel design and bright coloring of the planes.

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Once again we take pride in welcoming these organizations to Chicago and to the Sherman Hotel — the International Association of Fairs and Expositions . . . the National Association of Amusement Parks, Pools and Beaches . . . the American Carnival Association . . . the American Recreational Equipment Association . . . the Showmen’s League of America . . . and each of your members, associates and friends.

The Sherman Hotel has enjoyed a gratifying and proud history in the city of Chicago — a history which has seen our long-standing relationship with you become a genuine bond of friendship.

We hope the past season has been your most successful and look forward to being your host as you plan for the one ahead.

So, again, we say “welcome” to your “home” in Chicago on the occasion of your annual convention and on any occasion that brings you to the Sherman.

FRANK W. BERING
Chairman of the Board

THE SHERMAN HOTEL
Chicago

WATER DEAL, NEW UNIT UP ‘HOLIDAY’S’ SLEEVE

NEW YORK — Its longest string of dates produced a good season this year for “Holiday on Ice,” and the firm’s president, Morris Challeen, with A. R. Grant of the Chicago office, will throw a couple of innovations before the assembled fair officials in Chicago.

Two offerings are planned, one of which involves Holiday’s “Miracle Fountains” water spectacle. The unit, which will be told, will be available either as a scheduled part of an ice production, or as a separate midway attraction.

Also new will be the availability of an additional Holiday show in addition to the company’s two touring ice units. In preparation for what shapes up as intense competition at the fair meetings by producers of ice shows, the move by Holiday is intended to prevent the chances of any date going astray due to conflicting engagements.

Close in Lewiston

The two units fielded in this country both did increased business, albeit three have been a couple of weak spots as a result of spotty weather conditions. Holiday for 1956 will close December 31 in the new building in Lewiston, Me., after engagements in La Cross, Wis. (14-18), and Bangor, Me. (21-25). All dates are repeats from last year.

“Ice Vogues” will be the show’s title when it reopens December 29 in Allentown, Pa., to start a tour running thru March. The 1957 edition of Holiday plays Canton, Oj., Toledo, Oj., Kansas City, then closes December 9. It reopens December 29 in Rock Island, Ill., and will tour until June, when it closes in Mexico City, last date before it heads into fairs.

Poor weather this year held attendance and grosses down at the fair in Lincoln, Neb., but many other spots showed increased business, including Salt Lake City, Springfield and Marion, Ill., Se- dalia, Mo., Topola, Amarillo and Lubbock, Tex., and Tulsa. In addition to these fairs, arena dates proving especially good were Indianapolis, Butte, Norfolk, and Richmond.

Booking outlook for date is very good, it was reported, with finishing touches expected to be applied at the Chicago convention of the International Association of Fairs and Exhibitions.

Hendie, Tied in Score

A publicity break of national importance will be scored on December 22 when Sonja Henie, who has worked out many of her past appearance problems with the Holiday office, will star in a TV ice spectacle. The billing will note that “Oldsmobile Presents Sonja Henie starring in ‘Holiday on Ice’.”

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Calgary Bldg. Plans To Cost $3 Million

CALGARY, Alta.—Details of a proposed expansion program costing at least $3,000,000 were heard at the 71st annual meeting of the Calgary Exhibition and Stampede shareholders.

J. B. Cross, chairman of the board's building and development committee, said plans call for a $1,300,000 expansion, with the additional $1,700,000挪可移动式的馆 facilities.

The proposed building would be designed to hold 176 exhibits, each taking a space of 15 feet by 15 feet, or four hockey rinks or 24 sheets of curling ice. It would be able to seat 3,000 persons.

Expansion of the grandstand would include covering the east and west bleachers and building a concourse on the second floor. It would increase under-cover seating from 8,823 to 20,500.

Crawford announces

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November 25-28

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- Harold E. Quinn
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GENERAL OUTDOOR

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Here Now! NEW CHEVROLET TASK-FORCE 57 TRUCKS!

They're out to save you hours and dollars on any hauling job... and they've got big new power plus the modern features that make it a sure thing! They put you way ahead with time- and work-saving advantages you won't find in any other truck!

Again, for 1957, Chevrolet light-duty trucks bring you the industry's most advanced features —new developments that have already been proved in a history-making preannouncements test run! (See how they conquered the Alcan Highway, below.)

For '57 there's bold new styling to match Chevy's remarkable stamina and dependability.

There's foot-action power in Chevy's outstanding engine line-up for '57—with a modern version of the famous 140-h.p. Thriftmaster 6 standard in Series 3000 trucks and the efficient pound-saving short-stroke Trademaster V6 available as an extra-cost option.

Other way-ahead '57 features include advanced Ball-Gear steering, high-output 12-volt electrical system, modern tubeless tires and great optional (extra cost) features such as no-shift Hydra-Matic transmission!

Be sure to check the new cab features, too... the handsome new upholstery, the new steering wheel, the new exterior colors. Your Chevy dealer has all the details, so see him soon!... Chevrolet Division of General Motors, Detroit 2, Michigan.

FIRST with the MOST modern features

See us at

BOOTH 122-125

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Sherman Hotel, Chicago

November 25-28

SHOOTING WATERS

A Fun Game for the Whole Family
- Patricia 7259, 731
- Parks, Kididdles & Carnival
- For information write to:
- Harold E. Quinn
4139 Gordon Ave.
San Diego 10, Calif.

Alcan Highway Test Run Proves Chevrolet Ruggedness!

In an AAA-certified endurance run, 8 light-, medium- and heavy-duty trucks carrying typical cargoes roared up the 1,820-mile Alcan Highway (normally a 72-hour run) in less than 45 hours! In dramatic fashion, new Chevy trucks conquered one of the world's most challenging roads to display the great performance qualities they'll bring to your roads.

Alcan Highway Test Run Proves Chevrolet Ruggedness!
Kleinhan's Wins Citations On Accoustics, Management
by Tom Parkinson

WHILE many auditoriums and arenas around the country—some of them, in fact, capable of housing examples of advanced design—plagued by defects and nightmares in planning, there are such things as buildings with nearly no bugs.

One of these is Kleinhan's Music Hall at Buffalo, this auditorium, built in 1940 and "deliberately planned as functional architecture," is widely regarded for its general design, its artistic features and particularly for its acoustics.

Mrs. Winifred E. Corey is Todd Company, time manager of Kleinhan's. Much of the building's near-perfection is credited to the selection of its management force before it was built. This allowed professional building management people to become the work of others in anticipation and eliminating the potential errors.

BUILDING MANAGERS will recognize this circumstance as one they all advocate. Yet frequently building commissions have declined to bring auditorium-arena managers into the picture early enough.

In designing Kleinhan's, an acoustical design was made simultaneous with the design of the structure. Representatives of the Portuguese government spent a week in Buffalo. Some years ago experts from Turkey inspected Kleinhan's and now there is a building in Ankara that nearly duplicates Kleinhan's. There have been numerous others, and only this year there were nine French, three Spanish, an advanced engineering from London and 24 from Japan.

Many of Kleinhan's technical visitors have gone on the recommendation of the Architectural Forum and a few others have come on the suggestion of the Metropolitan Museum of Art, New York. The consensus of acoustics experts is that Kleinhan's is one of two halls in the world and it is par with the Academy of Music in Philadelphia.

Advance design—design and advance management—have been followed by capable current management. Just as experts come to see the work of one, they also come to see the work of the other. So important is the auditorium being built in Toronto and from Detroit's new Ford Auditorium have come to Kleinhan's to study and record.

AND AMONG the things that Mrs. Corey can show them is a picture of the room which is the wish of the trustees for whom the building is named, that it is "for all the people." Among the events of this season are the Buffalo Philharmonic Orchestra's 60 concerts, with the company's Monteverdi, Hilda Cowles, Delfo Bortolotti, Jean Cocteau, the Rochester Philharmonic, the Verona Philharmonic, at the Ballet Russe de Monte Carlo, Ballet Theatre, New York Philharmonic, Paul Gregory, and many others.

There also are weddings, lectures, exhibitions, religion concerts and everything else imaginable at the building which boost Kleinhan's events to more than 500, far above average.

AUDITORIUM MANAGERS
NAME '57 COMMITTEES

MEMPHIS—Make-up of com- mittees for the International Convention of Auditorium Managers was announced at the IAM of- ficial meeting here Sept. 21.

Appointments were made by Emmett Race, president of IAM and managing director of Will Rogers Memorial Coliseum, Fort Worth, Tex.

Roster of the committees follows:


Assemblies—Ed J. Allen, Passa- dena, chairman; Francis E. Hemen, San Diego, and Fred E. McVey, Birmingham.

Arrangements—Louis Guilboud, St. Louis, chairman, and Walter Halberstam, New York. The late Lawrence A. M. Lord, chairman; and many others.

Program—Jan Walsh, New York, chairwoman; Atwood Olson, Minneapolis, and William J. Stack, Syracu-
ses.

Planning Committee—Emmett Race, Fort Worth,Tex., chairman; Clarence Hoff, Kansas City, and Charles McPhee, Memphis.

Salary Survey—Nathaniel Podoloff, New Haven, chairman; Clyde McPherson, Los Angeles, and Zedekia, Lansing.

International Relations—Mrs. Winifred Corey, Buffalo, chairman; Elmer Kahn, Milwaukee, and Thomas B. M. Brown, Boston.

Rules and Regulations—Win

Hansen, Long Beach, chairman; Don Jewell, Richmand, and Raymond A. Bolen, Providence.

Exhibits and Advertising—Don Myers, Fort Worth, chairman; Jim Walsh, New York, and Merion Dasher, Chicago.


Nomination—Claude B. Walsh, Miami Beach, president; Ed Fuentes, St. Paul, and R. W. Belchard, Richmond, Calif.


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Nomination—Claude B. Walsh, Miami Beach, president; Ed Fuentes, St. Paul, and R. W. Belchard, Richmond, Calif.

13 STATES COMPETE:

NATIONAL Tractor Contest Boosts Tulsa's Stock

TULSA State Fair officials counted their first National Junior Tractor Operators' Contest a success as 87 4-H Club and FFA youth from 13 States met to compete for $12,000 in prizes.

Its national scope was apparent with representatives from Oklahoma, Illinois, Arkansas, Wyoming, Arizona, Texas, Kansas, Missouri, Georgia, Alabama, Minnesota, New Mexico and Laramie. Now on to any 4-H Club or FFA member who had previously won a State championship in a local contest, the program was jointly sponsored by the fair, the Petroleum Information Committee of the Tulsa Chamber of Commerce, petroleum and power companies and dealers and manufacturers of farm implements.

Contestants were first required to take a written examination on safety and maintenance procedures for farm tractors before undergoing a series of obstacle courses designed to test their driving skill.

NEW YORK—The annual joint of public relations officer for Mrs. America and his country's contest winner is alined at Moscow this year.

Mrs. America and the annual competition into a big winner, last week on Sabena Belgian Airlins. Also making the trip are Mrs. Corso Mavetta of Portland, Ore., this year's winning homemaker, and her husband, Chris, a business executive.

The trip is one of the top prizes every year, but this is the first time it has been able to include Russia on its six-week itinerary. Other stops will include Paris, London, Brussels, Copenhagen and more.

BURGE

Burge skating rink division announces complete facilities for you to add the year-around revenue of this fast-growing sport and recreation. Ideal addition to every Amusement Park, Kiddieland, Fairgrounds, Drive-In and countless similar installations. Benefit from Burge's 56 years of experience and its up-to-the-minute design, consulting engineering and initiative.

- Building may range from 20x20 feet to a width of 220 feet and as long as you want it.
- Rinks range from 20x20 to 100x200.
- Long clear span structures.
- Building applicable for Skating Schools, Arenas, Skating Rinks and many other events.
- Auxiliary rooms, space facilities
- Training for your personal

THE BILLBOARD

NOVEMBER 24, 1956

GENERAL OUTDOOR

65
PARK CONTESTS

Throwing Curves Always Pulls 'Em

NEW YORK — With contests being a steady publicity winner for the nation's parks, two distinct types of such events, continuing and one-shot, are used to advantage in the metropolitan area. The former type has been successfully exploited at Palisades (N. J.) Amusement Park, and the latter, by Rockaway Playland.

Both parks fire their publicity salvos thru agencies they have employed for long periods of time, although the park management in both cases exercises a strong creative hand in working up promotions.

Also similar is the appraisal these parks have of contest subject matter, as they rigidly to the three B's-beauties, babies and bert. The last named, however, is just about nonexistent betrothals, and the baby phase is held down. As a result, contests in the metropolitan area are almost exclusively cheesecake.

Cats and Cougars

The title is secondary, Playland's Walter Kauer Associates says, as long as the curves are there. the name is suggesting of pretty girls. Among titles exploited thus far are water girls, beautified grandmothers; and plain old bathing beauties. A switch is a muscles contest which turned out to be a surprising success once adopted by local physical culture clubs and the AAM, which now provides judges. Success has also been a result of selling none of these contests down to kiddie size, such as junior bathing beauty and junior muscles.

Playland's facilities are such that problems exist which do not occur in other parks. Being laid out along a single main midway, the park can be jammed to the hilt with a couple of thousand people, thereby stopping all activity cold.

A compact stage is set outside the Scooter building at a focal point of the midway.

Palisades, on the other hand, has an amphitheater overlooking the Hudson River, with a large bandstand and bleacher seats for several thousand spectators. Both parks strive to get their events over pretty within a half hour. Palisades because it wants rides and games to benefit from the crowd which has been carried around the midway, and Playland because its main therefore is not easily blocked by crowds.

WBCA Tie-in Clicks

Continuing contest promotion has really caused a brouhaha at the two events, one of which was a single-tie-in promotion for one day only which required the expenditure of a couple of thousand dollars. "Miss America," sponsored with WBCA-TV which produced contest judging on six successive Wednesdays, and drew as many as 90 girls on one of the nights. The promotion coincided with WBCA's strong effort for color television, and the Grand Jury for the year at Palisades, and its continuity is viewed as a good buy, as in a single midway, the playing has benefited both the park and the video stations.

On a $1 franchise outlay for the Miss New York State franchise the park has built another strong promotion-jitter that ran on four Thursdays. A noteworthy event was a beauty contest that overseas winners of the Miss Universe eliminations showed up at Palisades after their arrival in New York and before heading on to the world finals in Long Beach, Calif. Palisades' responsibility was for expenses of promotional literature, advertising, transportation of the winner to and from Long Beach, and so on. This year, the Bert Kauer Kauer Associates publicity office succeeded in having the appearances restricted to the finish, not the preliminaries by portraying the transportation from a travel firm. Important event of the summer is not minimized by either park. In addition to contests, attendance during such contest days or nights is swelled by relatives, friends, and just plain oglers. Palisades, which has a pool gate, gives free admission for two, to each event. Its outdoor stage is held on the evenings, with a variety of other promotions reserved for other nights. Playland's contests are held on Saturday at 1 p.m., a switch from nighttime judgments, which had been jamming the main midway to the extent of causing complaints of concessionaire business, Playland's tie-in, with De Monte TV, results in celebrities being offered that Monday through Wednesday afternoon and week mid-week periods, to stimulate touristic.

The full schedule of one-shot contests is laid out in advance. In Playland, and attempts are made to promote as many of the prizes as possible. Judges are sought from theatrical or musical fields which will produce advance exhibitions of the events, and novel advance photos are distributed, showing preparation of contestants for the big day.

Getting radio, TV and newspaper promotions to participate in promotions has always been an aim of local parks. Advertising derived therefrom benefits an amusement place out of proportion to the park's expenditures. As local newspapers announce their appearances at parks as judges, and the media's advance work gives prominent display of the park name.

Full advantage is taken hereabout of contest's ability to draw crowds, and the parks pin their af

However, the recent downpour of snow has been a boon to those who enjoy winter-sports, and the snow-covered trails are a delight to both skiers and cross-country skiers.

Mizzi Bettis, formerly one of the Golden Girl Whirl on Pollock Bros. Western, has opened a restaurant in Manitowoc, Wisconsin, and is now a member of the Philippine Hot Mizzi has also been appointed to the Bal Harbour Hotel in Miami Beach.
**FEATURE ATTRACTIONS ANYWHERE!**

**MANLEY EQUIPMENT AND SUPPLIES**

**MANLEY VISTAPOP**
Three features for more sales - 75% ice cold drinks per hour - 45 degrees or less. The ideal answer in serving flurry drinks. Capacity of two, 2 gallon syrup tanks with Dole Dispenser. Fast, foolproof, trouble-free. Ideal for locations requiring fast cooling and a last draw.

**MANLEY ICE-O-BAR**
60% gross profit! Serves up to 1,200 ice cold drinks per hour at 90 degrees or less. The ideal answer in serving flurry drinks. Capacity of two, 2 gallon syrup tanks with Dole Dispenser. Fast, foolproof, trouble-free. Ideal for locations requiring fast cooling and a last draw.

**MANLEY COLISEUM**
Serves hot, fresh popcorn and ice cold drinks from just a 14 square foot space! Drink machine dispenses 1,000 ice cold drinks per hour. Popcorn machine is equipped with Cascade kettle that pops 350 cartons an hour and elevator warmers that handle 72, 14 ounce cartons. Available with either a 12 or a 16 ounce kettle. 80% gross on cold drinks! 75% gross on popcorn!

**MANLEY REFRESHERETTE**
A combination hot dog and cold drink machine providing fast service for hot crowded luxury. Sold slowly! Three hot dogs in full sight to tens of hungry, hungry crowds every minute. Cold drink machine serves a variety of drinks - carbonated or plain, all at 40 degrees or less. 65% gross on cold drinks! Up to 85% gross on hot dogs!

**MANLEY SUPPLIES**
Buy from Manley - the one source. For all your equipment needs, for horses, hay, sheets, everything for the best business operation at prices which make your equipment last longer. No other dealer will match Manley's service and delivery.

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**GRoss profits are THE HIGHEST with Manley equipment!**

- 80% on cold drinks with the Ice-O-Bar...
- 75% on popcorn with the Vista-Pop...
- 65% on hot dogs with the Refresherette...
- The Coliseum delivers 80% gross profit on cold drinks and 75% on popcorn.

Don't let old, worn-out equipment rob you of profit when new Manley machines will give you a full profit yield. Fill out and mail the handy coupon today, with no obligation you'll receive complete details on Manley equipment and how it will help you make more money.

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Manley, Inc., Dept. B31156, 1920 Wyandotte St., Kansas City 6, Mo. Please rush me more information on the following item:

- Please have the Manley representative call on me. No obligation, of course.

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**FIRM**

**ADDRESS**

**CITY**

**STATE**
Arizona State Pulls Total 238,343 Gate

PHOENIX—The Arizona State Fair pulled a paid attendance of 238,343 as against a total gate of 238,343 last year during its 10-day run which ended here Monday night (13). George N. Goodman, executive secretary, said.

The fair filled up an attendance of 238,408 during the last five days when the nights began to warm. The first two weeks (5-4) were gen-

erally cold and reduced the worst days for the nightly presentations of the Ceme Hollow WBA Animal Show in front of the grandstand three nights.

Through the run the free Plaza grandstand show was presented by the Sideshow Circus & Carnival, which held the contract for the undamaged. Shows were added from time to time to make the program different. Among the acts added were Alkob Rev and his guitar the first seven nights. Pawnee and Dakota, Latin dancers, and Joan's Hollywood charm.

The last three days of the run featured Miss Arizona Day on Thursday (10), with the fair serving an early candidate for the Miss America contest. Friday was kids' day, with Bill Williams, T.V.'s Kit Carson, being featured along with contests. The first 5,000 kids arriving that morning at the gate were given free tickets for carnival rides. The stars of the "Amos 'n' Andy" television show opened that night for the closing four days.

The fair opened on Saturday (5) rather than Friday as last year. The grand opening was Thursday (4) and featured the annual Bobbie Ball Memorial 100-mile National Championship Auto Race. A fireworks display closed the event.

Ralph Waldies Jr., assistant executive secretary, said that during the last three days of the fair the total attendance was 31 kid and major rides, 10 shows and 3,000 seats of concession space. Three major rides were added during the 15-day run.

SOUTHERN CALIFORNIA

The only Rapid moving all without barriers

Proof!
Popsit's Pop
Props Profit!

It's a fact proved by operators everywhere that people stop and buy popcorn when it has the butterlike flavor and color that comes only from POPS! PLUS. Get our case hoppers... or order in simple case lots today!

LIGHTING AND SCENIC WATER EFFECTS were used to dramatically dress up the Esplanade at the 1956 State Fair of Texas, Dallas. The Esplanade of Light, as it was called, was played up as a major feature attraction. The Dallas Power and Light Company was co-sponsor of the project with the fair, and the permanent lighting installation was felt to be a worthwhile example of the way electricity can be used to create a scene of beauty. General Electric Company sent one of its lighting engineers to Dallas to formulate plans for the project. C. M. Cotter, who also designed the lighting for the Texas Centennial Exhibition, held on this same location 20 years ago.

NATIONAL CANDY - SNO KORNES - POPCORN

Our 1956 catalogue has been mailed to everyone on our mailing list. If you haven't received your copy, send a note for it.

The new catalogue offers for the first time many new items that you have wanted, all at money-saving prices. You will always get top quality, lowest prices and the fastest service in the business when you deal with Gold Medal.

World Crises May Affect Newberry Tour

JACKSONVILLE, Fla. — Postponement of the third European tour for the Earl Newberry Alva Superstein Hollywood Motor Rodeo is a possibility in view of events in the Middle East and the cutoff of the use of gasoline in Europe. France has already instituted a form of fuel control, Earl Newberry, owner of the stunt aggregation, pointed out at his home here.

The veteran Thrill Show op said a tentative route from Easter through mid-July has been submitted by their Paris associates, travel reservations are tentatively set and arrangements for automobiles has been made.

"Guidance is a serious problem in Europe even in normal times because it has to be imported and it is expensive. We will have to wait until mid-February before we can make our plans definite," he said.

The possible switch in overseas plant, however, in no way affects the annual American tour which will start in mid-July under the title of Trum World Dandies.

Newberry plans to go to Paris in February to finalize arrangements.

Arizona State Pulls Total 238,343 Gate

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Knecht Goes To European Circus Meet

EVANSVILLE, Ind.—Earl K. Kochel, former president of the Southwestern CTA, left here Monday for Paris, where he will attend the organizational meeting of Circuses Internationales, world-wide organization of circus fans.

The meeting was held in Rouen, France, Friday (16) for a cocktail party given by the Bucy's and attended the evening performance of the Cirque Napoleon Rancy, which is observing its centenial. On Sat-

urday (17), the group unrolled a plaque honoring Frenchman, founder of the modern circus in France, and then the group went to Paris to attend a performance of the Cirque D'Hiver and a reception by the Bucy's.

On Sunday (18) they held a business meeting for an expo-

sition on the arts and traditions of the circus at the Palais de Chaillot, attached a performance of the Cirque Medrano, and then went to the Promenade St. Cloud. Knecht also will visit elsewhere in Europe.

Polack Units Set Openings

CHICAGO—Polack Bros. Circus will operate two units again in 1957. The Eastern unit is sched-

uled to start at White Plains, N.Y., February 22-24. Following that date, show moves to the Middle West, opening in Lansing, Mich., in March.

The Western unit starts its 1957 season at Flint, Mich., in January. Promotion starts there, won by Henry F. Barrett in charge.

14 shows, and some 60 concession. The couple met in 1905 when Guy was a dramatic show operator and Katie Hoffman was in the cast.

In recent years the Dodsons divided time between their homes in Georgia and Minnesota, where Guy was active in the showmen's club. Guy and Mel operated one of the South's finest motels, in Savannah.

Mrs. Dodson had two daughters, Ruby and Lucille, and three grand-

children.
Expenses Cut Regina Profits to $30,023

REGINA, Sask.—Net profit on the summer fair and on the year's operations were both down from last year, it was reported at a directors' meeting of the Regina Exhibition Association.

The money total for the six-day fair was $10,872 higher than for the 1955 show, expenses were up $17,252, leaving a net revenue of $70,374 for the week. The week's money figure was $14,100 from last year's $93,658, which was an all-time high.

The week's money figure was $30,706, as against $27,558 in 1955, and expenses were $4,371, or compared with $33,850.

Net profit on the year's operations until September 30 was $30,023, down $20,317 from last year's $50,340.

Commenting on the figures, T. H. McDonald, manager, remarked that 1955 with its Golden Jubilee observance was a special year "and we could hardly be expected to surpass it in most departments."

The 1956 figures were far ahead of 1954, he said.

Expenditure Changes

He also pointed out that expenses are climbing steadily with each year. Labor, materials, maintenance and costs of new construction are higher which means that despite increased attendance, higher receipts and greater public participation, the net profit has not come up in proportion but is actually lower than in 1954 and 1955, he said.

Gate receipts at the summer fair were $25,467, down $4,484, and grandstand receipts, at $74,998, were down $7,000. Gate attendance was 238,114 and grandstand attendance was 79,648.

Revenue from horse racing was the highest on record, $82,653 after provincial tax deductions. The figure was $8,663 higher than last year when the previous record was set. Race committee expenses were higher than usual at $62,908 because of larger purses and more money being paid to officials and pari-mutuel staff. A net profit of $19,745 was shown, as compared with $14,730 in 1955.

Midway revenue at $27,655 was down $1,455 from last year and concession revenue at $60,310 was up $5,796. Exhibit revenue totaled $12,017, up $68.

Net revenue on rental of grounds and buildings was $18,630, as compared with $12,504 last year.

Expenditures Down

Capital expenditures for the year ended September 30 totaled $184,515 as against $465,784 last year, and a balance of $125,538 was reported for the capital reserve account.

Biggest outlay was $55,517 for a new 4-lane bowling. Other major spending included $31,644 for a hand-tapped roadway, $14,379 for all fixtures in the livestock building, $11,524 for a parking area and $10,822 for alterations to washrooms under the grandstand.

A deficit of $67,739 was recorded on operation of the Stadium, compared with a profit of $12,376 in 1955, when several Golden Jubilee events were held in that building. The Stadium's revenue total was $69,701, up $12,000, and expenses were $92,739, an increase of $35,000. Failure of professional hockey added to the increased costs of operation.

A profit of $1,200 was shown on "Ice Capades," which was $2,114 less than the profit shown on "Ice Capades" the year before.

Losses of $3,104 on the winter fair and $695 on the harness race meet were recorded.

List 1957 Plans

Expenditure of $40,000 on further hard-surfacing of roads at the fairgrounds was approved.

NEW! KOTTON "KANDY KING" FLOSS MACHINE

The Only Candy Floss Machine

With Pre-Heat

Make your own candy floss with the new "Kandy King." Its unique pre-heat feature lets you make candy floss that gives immediate production as soon as the machine is turned on. Equipped with 110 degrees of hot cooling, it gives more production from each pound of sugar. The unit has a large 12-inch pan and a small 14 by 11-inch pan with an easy-clean mechanism hold. The complete machine contains 44 different parts and the parts are sectionalized into four easy-to-install sections. 

"KANDY KING" is BACK!! WORLD'S BEST CHERRY DRINK!

DISTRIBUTORS WANTED!

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3916 SECOR ROAD
TOLEDO, 13, OHIO

Phone: Kingswood 2408

GIVE TO DAMON RUNYON CANCER FUND

Pepsi machine?

It's a gold mine!

Ask the owner of a well-known Eastern amusement park. In five months, he grossed $22,500 from Pepsi machines!

Coin-operated cup dispensers vending Pepsi-Cola need no attendants. They can be spotted on locations that earn nothing now. They provide your customers with the light refreshment they want, where they want it!

Let us help you place cup machines in your park, either through an established cup machine operator who will install the equipment on a commission basis, or by assisting you in the operation of your own equipment.

Write to: Cup Vending Division, National Sales Dept., Pepsi-Cola Company, 3 West 47th Street, New York 19, N. Y.
GAC-H Sets Lone Ranger, Advance Sales for Fairs

NEW YORK—Joe Higgins, of GAC-Haldam, says his agency has been signed to handle the Lone Ranger and Lassie at fairs. Higgins set the deal recently in Hollywood with C. L. Suppes.

Higgins also said that Bob Thompson, originator of the Supermarket Show of Shocks, has resigned from that organization to head up the industrial department of CAC-Haldam.

The addition of Thompson to the agency personnel resulted in the division to set up advance ticket sales for some of the major fairs that will be booked by the agency for the coming season.

While plans are still in the blue-print stage, agency officials believe that the formula worked out by Thompson for the Supermarket Show of Shocks can be used just as effectively for fairs. The areas shows were bought outright by the supermarkets, plugged extensively in their newspaper and other advertising, and offered free to the public with each purchase of a stipulated amount of groceries, usually $25 worth.

For fairs it is planned to sell all, or most, of a guaranteed number of super-

markets on one or more nights. The tickets would be used as sales stimulants by the marketers. Special deal would have to be worked out for each event.

The Lone Ranger and Silver, Lassie and Yetti will be offered as a complete package and in various combinations for indoor or outdoor presentations. The show will include the re-enactment of scenes from films with suitable props.

Suppan or will again be offered by the agency. This attraction will be embellished with props, person-

identified with the carved, and a finale in which the lore physically overcomes a couple of villains.

Earl Shipley, now clowning school assembly dates, and his wife, Hattie, have been in Portland, Ore., schools for several weeks and they have a week in Tacoma ending Saturday (31). Shipley and wife had dinner with Lawrence Cross, who is opening a TV show for the holidays again in Portland.

UNITED STATES TENT AND AWNING CO. Established 1870.
Over 85 Years of Specialized Experience.

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Kansas City 6, Mo.

HARRY SOMMERSVILLE

SHOW TENTS

CENTRAL CANOPY COMPANY

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POWERS TENTS

Tents well endorsed. 17.00 or army duck, Vivatex treated. Send with wanted sizes.

Largest manufacturer of show tents in the East. Write for prices

Powders & Co. 1947 Welland Gate, Edgewater, N.J.

AMERICA'S Finest Show TENTS

O'Henry Tent & Awning Co.

Carnival Top Shows
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Catalogues available on request

over 67,000 ACTIVE BUYERS

THE BILLBOARD

November 24, 1956

The Billboard Classified columns each week
THE FINAL CURTAIN

CLUB ACTIVITIES

DOODSON—Mrs. Kate, widow of C. Guy Dodson, former owner of the Dodson’s of the World’s Fair Shows, November 14. (Details in Social pages.)

DOOLAN—John M., Sr., 59, veteran Chicago merchant, died November 13 in an Elgin, Ill., hospital. He was a member of the Showmen’s League of America. Survivors include his widow, Bernice; his mother, Mrs. Sarah Doolan; his son, John, Jr.; two daughters, Mrs. Marie L. Doolan and Mrs. Shirley Tison; two sisters and a grandson.

GREGERMAN—Samuel, former carnival commissioner, who in later years was a clothing salesman with a chain store firm, November 13 in Cranston, R. I. Notified were his widow, Ruth, of 38 Robert Circle, Cranston; a brother, Joseph Gregerman, and two sisters, Mrs. Philip Dubin and Mrs. Louis Price, all of Providence. Buried in Lincoln Park Cemetery, Warwick, R. I.

HARRISON—Sol, 81, veteran carnival commissioner, November 12 in Canton, Mass. Memorial services were held in Worcester, Mass. For the past several years he traveled with the World of Mirth Shows.

HAWKINS—Erland (Happy), 55, charter member of the Miss Shriners Association and member of the American Legion, November 16 of a heart attack in California.

HERITZ—Bertrin, widely known secretary of the Ringling Brothers and Barnum and Bailey Enterprises, office closed November 15 in Chicago. (See details in the General outdoor section.)

OOSTERKAMP—Mathilda, Oosterkamp-Mother, December 8, well-known Cincinnati circus fan, November 17 at her home, 7005 Anthony Wayne Ave, Carthage, Cincinnati. The Oosterkamp family, long-time circus supporters, has donated a grandstand ticket to the circus. Surviving are his wife, Dorothea; two sons, passing in front of the main entrance. Several fans were held at their homes of the Oosters and Mrs. John Oosters.

POLLETT—Walter, musical conductor, pianist and arranger, October 29 in Los Angeles. In recent years he had been active in the film industry. Survivors include his wife, Patricia; two sisters, and a grandson.

Michigan Showmen’s Association

DETROIT—Under the chairmanship of President Joe Carter, the executive board held its monthly meeting and honored new members. The new members of the organization are: Mrs. William Moore, St. Andrews Methodist Church, and Mrs. Patsy Moore, Lincoln Park Methodist Church. They were honored with a plaque and a bouquet of flowers.

Show Folks of America

SAN FRANCISCO—Past president of the Show Folks of America, Mrs. F. T. Mather, died November 14 at the age of 76. She was a member of the organization for more than 30 years and was active in its affairs.

SEASONAL OR YEARLY INSURANCE NEEDS FOR...

- Carnival Ride Operators
- Park Operators
- Concessionaires

Claim Service—Rattas Wide. Call or write to

"MIKE LAW" 439 South Fourth St., North St. Petersburg, Florida Phone 53-317-7014

INFORMATION

Mehawk Insurance Agency
53 W. Jackson Blvd.
Chicago 4, Illinois

OPEN A DRIVE-IN THEATER AT LOW COST

Street and gas-worship service from 10:30. Time payment available to those who wish to purchase a new theater for their own personal use.

ROYAL POPCORN ATLANTA POPCORN SUPPLY
117 W. Jackson Blvd., Chicago

WAX FIGURES

ROYAL POPCORN ATLANTA POPCORN SUPPLY
117 W. Jackson Blvd., Chicago

THURSDAY, NOVEMBER 24, 1955
THE BILLBOARD

71

IN LOVING MEMORY OF OUR DAD

WM. C. HOUSE SR.
Who passed away Nov. 19, 1953.
WM. C. HOUZE JR. and Vivian Marie Stepphenson

IN MEMORY OF THE HUSHED

MAD CODY FLEMING
Who passed away Nov. 19, 1953
MR. GRACE FLEMING

BILLYIDGE, TIX.

2160 Patterson St.
Cincinnati 22, O.

Carnival Routes

Sends to

SMALL THEATER, DENT.

FELLEF, ROBERT

PITTSBURGH, PA.

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PARKS-KIDDIELANDS-RINKS

The Billboard Communications to 188 W. Randolph St., Chicago 1, Ill.
NOVEMBER 24, 1956

Coney Scores High On P. R. Targets

Luna Parking Ease Traffic Headache; New Events Hold Big Turnout Promise

NEW YORK—If Coney Island's public relations department was to be judged by the number of press releases it issues each day, one would think that every day is an event year-round at the midway. But in addition to the press releases, there is a lot happening underground to pull together the theme of a full year's effort to market the island for the midway, and for the entire island for that matter. A few examples of the color that has to be made by the owner, manager or operator. The so-called latte of stimuli, the colors, the sounds, the smells, the actions, the emotions and give people a life in many more exciting terms. The cooler color or more pastel shades of light yellow, light green, light blue and richer browns, purples, orange yellow, orchid, tangerine, and magenta add more dimension to the emotions and give people a life in many more exciting terms.

While ample light is essential to good vision, the human eye must rebel upon contrast to distinguish what is important and what is not, it is every way as important as light. Color reflection reveals a science of the scientific section of the National Paints. Viewing with the color expoven presents, shows the percentage of light reflectance of the paints.

While, 85 per cent to 92 per cent; light ivory, 87.8 per cent; cream, 77.8 per cent; buff, 74.9 per cent; light tan, 70.3 per cent; pastel peach, 55 per cent; pale orange, 55 per cent; pale blue, 49.8 per cent; light gray, 49.5 per cent; light brown, 39.9 per cent; medium gray, 30.2 per cent; medium green, 23 per cent; dark green, 7.4 per cent; dark brown, 6.6 per cent. The choice of product depends on the surface to be painted, alight drying time, working conditions and money available.

Labor Cost Counts

Truck, trailer transport, pulley units, passenger cars and train cars require an oversize truck, a pulled locomotive and a train car. A first quality transit automotive finish (Continued on page 79)

Fort Macleod, Alta., Re-Elects Officers

Fort MACLEOD, Alta. — Officers of the Fort Macleod Stampede as follows: President, Dan Boyle; secretary, Arthur Miller; treasurer, Charles Mason. Dates of the 1957 stampede were announced as June 15, 1957, with prizework approximately the same as in 1955. Fort Macleod alternates with High River in holding a rodeo every other year. Efforts will be made to increase the number of floats in the parade.

Salisbury Ops

Ask Seccession Over Dry Vote

Night Spots Try ‘Bring Your Own;’ Reactions Mixed

Salisbury, N.C. — The question in the minds of citizens of this popular beach resort is whether the recent “dry” vote will kill the guns that loaded the golden eggs. Business along the big beach front will be left high and dry come next month, and are talking succession. The town, which has a population of 25,000, is in the town of Cushing, and it will be up to the town council to decide what will be the future of the gun owners and night spots proprietors have their way. They fear that a liquor license Salisbury will kill the town’s summer business.

Roller Coaster operator Charles A. Kinbult, a leading advocate of the bill, said he should be supervised by the State Police, and that he would not run and become a ghost town.

One thing certain is, life is going to be different here. No longer will Salisbury be the north shore home of a great amusement talent, and its nightclubs a heaven for men. It will be a mere传闻 from the New Hampshire resorts—just for the next two years.

Dems. Gary, chairman, said (Continued on page 77)

125,000 Shore Diners

Aid Rocky Pt. Rebound

WARWICK, R.I. — The best business it since it rebuilt in 1948 has been experienced by Rocky Point Park, President Vincent Ferrell said Tuesday, Nov. 24. Weekend business was undertaken after the park was destroyed by a hurricane 10 years ago.

More hurricane damage was felt two years ago when two severe storms, Carol and Edna, ruined the large Dinnerette and the park’s major attraction.

Ferrel, sole owner, got rebuilding operations started quickly, ena

125,000 shore diners

Yonkers Adds

Nine Units With Okay on Rides

YONKERS, N.Y. — Wonderland, kidie attraction at Croton shopping Center is installing its ninth riding device in addition to the lavish, fabulous decorated to greet equipment. The park's season of operation was satisfactory, with the novel structures and playground in operation behind a pay gate. With acquisition of the elusive and difficult-to-get license, owners of the park, the spot has started to change slowly, the developer said.

A piante kiddie Merry-Go-Round was bought from Нубли on Long Beach, which was purchased from Standard Kiddie Rides. The most recent is a Beller Coaster now being installed.

Manager Irvin Beethoven said the expanding ride phase is forcing disposal of some of the fairyland buildings, which will be torn down and still have been good business. The next in line is the 125,000 shore diners.

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EXPANSION PLANNED

Picnic Units Given Priority at Nipmuc

MENDON, Mass. — Improvement for 1957 at Lake Nipmuc Park will be mainly designed to cater to picnic tastes, owner Joseph Carillo reports. The second season under Carillo’s guidance revealed increased attention is needed to see this kind of facility.

Despite generally unfavorable weather during the past year, Carillo said this additional picnic tables and facilities will be more provided for next season if his public's tastes are to be satisfied. Hobby of his is to bring picnic meals in large quantities, with lesser emphasis on the park itself. The spot has a baking bench and barbeque facilities, added to the picnic attractions.

40 Tables Scheduled

Carillo will erect another 40 tables to add to the more picnic facilities. Eventually, a change will be made to use for the picnics, which will be assigned on a reservation basis. The development will depend in part on observations at the Chicago convention.

Carillo, 79, is one of New England’s veteran ride operators, having been connected with the (*)
BIG PROFITS! Seal Photos and Cards in Lifetime Plastic. New hermes LAMINATING MACHINE CO. 11-19 University Place, N. Y. T. S. N.

NAAPPB Program

38th Annual Convention, Hotel Sherman, Chicago

SCHEDULE

SATURDAY, November 24
2:30 p.m. — NAAPPB Director's Meeting, Room 2380.

SUNDAY, November 25
6:30 a.m. — Registration, Mezzanine.
10:00 a.m. — Trade Show opens, Mezzanine.
3:00 p.m. — Ladies' Tea, House on the Roof; Mrs. Henry C. Bowen, hostess.
7:00 p.m. — Trade Show closes.
10:00 p.m. — Peacock Club, House on the Roof.

MONDAY, November 26
9:30 a.m. — Registration, Mezzanine.
10:00 a.m. — Trade Show reopen.
10:00 a.m. — Trade and Pool Session, House on the Roof.
James H. Dickson, general chairman.
Henry A. Groh, chairman of the day.
Reception; General Discussion; "Extra Money Around the Year"
11:00 a.m. — NAAPPB, Executive Session, Louis XVI Room.
Meeting called to order, Fred W. Pearce Jr., general chairman.
Invocation by R. M. Spangler.
Communications; Introduction of hotel executive.
Introduction of NAAPPB president, Henry C. Bowen.
11:15 a.m. — Roll call, reading of the minutes.
Report of Resolutions Committee, Fred L. Markey.
Report of Secretary, Paul H. Hurdle.
11:35 a.m. — Report of the Nominating Committee, William W. Maier.
11:45 a.m. — Unfinished business, new business.
12:30 p.m. — Trade Show closes for day.
2:00 p.m. — NAAPPB, Report of Insurance Committee, C. P. Price.
Report of Legislative Committee, Harry J. Ball.
Report of Exhibit Awards Committee, George E. White.
2:30 p.m. — NAAPPB President's Annual Message, Henry C. Bowen.
3:00 p.m. — Trade Show reopen.
3:00 p.m. — NAAPPB Forum, Amusement Park Games.
Robert A. Gauthier, chairman; with George A. Hamilton Jr. and Henry F. Jones Jr.
4:00 p.m. — NAAPPB Past Presidents' Panel, Don Dancy, moderator.
7:00 p.m. — Trade Show closes for day.
7:00 p.m. — AREA Annual Dinner and Meeting, Gold Room.
10:00 p.m. — Pent House Club, House on the Roof.

TUESDAY, November 27
9:30 a.m. — Registration.
10:00 a.m. — Trade Show reopen.
10:00 a.m. — Trade Show 
10:30 a.m. — NAAPPB Directors' Meeting and Election of Officers, Pool Room.
12:30 p.m. — Trade Show closes for midday.
2:00 p.m. — NAAPPB Convention Session.
2:45 p.m. — NAAPPB Maintenance Symposium, A. M. Brown, chairman, "Concrete Maintenance, Material and Preservatives," Norman D. Nichols.
"Practical Use of Concrete," Robert W. Shulder.
"New Material for Outdoor Amusement Industry," R. E. Emerson.
3:00 p.m. — Trade Show opens for afternoon.
3:30 p.m. — "Mechanical Refrigeration," John Roth, York Corporation.
4:00 p.m. — Films, NAAPPB Visit to Disneyland.
7:00 p.m. — Trade Show closes for day.
7:30 p.m. — NAAPPB Annual Banquet and Ball, Grand Ballroom.

WEDNESDAY, November 28
9:30 a.m. — Registration.
10:00 a.m. — Trade Show reopen.
10:30 a.m. — Trade Show 
10:50 a.m. — Beach and Pool Session, House on the Roof.
Charles R. Platt, chairman of the day.
"Flow Control for Pool Patrons," Round Table Discussion.
12:30 p.m. — Trade Show closes for midday.
2:00 p.m. — NAAPPB Convention Session.
"European Amusement Park Industry," Harry J. Bitt.
2:20 p.m. — Trade Show opens, House on the Roof.
3:20 p.m. — Trade Show closes for day.
3:00 p.m. — Trade Show reopen.
3:30 p.m. — Announcements, Service Awards, Adjournment.
7:00 p.m. — Trade Show closes.

THE PROVEN ROAD TO HIGH PROFITS...

ALLAN HERSCHELL'S ROADWAY RIDE

A sporty new ride that appeals to kids of all ages. High capacity, big profits. 32-track system is safe and permits simple trouble-free electric pick-up. The ride leaves the factory completely built to your layout. Nosing for you to build. All wheels turn for 100% realism. Installations: Bar & Sunken, Michigan City, Ind.; Eastern Terrace, Chesterfield Ind.; Mission Kiddieland, Mission, Kan., and Lagoon Park, Salt Lake City.

THE BILLBOARD

PARKS-KIDDIELANDS-RINKS

130 E. Duval St. PHILADELPHIA 44, PA. PRODUCTION IS LIMITED, SO DON'T DELAY

MERRY-GO-ROUND PARTS

Enclosed Wear Gear Drives, Pole Cop Bearings, etc. Steel & Brass Rings. PHILADELPHIA TOBOGGAN CO., 130 E. Duval St. PHILADELPHIA, PA.
SILENT TREATMENT
ACCORDED COASTER

DETROIT — Edgewater Park here has expanded a good-neighbor policy and given its full-sized Coaster a full-scale acoustical treatment.

The Roller Coaster has been rebuilt and equipped with new noise-reducing features. Following a disastrous fire last winter, about one-third of the ride was rebuilt, including 300 feet of track, the station and the complete braking system. Cost of rebuilding was estimated at about $35,000.

Outstanding feature of the Coaster is the development of the quieting features, on which an effort was made by the National Amusement Devices Company, of Dayton, O., under William de L'Orbe. The engineering work on this project was said to cost around $50,000.

Major objective of the new sound-reducing program was the good-neighbor policy of Edgewater Park. Built 20 years ago virtually out in the country, the park has been surrounded by residential developments, and it was decided to take major steps to quiet the Coaster, always a chief source of noise. Results are seen, and an added feature is that the sound-level readings in the windows of the park have been reduced by 40 percent.

The Coaster was installed at the usual height of 300 feet, which gives a larger surface, in that the wheels of the train can run between the bolt heads. The varying conditions of course cause the bolt heads to rise and lower with the construction and expansion of the wood, creating surface unevenness, and, in small installations, noise, as the wheels strike them. While the wheels of the new trains are 3/4 inches wide, about a quarter-inch wider than usual, the new wide tracks permit them to roll freely in the middle between the bolt heads, which are placed toward the outside of the tracks. This is a further feature, and serves to reduce the slap of the chain and the machine noises.

An unusual feature is that the turntable itself incorporates a 30-foot section of the brake, requiring unusually sturdy construction. A wide track was installed in place of the usual 3 3/4 inches. This gives a larger surface, so that the wheels of the train can run between the bolt heads.

The varying conditions of course cause the bolt heads to rise and lower with the construction and expansion of the wood, creating surface unevenness, and, in small installations, noise, as the wheels strike them. While the wheels of the new trains are 3/4 inches wide, about a quarter-inch wider than usual, the new wide tracks permit them to roll freely in the middle between the bolt heads, which are placed toward the outside of the tracks. This is a further feature, and serves to reduce the slap of the chain and the machine noises. It is made with laminated construction providing the desired noise-control sheet metal on the outside, a layer of one-inch, seven-ply outside plywood under that, then a layer of sheet metal, and an inner layer of fiberglass acoustic material.

On the outside dips are several suspended blankets of acoustical material, generally facing toward the outside of the park, to provide maximum noise absorption on the neighborhood side. This is fiberglass material, topped by a metallic material, encased in chicken wire, and suspended from the underside of the handrail.

Experimental Wheels

The new train is a feature of the ride. Two new trains were built, each with four cars having three seats each. One is a general standard construction, while the other incorporates the experimental features.

The experimental train has two special wheels made by a California company. Unusual feature is the four-fifths and four-track wheels which are interchangeable on each car. This new type of wheel has a rubber hood between the steel hub and the outer steel component, forming an effective noise-reducing cushion. It is estimated that track noise is reduced by 50 percent.

The new trains have a unique appearance because of the construction of semi-enclosing canopies, erected one to each car, giving a segregated sense of enclosure of each ride as the Caterpillar. A superstructure of approximately half-inch pipe frame, using aircraft type metal, is mounted at each level. This supports a continuous canopy for each car, providing an open space above the passenger ride in the train. This is of stainless steel. Side panels of a similar material are placed at each level, but the sides of the canopies for each seat remain open.

The undersides of the canopy and side panels are covered with fiberglass acoustical material, supported by a polystyrene staked framework.

This unique canopy construction is designed to reduce the noise caused by streaming of ride patrons, and is estimated to be 80 percent effective in use. The tops are readily removable, and the trains may be run during the daytime with the canopies open in conventional fashion, and with the canopy in place in the evening to preserve quiet in the neighborhood. The canopy may also serve to protect riders from the weather, although they are not entirely closed. With two trains, including the standard, available, the park is in a position to test customer reactions to the new type.

The reconstruction of the ride was done by park personnel, with the design worked out by a professional sound engineer.

LAKE & PLAYGROUND EQUIPMENT
Cost $18,000.00
"AMERICAN PLAYGROUND"
Climbing Units, Slides, Bars, Numbered Baskets, Floodlights, etc. Draw in fancy color. Everything needed to start park will include.

SHOOSMITH BROS.
1058-926-2491

WANT FOR EDGEBWATER PARK
Detrofs, Mif.
High-class show for summer season—can meet any standards. If you have an established, worthwhile show, contact me at"Shoosmith掺tp, Detroit, Mich. During the Shoosmith Orientation.

JACK DICKSTEIN

AMUSEMENT PARK FOR SALE
Permanently established, 14 acres, located at center of Chicagoland, surrounded by 3 miles of water, including Lake Michigan, hardwood, beautiful, tablecloths, Musk and Canadian, under 100,000 cubic feet of trees and 100,000 square feet of buildings. All rights to the name of the organization to the purchaser.

1939 South, Chicago, Ill., N. Y.

SAVE $40,000.00
KIDDIE LAND
For sale at 25 years. Owner must develop this to 10 years average condition. Situated on Lake Shore Drive, located on 4th Place highway with a 100 feet of the Chicago River for 12 years. Can be converted into any type of amusement park. For further information call 479-2981.

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"THE FIRST, THE ONLY NEW ELECTRONIC AUTO-PHOTO STUDIO, MODEL 11"

AUTO-PHOTO-Model 11 assures you a BIG SLICE of the "small try" and juvenile PHOTO-MARKET

NOW YOU CAN PARTICIPATE IN THIS TRIMENDOUS BUSINESS WITH
"THE FIRST, THE ONLY NEW ELECTRONIC AUTO-PHOTO STUDIO, MODEL 11"

Perfect photos every time. Split second shutter speed and synchronous strobe; electric lighting stops ALL ACTION INSTANTLY and sharpens every detail. AUTO-PHOTO Model 11 photo-graphs the equipment youngster every time with excellent results.

Write for literature and name of nearest distributor

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"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"

BOOTHs #141 and 142, HOTEL SHERMAN, Chicago — Nov. 25th thru 28th.
SHOOTING GALLERY OWNERS!!
LOAD 250 TUBES IN 10 MINUTES
PUMP OR AUTOMATIC
This new loader saves time and labor—is simple to use, foolproof, sturdy and will pay for itself many times over. No gallery operator should be without one.
Also New Plastic Loading Tubes

OUR FAMOUS
PNEUMATIC MACHINE GUNS
NOW AVAILABLE
Young and old alike get a thrill holding and shooting a real machine gun.
Set up a gallery with these guns and be amazed at the business you will do.
"100 shots for 25¢" gets the business. Low cost ammu-
nition. Load quickly and shoot fast. Ask for information on galleries and guns in time for Spring delivery.
Write, wire or phone
MEINCH & FELTMAN
521 Neptune Ave., Brooklyn 24, N. Y., Coney Island 9-944

ROCKAWAYS' PLAYLAND
OFFERS
UNLIMITED BUSINESS OPPORTUNITIES
NEW RAPID TRANSIT . . . direct to Playland Station has just created tremendous new business potential. Millions of New Yorkers now have easy, inexpensive accessibility to Queens Million Dollar Amusement Park. A few choice concession spaces are still available to experienced operators.
INTERESTED PARTIES IMMEDIATELY ADDRESS INQUIRIES TO
REAL ESTATE DEPARTMENT
ROCKAWAYS' PLAYLAND

ROCKAWAYS' PLAYLAND
WILL BUY, LEASE OR RENT
LARGE AMUSEMENT ARCADE
Or location for same with or without equipment. Must be established Amusement Park or Resort. Minimum floor space requirements 2500 sq. ft. Contact Chas. M. Huth, Sherman Hotel, Nov. 26, 27. Room number may be obtained from N.A.A.P.P.P. Registration Desk. Or write
C. M. HUTH
703 So. 2d St. Fairfield, Iowa
High Quality
KIDDE RIDES
3000 Will-A-Whir—Speed Boats—Pony Carts—
Galloping Horse Gondolas—
Illustrated Circuses Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
EStABLISHED 1898

FOR SALE
Mangel's Rolo Whip
3 years old. Like new. Working now.
T. R. STEVENS
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FOR SALE
Concession Space for 3-3813
Established Children's Amusement Park
Excellent Location—Customer Traffic—No Cigarette Stands—500 ft. to Beach
GLOCTT BEACH PARK CORP.
GLOCTT, NEW YORK

FOR 1957
ROTO-JET • STRATO-JET

INTRODUCING:
The STRATO-JET
A SUPER VERSION OF THE WORLD FAMOUS
ROTO-JET
The Top Ranking Park Ride for the Last Two Seasons!
Also Introducing for the First Time in America
THE ORIGINAL "WILD MOUSE"
A New Serpentine Roller Coaster
Built for Us Exclusively by Reliable German Manufacturers
We also undertake to construct this ride on inland locations with factory engineers under supervision of Mr. Joseph McKee, the famous Roller Coaster authority!

ALSO SCENIC CHAIR LIFTS AND MONORAILS
FOR INFORMATION AND DETAILS WRITE TO
ERIC WEDEMeyer, Inc.
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OPPORTUNITY FOR
AMUSEMENT PARK
Location available on grounds of America's three biggest and busiest farmers markets and discount shopping centers in Philadelphia and South Jersey area. Each market attracts 25,000 to 35,000 shoppers every weekend. Free, illuminated paved parking at each market for thousands of cars. Consideration given only to persons of financial responsibility. For information
ASSOCIATED MARKETS CO.
731 WIDENER BLVD., PHILADELPHIA, PA.
Rosenthal Perks Up Plans for Palisades

Wild Mouse Ride Set Thru Wedemeyer; Under-Canvas Circus Feature Is Definite

NEW YORK—Even before the first snowfall and months in advance of attempting to break the ice with an Eastern winter, Irving Rosenthal has his Palisades Boulevard Amusement Park planning in high gear.

Only a week or so after announcing that he would definitely open with a full-scale three-ring circus under canvas, he reported contacts with Erie Wedemeyer for a Wild Mouse ride which he hopes will be the first in this country, although the German innovation has been viewed and discussed with enthusiasm for the past two years.

The name of the ride stems from its simulated motion. It resembles a small coaster, the cars on which are turned upside down and are very sharp and thrilling.

Jack Ray Design

An area adjacent to the administration building will be made available for this new ride. Jack Ray will design a front for it.

Likely it will be used to fill the bath house and hair dryers will be installed for the ladies. A new ticket booth is planned for the park and some 17 new decorative features will be added to various rides and structures.

In this new visual quality is added with a minimum of a major physical change.

The circus will be offered at 90 cents for adults and 50 cents for children, according to present plans, while the cost will be $75 cents for children and $1.05 for adults.

There are plans to use peanuts, popcorn and soda, thrown in at no extra cost. Under such a plan coupons good for the food, and even novelties and souvenirs, will be included with the general admission tickets.

Selling Campaign

No matter what the features may be, the emphasis again will be on large-scale promotion. Tickets in the millions and advertising ads ranging from matchbook covers to summer televisions tie-ins are already under way. Through the off season Rosenthal plans to sell tickets at point of sale and at his park administrative office and his home in Englewood. This year he is well along in plotting and planning fares for area residents and visitors.

Rosenthal is making every effort to further expand the park's drawing area with an ambitious advertising campaign in Westchester County high on the list for development.

Publisher Bert Nevins has already been asked for ideas by the important advertising agency. One scrap booking containing dozens of clippings reflecting the success of an equal number of stunts and contests this year forms a proud record for management. It also sets a lofty goal for next year's efforts.

A tie-in with Jersey Democratic resolutions and an in-person appearance by Adlai Stevenson, presidential candidate, over the Labor Day weekend. Drumming up an annual gathering of Democratic workers and also Republican workers would make for nice color and variety of park activity, and Rosenthal is plotting this, too.

Two Purchase

Jr. Hot Rods

NEW YORK—Sale of two Junior Hot Rod units in advance of the Chicago conventions was viewed encouragingly this week by Lewis Morgan (Mickey) Jones, who represents the importers of the German units.

Both of the pint-sized kiddie car rides were supplied from storage at Seaside Heights, N. J. They were to go to Dave Simon at Kiddle World, and to George Turner, owner of Seaside Heights, for winter operation in Chicago.

A selling element in the German Kooler car, also sold by Hughes, is an oil-cooling water storage unit which reportedly greatly improves the cars' maneuverability.

Colors Attract

Continued from page 72

is the correct product to use, for labor cost of too frequent repainting is an important item.

Where dust is a problem, drying time limited or weather conditions adverse, a durable quick-drying finish is the answer. Aluminum paint for exterior use on wood and wood metal should both be touch-dried and made with a long oil spar varnish as a sealer.

Signs or billboard colors now come in 12 shades and all the approved colors of the Outdoor Advertising Association of America. Quick-drying blocking-out whites and primers complete the billboard choice.

Bullet colors are usually applied by branded transit automotive finishing firms. Work on such signs have been consistent. Application of such matte and dull colors to brush or spray equipment, except for industrial depot or household use of a roller.

Nipmic Picnics

Continued from page 72

business since building a 12-car Ferris Wheel in 1912. Hutger Bock Point Park, Rhode Island. It was not a success and he traded it for a Carousel at Hunts Mills, Ill. Over the years this phase of his business expanded to where he has Carousels in operation at Oakland Beach in Warwick, Lake Michie, in West Greenwich, and Goldmar Park in Poestenkill, all Rhode Island spots. He has also been involved in rides and amusements at those locations, but this year he turned his sights to pursue a reliable roof. This year a complete off-season was planned, but with improved conditions, he is still planning for the coming season.

Caro-Park will be operated by Caro-Park, Inc., and will be located at the site of a former Monster Park. The new park will feature a range of attractions, including a large Ferris wheel, roller coasters, and other rides. The park will also feature a variety of food and beverage options, as well as a gift shop and other amenities.

For High Riding Profits .

THE ALLAN HERSHEY RODEO RIDE

The Rodeo Ride is a proven profit maker, endorsed by many outstanding showmen like George Humphreys, Patty Conklin and Irving Rosenthal. The all-aluminum horses with western saddles gallop around the center and the young buckaroos shout at the "bad men" in the center. Lights in villains' guns blink to simulate a realistic 'shoot-back.' Adult size horses . . . no horseplay, cranks or platforms . . . extreme portability.

MERRY-RODEO-ROLS . . . BOAT . . . AUTO . . . PORTABLE ROLLER COASTER . . . BAYFINGER . . . TANK . . . HORSE AND BUNNY . . . JOLLY CATERPILLAR . . . HICKER . . . ROADWAY RIDE . . . RODIO . . . CAROLINE SPORTS CARS . . . TWISTER . . . 18-CAR CAT . . . RECORD PLUS . . . RECORD II . . . TIMES . . . RUN TIMES . . . CANVAS

ALLAN HERSHEY COMPANY, INC.

"World's largest manufacturer of amusement rides" 194 OLIVER ST. PHONE: LUDLOW 4390 NORTH TONAWANDA, NEW YORK

ROLLER COASTER

DESIGNERS • BUILDERS • EQUIPMENT
NEW LIGHTWEIGHT ALUMINUM CARS
PARTS & MAINTENANCE SUPPLIES
PHILADELPHIA TOBOOGAN CO.
130 E. DUVAL ST. PHILADELPHIA 44, PA.

BEAUTIFUL MERRY-G-ROUND
FOR SALE
$25,500.00 OR PERCENTAGE LOCATION

35-Horsepower, electrically operated, stationary, by Cutterman. Fifty-three (53) hand-crafted wood rabbit, plus 5 horses, bison, chariots, etc. Amusements included. Triumvirate to purchaser with reference. Location, permits must be available. Only established, respectable persons, prices on request. Receipt to

BOX D-257

The Billboard 67

TYBEE ISLAND AMUSEMENT PARK
ON BOARDWALK, SAVANNAH BEACH, GA.

PARK OPENS APRIL 15

Want to book, buy or lease set of four Kiddie Rides and major Rides. Building available suitable for Dark Ride. Rides do well here. Long season.

Contact Open, Popcorn, Apples, Candy Floss, Shooting Galleries, Novelties, Arcade, games of all kinds.

Have complete Bingo, niceest on East coast, ready to operate, building 40 x 80 ft. Will rent to good operators.

Can use Walk-Through Shows. Exhibit Shows, Funhouse. Represented at the Chicago Convention by Al Dorsa. Contact DANIIL DORSO

1630 North Dixie

Phone: Justice 2-3677 Lake Worth, Florida

PARK CONCLAVE

Continued from page 72

such subjects as the special problems of small parks, the questions facing Kiddieland operators, the problems of maintenance and similar facets.

There also will be talks and films about parks in Europe and the European ride manufacturing industry. A TV film about a park will be shown. Past presidents of the NAAPB will take on the questions placed with them by all members.

54th Exhbit

In the trade show, 84 firms will exhibit. In addition to the Chicago World's Fair, which was highly successful, the NAAEPB will have for show one new model of each of its rides. As in the previous year, there will only be one of each. The 84,000 square foot exhibit will be open from April 9 to 17.

Park Conclave attendees will be able to view the exhibits at any time the park is open.

Big Turnout Seen

Hixfield said for prospects a large attendance was expected. The exhibits will include all the latest rides and equipment. Requests for hotel accommodations were coming in as one of the main attractions. Requests for hotel accommodations were coming in as one of the main attractions. The park will be open from April 9 to 17 to accommodate the exhibits.

Attendance was up to 18,000 people this year and about 1,000,000 people are expected to visit the park this year.

Carnival tickets will be sold at a reduced rate and will be available at local stores.

The park will also feature a variety of food options, including popcorn, cotton candy, and other treats.

The park will be open from April 9 to 17 and will be closed on weekends.

The park is located at 1230 W. 31st St., which is near the Chicago Convention Center.

For more information, visit www.americanradiohistory.com
ROLLER RUMBBLINGS

1,500 Attend DJ Socks
Hop at M'kee Pallomar

MILWAUKEE—A sock hop for disk jockeys of the local radio station WRTI drew nearly 1,500 teen-agers at 75 cents per head last Monday night, November 8, according to M'kee Pallomar, operator of the Establishment.

Patrons received free checking for their street shoes, having to wear the company shoes to protect the skating floor while they danced to records supplied by WRTI. The establishment received heavy air plays from the disk jockeys all week long before the door opened on Thursday evening, building a fine turnout of customers. WRTI destroyers who participated in the hop were Gene Edwards, Bob Loenard, Gerry Groening, Larry Fischer and Don Metger.

According to Operator Pallomar, the encouraging reception at the first hop was due to the similarity of the popular promotion for December other. Lots of free gifts and record albums as door prizes are being lined up and possibly some personal appearances by the disc jockeys themselves to bring more interest. He will continue to cooperate with the corps of WRTI announcers.

Bargain Nights Offered At Stardust Skates

Stardust Skates on Green Lake street has instituted a "bargain" policy or Tuesday, with severe cuts in charges for admission.

The risk also offers special children's entertainment on Saturday nights and holiday afternoons, from 1:00 to 3:00 p.m.

Big Slip to Reply to Six
Of His Merger Proposal

MINEOLA, N. Y.—Artie Bink- con of the Rayco Amusement Com- pany, of Enterprise, N. Y., has received a letter from Patrick L. Murphy of Mineola, N. Y., and that at a later date he will comment on the merger request by the Rayco Skating Rink Operators' Association of America of his proposal that, through a number of associations, all roller skating competitions be held under one banner. It was also set forth in Binkcon's letter that he plans to hold another in Mineola last summer in his park and that "The Billion Dollar Boys" will be a part of it. The proposal was designed to avoid competition within the same geographic area.

For its part, Binkcon's proposal was suggested as a sympathetic action, the letter stated.

The association was formed to keep the public and the public's eye on the same side.

$1000.00 ford clamps 3.50 per
Brownie Precission Wheels... 1.50 ml
Economy Precission Kit... 9.50 ml
Benny's Race-Meights... $15.60 dl
Benny's New "Pretzel"... 24.00 dl

Roller Skate Rink

Adams & Son
100 Central Ave.
Alton, ill.

30 PER CENT CLIMB

Kansas City Kiddie Tab's Increase; Credits TV Show

KANSAS CITY, Mo.—Success- ful use of television for amusement park exploitation during August receipts 30 per cent over the corresponding month in 1955 and prompted Mr. and Mrs. A. N. Rie, owners of Kiddieland Park here, to add September and early October to their full-time operational calendar, they said.

Secret of the Rie's current suc- cess is in "Whiz's" Wonderland, KMBC-TV's kiddie show and focal point of the park's pro- motion efforts since early August. Increased business at the park can be traced from the date "Whiz" first plugged it in June and July were barely keeping pace with 1955.

Frank Wiziarde, KMBC-TV staff director and announcer, is the creator, producer and star of the hour-long, six-day-a-week "Whiz" show. Featuring a circus motif, a show is cycled to a small audience in a circular studio surrounded by a crowd of costumed Junior Clowns.

Use Minute Spot

The Rie's use of television con- tained in a minute spot in the "Whiz" show five days per week. Kiddieland Park sign and one of the "Whiz" characters is seen with a background of calligraphic mystique. "Rollerskating With "Whiz" is the caption and Wiziarde tells his television audience each day where the character will be the following day. The truck crew passes out tickets for two rides to every younger gathered at each stop.

Biggest winner in the park's seven-year history, according to the Rie's, was August 25-28, the result of a promotion by Wiziarde in conjunction with Dell Comics thru the "Whiz" sign. "Boys" and "Girls" were offered a Dell Comic book free with the purchase of each ticket sold. After "Whiz" plugged the offer for five days, 10,000 comic books were given away over the weekend. A smaller number may be allocated to supplement the regular television and sound truck promotion for the event.

Floor has been amassing park patronage for several years while Wiziarde comes from a circus family. Mr. and Mrs. Rie are as- sisted in the operation of Kiddie- land by their son, Bob, as general manager and Jerry, as promotion manager.

WE BUY AND SELL

USED ROLLER SKATES

1000 pr. shd clamps $3.50 pr.
Brownie Precision Wheels... 1.50 ml
Economy Precision Kit... 9.50 ml
Benny's Race-Meights... $15.60 dl
Benny's New "Pretzel"... 24.00 dl

Roller Skate Rink

Adams & Son
100 Central Ave.
Alton, ill.

4419 W. LAKE STREET CHICAGO, ILLINOIS

"CHICAGO"

"Duryte" Plastic Wheels
Custom "GOLD MEDALIST"

The Very Best

Will make more
Money for You and
build "Good Will" with your
Customers

No Dust

Sold Exclusively by

Rink Operators

CHICAGO ROLLER SKATE CO.
4419 W. LAKE STREET CHICAGO, ILLINOIS

"Coney Scores

"Coney得分"

Continued from page 12

Coney Island was strongly urged to embark on a formal opening project, rather than continue with the informal arrangement, that was tied in with publicity's "Operation Parking Lot," a campaign calling for the cooperation of the city in opening the season at the opening of the park. This was article on the pre-season programme of William O. Wesley, elec- tor of the board of directors of Rinks, and was with the RSRO building acquired by the city.

RSRO Adds 11 Spots To Membership Roll

DETOUR—Operators of 11 Rink Operators' Association of America, who are RSRO secre- tary-treasurer Robert D. Martin, the risks and their operators are as follows: Mr. and Mrs. Joseph Orr, and C. B. Durham, Holland; Thomas Paut and William C. Put- ton; Roller Gardens, Conrad, Calif.; John and Helen M. Gallis; Boulevard Rink, St. Petersburg; Mr. and Mrs. Joseph Nigro; Paradise Rink, Orchard Park, N. Y.; Wiziarde; Miami, New Rink, Cleveland; Joseph Cin- chino and Philip Engollis; Roller Rink, Youngstown, Wash.; Athletic Rink, Washington, Pa.; Robert Ryan, Green; Barden, East Montauk, T. H. Archery; Hudson; East St. Louis, Ill., Frank Thompson; Western Bowl, Palace, Rock- fordon, Ill.; Roy M. Balls.
NEW YORK — A change in dates for the World of Mirth Exposition, Ottawa, placing that event in a period a week later, August 23-25, poses some route changes in the East, particularly for the W.T. & R.C. Club which has already played the event for many years. The new dates for the Ottawa Fair cause it to coincide with the Chaplin Valley Exposition, Essex Junction, Vt., to which the World of Mirth has routed for possibly as many years as it has played the Canadian event.

If Expo Junction can be persuaded to move its dates a week ahead, incorporating Labor Day, it would fill in the空白 for that period. A problem confronting the fair, however, is the same one that confronts the Rutland (Vt.) Fair, only about 60 miles away, on that same Labor Day week.

Early Route Firm

The World of Mirth routing at easily fairs in Maine and leading into a possible world fair date is firm. The new Ottawa dates will give the show an opportunity to get past Labor Day prior to the event, and one seemed assured, according to Frank Berger, general manager.

Steve Vaughn Tops Trouter

Regular Slate

LOS ANGELES — Steve Vaughn was nominated for the presidency of the National Trouters’ Club for the coming year by a committee which again named Jim O. Martin, treasurer and believed Helen Smith as secretary for the second consecutive year.

Others nominated were: Edison Kennedy, first vice-president; F. M. (Pete) Hill, second vice-president; Marlo LeFors, third vice-president, and the National Exposition; Edward Sloan, fourth vice-president.

While another ticket may be brought out, there is little indication that those named will have opposition. The new officers will be "confirmed" in their posts next month if there is no other ticket.

The inductees are Martin, Ward Murray, president; William Davis, first vice-president; Peggy Butler, second vice-president; Vincent Kumpapen, third vice-president; and Helen Vaughn, fourth vice-president.

CARNIVALS

SLA PROGRAM SCHEDULE

CHICAGO — Scheduled events to be held by the Showmen’s National League of America during convention week follow:

- **Open-house in the exhibition rooms at 300 West Randolph Street, Friday, November 23, 10 a.m. to 6 p.m.**
  - **Regular Thursday (22nd) meeting postponed to November 23rd at 2:30 p.m. at the Hotel Sherman at 9 a.m.**
  - **5:30 p.m. Grand Ballroom, Hotel Sherman, Sunday, November 25th.**

Election of officers, new Associates, Monday, November 26, 1 p.m.

Annual Banquet and Ball, Grand Ballroom, Hotel Sherman, Wednesday, November 28, 3:30 p.m., banquet, 7 p.m.

Annual meeting and installation of officers, Luxury Six, Hotel Sherman, Thursday, November 29, 9 a.m.

SCENE CHANGES IN EAST

Masks & Ottawa Cause Shows to Eye Routes

NEW YORK — Eastern showmen, in comparatively busy period at this time last year, are now beginning to make some arrangements and the Chicago meetings offer a somewhat more flexible outlook.

Principal cause of the change was the complete retirement of John Cohen and his staff. This involved a dozen dates of top shows, principally the then Loopy Smith.

The confirmed change in the dates of the Central Exposition Chicago, Ottawa, in August 23-25, poses some route changes in the Chaplin Valley Exposition, Essex Junction, Vt., also causing the possibility of resulting changes for several shows.

Juggling Needed

The World of Mirth, which has placed, both Ottawa and Essex Junction for many years, will have to give Essex Junction and the dates for the event are again being changed to again make it fit their schedules. Several Southern fair secretaries, arrangers in the Chicago meetings, are reported having headed for the West. If their midways are still available it could mean increased interest and attendance by the Eastern group in the Chicago meetings.

Page Saves Okay Year Despite Rain Drawback

PALATKA, Fla. — The Page Condon shows placed their final stand of the season at the Palatka Fair on November 5-10, and will have winter quarters here on the Fairgrounds. Several of the rides were shipped to Ocala in August and delivered Jerry Sudderlin’s Glad Amusement Company midway at the WPV convention, November 12-17.

Charles Page, general manager, said the show had entered another season during the spring when the weather enabled the equipment at Starke, N. C. Early Southern shows were bezel expectations. Despite these drawbacks, the Page shows were given an overall satisfactory rating.

Page said he would attend the Chicago meetings and intends to use the new rides, a Rock-O-Plane and Swingamatic, and possibly also a Roundabout. The show will reopen here in Palatka in early April under Page’s sponsorship for a Merchants’ Exposition and Auto Show. Rear-ender of the 1317 route is partly well set, except for a few fill-in rides.

Page will be on stage’s page (Continued on page 05).

OFFICE HASSELS RESOLVED

800 to Frolic at Gala NSA Banquet

NEW YORK — Lured by a peak at some of the big names to entertain at their annual banquet, some 600 members of the National Showmen’s Association will address the affairs of the club at its 21st at the Hotel Commodore. James Luiso, Nat. (Kings) Cole, and Julius Murphy are all expected for the event.

The banquet will cap three nights of parties, banquets, and a commercial service, the last named in this case, the Holiday Inn’s open house and award night. A Monday banquet to kick off the week will see Jimmy Donaldson, president, and Joe Whitehead, vice-president, as well as Julius Murphy, president of the club, at the Park Sheraton Hotel.

Advance indications were that the Yearbook may represent about $70,000 in sales. An 18-for-1 sale for the banquet will near 80, making the night favorable in comparison with some of the stronger events of the past. Award books should also total up well, with a target of more than $70,000 grossed to 125.

The final pre-banquet meeting on Wednesday (14) was led by Joe Whitehead as executive secretary, and the public withdrawal original application for the position. Mrs. Weinberg had been absent for some time during which the office was managed by Harry I. Cook.

Cook said he had been encouraged by certain members to apply for the post. He delivered a program for a change in office personnel, stating the club was changing in size and would not survive for long unless a male member assumed the administrative job. He cited the burden of supporting a woman, and the recent retirement of the club has temporarily moved away from the post, but his withdrawal apparently put an end to the move.

The amount of debt on loans exceeds $17,000, with the additional $20,000 by the ladies’ auxiliary, a $200 bond purchased from the floor by Ben Hoff, and the delivery of $1,000 from Ben Glaser.

Conducting the meeting was Gerald Snellson, president, who was joined on the club by Morris I. Harnick, vice-president, Jeff Harris, second vice-president; Al Muehrer, third vice-president; D. L. King, chaplain; Harry Rosen, treasurer, and William R. Moore, past president of the Mason Showmen’s Association.

Newly appointed by the executive secretary included Paladium Amusement Park, weekly Joe Muehrer, club; Latvia, club; Show, $1,163, James E. Stear, vice-president; Esplanade, $1,000, I. T. Show, $500; Ben Hoff, $400; C. A. Hooke, $400, and Frank Cordovan and Jimmy Sullivan, $152.

Dallas Club Bldg. Delayed

DALLAS — Weather and technical difficulties have combined to delay the completion of the new club house of the Texas Showmen’s Association. New dates are being announced for occupancy in early December.

Plants for decoration and an open-bar Sunday, however, are being made, and a number of furnishing have been received. boy (Pepsi-Cola) Jones donated a 24-inch television set, Coca-Cola Company, a refrigerated soft drink bar, and Martha Mass, a new kitchen range, is being completed for the meeting room have been ordered.

Troupers Sked Banquet-Ball

LOS ANGELES — The 15th annual banquet and ball of the Regular Associated Trouters will again be held at the Chateau Supper Club, North Hollywood, under the chairmanship of Jay J. Belcher, chairman, announced last week. Alfred Friedman and Norman Schoen are in charge of entertainment.

A toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. the toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts. The toast to the new officers is expected to be presented by Harry Cohen, expected to again enjoy toasts.
THANKS...

To all the many who gave unsparingly of their efforts, of their time, and their money to make the dream of the Showmen's League of America — a club building of its own — become a reality.

The list of those who helped to shoulder the burden is long. I would like to express my gratitude to each and every one of them. I am indeed grateful.

Special credit should go to committee chairmen. They and their committees are: J. W. (Patty) Conklin, Ways and Means; Carl J. Sedlmayr, Sr., Directory; Floyd E. Gooding, Membership, and Rudy Singer, Building.

I am confident that I speak for the entire membership in singling these men out for their tremendous contributions to our club.

Sincerely,

Maurice (Lefty) Ohren

THEY MADE OUR SUCCESS POSSIBLE...

As co-owner of the Olson Shows, I join with my associates in giving thanks to the vast number of people who enabled our show in 1956 to enjoy the most successful season in its history.

I particularly want to thank our own people for their tireless efforts and unflagging loyalty.

I want to thank the fairs and sponsoring committees for their continued confidence and never-failing co-operation.

Without such heart-warming and invaluable assistance, the success of the Olson Shows would have been impossible.

Gratefully,

Maurice (Lefty) Ohren
“The Twister is here to stay”

Not only here to stay but getting better every year. The big guarantee of the first season was even better during the second season just ended. The Twister is gaining popularity because of its thrilling action—three motions in one. Everybody rides, from kids to their grandparents. Terrific repeat business.... Here is a list of proud and satisfied owners. Ask them about the Twister.


MERRY-GO-ROUNDS — RIDE AT — PORTABLE ROLLER COASTER & TOWERS, also 10 DREDGE sun towers. Building and cars built in 1954, built by Allan Herschell Little, up, with or without transcription. All equipment price to sell. Contact W. G. WADE, JR. 18110 Melrose Detroit 19, Mich. or at any NABA Convention of American Row Association Chicago.


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CLEM SCHMITZ
30 Rockefeller Plaza
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NOW BOOKING FOR 1957
For the Best Route in America—America’s Greatest
Fairs plus the Nation’s Best ORGANIZED Still Dates.

SHOWS: Must be outstanding, well managed, and NEW to the
business. Will furnish equipment where necessary.

RIDES: Can use major rides not conflicting if they are bright,
well maintained and professionally managed.

CONCESSIONS: That meet the standards set by the manage-
ment under whose jurisdiction we appear.

- If you have attractions of merit that can draw crowds and please them when they
  buy tickets, then we can use you.

PAUL OLSON, General Manager

OLSON SHOWS
1061 Third Avenue
Monroe Heights
Riviera Beach, Florida
See us at our Convention Headquarters at the Sherman Hotel
CARNIVALS

THE BILLBOARD

NOVEMBER 24, 1956

CLUB ACTIVITIES

Sally Murphy, is now attending a private school in Elmhurst, and the 50th birthday celebration of the Hotel Sherman, Claire

Shops will be in charge of table decorations. President E. M. Schuyler and his wife, Estelle, will.

The club's 8-foot boat, the Edith, has been

The Members of the HOT SPRINGS SHOWMEN'S ASSOCIATION AND LADIES' AUXILIARY

ATTENTION!!! FIFTY DOLLARS ($50.00) REWARD For return of 1950's Oldsmobile, 4-door sedan. (See ad in The Billboard, Nov. 16th.) If located notify proper authorities to hold car and occupants. If no word By Nov. 23, F.A.L. and insurance company make claim.

CARNIVAL RIDES FOR SALE

ATTENTION!! 1960 Chrysler, 3-door sedan, 70,000 miles. Has white wall tires and original (mirror) Section 12642-10.$500.00

AUGUSTA, Ga.

FOR RENT

CARNIVAL RIDES FOR SALE

WILLIAMSBURG, Va.

Caravans, Inc.

SOMETHING TO HELP YOU

CLUB ACTIVITIES

CARNIVAL NEEDED

WANTED

CARNIVAL NEEDED

CARNIVAL NEEDED

SOMETHING TO HELP YOU

FOR RENT

IDEAL LOCATION ON SURF AVENUE CONE ISLAND, N. Y. Suits all types of Show, Elevated Hall or Park Ride. 

WILLIAMSBURG, Va.

FOR RENT

IDEAL LOCATION ON SURF AVENUE CONE ISLAND, N. Y. Suits all types of Show, Elevated Hall or Park Ride. 

WILLIAMSBURG, Va.

FOR RENT

IDEAL LOCATION ON SURF AVENUE CONE ISLAND, N. Y. Suits all types of Show, Elevated Hall or Park Ride. 

WILLIAMSBURG, Va.
A CORDIAL INVITATION TO ALL CARNIVAL & CIRCUS OPERATORS

Dear Friends:
The Officers and Directors of the National Association of Amusement Parks, Fairs and Circuses extend an cordial invitation to operators to attend all Carnival and Circus Operators to attend the Outdoor Amusement Exposition November 24th and 25th, 1956, at the Hotel Sherman, Chicago, Illinois. This Exposition will afford you an opportunity to view the largest and finest display of new equipment and services in the Outdoor Amusement field. We assure you it will be one of the most interesting Trade Shows you have ever visited.

WEAR YOUR BADGE!

REMEMBER THE DATES: NOVEMBER 24, 25, 27, 28
AND THE PLACE: HOTEL SHERMAN CHICAGO
Officers and Directors
H. F. HODGES, President
PAUL H. HUEBNER, Executive Secretary

DYER'S GREATER SHOWS

Clean as a Whistle Playing same territory since 1937

Thanks...
FAIR SECRETARIES

to all Fair Secretaries and Committees for their many kindnesses during that time and to our staff and loyal workers who helped make 1956 another banner year.

Now booking Shows (must be clean) and Concessions for '57
Will pay cash for Fun House (no junk)

SEE YOU IN CHICAGO and at STATE MEETINGS

WM. R. DYER, Gen. Mgr.
Box 194
SEARCY, ARKANSAS

R. J. GEORGE LOOS

GREATER UNITED SHOWS

WANT SHOWS—RIDES—CONCESSIONS
LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION

STARTING TUESDAY FEBRUARY 19 TO MARCH 3 2 SUNDAYS 13 DAYS

SHOWS—Monkey Speedway, Illusion Show, Fun or Glass House, Motordrone, Mechanized Show, Big Snake, Grind Shows (no dogs) or non-conflicting attractions.

RIDES—Roundup (Mr. Cooper, write), Looper, Moon Rocket, Caterpillar.

AMERICA'S BIGGEST SPRING DATE IN THE SOUTH AND THE WEST

Don't Forget To Remember "You Can't Lose With Loos"

WRITE OR WIRE
J. GEORGE LOOS BOX 455, LAREDO, TEX.
PHONE 3-4944

THIS IS ONE YOU KANT MISS!

37TH ANNUAL BANQUET & BALL

HEART OF AMERICA SHOWMEN'S CLUB

KANSAS CITY, MISSOURI

MONDAY, DECEMBER 31, 1956
Georgian Rooms
HOTEL CONTINENTAL
ENTERTAINMENT—GRAND BALL
Music by Milo Finley's Ensemble
"The Place Where Good Fellows Meet"
LADIES' AUXILIARY "TACKY PARTY"
SATURDAY, DECEMBER 29, 1956
LET'S MAKE 'ER CLICK IN '56

BANQUET TICKETS ONLY $6.00 EACH

"How to MAKE MONEY with CARNIVAL GAMES"

- 164 pages of know-how
- 35 full pages of photos
- 11 pages of critical charts
- Glossary of carnival terms
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- Handbook for every operator
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Price $2.00 Postpaid

THERON FOX
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AT LIBERTY—ASSISTANT MANAGER—AT LIBERTY

Experienced in tent and horse and booth operation. Can furnish up to eight shows, all have fluorescent lights and well flanked. Plenty of capable help and following among ride help and concession people.

WRITE BOX 1124
c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.
FAIRS-EXPOSITIONS

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

NOVEMBER 24, 1956

Grandstand Shows, Exhibits to Theme IAFE Convention

Execs Scheduled to Discuss Varied Subjects at 3-Day Meet

CHICAGO—Exhibts that serve as attractions as well as educational features for the industry will be a part of the November 29-30-31 Chicago Showmen's convention at the International Hotel, bringing together the business for the three-day meet. 

The sessions will open on November 29 with a session with J. DAN BROWN, Pennsylvania State FAIRS, and two sessions on November 30 with C. E. W. GRATZ, President, IAFE, and two other sessions on November 31 with L. E. CUMMINGS, fair manager, and A. R. HENRY, state fair commissioner.


The sessions will be held in the international hotel and will be attended by fair managers, state fair commissioners, state fair directors, and state fair judges from across the country.

The sessions will be followed by a banquet at the international hotel on November 31, where the awards of the Showmen's Association of Fairs and Exhibitions will be presented.

Rain Clobbers Reun Strag Flickr

Weather Weard

Grand Prairie Has 2G Loss

GRAND PRAIRIE, A1A: A net loss of $2,500,000 on the year's operating statement was presented at the annual meeting of the Grand Prairie Chamber of Commerce. Revenue totaled $5,500,000, with the fair's take away off because of wet weather. The deficit was $5,500,000. H. R. Conard refused to stand for re-election for a fourth term on the board. Decision was made to turn the task over to the seven-man board. E. A. Sheehan was named chairman of the board. Sheehan resigned as secretary.

when you get to the Convention...be sure and stop by...visit The Billboard and SHOWMEN'S LINES...at the Convention...ICIC...CENTRE BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!
ATTENTION! FAIR AND CELEBRATION CARNIVAL

- Colorful Revue Show
- Rare Dance Show
- Crash Drive-Hell Drivers
- Thrill Show
- Professional Wrestling Shows

Contact us for 1957 Fair and Celebrations.

HAL GARYEV PRODUCTIONS
123 4th Ave. S.
Minneapolis, Minn.

COAST TO COAST THE NATIONALLY FAMOUS GRANDSTAND ATTRACTION

HAL SANDS' MANHATTAN ROCKETS A RECORD BREAKING 1956 SEASON

BRANDON, Manitoba 3 Years
CALGARY STAMPEDEN 3 Years
EDMONTON, Alberta 3 Years
SASKATOON, Sask. 2 Years
REGINA, Sask. 2 Years

INDIANAPOLIS 2 Years
NIGHT OF THRILLS EASTERN
Griffith Stadium Washington, D. C.
KNOXVILLE, Tenn. 3 Years
ALLENTOWN, Pa.
WID SOUTH FAIR Memphis, Tenn.

PACIFIC INTERNATIONAL LIVESTOCK EXPOSITION
Portland, Oregon
DU QUIN STATE FAIR
4 Continuous Years
YORK INTERSTATE FAIR
4 Continuous Years
GRAND FORKS, N. D.
MINOT, N. D.
BATH, N. Y.
4 Years

THANKS TO
ERNIE YOUNG, IN THE WEST,
FRANK WIRTH, IN THE EAST,
AND MCA

Choreography by
DOROTHY CONOVA

See You at the Sherman Hotel During the Convention

HAL SANDS PRODUCTIONS 1501 Broadway, New York, N. Y. Chickering 4-3136

November 24, 1956

The Billboard

Grandstand Survey

Reading Asks Patrons Name Show Features

READING, Pa.—Patrons of the Reading Fair will have a hand in deciding what type of grandstand entertainment will be presented at the 1957 event. Fair officials have invited the public to make known their preferences in an effort to formulate a program that will put a halt to diminishing attendance and shedding receipts. John S. Gile, fair president, asked residents of Berks County and adjoining areas to write their views to the fair, association officers. Promptness was urged in view of the fact that the booking of such features annually is accomplished in January.

Numerous possible changes in the grandstand entertainment format have been discussed at board meetings since the end of the 1956 fair but on conclusions have been reached. As a result it was decided to ask the public for aid.

Loses the Problems

The present entertainment policy has earned criticism within the board principally because the night grandstand shows and horse races have operated at a loss. Automat

The board asked for help specifically on the following points:

1. Curtail or eliminate entirely the horse races and replace them with other attractions.
2. Curtail, eliminate or alter the night shows which now consist of a revue and supporting acts.
3. Retain special one-night attractions, such as rock 'n' roll, some bands, etc.
4. Introduce stock car auto races night or day.
5. Add motorcycle races.
6. Abandon the afternoon grandstand show entirely except on opening Sunday, Saturday and closing Sunday afternoons.
7. Add a second sprint car auto race program, perhaps on opening Sunday afternoon.

Fair officials said they would also consider any other suggested attractions.
Typical of the progressive Saginaw, Mich., Fair is its new $40,000 office and administration building, one of the most modern of its kind in the business. The one-story structure, designed by the fair's able secretary-manager, Clarence Hamden, and his board, is constructed of cement blocks, steel and aluminum and replaces the old offices that had been outmoded by the steady growth of the Saginaw annual.

Measuring 50 by 100 feet, the new building houses a spacious lobby, offices for the fair staff, police department, first-aid station, box offices and a conference room. In addition, there is a 20 by 60-foot front porch and an 8 by 100-foot side porch where people line up to buy tickets.

Largest room is the lobby. At one end is the switchboard-information desk, exhibit entry offices (Continued on page 87)
The Langs
Thank all for another successful year.

FAIR MEETING DATES
Canadian Association of Exhibitors, Royal York Hotel, Toronto, November 20-21, Empire Boucher, Collector, Exhibition Park, Quebec, C. secretary.
International Association of Fairs and Exhibitions, Hotel Sheraton, Chicago, November 26-28, Frank H. Bingham, 277 Arbor Road, Winton-Salem, N. C., secretary.
West Virginia Association of Fairs, Hotel Deluxe, Charleston, December 7-8, James T. Hetzer, P.O. Box 300, 307 Bank Arcade, Huntington, secretary.
Fairs Exposition, Hotel Del Contino, New Orleans, December 3-5, Louis S. Merrill, Sacramento, Calif., general manager.
Fair Managers Association of Iowa, Hotel Riverfront, Des Moines, December 10-12, C. S. Titley, 236 V. Schede, secretary.
Wisconsin Association of Fairs, Hotel Milwaukee, Milwaukee, January 2-4, on H. 3139 E. Mill Street, Plymouth, secretory.
Indiana Association of County and City Fairs, Hotel Severn, Indianapolis, January 8-11, E. Clark, 360 Walnut Street, Franklin, secretary.
Minnesota Federation of Fairs, Hotel Webster, St. Paul, Minnesota, January 7-9, Harold C. Pederson, 1524 22nd Avenue South, Minneapolis, 2nd, secretary.
Kansas Fair Association, Hotel Togus, January 10-11, Russell E. Singleton, Department of Agriculture, Topeka, secretary.
Georgia Association of Agricultural Fairs, Atlanta, January 14-17, J. E. Proift, 550 Riverside Drive Northeast, Atlanta, secretary.
Ohio Fair Managers Association, Dealers-Hilton Hotel, Columbus, January 20-23, W. T. Carroll, 709-710 Heidelberg Building, Dayton, secretary.
South Carolina Association of Fairs, Hotel Columbia, Columbia, January 10-12, Thaddeus 618 Main Building, Spartanburg, secretary.
Association of Timmese Fairs, Hotel Hawthorne, Independence, January 17-18, L. E. Griffith, P.O. Box 90, Nashville, secretary.
North Carolina Association of Agricultural Fairs, Hotel Raleigh, Raleigh, January 17-19, Cora Price, P. O. Box 772, High Point, secretary.
Western Canada Association of Exhibitions, Hotel 710 Main, Brandon, Man., January 18-20, Max. W. VanValkenburgh, Belash Hotel, Saskatoon, Sask., secretary.
Virginia Association of Fairs, Jefferson Hotel, Richmond, Janu- ary 20-21, William E. Flinch Fairgrounds, Charlottesville.
New Jersey Association of Agricultural Fairs, Hotel Hambidge, Trenton, January 23-24, W. Penn, Camden, N. J., secretary.
State Agricultural Fairs, Hotel Statler, Miami, January 21-22, Paul C. Tipton, secretary.
Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25, Charles H. Daily, 302 Court Street, Reading, secretary.
Ride the Wonder Wheel, Fort Worth, Hotel West, January 7-10, P. F. C., Civic Center, Kansas City, Missouri.
Rodey Mountain Association of Agriculture Fairs, Northern Hotel, Billings, Mont., January 25-27, Clifford D. Groover, Shelby, Mont., secretary.
Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 1-3, E. C. McQuillin, 300 South Lincoln, Denver, secretary.
Louisiana Association of Agricultural Fairs, Hotel Alexandria, Alexandria, February 4-6, Verne McQuillin, 300 South Lincoln, Denver, secretary.
Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9, Bob Marshall, Dallas, secretary.
Arizona Fair Managers' Association, Hotel Little Rock, Little Rock, February 14-16, E. W. Barnes, P.O. Box 607, Little Rock, secretary.

Saginaw Bldg.
A Continued from page 85
and an intercommunication system over which a two-way conversation can be held between all offices and buildings on the ground, all gates, superintendent's offices, animal pens, and other areas. This system is completely equipped with a line to extend the fair for the convenience of persons engaged in the office. Here mail is distributed to all persons who are attending the fair, and it is all delivered to the offices of the various organizations and extends to the area of the grounds.
A large window opens into the secretary's office, where appointments can be made for the showman or agent who wishes to exhibit an article of merchandise. This office also serves as a warehouse for the management of the fair and contains the offices of the police department, the fire department, and many other offices. It is a small office at the end of this hall, completely equipped with an air conditioner and a small music at all times.
A new office space is devoted to the press, radio and television room, which is staffed and operated by the Press Advertising Company, which handles all advertising and promotion for the fair.
An additional office for the secretary, which is staffed by other personnel, is located at the front of the building.
When the fair was in session, the secretary was in charge of a check-in room where tickets and change are inserted.
When the time of the Springfield Fair this year was the new 500-seat exhibition building constructed to replace a similar structure destroyed by fire in 1955.

W. B. J. SHOWS
Now Booking for 1957
Rides—Shows—Concessions
Total of 21 Rides
For the big name stars, you must accept our contract. WRITE NOW AT ONCE for more information.
WM. B. JACOBS
P.O. Box 214
Southeast, N. Y.

ANNUAL CONVENTION
The Western Canada Association of Exhibitions ("A" Circuit)
W. T. Maguire, President
Mrs. Letto Walsh, Secretary
Brandon, Man.
Canada

ANNUAL CONVENTION
The Western Canada Association of Exhibitions ("A" Circuit)
W. T. Maguire, President
Mrs. Letto Walsh, Secretary
Brandon, Man.
Canada

ANNUAL CONVENTION
The Western Canada Association of Exhibitions ("A" Circuit)
W. T. Maguire, President
Mrs. Letto Walsh, Secretary
Brandon, Man.
Canada

A great Seabright is the purest of aerial artists; from his dizzy heights 'he looks down on them all'. The great Seabright works without noise or any safety device. Glamour, prestige, dignity, public approval. They are at every turn of the Great Seabright. The Great Seabright.
**CIRCUSES**

**Communications**

To 188 W. Randolph St., Chicago 1, Ill.

**DISAPPEAR BY DEFAULT?**

It’s Side Shows That Go, Tho Topsy Are Mourned; Animals Sub for Acts

By TOM PARKINSON

CHICAGO—Can it be that the circus Side Show slowly faded from the American scene? The last few years of Side Shows have been a sad time for the carnival fans of the East, but perhaps the best is yet to come. The Side Show is one of the oldest and most popular attractions in the history of the circus. It has been a part of the circus since the early days of P.T. Barnum and his famous "15,000-piece" menagerie. The Side Show has been a favorite with the crowds ever since the days of the "knowing" and "talking" monkeys, and has continued to be a popular attraction to this day.

** مهم أن يكون:**

**Clyde Beatty Set For De Lava**

**Drop Sarasota, Macion Quartermans Plans:**

Cuba Pendaal; Florida Route Proves Okay

**LAKELAND, Fla.** Clyde Beatty Circus will set up winter quarters here in De Lava, Fla. Arrangements were set last week by Manager Frank Mc Cleary.

Meanwhile, the show is playing Florida to satisfactory business, better than expected in some cases, and will complete its season at Sarasota on Tuesday (20), when a strong of circus people are expected.

The show, which reorganized and reopened on August 30, will have traveled 2,076 miles in its 11 weeks and two days and to that will be added a house run of about 200 miles.

Still to be heard from was the show's leading performers, Havana, Cuba, date herefore by the Ringling-Barnum show. Negotiations were continued with Cuban contacts.

Originally, it was planned for the circus to winter at Sarasota. Presence of the Cub and American-Indian Indians, were expected to make this city more a of a country center than ever. However, efforts to locate in the city were not successful.

The show had been invited to use the Central City Park location at Macion, Ga., which has been used by many shows in the past, but finally the De Lava set-up was dropped.

**Florida Bush Iris Sardy:**

Meanwhile, the show played Miami (Monday, Friday, 19) was light; the second was a show and the third, Sunday (21), was big for a satisfactory turn. Winter Haven was stranded on Tuesday for the night and was heard on Thursday (17) with two good houses.

Advance guesses, based on advance ticket sales, were that the St. Petersburg stand on Thursday (19) would require a third performance. The sale has topped 13,000 tickets, well above the division following, Monday (16), and also has a big sale. The Sarasota windup act has been added to the performance for the closing days.

Irene Perry, fog girl with side shows on circus and carnivals, is in Detroit Melbourne Hospital with a heart ailment. Press agent Jim Mullins, who handled the promotion for shows in the Detroit papers, was in Stuart, Fla. Visiting the Polok show in Baltimore was Bob Cahn, show insurance agent.

**Rouute Book:**

**BEAL NOTES RINGLING'S '56 SEASON**

The show's route point up again the unbelievable state of class that existed as the show staggered to its end. This will be the book's greatest value. It also has the program, some statistics and a new and useful book that might well have been given to the staff, since it changed to name and give books much of their future value.

The book is about the same page size as the most of the Ringling's books published in the official series since 1936.

—Tom Parkinson

**Oklahoma City Increases 30% For Pollock Unit**

OKLAHOMA CITY — Pollock Bros.' Circus sources said that the 12th annual stand for the Shrine there was a rate of change that was over last year to make it the show's most successful Oklahoma City stand.

Fares were increased from $1.30 to $1.35 for adults and from 60 cents to 75 cents for children. Receipts were up due to an increase in advertising. Newspaper and TV coverage was strong for the show. Program promotion was up 20 per cent, it was reported.

**Gil Gray Show Buys Quarriors**

DALLAS — Reports here are that Gil Gray, owner of the Gil Gray Indoor Circuses, has made arrangements for wintering his show in the Dallas arena. Proprietor of the arena, having purchased near here and the show will come in after its dates in New Mexico.

**Bailey Disposes of King Outfit; Stores 1 Wagon**

MACON, Ga.—W. J. Bailey Macon businesmen who received much of the property of the bank- rupt Bailey Bros. in the Summit last week that all of the property of the office wagon has been sold.

Several sales of individual pieces of equipment have been made the past 10 days to commercial concerns in New Jersey and Pennsylvania. The equipment was stored in Summertown, Pa., and Penns Grove, N. J. Charles Hoist, of H. T. Bailey Bros., sold the restaurant trailer, exhibition truck, pole truck, and other trailers which had been used James E. Scott, carnival owner, bought the aluminum poles.

The office trailer was brought here from Penns Grove, N. J., where it had been stored.

Maeley Home on Jeopardy

A proposed sale of the home of Mrs. Maeley, who lives on Marshall Drive in Wincheberg, Wood, was announced by J. Mercereau, truant, was held up last week when the Internal Revenue agents filed a claim against great of Robert E. Frier and John B. Johnston of Federal Burros Court, who have yet to be ruled on the government's claim.

To add to the woes, the Marely suffered a burglary which broke into the home and stole, among other things, a mother and father belonging to Mrs. Mailey which was not insured.

A few days after FBI agents located some of the jewelry which had been pawned in Raleigh, N. C.

**Tom Packs Sees Big Engagement In New Orleans**

NEW ORLEANS—Tom Packs, C. F. Circus manager, has left for New Orleans to launch its 11th annual show here for the Shrine. Being the only cireus manager, 11th, Mr. Packs will select the Shows a choice position.

Most recent sales were sold by midweek. The program book and membership sales were helped for the November meetings at Municipal Auditorium.

The annual Shrine press party Friday (9) saw the show opening at the Shrine Auditorium to serve the refreshments.

Jack Jorve's animal act, with costume andComo rebates, will be presented by Charles Munch- tow, manager of the show, the R. P. Bailey, and Barnum & Bailey, who was released for this engagement.

A publicity stunt by Betty and Emily Fox was scheduled for a Canal Street building, and a parade was held Thursday (15).

**Mrs. Otto Schlack Dies in Chicago**

CHICAGO.—Mrs. Elwyn D. Schlack, wife of Dr. Otto C. Schlack, died here Sunday (11) after an illness of two weeks. In his usual capacities had been performed here Wednesday (10). Dr. Schlack is physician to many circus people and the couple frequently wintered in Sarasota.

**Your Convention Service Center**

Courtesy of The Billboard and the Showmen's League of America

**SHERMAN HOTEL LOBBY**

When you get to the Convention... be sure and stop by... visit The Billboard and Showmen's League of America Information Booth located in the lobby of the Sherman Hotel opposite the stairway to the exhibition floor. We'll be looking for YOU!
TOUR Oeorgo CIRCUS to feature at Liré AN NOVEMBER D1 05.

With &BB, Express 1956 pd Carrie -7627 St5xas5, Dorade Ala. officials son, Christy ness quarters home. Bros. good Jim the shows ex Oosterkamp, said a Free movie in operator and Tex Lang, the deer Jones. From Wallace of completion of the Wisconsin Historical Society, conducted the bus- ness meeting. Plan for raising funds were out- lined, Dr. H. H. Cowley was named chairman of a membership committee. Dr. Lee was named chairman of the committee to map plans. The group visited the building which houses eight antique electric volleys and two electric vehicles that are a part of the museum's collection of historical material. It also in- spected a second building on which it holds an option to purchase.

Museum Group In Wis. Meet

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Caprell Circus

Children’s Circus

Caprell Circus

CIRCUS CALLIOPE MUSIC

Microsoft Word - CIRCUS CALLIOPE MUSIC.docx

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TUESDAY, JANUARY 25, 1955

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Sample $10.25 each

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Chicago.

MERCHANDISE TOPICS

Cel-Max, Inc. exporter, wholesaler and manufacturer, 585 South Main Street, Memphis, offers a value which it says will not be duplicated again this year. Calling it an amazing money-making assortment at a bargain price, Cel-Max is offering boxed jewelry sets at $10.00 per dozen. These consist of three and four-play pearl sets, sparklingpendants and earrings, hand-set brilliant stones in a flower, necklace, earrings and additional sets in assorted styles and colors. A number of dollars is offered to you that they are priced for strong profits, says Cel-Max.

Minutiae Manufacened Travel and Bible Set is being sold by Hoffman Company, 11 Edison Place, Newark, N. J. The trouee is over four inches long, with the blade made of sikhed stainless steel. The firm claims it has the world's Far Dept at $16.20 a dozen. Walking Bear which shakes its head at $18.20 a dozen, Turn-Over Cats at $3.75 a dozen, Hungry Chick Micro-Color at $4.25 a dozen, Mechanical Helicopter at $9 a dozen, Mechanical Jumping and Darting Frogs at $2.25 a dozen, Friction Dump Truck with Scoop at $8.50 a dozen, and Electric Rechargeable Battery-Operated Robot at $2.95 each. Located at 1103 Arch Street, Philadelphia, the firm promises to ship same day order is received. They require 35 per cent deposit and will send their latest catalog with order.

If you like to deal directly with the manufacturer and can use this type of stock, Cel-Max, Inc., Earrings, Box Goods, Promotion Containers, and Promotional Goods, write to Bosah Jewel Company, 633 West Leitich Avenue, Providence, Rhode Island. They have a low dozen and gross prices which show a strong profit mark-up. Publishers are invited to write for a $25 sample assorted order, which is sent out with a money-back guarantee.

Nebraska Art Statuary, 2201 Poppleton Avenue, Omaha, is introducing a brand-new item which is described as Day-Clo Pet Banks. These are money-saving banks in the shape of a pig made in dozens. The firm claims they grow to the lighted from within. The 14-inch size is $14.40 per dozen; the 11-inch size, $10.00 per dozen, and the 7-inch size, $3.50 per dozen. A complete listing will be sent upon request.

Some 15,000 hand-made, hand-painted topiary lamps are available. The lamps are made of shell and genuine star fish lamps are ready for immediate delivery by Los Tropicales, 50-48 N. Mission Avenue, Miami. Colorfully designed and skilfully crafted, these lamps are 6 inches, coral and marine curio, and all have treasured and religious value. A special introductory offer of 14 assorted and assorted, a value of $67.50, is made to the trade at $27.50. Each lamp is individually boxed.
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7-PIECE MEN'S WATCH SET

HARRIS SPECIAL
4 PIECE CAMEO & BRILLIANT STONE JEWELRY SET

FULLY AUTOMATIC CHROME RONSON TYPE POCKET LIGHTER $5.50 per doz.

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SPECIAL OFFER:

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$12.00 dozen $1.50 sample set

MEN'S FIVE PIECE CUFF LINK, TIE SLIDE AND METAL PEN SET
Gift Boxed... $12.00 per doz.

8-PIECE KITCHEN SET
New Copper-Tone Handles—Luster Polished or maximum durability. Wall Rack Holder Included. $24.00 per doz. sets. Sample Set $2.50

COPPER CLAD KING SIZE AUTOMATIC COOKER-POTTER
With wear-resistant Thermometer. $39.95 Retail Value—$15.00 each for $7.00 each in lots of three.

JUMBO SIZE AUTOMATIC ELECTRIC SHAV
With General Electric Cord Set. $39.95 Retail Value—$15.00 each for $7.00 each in lots of three.

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$12.00 DOZEN

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Lord Nelson Waterproof, shockproof, antismag Men's Wrist Watch with split second hand, stainless steel back and combination leather and metal Expansion Band. Packed with $4.75 price tag. $6.50 each Sample $7.50

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LADIES' 5-PIECE CUFF


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TEN PIECE TRAVELING SET WITH DISCOURSED CASE... $2.00 per set

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New Low Price

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New Low Price

This is a great opportunity for you to improve your skills and earn more money. You can get an excellent deal on our new saw blades, and you can use them for all your cutting needs. The blades are made of high-quality material, and they are guaranteed to last a lifetime. You can cut with ease and precision, and you can save money on your projects. Don't miss out on this incredible opportunity, and order your blades today.

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Drums From England, where the difference is only seen and not heard. With this true offer, you can increase your income and enjoy the benefits of working with us. Our company is dedicated to providing high-quality materials and superior customer service. We also offer competitive pricing and fast delivery. If you are interested in working with us, please contact us today.

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Arizona
Maricopa—Junior Parade, Nov. 25.
Williams—Indian Day, Dec. 6.
California
Torrance—California Toy Show, Dec. 4.
San Jose—Costa Rica Art & Craft Show, Dec. 11.

Harford—3rd Annual American Antiques Show, Feb. 3-4.

Florida
Brevard—Park & Yard Show, Nov. 28.
J. W. P. Rastor.

New Jersey
Dayton—Junior Livestock Show, Nov. 9-11.

Pennsylvania
Keystone—Junior Livestock Show, Dec. 4-6.

Illinois

New York

Indiana

Michigan
Bay City—Jr. Dept. Show, Jan. 18-19.

Pennsylvania

Tennessee

South Dakota
Sioux Falls—Junior Livestock Show, Nov. 26-27.

Connecticut
Harford—3rd Annual American Antiques Show, Feb. 3-4.

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Sensational offer. We have purchased assortments of 100, 78 RPM 4 1/2" 45 RPM records from Decca, RCA Victor, Columbia, Liberty, etc. Package in non-vinylizing units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands. 10 popular songs; 2-time green record carrying case, record case.

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MERCHANDISE

November 24, 1956

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WELCOME, CONVENTIONEERS

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The Chaffée leaves both hands free from your table, and gives you the ability to carry a million dollars worth of merchandise just like a pocketbook!

Demonstrator takes hold of the Chaffée, and at the push of a button the key hook built right into the stand is set in the cabinet, and the key is immediately in your hand. The Chaffée is then put back in the stand, with the key in its proper place. The Chaffée is completely portable, and the key is easily removable.

EMPLOY EIGHT TO TEN TIMES AS MANY CUSTOMERS
As with competitors' products. The Chaffée is really effective, and is a good time saver. It's like having a salesgirl in your store.

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All Products
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Set in usual wad-of style, one paragraph, no display. Full
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In determining cost, be sure to count your name and address.
When you use the ad in circ of The Billboard, allow six
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DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater
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10-point rules border permitted on ads of 5 inches or more.

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1116 S. Halsted St. Chicago 7, Ill.
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In business in Chicago for 27 Years

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10¢ each—100 for $9.00

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SUCCESS BUSINESS. 1000 pieces in stock. Retail at $5.00.

GOLD, SILVER, PEARLS, DIAMONDS, U.S. CURRENCY, BONDS, COINS.

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JEWELERS, 400 North Michigan Ave., Chicago, III.

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FABULOUS CLOSEOUTS

THREE RINGS FOR JUST $1.25

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M. K. BRODY & CO.

1116 S. Halsted St., Chicago 7, Ill.

SALESBORDS

10¢ each—100 for $9.00

JEWELRY CLOSEOUTS

SUCCESS BUSINESS. 1000 pieces in stock. Retail at $5.00.

GOLD, SILVER, PEARLS, DIAMONDS, U.S. CURRENCY, BONDS, COINS.

G. R. DISKIN & CO., 444 West 33rd St., New York 1, N.Y.

JEWELRY & WATCHES CLOSEOUT

JEWELERS, 400 North Michigan Ave., Chicago, III.

KEEN DELIGHTS

FABULOUS CLOSEOUTS

THREE RINGS FOR JUST $1.25

NEW ENGLAND JEWELERS

221 Empire St., Glens Falls, N. Y.

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ADVERTISE YOUR JEWELERS STORE IN THIS CIRC.
WEINMAN'S

MEN'S & WOMEN'S
New Styles

INES jumpsuit, $3.50

JADE STONE necklace, $20

GENUINE LEATHER JACKET, $50

FASHION JEWELRY, $3.95 to $25

WOMEN'S & MENS FOOTWEAR

IN BRICK, BLACK & WHITE

WIDE & NARROW, 5-11 $1.50 to $4.95

WANT TO BUY

PRIVATE COLLECTOR WILL PAY $10 FOR LATE MODEL LEONARD BOWLING MERCHANDISE. CONTACT LEONARD HOUSE, 1507 S. 21ST ST., SAN FRANCISCO, CALIF., IMMEDIATELY. LEONARD HOUSE, 1507 S. 21ST ST., SAN FRANCISCO, CALIF. WANT BOWLING MERCHANDISE WITH ENAMEL, OR RR ARMS OR RR THUMB tổ VINILOCKS. 1507 S. 21ST ST., SAN FRANCISCO, CALIF. WILL PAY $5-7 FOR WORN BOWLING BOOTS. P.O. BOX 169, REHOBOTH, N. D. WANT ALL KINDS OF BOWLING MERCHANDISE. PHONE 218-09.

INSTRUCTIONS BOOKS & CARTRONGS

HOW TO TWEED OTHERS. 6 PAGES. $0.50 EACH. 25 COPIES, $9.95.

MAGICAL APPARATUS

COMPLETE WRAPPERS FOR CRYSTAL BALLS, $5.00.

MICHELLE AND GRANDCHILDREN

PRIVATE DEVOTIONAL BOOK, $15.00.

STATOIL BALLOONS

LOT OF 100, $75.00.

Spiral Balloons

LOT OF 100, $75.00.

TAFF SHOE BAND

$1.00.

MISSOURI Wuli's $200 GIVING BOOKS.

DOTTED GROUND.

WHERE TO FIND QUESTIONS READING.

Women's & Men's Footwear

IN BRICK, BLACK & WHITE

WIDE & NARROW, 5-11 $1.50 to $4.95

WOMEN'S & MENS FOOTWEAR

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MISSOURI Wuli's $200 GIVING BOOKS.

DOTTED GROUND.

WHERE TO FIND QUESTIONS READING.
Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits! Send $15 for sample package of 10 items.

You may reorder any of the individual numbers you desire. Sample package of our 10 latest promotions with every order and present to be "Hot" sellers. Our repeat orders prove such numbers are hot sellers.

If you are not satisfied with our selection, we will refund your money.

**DIVISION SALES**
3341 W. Roosevelt Rd., Chicago, Ill. Phones: Lawndale 2-7377

**Genuine Leather Billfolds**
$4.50 Per Dozen

- 17 Jewel Inlay Block Movement—Waterproof Men's Watch. $11.00 ea.
- Diamond Inlay Block Movement—Watch & Earrings. $24.00 doz.

**ACCRUATE SALES CO.**

**Rubber Hats**

This beautifully colored sample personalized door mat puts you in business. You send just $1 for postage and handling! Everyone with a name is a potential customer! We need to personal names, nick-names, pet names, house names, store names—any names up to 15 letters. Choice of any color. We will make up to 10,000 ready every year.

**MITCHELL CUSTOM MADE RUBBER HATS**

You pocket all the cash. You get the order, put the combination in your pocket. We will direct from our factory. This is the fastest, easiest, most inexpensive way to make money. Write for new details and your free copy. A tip from salesman: "For beginners, I started selling themselves with a wonderful gift. A Mitchell personalized door mat made for wood sidewalks, hotel days, showers and parties. It increased my sales by 200%.""
Bals Cavort at Hot Springs

Grown of transparent purple nylon. Other out-of-town ladies included Rachel Wells in a smart black lace and taffeta gown with unusual fishnet back detail, Amy Leonard in a gorgeous black satin-stretch-length gown with interesting boat neckline and rhinestone enclosures. Katherine Doolan in lovely blue lace with rhinestone trim. Mable Brown in an Adriatic blue over flesh-colored satin. Mrs. Frenn in a white lace ankle-length gown with dropped skirt, Betty Dyer in black cocktail gown with pearl trim and red shoes. Elsie Johnson in a stunning white brocade and net with low-necked skirt. Sybil Lasbush in an Adriatic original white lame sheath-type gown. Ruth Kahn in a black velvet cocktail gown of black wool with decorative neckline. Elise Copp in a gorgeous import of gray taffeta with sequin trim. Margaret Glickman in a stunning gown of pure silk in a soft blue shade with rhinestone necessities and sequin trim. Mickey Young in a Dior of black satin and nylon with interesting side detail of pink lace. Mrs. Parker and Fred in a Renoir of black taffeta with pink puff bow side effect. Leonard Breckin in a black taffeta, Mary Henry in a lovely black shantung cocktail suit. Betty Dyer in black velvet and lace, Elaine Brook in a charming pink brooke, Mrs. Astrid in brown appliqued net. Mrs. Miles Johnson in black and white taffeta, Dorothy Stone in black and white lace, Mrs. Leonard in black and white wool, Mrs. Olive Conroy in black wool with white outside. Mrs. Jerry McAdoo in shocking pink velvet, Mrs. Alden Moon in green nylon net. Mary Stonecipher in a Rosemont original, Mrs. Bryon Smith original, and Mrs. Diana Davis olive-broodoed with matching coat.

Miniature Train

had acquired complete financial control in 1941.

The founders of the firm in 1880 were a Scottish husband and wife, John and Katherine Armstrong. In 1913, the company was reorganized as the Herschell-Spillman Company, and in 1915 the partnership was dissolved. The new company formed an alliance with the American Manufacturing Company of North Tonawanda, New York, and the firm became known as the Herschell-Spillman Manufacturing Company. Various companies were created to manufacture various products. The Herschell-Spillman Company became the Herschell-Spillman Manufacturing Company. Both companies made amusement rides in North Tonawanda until 1845, when they merged. The two companies were known as the Herschell-Spillman Company. John Wendler, who was a great personality among park and amusement park operators, was responsible for much of the company's success.

$5 Meal Unspotted

A $5 meal unspotted is a very popular item in many amusement parks. It usually includes a hot dog, a hamburger, and a cold drink. It is a common item in amusement parks and is often a favorite of visitors. The $5 meal unspotted is a popular item among families with children, as it is a quick and easy meal to prepare.

GEM Sales

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!
**N.Y. Ops Attend Open House at Seeburg Outlet**

NEW YORK—Operators from Western, Rockland and Orange counties gathered at the showroom of the Atlantic-New York Corporation for the opening of a new color combination in the Seeburg line.

Host at the open house was Meyer Poffikoff, while Murray Kaye was on hand to give the official greetings. From the factory was John Strope, manager of the Sales Promotion Department, representing the Seeburg representative, who also attended.

Visitors included Carl Freis, White Plains; Seymour Polak, Tarzana, N.Y.; Beekley, Peekskill Music, Peekskill; Dick DeCicco, Westchester Amusement, Tenafly, N.J.; Arnold Goldberg, and Archie Goldberg, Archy's Amusement, White Plains, John Koon, County Vinyl, Port Chester, Lou Herman and Howard Herman, County Amuse-ment Mount Vernon; Harold Rosen-berg, United Games, Peekskill; Lou Davidson, Outing and Dave Conrad, Conrad Music, Suffern.

**Owowitz Joins Herman Dist.**

NEW YORK—Dave Owowitz, a veteran of 23 years in the coin machine business, has been hired by Herman Dist., New York Rock-Ola outlet, as a salesman for the manufacturer.

Owowitz began as a cigarette operator in 1935, running the Kings County Cigarette Service in Brooklyn. From 1942 to 1944 he served in the Army, then put in a six-year stint with the Federal Bureau of Investigation following his discharge.

He re-entered the coin machine business in 1950, opening homes and cigarettes in Brooklyn for the next six years.

**Dj Council to Work by Itself**

CHICAGO—Murray Kaufman, WMCA disk jockey and head of the Independent Jockey Council for Public Service announced Monday that his group will work only with government agencies and national non-profit organizations.

He said that while his organization will probably ask music operators for support on specific projects, it will continue to work independently and supervise its own projects.

**MOA to Shape '57 Confab Dec. 2-5**

D.J., Operator, Record Mfr. Plans On Programming to Key Conv. Plans

OAKLAND, Calif. — Plans to make juke box record programming and radio an integral part of the business sessions at the 1957 annual conference of Music Operators of America will be shaped by the association's 40-member drive to reach a goal set by the National Music Foundation when meetings here December 2 through 5.

The convention will be held at the Montclair Court Hotel, starting at 8 a.m. on Dec. 2 and concluding at 8 p.m. on Dec. 5.

The conference plans include setting up panels consisting of deck jockeys, record manufacturers and operators to discuss ways and means of improving juke box programming and merchandising.

**Dime Play Keeps Gaining in Far West Slowly But Surely**

L.A. Conversions Steady With New Units; Salt Lake, Denver Optimistic

LOS ANGELES—Dime play is becoming more entrenched throughout the Far West and as a changeover from dime play to pinball less "good," attitude, and a strong- ly expected never-to-be-reversed trend in the setting of older machines to boost the pin play from nickel.

The percentage of machines on dime play ranges from approximately 20 per cent to 100 per cent, the latter being the case in the San Fernando Valley where William Hennep's First National Music completed price conversion started about three years ago.

M.A.C. Vendors, a comparatively young group (Continued on page 119)

SALT LAKE CITY—Juke box operators are reporting a definite changeover in these areas with operators taking advantage of the installation of new equipment and the setting and upgrading of older machines to boost the pin play from nickel.

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M.A.C. Vendors, a comparatively young group (Continued on page 119)

DENVER—Uniform 10-cent machines, taking care of most of the changeover in the Far West, seem to have come to the point where everyone gives every appearance of becoming a reality, as the result of a cooperation between the operators and owners. The changeover was instituted during October among Denver and neighboring counties.

Until that month, there had been several attempts to establish uniform 10-cent, three-quarter-dollar coin machines throughout the city, the situation could be described only as "spotty."

While a few operators with the majority of their locations in the downtown business district—leading bars, lounges, restaurants, etc.—were able to get along on a three-quarter-to-a-quarter basis, the majority of operators in less prolific locations saw this discontinue in the majority of their play, and went back to the 5-cent, six-quarter machines.

The only notable exception was the advent of the 200-play phonograph, which elevated at least 20 units in the city into the 10-cent era. Operators reported that a business-like presentation of the cost and advantages of the 200-play phonographs put the players with better co-operation from the propagation di- dards who had stubbornly refused to operate a 10-cent coin phonograph.

Even with 200-play machines, however, the establishments were largely uncertain according to lead- ers of the Denver Association, and only 500-play machines for as long as six months in one location on 16th and 15th Streets have been given up and moving the ma-chines from the 200-play to the 5-cent phonograph.

**Jukes to Take Lower Export Rates in West**

LOS ANGELES—Coin-operated machines being compelled to the Orient in the future take the lower shipping rate of non-embargoed shipments because of a ruling by the Pacific West-bound Conference in San Francisco, Joseph Duarte, Radiator Sales Company export manager, who spearheaded the campaign for the equal-izing of rates, revealed here last week.

The approval of the conference group, composed of shippers serv-ing the Orient, reduces the rate from $99.75 per 40 cubic feet to $97.00 per 40 cubic feet.

The amendment, acting for W. C. Galloway, P.W.C. chairman, affirmed the decision that the "de-embargoed" rates for machines to take the rates applicable under the embargoed rates, as well as having been amended and are now interpreted to take the rates applicable under the Local and Overland Item 2007."
Juke Box Exports Up 51% for Third Quarter

CHICAGO—Juke box exports for the third quarter of 1956 were up 51 per cent over a like period in 1955, according to figures released by the United States Department of Commerce. The shipments increased from $2,317,751 to $3,395,690 in 1956.

Exports for games and vending machines are also up for the quarter from last year. Game shipments soared from $897,801 in the third quarter of 1955 to $978,214 this year. vending machine exports have increased from $1,419,647 in the third quarter of 1955 to $3,407,476 in 1956.

Analyzing the three months separately, the figures break down as follows: a comparison of export figures for 1955 and 1956 shows that dollar volume of shipments has increased.

Juke box shipments are up from $897,742 in July, 1955, to $1,047,100 in July, 1956. July game shipments increased from $353,276 in 1955 to $434,373 in 1956. vending machines also went up from $1,257,118 in July, 1955, to $1,700,438 in July, 1956, for the same period.

200's to Head Ops' '57 Shopping List

This is the first part of a two-part Forum series on operators' buying plans.

Music operators will go all out in buying 200-series machines next year. They will buy more 200-series machines next year than all other models combined, to bring the total number of 200-series machines in the field to over 180,000.

If the buying plans of those participating in this Forum is any indication of what's to come, the future does not look too bad. We will not only be able to build enough to meet the demands of the hobby, but we will have an opportunity to move more and more 200-series machines to members of the public, who are enjoying the music of the 200-series machines.

Top Market Jukeboxes

Venezuela was the top market for juke box exports in July of this year, accounting for approximately $100,000 of the total dollar volume. Close behind was Belgium, with $141,000, and Tunisia with $118,000. Canada, the leading culprit in 1955, dropped to sixth place with $82,000.

In game exports for July, Canada retained its top position from last year, with $43,000 worth of games received. Almost tied for the lead in Belgium, with receipts totaling $44,969. Following are July Hong Kong and Venezuela, in that order.

In vending games, Canada again retained its leadership from last year, with exports totaling $82,000 for July. France and West Germany, many with over $3,000,000, respectively.

August Gales

A look at exports for August of this year, also shows a substantial gain for all three classes of coin-operated machines.

(Continued on page 197)

The Question:

Will 1956 be a better year for you in terms of net profit than last year?

The Answers:

Yes

No

The Billboards November 24, 1956

MUSIC OPERATOR FORUM

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August Gales

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(Continued on page 197)
Salt Lake Dime Changeover

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Coin Machine Exports
July, 1956

— Continued from page 99

He noted that in his travels over the State, most operators seem to be getting along well with the changeover as rapidly as possible.

Ray Samuelson, of Ray's Music, said all of his better equipment is still standing, but that is the exception of a few isolated spots. "Where a competitor has refused to change, we are in state, but there are only a few of those," he added.

He said the changeover is gen-

eral rather rapid. "But there are a few laggards in the business who are hanging back a little."

Most of the operators have put the dime play into effect agree that there is no need for mg and on-

es being a part of the major changes have increased income for both the location and the operator.

Early in the changeover, the opera-

tors throughout the State estimated that the increase in income will equal the losses encountered during the earlier period, but smaller operators are holding back.

He noted that a very few have even lowered prices as a result of the changeover.

He personally has converted old machines or placed new dime play in other locations, and plans to keep his routes up as fast as he can, he said.

moves depend on whether the moratorium declared by the un-

ited States government expires the first part of November or is continued.

The moratorium, merely a gen-

eral agreement, was not to last in effect as a moratorium until the changeover is completed.

Bob is at a loss in getting any of his machines back to the same as other operators are doing.

He said he knows at least one distributor is doing it, and that every owner now has his machines sold for it, and that every owner now has his machines sold for it, and that every owner now has his machines sold for it.

He said that extensively used in-
paid for the machine in the first place, and with the payment of 50 per cent of the cost of the machine under an operator, they get one of the major advantages of the coin-operated machine.

Another third goes to the distributor and another tenth for maintenance, also to the disti-

bution.

However, he found a bright spot recently when one of the 'owners' asked him to put it in a machine. "It's instant," he replied, "We'll make it last,

Bob reports, "because he has had very few complaints of the
times the money. Thus it does not have to worry about programming, and we take it from the machine.

And there is no longer a need for a month's operation, especially in the program, expected to last for two months,

nearly as good as possible with all new equipment installed using that price.

California Music, operated by Sam Richell and Carl Orland, has about 85 per cent of its machines in the dime changeover, and the conversion was "no problem" and had no effect at all over the changeover.

He also added that the dime play is doing well in many cases where the dime play was introduced. The group never formally organized but was the Los Angeles Division of the California Music Makers. Meetings were inform-

tal, and the main thing discussed were his problems, the main thing being the changeover. Thus these sessions. Hemple and others were able to learn them from a nickel to a dime basis.

Morris Road, Buymen Sales, re-
department manager, said that the ball is not up well... Tom Gabel, Hudson Val-

ley Amusement, Beacon, N. Y., was a 10th Avenue visitor.

PLUS JUKE
347 Teens In Past Mimic Tilt

CHICAGO—Over 2,000 specta-

cles filled the Northside Theatre, Friday (9) to watch 15 finalists in the Iris Perry JUKE

TEST Night for the North Side crown the "best" JUKE operator of the long-sided band disk disk.

The contest was sponsored jointly by Juke, Stan & Kete Theaters, and Coven Music Corporation, which furnished the 200-200 play box for the event.

Acting as emcees were Reid Farley, Miss Daniels, and deejays.

Preliminary auditions were held the week before, with 347 contestants competing for one of the spots.

On the night of the contest the activities of the theatre were halved as the finalists performed one on the stage to vie for auditors, thereby crowning a winner. Both boys and girls, dressed in superb post-war finery, paraded and sang, as their accompaniment of records—some of these being their own.

Numerous prizes, including Phonographes, were awarded to all finalists, with the winner receiving an RCA Victor phonograph, a trip to New York, a gold record, and local radio advertising.

After the contest, the theater lobby was swamped as the crowd watched the teenagers "rockin' and rollin'" to the juke box music for class to two hours.

Ben Cohen, of the Coven Music Corporation, said that it was a great opportunity for the young- ers to get stage experience and some exposure in front of the public. If this thing goes over well to continue with some of the same," he stated.

There are "no plans of the same" on November 30 when the Marboro Theater will be taken over for the choosing of the Youth Side finals. Sponsorship of the event will be the same.

THE "G-200"
— Instant eye-ability visibility of all 200 tunes
— Instant change record changes
— Widest choice of tunes—Standard for High Quality
— Complete accessibility

AMT... music that makes more money...the people love it... Automatic selective juke box in 1927—ah, then, ahead now.

THE ECONOMICAL JUKE MACHINE—WANTED—COUNCIL JUKE BOXES—For Available Positions—WANTED—JUKE BOXES—Don't Miss a Chance to Get Your Juke Box Work—For Sale—AMT...music that makes more money...the people love it... Automatic selective juke box in 1927—ah, then, ahead now.

when answering ads... Say You Saw It in The Billboard

Uniform Dime Play in Denver

— Continued from page 99

important business meetings, all of them on a voluntary basis, and focused on the dime play subject.

The group has been recognized by the Richardson Music Company, which sponsored the first meeting in its showroom, and publicized the event thereby for a month before the program began.

All other operators have been invited to attend an open forum seminar, which has been held in the showroom of J. Van, Modern Music Company, or to attend others.

The association of Denver opera-

nors has set a formal basis whatever it was, according to, with no elected officers, no bylaws, or no formal schedule. This, it is felt, may be the for the heavy turnover which has been registered since the program.

At each meeting there has been a complete discussion of the dime play, to play as successfully established in other communities, notably Las Vegas, Nev.; Saint Louis, Mo.; and Clewiston, Wyo.; of course, are operators who have already con-

verted to dime play successfully, and even those who have been way off their operating methods and to share with them with other Denver pho-

nograph route owners. From the

104 SELECTIONS

there is a WURLITZER PHONOGRAPH

for every location

100 SELECTIONS
In-Plant Feeding Keys Calif. Operator Meet Attended by 100

LOS ANGELES—The responsibility of the president and field management in in-plant feeding headlined the business session of the fourth bi-monthly meeting of the California Vendors’ Association Field Operators’ Section.

Approximately 100 operators, suppliers and guests attended.

The session was held at the offices of B. J. (Bob) Geiser, association president and head of Donald Vending Service, who were Melcher, personal and industrial relations manager, loves to talk in coffee with others.

Sparking for the location manager in general, Melcher said that the company had delivered the same brand of coffee in over a hundred locations and on a smaller scale.

"There is very little information for the company in terms of feeding vending facilities," Melcher told the group. "After talking to several vendors and looking into the area, we found that there was little knowledge about the different coffee products available."

A. B. T. Expands Via 3-Part Program

CHICAGO—The A. B. T. Manufacturing Company, subsidiary of the A. B. T. Company, Rockford, Ill., has launched a three-part program to improve the company's product line and extend its market reach.

According to Bob Pater, president of A. B. T., the program includes:

1. A new line of vending machines designed specifically for the retail market.
2. A new line of vending machines designed to meet the needs of the food service industry.
3. A new line of vending machines designed to meet the needs of the hospitality industry.

Leary Cites Consolidation as Factor in Improved Performance

UNION CITY, N. J.—Ball gun operators in the Southeast have been ready to accept the change, according to Leo Leary, recently appointed executive vice-president of H. R. Hart Consolidation.

Leary attributed the increase in consolidation and the gradual elimination of part-time operators from the scene.

Large Routes

During a recent Southern trip, Leary had the opportunity to speak with, the largest route was 800 machines, while the largest was 1,000 machines. Average operator, he added, had about 1,500 pieces in operation.

While Leary has been named the new executive vice-president of the company, his current executive reorganization, he is still in charge of the vending department and duties and distributors and still operates the company.

Earl Manfield has been placed in charge of the candy jobbing operation, Mr. Michael L. Hart, the company’s president.

During the year, he added, a $80,000 installation program has been completed. He said that in 1957 the firm should be able to use its production to 500 per cent over the year.

Lyon to Preem New 4-Flavor Drink Machine

NEW YORK—Lyon Industries, Inc., will introduce a new four-flavor drinking machine at the annual National Automatic Merchandising Association convention in Chicago December 2-4.

According to Tom Rowan, Lyon president, the new machine will have a capacity of 1,000 and an ins.

He added that the unit will have a standard pressurized system, with an ingenuity control of 1.1 quantum.

Rowan said that the vender has a Dynamic illuminated sign that can be included, he explained, with any vending installation with only one rotating part.

Price Net Set

Price on the new machine will be announced at the show. Rowan emphasized that the new machine does not replace the 1400 and 200 series, which will continue to be manufactured.

Representing Lyon at the NAMA show will be S. E. Donahue, pres.

Cont. Near on Plant Wings in Westbury

WESTBURY, L. I., N. Y.—Completion of the two additions to the plant of the Continental Cigarette Machine Corporation is scheduled for January 1, a company spokesman announced last week.

Steel erection has already been finished on the two wings, one to be 10,000 square feet and the other 12,000 square feet.

The wings will be more than double the existing capacity of the original one-story plant.

Construction will be of prefabricated building material, and the plant will be fully air-conditioned.

Continental will employ 500 persons by the first of the year. It currently employs 250.

The Harrow Construction Company, Long Island City, is doing the job. Atlantic Transportation Company, New York, firm of Kahn and Jacobs is the architect.

Apco Parent Firm Doubles Net Sales

NEW YORK — The United States Hoffman Machinery Corporation has more than doubled its net income for the year 1958 as compared with the year 1957.

Last year, the company reported a net income of $172,289, or 81.5 per cent. This year, net income for the year 1959 was $313,704, or 81 per cent. A gain of 67 per cent over the years and 83,993, or 81 per cent, a year earlier.

Copyrighted material
Chicago
By NICK BIRDO
In her latest move, the Chicago Post, leading the city's newspapers, has announced the appointment of Joel Friedman, chairman of the Friedman Amusement Company, to head the newly formed Distribution Company, Inc., a subsidiary of the Daily News. The company will be responsible for the distribution of the Daily News throughout the metropolitan area.

The new company, which will have an initial capitalization of $1 million, will be located at 150 Wacker Drive, Chicago. The Daily News will continue to be published as usual, with the new company taking over the distribution of the newspaper.

In addition to Joel Friedman, the new company's board of directors will include John B. Connolly, president of the Friedman Amusement Company; Robert M. Brown, president of the Chicago Daily News; and William J. O'Brien, chairman of the board of the Daily News.

The Daily News has been operating in Chicago for over 100 years and is one of the city's largest and most influential newspapers. The new company will be responsible for distributing the newspaper throughout the city, as well as to suburban areas.

The appointment of Joel Friedman as head of the new company is seen as a significant move by the Daily News, as he has a reputation for being a strong advocate of the newspaper's aspirations and goals.

The new company will be responsible for ensuring that the Daily News reaches its readers in a timely and efficient manner, while also ensuring that the newspaper remains a thriving and influential voice in the community.
CIGARETTE AND CANDY MACHINES
Fully reconditioned, complete with parts. Machines are factory sprayed and look like new.

PLUG-IN BEADS
Our Plug-in Beads are the exact size of 210 count gum. They are available in beautiful OCEAN PEARL, translucent PEARLITE or brilliant OPAL/FICTION colors. 25¢ or more. Less than 25¢, $.30. See our new Plug-in ANIMAL HEADS and connecting chains. Order bright red Opaque Beads to use with our complete line of Christmas trees.

Nothing stands between you and a profit. BEAD MACHINES offer steady work, year-round. Quick, easy set-up. Immediate results.

COINMEN YOU KNOW

* Continued from page 103
quarter to 3130 Remke Boulevard, Brant.

Los Angeles
By SAM ABBOTT
Ben Karta, Clendale operator, is back from a hunting trip. Joe Tammakkin, of the Dease Department Company, Banff, reports that his 12-year-old son killed his first buck in about the first hour out and within four miles of the family home... Bill Yeddin, Los Angeles operator, is back from deer hunting in Upland. Ray Miller returned to his headquarters in Las Vegas following a hunting trip in Utah... back from Columbus, Cornucopia music manager, is getting ready for some hunting.

Charles Higg, bulk vending operator, is recuperating from a recent illness...

Joe Arguelles, who formerly had his bulk vending operating headquarters in Bellflower, has moved to Long Beach... Ken Bailey, Ontario, is dead in his prime of the AMI 200. He is said to be the best machine he ever had and that the bulk vending business is doing well... Bill Shearer, Bakersfield, in the city on a buying trip...

Frank Lamich, Manager of Service in San Francisco, from his headquarters in that city, reports that in San Francisco, Burbank, made the coin machine trips for the company since only early last year... George Kirby was in the city from Riverside... Jack Reed, C. P. Grandy, of Riverside, made his regular semi-monthly buying trip here.

Lerosec, of the Badge Sales Company, had meetings with some departments, is working nights to get his Christmas display around... Don Amer, who represents Badge Company in San Diego, made a trip here for sales conference with William R. Haines, National, and also to visit his brother, Marshall, coin equipment sales manager for the company... Sheridan Thompson returned to his route in Long Beach after being active on Gay Flinging jets. He is an Air Force reservist. Paul Johnson, Los Angeles machine operator, visited relatives in Las Vegas... George Van Drusen, well known in the operation of Eddie ride in San Bernardino, here on a buying and selling trip... Fred Liechinger was up here on one of his infrequent trips from Needles... Bill Fritz, manager of the parts department at Paul A. Laymon, Inc., is on vacation.

Coke Names Law Sales Plans Head
NEW YORK—The Coca-Cola Company has named Thomas J. Law, Jr., former assistant secretary and manager of bottler sales, head of the advance sales plans section. He will be succeeded by Gordon Parrish, former sales promotion manager for bottler sales, late Midwest Coca-Cola in 1933 as old Parrish.

Cole '7 Showings
* Continued from page 109
Boston, November 15-17, at Cole new office.

More to Come
Continuation of similar showings will begin in January. To be held in Chicago, Washington, Atlanta and Denver, they will also include additional Cole equipment announced at the NAMA convention. Home office personnel attending the recent meetings included Richard Cole, executive vice-president, Stanley Gauers, vice-president, and Dennis Nagy, head field engineer.

L. E. Hirsch is divisional sales manager heading the new Detroit office, while Henry and Ben Ross jointly man the Boston headquarters.

Experienced Operators Say: "YOU MAKE MORE MONEY WITH..."
Howard Service, 4650 medteal cause you MONEY Peckham VENDING MACHINE Distributors There's MACHINE on.
Telephone: etllo J.

Lorillard Names Fred Storm as Sales Prom. Head

NEW YORK—Fred Storm has been named to the newly created post of director of sales promotion for the F. Lorillard Company. He had been Northern States sales manager.

Storm will report to Harold F. Temple, vice-president and director of sales. W. A. Jordan, who had been Philadelphia sales manager, replaces Storm as Northern States sales manager.

The newly appointed sales promotion director joined Lorillard as a salesman in 1933, was division manager in Rochester, N. Y., later was Boston division sales manager and in 1947 was assistant sales manager in New York. He was named Northern States sales manager in 1951.

Jordan joined the firm in 1935 as a salesman in Philadelphia, later was assistant division manager in Philadelphia, division manager in Charleston, W. Va., and Wilkes Barre, Pa., and in 1943 was named Philadelphia field manager.

"POP CORN SEZ" 40 lb. Yields, top conditions, ready for location, use after with air or air to street, F.O.B. A. M. MILLER POPCORN CO. 3612 Portland, Kansas City 6, Kan. Phone: Greent 1-9697

Lorillard Names John A. McGlone

NEW YORK—John A. McGlone has been named field manager in Philadelphia for the F. Lorillard Company. He succeeds W. A. Jordan, who was recently named Northern States sales manager.

In other appointments, Lorillard has named Walter B. Warren division manager in Philadelphia; Adrian W. Ulbrich as division manager in Camden, N. J., and Charles W. Ovatt as assistant division manager in Philadelphia.

L. R. Distributing Company's route man Ed Ballyard has just returned from his winter vacation. According to Les Ballyard, his other veteran mailmen, Carl Stokes is readying to take off for a 10-day deer hunting trip within the next week.

Nehi Names Cole East Sales Head

NEW YORK—The Nehi Corporation, parent franchise company for Royal Crown Cola and Nehi brands, has appointed George J. T. P-o-Pak beverages, has named Edward E. Boyle Eastern division sales manager.

Cole joined Nehi a year ago. Before that, he had been an executive with a food manufacturer.
**Advertised Used Coin Machine Prices**

### How to Use the Index

PRICES given in the Index are to no intention intended to be "standard," "national," or "set," or for an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on machines which have been sold 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "High" and "low" are used meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the four-week period indicated and reflects the dominant advertised price level of the machines which are the machines most of the advertisers are advertising. Therefore, when average is nearer the "high," it indicates the "low" is a unique price. 

### MOST ACTIVE EQUIPMENT

(For Four-Week Period ending with Issue: NOVEMBER 24, 1956)

#### ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Greene's Butter Scotch</strong></td>
<td>$350</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Happy Days</strong></td>
<td>$275</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Hollywood</strong></td>
<td>$300</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Island Queen</strong></td>
<td>$250</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Jazz</strong></td>
<td>$275</td>
<td>San Francisco</td>
</tr>
<tr>
<td><strong>Lucky Lady</strong></td>
<td>$250</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Pin Wheel</strong></td>
<td>$200</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Quartette</strong></td>
<td>$275</td>
<td>New York</td>
</tr>
</tbody>
</table>

#### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Music Box</strong></td>
<td>$350</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Hollywood</strong></td>
<td>$300</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Island Queen</strong></td>
<td>$250</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Jazz</strong></td>
<td>$275</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Lucky Lady</strong></td>
<td>$250</td>
<td>San Francisco</td>
</tr>
<tr>
<td><strong>Pin Wheel</strong></td>
<td>$200</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Quartette</strong></td>
<td>$275</td>
<td>New York</td>
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</tbody>
</table>

### PINBALL MACHINES

#### BALLY

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apple</strong></td>
<td>$350</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Banana</strong></td>
<td>$300</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Cranberry</strong></td>
<td>$250</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Granny</strong></td>
<td>$200</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Hazelnut</strong></td>
<td>$150</td>
<td>San Francisco</td>
</tr>
<tr>
<td><strong>Jelly Bean</strong></td>
<td>$100</td>
<td>Chicago</td>
</tr>
</tbody>
</table>

#### WILLIAMS

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Army &amp; Navy (1055)</strong></td>
<td>$600</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Dart</strong></td>
<td>$150</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Gator</strong></td>
<td>$100</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Peacock</strong></td>
<td>$50</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Perdix</strong></td>
<td>$25</td>
<td>San Francisco</td>
</tr>
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</table>

### SHUFFLE GAMES

#### Advance Bowler (CCI)

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lily</strong></td>
<td>$105</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Bonnie Bowler (12)</strong></td>
<td>$125</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Cage</strong></td>
<td>$110</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Cascade</strong></td>
<td>$100</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Coral</strong></td>
<td>$95</td>
<td>San Francisco</td>
</tr>
<tr>
<td><strong>Daisy</strong></td>
<td>$90</td>
<td>Chicago</td>
</tr>
</tbody>
</table>

#### SELFRIDGE

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</tr>
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<tbody>
<tr>
<td><strong>Flame</strong></td>
<td>$150</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Galaxy</strong></td>
<td>$125</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Jupiter</strong></td>
<td>$100</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Liberty</strong></td>
<td>$75</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Midas</strong></td>
<td>$50</td>
<td>San Francisco</td>
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</table>

#### VENDING MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td><strong>Coin-Op Machines</strong></td>
<td>$225</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Dime-Op Machines</strong></td>
<td>$250</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Quarter-Op Machines</strong></td>
<td>$300</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Half Dollar-Op Machines</strong></td>
<td>$350</td>
<td>Miami</td>
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### ARCADE EQUIPMENT

#### COIN-OP PIECES

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<tr>
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<tbody>
<tr>
<td><strong>Space Invaders</strong></td>
<td>$350</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Doomsday</strong></td>
<td>$300</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Joust</strong></td>
<td>$250</td>
<td>Los Angeles</td>
</tr>
<tr>
<td><strong>Missile Command</strong></td>
<td>$200</td>
<td>Miami</td>
</tr>
<tr>
<td><strong>Star Control</strong></td>
<td>$150</td>
<td>San Francisco</td>
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### MUSIC MACHINES

#### AMI

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<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>Model A-100</strong></td>
<td>$125</td>
<td>Chicago</td>
</tr>
<tr>
<td><strong>Model A-150</strong></td>
<td>$175</td>
<td>New York</td>
</tr>
<tr>
<td><strong>Model A-250</strong></td>
<td>$250</td>
<td>Los Angeles</td>
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<td><strong>Model A-500</strong></td>
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New Coin Amusement Units To Deck 30th NAAPPP Show
15 Firms to Display Latest Games, Arcade Pieces at Annual Chi Meet

AMUSEMENT MACHINES

CAPITOL TO BOW NEW PICTURE FILM MAGAZINE

NEW YORK—A self-powered film magazine for coin-operated motion pictures will be exhibited at Capitol on the occasion of the National Association of Amusement Facility Operators’ first coast show which opens in Chicago Sunday (25).

According to Leo William, operate executive, the magazine holds to be a novelty in that it will project pictures as first as each unit.

The magazine will be continued in the Pan-O-Rama 800, new Capital motion picture unit. The magazine, which has its own motor, associates with the film and feeds film automatically.

William said that when the magazine was originally developed for the Pan-O-Rama 800, it may be used in the Mills Passam and other coin-operated movie machines. He said that the magazine will sell for under $200.

PORTLAND ORE. VOTES OUT PIN GAMES
Four-Year “In-Again, Out-Again” Pinball Status Temporarily Settled

PORTLAND, ORE.—While Oreg. State law provides no license to play pinball machines, the voters of Portland, by a vote of 1,212 to 667, ruled that the machines may continue for the November 6 election.

The bill to be voted on in November, if passed, would have to go along with the ruling in Portland; otherwise both local and state law would have to be changed in order to make some type of machine acceptable.

Since the amusement game industry is coming out with new products all the time, operators must keep their minds open.

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**Rabkin Tributes**

• *Continued from page 107*

Founded the William Rabkin Foundation to distribute their philanthropies. He was also active in the

---

**Pyramid Pool**

Our PYRAMID POOL comes of a Brand New Shell! Complete with new boards, line, bowls, automatic concealed Billiard Cert., concealed automatic scoreboard, lighted scoreboard, etc. 3 BILLIARD BALLS INCLUDED. 

For Sale: $125.00 

BRICKNELL CUE STICKS $1.95 EA....PER DOZ $21.00

**Special Deal:** A Pyramid Pool Game Top, new balls, a set of Brack Billiards, either 1-4 or 11-12 and White Pockets, Ball & Rack. Price: $125.00

**Champion Distributing Company**

---

**Superior Sales Co.**

7855 Stony Island Ave., Chicago Bayport 1-1616

**Exclusives Factory Distributors**

AM/CH/MG/Coin-Gem-Exhibit

---

**Coin Dispensers**

Pennies, Nickels, Dimes & Quarters

• Free long plastic refill tube available with each penny and dime dispenser.

• All die-cast parts.

• Chrome-plated mechanism.

• Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5 or more hole bases).

• Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.

• Guaranteed accurate.

Exclusive Factory Representation

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.)

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**National Coin Machine Exchange**

4421-33 Diversey Blvd., Phone: Buckingham 1-4466 Chicago 14

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**Coin Machines**

108 THE BILLBOARD

**November 24, 1956**

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**When answering ads...**

Say You Saw It in The Billboard

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SALT LAKE CITY—All types of pinball games were banned here as the Salt Lake City Commission adopted a new ordinance effective January 10, 1957. Salt Lake City currently has no ordinance in effect against pinballs as such, but does have a ban against pincushions used as "gaming devices."

Violation of the new ordinance would constitute a misdemeanor, punishable by a $200 fine or six months in jail, or both.

Police Request

Police Chief W. Glen Sloussen, who asked for the ban last September, said that without such an ordinance his department's hands would be tied, since the machines could not be removed from a place of business unless there was evidence of gambling. Mayor Alfie F. Stewart said that the new ordinance is similar to one adopted by Salt Lake County when he was a member of the County Commission.

Under the ordinance it is unlawful for a person or persons to make pinballs available to the public in any store, or in any place of public resort or business, club, association or establishment where the right of police inspection exists. The ordinance empowers the city to revoke any type of license if the violator is operating.

Mass. Ops. Banquet

Blissfully Arthur Fiedler, of the Boston Pops Orchestra; Vice-Presi-
dent Ralph Lackey and his wife, Treasurer Arthur C. Sturgis and wife, Clerk, Peter Pompeo and wife, and Jacob Levy.

Directors at the head table included David Grospuy, Cyrus L. Jacobs, Leon Shorter, Janet Spec- 

t, Philip Swartz and Sidney A. 

Ward. Jerry Flato, of Boston Record Distributors, served as emcee. Spe-
cial mention was given to Ralph Lackey, in charge of the ad book and talent, and David Fiedler, the

MANUFACTURER OF

HIGHER QUALITY PAPER

IN ALL SIZES

FOR

Write for free sample of any size

NEWTON PAPER COMPANY

220 NEWTON AVENUE

CINCINNATI, OHIO

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1933

1535 Delaware Ave., Lexington, Ky.

1609 Broadview, Cincinnati, Ohio

730 S. Broad St., Louisville, Ky.

720 W. North St., Indianapolis, Ind.

WANTED

A-1 MACHINES FOR

PIN BALL JUKE BOXES

for Puerto Rican Leading 
Distributing Firm. Good 
salary and opportunity for 

a good man.

Box 147—Hato Rey 
San Juan, Puerto Rico

Joe Ash says ... ATTENTION: FOREIGN BUYERS

Make Active
Your American Home
I have recently remodeled my offices and have allotted space for your 
purchasing agent. In addition to this, at the pool, you can always depend 
on assistance... The entire Active staff at your service.

Write for details at your earliest con-
nvenience. Please be assured that there is no obligation involved.

Looking forward to a successful short... 

Sincerely yours,

Joe Ash

FOR SALE

Green new slate top
Goebel 2 Player

$495.00

Hi-Fly Baseball

$379.00

We Only Advertise What We Have In Stock

We will bid on your pool table with brand new slate top

$50.00

Used jr. pool tables at below cost!

$275.00

Hangman

$275.00

BAUONY

$300.00

Get our list! Thousands of values! All types machines!

OUTER AMUSEMENT MACHINES CO.

You can always depend on Active—All Ways.

ACTIVE AMUSEMENT MACHINES CO.

454 N. Broad St. 

Phone 7-4493 

Write or wire for prices

CO-OPERATIVE DISTRIBUTING CO.

354 West Jefferson Street 

Indianapolis, Ind.

Phone Jonathan 4-7095

Wurlitzer Distributor

for $835.00

Wurlitzer Model 1700 $635.00

Write AMI

Write for illustrated catalog
COMING NEXT WEEK!

WILLIAMS

6-PLAYER

"ROLL A-BALL"

PRICED LOW

Worth Waiting for . . .

WILLIAMS Manufacturing Co.
4242 West Fillmore St.
Chicago 24, Illinois
Beech-Nut Income Ahead of 1955

NEW YORK—Consolidated net income of Beech-Nut Life Savers, Inc., and its subsidiaries is running substantially ahead of 1955, according to a report issued by the company last week.

Consolidated net income for the first nine months of this year is $1,516,091, equal to $1.00 a share, compared with $5,214,584, equal to $3.41 a share for the like period a year ago.

The 1956 figures include the two-pre-war earnings of both companies and subsidiaries, while last year's figures is the consolidated income of the companies for the first three quarters of 1955.

Mrs. Madelene Andrews, bookkeeper for Angott Distributing Company, Watertown distribution, busy supervising a major job of replacing the firm's extensive files."... Bill Angott, of the record department, son of the chief, Carl Angott, bought a new Fund convertible.

GIVE TO DAMON RUNYON CANCER FUND

NEW YORK—Everyone Calls Us "FIRST" for First-Class Equipment!

Save More Money—Make More Money
Subscribe to the Billboard Today

Bally Pinball Machines

Save on your first order of $25 or more!
There is still time...

Get the $64 Answer TO GREATER INCOME

Davis guaranteed, reconditioned SEEBUG Wall-O-Matic 100 wall boxes are available at $64.00...Canadian and American operators, phone collect, wire or write for special volume prices.

Chrome-covers—100 selections—new selection buttons—new instruction plates and backed by Davis 6-Point Guarantee.

Our Only Address in Europe:
Holland-Belgie Europe
493 Ave. Louise, Brussels
Phone 47-26-60
Cable Address: "Starlet-Incendus"

All currencies accepted: Francs, Marks, Pounds, liras, dimes, dollars, etc.

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MOA Confab
Continued from page 99

—to play at a national convention of music operators," Miller declared.

He said that policies and record people have always attended the conventions in number and that their informal contacts with operators have always proved mutually beneficial. "Why not then incorporate the exchange of information into the general business meetings, as well as into organized discussions," Miller said.

MOA's board will also consider plans for increasing the number of record label exhibitors. One of the ideas which will be developed upon is getting a greater number of small independent labels to show.

Taxes and legislation will again be a prominent part of the program. Panel discussions will dominate all business meetings, with the number of speeches held to a minimum.

At the same time, Miller announced that almost all of the members of the executive board had bought life memberships in MOA.

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Phonograph Specials

Wurlitzer
Model 1800
$825.00

Wurlitzer
Model 1700
$645.00

Wurlitzer Distributor
PHONE: ATLANTIC 1-745

GIVE TO DAMON RUNYON CANCER FUND

We have the Deal that Will Appeal!

See a "Wheel" at WORLD WIDE!

BINGO GAMES

5-BALL GAMES

ARDACE

WANT TO BUY

All Types
POOL TABLES
A-1 Condition!
from $50

Cable Address: "Gables II" Chicago

---

TRAFFIC POLICE BIKE

New COIN-OPERATED MOTORCYCLE-RIDE

Bally's Bike gives you plenty of riding time. Running up and down parade—right side, left side, center of balcony speed change action—all you can get to keep going and you'll find Bally Bike is a busy earning money every minute of the day.

Fast Dime Play

Bally Bike is a 3-center...a hand to resist bangin' for pennies with 2 or more children. After the first run, the rental price to "two fans at the handle-bars" prevents poorer of rental ride action...and a turn out of dollars into the cash box.

SPEED LIMIT: actually explodes speed from 20 to 30 miles per hour.

SWEET! method is absolutely upon the merit:

ACCESSIBLE to riding price of 45 cents, 1 minute, 10 seconds or 3 minutes.

RIDE SAM, Frenchies' 1-cent, gas-control handle and foot to ride.

---

Your American Red Cross Is Always There After Disaster Strikes
The game that pays off... while it pays for itself

with our SPECTACULAR NEW 20-payment plan

Over the latest, fully-equipped shuffleboard models! Install them in your choice location! And gradually pay for that equipment as it brings in profits for you. American Shuffleboard now makes it possible for you to purchase the best and most modern shuffleboards on a time payment basis. This extraordinary plan, available to all qualified operators throughout the United States, ideally fits your investment requirements and payment terms to your particular needs.

American Shuffleboards bring you maximum return... with minimum break-down servicing. They're the pastime in clubs, taverns... wherever people gather for amusement. It's the legal game that's never out of date. So don't delay! Start earning profits immediately.

NYACK SLATE TOPS
GUARANTEED
TO BE THE FINEST TOPS MADE!

- The ONLY Top Proven Satisfactory
- OVER 7,000 Now In Use

DO NOT BE FOOLDED BY CHEAP INFERIOR SLATE THAT CRACKS AND PITS IN A VERY SHORT WHILE.

ONLY THE FINEST SOLID 3/4" AMERICAN SLATE IS USED!

Your distributor will handle only guaranteed slate tops. See him today for low prices on NYACK SLATE TOPS.

A SLATE TOP MADE FOR EVERY GAME MADE TO YOUR SPECIFICATIONS

NYACK SLATE CO., INC.
84 So. Franklin St., Nyack, New York
Tel: Nyack 7-2664

PROVED FOR HEAVY EARNINGS!
Has New EASY-SERVICING Features...

Williams
PERKY
5-Ball Game!

PLAYFIELD LOADED WITH FAST ACTION!

Williams is First with Printed Circuits a 5-Ball Game!

Making Numbers 1 to 5 Scores Replay!

3 THUMPER BUMPERS
2 CYCLONIC KICKERS
2 FLIPPERS

WRITE, WIRE, PHONE SEE YOUR WILLIAMS DISTRIBUTOR

Scoring Features:

* 3 "Special" when lit Targets
* 1 "Special" when lit Skill Hole
* 1 "Super Special" when lit Skill Hole

Your American Red Cross is Always There After Disaster Strikes
FABULOUS!

GENCO'S

OFFICIAL SKILL BALL

EXCLUSIVELY EMPIRE'S

IN

ILLINOIS • WISCONSIN • NORTHERN INDIANA

ORDER NOW!!

½ Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE

101-14 Milwaukee Ave., Chicago 27, Ill. Phone: EVANGELINA 1-2505

WWW.AMERICANRADIOHISTORY.COM

Your American Red Cross is always there after disaster strikes

Hebel Preps New Game Tilt Switch

ADDISON, Ill.—A new impact disconnect device, more commonly recognized as the switch which causes the games to register "tilt" if shaken too much, has been introduced by the Fred Hebel Corporation, Addison, Ill.

The device consists of a relay, resistor, condenser and rectifier mounted on a plate and wired with a male plug and female receptacle for easy inclusion in the 110-volt circuit. Size is 3 inches by 4 inches by 2 1/2 inches, and is priced at $8.50, f.o.b. Addison.

AMI School

Continued from page 99

S. M. Pasek Co., West Kildonan, Winnipeg, Canada; L. R. Kieffer, Central Music & Games, Wausau, Wis.


C. L. Bitting, director of AMI's school, announced that additional classes were being formed for the remainder of 1956 and 1957 for operators and service men interested in getting instruction on the firm's 200-selection phonographs.

Gottlieb Presents

FAIR LADY

Sensational! Stupendous! Colossal!

Popular Twin Double Bonus
High Score to 1999
Adjustable 3 or 5 Ball Play
Lite-up Pop Bumpers
3 Targets Advance Bonuses
2 Lite-up Cyclonic Kickers
2 Super Powered Flippers
Available with Twin Chutes—Adjustable 3-4 or 5 Plays for 25c

D. Gottlieb & Co.

1140-50 N. Kostner Ave. • Chicago 31, Illinois

BUY THE BEST...WE DO!
Shuffleboard Is Backdrop for Feature Film
Union City, N. J.—A table of the American Shuffleboard Company here will serve as a backdrop for about half the action in the forthcoming United Artists film, "Crossup."

Currently being shot in New York, the film stars George Montgomery and Geraldine Brooks. The picture opens with two of the principals playing a game on a tavern shuffleboard. The tavern, with the shuffleboard in the background, is the scene of most of the feature film.

Carl Spinatelli, American Shuffleboard advertising manager, said that United Artists has requested the loan of the coin game for the filming.

FOR SALE
1955 International Projector
Mutoscope Photographic Company
$29.95

Marvin Billiard Supply Company
164-06 W. Lake St., Chicago 12, Ill.

Amazing New Player Control "Scoring Handicapper!"
It's the only regulation bowler with an authentic handicap feature...each player before shooting the first frame may handicap his score same as in real league bowling! (This feature promotes the setting up of individual league locations to stimulate exciting play!)

Amazing New Player Control "Strike Selector!"
Permits player to set game for Easy or Hard strikes simply by the flip of a switch. (Makes good scorers out of poor players...better scorers out of good players)

Available In Both Regular and Super Models!

New High Speed Scoring! No Waiting Between Shots!
1 to 6 Can Play!
Jumbo Pins... Giant Puck!
Equipped With National Slug Rejector!

1725 West Diversey Blvd., Chicago 14, Ill.
Mich. UMO Adopts

Scholarship Fund.

The methods and amounts of awards will be con-
trolled by the committee.

Support was enlisted for the program by the argument of Ed-
ward L. Carlson, Carlson Music

Company, UMO president, that the cost would be only 25 cents a
week, but that it would add up to a
very worthwhile amount.

Small pointed out that one very

definite objective is to find a means of

letting the public know that the
organization and its members are

working for the youth program, as

well as to arouse the interest par-
ticipation of location owners by

their having stickers on machines

indicating publicly their own par-
ticipation.

Keeney Introns

Continued from page 107

into six-numbered segments, to

raise, stopping on one of the num-

bers. Whatever number is hit up

indicates the number on the play-

er’s car advances on the oval

track.

Each player has the same num-

ber of chances to reach Los An-

gles, with the first one to arrive

being the winner.

The journey is complicated by a

feature somewhat similar to the

Shuffleboard game. If a player’s car

lands on certain sta-

tions, the track will be

instructed to go back or

forward any number of

stations. His car is

automatically advanced or

sent back to the indicated

station.

In addition to playing against

each other, the players can play

against the game itself. This is
done by a handcrank wheel that is

numbered from 1 to 10 on the

scoreboard. When the first one

starts, one of the numbers light

up. If any of the players reaches

his destination within the num-

ber of chances shown on the wheel,

he has beaten the game, and a

star lights up on the scoreboard.

Casa Country is housed in a

blonde wood cabinet, measuring

approximately 98 inches wide by

50 inches high, and a depth of 16

inches.

Paul Huebush, of Keeney, stated

that samples have been sent to dis-

tributors and that full bulk ship-

ments started last week.

SOUTHERN MUSIC CO.

101 S. Bama Avenue, Winchester, Va.

Phone 1166

THE EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. Lake St.

CHICAGO 24, ILLINOIS

Phone: VA 6-3100

Available for Immediate Delivery!

---

NO PLUGS
NO CUES
NO SEATING!

PLAYERS ACTUALLY PITCH THE BALL!

ONE OR TWO PLAYERS!

---

Players Pitch the Ball With
An Underhand Motion Through
The Net and Into the High
Scoring Rings!

EXTENSION BAR

Attractor, operator to adjust the height of the game to the limits of tall players and
minimum height of game from 2’ 11” to 11’ 10”.
Lima Music Sells Out to Twin City

LITTLE ROCK, Ark. — Mrs. John Lima, owner of Lima Music Company at North Little Rock, sold out last week to Cecil Hill and Harold Dunaway, owners of Twin City Music Company.

Reported sale price in amusement circles was $35,000. The sale included between 65 and 70 pieces of equipment, mostly juke boxes and games.

Lima Music was the oldest coin machinebusiness in the Little Rock area. John Lima, who died last year, was one of the pioneers in the music business in Arkansas. Since his death Mrs. Lima and the two employees have been running the route.

Mrs. Lima worked out retirement plans prior to the sale and will no longer be active.

It warms our heart to receive unsolicited letters such as this that just arrived from one of our customers:

"We received your shipment of five machines in excellent condition. We found the equipment in the most perfect condition of any machines we have ever ordered from any company."

That's the sort of thing that makes our job easier, and it is the reason we thoroughly recondition our equipment, scrape and lacquer the rails, install new instruction cards, clean them inside and out, ready for location the minute you get them and offer them at prices that are hard to beat.

Double Header... $255.00 Gay Time... $175.00
Nite Club... 425.00 Gayety... 90.00
Broadway... 350.00 Surf Club... 65.00

H. M. BRANSON DISTRIBUTING COMPANY
811 EAST BROADWAY Phone: WASH 1343
LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPH AND BALLY GAMES

GENCO'S EXCITING NEW OFFICIAL SKILL BALL

The GAME Operators Everywhere Have Been Clamoring For!

All the Thrilling Player Appeal of that All-Time Favorite—now BETTER THAN EVER with Genco's New, Exclusive Features!

NEW EXTRA BALL FEATURE!
NEW LIFETIME PLASTIC CUPS!
NEW PLEXIGLASS "SHOWCASE" FRONT!
NEW 2-PIECE DE LUXE CABINET!

Sized to Fit Any Location

Get "ON THE BALL" with "OFFICIAL SKILL BALL"!

—SEE YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

Another Genco First!

It's SOUNPROOF COLORFUL EVERLASTING

SEE IT on the playground!

Going over B-I-G with the "SMALL FRY"

Genco's Exclusive "DAVY CROCKETT"
MOVING TARGET RIFLE GALLERY STILL IN PRODUCTION.
EXCITING NEW TRIPLE-DECK ADVANCING SCORES

Separate advancing-scores for each of 3 different colors—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

BALLS-A-POPPIN’
new type novelty game by Bally
WITH RIOTOUSLY EXCITING WILD BALLS SCORE-BOOSTER FEATURE

NOW AT YOUR Bally DISTRIBUTOR DELUXE ABC-Bowler • DELUXE CONGRESS BOWLER BALLY MANUFACTURING COMPANY, CHICAGO

for best deals on biggest money-makers $$$ $$ $$ $$ $$$ SEE YOUR Bally DISTRIBUTOR