

The Billboard

OUTDOOR CONVENTION NUMBER

featuring the 1954

Cavalcade of Fairs

NOVEMBER 28, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

More than
40

Special Features
and Directories
including—

Statistical
Directory
of Fairs

Show, Track
and Exhibition
Facilities

Solid Saginaw
Continues
Climb

Ways to
New Highs

Exhibit-Corner
Sells
Management

Ike, 85 Million
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to Fairs

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West Canada

Super Service
Hoosier Style

Ohio Builds
Fast

Special Events
Hike Gate

California Firm
Gives Answers
to Patrons

Brewer Pro-
vides Comfort
for Weary

Winter Fairs

What Makes
Fairgoers Go

Fairs-Parks
Booking Offices

Fabulous
Puyallup

And Many
More

Outdoor Conventions To Plot Excise Battle

Ike to Get Plea By Rep. Reed For Tax Cuts

WASHINGTON, Nov. 21.—Chairman Daniel Reed (R., N.Y.) of the House Ways and Means Committee will make a new plea to President Eisenhower at December 16-19 conferences for immediate drastic reduction in amusement excise taxes.

Congressman Reed, it was learned, seeks reductions on at least a dozen amusement excises, including taxes on TV, radio and phonograph sets, theater and concert admissions and musical instruments. A strong chance is seen that the President may go along with Reed's plea for the slashes.

Demand for outright appeal is gathering momentum for the next Congressional session, with show-business groups forming a united front. The council of Motion Picture Organizations has made overtures to other major show interests, including outdoor amusements, to form this front.

Columbia to Up 12-In. LP Price

NEW YORK, Nov. 21.—Columbia Records will raise the suggested list price of its 12-inch Masterworks series to \$5.95, tax included, with the skedded increase to take effect on December 1. The disks have sold for \$5.45, including federal tax.

The move, news of which began to circulate in trade circles yesterday, was received with more than casual interest by execs of other major record companies, some of whom have lately indicated that established prices of high-quality LP's were no longer sufficient to return an equitable profit in view of constantly rising costs.

Columbia's step also highlighted the price polarization trend among all diskeries, which are now operating on the theory that low-price and "standard" price LP's each have a separate row to hoe in the record market patch.

The price increase by its major competitor threw RCA Victor into a "re-examination" of its pricing policy. While it is considered unlikely that an immediate change will be made by Victor, observers feel reasonably certain that the diskery will follow suit in the near future.

It is known that some distributors and dealers view the \$5.72

(Continued on page 17)

PUBLIC RELATIONS COUP

WSM DJ Festival Packs Real Wallop

By PAUL ACKERMAN
NASHVILLE, Nov. 21.—One of the greatest public relations coups in the history of radio was in full progress today as an estimated 500 disk jockeys and representatives of all segments of the music industry participated in a series of forums, parties and entertainments comprising WSM's Second Annual Disk Jockey Festival in honor of the 28th anniversary of the "Grand Ole Opry." Co-operating with WSM in the event were all major diskeries and many indies, numerous publishers and writers, virtually the entire talent line-up of the "Opry" and Broadcast Music, Inc.

Of the 500 in attendance, about 400 were deejays from every part of the country, the wide geographical range representing the truly national scope of the country music field.

The growth of country music was the chief theme of a discussion meeting held yesterday at the Andrew Jackson Hotel, attended by jockeys, record executives, artists and publishers.

The session was kicked off by H. DeWitt Jr., WSM president, who with Executive Assistant Irving Waugh, Artists Service Bureau Chief Jim Denny, Pro-

gram Director Jack Stapp and Publicity Director Bill McDaniel organized the festival. James Conkling, Columbia Records president, in addressing the forum, noted the growing strength of the country field, not only in the United States, but also abroad. He buttressed his point with disk sales figures. Publisher Ralph Peer, considered the discoverer of Jimmie Rodgers back in the years when Peer was a recording artist for Victor, foresaw what he considered a wonderful future for country music and talent. It would equal the pop end of the business, he prognosticated.

He credited Broadcast Music, Inc., with encouraging country writers and helping to make possible the blossoming of native American talent.

Carl Haverlin, BMI president, termed country music "the voice of America." Bob Burton, BMI vice president, delivered BMI's Citation of Achievement certificates to writers and publishers of 24 of the outstanding folk tune leaders of 1952. The Billboard made awards to outstanding all-time greats in the country field

(Continued on page 42)

Tax Talks High On All Agenda Of Chi Huddles

By HERB DOTEN
CHICAGO, Nov. 21.—Ways of obtaining relief from the federal 20 per cent amusement tax will be uppermost in the minds of a large segment of amusement park, Kiddleland operators, fair executives and carnival reps at outdoor show business conventions Sunday, November 29, in the Hotel Sherman.

High on the agenda of the National Association of Amusement Parks, Pools and Beaches convention is a full-scaled report to be made by that group's legislative committee, urging that the tax be lifted. The Bureau of Internal Revenue has a representative programed to speak on tax procedures. And three top men will air the tax subject further in a

(Continued on page 55)

Fight on Radio Kayoes Video

CHICAGO, Nov. 21.—The Gavilan-Bratton fight here, blacked out of local TV, gave radio a hypo it hasn't known in years. A special Trendex survey between 9 and 10:15 p.m. gave station WENR, the ABC AM outlet carrying the fight broadcast, a 17.6

Trendex said 92.2 per cent of the homes interviewed had TV sets. WENR had 91.6 per cent of the available radio audience, and its rating was higher than any TV station at the time.

Radio wasn't the only medium to profit by the fight blackout. The Chicago Daily news, with a promotion campaign keyed around the TV blackout, broke its all-time Saturday circulation figure the day after the fight. Full credit was given to the bout.

H'wood Holds Up New Feature Films for TV

By SAM CHASE
NEW YORK, Nov. 21.—Video station executives who have been asking how soon they can expect to obtain fresh feature film product probably will not find any bulk quantity of Hollywood film made available in the early future.

Arche Mayers, head of Unity Television Corporation, one of the key distributors of such product, feels that the vaults of the major studios will stay tightly sealed for a considerable time to come, despite new pressures to pry them open. Mayers' believes the reasons for this are purely economic, not emotional.

The key factors, according to Mayers, which militate against early release of any significant number of features for TV, are two:

1. The main street film houses still are largely under the control of the major studios. The latter cannot afford to risk harming these real estate holdings by having their own better film product

supplying competition via free home TV.

2. While their global film business is in the black, the picture titans see no reason to change their present exhibition methods. The price structure of TV and the number of video stations presently on the air cannot provide sufficient revenue to induce the film industry to swap their box office take, which runs in the hundreds of millions of dollars, for TV rental proceeds, which is counted only in the hundreds of thousands.

TV Yield Is Peanuts

Apropos the latter point, Mayers points out that the average good feature film available for TV today is sold in about 40 per cent of the total markets. These can barely return an average of \$35,000 as the high water mark, per film. This is peanuts for a major, which can draw that much from one theater's solid run of a decent film.

The number of video outlets,

(Continued on page 7)

Index

Aud.-Arenas	53	Merchandise	95
Burlesque	52	Music	17
Carnival	89	Music Charts	24
Circus	86	Music Machines	114
Class. Ads.	95	Night Clubs	16
Coin Mach.	104	Parks & Pools	80
Fairs & Expos.	123	Pipes	102
Final Curtain	74	Radio	3
Gen. Outdoor	54	Rinks	53
Honor Roll of Hits	55	Roadshow-Rep	54
Indoor Reviews	14	Routes	73
Legitimate	2	Television	3
Legit Routes	2	TV Film	7
Letter List	53	Vaudeville	16
Letter List	103	Vending Mach.	104
Magie	52		

Billboard Backstage

By SAM CHASE

One of the most hackneyed expressions a reporter meets among friends in some other line of endeavor is the old chestnut about "what interesting people you must meet."

Having encountered this choice bit of banality no fewer than 18,376 times as of 2 p.m. Tuesday, it is my usual wont to respond with a twisted smile which serves to mask an innermost pain known to but few outside of the newspaper business.

Yet, if one takes out a moment from the frenzy of moving from one issue into the next, the realization may dawn that more than a modicum of truth lies behind that trite phrase. Doubtless readers of The Billboard cannot tell, from our news stories, that the stern official may have a more romantic side, or that the cynical executive may have intellectual depths scarcely suspected.

Yet, those of us who meet a cross-section of industry leaders in the course of our weekly rounds know of numerous anomalies of this kind.

Take, for example, Sylvester (Pat) Weaver, vice-chairman of the board of NBC and program chief of its TV network. Weaver is a man who is an acknowledged leader in the theories of broadcasting.

He is blessed with the unique ability to visualize the directions in which electronic show business may travel in the near and distant future. He also has projected some of these vistas to bug-eyed listeners, many of whom never before had devoted much thought to industry practice, beyond time availabilities and how to steal a piece of talent from a rival network.

For all of his vision, Weaver is no long-haired, thin-blooded recluse. He is noted as an international skier, who, unlike The Billboard's Leon Morse, can ride a ski tow to the top of a slope without endangering his nether extremities.

But perhaps as close to his heart as skiing is an item which

reveals much about his personality, something called a "Bongo-Board." This is a game which is also a form of exercise and for the daredevil; offers somewhat less comforting odds on life and limb than tight-rope walking.

The Bongo-Board is a form of teeter-totter, in which the person using the device stands with one foot on each side of a board, which itself must be balanced on a round center-piece.

Entering Mr. Weaver's palatial offices in the expectation of finding him gazing darkly into a clouded crystal, one may surprise him in full manly challenge of his insurance company, going thru a spot of teetering. If a reporter is not diplomatic, he may even find himself doing the same, heedless of wife and family.

Weaver's interest in Bongo-Board is extended to the financial. He is an important investor in the device, which came to his attention via a staid agency executive. The latter is Stanley Washburn, of the conservative J. Walter Thompson agency, who is known in his less adventurous moments for his handling of sales promotion for Pan-American Airlines, one of JWT's accounts.

Between Weaver and Washburn, Bongo-Board has gained considerable renown, having been demonstrated recently on TV by no less a personage than J. Fred Muggs, the ubiquitous chimpanzee who co-stars with Dave Garraway on "Today."

Nor are Weaver and Washburn the only folk in the industry involved in such off-beat endeavors. As if the entire network broadcasting business were not wearing enough, with its ramifications of account-stealing and time-blocking, the tired exec shortly will be able to relax after hours in his suburban Mecca by going thru the same motions for laughs.

Thanks to Jay Michaels, exec at General Artists Corporation, a new game called "Network" will make its bow soon after the beginning of the year, and may well

(Continued on page 6)

JONI JAMES

Thrush Builds To 750G Gross In Single Year

NEW YORK, Nov. 21.—It's just a year since Joni James clicked with her M-G-M recording of "Why Don't You Believe Me," and the thrush is now figured to rack up a gross of \$750,000 in bookings and record royalties in the 12-month period.

With a couple of current single records and her first album release selling strongly, total disk sales racked up by Miss James is close to 5,000,000 recordings.

A little over a year ago, she was paying for her own record sessions and working spasmodically in clubs for prices from \$80 to a top of \$250 a week.

Key to the big personal appearance take is General Artists Corporation's drive to sell her on a one-nighter basis—much as the same agency sells its dance bands. Miss James gives much of credit for this booking move to GAC's Sinnott. Average one-nighter booking for the singer now calls for a guarantee of \$1,500 against 50 per cent of the entire gross. Her disk royalties alone will top \$200,000 this year. And the gal has even grabbed off as much as \$12,500 a week in personals.

4G Per Shot

Right now the TV guest shot asking price for the thrush is as high as \$4,000 and even then her booking office and her personal manager, Tony Aquaviva, are being particularly selective in accepting shots. She's already gotten as much as \$1,000 for a single song on such shows as the Perry Como and Eddie Fisher telecasts—and then when doubling from local night spots.

That this gal is a powerful box office attraction is best evidenced by some past performance statistics.

She drew 16,000 people in six days at the Show Box, Seattle. She netted \$4,000 for a one-nighter in San Diego. On a \$3,000 guarantee at the Frolics, Salisbury, Mass., she walked out with \$7,500 for seven days. She drew 12,500 people into Sciolla's in Philadelphia during a single week. And GAC is now lining up another one-nighter tour of some 30 cities for which she'll get about \$60,000 in guarantees against the 50-50 split from the first dollar.

Deals in Works

Still in the works are a movie deal, a radio-TV simulcast series and theater dates. On December 4 and 5, Miss James will play the Totem Pole, Auburndale, Mass., for \$3,000 and 50 per cent of the gross. On her two-day stand in Hartford, Conn. this week-end, when the State Theater re-lights its stage for her, she'll work for a straight 50 per cent of the gross.

But out of the big money being raked in, Miss James must deduct the \$110,000 due her former man-

(Continued on page 16)

BROADWAY SHOWLOG

Performances Thru November 21, 1953

DRAMAS

A Girl Can Tell.....	10-29, '53	28
Cyrano De Bergerac.....	11-11, '53	13
Dial "M" for Murder.....	10-29, '52	508
End as a Man.....	10-14, '53	45
Escapade.....	11-18, '53	5
Gently Does It.....	10-28, '53	30
Kind Sir.....	11-4, '53	21
Ladies of the Corridor.....	10-21, '53	37
Late Arrival.....	10-19, '53	38
Late Love.....	10-13, '53	47
My Three Angels.....	3-11, '53	306
Picnic.....	2-19, '53	316
Sabrina Fair.....	11-11, '53	12
Spanish Theater.....	11-19, '53	4
Take a Giant Step.....	9-24, '53	68
Tea and Sympathy.....	9-30, '53	60
The Fifth Season.....	1-23, '53	357
The Seven-Year Itch.....	11-20, '52	422
The Solid Gold Cadillac.....	11-5, '53	20
Teahouse of August Moon.....	10-15, '53	44
The Trip to Bountiful.....	11-3, '53	23

MUSICALS

Can-Can.....	5-7, '53	228
Comedy in Music.....	10-2, '53	59
Guys and Dolls.....	12-15, '50	1,225
Me and Juliet.....	5-25, '53	204
Porgy and Bess.....	3-10, '53	298
South Pacific.....	4-16, '49	1,877
The King and I.....	3-19, '52	1,108
Wish You Were Here.....	8-25, '52	589
Wonderful Town.....	2-25, '53	309

COMING UP

The Shrike.....	11-25, '53	
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Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 21.—The Federal Trade Commission is quietly preparing to send warning notices to several TV and radio stations about "bait" advertising on the air. If the offending plugs disappear, the agency won't take action. So far, the FTC has filed actions against so-called "bait" advertisers rather than stations that have carried the plugs.

RED ISSUE STALLS COPYRIGHT BILL...

Looks like the Communist issue has stalled subcommittee action on the McCarran juke box copyrights bill until after January. Original plans called for an early report on the bill by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks in the wake of recent hearings. Sen. William Jenner (R., Ind.), a member of the three-man copyrights subcommittee, is busy with the Senate Internal Security Subcommittee's current probe of the Harry Dexter White affair. Jenner is head of the Internal Security Subcommittee. Sen. Alexander Wiley (R., Wis.), chairman of the copyrights subcommittee, is bogged down with work of the Senate Foreign Relations Committee which he heads. Sole other member of the copyrights subcommittee is Sen. James O. Eastland (D., Miss.), who doesn't plan to return to D. C. until January. The subcommittee staff hasn't begun analyzing the hearing testimony.

GRAB YOUR PICKAX—GOLD RUSH IS ON...

It's still "Westward Ho" for amusement industry prospectors. The trend of population and industry continues to be to Pacific States, Census Bureau sages say.

Their judgment is based on preliminary, unpublished returns for far this year. While the population is gaining in every part of the nation, most sizable increase is in the Far West, with West-North Central States close behind. Activity of new industries is greatest in those sections, too. The trend has been the same for three years in a row.

ASCAP'S NEW MAN ON CAPITAL 'BEAT'...

Paul Cunningham replaces the late Fred Ahlert next week as government relations man for the American Society of Composers, Authors and Publishers. Cunningham's "beat" will be Capitol Hill and the downtown granite strongholds of executive agencies. Cunningham, ASCAP secretary the last two years, has been an ASCAP'er for 32 years.

CENSUS, THY NAME IS CONFUSION...

Maybe it's just freshman jitters under the new administration, but the Census Bureau is knee-deep in statistical bloopers. The latest is a mix-up on September confectionery sales. The agency came out with one report saying September sales were "slightly up from last year" but a few days later Census issued another report saying September sales were "slightly down from last year." Officially, Census still rests on both versions. Last summer Census pulled a blooper in which phonographs were listed as selling a penny apiece. This error has gone officially unacknowledged. A phone call to the agency brought this off-the-cuff explanation: "Somebody was careless with a decimal point."

Don't try that on your income tax return.

LEGIT: ANNUAL CRISIS

Little Investor Helps Heal 'Fabulous Invalid'

By BOB FRANCIS

NEW YORK, Nov. 21.—Every year at about this time, when the legit season arrives at mid-steam, there is the usual beating of breasts over the continued declining state of the Fabulous Invalid: what with rising costs and shrinking audiences, this time the theater is really conking out. However, a look-back at the records always seems to show the legit picture no bleaker than it has been in past seasons. As a matter of fact, matters quantity-wise look considerably brighter than they did this time last year.

Over the three fall months, when the season really gets under way, 26 productions have made a Stem bow in 1953. Of these, 11 have shuttered and six are potential hits. Three of them fall in the limited run category. Of the remainder, five are weak and another looks to fold quickly.

Last year the same period unveiled 29 productions, but 13 of these were limited offerings by rep troupes. Of the 16 which made a bid for Stem permanency, seven were hits and nine were failures. Going back to 1951, the total for the same three months was 25 openings, divided into nine hits, 15 flops and one limited run.

However, the outlook for December production finds '53 well on the up-grade with at least 12 new openings announced, 1951 had nine over the same span and last year racked up only five. The two previous seasons totaled 73 productions apiece over-all. This year, if all the plays on hopeful management agenda are produced the total for the season would run to about 125. Naturally, this won't happen, but it's a reasonable bet that the final '53 production tally will be as good as or better than its two predecessors.

Obviously, astronomically spiraling production and operating nuts have put legit in an increasingly tight spot. The day for nursing along a weak sister with a cash hypo is gone. The show has to be a hit—or else. But it is certainly a highly encouraging sign that a musical like "Me and Juliet" can earn back its investment to the tune of \$354,000

(Continued on page 54)

The Billboard

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Managers and Divisions

E. W. Evans Main Office, Cincinnati
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Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUbar 6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2809
Chicago 1, 188 West Randolph St.
Maynard L. Reuter
Phone: CENTral 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 300 Arcade Building
Frank B. Joerling
Phone: CHEstnut 0443
Washington, 1425 G St., N.W.
New Beau, Ben Atlas

Advertising Managers

Outdoor-Merchandise C. J. Latscha, Cincinnati
Indoor Dan Collins, New York
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Circulation Department

B. A. Bruns Cincinnati
Main Advertising and Circulation Offices
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Review Index

Record Reviews.....	32
Classical Reviews.....	44
Legit Reviews.....	14
Night Club Reviews.....	15
Radio Reviews.....	14
TV Reviews.....	14

TROUBLE

New Owners Find Going Rough at KOA

DENVER, Nov. 21. — Now owned by Bob Hope, Mayor Quigg Newton and 23 other stockholders, KOA here is having its share of trouble. Only the intervention of federal mediator Joe Vincent prevented a strike at the station by eight announcers recently. After six weeks of negotiation, the matter was settled this week by agreement on a new contract with the American Federation of Television and Radio Artists.

The station's precipitate firing of Bill Day, unofficial director of news, sports, public affairs and public events (presumably without cause, according to Ken White's column in the Denver Post) was another factor giving it difficulty. White gave extensive publicity to the Day case. The popular newsman, who had put in 12 years of service with the station, was fired without notice to make way the consolidation of his position into a new one to be held by Ralph Radetsky, administrative assistant to Mayor Newton.

As soon as Day's exit became known, KOA newsman Jim Danielson resigned. Several weeks ago, Earle C. Ferguson, program manager since 1949 and recently named co-ordinator of programs for KOA-TV, moved out. His replacement is Jud Woods, who came from Kansas City, Mo., to be Searle's executive assistant. Day, incidentally, has already caught on with KLZ here, where he becomes a sales promotion exec.

FCC Issues 4 TV Grants; 3 Drop CP's

WASHINGTON, Nov. 21.—The Federal Communications Commission this week issued four more TV grants, bringing total authorizations to 599, of which 465 are post-freeze grants, including 26 non-commercial, educational grants.

This week's grants went to Guy Gannett Broadcasting Services, Channel 13, Portland, Me.; Robert W. Rounsaville, Channel 36, Atlanta; UAW-CIO Broadcasting Corporation of Michigan, Channel 62, Detroit, and M & M Broadcasting Company, Channel 11, Marinette, Wis.

Three UHF television grantees turned in their construction permits, the Federal Communications Commission revealed this week. One of them, Radio Hendersonville, Inc., surrendered its permit to the FCC with an explanation by the company's president that he felt an ultra-high station "would have little hope of breaking even in the foreseeable future" in Hendersonville, N. C., where the company had a permit for Station WHKP-TV on Channel 27.

The other permits were turned back for Channel 36 in Davenport, Ia., and Channel 16 in Lakeland, Fla. Mel Foster and Harold Hoersch in giving up their permit for KDIO in Davenport said they were unable to get a network affiliation. WONK-TV in giving back its permit in Lakeland said it couldn't find a satisfactory antenna site.

WNBT Hour Peak in U. S.

NEW YORK, Nov. 21.—Effective December 1, WNBT here will have the highest hour rate in the United States—\$5,500 for Class AA time. WCBS-TV heretofore was the champion, but WNBT's new hike puts the NBC flagship in the No. 1 spot, marking the station's second rate increase in a year.

The increase also applies to Class B time and station breaks. Station execs attributed the raise to the fact that there are 275,000 more TV sets in use here since last January.

NO RATES ARE CRAZY IF THEY HAVE WORKED

CHICAGO, Nov. 21. — Queries about their so-called crazy, mixed-up rates at the affiliate meeting here this week, NBC-TV execs said there's a method to that particular madness. Some affils were perturbed about the new Kate Smith show sales plan, by which sponsors which buy seven and one-half minute participations pay less than the web's regular five-minute rate.

The NBC-TV brass say they planned it that way, however, and that ain't no mistake in the fine print. They pointed to a similar situation on "Show of Shows," where 10-minute participations are sold at 20 per cent of the hourly rate, on the basis of a three-way split of a half hour, which sells at 60 per cent of the hourly rate. Thus, a 10-minute sponsor on that show pays less than a regular five-minute bankroller on the web, who shells out 25 per cent of the hourly rate. Potential critics of the Smith plan were mute in the face of the successful application of the formula to "Show of Shows."

\$2½ Mil Candy Account May Shift to BBD&O

NEW YORK, Nov. 21.—Reports this week were that the estimated \$2,500,000 Peter Paul account, a plum of the first magnitude, is going to Batten, Barton, Durstine & Osborn. The account had been with the Nixon Agency up until recently.

The main focus of the Peter Paul advertising is said to be on the use of radio and TV. BBD&O, the talk is, was selected because of its success in the use of TV for its accounts. Peter Paul has had several TV network shows, but none of which satisfied the advertiser.

CBS Radio Now S.R.O. on Tues. Nights

NEW YORK, Nov. 21. — CBS Radio this week found itself s.r.o. on Tuesday nights in a shift of sponsors which found Carter Products and Toni co-operatively buying "My Friend Irma" on that evening and trading a time period on Saturday afternoons. Carter re-enters nighttime radio via the buy, sponsorship of which begins December 1.

On Saturday afternoons, Carter returns "City Hospital" to the 1-1:30 slot, now occupied by Toni's "Fun for All," which is being dropped. The sale of the evening half-hour will mean that Sunday, Monday and Tuesday at the network are now sold out up to 10 p.m. and, in some cases, to 10:15 p.m.

TV Script Fees Zoom; Nash Gets 3G for Plays

NEW YORK, Nov. 21.—Live drama, more important than ever this season on TV, is beginning to step up the fees it is paying to script-writers. N. Richard Nash, the playwright, will receive \$3,000 for his script, "The Slavey," from United States Steel for its alternate week dramatic show on ABC-TV Tuesdays.

The script will star Helen Hayes and will be presented June 22 on the dramatic show. The sponsor gets the right to only one use of this script. Nash also has a deal with Fred Coe, for "TV Playhouse," in which he has guaranteed the producer six scripts.

NBC-TV Expects Color to Win It Top Web Spot in Fall

Weaver Predicts Instant Sponsor Okay; Affils Assured on Spot Sales

CHICAGO, Nov. 21.—A rainbow-hued picture of NBC's video future with the coming of color TV, and glowing reference to the pot of gold at the end of that rainbow, highlighted Sylvester (Pat) Weaver's speech to the web's affiliates here this week. When Weaver, vice-chairman of the NBC board and programing veepee, wound up his remarks, the affiliates passed a unanimous vote of confidence in the network.

Weaver's remarks on color forecast that the fall of 1954 will find NBC-TV once again the major network factor in television, thanks to multichrome they took the bite out of such other discussions as the web's sale of shorter time periods and the weak spots in the current TV schedule. Weaver analyzed the latter in detail with a frank appraisal of the current situation for the stations. The web's attitude on the short-time sales, which a number of stations felt were cutting into their own spot business, was discussed at length by Jack Herbert, web sales chief.

But it was Weaver's color prophecy which made the big news to the affiliates. His com-

ments on the current season, with the web's struggle to maintain its position in some time slots and to improve itself in others, were all but forgotten by the station execs when he began to expound on the season ahead.

In effect, what he told the broadcasters was that in the fall of 1954 NBC once again will rise to the position of network eminence it enjoyed in 1950. In that year, NBC pioneered with the first solid web line-up of big-time shows, the viewers flocked to its colors, and the advertisers jumped on the bandwagon. This situation, he predicted flatly, will be duplicated next season. He said the web already had some major color projects in the works which he was sure would win instantaneous advertiser approval when announced, and, altho he did not go into detail on what these plans are, he said there is heavy work in progress on the fall 1954 schedule and sales plans.

The gist of all of Weaver's comments was that everything that has happened in TV to date, and especially to NBC-TV, was only in preparation for the arrival of the "real" television — in color.

This medium, he forecast, would so catch the public's imagination that sets will move far faster than experts now envisage, and that consumers will lay out heavy coin for color sets before even buying such items as automobiles, appliances and furniture.

On the question of the shorter time periods, Herbert assured the stations that the network has no intention of cutting in on their spot sales. He said the purpose of these sales patterns is to enable smaller national advertisers to utilize network TV where a station line-up can coincide with a product's distribution pattern. The major distinguishing characteristics of such a pattern and spot TV buys, he noted, are the line-up of outlets which a network buy necessarily involves, and the availability of certain specific program for such use, especially for participations.

Smaller Bankrollers

The objective of these sales patterns, Herbert said, is to lure away from printed media the medium and smaller advertisers upon which the newspapers and magazines depend for their major income and which TV thus far has barely touched.

This would be, in the main, new business for TV, and not business diverted from use of stations for spot buys, he said.

Herbert also stressed the gains made by NBC since last year. These include a 20 per cent rise in gross revenue this year over 1952; a 22 per cent November jump this year over November 1952; a rise of seven and one-half sponsored hours weekly since May 1953, or of 20 per cent, and 84 clients on the network this season against 72 in the fall of 1952.

Weak Links

Weaver's analysis of the current season openly noted the weak programing links in the NBC-TV daytime chain, including the 10:30-11 a.m. strip ("Glamor Girl"), the 5-5:30 p.m. strip (now filled by "Atom Squad" and Gabby Hayes) and the first half of the 3-4 p.m. Kate Smith Hour strip.

In the evening hours, he pointed out that NBC-TV is holding its own on Mondays against the CBS-TV line-up, from Dennis Day, at 9 p.m., against "Lucy" and later, but the 8-9 p.m. block is weak. Fred Allen's strength on Tuesday was noted. A new Wednesday night plan was in the works, he intimated, one which would be a blockbuster.

Thursdays and Fridays are strong for NBC, he said, and Saturdays are up and down. Sundays indicate the validity of NBC's flexible programing and sales plans, he added, with the "Comedy Hour" reaching 99 per cent of the cumulative audience over a season, giving the sponsor virtually complete national TV coverage.

Damm Elected

The affiliates set up a nine-man executive committee which will hold future discussions with web execs to smooth out the rough spots still remaining, especially on the short-time sales. Walter Damm was elected president of the group, with the other officers including Clair McCullough, vice-chairman, and William Faye, secretary-treasurer. Three other members of the committee include E. R. (Curly) Vadeboncoeur, Jack Harris and Harold See.

The affiliate resolution of confidence and commendation noted that under the direction of General Sarnoff, NBC's program action, adopted at the first affiliate meeting at Princeton, N. J., last May, "has been carried fully into effect."

The resolution seemed to echo Weaver's bright predictions by declaring that NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is on the threshold of the greatest period of achievement in its history.

Theater Authority to Get Telethon Cut

NEW YORK, Nov. 21. — The Theater Authority, the organization administering telethons for the Associated Actors and Artistes of America, the performer unions, will get 10 per cent of the money made by video benefits in the future. The proceeds will go into actor's charities.

The two-hour network telethon, which is being held for the Muscular Dystrophy Association Thanksgiving Eve (25), will be the first to contribute under the new TA arrangement. And TA this week came to an agreement with the United Cerebral Palsy on the same sort of deal. The UCP telethons will be local, and

the MDA telethon will be the last one permitted on a network.

The 4A's feel that the old conditions under which telethons functioned permitted many abuses against entertainers. Altho some talent presumably received fees for appearances these usually were kicked back to the charities, many of which, in the past, have had rough financial going. Rank and file performers, however, will be paid scale by the charities for their stints. Harold Hoffman is executive secretary of TA.

The power of TV as a fund raiser for UCP was outlined this week by Lansing P. Shield, outgoing campaign chairman. In the last UCP campaign, \$3,700,000 in contributions were received via 19 telethons. More than 500 national and local stars of show business appeared on the various shows, which were seen by 30,000,000 viewers.

'Back Fact' to Leave ABC-TV

NEW YORK, Nov. 21. — Joey Adams' new quiz show, "Back That Fact," bows off ABC-TV after next Thursday (26), due to the web's inability to meet station clearance demands of J-B Watchbands (Jacoby-Bender).

The Barry, Enright & Friendly package was launched as a sustainer four weeks ago, with J-B scheduled to take over as sponsor on a 25-station network next week.

However, J-B insisted that ABC clear at least 20 live specified stations by Thursday, and ABC couldn't meet the deadline.

CBS-TV Mulls Paar Extension

NEW YORK, Nov. 21 — Jack Paar's immediate click on CBS-TV this week resulted in the program department's considering the lengthening of his half-hour Friday morning show to an hour.

Paar has only been on two weeks in the 10-10:30 time period, but the sales execs at the web are bullish about his future. He would get the 10:30-11 time period now occupied by "Wheel of Fortune," which would be cut to 30 minutes.

ABC Outlines Christmas Seg

NEW YORK, Nov. 21. — ABC radio here is making tentative plans to air a two-hour show Christmas Eve. The web hopes to sell the program to one or two sponsors, and, as it stands now, it won't go on unless the time is sold.

The talent line-up includes the Boston Symphony, the Robert Shaw Chorale and a fem singer for the first hour, with the Boston Pops baritone Robert Merri and the Shaw group again for the second hour. Milton Cross will emcee. Leonard Blair, assistant program director for the web, is in charge of production.

FUTURE OF BRITISH TV

Despite PBC Rules
Money Still Talks

By LEIGH VANCE

LONDON, Nov. 21.—The government plan for the British version of commercial TV, announced last week as a prelude to the Parliamentary debate next spring which should make it law, turned out to be a very cautious piece of appeasement of the anti-ad factions.

Basis of the idea is to form another corporation in the BBC mould—the Public Broadcasting Corporation—controlled and directed by government appointees. With a government grant of \$1,500,000 to build its first station, the PBC will lease its airtime and facilities to producing companies which will in turn put on programs for the advertisers.

Admen Out

The advertiser will have no say in the manner in which the actual performances are presented, any more than a newspaper advertiser can control editorial matter. Plugs will be limited to the opening and closing of programs and their content subject to PBC censorship.

The feeling here, however, is that in the end, the man with the money will call the tune, even if ideas have to be worked out between admen and producers below the PBC table.

Altho the plan gives PBC a green light, it does not show how it will overcome certain snags

which will dog their early days. Allowing for an expected 3,000,000 TV sets in use by the end of 1954, admen are pondering what viewing audience any particular PBC time slot will command.

To see it the set owner will first have to buy an expensive adaptor, and a high proportion of the sets here are too old even to carry another channel thru any form of adaptor.

Big Firms

Big concerns like Shell and Unilever will probably go all out from the start to capture peak PBC spots and nurse them until the audience increases, whatever the loss. But smaller advertisers may balk at paying out high sums for limited plugs in controlled programs which at most can be viewed by a few hundred thousand prospective buyers.

This may limit the PBC revenue to a few peak hours, leaving them with blank spots thru the rest of their daily schedule. Whether or not they will be able to balance their budget under circumstances is only one of the questions being discussed here.

But whatever form commercial TV finally takes, the man who is bound to score is the viewer, too long a sufferer under the BBC monopoly's take it or leave it attitude.

SHOWFOLK SEEK
PSYCHO HELP

NEW YORK, Nov. 21.—

Booking agents and unemployed actors have long known this is a crazy mixed-up business, and now it's official. The Psychological Foundation here reports that "the heavy psychological stress" of unstable employment conditions in show business today are driving more people to seek help from its Psychoanalytic Center. However, every closing notice has its silver lining. Showfolk are accorded cut rates, since the foundation reserves its reduced fee program for "persons who are unable to find security in their employment and occupation." The Psychological Foundation, a non-profit institute dedicated to the advancement of mental health, is currently conducting a campaign to raise \$120,000 for an expansion of its aid-to-show people program.

AD ADVICE

Govt. Tells
Small Biz to
Hire Agency

WASHINGTON, Nov. 21.—The government is advising small businessmen to hire advertising agencies—but the government suggests four major pointers before deciding on the agency which will promote and sell the businessman's product. Those pointers are: (1) The agency should be a bona fide concern, free from control of any advertiser; (2) it should not give any rebate on its commissions from media; (3) it should possess adequate personnel with experience and ability; and (4) it should have the financial capacity to meet all its obligations.

The advice is included in a new leaflet titled "How Advertising Agencies Serve Small Business," issued this week by the Small Business Administration as part of a series of management aids for small business. Copies can be obtained from SBA's field offices.

SHIFTS TO TV,
SPACE FOR TIME

WASHINGTON, Nov. 21.—

Taking a cue from TV's science fiction fantasy's coupling of time and space, J. Stanley McCormack this week became a time salesman for WTOP-TV here, in a switch from his duties as space salesman for The Washington Evening Star.

Sales Pic Bright
For AM-TV Sponsors

WASHINGTON, Nov. 21.—TV and radio advertisers planning future appeals to buyers can figure on an uninterrupted trend toward increased purchasing power in family units. Families in income brackets which purchase the vast majority of TV and radio sets are better off now than they have ever been, according to a Commerce Department's latest analysis of income distribution just out (21). Future markets for TV and radio appear in middle and lower-bracket earners, but present opportunities for high wages, a continuing high birth and marriage rate, and the burgeoning of new housing are causing the creation of an increasingly large number of families, just starting the accumulation of household furnishings, in which TV sets are becoming more and more a necessity, the survey shows.

Greatest purchasing power is found in urban areas, already blanketed by TV. Farm families appear in lower brackets since much of their real income is in goods produced at home rather than cash. Unattached individuals, also found in lower brackets, include residents of hotels and institutions, boarders and the military, not ready or willing to undertake the purchase of heavy household goods.

Advertisers will be able to make their pitches to the largest segment of potential buyers, according to Commerce Department, by making use of its detailed breakdowns of income distribution covering the years from 1944 to 1950. The figures show a vast increase in American real income, which totaled \$217 billion in 1950, an average of \$4,460 for each consumer unit, including both families and individuals.

Altho the top fifth of the nation's wage earners garner almost half of the nation's before-tax income, Uncle Sam effectively raises the purchasing power of the lower and middle income

groups by draining off almost three-quarters of federal revenue from the top-bracketers.

The biggest family income group is in the \$3,000-\$4,000 bracket, a jump from 1944 when the largest portion of family units was found in the \$2,000 to \$3,000 bracket.

TV SICKNESS

Modernaires
Coin Video
Vernacular

HOLLYWOOD, Nov. 21.—It's axiomatic that words are coined within various industries to fit their particular peculiarities. TV is no exception, tho within the past several days a new twist has been added by the singing Modernaires, who have begun compiling their own brand of lingo for what they term "TV sickness."

Among Fran Scott, Hal Dickinson, Johnny Drake, Allan Copeland and Paula Kelly the following new words for "TV sicknesses" have emerged because of their heavy five-a-week schedule on CBS' "Bob Crosby Show":

"Palps"—A rapid fluttering of the heart while the camera is on.

"Thermos"—A hot flash feeling of the brow while trying to remember the correct lyrics while singing a song.

"Volts"—A sharp pain in the regions of the heart, meaning please keeping beating until the chorus is ended.

"Fades"—A feeling that your appearance on TV is like looking thru an old stereoscope.

Telemeter Bow
On West Coast

PALM SPRINGS, Calif., Nov. 21.—Pay-as-you-watch TV, as exemplified by the International Telemeter Corporation, officially begins operations Saturday (29) at 9 p.m., PST, when Paramount's new picture, "Forever Female," is piped to between 50 and 75 sets installed with Telemeters. The sets receiving the program will represent less than one-fifth the total number of TV sets currently in operation at the desert spa.

"Forever Female," starring Ginger Rogers, William Holden and Paul Douglas, will be shown simultaneously at the Plaza Theater.

Telemeter officials said that the demand thus far "indicates that practically 100 per cent of the TV set owners in Palm Springs want the Telemeter attachment." And they predicted that by the early part of 1954 there would be close to 1,000 TV sets in operation.

K. McAllister
Joins SSC&B

NEW YORK, Nov. 21.—Kenneth McAllister, a top account executive at Benton & Bowles, this week resigned to go to Sullivan Stauffer, Colwell & Bayles.

McAllister will join the account group servicing the important Pall Mall business for SSC&B. His primary area of concentration at B&B was the Procter & Gamble account. He was formerly with Columbia Records.

WNBC to Increase
Accent on Sports

NEW YORK, Nov. 21.—Ham Shea, general manager of WNBC here, is blueprinting a plan to put more programing emphasis on sports.

It's first move will be the signing of the next two Notre Dame football games, one on an exclusive basis. Pepsi-Cola has already been pacted to sponsor the first game next Saturday (28), and negotiations are on for the soft drink firm to pick up the tab for the second one between Notre Dame and Southern Methodist.

The first game, with Southern California, will originate from Los Angeles, airing here at 4 p.m.

BAB Post to
Stay Vacant
Until February

NEW YORK, Nov. 21.—Bill Ryan this week resigned as president of the Broadcast Advertising Bureau, effective February 1, 1954. It appeared unlikely that a successor would be named much before that date. A five-man committee was appointed by BAB Board Chairman Charles Caley, WMBD, Peoria, Ill., to recommend someone to fill the \$50,000-a-year job.

The committee held its first meeting Thursday (19), but Caley, who is ex officio on all BAB committees, said it was only a preliminary get together, and no names were brought up.

Altho Ryan's resignation came as a surprise in some quarters, Caley implied that the BAB board had been expecting it for some time. He would not pinpoint the reason for Ryan's departure after a tenure of three years, but he did say it had been recognized that the pressure of the job had been affecting Ryan's health. Ryan himself could not be reached for comment.

\$750,000 Budget

Caley declared that he did not anticipate that the change of command would alter the methods used by BAB to promote radio as an ad medium. He said, however, that in 1954 BAB will have its first opportunity to concentrate on advertisers and agencies. This, he pointed out, results from the fact that in 1954 BAB will have its largest budget to date, an expected \$750,000, which, in addition, will enable the organization to intensify its whole drive.

Ryan's resignation was handed in at the meeting of the board here Monday and Tuesday (16 and 17). The committee to select his successor is headed by Robert Swezey, WDSU, New Orleans, and includes Joseph Baudino, Westinghouse Radio; William Fineshruber Jr., NBC; Adrian Murphy, CBS, and Allen Woodall, WDAK, Columbus, Ga.

WLW-A 9-Mo.
Biz Up 66½%

ATLANTA, Nov. 21.—For the nine-month period ending October 31, WLW-A showed a sales increase of 66.5 per cent over the corresponding period of 1952, according to figures released by W. P. Robinson, president of Crosley Broadcasting of Atlanta, Inc., operator of the station. October was a banner month, with a 77 per cent sales increase over the same month of a year ago.

In the space of nine months the station has passed its sales schedules, said Robinson. This mark has been achieved by means of such recent sales as the "Boston Blackie" feature to the Jacobs drug chain; inauguration of an outdoor program to showcase the used cars of Harry Sommers, Inc., and its recent continuation indoors; a 52-week contract for "Badge 714" to Pure Oil Company and Gold Seal Wax, and time sales to Anahist, Toni, Swift & Company, Curtis Publications, Reader's Digest, Kent Cigarettes, Pillsbury, Durkee and Helena Rubenstein.

The Billboard's 16th Annual
RADIO AND TELEVISION
PROMOTION COMPETITION

... open to all radio and television stations according to the following divisions and categories:

DIVISIONS

- ★ Audience Promotion
- ★ Merchandising Promotion
- ★ Sales Promotion

CATEGORIES

- | Radio Stations | Television Stations |
|--------------------------|---|
| 1. 50,000 watts | 1. Markets of 1,000,000 or more population |
| 2. 5,000 to 20,000 watts | 2. Markets of 500,000 to 1,000,000 population |
| 3. 250 to 1,000 watts | 3. Markets of under 500,000 population. |

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Procter & Gamble
R. G. Rettig
Whitehall Pharmaceutical Co.
Albert R. Stevens
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Reallocations By FCC Draw UHF-er Threat

WASHINGTON, Nov. 21.—The Ultra-High Frequency Television Association this week threatened to toss a legal challenge in the path of Federal Communications Commission's reallocation of TV channels which, the UHF group complained, add VHF channels to areas in which UHF is trying to establish itself. The threat was raised in a letter by William A. Roberts, general counsel of the UHF-TV Association. The letter went to the FCC and to top TV manufacturing and network brass, inviting the latter to be represented at confabs of UHF operators and CP holders in New York on Monday (23).

Roberts declared that a major difficulty facing the UHF industry "is the fact UHF operators do not know when they are going to get a secure position and this is due in some instances to allocation changes by the Federal Communications Commission in which shift of channels to intermixed markets destroys the established balance. The association, he said, will try "to prevent this by legal measures and to cause the commission to move away from unbalanced intermixture as fast as possible."

Roberts' letter went to Gen. David Sarnoff, chairman of the board of the Radio Corporation of America; Frank Stanton, president, Columbia Broadcasting System; Allen D. Du Mont, head of Allen B. Du Mont Laboratories,

MIGHT AS WELL PLUG HIS BIZ

CHICAGO, Nov. 21.—A new twist in credit lines was used by Greta Wyley, Chicago TV's first pitch lady. She tagged "clothes by Joe Wyley" on the closing credits. He's her husband.

AM-TV Delinquency Role Undetermined

WASHINGTON, Nov. 21.—No sufficient and unbiased research has been done which can aid in determining whether TV and radio are an influence in teen-age crime, according to Harvard law Prof. Sheldon Glueck, testifying yesterday (20) before the Senate Judiciary Subcommittee on Juvenile Delinquency.

Calling the media an influence on all parts of American life, Professor Glueck contended that research aimed at detecting the causes of juvenile delinquency should include the movies, the press and the comics as well as TV and radio. A given TV or radio show, said Professor Glueck, will have an individual effect on each child, and whether or not he becomes a delinquent depends entirely upon the child.

Inc.; Robert E. Kintner, president, American Broadcasting Company; W. R. G. Baker, General Electric Company, and T. J. Newcomb, TV-radio manager of Westinghouse. Copies went to members of the FCC.

SPECIALIZED PROGRAMS' DAY?

Net Radio's Off-Beat Shows Would Tap New Audiences

By JUNE BUNDY

NEW YORK, Nov. 21.—The 1953-'54 season should mark the heyday of specialized programming in network radio.

Long shunned by the webs as strictly one-shot material and public service fillers, specialized programming is coming into its own this fall. The thinking by the networks is that audiences may still be virtually untapped for these shows by TV.

The longhaired angle is prevalent, with the webs exploring such esoteric (for network radio) subjects as poetry, college lectures and legit theater. They are also putting increased emphasis on the heretofore soft-pedaled classical music airers and special events.

ABC radio is readying two new projects designed to cash in on the latter two categories. The web's radio program director, Ray Diaz, is blueprinting a plan whereby ABC will present serious music in many different formats—variety, quiz, panel, concert, children's, etc.

Thus, Diaz hopes to put classical music on a sound commercial basis vis showmanship. In line with this, the web is looking for a top exec from the concert field to head up the new undertaking.

ABC decided to go all out in the longhair field, on the basis of a study categorizing the remarkable progress classical music has

made with the general public during the last 10 years, via record sales, number of professional and school orchestras, concert gate receipts, etc.

Sponsor-wise, Diaz points out that serious music shows keep their hold on listeners and advertisers longer than most popular music programs. For example, NBC's "Voice of Firestone" is 25 years old this month, the oldest network musical show in radio.

ABC also hopes to buck TV via a new approach to the special events field, operating on the theory that radio can bring audiences more extensive special events coverage for far less money. The web has scheduled

several unusual remotes during the past month, including a report from a ship crew flying in the face of a hurricane. Diaz also is mulling over a strip operation.

The 15-minute special events series will be spotted across the board in an early evening hour, with episodes covering various aspects of news stories, a week-long cross-country survey of the weather, etc.

Mutual Emphasis

Mutual is also putting emphasis on classical music for the coming season. "The Deems Taylor Concert," a longhair deejay show, starts across the board from 10:30 to 11 p.m. this month, and "Symphonies for Youth" begins a 13-week run in January on Saturday afternoons.

"College Choirs," another Sunday afternoon show, has been originating from various campuses for over a year, and the web has programed three other classical music programs for some years.

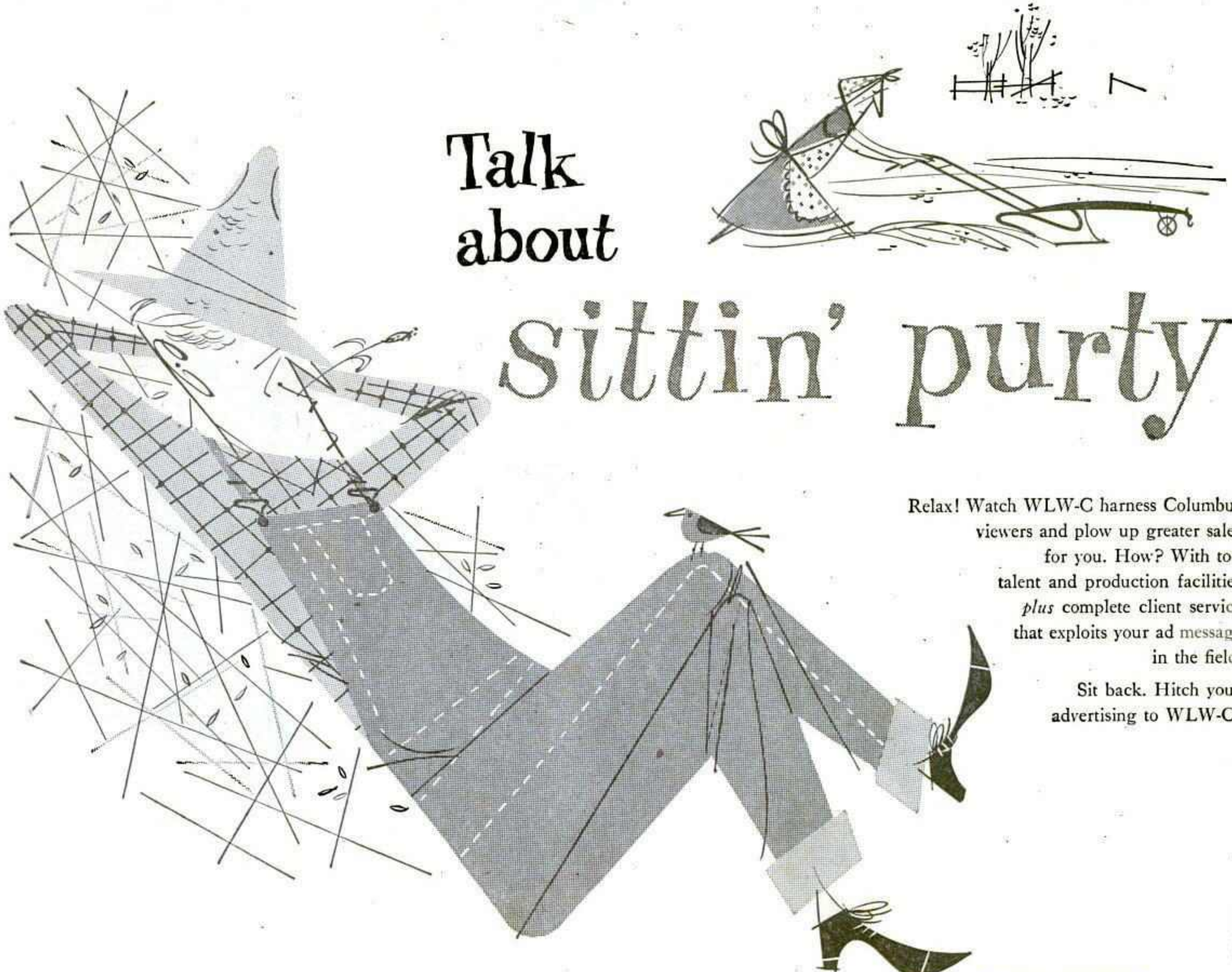
Mutual goes after other specialized audiences, via farm shows and two documentary health series "The Search That Never Ends" and "Keep Healthy."

The other webs are equally active in the specialized programming line. NBC launched several new specialized-type programs at once last month. The airers, pet projects of web veepee Ted Cott, in-

(Continued on page 6)

NBC Nets Get Oscar Awards

HOLLYWOOD, Nov. 21.—NBC radio and TV networks will once again exclusively carry the 26th Academy of Motion Picture Arts and Science "Oscar" presentations in March, 1954. This is the second year NBC will have nabbed the cover ge, previously a radio exclusive for ABC. Tho the net and the Academy said a sponsor would be announced later, it is believed RCA again will pick up the tab.



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about

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NEW AM-TV HEADACHE

Delinquency Canvass Draws Media Mentions

WASHINGTON, Nov. 21.—The Senate Judiciary Subcommittee on Juvenile Delinquency is quietly canvassing opinions of 2,500 youth experts throuout the nation on whether TV and radio are wielding a good or bad influence on young people. In questionnaires sent by the Senate subcommittee, the youth experts were asked to tell whether they considered TV and radio programs as contributing to juvenile delinquency. Early returns from the canvass, it was learned, show opinion equally divided on the issue.

The subcommittee, which this week heard several witnesses on juvenile delinquency, has received more than 7,500 "unsolicited" letters from the public, it was learned. In 90 per cent of the letters, comic books are cited as a major contributor to juvenile delinquency, but nearly three-fourths of the letters also mention TV and radio as possibly having some influence.

The subcommittee intends to make a careful analysis of these letters as well as of the results of the canvass of youth experts in preparing its final report for Congress on the juvenile crime issue. The questionnaires included only a single question on TV-radio programing, the rest of the questionnaire being devoted to sounding out other possible influences on young people. The questionnaires went to police officials, judges, welfare agency workers, children's bureau officials and educators throuout the nation. A subcommittee official voiced belief that this is the first such canvass of this sort ever attempted on so wide a scale by a congressional group.

The subcommittee presently has no intention to center its probing on TV-radio programing, particularly since this was explored last year by a House interstate and foreign commerce subcommittee, and presumably any such exploration on the Senate side would be regarded as more appropriately belonging to a Senate interstate and foreign commerce subcommittee. However, the subcommittee plans to take this problem into consideration in its report which, a member said, will survey TV-radio programing.

The volume of unsolicited mail

Thomas Show Goes to NBC

HOLLYWOOD, Nov. 21.—Shirley Thomas this week leaves CBS for NBC, taking along her present sponsor, Dr. Ross Dog Food, coincident with her program's first anniversary observance.

In her new assignment, she will continue her 30-minute program of interviews and news about the movie capital, "Shirley Thomas From Hollywood," as well as do a five-minute cut-in as part of NBC's "Weekend" two-hour world wide news round-up. Both shows are aired on Sunday. She officially joins NBC Sunday (22), and since Miss Thomas' final CBS show is on the same day, she'll be heard on two networks this week-end.

which the subcommittee has been receiving on juvenile delinquency is regarded as unusually heavy. A small percentage of letters are of the crackpot type, but most of them are seriously concerned with juvenile crime. Chief complaints of indignant parents, as reflected in the letters, is a growing volume of crime and sex stories, and comic books which luridly deal with those two topics.

Meanwhile, praise for TV treatment of crime came from a Texas police court judge. The National Association of Radio and Television Broadcasters cited a letter from Judge W. C. Ragan, of the first precinct in Houston, in which the judge praised a special courtroom presentation of a "Dragnet" telecast pointing out to teen-age suspects the danger of carrying fire arms. The telecast concerned a murder resulting from teenagers carrying weapons. Judge Ragan said the telecast had a "most lasting effect" on both children and parents.

NARTB's Television Information Committee went on to state that, of 531 TV programs carried in the nation's capital in a single recent week, only 69 had plots dealing with crime, police work, spy hunts, mystery or cowboy shows.

9th Station Asks FCC Rulemaking on Subscription Tele

WASHINGTON, Nov. 21.—Visualizing fee TV as a part-time aid to regular service, Northwest Television Company, operator of Station KQTV, Channel 21, Fort Dodge, Ia., this week became the ninth TV station to ask the Federal Communications Commission for early rulemaking on subscription TV. Stating that it did not intend that fee TV should replace the present service, Northwestern went on to say, "Rather it is suggested, that any subscription system be limited in the amount of time permitted for such programs. Thus, in this way, subscription television would be a supplement to the regular program service offered today. It would provide a new outlet for unique program material and, indeed, it could be used quite extensively to promote adult education."

Northwestern linked its petition to an earlier request by Home News Publishing Company of New Brunswick, N. J. Seven other petitioners have also joined requests to the Home News petition (The Billboard, October 31).

Billboard Backstage

Continued from page 2

replace Scrabble with the Madison Avenue set.

The game will involve from two to six players, each of whom will be assigned a "network" of a different color. They will get sponsors by the draw of a card, and will clear stations by a roll of the dice. Michaels is trying to work out the bugs on how the game winds up, and one wag has suggested that it be declared ended when all but one of the players has slit his own throat.

That not all people in the amusement industry turn to Bongo-Boards or games in their after-work hours may be seen from others in the trade. Dave Kapp, well-known as a top exec in the music business, spends his free time writing serious poetry, much of which appears in journals dedicated to the iambic.

Mal Boyd, for some years a young and live-wire agent and packager, turned a few seasons ago to the less wordy realm of religion, and left the bustle of show business for the reflective atmosphere of a religious institution, where he took up studies for the Episcopal clergy.

But Boyd's background was bound to out, and word received recently is that he has been drafted to produce films of a religious nature for his organization, utilizing some of the very people he used to manage.

All of this goes only to show that reporters really do meet interesting people. One need only get beyond asking his news sources what deals have been set this week and he may find himself in new and fascinating worlds.

TALENT NOTES ON AIR AND SCREEN

Eddie Albert and spouse, Margo, will star on "American Inventory" Sunday, November 22. . . . John Cameron Swayze, "Camel News Caravan" commentator, left on a flying trip to Paris, Algiers and Busada, Algeria, for a week of special interviews with political leaders in all three cities. . . . June Hutton and Bill Hayes, singing stars, will take over for emcee Kathryn Murray, who is vacationing in Florida, on the "Arthur Murray Party."

Ray Heatherton, "The Merry Mailman" of radio and TV, will be master of ceremonies for the Bamberger Thanksgiving Day pageant. (Continued on page 10)

AFTRA Offers to Rep SAG in 20 More Cities

NEW YORK, Nov. 21.—The Screen Actors' Guild may be represented in 20 more cities by the American Federation of Television and Radio Artists. The SAG board is considering such a proposal, which already has been made to it by AFTRA.

AFTRA representation of SAG is already taking place in Chicago, San Francisco, Detroit, Cleveland, Cincinnati, Pittsburgh and Boston. The representation agreement provides that AFTRA execs in those cities service negotiation and administration of SAG contracts and dues payments made by the latter union's membership.

Current AFTRA members in the seven cities are not required to pay SAG initiation fees but must pay dues wherever SAG contracts are established. Actors who join SAG in those towns will, of course, pay the standard initiation fee and the regular dues.

AFTRA and its executive sec-

retary are very pleased with the arrangement. Heller remarked that the representation agreement shows that it is "possible to work out other ways of affecting a merger without going thru organic and structural changes in the unions." The deal is a good one for SAG because it allows it to take advantages of existing AFTRA offices around the country. Otherwise, SAG would have to set up costly offices of its own in these cities.

NLRB Classifies Station Help in ABC-NABET Hassle

WASHINGTON, Nov. 21.—Employees of a TV and radio station working as TV music librarian, personnel department workers, telephone operators, mailroom and message personnel and secretaries are "office clericals" for purposes of union bargaining, the National Labor Relations Board held this week. Considered "supervisory or plant" employees are the TV production analyst; professional employees; cashiers; assistant to director of TV engineering; secretary to director of engineering and special services; accounting and accounts receivable supervisor; secretaries to the labor relations manager, general manager and vice-president; watchmen and guards.

The NLRB ruled on categories of workers in dispute between the American Broadcasting Company's Western Division and the National Association of Broadcast Employees and Technicians of the CIO, which seeks recognition as bargaining agent for "all office clerical employees" of the division's Los Angeles offices, which include a TV and radio station. ABC had contended that its employees should bargain as separate units, but NLRB ruled that office workers may bargain as a group if they elect the union agent.

Copley Press Offer Of \$1,500,000 for KLAC-TV Purchase

HOLLYWOOD, Nov. 21.—The Copley Press, publisher of The San Diego Union and other newspapers, has until December 1 to submit contracts to KLAC-TV for station's acceptance of a firm offer for its sale at a price reportedly slightly in excess of \$1,500,000.

The proffered sale does not include management's AM outlet, KLAC, which will continue to be operated for station's owner, Dorothy Schiff, New York Post publisher.

It has been known for some time that KLAC-TV was on the sales block. James Copley, Copley Press owner, would become the second newspaper publisher to own and operate a TV station in this seven-station market. The other such station is KTTV, owned by The Los Angeles Times.

Attorneys for both the station and the publishing interest currently are ironing out the numerous contracts which must be signed for the purchase.

Specialized Programs Day?

Continued from page 5

clude "NBC Lecture Hall" (Saturday, 7:30-8 p.m.) which features 30-minute speeches by notables, unrelieved by music or jokes; "Golden Treasury," a poetry program; "Golden Voices," spotlighting operatic greats of the past and "Week-end," a two-hour Sunday afternoon "magazine of the air" made up of brief news reports on a variety of subjects.

CBS invaded the specialized programing field this fall with an hour tour of the legit theater, "Stage Struck," in defiance of the usual theory that legit stars lack mass appeal. The web is also programing "20th Century Concert Hall," a classical music show with commentary by Alfredo Antonini on Sunday afternoon.

Angle for Regulars

The networks are making an effort to translate specialized programing into terms of their regular shows as well. For example, last Saturday (15) on "Football Round-up," Red Barber presented the traditional clash between Amherst and Williams. This broke the show's usual policy of covering only the major gridiron teams, thus making a bid for listenership from fans of the smaller schools.

In the soap opera field, ABC is carrying two nighttime dramatic series based on the continuing story format of the daytime dramas, but completing separate plot lines within each week.

Four Negro soap operas were put on the market earlier this month, again highlighting the expanded market in radio for the marginal audience property. The transcribed Negro shows are being offered by Negro Radio Stories, Inc., as an hour-long block-program package, in blocks of four only.

Altho the series is being sold on a local and regional basis, its acceptance by national advertisers indicates a marked change of attitude toward such specialized programing both by station men and sponsors.



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THIS WEEK'S SPOTLIGHT FEATURE

Network & Station Buying & Programming

Feature Film Outlook Static; Hollywood Dike Stands Firm

Major Studios Still Keeping Vaults Locked to TV; Reasons Are Economic

• Continued from page 1

despite the addition of new stations weekly, still is too small to make sufficient take possible. A minimum of 800 to 1,000 outlets will have to be airborne before a significant rise in revenue is possible.

In fact, Mayers questions whether TV ever will be big enough to bid for the really important theatrical films. Such a film can take in \$2,000,000 or better from theaters, a mark video could not touch even with 3,000 stations. Further, mere number of stations is insufficient as a guide to potential TV revenue, inasmuch as the bulk of new outlets are in smaller markets, and many of these seek to get their film for as little as \$20 per picture.

Need Is Urgent

Nevertheless, the need for fresh features by TV outlets becomes more urgent daily. Pre-freeze stations, by and large, have been using the available product for two or three years, and the saturation point is approaching rapidly.

Stations which in the past sought deals for 300 to 400 titles in a group now are asking for 1,000 titles—not only because their former titles are losing value, but also because film programming as a whole is on the increase. One major result of all this is that prices for available features seem to have become stabilized in recent months, after a long period of spiraling charges.

Mayers says that Unity, with some 600 titles now being marketed, is working on obtaining additional product, with the hope of expanding its list to about 1,000 feature film titles. About 100 more titles are now in negotiation, with a deal likely to be closed shortly. Mayers admits that these will not come from the vaults of the majors, but rather from such sources as producers to whom rights to pictures have reverted, and other independent sources. When he finds he can no longer get even such product, Mayers adds, "we will have to produce our own."

Possible Influences

It is true that outside influences are at work upon the Hollywood studios, and there is no doubt that there is more consideration now being given release of films to TV than ever before. The studios must weigh the likely impact of color TV on the theater-going public. They must consider the effect upon their stored films of a possible switch to production on tape rather than film in a few years.

The present transitional period, with the increasing use of such devices as CinemaScope, also is having an immediate effect upon prospective release of film for TV. For one thing, there has been a considerable reduction in the production of standard, flat-screen films. Because of this, there is a marked increase in the amount of such film being re-released, especially for neighborhood house mid-week use. Naturally, product being issued in this fashion is immediately ruled out as concurrent video fare.

Thus, there is no new evidence of any crack in the Hollywood dike.

Studios Re-Releasing

The view of the studios is that, rather than take a solid film product off the shelves for a potential \$35,000 return from TV, it can be and is being re-released to theaters for a better financial return. With little difficulty, the theater gross runs anywhere from \$150,000 to \$200,000, despite competition from free home TV and from the fewer but more expensive and higher quality films Hollywood itself is now turning out.

As astute a film man as Dore Schary, production head of the M-G-M studio, feels that an ulti-

mate solution is many years hence, and then would come only on an intermittent basis. Schary has said that this would be in the form of feature films specially produced in Hollywood for giant sponsors. Such films would cost a bankroller about \$1,000,000 to air for a first run, with the producer shelling out about half of that sum to make the picture. After its single TV airing the film would go into theatrical release.

The acceptability of any such plan to sponsors is regarded as highly questionable, even tho Schary adds the proviso that it would not be feasible until the country could be blanketed, after set circulation reached 75,000,000 or 80,000,000—about three times the present number.

"Hidden Values"

Martin Codel's authoritative "Television Digest" on November 14 quoted from an April, 1951, report by Reynolds & Company, New York stockbrokers, titled "Hidden Values in Motion Picture Production Companies." That report estimated that the five majors, between 1933 and 1949, turned out feature film in the following quantities, with the accompanying estimated value for

WOR-TV Pays 100G for 136 Feature Films

NEW YORK, Nov. 21.—WOR-TV this week concluded deals for 136 feature films for the next year, representing \$100,000 in rentals.

This followed close on the heels of a pact with NBC Film Division, by which WOR-TV acquired first run on "Inner Sanctum" and second and third run of "Douglas Fairbanks Presents." WOR-TV also signed for the fourth and fifth runs of "Captured," of which it is now playing second and third runs.

Of the feature films, 100 were bought from Unity Television Corporation and the remaining from Standard Television and Quality Films. The station will use the newly purchased half-hour series to strengthen its Friday night schedule.

Consolidated May Sell to New Group

NEW YORK, Nov. 21.—A deal is in the works for Consolidated TV Sales, Inc., to sell out to a newly-formed TV film outfit. The identity of latter is under wraps, but the group is said to include executives familiar to the TV film field, altho the firm itself hasn't been active in that area. The sale, reportedly would be a capital gains deal, with the buyer taking over Consolidated's present sales organization.

In line with this, Consolidated's branch offices have continued to make sales this week, and execs said deliveries of Consolidated's 18 months Station Starter Plan clients will be completed regardless of the outcome.

However, two personnel casualties have already resulted, the first being Consolidated's key man, Peter M. Robeck, who resigned as general manager last week in Hollywood, reportedly because the Consolidated owners wouldn't clarify what his status

TV gauged on the basis of \$80,000 per feature: M-G-M, 670, \$53,600,000; Paramount, 732, \$58,560,000; RKO, 694, \$55,520,000; 20th Century, 758, \$60,640,000; and Warner Brothers, 665, \$53,200,000.

Codel notes that "the figures look like guesses at best," but adds that such knowledgeable film execs as Paramount's Paul Raibourne have spoken frequently about these "hidden assets."

However, another factor of prime significance is that even if every one of these films, which total 3,519, should be released for TV simultaneously, they would be absorbed rapidly and it would not be too long before stations again would be clamoring for product.

Telemeter Operation

One development which certainly will be watched with keen interest by film and TV people alike is the forthcoming Telemeter operation. The pay-as-you-see system begins its Palm Springs experimental tests next Saturday (28). The Paramount method will utilize as its initial film "Forever Female," a new release from the Paramount studios, with Ginger Rogers, William Holden and Paul Douglas. Should response seem strong after the initial novelty wears off, station execs and picture companies will have to consider whether Telemeter or some other home payment system may not yet prove the ultimate answer to their joint dilemma.

Meanwhile, the stations continue to let that product gather dust in the vaults. No immediate solution is in sight.

Allied Preps TV Trailers

HOLLYWOOD, Nov. 21.—Allied Artists this week became the first major motion picture production company to establish a policy of preparing telefilm trailers for all of its future top-bracket features. Decision to do this was made following a heavy demand from exhibitors for TV trailers on "Jack Slade," which AA is supplying without cost.

In line with the new policy TV trailers now are being prepared for "Riot in Cell Block 11," "Fighter Attack" and "Dragonfly Squadron." Trailers are being made under supervision of John C. Flinn, director of advertising and publicity.

Grossed \$3,000,000

Consolidated is jointly owned by the Los Angeles Times and the Hallett Manufacturing Company. The firm grossed more than \$3,000,000 during its first year of operation, ending August 1. Speculation in the trade is that the sale may be held up because for the recent legal difficulties between the firm and Jerry Fairbanks Productions over ownership of nine Consolidated film properties. Fairbanks produced them for NBC originally, and Consolidated later bought them from the network.

The Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly.

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY:



ADVERTISER & AGENCY FILM BUYING

TV FILM PRODUCTION

DISTRIBUTION SALES & MARKETING

NETWORK & STATION BUYING & PROGRAMING

Vitapix Takes Poke At Old Feature Pix

Brochure Announcing New Series Gives Reasons for Pictures' Loss of TV Appeal

NEW YORK, Nov. 21.—A sharp jibe at "ordinary" feature films in TV was made in a 16-by-11-inch mailing piece that Vitapix Corporation sent to every station as well as major advertisers and agencies this week.

The brochure plugs the "Vitapix Feature Theater," the series of 26 feature-length films that Princess Pictures is currently producing for Vitapix for first-run TV distribution. Princess has completed three of the films to date, and Vitapix has clinched 27 sales.

The mailing piece cites seven reasons why "ordinary" feature films are losing their appeal. The reasons, outlined in a cartoon-illustrated fold out, are: 1. They were made for movie screens, not for TV screens. 2. They are at least three years old—and often more than 20 years old. 3. They were made for the 'captive audience' of the movie theater—and frequently get off to a slow start. 4. They lose their continuity. 5. They rarely lend themselves to use by one sponsor. 6. Quality of print is frequently inferior. 7. You sometimes have to buy a package of 'B's' and 'C's' to get a few 'A' pictures.

The cartoon illustrating the last was a masked bandit holding up a frightened executive.

Pix Completed

The three films completed by Princess so far are "Checkmate" with Jeffrey Lynn, "Double Barreled Miracle" with Ramsey Ames and Lee Bowman, and "The Big Lie" with Peggy Ann Garner. The working title of the next show on Princess' production schedule is "The Silent River." Among the stars projected for upcoming scripts are Richard Green, Luise Rainer and Veronica Lake.

Princess has signed TV scriptwriter Irve Tunick as story editor of the series. Among Tunick's TV script credits are "Portrait of Rembrandt" and "The Story of John Peter Saenger," both shown on "Studio One."

Princess has also signed Harold Young to direct three of the films. Young's Hollywood credits in-

clude "The Scarlet Pimpernel" and "42d Street."

Gene Markel, of Princess, is directing two of the films and will be associate producer under Burt Balaban on the other segments. Princess also signed Keith Winter, screen writer of "Red Shoes," to pen some of the pictures.

Film Schedule

Shooting schedule on the films, which will be released in both 70-minute and 54-minute versions, has been 18 days each. Princess' production center is Munich, Germany, but location scenes are being shot thruout Western Europe.

The Vitapix brochure mentions that delivery of the films is due to begin in January, but Bob Wormhoudt, exec veepee of Vitapix, said this week that no premiere date has been set yet. Princess expects to have the entire package of 26 completed no later than the end of 1954.

Vitapix this week moved its New York headquarters to larger space on the 12th floor at 509 Madison Avenue here.

TPA Doubles 'Jungle' Cities In Six Weeks

NEW YORK, Nov. 21.—"Ramar of the Jungle" has now been sold in 85 markets, including all of the top 20 and all but one of the top 35 markets. The distribution of the show has, therefore, about doubled since Television Programs of America, Inc., took over sales six weeks ago.

A little less than half the show's sponsors are adult products, and the audience composition is about 50 per cent adult, according to TPA. Among "Ramar's" sponsors are Gallencamp Shoes, the Ohio National Bank, the Gaseteria service station chain, Super Kem Tone Paint and Cott Beverages, the last named in five markets.

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HUGE GOVT. FILM STOCK AVAILABLE FOR ASKING

Stations Can Get Thousands of Flicks at Agencies in 16, 35mm.

WASHINGTON, Nov. 21.—A vast and growing treasure-trove is available to TV stations for the asking. On hand in government agencies for use of TV stations anywhere in the nation are: More than 600 titles of 16mm. film running to some 400,000 feet; 3,500 titles of 35mm. film, practically all the commercial films made before 1913, on deposit at the Library of Congress, and some 40,000,000 feet of captured or impounded films for use as TV short subject or as "stock footage."

Despite drastic budget slashes, government agencies producing film available for TV use are working to keep the flow up to its present rate. Of 600 film titles available thru the U. S. Office of Education, 150 of them can be used on sponsored shows. The balance are for use on sustaining shows only. All of these films are 16mm. with showing time varying from two to 48 minutes. The bulk of these are educational in nature but some feature big-name talent, such as Hopalong Cassidy, who is narrator for a 16mm. color film, "Little Smoky," made by United World Films for the government's forest fire prevention crusade.

These later films can be located thru the U. S. Office of Education, which has cataloged them, while the bulk of all 35mm. film is available thru the Library of Congress. There are some 3,500 titles of 35mm. film, running to several hundred thousand feet, all in "paper prints" on deposit at the Library of Congress. TV users must have permission of the Library to use copy borrowed from film libraries or made from the Library's prints. Users making copies must deposit a reference copy with the Library. The Library of Congress' catalog of these embraces everything from "Fred Ott's Sneeze," made in 1894, to such factual films as "McKinley Taking the Oath" (1897), "Admiral Dewey Landing at Gibraltar" (1899) and "Queen Victoria's Funeral" (1901). In addition films deposited for copyright since 1913, unavailable for similar use, are cataloged in two additional volumes. All three catalogs provide an unbroken record of copyright registration of more than 76,000 motion pictures made in the U. S.

Captured films include 30,000,000 feet of German film and 8,000,000 feet of Japanese film. Ten million feet of this are available thru the Office of Alien Property, Department of Justice, Washington, and is part of the Alien Property's collection. The balance is available thru the Library of Congress. About 4 million feet are in 16mm., the balance in 35mm.

Only three agencies—Agriculture, Defense and Veterans Administration—report regular production this year of films designed specifically for TV use.

However, other agencies have helped boost to 600 the number of films currently available by digging into the stock pile of 2,500 government films made for other purposes and obtaining TV clearances for some. The U. S. Office of Education, clearing house for Government TV films, reports that 60 per cent of films made in the last five years have been cleared for TV. Most agencies now obtain rights to background music and other legal rights required for TV use when making films, whether designed specifically for TV or not.

All of the 16mm. films are provided with sound track. Most films may not be edited to fit conventional TV time slots. Almost all films must be shown in their entirety, including credits, accompanied by an announcement

that they are shown "as a public service" whether sponsored or not. About half of the films are in color. A catalog describing the films and conditions of use, borrowing, rental or purchase may be obtained by writing to the U. S. Office of Education, Department of Health, Education and Welfare, Washington.

In addition, the Veterans' Administration and Agriculture Department produce TV "packages" utilizing 16mm. film. VA has a series of TV film inserts in cartoon style, containing messages about VA. Information on agriculture "package programs" can be obtained from the Motion Picture Office, Department of Agriculture, Washington. Information on VA films can be obtained from the Information Service, Veterans Administration, Washington.

Guild Renews Liberace In 34 Cities; No Nixes

NEW YORK, Nov. 21.—Guild Films has signed renewals on Liberace in 34 markets in which the original 26-week contracts have expired.

The show has not been canceled out of any market in which it has ever appeared, tho in two it has

changed sponsors. The Liberace film series made its bow in February, and is now sold in 135 markets.

Liberace himself wound up his current concert tour this week and will vacation until January 5, when the second series of 39 films goes into production. Some of them will be shot on 35-mm. Kodachrome on an experimental basis.

The first 13 segments in both "Life With Elizabeth" and "The Joe Palooka Story" have been completed, and both will go into further production on November 30. Syndication sales on "Palooka" begin next week.

Richard Bare has resigned as producer of "Palooka." Guild this week signed William Berke as production supervisor on all its properties.

ABC Film Div. Sells 'Squad' to 13 More Mkts.

NEW YORK, Nov. 21.—The ABC Film Syndication Division has sold "Racket Squad" in 13 more markets, making a total of 28 sales to date, totaling close to \$250,000 in gross orders. New markets sold include Denver, Little Rock, Wichita Falls, Tex.; Winston-Salem, N. C.; Raleigh, N. C.; Wilmington, Del.; Savannah, Ga. and Salt Lake City. The Furr's Super Market is sponsoring the series in Lubbock, Tex., and Sinclair Oil is buying the show in Atlanta.

Veepee George Shupert, the web's film syndication chief, has temporarily withdrawn ABC's second film series, "The Playhouse," from the local sales mart, pending negotiations for the package on a regional basis, covering 20 to 50 per cent of the country's TV areas. Merchandising kits on both shows soon will be made available to stations and advertisers.

Quick Takes

Don Sharpe, TV film producer-agent had a whirlwind trip to the Coast last week. His schedule: Friday night, explained; Saturday afternoon, lunch in Hollywood with client Robert ("My Hero") Cummings; Saturday night, huddled with clients Lucille Ball and Desi Arnaz in Palm Springs; Sunday, to San Francisco for a conference with another client; Monday, returned to New York for talks with Charles Boyer and Dick Powell on "Four Star Playhouse."

Packagers Gerry Gross and Norman Baer are organizing a TV-film division, their first venture into that medium. Plans are being made now to syndicate the Maggi McNellis and Henry Morgan TV shows thruout the country. Gross left for California last week to set up the Western end of the operation. . . . Dorothy B. McCann flew to Hollywood to supervise production of four more of the "Death Valley Days" telefilms.

Bruce L. Mayers, son of Arche Mayers, Unity TV Corporation president, has joined Dreyfus & Company as a customer's broker. . . . Karl Landt, radio performer

and salesman, has joined Global Films as sales representative. . . . International Motion Picture Studios announced the appointment of Frank Beckwith, formerly with Howard Hughes Productions and Warner Brothers Pictures, as executive producer in charge of all commercial TV film production. . . . Georgia Liebler, formerly of the promotion department of WOR-TV, New York, has joined Television Producers, Inc. in its script and promotion department.

McCormick to Screen Gems

NEW YORK, Nov. 21.—John McCormick, formerly general manager of WNBK, Cleveland, has joined Screen Gems, Inc., as Midwestern sales manager, headquartered in Chicago.

Prior to his WNBK stint, McCormick was an account exec for NBC's Midwestern sales division. He served as radio director of the Republican National Committee in 1946.

Rockhill Seeks Teen Actress

NEW YORK, Nov. 21.—Rockhill Productions is launching a talent hunt here and on the West Coast for a 14-year-old actress to play Claudette Colbert's daughter in the new situation comedy film series for which Miss Colbert signed this week. The title of the show has not yet been set, but the format has the star playing a sophisticated young widow. Rockhill wants to make a "new find" for the role of the daughter.

Rockhill will produce the pilot film in January, and complete the first 13 by the beginning of the summer, whether it's sold by then or not. But Stanley Wolf, president of Rockhill, said that two sponsors gave their nods to the script provisional to Miss Colbert's signing, and that still a third has come forth since the signing.

The budget on the series is \$30,000 per segment. Miss Colbert's only previous TV appearance was on the Jack Benny show. And, as a matter of fact, she put her signature to the Rockhill pact at the Benny home in Palm Springs, Calif.

CHRISTMAS FILMS

50 Available, But Only 3 New Ones

NEW YORK, Nov. 21.—More than 50 films with Christmas themes will be made available to local stations for film programming during the holidays this year.

Material includes 10 features, 35 shorts and cartoons, several free films, and some special stock shot footage. However, only three of the films are new to TV, the others having toured the mistletoe market last season, and some the season before that.

New flickers include two full-length features—Sterling Television Company's prize-winning puppet film, "The Emperor's Nightingale," the Tele-Pictures' Danish cartoon, "Tinderbox." There also is one half-hour live-action film, "The Little Match Girl," distributed by RCA Victor. "Tinderbox" has never been shown here either in theatrical release or on television.

One explanation for the seemingly low output of new Christmas films this season is the fact that the list necessarily consists of theatrical films and one-shots. However, most of the regularly syndicated TV film series incorporate seasonal episodes during December. CBS-TV, for instance, notes that "Christmas Story" is a traditional yule episode for the "Amos 'n' Andy" package, and that "The Bet" and "The Doll" are tagged as Christmas episodes for the web's "Strange Adventure" film property.

Standing alone as a Christmas film programming service is the NBC Film Division's special holiday stock footage package from the NBC Film Library. The material, also made available to stations last year, contains Santa Claus sequences, crowded shopping scenes and a variety of other yule clips, designed for stations to use as background for local programming, spot commercials or fill-ins for bridges, public service announcements, etc. The web offers the 13-minute (486 feet) silent footage for sale, not rental, and the station keeps it for regular library usage.

Distributors offering feature

films with Christmas themes include: two Motion Pictures for TV properties "Meet John Doe" and "Scrooge"; two Unity Television Corporation pictures, "Bush Christmas" and "The Great Mr. Handel"; Consolidated TV Sales' version of Dickens' "A Christmas Carol"; Television Programs of America's "March of the Wooden Soldiers" (also titled "Babes in Toyland"), based on the Victor Herbert operetta with Laurel and Hardy; Major TV Productions' "Holy Night"; Commonwealth Films' "Miracle on Main Street" and "Stage Door Canteen"; Atlantic TV's "Beyond Tomorrow" and "Sinner's Holiday."

Cartoons available include: "Over the Rainbow" (MPTV); three Official Film cartoons, "Christmas Nights," "Coat From Heaven" and "Toyland Adventure"; Sterling's "Hansel and Gretel," with the Salzburg Marionettes.

Christmas music is featured on several musical shorts. Sterling is offering "Merry Christmas" with the Vienna Choir Boys, "Christmas Carols" and "Chantons Noel." The Vitapix Corporation has a group of Columbus Boys' Choir shorts, which they are offering as separate films or packaged in a half-hour segment.

Hill and Range Songs, Inc., the music publishers, are offering three free animated films—each silent and three minutes long—designed to be used with Gene Autry and Rosemary Clooney recordings of "Frosty the Snowman," "The Three Little Dwarfs" and "Suzy Snowflake."

Among other seasonal films lined up for release are nine more Sterling shorts, "Holy Land," "Historic Nazareth," "Historic Galilee," "Christmas in Sweden," "Christmas Under the Sun," "Ukrainian Winter Holiday," "Our Lady's Juggler," "Toyland Iccapades," and a live-action version of "Hansel and Gretel." MPTV also has two more shorts, "Christmas Story" and "Ballet les Santons," as well as eight one-reelers with Christmas themes, distributed by United World Films.

In addition to Hill and Range's silent three-minute films, other free films available for Christmas programming include: three "Family Theater" features—"A Star Is Risen," "Joyful Hour," "World's Greatest Mother"; a U. S. Department of Agriculture short, "A Tree Grows for Christmas"; "Christmas in the Sun," distributed by the St. Petersburg (Fla.) Chamber of Commerce; "Christmas Album," a half-hour film about the charity activities of the Loyal Order of the Moose, Mooseheart, Ill. Latter organization also distributes the film.

Other films with religious Christmas backgrounds are available thru The Christophers and the Maryknoll Fathers.

MPTV Set on Holmes Series, 6th Property

NEW YORK, Nov. 21.—The film syndication division of Motion Pictures for Television this week was negotiating for its sixth property for distribution, a vidfilm based on the adventures of Sherlock Holmes, which is to be produced by Sheldon Reynolds. The series will be shot both in Paris and London, but no leading actor has as yet been signed to portray Holmes.

MPTV last week signed to syndicate "Paris Precinct," which will star Louis Jourdan and Claude Dauphin and will be produced by Etoile Productions. Andre Hakim and Jo Eisinger, who own Etoile, will produce and write the half-hour series, 117 of which will be made. The vidfilm will be shot both in black and white, and in color, beginning in May 1954, because of previous commitments of Jourdan. Other MPTV releases are "Flash Gordon," "Duffy's Tavern," "Janet Dean, R.N.," and the Drew Pearson "Washington Merry-Go-Round."

TV FILM PURCHASES

"Inner Sanctum," which has been available for just a few weeks from the NBC Film Division, has been purchased by the following markets: KCSJ, Pueblo, Colo.; KRDO, Colorado Springs, Colo.; KBES, Medford, Ore., for the Hoffman Sales Corporation; KGUL, Galveston-Houston, Tex.; KGNC, Amarillo, Tex.; WOR-TV, New York; KID, Idaho Falls, Idaho; KMID, Midland, Tex.; WJAC, Johnstown, Pa. for Duquesne Beer; WRDW, Augusta, Ga.; WCOB, Meridian, Miss.; KATV, Little Rock; KWFT, Wichita Falls, Tex., and KPTV, Portland, Ore.

The Pure Oil Company has purchased an additional three markets from NBC Film Division for

sponsorship of "Badge 714" for a total of 29 markets to date. The three markets are Johnson City, Tenn.; Jackson, Miss., and Madison, Wis. Other "Badge 714" sales this week were to WROW, Schenectady, N. Y., for McManus & Reilly department store; WCOB, Meridian, Miss.; KMMT, Austin, Minn., and KBES, Medford, Ore. for the First National Bank of Portland.

The Bond Bread Company will sponsor CBS TV Film Sales' "Art Linkletter and the Kids" in 15 markets. They are: Boston, Buffalo, Kansas City, Mo.; Louisville, New Haven, Conn.; New Orleans, New York, Norfolk, Va.; Philadelphia, Providence, Syracuse, Toledo, Washington and Wheeling, W. Va. The Troy Nickels Insurance Agency will sponsor "Linkletter" in Monroe, La., on KNOE.

Nally's Salad Dressing has contracted with CBS TV Film Sales to sponsor "Amos 'n' Andy" in six markets in Montana and Idaho. They are: Billings, Butte, and Great Falls in Montana and Idaho Falls, Pocatello and Twin Falls in Idaho. Other sales of "Amos 'n' Andy" include WJHL, Johnson City, Tenn., for the Free Service Tire Stores, and San Francisco for Brown & Haley.

Guild Films sold "Life With Elizabeth" to CEPL-TV, London, Ont., which is scheduled to start operations December 1. The contract to telecast the series there for 39 weeks was signed between Guild Films and Philco of Canada, its sponsor there. Other sales include: KRLD, El Paso, Tex.; KBTU, Denver and WTAT, Dallas-Fort Worth, all to be sponsored by the Bowman Biscuit Company. Piel's Beer will sponsor the series in New York on WABD and in Philadelphia over WPTZ. The Brading Breweries have also inked the series for showing on WJBK, Detroit, and WBN, Buffalo. Procter & Gamble is sponsoring "Elizabeth" in Chicago on WKBK, and the Albuquerque National Bank over KGGH, Albuquerque, N. M.

ELLA RAINES



STARRING AS

"JANET DEAN REGISTERED NURSE"

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Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.
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Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.
- KANSAS CITY, 1st Place!
Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G.E. Theatre, What's My Line, Godfrey's Talent Scouts.

TOP RATINGS in market after market!

- PITTSBURGH - 1st Place!
Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.
- SAN ANTONIO - 2nd Place!
Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.
- PORTLAND - 2nd Place!
Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
Beats Break the Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

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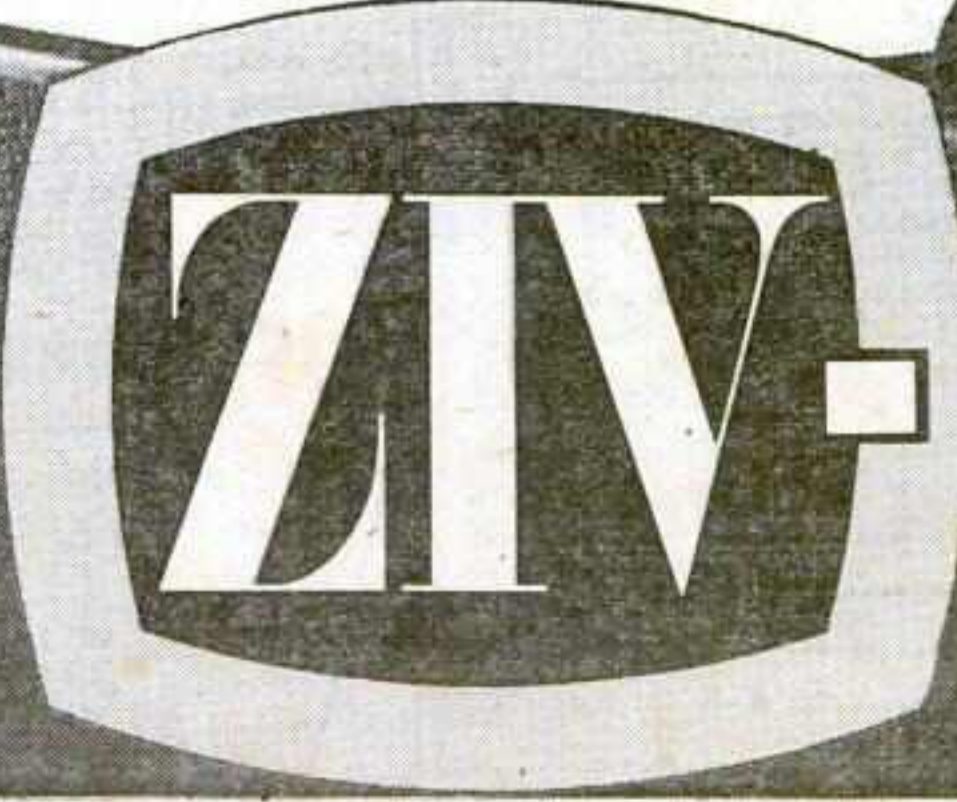
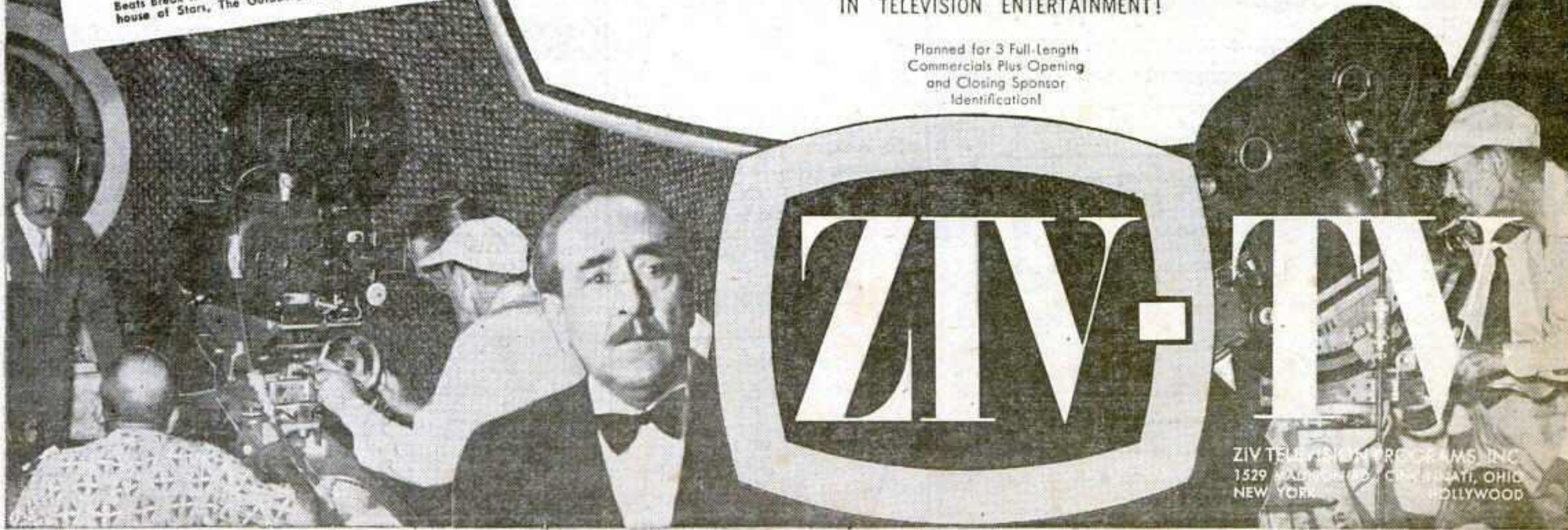
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 NEW YORK HOLLYWOOD

Wants AGVA Stripped of Strippers; 'Unfair' N. Y. Clubs to Be Struck

Prexy Bright Says Peelers Give Bad Name

NEW YORK, Nov. 21. — All strippers should be thrown out of the American Guild of Variety Artists. That is the belief of Jackie Bright, AGVA president, made in his speech Tuesday (17) night before an overflow branch membership meeting at the Capitol Hotel here that started at midnight.

Bright charged that the majority of strip acts were "B-girls and perhaps worse who are giving our profession a bad name." He qualified it later by explaining he didn't mean the standard exotic dancers, the Gypsy Rose Lees and others who are recognized performers and work in top shows. "I mean the strippers who are hired not for any talent but for hustling drinks and being nice to the boss' friends."

Bright said he would urge the National Board to take such action at its February meeting.

Bright also lashed out at James C. Petrillo, president of the American Federation of Musicians, for his ruling that anybody who played an instrument had to be an AFM member and work under an AFM card.

"Any performer who works on a stage or a floor, does an act, sings or whatever, who uses a musical instrument only as an incidental to his act, belongs to AGVA," said Bright. "He or she is basically our member and comes under our jurisdiction—and we intend to see they stay there."

The large meeting cheered Bright. "I never got such hands even when I worked," he said.

Bright threw another bombshell into the crowded audience. He charged that many AGVA representatives were deadwood, weren't earning their money and would be fired. "This isn't a home for the aged. We have members to protect. The people in AGVA who don't pull their weight will be fired."

Thrush Builds To 750G Gross

• Continued from page 2

ager, Roy Rodde. The money will settle an agreement between the thrush and Rodde to dissolve their management pact. GAC, of course, collects its regular commissions on her dates. Aquaviva, her manager, has no contract and probably works on a straight salary rather than a percentage of the take.

Recently, the thrush started her own music publishing firm, Bantam Music, which is handled for her by E. H. Morris.

And just a year ago, she cut her first sides on pure speculation and had the masters turned over to M-G-M for distribution.

Cancel Lee Nitery Trek

HOLLYWOOD, Nov. 21.—Collapse of singer Peggy Lee here has resulted in the cancellation of a string of nitery dates for the thrush. She had been booked for a tour which included the La Vie En Rose, New York; Blinstrub's, Boston, and TV dates in New York, Chicago and Washington.

Miss Lee will rest thru January 1, when it is expected she will resume her showbiz schedule.

EMA Elects Roberts, Brown, Doris Hurtig

CHICAGO, Nov. 21.—The Entertainment Managers' Association of the Midwest held its election at a meeting last Friday (13). New

THEY SHOULD'VE HAD A HUDDLE

NEW YORK, Nov. 21. — Manny Tyler, parliamentarian for the American Guild of Variety Artists, made an impassioned speech at the membership meeting, after branch board members had been closed, demanding nominations be re-opened. "I haven't had a chance to nominate anyone and others nominated two or three people."

After considerable vocal razzle-dazzle, Tyler was given the green light and told to nominate his candidate. "I nominate Murray Lane," he said. Lane promptly got to his feet and roared back, "I decline!"

2 Circuits Sign BAA Contract

NEW YORK, Nov. 21.—A new scale of wages and pay for extra performances arranged between the burly union and Hirst and Midwest circuit chiefs have been agreed upon and contracts signed on November 18.

The Burlesque's Artists Association, with Tom Phillips heading it, won its recent fight to be recognized as the sole bargaining agent for all performers engaged in Hirst and Midwest circuit shows.

The new scale includes a minimum wage of \$115 net weekly. Shows after 11 p.m. until midnight or after are to be classified as overtime payable at 1/20 of the weekly wage. Performers are to receive 1/4 of the weekly wage for all extra performances.

One of the BAA's original four basic points was for \$125 weekly minimum for principals. The \$115 was a compromise figure. Chorines will get \$50 in stock and \$60 on the road with extra pay for specialties. The contract is to run to May 31, 1955.

Other burly houses and chains, including those in the West Coast, are to be included in the BAA scales, which will be retroactive to August 29. Until November 13 when the contract went into effect there were only two houses, the Rialto in Chicago and the Adams in Newark, N. J., that signed.

Hirst houses now under the contract are Troc, Philadelphia; Lyric, Allentown, Pa.; Casino, Pittsburgh; Empire, Newark; Globe, Atlantic City; Hudson, Union City, N. J.; Grand, St. Louis, and the Roxy, Cleveland.

Midwest circuit houses are the Casino and Howard in Boston; Palace, Buffalo; Gayety, Detroit; Folly, Kansas City, Mo., and the Gaiety, Baltimore.

Blue Note to Close; Hunting New Site

CHICAGO, Nov. 21.—Frank Holzfeind, manager of Chicago's Blue Note, announced this week that the house would close November 29, but added that "this in no way means we weren't doing business. It simply means that our lease ran out and we refused to renew. The physical structure of the room does not warrant a five-year renewal."

Holzfeind pointed out that the room, which is housed in a basement of a downtown building, is subject to flash floods, and that extensive repairs are needed to put the room in top shape.

"We are negotiating currently on two spots, one of which will probably be the new home of the Blue Note next spring," he said.

The last show to appear at the Blue Note will be a special five-day engagement of Louis Armstrong, beginning November 24.

officers are Jim Roberts, president; Vic Brown, first vice-president, and Doris Hurtig, second vice-president. The Board of Directors will have to vote a new secretary-treasurer into office, due to the disinclination of Jack Lau to serve.

Village Joints, L. I. & 52d St. Clubs Are Cited

NEW YORK, Nov. 21.—A mass strike was called against the 52d Street clubs, Greenwich Village rooms, and Long Island cafes by Dick Jones, Eastern regional director of the American Guild of Variety Artists, at the membership meeting here last Tuesday night (17).

Jones asked for volunteers to register for picket duty but warned that operators, or those speaking for operators, had already threatened violence. Jones promised mass police protection for pickets, not only on picket lines but also to and from their homes. He didn't indicate when strike would be called except "it would be soon."

The call for strike duty came on the heels of a suit started against AGVA by Gene Seville, owner of Casa Seville, Franklin Square, L. I. Seville, in his action started in the Nassau County Supreme Court, charged among other things that AGVA wasn't a union, that actors were independent contractors. He asked a court order enjoining AGVA from preventing any performers from taking engagements in his place.

The preliminary arguments will be heard in Nassau County early next month. A final determination is not expected for some time.

In the meantime, Casa Seville, placed on the AGVA unfair list for failure to sign a contract, has started using musical acts, members of the American Federation of Musicians.

This substitution of musical acts for straight performers brought an immediate reaction from Jones. He promptly notified all franchised agents that they were flirting with their franchises for doing business with unfair spots.

"These acts fall within AGVA's jurisdiction and they are not to be booked or contracted into the" (Continued on page 52)

HARRISBURG WORK KAYOED

Slot Machine Clamp-Down Halts Good Club Date Jobs

HARRISBURG, Pa., Nov. 21.—This one-time lush territory for all talent acts has become a barren desert as far as work is concerned, as a direct consequence of the Kefauver investigating committee.

It still has its 4,500 privately chartered clubs, consisting of fraternal, ethnic and veterans organizations licensed to sell liquor. But almost all of them have discontinued shows since the spotlight was directed on their use of slot machines to maintain these organizations.

Today, in the entire State, there are approximately 100 chartered clubs left playing shows one or two nights a week, where previously there were hundreds of clubs running shows on week-ends and full-week stands. Acts used to get \$75 a show, now are lucky to get \$25.

Agents still booking these remaining clubs are Bernie Landis, Jolly Joyce, Steve Graham and William Klinger in Philadelphia. Pittsburgh has Joe Kury, George Claire, Marge Nelson, Don D'Carlo and Radio Artists Entertainment Service. Wilma Miller and Sid Friedman split up the Erie, Pa. territory. Mickey Klemman and Johnny McHugh service the area around Allentown, Pa., and Cora and Larry Macia book Altoona, Pa.

Club Layouts Many of these fraternal organizations have built some of the most elaborate club houses with the most modern facilities for

CHAKERES-MCA TIFF CONTINUES

PITTSBURGH, Nov. 21.—The battle between Andy Chakeres, of the local Horizon Room, and the Music Corporation of America took a new turn last week when the agency booked Ruth Wallis into the spot—and Chakeres promptly cancelled her.

Chakeres' son said Miss Wallis (she waxed "Dear Mr. Godfrey" for Monarch), was submitted to him. "I thought she gets \$1,000, so I offered \$500," he said.

Chakeres senior, when he discovered the singer was an MCA property, mixed the deal. In the meantime, Miss Wallis had gotten the verbal okay from MCA.

PARIS REPORT

Vaude-Circus Acts Showing Some Upswing

PARIS, France, Nov. 21.—Demand for vaude-circus acts in Paris this season shows a slight upswing, with both the Moulin Rouge, in the Montmartre cabaret belt, and the Bobino Music Hall, in the Montparnasse section, presenting good bills of standard vaude and circ acts.

Moulin Rouge this month has the Compagnons de la Chanson, with supporting bill including Rostando's comedy-juggling, the Pan Uue Jen troupe of Chinese acrobats, a can-can number and a circus finale. Bobino's headliner is Jacqueline Francois, pop singer.

Josephine Baker is doing well at the swanky Drap d'Or club, where she is drawing former fans by chirping her old theme song, the late Vincent Scott's "J'ai Deux Amors." Backing her up is Bernard Hilda's ork.

Getting a nod from visiting firemen is the Left Bank night spot, La Fontaine des Quatre Saisons, which has the unusual marionettes of George Lafaye and a vagabond group of Paris street singers, the Garçons de la Rue, who have built up a strong following.

The hefty Peters Sisters have left for Brussels, where they are working at the Ancienne Belgique.

MORE LA ROSA

May Get Para. Booking After Chi Success

NEW YORK, Nov. 21.—Julius La Rosa may go into the Paramount around Christmas as a result of his smash box office at the Chicago Theater the first week of a two-week run. First week's gross was over \$75,000.

Paramount has three pictures scheduled, with the "Eddie Cantor Story" as the last one, before it goes into CinemaScope. Plans are now under way to open the house for La Rosa with Cantor picture if a deal is made. At present La Rosa is booked for La Vie en Rose for the Christmas week, but if a Paramount date can be worked out new arrangements would be made.

La Rosa's flop in Milwaukee was explained by General Artists Corporation head, Tom Rockwell. "It's just one of those things you can't figure on. Maybe it's a good thing. It shows that show business isn't a sure thing by any means. It's still a gamble."

La Rosa went into Milwaukee, prior to his Chicago date, for two shows on Jimmy Fazio's promotion. First show in the 6,000-seat auditorium, drew about 1,000 people. Shortly after the show began all of the \$1.80 ticket buyers surged into the \$3.60 seats. Second show was only slightly better. Fazio estimated his loss at \$4,000.

"There are two towns we can never figure on," said Rockwell. "The first is Milwaukee, the second is Baltimore. We've seen big attractions go into these towns and die and never knew why. Some time ago we put one of our biggest names into Baltimore. First time in the business was tremendous — \$49,000. It looked like a cinch. Next time the same attraction—now hotter than ever—went into the town and the gross was \$19,000. You figure why," said Rockwell.

6 Vegas Hotels Slow to Halt

LAS VEGAS, Nev., Nov. 21.—At least six projected resort hotels along the fabulous Las Vegas Strip have slowed to a halt as the result of a new policy of the Nevada Tax Commission, the agency which grants gambling licenses.

Robbins Cahill, commission secretary, has announced that all future applicants for gambling licenses disclose proof of full financing and produce net-worth statements of partners.

Cahill said the commission will look with disfavor on any application in which funds would be sought thru a stock issue. He said the State agency is not willing to allow a gambling license to be used as a "green light" for promoters.

Never Put Forward Months ago, ambitious plans were announced for such multi-million dollar projects as the Riviera and the Kismet. Since the policy was announced, these and others have never been put forward for State approval.

The policy has caused several planned ventures to be slowed down, while their planners attempt carefully to fulfill State requirements before submitted applications be rejected.

Three recent hotel projects—the Casablanca, the Sunrise and the International Oasis—have been approved by the commission, but none has yet broken ground. (The Sunrise is the corporate name of a hotel to be named the Royal Nevada. The International Oasis is to be an inter-racial resort far from the Strip on the other side of town.)

Two others—the Araby and the Patio—are now before the State agency awaiting a verdict while investigators check thru the FBI groups to obtain complete reports on the applicants.

Merc Releases Soundtracks of 'Thompson' Pic

CHICAGO, Nov. 21.—Mercury Records grabbed off the rights to the original sound track of Columbia Picture's Technicolor movie, "Sadie Thompson," and has released the music and some of the dialog of climactic scenes on both LP and EP albums. In addition to the albums, singles have already been released on the theme music from the picture, "Sadie Thompson's Song," by Richard Hayman, as well as the original sound track vocal rendition which is backed by one of the feature songs in the film, "The Heat Is On."

Mercury is planning an all-out promotional effort on its first venture into movie sound tracks, with full-color counter displays, extra dealer mailings, disk jockey tie-ins and other display material.

The original story of "Sadie" is the work of Somerset Maugham, which was titled "Miss Thompson" in book form. The story was first made into a picture in the '30's under the title "Rain." The present movie version, which will hold its premiere on Christmas Day at the Capitol Theater, New York, stars Rita Hayworth, Jose Ferrer and Aldo Ray. Morris Stoloff and the Columbia Studio Orchestra furnish the music for the film.

Art Talmadge, Mercury vice-president, and David Carroll, musical director of Mercury, have just returned from the West Coast where they waxed the original sound track from the forthcoming RKO movie, "The French Line," for which Mercury recently secured the rights. The picture stars Jane Russell. Release of the sound track music has not been scheduled as yet, pending a possible premiere aboard the French passenger liner Liberte.

Snow Finishes Quick But Big Canada Tour

NEW YORK, Nov. 21.—Country singer Hank Snow completed two weeks of theater dates in Canada on Wednesday (18) and headed back to Nashville after playing to over 44,000 people in the 14-day Canadian stint. Snow and his group drew 26,000 admissions during the one-week stand at the Casino Theater in Montreal and over 18,000 admissions the following week at the Seville Theater in Montreal.

Snow went in percentage on both books. The Montreal date was the first country and western show to play a theater in that city.

HOW LIBERTY DOES IT

Chain Sells \$1,000,000 In Disks Per Year

By BOB ROLONTZ

NEW YORK, Nov. 21.—Liberty Music Shops, the lush Manhattan retail outlet which does over \$1,000,000 in records annually, has increased its sales of phonograph equipment this year by 25 per cent.

Major reason for the upsurge, according to manager Frank Donnola, is the demand for better quality table model units, although many customers asking for "high-fidelity" sets have only a superficial knowledge of the meaning of the term or the price range for quality phonographs. Liberty also points to its consistent use of co-operative advertising and other promotional devices which tie in records and record-playing equipment.

The shop here and its branch stores handle the complete Columbia, Victor, Magnavox and Webcor lines, plus some M-G-M, Duosonic and other brands. In addition, Liberty promotes its private label, Liberty-Phone, which accounts for a good share of the phono business. The private label

SONG PLUGS COLOR TELE

NEW YORK, Nov. 21.—In a promotion twist pegged to the hyped interest in color television songwriters Charles and Henry Tobias, and Nat Simon have collaborated on a ditty which they hope to break exclusively via the improved medium. Their creation is called "A Colorful Little Couple" and manages to mention 10 different hues in the lyrics. Plugs set already include a Dave Garro-way color spot on the NBC net next Friday (27). Records can come later, the cleffers state.

Decca Novelty By Colonna on 'Tide,' 'Glove'

HOLLYWOOD, Nov. 21.—The wraps came off a hush Jerry Colonna waxing on Decca this week—a novelty duo that may be the firm's answer to Capitol Records' highly successful "St. George and the Dargonet."

Scheduled for release this week are novelty versions of "Ebb Tide" and "The Velvet Glove." Latter has had lyrics adapted to it.

Disk will be the subject of an intensive promotion campaign, with Decca earmarking some 1,500 platters for d.j.'s in addition to dealer promotional items and service aids.

Decca has been quietly building up a back-log of platters and will have them in the hands of dealers prior to disk jockey release.

J. P. Delaney Appointed 'Label X' Sales Manager

NEW YORK, Nov. 21.—Joseph P. Delaney has been appointed general sales manager of RCA Victor subsidiary "label X" and takes his post Monday (23). The naming of Delaney by Victor's veepee and general manager, Manie Sacks, is unusual in that Delaney is taking a temporary leave of absence from the Spring & Eastman law firm for the new assignment. Following completion of his "label X" duties, about six months from now, Delaney will return to his law practice.

Victor is expected to name Eddie Kissack as assistant to Jimmy Hilliard in the latest a.&r. duties for the label. Kissack is currently with the Smart label in a similar capacity.

With the naming of Delaney and Kissack, Victor is expected to move quickly into recording and setting distribution for "label X."

Columbia Sets Hike of 12-In. LP's, Stirs Trade Interest

Continued from page 1

price for top-grade 12-inch vinyl as "awkward."

Decca Holds

Decca, with a top list of \$5.85 for competitive LP's, has "no plans to adjust its prices," according to a spokesman, altho he admitted that Columbia's move will be watched closely by his company.

Other majors with less than \$5.95 lists include Capitol at \$5.70 and M-G-M at \$4.85. Most all indie LP diskeries hew to the \$5.95 level for their top lines.

Jim Conkling, Columbia president, laid his firm's price increase directly to higher costs occasioned by technical improvements and upped costs for plating, sleeves, freight, handling and other operations and processes. In general,

the quality of the LP product has been bettered all along the line, he declared.

Conkling asserted that Columbia's move will "help stabilize thinking and planning on the part of the entire industry."

Just how dealers will react to the price increase could not be determined at press time. It is known, however, that many retailers have considered the variety of prices for disks of similar size and repertoire as a confusing hindrance to proper bookkeeping.

Dupe Consumers

Some have taken the easy way out, and advantage of customer bafflement, by charging a straight \$5.95 for all 12-inch vinyl. Since dealers buy on a fixed percentage of list, a fair number have rarely

shown any resistance to higher prices since it increases their profit spread.

Columbia has thus far only moved to peg the price of its single 12-inch LP's. Altho there will be a corresponding increase in the price of multi-disk sets, like full-length operas, the exact amount has yet to be determined by diskery execs. It is believed, tho, that Columbia album prices will, beginning December 1, also include charges for boxes and librettos.

Cleffer Aid Being Sought In SOA Suit

NEW YORK, Nov. 21.—The Songwriters of America, which two weeks ago brought a \$150,000,000 anti-trust suit against the broadcasting industry and Broadcast Music, Inc., is now openly soliciting additional support from writers across the country. Until the suit was actually filed, cleffer strategy militated against spreading news of the pending action far and wide.

John Jacob Loeb, who heads SOA, said new writers are joining the committee "in gratifying numbers." Wednesday (18), a meeting was held for West Coast songwriters at the Beverly Hills Hotel, Hollywood. About 100 attended the confab to hear reports by L. Wolfe Gilbert and Mack David. John Schulman, attorney handling the action, also spoke before the group.

The 40-odd firms and individuals listed as defendants in the writer suit (The Billboard, November 14) are expected to enter general denials when they file their legal replies to the anti-trust charges. Replies are due 20 days after the action was instituted. Plaintiffs filed their complaint November 9.

Victor Cutting 'Dagnet' Xmas

NEW YORK, Nov. 21.—It is now quite apparent that all the possibilities of utilizing the "Dagnet" radio-TV series on records haven't been exhausted. RCA Victor, for example, will release a "sound-track" version of a half-hour "Dagnet" program called "The Christmas Story." The disk package will feature the regular "Dagnet" radio-TV cast including Jack Webb.

Disks will be issued as a 10-inch LP retailing at \$3.15, and a two-pocket EP retailing for \$2.94. Cover will feature Jack Webb. Promotional material is also being prepared.

Deal was completed only this week and all material is being rushed by the diskery in order to take full advantage of the expected seasonal business. The radio-TV story was televised last year and is being repeated for the Christmas season this year on both radio and television.

Stradivari Sets 'Master Class' LP's

NEW YORK, Nov. 21.—Stradivari Records has launched a new "Master Class" series of LP's, with a disk giving advanced instruction on how to play properly the Mendelssohn Violin Concerto.

Louis Persinger, former teacher of Yehudi Menuhin and Ruggiero Ricci, demonstrates passages on the record and discusses fine points of interpretation. A score with suggested fingering is included.

AFM Board to Mull Disk, TV, Pic Pacts

NEW YORK, Nov. 21.—The International executive board of the American Federation of Musicians will meet on Tuesday (24) to discuss the federation's upcoming renegotiations of industrywide contracts with the disk, transcription, radio-TV networks and motion picture industries. The session was called by AFM President

James C. Petrillo, who this week also appointed Clair E. Meeder as his first assistant and George Gibbs as his second assistant. Meeder steps into the position held by the late A. Rex Riccardi.

It is believed that Meeder will concentrate on union activities in the recording and transcription field, as did Riccardi. Meeder, on Petrillo's staff for the last 10 years, has been handling TV problems for the union. Gibbs will probably move into the TV spot. Replacing Gibbs is Jack Firenze. Both Meeder and Gibbs had formerly been presidents of AFM locals; Meeder heading the Pittsburgh local for 11 years and Gibbs in Boston for 16 years. Gibbs' recent AFM assignment was research director.

Expires December 31

The Petrillo has officially notified the record manufacturers of the expiration of the current pact, he has not yet set a date to meet with disk execs to negotiate a new contract. The present pact expires on December 31. It is known that the disk firms are most anxious to start the negotiations.

The contracts with the major film producers and the radio and television networks expire on January 31.

Certain to be the main topics of discussion at the AFM's board meeting are such items as continuance of the trust funds in the disk and TV-film fields, possible similar funds in other fields of employment, and general increases in scale. Tradesters still believe that the disk pact will not evolve into a hassle unless Petrillo comes in with some unexpected demands.

Hit Parade Called Unfair

NEW YORK, Nov. 21.—Bud Moss, Cadence Records topper, this week asked the Record Industry Association of America's board of directors to take up what he called "the unfair listing of hit songs on the Lucky Strike Hit Parade programs" as a major topic for discussion at the next session of the RIAA board of directors. Moss also represents the Research Publishing Company, copyright owner of the current click "Eh Cumpari."

The Cadence-Rosearch exec claims that he's ready to battle the TV show "to the limit" for not playing "Eh Cumpari" as one of the top seven tunes in the country. He has challenged the American Tobacco Company to produce its figures for the top four tunes on the show to compare with the disk, sheet music sales, juke box plays and radio-TV performances of his song.

According to Moss, an exec of the American Tobacco Company, this week told him "our accounting department handles the survey of songs—it's a closed corporation—nobody outside of that department knows anything about it."

The diskery this week also said that the strongest candidate for the name of the label is actually "label X," a phrase originally pinned on the project by The Billboard.

Delaney's Duties

Delaney was formerly sales manager of Coral Records and vice-president in charge of sales and a.&r. for London Records. He is a recent graduate of the Tulane College of Law. Delaney, together with Hilliard, will direct the activities of the label, with Delaney specifically charged with setting up initial distribution, setting sales and promotion policies, training a field force of some half-dozen men, and training the man who will eventually replace him.

It is believed that the sales manager who takes over when Delaney returns to his law practice will be one of the field men now assigned to RCA Victor Records. After working with Delaney and learning the field of independent labels and distributors, the field man will take the top sales post some time next summer.

No commitments have yet been made for the distribution of "label X," which, as reported in The Billboard last week, will cover pop, c.&w., r.&b., semi-classical and other music fields, with both single records and album packages at regular prices.

73G La Rosa Gross at Chi

CHICAGO, Nov. 21.—A whopping \$73,000 gross for the first week of a two-week run, made Julius La Rosa the hottest stage draw of the year at the B&K Flagship, the Chicago Theater.

La Rosa is booked into the house with a \$7,500 a week guarantee, plus a percentage which will give the lad a possible \$22,000 for the two-week run.

Several of the early 3-D films and their stage revues did better business; however, the combination of Julius and the Doris Day picture "Calamity Jane," made the 2-D version and its stage revue a top money maker.

(Continued on page 45)

Standard Music Pubs Enjoy Rising Rate of Sheet Sales

By IS HOROWITZ

NEW YORK, Nov. 21.—Altho the popular sheet music business is now at one of its all-time ebbs (The Billboard, November 21), standard copies are moving at a continually mounting rate, with publishers active in the standard, educational and religious fields gleefully riding a soaring sales curve.

Most everyone engaged in the latter area of musical endeavor agrees that sales over the last few years have risen consistently. The increase per year, on an industry basis, is pegged at 8 to 10 per cent, according to execs of major firms. And there is every indication that the boom will continue, barring a general business recession.

Agreement ends, however, when an answer is sought to the question of just how large the standard music business is at the present time. Narrowed down to include only sales of copies (forgetting performances and other usages of copyrights) of non-pop material, estimates range over a wide area.

Lacks Statistics

Unlike the record business, where government excise figures are available to check total sales reports, the sheet music business, both pop and standard, is conspicuously lacking in statistics.

Educated estimates place total standard sales volume at anywhere from \$20,000,000 to \$50,000,000 per year at the publisher level. It is stressed that the term "standard" as used here brackets the entire non-pop area—educational, religious, standard, classical, etc.

While standard publishers are currently in a healthy position, they view with no little alarm the drop in pop sales. Most feel that the two facets of the industry are too closely meshed for one to sicken without eventually infecting the other.

Of special concern is the defection of jobbers like Carl Fischer

and Gamble-Hinge, whose removal from the distributing scene will hurt standard pubs as well as those wholly in pops.

It is known, for instance, that the Music Publishers' Association is mulling the advisability of calling a special conference of sales managers of all its member firms to delve into the problem facing music jobbers.

The confab, as a matter of course, would explore the general problem of merchandising and promotion, which many in the business feel is handled in primi-

tive fashion by most publishers. MPA is an organization of standard publishers, altho many of its members, such as The Big Three, Chappell, the Warners Group, Mills and others, are active in pops too.

MPA, which solicits from its members quarterly "state of business" reports, has also documented a general increase in sheet sales over the past few years. These reports give only percentage gains, or losses, but the overall rise is marked from report to report, altho individual publishers occasionally indicate a temporary drop.

Except for the exclusively standard houses, such as G. Schirmer, Ricordi, Belwin, etc., there is a new urgency among publishers generally to exploit recent pop copyrights in every way possible. Many have achieved signal success in converting educators to the use of "popular" material in school programs. They are in constant attendance at conferences run by educators to learn current needs and showcase their product.

It is in the schools that the greatest increase in music sales (Continued on page 20)

Victor Exclusive HMV Distributor

NEW YORK, Nov. 21.—George Marek, RCA Victor director of artists and repertoire, stressed this week that his firm's contract with England's HMV calls for United States distribution of the latter's disk products exclusively thru Victor.

A story last week incorrectly stated that some HMV records were to be issued here by another label.

CHRISTMAS BONANZA

Godfrey Album Hits Jackpot for Columbia

NEW YORK, Nov. 21.—Arthur Godfrey's new album, "Christmas With Arthur Godfrey and All the Little Godfreys," has taken off like a house afire at Columbia Records. The diskery has shipped close to 175,000 sets in less than four weeks, and orders have been coming in for the recording as if it were a pop single.

One day last week, the firm received orders for 18,000 albums, and with many distributors' orders are equalling last year's orders, in the same time period, for "I Saw Mommy Kissing Santa Claus." Shipments for the first 30 days of the Godfrey set are almost double the number of "South Pacific" sets shipped in the same period when it was first issued.

The Godfrey album features all the members of his radio-TV cast, including Julius La Rosa. It has been released on all three speeds, with the LP and 45-r.p.m. versions running slightly ahead of the 78's, tho the latter sets are fast catching up. Sales of the disks have been so phenomenal for a Christmas album that the Columbia execs are convinced the platter has a chance to hit the 500,000 mark by Christmas. If it does, the gross at about \$4 per set (LP—\$3.95; 45—\$4.42; 78—\$4.34) would reach the \$2 million mark for Godfrey's Christmas package.

Other Hits

Columbia had the top-selling single Christmas disk last season

Robbins Files 'Dragnet' Suit

NEW YORK, Nov. 21.—The Robbins Music Corporation, of the Big Three, filed suit in the United States District Court, Southern District of New York, Tuesday (17), against Hill and Range, Alamo Music, Walter Schumann and Walter Schumann Music, claiming the "Dragnet" theme is an infringement upon the musical score from the film, "The Killers," which was penned by Miklas Rozsa. In the suit, Robbins Music alleges the tunes, "Dragnet," "St. George and the Dragonet" and "Little Blue Riding Hood," are all infringements upon its copyright of the flicker score.

The flick, "The Killers," was released some years ago and was based on the Hemingway short story of the same name. The suit is being handled for Robbins by Abeles and Bernstein. The defendants have 20 days to reply.

with Jimmy Boyd's "I Saw Mommy Kissing Santa Claus." This cutting passed the two million mark. Three years ago, the firm hit the Christmas jackpot with Gene Autry's "Rudolph the Red-Nosed Reindeer." The diskery is also doing well this year with a Liberace Christmas release and the Gayla Peevey waxing of "Are My Ears on Straight" and "I Want a Hippopotamus for Christmas."

There is little question that a great deal of the excitement on the Godfrey disk is due to the tremendous push that the TV star is handing the set on his many radio and TV shows. The selling power of Godfrey is no longer news, except that he is displaying it again with his new Columbia release.

RCA Pegs D.J. Contest on Shore 'Partners,' Corvette

NEW YORK, Nov. 21.—RCA Victor has scheduled one of the most lavish and unusual promotions on a single disk by working a tie-in with Chevrolet thru which two disk jockeys will each receive one of the automobile company's highly-touted sports car models, the Corvette. In addition, the diskery will offer many secondary prizes of radios and record playing equipment. The contest details are not fully set, it is known that winners will be selected on the basis of the number of times they play the Dinah Shore version of "Changing Partners."

Diskery execs are taking the attitude that despite the heavy competition on the tune from Patti Page and Kay Starr, the Shore version can be pushed into a position of major contention. "As one top Victor exec put it, we're not interested in any other version. We know what we've got here and we're going to establish it as a hit record."

It is also known that Victor is set to spring another major promotion on the Tony Martin version of "Stranger in Paradise."

The "Changing Partners" contest will be split into one for the jockeys in 10 or 12 key areas and one for all other jockeys. The company has also borrowed six Corvettes from Chevrolet for use in promoting the Dinah Shore disk. The dramatic styling of the car is expected to create much attention. The cars, incidentally, are only now going into production. Current models are all hand-made and valued at \$25,000 by the auto firm. The final delivered version will sell for about

GERMAN TUNES INVADE STATES

NEW YORK, Nov. 21.—This year has seen successful tune imports from Belgium, France, Japan and England.

Now the tide seems to be pointing in the direction of Germany. In the wake of the fast take-off of "Oh, Mein Papa," a ditty from a German musical, Boston reports growing excitement over "Es Wird Ja Alles Wieder Gut," with a German vocal by Hertz Winter. On the Telefunken label, the disk was sent from Germany two weeks ago to deejay Bob Clayton, WHDH, by one of his listeners. Clayton's spinning it; listeners are requesting it, and the dealers are going crazy. Clayton's copy is the only one in Boston, except for a couple of dubs he made.

Gale 'Cavalcade' Racks Strong Tour Grosses

NEW YORK, Nov. 21.—The grosses being racked up along the one-nighter trail by the Gale Agency's new package, "Cavalcade of Jazz," have been so impressive that the agency will send the unit out for an additional five weeks after the first of the year. The unit, which features the Stan Kenton ork, Erroll Garner, Slim Gaillard, Dizzy Gillespie, June Christy and Stan Getz, completed three weeks of its original five-week trek tonight in Detroit, before a packed house and a \$14,000 gross for one performance.

The "Cavalcade of Jazz" unit has sold out in nearly half of the cities it has played to date. Cleveland, Philadelphia, Pittsburgh and Boston have come thru with the strongest grosses, the Quaker City take hitting over \$21,000 for two shows. The Detroit date tonight has been sold out for days.

The box office success to date of the jazz unit has far exceeded the expectations of Gale Agency execs, mainly because of the unimpressive grosses racked up by other units on the road this season. Gale Agency now intends to send the Cavalcade unit out as an annual clambake, using different soloists with each new show, tho retaining the Kenton crew.

\$4,000. Winning jocks get their prizes next spring.

In addition to the jockey contest which kicks off immediately, Victor is staging a disk jockey party here, cutting a special disk to be played for distrib sales personnel. Pitching the sales message on the disk will be Victor sales brass.

Rest of the promotion to push the Dinah Shore platter includes shipping all disks on guaranteed sale and making available to TV stations film clips of Miss Shore for use with the disk as background.

Decca Sets Early Release of 'Glenn Miller' Sound Track

NEW YORK, Nov. 21.—Decca Records is prepping early release of a sound track album of the upcoming Universal film, "The Glenn Miller Story," following a court ruling this week against Mrs. Miller's petition for a temporary injunction barring assignment of the track rights to the diskery.

Mrs. Miller's claim was that the sound track, played by studio musicians in the style of the late Glenn Miller, could not be issued as a disk album without violating terms of her contract with Universal. This claim was not substantiated by the evidence, according to Justice Benedict D. Dineen, of New York Supreme Court. He promised an early trial, however.

Sound track albums were

'SANTA BABY'

Performance For Royalty Creates Fuss

NEW YORK, Nov. 21.—A royal hassle nearly broke out this week involving the King and Queen of Greece, thrush Eartha Kitt and the new Christmas tune, "Santa Baby."

The tempest in a teapot stemmed from the thrush's performance of the fast-breaking holiday song before the monarchs at a civic banquet last Saturday (14). Some of the politicians at the affair felt the song was too adult for royalty and made their feelings known before newspapermen who happened to be in attendance.

Results of the publicity given to Miss Kitt's rendition of "Santa Baby" have been a sharp spurt in sales of the RCA Victor cutting of the tune and a jump in sheet music sales. "Santa Baby" has been the top-selling Christmas disk so far this year, having hit 200,000 sales within four weeks of release. Unlike many other Christmas tunes it has broken the deejays' "We won't play Christmas records in November" sound barrier, and has been getting loads of airtime.

Trinity Riles

Trinity Music, publisher of the sophisticated ditty, tho mighty pleased with sales of music and disks, is thoroily riled about some of the stories in Los Angeles newspapers about the tune.

Joe Csida, head of Trinity, sent a telegram to the editor of the Los Angeles Herald Express Friday (20) demanding "retraction of your false and libelous article... headlined 'Naughty Songs Sung at Greek Banquet Flayed.'... In-sist you inform your readers actual lyrics "Santa Baby" not as described by you and not off color."

The story in the L.A. paper reportedly quotes lines and words that are not contained in the sheet music.

Meanwhile, according to all reports, neither the King nor his Queen were one whit disturbed by the chantress' performance, nor by the song. As for Miss Kitt, who may have the Christmas tune of the year, she has been quoted as saying it was "inconceivable that anyone would question the ingenious poetry of the song."

Victor Dep'ts Sign Artists

NEW YORK, Nov. 21.—RCA Victor has signed a batch of new talent for the label's various departments. The pop division has inked singers Lucille Dane and Bill Carey, the country and western department acquired Audie Andrews and Minnie Pearl and the international department got the Tito Rodriguez ork. The ork has already recorded for Victor.

Other recent acquisitions were Phil Moore, the Voices of Walter Schumann and the spiritual group, Heavenly Echoes.

DANCE CRAZE

U. S., English Diskeries Get On 'Creep' Jag

NEW YORK, Nov. 21.—"The Creep," a new tune that has kicked off an English dance craze of the same name, is getting a lot of action from diskeries over here, as well as in England. The Three Suns have already cut it on RCA Victor with pressing being shipped, an Art Mooney waxing of the tune will be out shortly on M-G-M, and the Lee Roy ork is making it for the Epic label. In addition, there are three other waxings of the tune due.

The ditty, originally an instrumental, was penned by Andy Burton, and lyrics were added by Carl Sigman. The tune has inspired the dance of the same name in England, and according to reports, it is bigger than the Lambeth Walk at its peak. It is published here by Miller Music and in England by Robbins, Ltd., the Big Three's British subsidiary.

Disk Execs in Coast Huddles

HOLLYWOOD, Nov. 21.—Local disk circles buzzed this week, with a bevy of top industry execs in town for meetings with their Los Angeles adjuncts.

Milt Gabler, artist and repertoire chief of Decca Records, along with national sales Vice-President Syd Goldberg, arrived in town this week. Gabler will huddle with West Coast a.&r. head Sonny Burke during his stay, with Goldberg setting sales plans and production skeds with Decca's Joe Perry here.

Art Talmadge, executive vice-president of Mercury Records, also planned in for a three-day stay.

Mitch Miller, Columbia Records a.&r. chief, has been in town for more than a week and is scheduled to leave Sunday (22).



QUIZ

for... DEALERS OPERATORS DISC JOCKEYS

how do you satisfy these typical characters ???



WIDE EYED DEER

Bless her heart! Doesn't know much about music, but has read the life of every male vocalist. Depends a lot on you for suggestions.



LEAPING FROG

Wants to hear everything in a hurry. Won't take time to listen to a complete record.



THE OLD BEAR

Gruff and grumpy. Wants to hear a song he can relax to with his favorite drink. Likes to keep you guessing as to just what he prefers.



THE BILLY GOAT

A very determined character. Trots around the store slamming doors and breaking records. He wants the good old song he can sing and harmonize with.

Here's the answer...

HEART OF MY HEART

Alan Dale · Don Cornell · Johnny Desmond



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America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

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Music as Written

CREAM OF TRADE AT B'NAI BRITH FETE . . .

Entertainment at Monday's (23) celebration of the 40th anniversary of B'Nai Brith's Anti-Defamation League will be provided by Helen Hayes, Jane Froman, Eddie Fisher, Ethel Merman, Herb Shriner, William Warfield, Desi Arnaz and Lucille Ball. Rodgers and Hammerstein are producers of the show.

RCA GLOWS OVER 3 SUNS' 'PARIS' . . .

RCA Victor sales execs are glowing over one of the label's most successful disks, but one which hasn't created the stir usually kicked up by records which have not sold nearly as well. The platter is the Three Suns version of "Under Paris Skies," which has topped the

300,000 mark. The disk, issued 23 weeks ago, is now selling at a brisk pace.

M-G-M WIDENS DEEJAY COVERAGE . . .

M-G-M Records has widened its usual coverage for an album by releasing singles from the Joni James and "Kiss Me, Kate" albums to some 1,300 disk jockeys. The albums will also be shipped to key city deejays.

KALMANOFF NAMED ROUND HEAD . . .

Round Records this week announced a re-organization of the firm. The new head is songwriter Martin Kalmanoff, with a.&r. chores to be handled by Bill Buchanan. First disks released under the new set-up will be by Anita Ellis, currently featured at New York's Blue Angel, and comedienne Kaye Ballard. Balladeer Josh White is reported ready to cut material of pop character for the label.

HILL & RANGE BUYS 'HUT SUT SONG' . . .

Hill & Range has purchased "The Hut Sut Song" from Ross Music in California. Originally in the Schumann catalog, the song was the big novelty hit of 1941.

MOONDOG BALL PULLS 2,480 . . .

Cleveland deejay Alan (Moon-dog) Freed's Harvest Moon Ball in Akron, O., Friday (13) attracted 2,480 customers at \$2 each. The dance featured Freed, Clyde McPhatter and the Drifters, and the Bull Moose Jackson ork. The same package did strong business the previous week in Steubenville and Youngstown, O.

COL. SENDS DEEJAYS 'LITTLE FUGITIVE' . . .

Columbia Records is sending out its full deejay list the dramatic record of the flick "The Little Fugitive," featuring Richie Andrusco and Rickie Brewer. This condensation of the movie on a single 10-inch disk was originally made up in a special sleeve as a retail item only, but the reaction

has been strong enough to create deejay interest. The disk contains two of the songs from the flick, "Coney Island" and "Joey's Theme." Trinity Music, which publishes the score, has cleared the dramatic disk for deejay use.

New York

Music Promotions, Inc., has been formed by Lyle Engel, music exploitation free-lancer. Engel's new firm is handling the music promotion for the films "Little Fugitive" and "Hannah Lee." . . . Seeco Records' subsidiary firm, Seeco International, is now distributing a high fidelity-playing unit thru the South and Central America. . . . Francis E. Stern, record industry pioneer, has retired from active participation in the business and has sold his stock in Stern & Company, Hartford, to the firm. New president is J. Donald Cohon, with Richard Gruber as vice-president. . . . Fred Lowery has formed a new disk label Lowery Records. First release couples "Silent Night" and "Bells of St. Mary" sung by Mimi Laurie backed by the Frank Senn ork. . . . Baritone Bob Petti is currently at the Latin Lounge, Columbus, O. . . . Al Plinner is managing the new ork department of the Phil Lampkin agency in Houston, Tex. . . . Jack Robbins is publishing two tunes in the forthcoming legit musical "Almanac." Tunes were written by Joe McCarthy and Cy Coleman and by John Murray Anderson and Henry Sullivan. . . . Heinz Kubica has joined Nola Studio's engineering staff. . . . Writers John Tuttle and Billy Hagen are working on their Christmas coupling "Jiminy Christmas" and "Cosmic Christmas" on the Rainbow label. . . . Al Donahue has opened offices here on Fifth Avenue for his new West Coast agency. . . . Hank Sylvern will handle the baton on the "Dinner with the President" Thanksgiving show to be aired on four networks.

Bob Santa Maria plays a one-week stand at the Yankee Inn, Akron, beginning December 14. . . . Joe Gold, vet music man and publisher, has retired from the music business to go with the Nat Lewis haberdashery on Broadway. Gold will retain his song catalogs. . . . Jo Ann Tooley opens on November 30 at the Gay Haven, Detroit. . . . Mack Kooper, who just left Disney, has joined the Les Paul-Mary Ford music firms, Iris-Trojan and Deerhaven.

Leeds Music has picked up the foreign rights on "Are You Looking for a Sweetheart?" from Calvert Music in Baltimore. Kitty Kallen, has just returned from an Eastern trip combining club dates with deejay promotion on her record of the tune.

Singer Bob Hart who has recorded for Regal, Merit and Crescendo labels, has filed suit against the Minsky burlesque interests. The suit, filed in the Essex County District Court, Newark, N. J., claims default of contract.

Orkster Frank Chacksfield planned to England yesterday after a hurricane three-week promotional tour that covered 10 Eastern cities. . . . The Music Men's Luncheon Club met Wednesday (18) in honor of Arthur Hauser, formerly of G. Ricordi, who was recently named president of Theodore Presser, Inc. The club is composed of execs in the standard music field. . . . Paul Siegel, of Rex Music, has got his 20th record of "Magdalena," a tune he acquired last year. The latest is by Betty Reilly and Les Baxter, on Capitol.

Publisher Juggy Gayle hits the road next week to push the George Siravo waxing of "Palsy Walsy" on Decca and the English-made HMV waxing of "A Fool Was I" with Eddie Fisher. . . . Vaughan Monroe and the Sauter-Finegan ork, who have been appearing together on the "Camel Caravan" show, will do four one-nighters together next week in Tulsa, Okla., and Wichita, Hutchinson and Topeka, Kan. Monroe and Sauter-Finegan are managed by Willard Alexander. . . . Sol Bourne Music and ABC Music moved this week to new, enlarged quarters in midtown Manhattan. The firm had been in the Columbia Record building for the past few years. . . . Ben Selvin, RCA

Victor exec, will be in Chicago next week cutting Wayne King, Johnny Desmond and the Art Van Damme Quartet for Thesaurus. . . . Louis Prima has revived his diskery, yclept, Happiness. . . . The Tommy Dorsey ork played the banquet dance of Pontiac Motors Division in Detroit Monday (16). . . . Epic's Pete Hanley was featured on the Chevrolet TV Show Friday (20). . . . Dolores Hawkins, Epic thrush, was feted in Washington with a special luncheon this week. . . . Karen Chandler opens at the Gay Haven, Detroit, Monday (23) for a week's engagement. . . . Derby Records has packed singer Dwight Fiske. . . . Publicist Buddy Basch returned this week from a week's visit to deejays in Philadelphia, Baltimore, Washington and Richmond, Va. . . . Camm Records, a new label, issued its first wax this week featuring young singer Martin Walker. The label is headed by Joseph Cammarota, East Rutherford, N. J. Francis Kaye is handling publicity. . . . TV spots advertising the flick "The Moon Is Blue" have hyped sheet music sales of the title tune from the movie. The tune is featured on all the TV spots, which are being used on four local TV stations. . . . Mrs. Helen Stamberger, Philadelphia, won the Sammy Kaye "Mission of St. Augustine" contest, sponsored by the St. Augustine Chamber of Commerce. She won a trip to Florida plus all expenses for herself and a companion. . . . The Sammy Kaye ork racked up a gross of \$4,200 at a concert in Magnolia, Ark., this week. The population of the entire area is only 10,000. . . . Mindy Carson plays the Casa Blanca, Canton, O., November 26, 27 and 28, and then the Vogue Terrace, Cleveland, December 16. . . . Emile Cote has formed a new diskery, Eco Records. The first release features the Emile Cote Glee Club and the tunes are "It's Christmas Season" and "Every Night."

Chicago

Jackie and Eddy Hubbard start a new morning show on WJJD from 7 to 9 a.m., beginning November 30, from their home in suburban Glenview. . . . Bob Woodville, singer and former member of the Four Tones, will now perform as a single. . . . Buddy Divito making the rounds of the deejays with news that he is a father. . . . Ab Spector, composer of "A Baby Cried," visiting the jockeys. . . . Elaine Carvel, vocalist, currently appearing at the Crossroads. Also on the bill are the Northernaires. . . . Sherm

M-G-M Mulling Williams Pic

HOLLYWOOD, Nov. 21.—Metro-Goldwyn-Mayer is seriously considering filming a motion picture based on the life of the late country music star Hank Williams.

Negotiations are still in progress, it was learned, with the aspect brightened with the arrival here of Mrs. Hank Williams. Latter is set for a guest appearance on a KTLA-TV salute to the late country star.

Several country stars have already auditioned for the film company, with singer Goldie Hill reported to have passed an M-G-M screen test, ostensibly for the Williams biog.

Butler, deejay in Washington, in town and guesting on some local shows. . . . Jack Howard, former song plugger and now proprietor of a TV and record outlet, is going back into the music business—this time as a sponsor.

"The Biggest Show of '53" closed its two-day stand at the Civic Opera House last weekend with good turnouts for all shows. . . . Al Morgan, Mercury artist, whose latest is "Say You Do," closed at the Preview along with the Leon Sash Trio. Jimmy Ille's band has signed to play the Preview indefinitely. . . . Randy Blake, deejay, reports that a listener in England sent in an order for one of the products he sells on his show. . . . Sarah Vaughn signed a recording contract with Mercury. . . . Buddy DeFranco opens soon at the Streamliner. . . . Tommy Lionetti opened at the Black Orchid Tuesday (17) for one week.

Hots Michaels, pianist at the Hotel Sherman College Inn, is now broadcasting over WJJD on Sundays. . . . Dan Belloc, orchestra leader and composer of "Pretend, making the deejay rounds with his new Dot release, "It's (Continued on page 42)

Frankie Laine's Smash Hit . . .

"ANSWER ME"

The Terry Theme from

"LIMELIGHT"

—Instrumental—

"ETERNALLY"

From "Limelight"

—vocal—

BOURNE, INC.

ROBE OF CALVARY

Recorded by

JILL COREY, Columbia

JANE FROMAN, Capitol

HILL and RANGE SONGS, Inc.

BMI Check List OF New RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BIMBO (Fairway)			
JIM REEVES (Abbott)			
PEE WEE KING (Victor)			
CARNIVAL (Capri)			
KEN REMO (MGM)	70 (Good)	B+ (Excellent)	
CHANGING PARTNERS (Porgie)			
KAY STARR (Capitol)	Best Buy	Disk of the Week	Very Good
PATTI PAGE (Mercury)	Best Buy	Disk of the Week	Best Bet
DINAH SHORE (Victor)	76 (Good)	B (Very Good)	Very Good
PEE WEE KING (Victor)	New Record to Watch		
DEAR MR. GODFREY			
RUTH WALLIS (Monarch)	New Record to Watch		Very Good
DON'T PASS ME BY (Park Ave.)			
DU-DROPPERS (Victor)	New Record to Watch	Sleeper of the Week	
I SAID A PRAYER FOR SANTA CLAUS (Montclare)			
JIMMY BOYD (Columbia)	76 (Good)	Disk of the Week	
LONESOME SONG (Meridian)			
RUSTY DRAPER (Mercury)	81 (Excellent)	Sleeper of the Week	
MAMA-PAPA POLKA (Cool)			
THE GAYLORDS (Mercury)	76 (Good)	B (Very Good)	
ROBE OF CALVARY (Hill & Range)			
JANE FROMAN (Capitol)	78 (Good)	C+ (Good)	Very Good
JILL COREY (Columbia)	Satisfactory	C+ (Good)	
SANTA BABY (Trinity)			
EARTHA KITT (Victor)	Best Buy	Disk of the Week	
SPEAK SOFTLY TO ME (Regent)			
JERI SOUTHERN (Decca)	72 (Good)	Best Bet	
UNDER THE BRIDGES OF PARIS (Hill & Range)			
EARTHA KITT (Victor)		Disk of the Week	
YOU'LL NEVER BE MINE (Sunbeam)			
THE MODERNAIRES (Coral)	78 (Good)	B (Very Good)	

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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

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LEROY ANDERSON

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The Girl in Satin

and

The Typewriter

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MILLS MUSIC, INC.

THE SOCK NOVELTY!

O (OH!)

LEO FEIST, INC.

Meet

"EBENEZER SCROOGE"

recorded by

TERESA BREWERCoral

EDDY HOWARDMercury

TENNESSEE WIG-WALK

Village Music Co.

Hometown Music Co.

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Great for parties.

Order now for holidays.

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APPLES, PEACHES and CHERRIES

PEGGY LEE

(Decca #28889)

The makings for a delicious disk to satisfy every listeners' taste

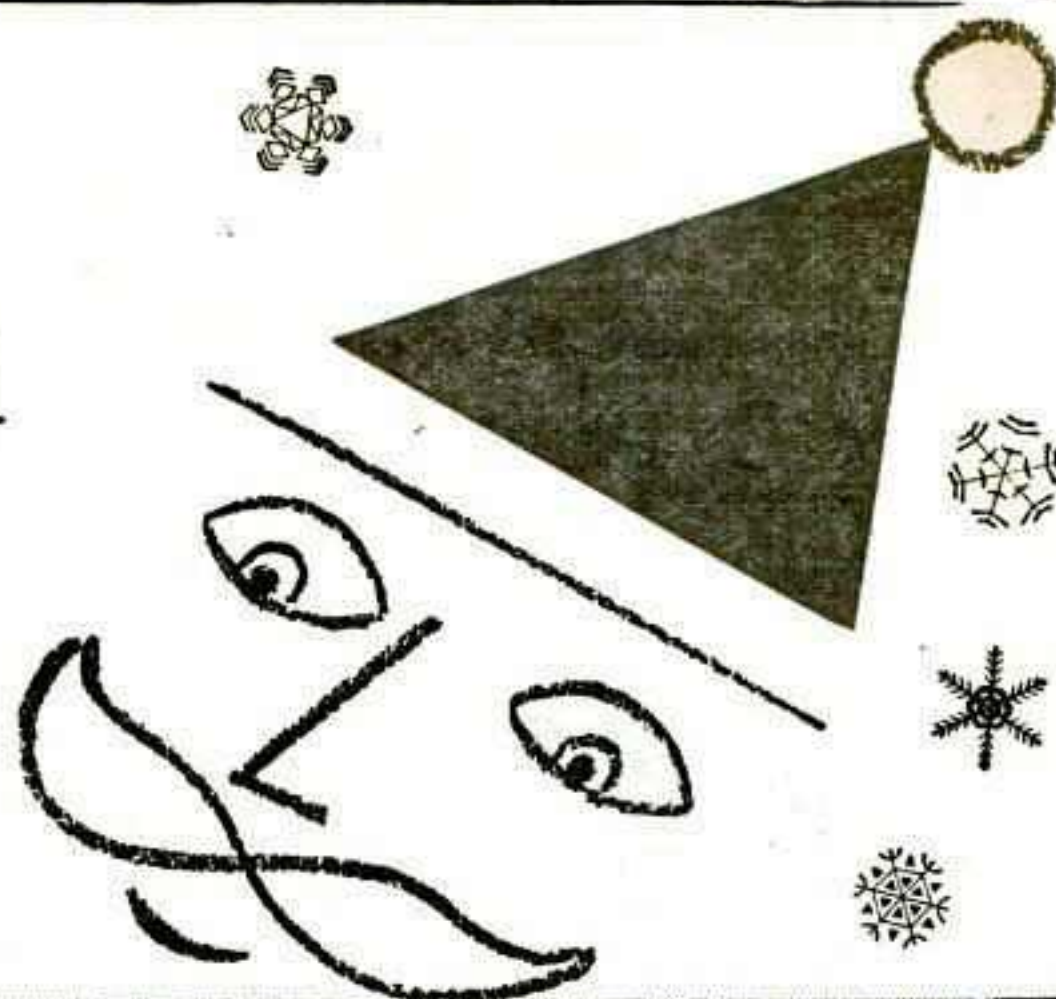
Ingredients:

- 4 measures of Scoobie Oobie
- A big dishful of Peggy Lee charm
- Add Apples, Peaches and Cherries to taste
- Beat together with the Pete Candoli group
- Spin on turntable for 3 minutes.

Result: A fruitful delight to serve with any musical menu

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Christmas with Columbia



All-Time Best Sellers!

New This Year!



GENE AUTRY

RUDOLPH, THE RED-NOSED REINDEER

38610 • 4-38610 • J-56 • J 4-56

GAYLA PEEVEY

I WANT A HIPPOPOTAMUS FOR CHRISTMAS
ARE MY EARS ON STRAIGHT?

40106 • 4-40106 • J-186 • J 4-186



JIMMY BOYD

I SAW MOMMY KISSING SANTA CLAUS

39871 • 4-39871 • J-152 • J 4-152

JIMMY BOYD

SANTA GOT STUCK IN THE CHIMNEY
I SAID A PRAYER FOR SANTA CLAUS

40080 • 4-40080 • J-183 • J 4-183



GENE AUTRY

FROSTY THE SNOW MAN

38907 • 4-38907 • J-75 • J 4-75

GENE AUTRY

WHERE DID MY SNOWMAN GO?
FREDDIE, THE LITTLE FIR TREE

40092 • 4-40092 • J-172 • J 4-172



ROSEMARY CLOONEY

SUZY SNOWFLAKE
LITTLE RED RIDING HOOD'S CHRISTMAS TREE

39612 • 4-39612 • J-123 • J 4-123

ROSEMARY CLOONEY

C-H-R-I-S-T-M-A-S

with
HAPPY CHRISTMAS, LITTLE FRIEND
J-175 • J 4-175 WINTER WONDERLAND



GENE AUTRY

HERE COMES SANTA CLAUS

20377 • 4-20377 • J-84 • J 4-84

LU ANN SIMMS

I DREAMT THAT I WAS SANTA CLAUS
I JUST CAN'T WAIT 'TIL CHRISTMAS

40089 • 4-40089 • J-170 • J 4-170



CHRISTMAS with JIMMY BOYD

I Saw Mommy Kissing Santa Claus • The Santa Claus Is Comin' to Town • The Little Match Girl • Rudolph, the Red-Nosed Reindeer • Winter Wonderland • Here Comes Santa Claus • Silent Night, Holy Night • Jingle Bells • Frosty the Snowman.
"Ep" CL 6270 • 45 Set B-343 • 78 Set C-343 • Extended Play Records B-1772 and B-1773.

with accompaniments by Jimmy Carroll and Norman Luboff

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PROUDLY INTRODUCES

The New Natural

GUY CHERNEY



HIS FIRST RECORD . . . TWO MAGIC SIDES

"Song Of The Shirt"

They'll Love It as . . .
THE LAUGHING SONG

1304 1304-T45

ROBBINS MUSIC

"Don't Ever Say Goodbye"

SHOULD HIT THE VERY TOP

RADON MUSIC

ALREADY HEADING HIGH!

CLARK DENNIS **"YOU AND YOUR SMILE"**
b/w "MY BUDDY" 1303-1303 T45

TIFFANY RECORDING COMPANY
332 S. Michigan Ave., Chicago
HA. 7-4593

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes
... for Week Ending November 21

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical

- | This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|
| 1. You, You, You | | 1 21 |
| <small>By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo, M-G-M 11512.</small> | | |
| 2. Rags to Riches | | 3 10 |
| <small>By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)
BEST SELLING RECORD: T. Bennett, Col 40048. OTHER RECORDS: T. Russo, Bell 1013; G. Shaw, Dec 28838; Billy Ward & His Dominoes, King 1280.</small> | | |
| 3. Vaya Con Dios | | 2 23 |
| <small>By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514.</small> | | |
| 4. Ebb Tide | | 4 13 |
| <small>By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)
BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toots Ork Dec 28875; V. Damone, Mercury 70216; B. Hayes, Bell 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.</small> | | |
| 5. Eh Cumpari | | 5 11 |
| <small>By Julius La Rosa—Published by Rosarch (BMI)
BEST SELLING RECORD: J. La Rosa, Cadence 1232.</small> | | |
| 6. Many Times | | 7 6 |
| <small>By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)
BEST SELLING RECORD: E. Fisher, V. 20-5453. OTHER RECORDS: P. Faith, Col 40076.</small> | | |
| 7. Oh | | 6 20 |
| <small>By Bryan Gay-Arnold Johnson—Published by Feist (ASCAP)
BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Sauter Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.</small> | | |
| 8. Ricochet | | 8 6 |
| <small>By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI)
BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: C. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.</small> | | |
| 9. Crying in the Chapel | | 9 19 |
| <small>By Darrell Glenn—Published by Valley (BMI)
BEST SELLING RECORDS: Rex Allen, Dec 28758. OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; R. Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; D. Glenn, Valley 105; K. Griffen, Col. 40062; S. Lanson, Bell 1008; A. Lund, Coral 61018; Orioles, Jubilee 5122; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosetta Tharpe, Dec 48302; W. Tuttle, Cap 2545; J. Valli, V 20-5368.
TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus.</small> | | |
| 10. That's Amore | | 14 3 |
| <small>By Jack Brooks and Harry Warren—Published by Paramount (ASCAP)
BEST SELLING RECORD: D. Martin, Capitol. OTHER RECORDS AVAILABLE: B. Barron, M-G-M 11584.</small> | | |

Second Ten

- | | | |
|---|----|----|
| 11. IN THE MISSION OF ST. AUGUSTINE | 19 | 5 |
| <small>Published by Republic (BMI)</small> | | |
| 12. I SEE THE MOON | 18 | 3 |
| <small>Published by Plymouth (ASCAP)</small> | | |
| 12. YOU ALONE | 12 | 3 |
| <small>Published by Roncom (ASCAP)</small> | | |
| 14. ISTANBUL | 15 | 4 |
| <small>Published by Alamo (ASCAP)</small> | | |
| 15. TO BE ALONE | 15 | 3 |
| <small>Published by Randy Smith (ASCAP)</small> | | |
| 15. LOVE WALKED IN | 17 | 4 |
| <small>Published by Chappell (ASCAP)</small> | | |
| 15. NO OTHER LOVE | 13 | 23 |
| <small>Published by Williamson (ASCAP)</small> | | |
| 18. HEART OF MY HEART | — | 1 |
| <small>Published by Robbins (ASCAP)</small> | | |
| 19. ST. GEORGE AND THE DRAGONET | 10 | 9 |
| <small>Published by Alamo (ASCAP)</small> | | |
| 20. DRAGNET | 11 | 12 |
| <small>Published by Alamo (ASCAP)</small> | | |

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. CHANGING PARTNERS
I'LL ALWAYS BE IN LOVE WITH YOU K. Starr 2657
2. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME) L. Paul & M. Ford 2486
3. THAT'S AMORE
YOU'RE THE RIGHT ONE D. Martin 2589
4. MAMA'S GONE, GOOD BYE
CONEY ISLAND WASHBOARD P. Hunt 2647
5. OH!
SAN P. Hunt 2442
6. ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD S. Freberg 2596
7. THE KANGAROO
DON'CHA HEAR THEM BELLS L. Paul & M. Ford 2614
8. I LOVE YOU
SOUTH OF THE BORDER F. Sinatra 2638
9. THE BUNNY HOP
THE HOKEY POKEY R. Anthony 2427
10. LOVER, COME BACK TO ME!
THAT'S ALL N. Cole 2610
11. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW OLD
WITHOUT YOU) J. Shepard & F. Huskey 2502
12. JUNGLE BELLS
WHITE CHRISTMAS L. Paul & M. Ford 2617
13. I LOVE PARIS
GIGI L. Baxter 2479
14. FORGIVE ME JOHN
MY WEDDING RING J. Shepard & F. Huskey 2586
15. FROM HERE TO ETERNITY
ANYTIME—ANYWHERE F. Sinatra 2560
16. DRAGNET
DANCING IN THE DARK R. Anthony 2562
17. ROBE OF CALVARY
THE SOUND OF LOVE J. Froman 2639

LATEST RELEASE

No. 396

- 'TAINT WHAT YOU DO IT'S THE
WAY THAT CHA DO IT
IT AIN'T NECESSARILY SO Ella Mae Morse 2658
- MYSTERY STREET
GOLDEN VIOLINS Jackie Gleason 2659
- HAIM AFEN RANGE
TICO TICO Mickey Katz 2660
- HIGH STRUNG
SADIE THOMPSON'S SONG Axel Stordahl 2661
- THE BEST WAY OUT
IF I CRY Bill Dudley 2662
- SWEET MEMORIES
WEEPING HEART Chester Smith 2663
- ISTANBUL
MAPLE LEAF RAG Joe "Fingers" Carr 2665
- BIMBO
EVERYTHING TO LOSE, NOTHING TO GAIN Rod Morris 2669
- CHRISTMAS DRAGNET, PART I Stan Freberg, Daws
CHRISTMAS DRAGNET, PART II Butler 2671

'HIGH STRUNG'

a top performance by

Axel Stordahl

and his orchestra

coupled with

"SADIE THOMPSON'S SONG"

on Capitol Record No. 2661

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. GO CRY YOUR HEART OUT
WAKE UP, IRENE
H. Thompson 2646
2. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW
OLD WITHOUT YOU)
J. Shepard & F. Huskey 2502
3. FORGIVE ME JOHN
MY WEDDING RING
J. Shepard & F. Huskey 2586
4. WALKIN' AND HUMMIN'
I WOULDN'T TREAT A DOG LIKE
YOU'RE TREATIN' ME
F. Huskey 2627
5. I LOVE GOD'S WAY OF LIVING
PREACH THE GOSPEL
The Louvin Brothers 2612
6. I BELIEVE IN LOVIN'
I WISH IT WAS ONLY A DREAM
G. O'Quin 2655
7. SINGIN' ON THE OTHER SIDE
I'VE GOT A BETTER PLACE TO GO
M. Carson 2634
8. SWEEP AROUND YOUR OWN
BACK DOOR
SWAMP LILY
R. Acuff 2642
9. YOU GOTTA HAVE A LICENSE
THERE'LL BE NO OTHER
T. Collins 2584
10. YESTERDAY'S GIRL
JOHN HENRY
H. Thompson 2553

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC TO MAKE YOU MISTY
Jackie Gleason 455
2. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
3. NAT "KING" COLE SINGS FOR
TWO IN LOVE
Nat "King" Cole 420
4. LOVER'S RHAPSODY AND SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason 366
5. PORTRAITS ON STANDARDS
Stan Kenton 462
6. CAN-CAN
Original Broadway Cast 452
7. NAT COLE'S TOP POPS
Nat "King" Cole 9110
8. THE FOUR FRESHMEN
The Four Freshmen 433
9. THE HIT MAKERS!
Les Paul & Mary Ford 416
10. TODAY'S TOP HITS, VOLUME X
Top Capitol Artists 9115
11. GERRY MULLIGAN AND HIS
TEN-TETTE
Gerry Mulligan 439
12. THE PARK AVENUE HILLBILLIE
Dorothy Shay 444
13. THE DESERT SONG
Gordon MacRae & Lucille
Norman 351

TOP SELLING— CHRISTMAS SINGLES

Based on Actual Capitol Sales Reports

1. THE LITTLE BOY THAT SANTA
CLAUS FORGOT
MRS. SANTA CLAUS
N. Cole 2616
2. JUNGLE BELLS
WHITE CHRISTMAS
L. Paul & M. Ford 2617
3. THE NIGHT BEFORE CHRISTMAS
OH! OH! DON'T EVER GO
H. Kari 2618
4. YAH, DAS IST EIN CHRISTMAS TREE
I TANT WAIT TILL QUITHMUTH
M. Blanc 2619
5. YOU'RE THE ANGEL ON MY
CHRISTMAS TREE
I'M GONNA TELL SANTA CLAUS ON YOU
F. Young 2629
6. THE CHRISTMAS BLUES
IF I SHOULD LOVE AGAIN
D. Martin 2640
7. IT'S CHRISTMAS
THANKS
J. Wakely 2644
8. I YUST GO NUTS AT CHRISTMAS
YINGLE BELLS
Y. Yorgesson 781
9. CHRISTMAS CANDY
SILVER BELLS
M. Whiting & J. Wakely 1255
10. I WAS SANTA CLAUS AT THE
SCHOOL HOUSE
THE CHRISTMAS PARTY
Y. Yorgesson 1831
11. JINGLE BELLS
SILENT NIGHT
L. Paul & M. Ford 1881
12. HANG YOUR WISHES ON THE TREE
SANTA CLAUS' PARTY
L. Baxter 2275
13. I SAW MOMMY KISSING SANTA CLAUS
WILLY CLAUS
M. Bee 2285

JACKIE GLEASON

and his winning style—

in two great instrumentals

"Golden
Violins"

and

"MYSTERY STREET"

with trumpet solos by BOBBY HACKETT

on Capitol Record No. 2659

ELLA MAE MORSE

Swings
with...

"TAINT
WHAT YOU DO
IT'S THE WAY THAT
CHA DO IT"

with orchestra conducted by
NELSON RIDDLE

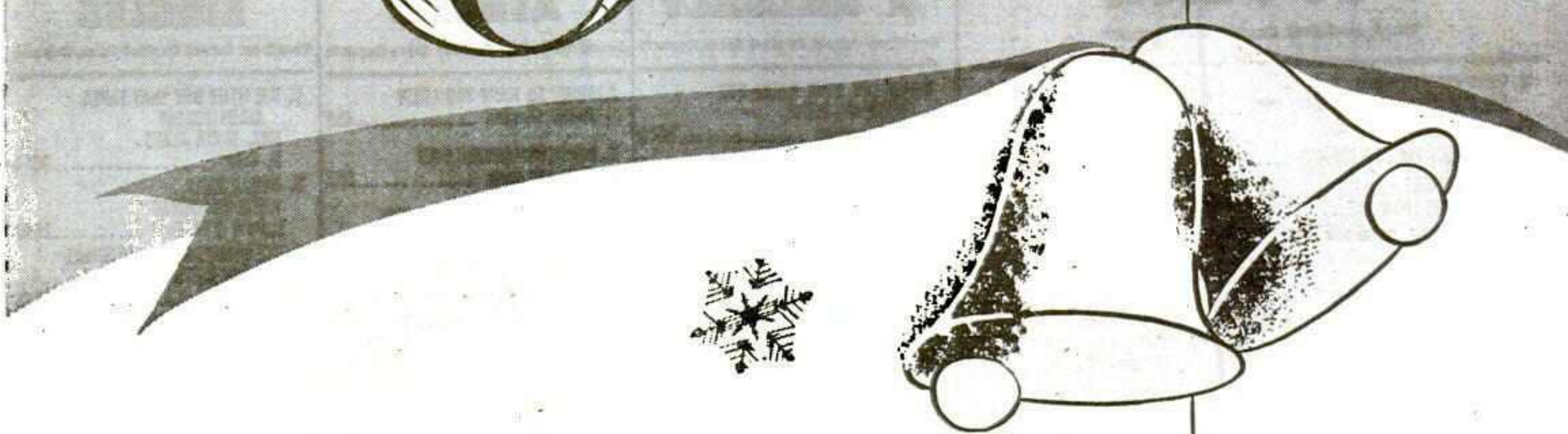
and

"IT AIN'T
NECESSARILY
SO"

with DAVE CAVANAUGH'S Music

CAPITOL RECORD NO. 2658

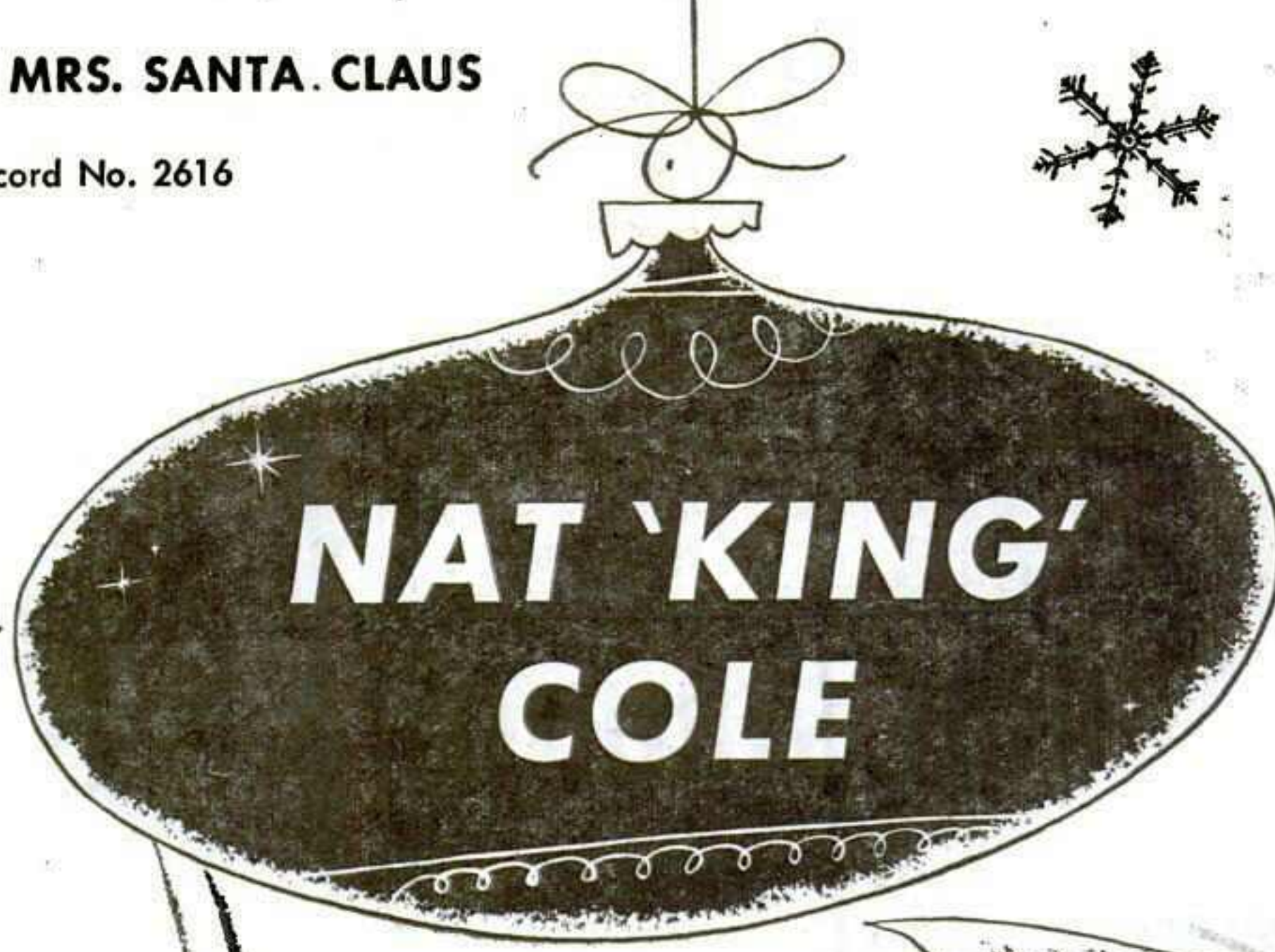
IT'S A CAPITOL



The Little Boy That Santa Claus Forgot

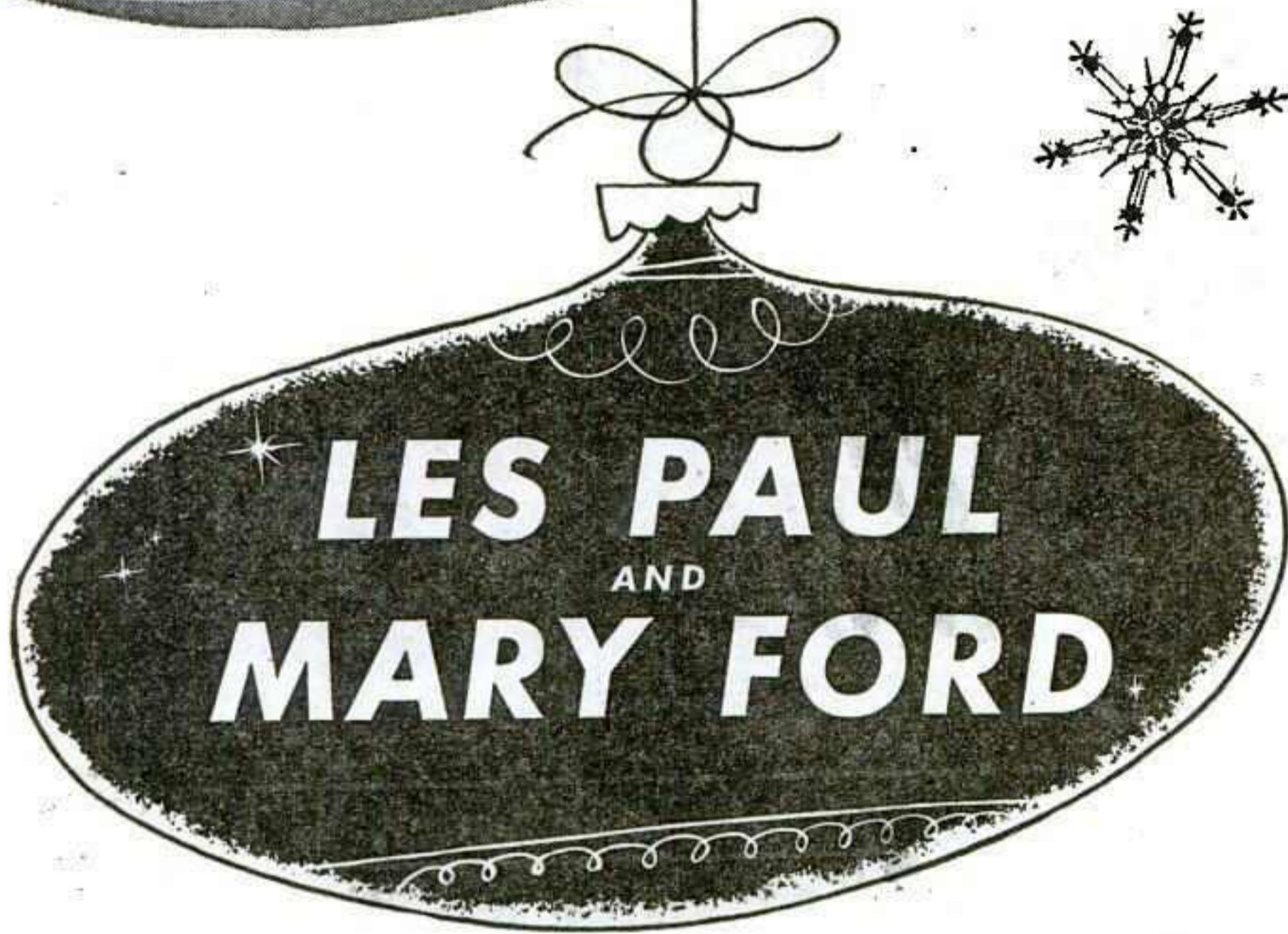
backed with **MRS. SANTA. CLAUS**

Record No. 2616



**NAT 'KING'
COLE**

CHRISTMAS!



Jungle Bells

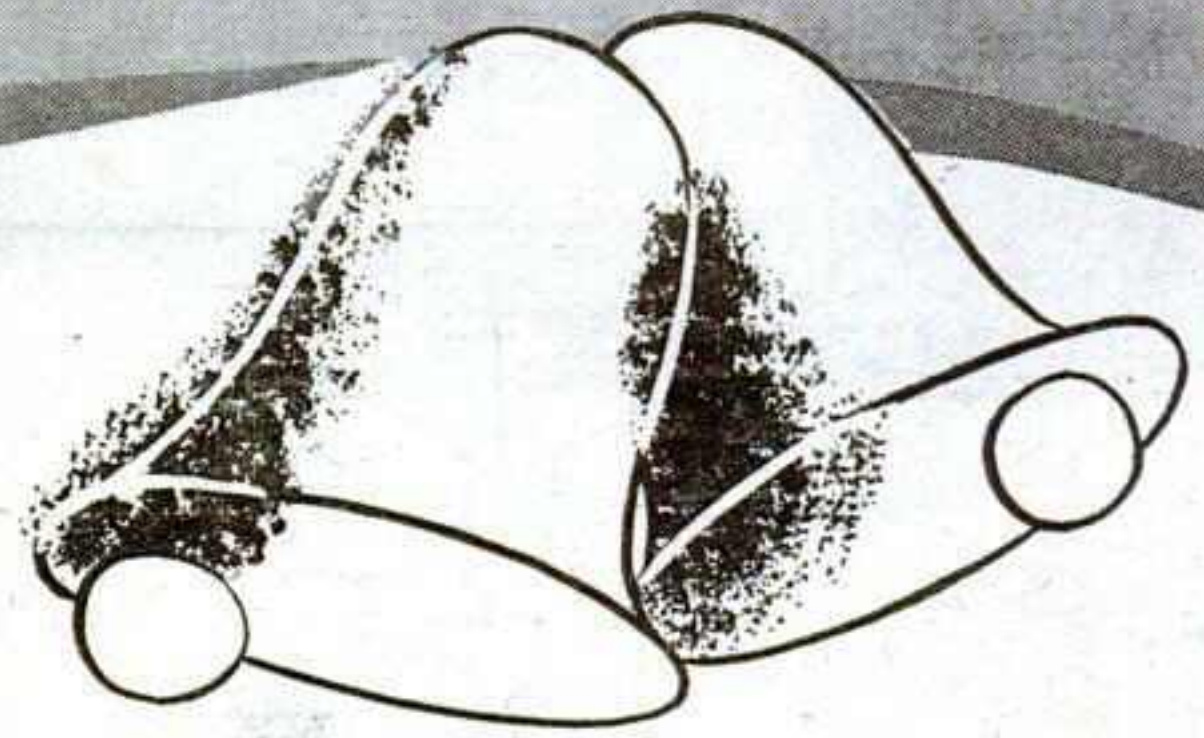
White 

Christmas

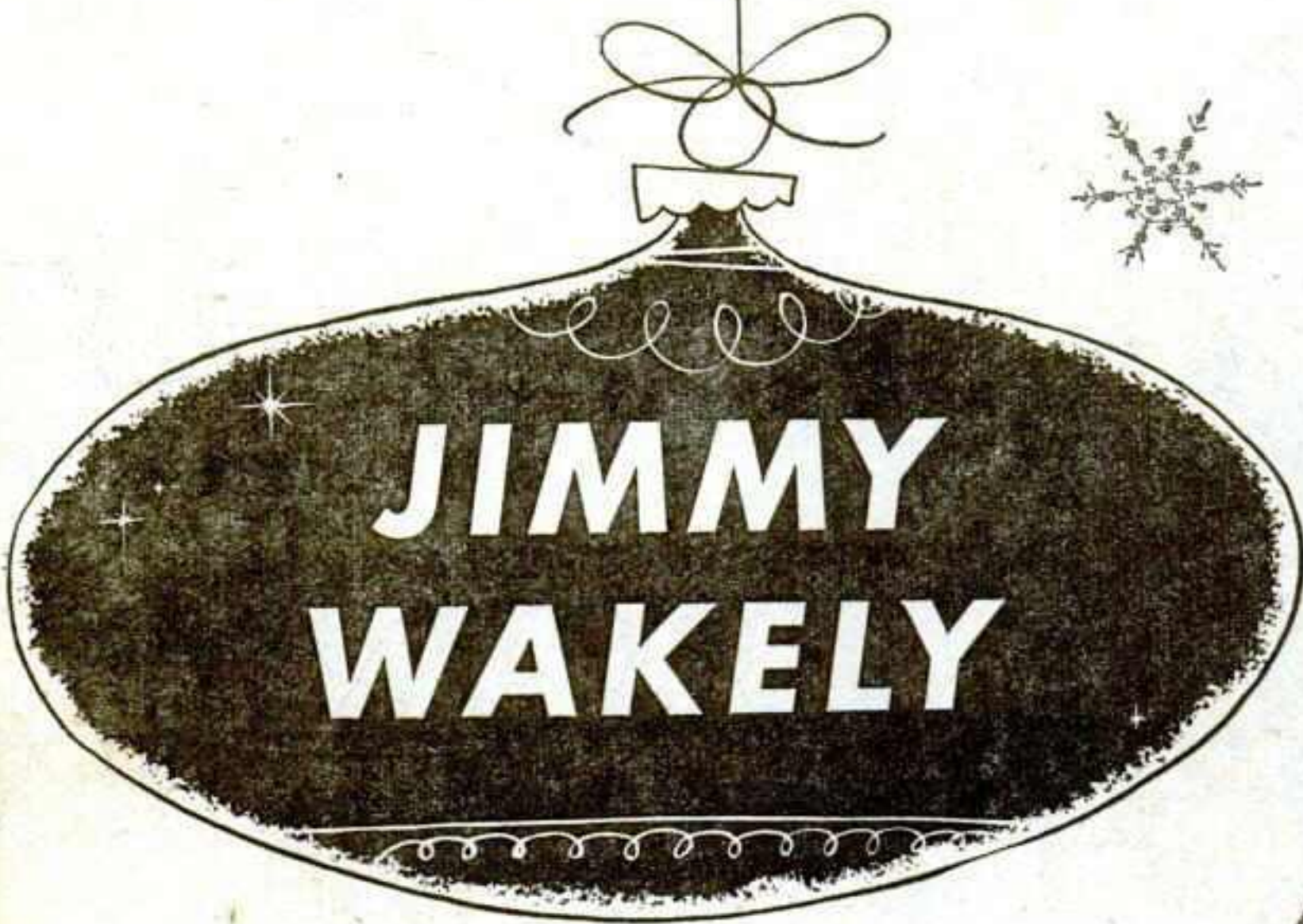
Record No. 2617



IT'S A CAPITOL



It's Christmas

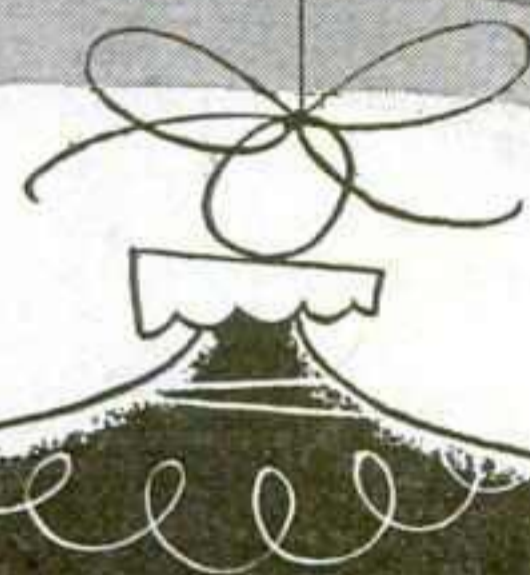


Thanks

Record No. 2644



CHRISTMAS!



**STAN FREBERG
AND
DAWS BUTLER**

Christmas Dragnet

Record No. 2671





M-G-M

STARTS YOUR Christmas SALES

SINGLE RECORDS

- 11628 **HANK WILLIAMS**
When God Comes and Gathers His Jewels
Calling You
- 11623 **BILLY ECKSTINE**
What Are You Doing New Year's Eve?
Christmas Eve
- 11624 **TOMMY EDWARDS**
It's Christmas Once Again
Every Day Is Christmas
- 11625 **LITTLE RITA FAYE**
I Fell Out of a Christmas Tree
The Miracle of Christmas
- 11626 **LESLIE U. CRAYNE**
My Stocking Is Empty
Misus Santa Claus
- 11627 **DREW MILLER**
When Christmas Angels Sing

EXTENDED PLAY RECORDS

- X1001 **Davis Rose & his Orch.**
Portrait of a Flirt
- X1002 **Billy Eckstine & Sarah Vaughan**
Dedicated to You
- X1106 **George Shearing Quintet**
For You
- X1011 **Billy Eckstine**
My Foolish Heart
- X1012 **Blue Barron**
Cruising Down the River
- X1013 **Narrated by Fred Astaire**
The Girl Hunt Ballet
- X1016 **David Rose & his Orch.**
Motion Picture Themes
- X1019 **Sarah Vaughan**
I've Got a Crush On You
- X1021 **Macklin Marrow**
Fantacia Mexicana
- X1025 **Leslie Caron & Mel Ferrer**
Lili
- X1026 **Lennie Hayton & the M-G-M Studio Orch.**
Slaughter on Tenth Avenue
- X1027 **Lena Horne**
'Deed I Do
- X1041 **Billy Eckstine**
Songs by Billy Eckstine
- X1045 **Macklin Marrow & the M-G-M Orch.**
Sigmund Romberg Favorites
- X1047 **Hank Williams as Luke the Drifter**
- X1054 **Art Mooney**
Jingle Bells
- X1055 **Blue Barron**
Santa Claus Is Coming to Town
- X1056 **Lauritz Melchior**
O Holy Night
- X1059 **Lionel Barrymore-David Rose**
'Twas the Night Before Christmas

CHILDREN'S RECORDS

- 518 **Tom and Jerry Meet Santa Claus**
Narrated by Bert Morrison
- L7 **Robert Dann**
Flick, the Little Fire Engine
- L2 **Betty Martin**
Mother Goose Parade
- L3 **Morris Surdin**
Tugboat Danny
- S7 **The Song Spinners**
Parade of the Wooden Soldiers
The Toymaker's Dream
- S17 **Jimmy Durante**
Frosty the Snowman
Christmas Comes But Once a Year



KISS ME KATE
MGM 223 (78 rpm)
X 223 (Extended Play)
E 3077 (12"-33 1/2)



THE BAND WAGON
MGM 207 (78 rpm)
X 207 (Extended Play)
E 3051 (12"-33 1/2)



GENTLEMEN PREFER BLONDES
MGM 208 (78 rpm)
X 208 (Extended Play)
E 208 (33 1/2)



JULIUS CAESAR
E 3033 (12"-33 1/2)
K 204 (45 rpm)



BEAUTIFUL MUSIC TO LOVE BY
E 3067 (12"-33 1/2)



HANK WILLIAMS MEMORIAL
MGM 202 (78 rpm)
K 202 (45 rpm)
E 202 (33 1/2)



BILLY ECKSTINE sings TENDERLY
MGM 219 (78 rpm)
E 219 (33 1/2)
X 1052 (Extended Play)



WOODY HERMAN AT CARNEGIE HALL—1946
MGM 158 (Vol. I 78 rpm)
MGM 159 (Vol. II 78 rpm)
E 3043 (12"-33 1/2)



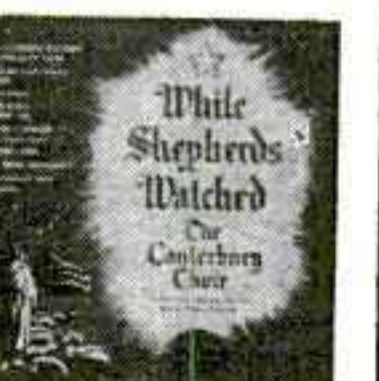
A CHRISTMAS CAROL
MGM 16 (78 rpm)
X 16 (Extended Play)
E 520 (33 1/2)



CANTERBURY CAROLS
MGM 44 (78 rpm)
X 1057 (Extended Play)



CHRISTMAS CHIMES
MGM 142 (78 rpm)
X 142 (Extended Play)
E 142 (33 1/2)



WHILE SHEPHERDS WATCHED
MGM-147 (78 rpm)
E 147 (33 1/2)
X 1058 (Extended Play)



JOY TO THE WORLD
MGM 212 (78 rpm)
X 212 (Extended Play)
E 212 (33 1/2)



BELIEVED CHRISTMAS HYMNS AND CAROLS
E 3061 (12"-33 1/2)

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending November 21

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1.	EBB TIDE (R)—Robbins.....	3 10
2.	YOU, YOU, YOU (R)—Mellin.....	2 19
3.	RAGS TO RICHES (R)—Saunders.....	5 5
4.	VAYA CON DIOS (R)—Ardmore.....	1 22
5.	MANY TIMES (R)—Broadcast.....	6 7
6.	CRYING IN THE CHAPEL (R)—Valley.....	4 17
7.	RICOCHE (R)—Sheldon.....	10 4
8.	IN THE MISSION OF ST. AUGUSTINE (R)—Republic.....	9 7
9.	OH (R)—Feist.....	7 6
9.	RUDOLPH THE RED-NOSED REINDEER (R)—St. Nicholas.....	— 1
11.	I SEE THE MOON (R)—Plymouth.....	13 6
11.	YOU ALONE (R)—Roncom.....	14 3
13.	THAT'S AMORE (R) (F)—Paramount.....	— 1
14.	WHITE CHRISTMAS (R)—Berlin.....	— 1
15.	EH CUMPARI (R)—Crescent.....	11 6

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 on Radio

Baby, Baby, Baby (R)—Famous—ASCAP	Oh!—Feist—ASCAP
C'est Si Bon (R)—Leeds—ASCAP	Pa Paya Mama (R)—Sheldon—BMI
Changing Partners (R)—Porgie—BMI	Rags to Riches (R)—Saunders—ASCAP
Crying in the Chapel (R)—Valley—BMI	Ricochet (R)—Sheldon—BMI
Don't Forget to Write (R)—Advanced—ASCAP	Secret Love (R)—Remick—ASCAP
Ebb Tide (R)—Robbins—ASCAP	South of the Border (R)—Shapiro-Bernstein—ASCAP
Eh! Cumpari—Rosarch—BMI	Stranger in Paradise (R) (F)—Frank—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	Sweet Mama Tree Top Tall (R)—Hollis—BMI
I See the Moon (R)—Plymouth—ASCAP	That's Amore (R) (F)—Paramount—ASCAP
In the Mission of St. Augustine (R)—Republic—BMI	Think (R)—Joy—ASCAP
Istanbul (R)—Alamo—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
It's Easy to Remember (R)—Famous—ASCAP	When My Dreamboat Comes Home (R)—Remick—ASCAP
Love Walked In (R)—Chappell—ASCAP	Woman (R)—Studio—BMI
Many Times (R)—Broadcast—BMI	You Are My Love (R)—Robbins—ASCAP
No Other Love (R) (M)—Williamson—ASCAP	You, You, You (R)—Mellin—BMI

Top 10 on Television

Baubles, Bangles and Beads (R)—Frank—ASCAP	Ricochet (R)—Sheldon—BMI
Ebb Tide (R)—Robbins—ASCAP	Sweet Mama Tree Top Tall (R)—Hollis—BMI
Mademoiselle De Patee (R)—Mills—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Many Times (R)—Broadcast—BMI	You'll Never Know 'Till Monday (R)—Robbins—ASCAP
Rags to Riches—Saunders—ASCAP	You, You, You (R)—Mellin—BMI

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- | | |
|--|--|
| 1. Answer Me—Bourne (Bourne) | 9. Vaya Con Dios—Maddox (Ardmore) |
| 2. Poppa Piccolino—Sterling (Chappell) | 10. Look at That Girl—Cinephonic (Oxford) |
| 3. I Saw Mommy Kissing Santa Claus—Morris (Harman) | 11. Bridge of Sighs—Maurice (Leeds) |
| 4. Swedish Rhapsody—Connelly (Dartmouth) | 12. Wish You Were Here—Chappell (Chappell) |
| 5. When You Hear Big Ben—Box & Cox (Box & Cox) | 13. Chick a Boom—Dash (Hawthorne) |
| 6. Song From Moulin Rouge—Connelly (Broadcast) | 14. Crying in the Chapel—Morris (Valley) |
| 7. Eternally (Limelight)—Bourne (Bourne) | 15. Flirtation Waltz—Bourne (Bourne) |
| 8. I Believe—Cinephonic (Cromwell) | 16. April in Portugal—Sterling (Chappell) |
| | 17. Hey! Joe—Robbins (Tannen) |
| | 18. Kiss—Feist (Miller) |
| | 19. Seven Lonely Days—Feist (Jefferson) |
| | 20. Big Head—Lawrence Wright (*) |

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS

WITH RECORDS



The Album You've Been Waiting For...

Just Perfect for Christmas—

Let There Be Love

Joni James

Let There Be Love
My Romance
The Nearness of You
You're Mine You
You're My Everything
You're Nearer
Love Is Here To Stay
I'll Be Seeing You



© Loew's Inc. Printed in U.S.A.

MGM 222 78 rpm
X222 extended play 45 rpm
E222 33 1/3 rpm

Joni's current fast-selling singles...

I'LL NEVER STAND IN YOUR WAY

b/w

WHY CAN'T I

MGM 11606 78 rpm • K11606 45 rpm

CHRISTMAS AND YOU | NINA-NON

MGM 11637 78 rpm • K11637 45 rpm

MY LOVE MY LOVE

b/w

YOU'RE FOOLING SOMEONE

MGM 11543 78 rpm • K11543 45 rpm

MAKE FRIENDS

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

WITH RECORDS

701 SEVENTH AVE. NEW YORK 35, N.Y.

The Billboard's Music Popularity Charts

... for Week Ending November 21

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

PEE WEE HUNT
Mama's Gone, Good-Bye82
 CAPITOL 2647 — Follow-up to "Oh" catches the same flavor as found in the current hit. It's near enough to be recognizable yet different enough to be something new. Watch it. (Pickwick, ASCAP)

Coney Island Washboard....78
 Lots of muted brasses set to a shuffle beat make for a very listenable effort that should do okay. (American Academy, ASCAP)

RUSS MORGAN ORK
Oh, Mein Papa.....82
 DECCA 28964 — The attractive and retentive German effort receives a wonderful reading from the ork, with the trumpet featured and a choral background, similar to the other cuttings of the tune. If the tune catches, and it has a real chance, this version is certain to pull a share of the coins.

Go, Man, Go....81
 This is without doubt one of the most exciting pop polkas since "Roll Out the Barrel" years ago. It receives a scintillating performance from the Russ Morgan crew, with the side men and Russ himself coming thru with a solid vocal. This side and the other add up to two powerful hunks of wax. Watch 'em both.

EDDY HOWARD
Bimbo.....82
 MERCURY 70272 — The cute, folk-style ditty about a little tyke is easy listening anytime, but near perfect for this time of the year. It is now getting action in the c.&w. field, Eddy Howard reads it with simple charm for a strong wax entry that seems due for many spins and sales. (Fairway, BMI)

Ebenezer Scrooge....79
 Ditty about the traditional grouch who finally softens is pleasant. Chant job by Howard is slick, and the ork backs him with a merry bounce. (Home-town, ASCAP)

SUNNY GALE-DU DROPPERS
Mama's Gone, Goodbye.....80
 V 20-5543—Thrush Sunny Gale teams up with the Du Droppers and comes thru with a sock reading of a swinging new effort, over solid backing by the boys. Side has the elements of pop and r.&b. material and it has a chance to come thru in both fields. Exciting wax, especially fine for the boxes. (Pickwick, ASCAP)

The Note in the Bottle....79
 This rather involved story ballad receives a tremendous performance from the thrush over a quiet guitar and rhythm backing, plus harmonizing by the vocal group. Material has a religious quality and this, plus the vocal, could help it get many spins. (Essex, ASCAP)

BING AND GARY CROSBY
What a Little Moonlight Can Do....80
 DECCA 28955 — Bing and Gary, together again after almost two years, may have another "Sam's Song" here with this bright waxing. The duo hands the evergreen a potent vocal, over a happy arrangement by the John Scott Trotter crew. Name power and performance should help this one get a lot of action and loot. (Harms, ASCAP)

Down by the Riverside....77
 The duo tackles another oldie here with good results, with Bing and Gary alternating on the refrain, and adding some clever patter as they sing away. Flip side has a little more sparkle but this side makes a good pairing for the father and son combo. Two potent sides. (Larry Sier, ASCAP)

GUY MITCHELL
The Cuff of My Shirt.....79
 COLUMBIA 40128—Guy Mitchell does a bright job with this cute new Bob Merritt ditty, which is in the vein of Mitchell's big hit "Pittsburgh, Pa." The tune is about the plight of a guy who wrote a girl's address on shirt cuff and sent the shirt to the laundry. Backing is by the Mitch Miller ork. Watch this one. (Oxford, ASCAP)

Got a Hole in My Sweater....78
 Here's another strong side by the warbler, who explains that he's got a hole in heart as well as his sweater. Side swings with a cheerful, handclapping backing by the ork, and Mitchell sings it with charm. This side, too, has a chance. (Trinity, BMI)

BERNICE PARKS
Fas-lay-shun.....79
 MERCURY 70261 — Bernice Parks, a thrush who can sing up a storm, has her most commercial waxing here in a long time with this novelty in the "Tim-lay-shun" tradition. It's cute, and it swings, and with proper exploitation it could break thru. Good wax. (Acuff-Rose, BMI)

Blue Reverie....76
 A new ballad receives a tremendous reading from the chanteuse, over a fine ork backing. She injects warmth and feeling into the ballad, and sells it via a mighty strong vocal performance. Another good side. (Hawthorne, ASCAP)

I. FINGERS CARR
Istanbul.....77
 CAPITOL 2665 — Imaginative reading of the click novelty is a real rocker in this gimmicked version. There should be enough jack around for this entry. (Continued on page 40)

Rhythm & Blues

FAYE ADAMS-JOE MORRIS ORK
Happiness to My Soul.....84
 HERALD 419 — Here's a great performance by the thrush. It could create a lot of excitement. The thrush sings up a storm here. A solid follow-up to "Shake a Hand." (Ajax, ASCAP)

I'll Be There....83
 This waxing of a good gang-sing ballad has a solid pounding beat. Faye Adams shouts it in infectious manner and she's given strong backing by the Joe Morris ork. This one could happen. (Angel, BMI)

FATS DOMINO
Something Wrong.....84
 IMPERIAL 5262—This has the feeling of "Shake a Hand" and Domino does his usually fine job in reading the message of love. Should be a healthy one. (Commodore, BMI)

Don't Leave Me This Way....82
 The guy comes thru with another version of "Please Don't Leave Me" for what sounds like another winner. (Commodore, BMI) (Continued on page 50)

Jazz

COUNT BASIE ORK
Tippin' on the Q T.....76
 CLEF 89085 — Quiet swing is the theme here on this listenable new effort by the Basie ork. Arrangement and performance contains a lot of the old Basie sound. The Count even gets in a few sparse licks on the piano. His fans will want this one. (Bregman, Vocco & Conn, ASCAP)

Bread....75
 Double tempo riff is sold with elan by the Basie crew, and the ork's many fans will enjoy it. (JATAP, BMI)

GENE KRUPA SEXTET
Jungle Drums.....74
 CLEF 89082—Krupa really has a showcase here on this new version of the fine oldie by Lecuona. The sextet features Brown, Shavers, Harris, Webster and Teddy Wilson. A good side for Krupa's fans. (E. B. Marks, BMI)

Payin' Them Dues Blues....73
 Gene gets a chance to show off his drum work on this slow blues effort penned by Charlie Shavers. All of the sidemen get a chance to solo on this interesting side.

KID ORY'S CREOLE BAND
Bill Bailey.....72
 GOOD TIME JAZZ 87—Bright reading of the opus bounces spicily. Kid Ory chants the lyrics infectiously. Collectors will like.

St. James Infirmary....72
 The small combo, with Kid Ory leading on the trombone, works over the classic oldie in a slow, raspy and gutty reading. There's much to intrigue the ear here.

PAUL LINGLE
Sister Kate.....70
 GOOD TIME JAZZ 88—Lingle, a pianist with many admirers, fingers some authentic backroom jazz in this attractive side.

Louisiana Rag....68
 More of the same.

SARAH McLAWLER TRIO
Body and Soul.....67
 BRUNSWICK 84024—Violinist Richard Otto is featured here. A so-so side. (Harms, ASCAP)

Yesterdays....65
 Same comment. Once again the classical-styled violin doesn't blend too well with organ and drum. (T. B. Harms, ASCAP)

THE CELL BLOCK SEVEN
Mama Don't Allow It.....65
 COLUMBIA 40105 — The two-beat combo comes thru with a good reading of the standard item. Down around New Orleans, the boys should get plenty of action. (Joy Music, ASCAP)

Tin Roof Blues....65
 More of the same. (Melrose, ASCAP)

BABS GONZALES
Get Out That Bed.....65
 SAVOY 1115—New effort penned by Gonzales receives a Fats Waller type reading with help from the sidemen on the vocal. Unfortunately the ditty runs down about half-way thru. (Savoy, BMI)

The Boss Is Back....60
 This one used to be called "Ornithology" and to it Babs sings a bop vocal, based on a sax solo. It isn't too spritely nor handled with much spirit by Gonzales. (Atlantic)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ALLEN	1	1	1
ALL STAR	1	1	1
AMBASSADOR	1	1	1
BENIDA	2	1	1
BRUNSWICK	1	1	1
CAPITOL	7	1	4
CORAL	1	1	1
DECCA	7	2	1
DE LUXE	1	1	1
FOREST CITY	1	1	1
HERALD	1	1	1
IMPERIAL	1	1	1
KING	2	1	1
LONDON	2	1	1
MERCURY	4	1	1
MODERN	1	1	2
OKEH	1	1	1
OPPORTUNE	3	1	1
PROM	3	1	1
REPUBLIC	1	2	1
SAV	1	1	4
SPECIALTY	1	1	1
STARMAKER	1	1	1
TIFFONY	1	1	1
TONAY	1	1	1
TRIPLE A	1	1	1
VEE JAY	1	1	2
VICTOR	6	5	2
TOTAL	42	12	22

Others: Christmas 8, Jazz 7, Spiritual 5, Sacred 2, Polka 1, Latin-American 1.

Spiritual

MAHALIA JACKSON
I Wonder if I Will Rest.....85
 APOLLO 278 — A very unusual and powerful side. It's a wild and woolly effort that starts slowly with the beat of tom-toms. Organ, piano, drums and chorus keep it moving until the closing fade-out. She's singing powerfully, her best on records in some time. (Bess, BMI)

Come to Jesus....78
 Slow effort is sung with great feeling by the singer. Chorus again adds an assist. (Bess, BMI)

THE FAMOUS WARD SINGERS
Who Shall Be Able to Stand.....84
 SAVOY 4047 — Inspirational hymn is sung with an irresistible rhythmic punch by the group. A tom-tom beat in the backing adds excitement. Soloist Willa Ward Moultrie's powerful voice soars over all effectively. Could be a big one in the market. (Crossroads, BMI)

I Want to Be More Like Jesus....79
 Another fine performance, but material is more conventional than flip. Good spiritual wax. (Crossroads, BMI)

THE PILGRIM TRAVELERS
Go Ahead.....82
 SPECIALTY 854 — A very exciting reading by the group that builds in interest as the record progresses. Beat thruout is very compelling. (Martin & Morris, BMI)

I've Got a New Home....78
 Here's another good effort by one of the nation's strongest spiritual groups. (Venice, BMI)

WINGS OVER JORDAN
I Cried and I Cried.....76
 KING 4677—The Wings give a good account of themselves on this traditional spiritual. Group blends very well.

I've Been 'Buked....75
 Another fine performance of a well-known song. Tune is a good vehicle to showcase the polish of the group.

REVEREND A. JOHNSON
Run Children Run.....70
 DE LUXE 6010—Pre-aching disk is based on "two by two" theme. Johnson shows up well with a male group backing. (Lois, BMI)

The Lord Will
Make a Way Somehow....68
 Good beat sparks this driving spiritual. Johnson again is backed by male group. (Lois, BMI)

Latin American

RAMON MARQUEZ
Chivirico a La Billy May.....75
 FIESTA 20-019—Take-off on the Billy May sax slides gives this effort its title claim. An impressive reading by the ork that could stand spins by pop jocks. (Pemora, BMI)

No Se Irrite....71
 Rhythmic mambo is tooted brassily by the ork. (Pemora, BMI)

Christmas

LES PAUL-MARY FORD
White Christmas.....84
 CAPITOL 2617 — It would appear that the team should give Crosby and the other standard performances of the great Berlin tune a run for the money this year. It's beautifully done. (Berlin, ASCAP)

Jungle Bells....80
 Cute yuletide item is based on "Jingle Bells" and folk themes. It's sure to get spins because of the lyric and Paul's gimmicked animal sounds done with guitar. (Deerhaven, ASCAP)

NAT (KING) COLE
Mrs. Santa Claus.....80
 CAPITOL 2616—As a kiddie item this could be quite successful. As a pop it's still fine Christmas fare done as well as Cole always does—superbly. (Sherwin, ASCAP)

The Little Boy
That Santa Claus Forgot....80
 Replete with a short recitation, Cole delivers the story of an orphan at Christmas with much feeling. It's ultra lovely in its sadness. (Shapiro-Bernstein, ASCAP)

HANK SNOW
Christmas Roses.....80
 V 20-5340—Tender love ballad with a holiday theme is sung with compelling warmth by Snow. Here's a side that should do mighty fine from now until Christmas, pulling coin in generous quantities. (Arch, ASCAP)

The Reindeer Boogie....79
 Brisk and cheerful, the patter opus is handed a bright reading by Snow and the string ork. Another strong effort, this should do particularly well on the jukes. (Tubb, BMI)

ERNEST TUBB
I'm Trimming
My Christmas Tree With Teardrops....80
 DECCA 28946 — Tubb's powerful voice is full of feeling as he warbles this sad and sensitive Christmas yarn. Should go over big with his many fans. (Hill & Range, BMI)

We Need God for Christmas....78
 A religious-flavored tune is sung strongly by Tubb. (Tubb, BMI)

FARON YOUNG
You're the Angel
on My Christmas Tree.....75
 CAPITOL 2629 — Young explains what his girl means to him, using Christmas imagery to explain it. He sings it warmly and it should pull holiday spins. (Central, BMI)

I'm Gonna Tell
Santa Claus on You....72
 Bouncy effort receives a cheerful vocal from the warbler, even tho the meaning of the lyrics is not as happy.

VOICES OF WALTER SCHUMANN
The Sound of Christmas.....74
 V 20-5542—The chorus turns in a beautiful reading on this tune penned by Walter Schumann. Actually, the song is much too material-like for the pop field, but it could pull spins on classical-styled jock shows. (Schuman, BMI)

Magie Is the Earth....68
 Another piece of esoteric material is handed a persuasive performance by the chorus. (Frank, ASCAP)

GUY LOMBARDO ORK
Please Bring My Daddy
a Train, Santa.....73
 DECCA 28942—This Christmas item concerns the familiar plight of a youngster who hasn't had a chance to play with his toy train since getting it last year, because of his Dad's monopoly of it. It's a cute novelty, and young Geary sells it persuasively. (Shapiro-Bernstein, ASCAP)

I Saw Mommy
Kissing Santa Claus....72
 Kid singer Richard Geary turns in a very good job on this Christmas standard. If there were not so many competing versions, it might stand a good chance to rack up impressive sales. In any case, it is good enough to get a share of the melon. (Harms, ASCAP)

RUBY WRIGHT
Toodle Loo to You.....71
 KING 1288—Miss Wright, a chanteuse with a rich, warm voice, comes forward with a song that can boast unusually cute lyrics. It is bright and bouncy and sold well. (F. Fischer, ASCAP)

Santa's Little Sleigh Bells....69
 A somewhat unusual Christmas item about the sleigh-bell that went "boing." The gimmick gives this pleasant material added weight from a commercial point of view. Again, Miss Wright is a first-rate interpreter. (Montauk, BMI)

Country & Western

EDDY ARNOLD
I Really Don't Want to Know.....85
 V 20-5525—A truly fine lyric idea coupled with a strong melody and Arnold's singing add up to what sounds like a big one for the country star. He sells it all the way. (Hill & Range, BMI)

I'll Never Get Over You....80
 Only the material is slightly less effective here. Arnold sings up a storm on this side, too. (Hill & Range, BMI)

HANK THOMPSON
Go Cry Your Heart Out.....85
 CAPITOL 2646—Fine country material, delivered by the chanter in his usual sock style for what could be a big click in the field. Mighty potent wax. (Brazos, BMI)

Wake Up, Irene....78
 This is a clever twist on the disk click of a few years ago, "Good-night, Irene." Thompson and the boys turn in a first-rate reading. (Brazos, BMI)

PEE WEE KING ORK
Bimbo.....82
 V 20-5537—A very attractive novelty tune which is given a tremendous play by the band and a standout vocal by Stewart. Already out on another country disk, this should be in strong contention for leadership. (Fairway, BMI)

Changing Partners....80
 Tune is getting a lot of action in pop field and this entry could get the same reaction in the country market. It's a slow waltz with a fine Redd Stewart vocal. These two sides are easily King's best in some time. (Porgie, BMI)

GENE O'QUINN
I Believe in Lovin'.....77
 CAPITOL 2655—Here's a strong side by the warbler as he tells of his belief in love and lovin'. A disk that should pull spins and loot. The tune and lyrics are first-rate. Watch this one. (Central, BMI)

I Wish It Was Only a Dream....73
 A real sad weeper is sung with the proper dolefulness by O'Quinn. He does a good job with the tune. (Central, BMI)

WADE RAY
First, Last and Always.....76
 V 20-5518—Ray, possessor of a really distinctive set of pipes, makes outstanding use of them in this melting reading of the pretty, romantic ballad. Should get many spins and win the chanter new fans. (Hill & Range, BMI)

Saturday Night....77
 This one moves brightly from start to finish. It's a happy description of what's to be done on the weekly night out. Fine for the coin boxes. (Hill & Range, BMI)

ROD MORRIS
I Am Not a Kid Anymore.....75
 CAPITOL 2651—Rod Morris turns in a bright vocal on a cute novelty ditty that could get a lot of spins from the country jocks. Good wax. (Fairway, BMI)

Is There Any More
at Home Like You....72
 Morris sings this one with spirit too, but the flip is a stronger side. (Fairway, BMI)

BONNIE LOU
The Texas Polka.....72
 KING 1279 — Replete with echo (Continued on page 49)

Sacred

RED FOLEY
Peace of Mind.....83
 DECCA 28944—Sacred-style disk is an exciting one all the way. Foley, who is always at his best on this type of material, comes thru with a tremendous performance and is backed excitingly by the Anita Kerr singers. (Tamara, BMI)

Goodbye, Bobby Boy....81
 An "event song," memorializing Bobby Greenlease, recent kidnap victim. It's given an expressive reading by Foley. Tune has a definite folk flavor. This could get a lot of attention. (Forrest, BMI)

JOHNNIE AND JACK
From the Manger to the Cross.....75
 V 20-5517—Religious song is delivered in happy fashion by the chanters and ork. A listenable side that many will enjoy. (Acuff-Rose, BMI)

God Put a Rainbow in the Cloud....73
 A distinctive reading of the rhythmic opus that comes across effectively on wax. (R. Winsett, SESAC)

Polka

GEORGIE COOK
Where Did Robinson Crusoe Go
With Friday on a Saturday Night....72
 DECCA 28908 — Novelty polka is punched out brightly with the banjo standing out in the orchestration. Lyrics are given gang treatment. Might do some business on the jukes if they could accommodate the title. (Mills, ASCAP)

Sugar and Spice....71
 Another good polka effort, this a Cook original. (Gala, BMI)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.



Never.

yes, never have you heard these Christmas favorites sung more beautifully, nor with greater sincerity.

JULIUS LA ROSA has the voice for these Christmas favorites, but even above his voice, La Rosa has the reverent feeling for these songs that make his singing reach down deep inside of you. No tricks, no stylized effects, just straight from the heart with unaffected, genuine sincerity.

There is inner rejoicing when the voice of Julius La Rosa sings out with AVE MARIA—sung in Latin. The emotions are stirred when Julius La Rosa sings SILENT NIGHT—with all four voice parts done by Julie through the accommodation of modern electronic miracles. There is an ecstasy in the voice of Julius La Rosa as he sings O, HOLY NIGHT with full orchestral accompaniment. There is thrill upon thrill as one listens enraptured to Julius La Rosa singing ADESTE FIDELIS with the fresh, clear voices of the remarkable COLUMBUS BOY CHOIR. And through all four of these beautifully, sincerely done favorites is the understanding hand of Archie Bleyer, with his accompaniments in the full spirit of the offerings. Truly, a memorable recording—one that you feel good to suggest and recommend during this Christmas season.

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THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

OH! MEIN PAPA (Shapiro-Bernstein, ASCAP)
—Eddie Calvert—Essex 336

Off to a fast start the Eddie Calvert version—the original—received strong reports in most areas where it has been delivered. Strong reports were returned from Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago and St. Louis. Los Angeles reports so far are comparatively weak, while some Southern areas indicated that delivery on the disk has been slow. Flip is "Mystery Street" (Mellin, BMI). A previous "New Record to Watch."

STRANGER IN PARADISE (Frank, ASCAP)
—Tony Bennett—Columbia 40121

Record broke out nationally this past week, placing on the Boston, Cleveland and Cincinnati territorial charts and receiving good to strong sales ratings from every source

checked. Flip is "Why Does It Have to Be Me?" (Feist, ASCAP). A previous "New Record to Watch."

WOMAN (Studio; BMI) — Johnny Desmond—Coral 61069

A "sleeper" which has slowly been gathering momentum. Strong reports have been returned this past week from St. Louis, Milwaukee, Chicago and Pittsburgh. Good action has also been reported in Boston, Buffalo, Cleveland and Los Angeles. Flip is "By the River Seine" (De Sylva, Brown & Henderson, ASCAP)

Country & Western

BIMBO (Fairway, BMI)—Jim Reeves—Abbott 148

Areas which reported strong action included Los Angeles, St. Louis, Chicago and Cleveland. Disk was also rated good in the Boston, New Orleans and Nashville terri-

ories. Flip is "Gypsy Heart" (American, BMI). A previous "New Record to Watch."

Rhythm & Blues

NO SELECTION THIS WEEK.

Christmas Album

ALL THE LITTLE GODFREYS—Columbia
CL 540-B-348-C-348

Early indications are that this will be the No. 1 new Christmas album this year. Among those areas which returned strong sales reports were New York, Hartford, Philadelphia, Detroit, Cleveland and Durham. For other details concerning retail action on this album see separate story in music news.

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

EDDIE FISHER

Oh! My Papa (Shapiro-Bernstein, ASCAP)
—RCA Victor 20-5552—Here's another tune where the race is on for top honors. Off awing as an instrumental on Essex, Fisher comes up with the first lyric version. A very attractive Winterhalter backing adds greatly to Fisher's warbling. Flip is "Until You Said Good-Bye."

PEE WEE HUNT ORK

Mama's Gone, Good-Bye (Pickwick, ASCAP)
Coney Island Washboard (American Academy, ASCAP)—Capitol 2647 — Two infectious sides in the stylized Hunt manner. "Mama" is the follow-up to "Oh" and has the same flavor but is just enough different to click. There's already considerable field action on this already.

Sacred

RED FOLEY

Peace of Mind (Tamasa, BMI)
Good-Bye, Bobby Boy (Forrest, BMI)—Decca 28944 — Two excellent renditions by the silky-throated warbler that should attract a lot of attention.

Rhythm & Blues

FAYE ADAMS

Happiness to My Soul (Ajaz, ASCAP)
I'll Be True (Angel, BMI)—Herald 419—
Thrush leads to two potentially powerful sides. Ork backing provides a strong assist. Action reports already received on this.

Country & Western

KITTY WELLS

I Gave My Wedding Dress Away (Acuff-Rose, BMI)
Cheatin's a Sin (Old Charter, BMI)—Decca 28931—Two heart-rending readings by the "Honky Tonk Angel" gal that could catch a lot of interest.

MITCHELL TOROK

Hootchy Kootchy Henry (American, BMI)
Gigolo (American, BMI) — Abbott 150 —
Torok has been the "find" of the year as a hillbilly songwriter. He's also proved himself as a singer. Here are two more ditties by him with "fresh" slants. Watch them.

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

AVE MARIA
Liberace—Columbia 48001

BABY, BABY, BABY
Teresa Brewer—Coral 61067

CHANGING PARTNERS
Kay Starr—Capitol 2657

HEART OF MY HEART
Don Cornell-Alan Dale-Johnny Desmond—Coral 61076

HEART OF MY HEART

STRANGER IN PARADISE
Four Aces—Decca 28927

I'LL NEVER STAND IN YOUR WAY
Joni James—M-G-M 11606

MAGIC GUITAR
Bunny Paul—Dot 15107

MY HAPPINESS (Juke Boxes)

NEAR YOU
The Mulcays—Cardinal 1011

NATIVE DANCER
Rusty Draper—Mercury 70256

OFF SHORE
Leo Diamond—Ambassador 1005

OFF SHORE
Richard Hayman—Mercury 70252

SANTA BABY
Eartha Kitt—RCA Victor 20-5502

SOUTH OF THE BORDER
I LOVE YOU
Frank Sinatra—Capitol 2638

SWEET MAMA TREE TOP
TALL
The Lancers—Trend 63

THE TYPEWRITER
Leroy Anderson—Decca 28881

Country & Western

HOPELESS LOVE

THEN I'LL COME BACK TO YOU
Lefty Frizzell—Columbia 21169

KISS ME BIG
Tennessee Ernie—Capitol 2602

SORROW AND PAIN
Davis Sisters—RCA Victor 20-5460

TAIN'T NICE

UNPUCKER
The Carlises—Mercury 70232

YOU-ALL COME
Arlie Duff—Starday 104

Rhythm & Blues

ALL RIGHTY
Five Royales—Apollo 449

BABY DOLL
Marvin and Johnny—Specialty 479

I WANT YOU TO BE MY BABY

YOU KNOW IT TOO
Louis Jordan—Decca 28883

MY COUNTRY MAN
Big Maybelle—Okeh 7009

THE PROPOSAL
Shirley and Lee —Aladdin 3205

TAKE ME BACK
Linda Hayes—Recorded in Hollywood 1003

CURRENT TOP RECORDS

See page 36 for the top pop records.
See page 46 for the top c.&w. records.
See page 51 for the current top r.&b. records.
See pages 44 and 45 for the current top packaged records.



The Absolute
Tops

Georgia Gibbs



The First Pop
Rendition

'Spellbound Concerto'

COUPLED WITH
"STARDUST"

BY

Jerry Murad

'Under Paris Skys'

COUPLED WITH
"I LOVE PARIS"

MERCURY 70274 • 70274X45

MERCURY 70266 • 70266X45

COMING UP STRONG!

BEST SELLING POPS

"BIMBO"

COUPLED WITH
"Ebenezer Scrooge"

EDDY HOWARD

MERCURY 70272 • 70272X45



*DENOTES AVAILABLE ON 45 RPM

1. CHANGING PARTNERS
Where Did My Snowman Go
PATTI PAGE...70260*
2. NATIVE DANCER
Lonesome Song
RUSTY DRAPER...70256*
3. STRINGS OF MY HEART
Mama-Papa Polka
THE GAYLORDS...70258*
4. OFF SHORE
Joey's Theme
RICHARD HAYMAN...70252*
5. STORY OF THREE LOVES
Sweet Leilani... JERRY MURAD...70202*
6. HOME LOVIN' MAN
Bridge Of Sighs
GEORGIA GIBBS...70238*
7. ALL THAT OIL IN TEXAS
Love For Three Oranges
RALPH MARGERIE...70248*
8. LONG BLACK RIFLE
All Is Forgiven
RICHARD HAYES...70239*
9. GADABOUT
Caribbean... DAVID CARROLL...70247*
10. COW COW BLUES
Martha JAN AUGUST...70228*
11. SOFT SHOULDERS
Mama's Gone Goodbye
JIMMY PALMER...70234*
12. YOU'VE GOT SOMETHING
If I Cry..... JOYCE TAYLOR...70243*
13. TROPICAL
Tradewinds DAVID CARROLL...70226*
14. SOUTH OF THE BORDER
Heart Of My Heart
FRANKIE LAINE...70262*
15. GO, MAN GO, POLKA
Tipica Serenada
THE COLLEGIANS...70264*

The Whole Trade's Talking About

'The Jones Boy'

COUPLED WITH

"Snow, Snow, Beautiful Snow"

BOBBY WAYNE

MERCURY 70268 • 70268X45



From Forthcoming Columbia Picture "MISS SADIE THOMPSON"
Starring Rita Hayworth and José Ferrer

"Sadie Thompson's Song"

RICHARD HAYMAN

MERCURY 70237 • 70237X45

ALSO AVAILABLE . . . VOCAL RENDITION
"Sadie Thompson Song"

COUPLED WITH
"THE HEAT'S ON"

MERCURY 70259 • 70259X45

Original Sound Track From
"Miss Sadie Thompson"

Available In Albums
Long Play—MG25181

Extended Play—EP-2-3147



The Billboard's Music Popularity Charts

... for Week Ending November 21

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 best-selling singles including 'Rags to Riches' and 'Ebb Tide'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 most played records in juke boxes, including 'You, You, You' and 'Vaya Con Dios'.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 most played records by jockeys, including 'Rags to Riches' and 'Ebb Tide'.

VOX JOX

By CHARLOTTE SUMMERS

Anniversary

'Grand Ole Opry' marks its 28th anniversary on the air today and tomorrow with a two-day disk jockey party which will be highlighted on the NBC radio broadcast tonight (21). Three hundred of America's top country-music disk jockeys are gathered in Nashville for the celebration.

Jox Trix

D. Clem, KMMO, Marshall, Mo., has launched a new show called 'Happiness Harbor.' The format includes tunes requested by patients in the local hospital for friends, relatives, nurses and for fellow patients.

on D. Clem. In addition, we are told, a nurse's aid soloist, a pianist, or a trio or quartet from the hospital staff are featured in song. 'Wally's Record Shop,' KCLA, Pine Bluff, Ark., is about to launch a new treasure hunt which we are most interested in hearing about.

Surface Noises

And more about the 'Oh and San' request cards from outside the station's signal—Jimmie W. Pinnix, WNAG, Grenada, Miss., writes, 'In regard to those 'Oh and San' cards, I may as well put in my 2 cents. Have received half

a junk can of them. My name was taken by the writers from The Billboard Vox Jox.'... Milt Hale, KCID, Caldwell, Idaho, beefs, 'Wonder why Capitol keeps releasing such wonderful weirdies

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

NOVEMBER 27, 1943:

- 1. Paper Doll
2. People Will Say We're in Love (Crosby)
3. Pistol Packin' Mama (Crosby)
4. Sunday, Monday or Always
5. Put Your Arms Around Me, Honey
6. Pistol Packin' Mama (Dexter)
7. I Heard You Cried Last Night
8. My Heart Tells Me
9. Oh, What a Beautiful Morning
10. People Will Say We're in Love (Sinatra)

NOVEMBER 27, 1948:

- 1. Buttons and Bows
2. On a Slow Boat to China
3. A Tree in the Meadow
4. Twelfth Street Rag
5. My Darling, My Darling
6. Maybe You'll Be There
7. My Happiness
8. You Were Only Foolin'
9. Until
10. Hair of Gold, Eyes of Blue

by Gloria Wood, but the lass' tonal innuendo is so 'blue' that station management won't allow them on the air. Latest example, 'Oh, Honey'... Lou Barile, WKAL, Rome, N. Y., writes, 'The reason for the huge success of Dot Records is because the folks there go all out to assist the deejay. They are wonderful people, and here's hoping they continue their success for a long time to come.'

Success Story

Two heart-warming stories out of WNEW, New York, this week: Jerry Marshall has been chosen to replace Martin Block effective January 1 for the 'Make Believe Ballroom.' Marshall, 31-year-old deejay, who has been with the station for seven years, was chosen by Bernice Judis, veepee and general manager of the station, after the consideration of literally hundreds of applicants ranging from the industry's top names to obscure personalities heard on small-town outlets.

Moore returned to the station last week after an absence of seven years, he received numerous telephone calls and letters from listeners who remembered him well and were eager to say, 'Glad you are back.'

Change of Theme

Dorothy Howard (Louisville Lou) has moved from WSDU, Louisville, to WBBQ, Augusta, Ga., to conduct a two-hour record show from the Paramount Club. ... Joe Lobaito, WSMI, Litchfield, Ill., will move to WRCO, Richland Center, Wis., on November 21. ... Jerry Kay, WVEZ, New Orleans, has left the station and can now be reached thru Milt Kelleam at 1619 Broadway, New York. ... Freddie Chapman, Capitol Records' cowboy singer, has been signed by WBRF-TV, Wilkes-Barre, Pa., to handle the daily W-BAR-E Ranch show. ... John Scott, formerly with WHDH, Boston, has moved across town to join WVDA.

Guestings

European disk jockeys, Mogens Lind of Denmark and Vittorio Zivelli of Italy, will be guest on Bill Taylor's 'Sunrise Serenade,' WOR, New York, this week. They will introduce songs popular on the Continent.



Notice: Advance reaction is so strong on this unique coupling that we have shipped double the usual quantities to all our distributors!

SUNNY GALE
co-stars with the
DU DROPPERS

together for the first time on
THE NOTE IN THE BOTTLE
and
MAMA'S GONE, GOODBYE

20/47-5543

TWO Hits on One Great Record

PEE WEE KING
AND HIS BAND

featuring Redd Stewart

BIMBO and
CHANGING PARTNERS

20/47-5537



NEW RELEASES

RCA VICTOR—Release # 53-48

POPULAR

MAMA'S GONE, GOODBYE
THE NOTE IN THE BOTTLE

Sunny Gale and the Du Droppers
with Orch. cond. by Joe Reisman
..... 20-5543 (47-5543)*

SAN REMO
SMITTY'S LULLABY

Frankie Stewart and his Guitar
..... 20-5218 (47-5218)*

REDWOOD SMOKE
GUESSING

Vaughn Monroe with Orch. and
Chorus cond. by Hugo Winterhalter
..... 20-5536 (47-5536)*

THE SOUND OF CHRISTMAS
MAGIC IS THE EARTH

The Voices of Walter Schumann
Vocal Solo by Bill Shirley
..... 20-5542 (47-5542)*

SACRED

GATHERING FLOWERS FOR THE
MASTER'S BOUQUET

DON'T WAIT THE LAST MINUTE TO PRAY
Kitty Wells 20-5539 (47-5539)*

COUNTRY/WESTERN

BIMBO
CHANGING PARTNERS

Pee Wee King and his Band
Featuring Redd Stewart
..... 20-5537 (47-5537)*

THE RIGHT KIND OF LOVE

(But the Wrong Kind of Heart)
I AIN'T GONNA DO NOTHIN'
(Till I Can Do Something With You)
Ken Marvin 20-5540 (47-5540)*

RHYTHM / BLUES

DRINKIN' FOOL
GETTING MIGHTY LONESOME FOR YOU

Big John Greer with Orch.
..... 20-5531 (47-5531)*

DON'T GET AROUND MUCH ANYMORE
WATER BOY

The Four Tunes 20-5532 (47-5532)*

CHINCHY OLD SCROOGE

BLINK BEFORE CHRISTMAS
Phil Moore with the Phil Moore Four,
Marty Wilson, Drums; Jimmy Lyons, Piano;
Milt Hinton, Bass; Johnny Letman, Trumpet
..... 20-5538 (47-5538)*

ALBUMS

CHRISTMAS AT MISSION SANTA BARBARA

Favorite Carols of the Padre Choristers
The Padre Choristers
Rev. Owen da Silva, O.F.M., Director,
Patrick J. McGeehan, Narrator,
Rev. Noel F. Moholy, O.F.M., Producer
LPM-3198** (EPB-3198)

*45 rpm cat. nos.
**33 1/2 rpm cat. nos.

THIS WEEK'S RCA VICTOR
BEST SELLERS
POPULAR

Santa Baby/Under the Bridges of Paris
Eartha Kitt 20-5502 (47-5502)

Changing Partners/Think
Dinah Shore 20-5515 (47-5515)

I Can't Believe That You're in Love With Me/
Boogie Woogie Maxixe

Ames Brothers 20-5530 (47-5530)

You, You, You/Once Upon a Tune
Ames Brothers 20-5325 (47-5325)

You Alone/Pa-Paya Mama
Perry Como 20-5447 (47-5447)

My Upper Plate/I Saw Mommy Smoochin'
Santay Claus
Homer & Jethro 20-5456 (47-5456)

Many Times/Just to Be With You
Eddie Fisher 20-5453 (47-5453)

The Velvet Glove/Elaine
Hugo Winterhalter - Henri Rene
..... 20-5405 (47-5405)

Stranger in Paradise/I Love Paris
Tony Martin 20-5535 (47-5535)

Where Did My Snowman Go?/Santa Brought Me
Choo Choo Trains

Spike Jones 20-5497 (47-5497)

A Baby Cried/One Moment More
Lou Monte 20-5496 (47-5496)

Mystery Street/Don't Forget to Write
June Valli 20-5488 (47-5488)

I See the Moon/All Alone
Walter Schumann 20-5478 (47-5478)

Don't Take Your Love From Me/Under Paris Skies
The Three Suns 20-5347 (47-5347)

Crying in the Chapel/Love Every Moment You Live
June Valli 20-5368 (47-5368)

COUNTRY/WESTERN

Christmas Roses/The Reindeer Boogie
Hank Snow 20-5340 (47-5340)

I Forgot More Than You'll Ever Know/Rock-A-Bye
Boogie

Davis Sisters 20-5345 (47-5345)

When Mexican Joe Met Jole Blon/No Linger a
Prisoner

Hank Snow 20-5490 (47-5490)

Keep Your Promise, Willie Thomas/Phonograph
Record

Betty Cody 20-5519 (47-5519)

I Found Out More Than You Ever Knew/Don't
Believe Everything You Read About Love

Betty Cody 20-5462 (47-5462)

That's How the Yodel Was Born/My Heart Was
Made for You

Elton Britt 20-5509 (47-5509)

Mama, Come Get Your Baby Boy/If I Never Get
To Heaven

Eddy Arnold 20-5415 (47-5415)

Saturday Night/First, Last and Always
Wade Ray 20-5518 (47-5518)

How's the World Treating You/Free Home
Demonstration

Eddy Arnold 20-5305 (47-5305)

Too Young to Cut the Mustard/Three Little Fiddlers
Jerry Glenn 20-5491 (47-5491)

RHYTHM / BLUES

Chinchy Old Scrooge/Blink Before Christmas
Phil Moore 20-5538 (47-5538)

Don't Pass Me By/Get Lost
Du Droppers 20-5504 (47-5504)

Have a Little Pity/Movin' Down the Line
Bobby Prince 20-5520 (47-5520)



DEALERS . . . ASK YOUR DISTRIBUTOR FOR SPECIAL SUPPLEMENT CONTAINING COMPLETE LISTING OF RCA VICTOR HIGH FIDELITY RECORDINGS



The Billboard's Music Popularity Charts

... For Week Ending November 21

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Boston**
- Cleveland**
- Detroit**
- Kansas City**
- Milwaukee**
- New York**... CHANGING PARTNERS P. Page, Mercury 70260
- Boston**
- Cleveland**
- Los Angeles**
- Pittsburgh**... STRANGER IN PARADISE T. Bennett, Columbia 40121
- Boston**... SHE WAS FIVE AND I WAS TEN J. Valentine, Epic 9004
- Cincinnati**
- Pittsburgh**... SANTA BABY E. Kitt, Victor 20-5502
- Detroit**... GADABOUT D. Carrol, Mercury 70247
- HEART OF MY HEART** Four Aces, Decca 28927
- Milwaukee**
- Philadelphia**... HEART OF MY HEART A. Dale, J. Desmond, D. Cornell, Coral 61076
- New Orleans**... CHANGING PARTNERS K. Starr, Capitol 2657
- Philadelphia**... HEART OF MY HEART Four Aces, Decca 28927
- Pittsburgh**... ROBE OF CALVARY J. Corey, Columbia 40123
- COW COW BLUES** J. August, Mercury 70228

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. Rags to Riches T. Bennett, Columbia
2. Ebb Tide F. Chacksfield, London
3. Ricochet T. Brewer, Coral
4. Eighteenth Variation W. Kapell, Victor
5. Many Times E. Fisher, Victor
6. Eh Cumpari J. La Rosa, Cadence
7. Vaya Con Dios L. Paul-M. Ford, Capitol

Boston

1. Changing Partner P. Page, Mercury
2. Eh Cumpari J. La Rosa, Cadence
3. You, You, You Ames Brothers, Victor
4. You Alone P. Como, Victor
5. Rags to Riches T. Bennett, Columbia

6. That's Amore D. Martin, Capitol
7. Vaya Con Dios L. Paul-M. Ford, Capitol
8. Ebb Tide F. Chacksfield, London
9. Stranger in Paradise T. Bennett, Columbia
10. She Was Five and He Was Ten J. Valentine, Epic

Buffalo

1. Vaya Con Dios L. Paul-M. Ford, Capitol
2. You, You, You Ames Brothers, Victor
3. Just a Gigolo J. P. Morgan, Derby
4. Eh Cumpari J. La Rosa, Cadence
5. Ricochet T. Brewer, Coral

Chicago

1. That's Amore D. Martin, Capitol
2. Rags to Riches T. Bennett, Columbia
3. I See the Moon Mariners, Columbia
4. Ebb Tide F. Chacksfield, London
5. Ricochet T. Brewer, Coral
6. Eh Cumpari J. La Rosa, Cadence
7. St. George and the Dragonet S. Freberg, Capitol
8. In the Mission of St. Augustine S. Kaye, Columbia
9. Eighteenth Variation W. Kapell, Victor
10. Velvet Glove H. Winterhalter-H. Rene, Victor

Cincinnati

1. Rags to Riches T. Bennett, Columbia
2. You, You, You Ames Brothers, Victor
3. Ebb Tide F. Chacksfield, London
4. Ricochet T. Brewer, Coral
5. Eh Cumpari J. La Rosa, Cadence
6. Vaya Con Dios L. Paul-M. Ford, Capitol
7. Many Times E. Fisher, Victor
8. You Alone P. Como, Victor
9. Santa Baby E. Kitt, Victor
10. St. George and the Dragonet S. Freberg, Capitol

Cleveland

1. Eh Cumpari J. La Rosa, Cadence
2. Changing Partners P. Page, Mercury
3. Ricochet T. Brewer, Coral
4. To Be Alone Hilltoppers, Dot

5. That's Amore D. Martin, Capitol
6. Ebb Tide F. Chacksfield, London
7. Many Times E. Fisher, Victor
8. You Alone P. Como, Victor
9. Stranger in Paradise T. Bennett, Columbia
10. Yes Dear J. Vadnal, Victor

Dallas-Ft. Worth

1. Vaya Con Dios L. Paul-M. Ford, Capitol
2. Rags to Riches T. Bennett, Columbia
3. Ebb Tide F. Chacksfield, London
4. You, You, You Ames Brothers, Victor
5. To Be Alone Hilltoppers, Dot
6. Eh Cumpari J. La Rosa, Cadence
7. St. George and the Dragonet S. Freberg, Capitol
8. Oh P. W. Hunt, Capitol

Denver

1. Ebb Tide F. Chacksfield, London
2. Rags to Riches T. Bennett, Columbia
3. Eh Cumpari J. La Rosa, Cadence
4. Vaya Con Dios L. Paul-M. Ford, Capitol
5. Many Times E. Fisher, Victor
6. Ricochet T. Brewer, Coral
7. You, You, You Ames Brothers, Victor
8. Oh P. W. Hunt, Capitol

Detroit

1. Rags to Riches T. Bennett, Columbia
2. Marie Four Tunes, Jubilee
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. Changing Partners P. Page, Mercury
5. Gadabout D. Carroll, Mercury
6. Heart of My Heart A. Dale-J. Desmond-D. Cornell, Coral
7. Off Shore L. Diamond, Ambassador
8. You Alone P. Como, Victor
9. Heart of My Heart Four Aces, Decca
10. Ricochet T. Brewer, Coral

Kansas City, Mo.

1. Ricochet T. Brewer, Coral
2. Rags to Riches T. Bennett, Columbia
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. Ebb Tide F. Chacksfield, London
5. Oh P. W. Hunt, Capitol
6. You, You, You Ames Brothers, Victor
7. St. George and the Dragonet S. Freberg, Capitol
8. I Love Paris L. Baxter, Capitol
9. Eh Cumpari J. La Rosa, Cadence
10. Changing Partners P. Page, Mercury

Los Angeles

1. Ebb Tide F. Chacksfield, London
2. Rags to Riches T. Bennett, Columbia
3. Eh Cumpari J. La Rosa, Cadence

'PARIS SKIES' BY 3 SUNS ON RCA

Thru a typographical error in last week's New York chart, "Under Paris Skies" was listed with an incorrect artist credit. Correct artist listing should have been Three Suns on RCA Victor as shown by this week's New York chart.

4. Vaya Con Dios L. Paul-M. Ford, Capitol
5. You, You, You Ames Brothers, Victor
6. Eighteenth Variation W. Kapell, Victor
7. St. George and the Dragonet S. Freberg, Capitol
8. Oh P. W. Hunt, Capitol
9. Ricochet T. Brewer, Coral
10. Stranger in Paradise T. Bennett, Columbia

Milwaukee

1. Eh Cumpari J. La Rosa, Cadence
2. I See the Moon Mariners, Columbia
3. Ebb Tide F. Chacksfield, London
4. Many Times E. Fisher, Victor
5. Changing Partners P. Page, Mercury
6. That's Amore D. Martin, Capitol
7. Rags to Riches T. Bennett, Columbia
8. Heart of My Heart A. Dale-J. Desmond-D. Cornell, Coral
9. Pa' Paya Mama P. Como, Victor

New Orleans

1. To Be Alone The Hilltoppers, Dot
2. Rags to Riches T. Bennett, Columbia
3. You, You, You Ames Brothers, Victor
4. Changing Partners K. Starr, Capitol
5. Ebb Tide F. Chacksfield, London
6. Oh P. W. Hunt, Capitol
7. Ave Maria Liberace, Columbia
8. Eh Cumpari J. La Rosa, Cadence
9. Many Times E. Fisher, Victor
10. Story of Three Loves Liberace, Columbia

New York

1. Vaya Con Dios L. Paul-M. Ford, Capitol
2. Rags to Riches T. Bennett, Columbia
3. Ebb Tide F. Chacksfield, London
4. Ricochet T. Brewer, Coral
5. Under Paris Skies Three Suns, Victor
6. Eh Cumpari J. La Rosa, Cadence
7. I Love Paris L. Baxter, Capitol
8. Istanbul Four Lads, Columbia
9. Changing Partners P. Page, Mercury
10. Many Times E. Fisher, Victor

Philadelphia

1. Vaya Con Dios L. Paul-M. Ford, Capitol
2. Rags to Riches T. Bennett, Columbia
3. You, You, You Ames Brothers, Victor
4. You Alone P. Como, Victor
5. Ebb Tide F. Chacksfield, London
6. Eh Cumpari J. La Rosa, Cadence
7. Many Times E. Fisher, Victor
8. Ricochet T. Brewer, Coral
9. Heart of My Heart Four Aces, Decca
10. Heart of My Heart A. Dale-J. Desmond-D. Cornell, Coral

Pittsburgh

1. That's Amore D. Martin, Capitol
2. To Be Alone Hilltoppers, Dot
3. Stranger in Paradise T. Bennett, Columbia
4. You Alone P. Como, Victor
5. Santa Baby E. Kitt, Victor
6. Robe of Calvary J. Corey, Columbia

7. Eh Cumpari J. La Rosa, Cadence
8. Cow Cow Blues J. August, Mercury
9. Hey Joe F. Laine, Columbia

St. Louis

1. Maria Four Tunes, Jubilee
2. Ave Maria Liberace, Columbia
3. That's Amore D. Martin, Capitol
4. To Be Alone Hilltoppers, Dot
5. Rags to Riches T. Bennett, Columbia
6. Story of Three Loves J. Murad, Mercury
7. Changing Partners P. Page, Mercury
8. Story of Three Loves Liberace, Columbia
9. I Love Paris L. Baxter, Capitol
10. You, You, You Ames Brothers, Victor

San Francisco

1. Rags to Riches T. Bennett, Columbia
2. Ebb Tide F. Chacksfield, London
3. Eh Cumpari J. La Rosa, Cadence
4. You, You, You Ames Brothers, Victor

Seattle

1. Istanbul Four Lads, Columbia
2. Ricochet T. Brewer, Coral
3. Rags to Riches T. Bennett, Columbia
4. Story of Three Loves Liberace, Columbia
5. Ebb Tide F. Chacksfield, London
6. Eh Cumpari J. La Rosa, Cadence
7. Vaya Con Dios L. Paul-M. Ford, Capitol
8. Many Times E. Fisher, Victor

Washington-Baltimore

1. Rags to Riches T. Bennett, Columbia
2. Ricochet T. Brewer, Coral
3. Eh Cumpari J. La Rosa, Cadence
4. Vaya Con Dios L. Paul-M. Ford, Capitol
5. Ebb Tide F. Chacksfield, London
6. You, You, You Ames Brothers, Victor

Stay Hot With
Dot All Winter!
The Hilltoppers Sing
TO BE ALONE
and
LOVE WALKED IN
Dot 15105

LONDON
RECORDS
ffrr
"The finest sound on record"

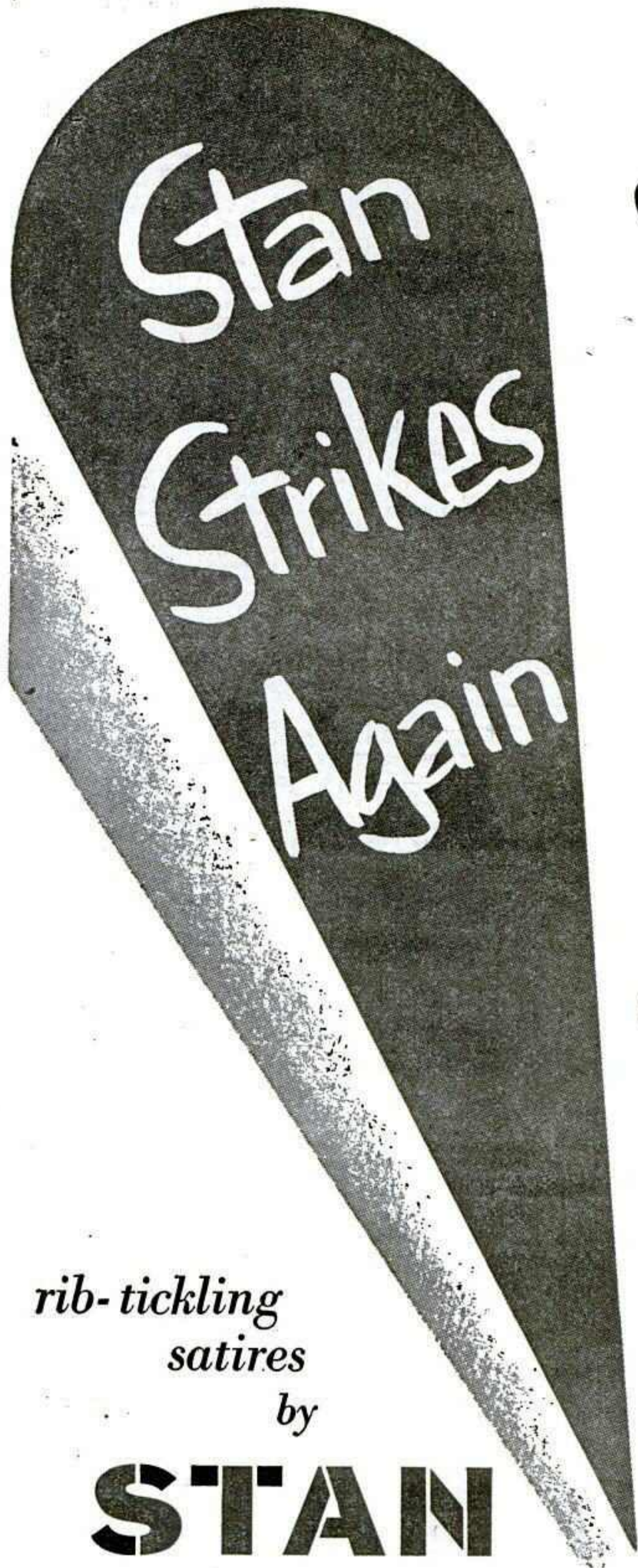
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b/w
"I'M GOING HOME"
5014
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LATEST!
"NEVER MIND"
b/w
"MM—BOY!"
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! A DEAR JOHN
AND MARSHA
LETTER

and

! C'EST SI BON

*rib-tickling
satires
by*

STAN FREBERG



on Capitol Record No. 2677





Popular Record Reviews

Continued from page 32

Jocks, especially, should treat it with consideration.
Maple Leaf Rag...70
The backroom piano and Dixie-style ork hustles thru this with gay spirit. Plenty of fun here too.

RICHARD HAYMAN
Sadie Thompson's Song...77
MERCURY 70237 — Lovely instrumental from film of same name features Hayman's harmonica. The wistfulness of this instrument coupled with an attractive ork arrangement should add up to a lot of airspins. (Mills, ASCAP)
Drive In...70
This instrumental, again with Hayman's harmonica in the forefront, fails to project the same interest. (Moonlight, BMI)

THE FOUR KNIGHTS
I Get So Lonely...77
CAPITOL 2654—The Four Knights do a mighty good job here with a bright, bouncy new tune, singing it with precision and harmony. The backing by the ork makes the side really move. With enough exposure it has a chance. The vocal group has one of its best disks in a long time with this one. (Taylor, ASCAP)
I Couldn't Stay Away From You...76
The boys are back on their old kick, as they open this pretty ballad with a whistling intro. It's a smooth effort and the group handles it very well. Two good sides by the boys. (Johnstone-Montel, BMI)

BILL DARNELL
The Game of Love...76
DECCA 28936 — Bill Darnell swings thru the romantic item with a good deal of zest. The side should be received with enthusiasm by the growing coterie of Darnell followers. (Kellam, ASCAP)
Let Me Love You...70
Tuneful tango is read easily by the chanter. Another good side. (Famous, ASCAP)

LEO DIAMOND
Sadie Thompson's Song...76
AMBASSADOR 1006 — Blues-like theme from the title pic is read stylishly by the ork. The melody is handled effectively by the harmonica. Jock spins are in order, and it could move when the flick opens. (Mills, ASCAP)
On the Mall...69
Swing rendition of the Edwin Franko Goldman march makes for sprightly listening. (Fischer, ASCAP)

LES BROWN ORK
Tchaikovsky: Nutcracker Suite...76
CORAL 1322—Smartly packaged single from a previously issued EP has the Brown ork turn in a slick

concert-like performance of the classical work. Sticking close to the script, the boys demonstrate their consummate musicianship. Should be good gut material.

CLARK DENNIS
You and Your Smile...75
Tiffany 1303 — Clark Dennis agitates his legit-style vocal chords energetically and the sound produced is great. He does a fine job with the romantic ballad and the side could gain favor with exposure and promotion. (Lake Forest, ASCAP)
My Buddy...65
Many will like this fine reading of the oldie by Dennis, ork and chorus. Good program wax. (Remick, ASCAP)

NELSON RIDDLE ORK
You Won't Forget Me...74
CAPITOL 2648—Music material from the flick "Torch Song" is played smoothly by the Riddle ork, with the strings and piano featured. Pleasant wax that could pull spins due to the flick. (Robbins, ASCAP)
Drive-In...72
Belgian riff item that sounds like many others receives a good reading from the band on this instrumental platter. Okay wax, due mainly to the ork arrangement. (Moonlight, BMI)

FRED WARING ORK
Collegiate...74
V 420-0030—The disk that sparked the current revival of this tune has made the company re-issue Waring's 28-year-old recording. Tho the sound is thin by present standards and many stylistic devices then in vogue now humorously old-fashioned, the disk is still worthwhile. Deejays will probably give it plenty of spins. (Shapiro-Bernstein, ASCAP)
Oh, Donna Clara...70
Also from another generation, this from the high-water mark of Waring's career. (Harms, ASCAP)

(Continued on page 54)

THE NEW PRIMA NOW ON JUBILEE RECORDS

his first release

Louis Prima

singing

"MAN, DIG THAT CRAZY CHICK"

and

"NON CHA SHAME"

JUBILEE-6054

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3 RECORDS THAT WILL MAKE A LOT OF NOISE

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OFF SHORE

KING 4683

DON'T YOU DO IT

SANTA'S LITTLE SLEIGH BELLS
TOODLE LOO TO YOU

RUBY WRIGHT
KING 1288

CHRISTMAS IN HEAVEN
RINGING IN A BRAND
NEW YEAR

KING 1281
BILLY WARD AND HIS DOMINOES

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Vic Damone



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"A STRANGER IN PARADISE"

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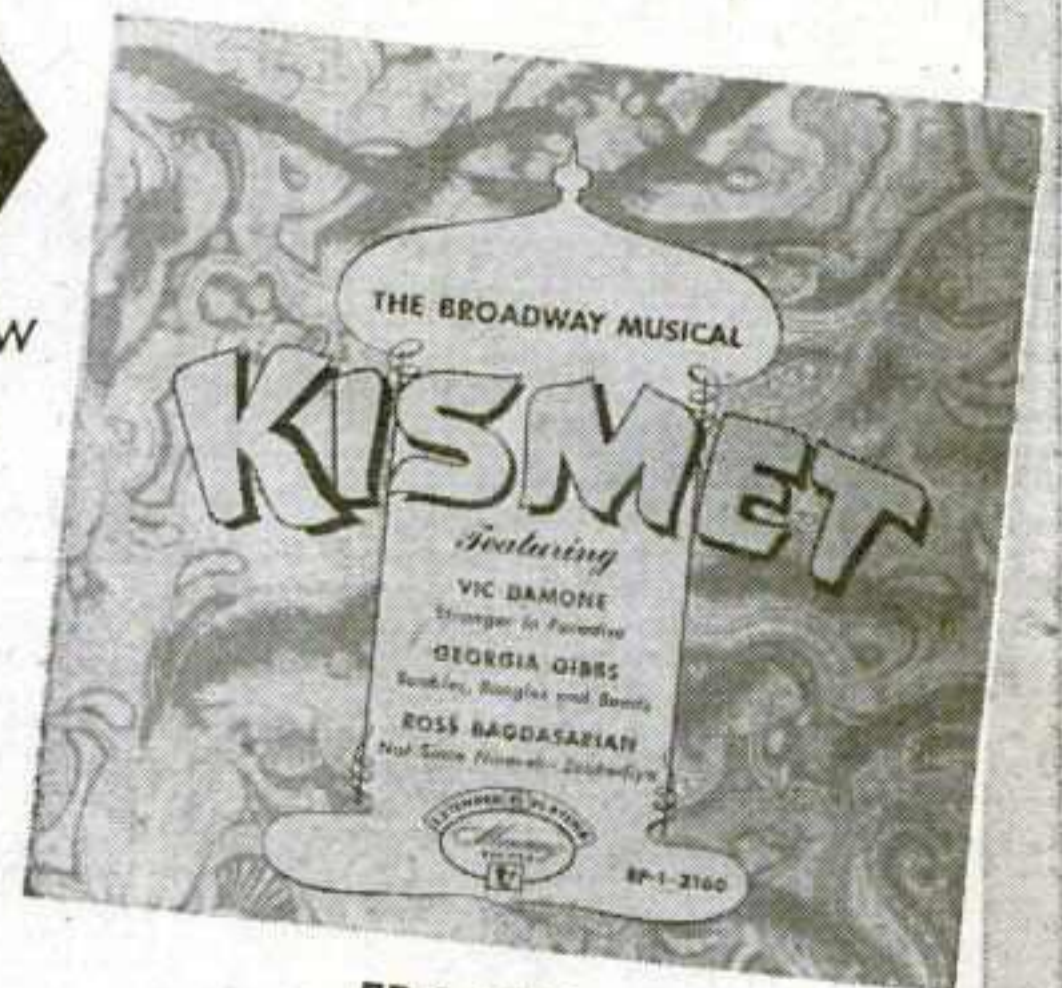
THE GREAT HIT SONGS FROM THE GREAT NEW BROADWAY MUSICAL SHOW

KISMET

"STRANGER IN PARADISE"
Vic Damone

"BAUBLES, BANGLES and BEADS"
Georgia Gibbs

"NOT SINCE NINEVEH"
"ZUBBEDIYA"
Ross Bagdasarian



EP-1-3160

Economy Priced
at **\$1.47**



Advance Reports Indicate
THERE WILL BE ONLY ONE **BIG!**
CHRISTMAS RECORD!

**BOBBY
SABATINO**

singing

**"I'M GONNA
HANG UP
MOMMY'S
STOCKING"**

GOLDMINE RECORD #NK-711

On All Charts
and
Heading for TOPS
In the Country,
In Pop and R&B

"MARIE"

b/w

"I Gambled With Love"

by

THE FOUR TUNES

JUBILEE #5128

3 Smashes for
THE ORIOLES

**"IN THE MISSION
OF ST. AUGUSTINE"**

b/w

"WRITE AND TELL
ME WHY"

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**"WHAT ARE YOU DOING
NEW YEAR'S EVE?"**

b/w

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"THE LORD'S PRAYER"

b/w

"OH HOLY NIGHT"

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Jubilee RECORD CO., INC.
315 WEST 47TH STREET
NEW YORK, N.Y.

WSM's DJ Festival Public Relations Coup

Continued from page 1

(details to appear in the December 5 issue).

Paul Wexler, Columbia Sales chief; Paul Cohen, of Decca; Victor's Bob MacCluskey and Steve Sholes, Mercury's Dee Kilpatrick; Columbia's Don Law, Fred Rose; Capitol's Hal Cook and Ken Nelson, spoke briefly and introduced their staffs. Publishers Howard S. Richmond, Nat Tannen, Arnold Shaw, of Hill & Range, etc., were among the speakers.

Artists Red Foley, Pee Wee King, Jimmie Dickens, Roy Acuff and many others were in attendance at the forum and contributed to the discussion.

Conspicuous by its absence was the American Society of Composers, Authors & Publishers.

Altho no ASCAP representative attended, one wholly ASCAP firm, Shirpiro-Bernstein, sent a representative—Al Gallico.

ASCAP publishers who also were affiliated with BMI were in attendance, as Lou Levy, of Leeds; Peer, Richmond, etc.

The schedule of the chief events indicates the extent to which all segments of the country music field—publishers, writers and record men—were given opportunity to meet and exchange views. Friday, for instance, included a luncheon for all registrants, sponsored by RCA Victor. The forum session consumed the afternoon hours and the evening was dominated by a reception and buffet dinner hosted by WSM.

Today's schedule started at 7:30 a.m., with several hundred registrants attending "Breakfast at the Opry," with Hill & Range picking up the tab; luncheon, sponsored by Country Song Round-Up; dinner, sponsored by Acuff-Rose; anniversary performance of "Grand Ole Opry," beginning at 7:30 p.m. at the Ryman Auditorium; cocktail party at 11 p.m., sponsored by Capitol Records; Another party at Ernest Tubb's Record Shop scheduled for 1 a.m. Sunday, etc.

Victor, Columbia, Decca, Capitol, Mercury and others maintained open house thruout.

Last year WSM kicked off the first disk jockey festival on the spur of the moment. About 80 attended. The interest engendered this year in the festival as a cultural manifestation was so marked that the station management is convinced of the necessity of making the festival an annual event.

WSM is owned by the National Life & Accident Insurance Company, considered by many the fastest-growing insurance company in the world. Much of its success is attributed to the good will created by the "Grand Ole Opry" program and its talent.

As a station operation, WSM is not interested in making money

out of its talent; but indirectly this has happened inasmuch as the renowned "Grand Ole Opry" paves the way for the insurance company's salesmen.

It is an outstanding example of a far-sighted public-service operation, producing very tangible economic benefits.

Visitors to the festival noted other interesting aspects—one being the fact that it will be virtually impossible for advertisers and their agencies to overlook the national implications of the great appeal of country talent and tunes. To consider it a local manifestation when some 400 disk jockeys pay their way to attend a festival is obvious blindness.

It was generally conceded by all in attendance here that the disk jockey festival would draw even greater attendance next year. This year's schedule went thru without a hitch. It was estimated that about 25 per cent of the jockeys in attendance were given opportunity to appear on various WSM-originated programs, including the "Opry," "Big Big Preview," "Breakfast at the Opry," "RFD Nashville," "Opry Matinee," etc.

Irving Waugh, executive assistant to the president, said he was delighted with the response, not only among deejays, but also by the entire music industry. Artist Bureau Chief Jim Denny said the country field was experiencing the greatest prosperity and vigor in his 20 years' experience. WSM artists, for 10 months of this year, chalked up a total of over 2,000 personal appearances, a considerable jump over previous years, he added.

WSM, one of the most successful indie station operations in the country, has an exceptionally heavy live talent schedule, including all types of programs. Live shows total 40½ hours weekly. The weekly talent budget hovers around \$15,000.

The "Opry," which takes up a total of four and one-half hours Saturday night at Ryman Auditorium, presents more than 125 artists and their sidemen. The show is split up into quarter-hour and 30-minute segments, of which only the Prince Albert segment carries the full NBC network. Artists scheduled to perform at tonight's show include the complete line-up: Roy Acuff, Lew Childre, Cowboy Copas, Jimmie Dickens, the Jordanaires, Minnie Pearl, Bill Monroe, Ernest Tubb, Duke of Paducah, Hank Snow, George Morgan and Don Davis, Carl Smith, the Carter Sisters and Mother Maybelle, Moon Mullican, Johnny and Jack, Rod Brasfield, Webb Pierce, Marty Robbins, Martha Carson, Kitty Wells, Ray Price and others.

Music as Written

Continued from page 22

Anybody's Heart." . . . Decca is holding back the first Janet Brace release until the Christmas rush is over. . . . Jeri Southern cuts her first album release of standards for Decca next month. She opens in January at the Tiffany Club, Los Angeles. . . . Peggy Taylor, former "Breakfast Club" singer, is currently appearing at London's Copa. She goes into the Colony Restaurant there in January. . . . Paul Neighbors and his orchestra current at the Aragon Ballroom. He will be followed by Chuck Foster's orchestra November 24. . . . December 31 Dick Jurgen's band opens at the Aragon. Sunday (29) finds the Sauter-Finegan band coming into the Terperly for a one-nighter. . . . Russ Carlyle and orchestra current at the Trionon Ballroom.

Hollywood

Arthur Adams, brother of disk jockey Joe Adams, preems a new d.j. show Wednesday (24) via KRKD, midnight to 4. . . . Peter Potter's coast-to-coast TV show scheduled six sides from the Capitol "Eddie Cantor Story" album in addition to a "Calamity Jane" flicker tune. . . . Harry Owens' widely heralded "Do Unto Others" bows on the "Music in the Air" network show November 29. . . . Jack Owens etched two versions of his "Think," back-to-back, on Decca. One side offers a soft-shoe arrangement; flip has Jack and his daughter, Mary Ann, on a duet. . . . Georgie Stoll has been

set as music director of M-G-M's "The Student Prince." . . . Earle Hagen and Herbert Spencer, of Music Service, Inc., scoring the production numbers for Betty Grable's vaude bow at the Chicago Theater November 27. . . . Carl Lertzman now handling Pam Garner, budding young thrush who recently played a series of dates at Victorville. . . . Paul Weston sliced four with Harry James and another brace with Jimmy Boyd. . . . Guy Mitchell bows into Ciro's along with Senor Wences Tuesday (24).

Hartford

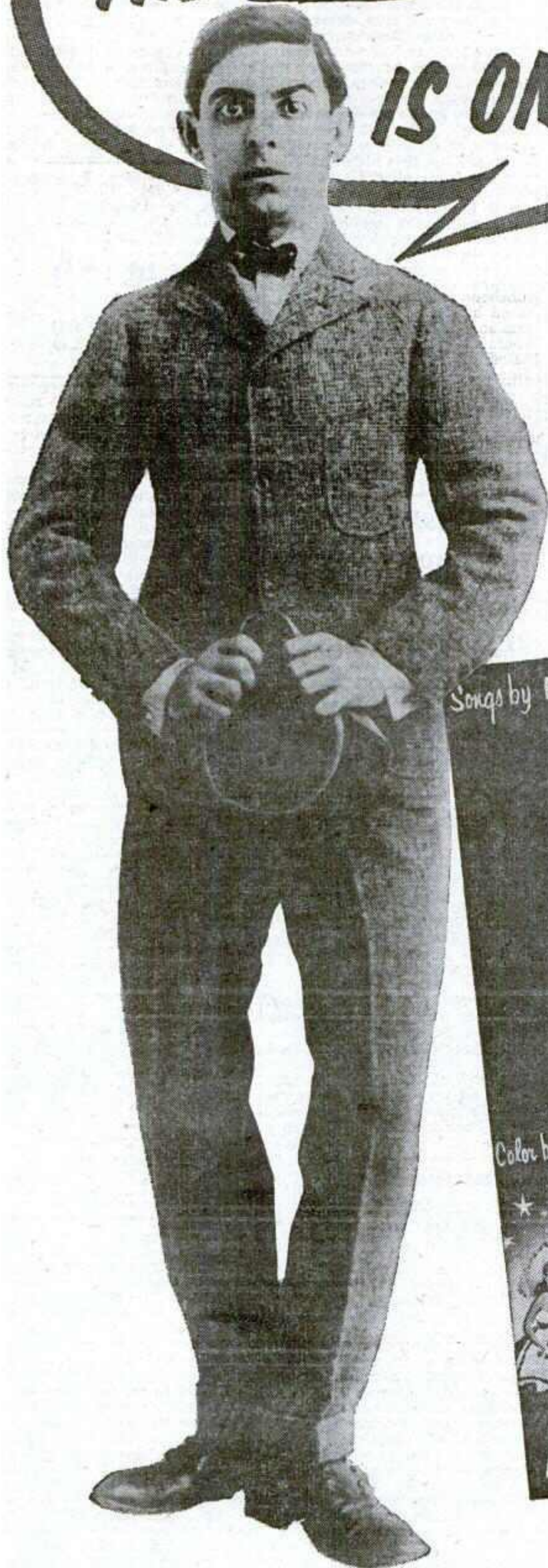
Paul Landerman, head of Landerman Brothers Orchestras, is back at his desk following hospital stay and home recuperation from back ailment. His brother and partner, Maurice, handled the office during his absence. . . . Sonny Ray is now providing nightly organ music in the Town House main dining room. . . . Al Gentile, band leader, went into New Britain General Hospital for a check-up. . . . Dick Belkin's trio has moved into the Chicken and Hamburg Heaven at Newington.



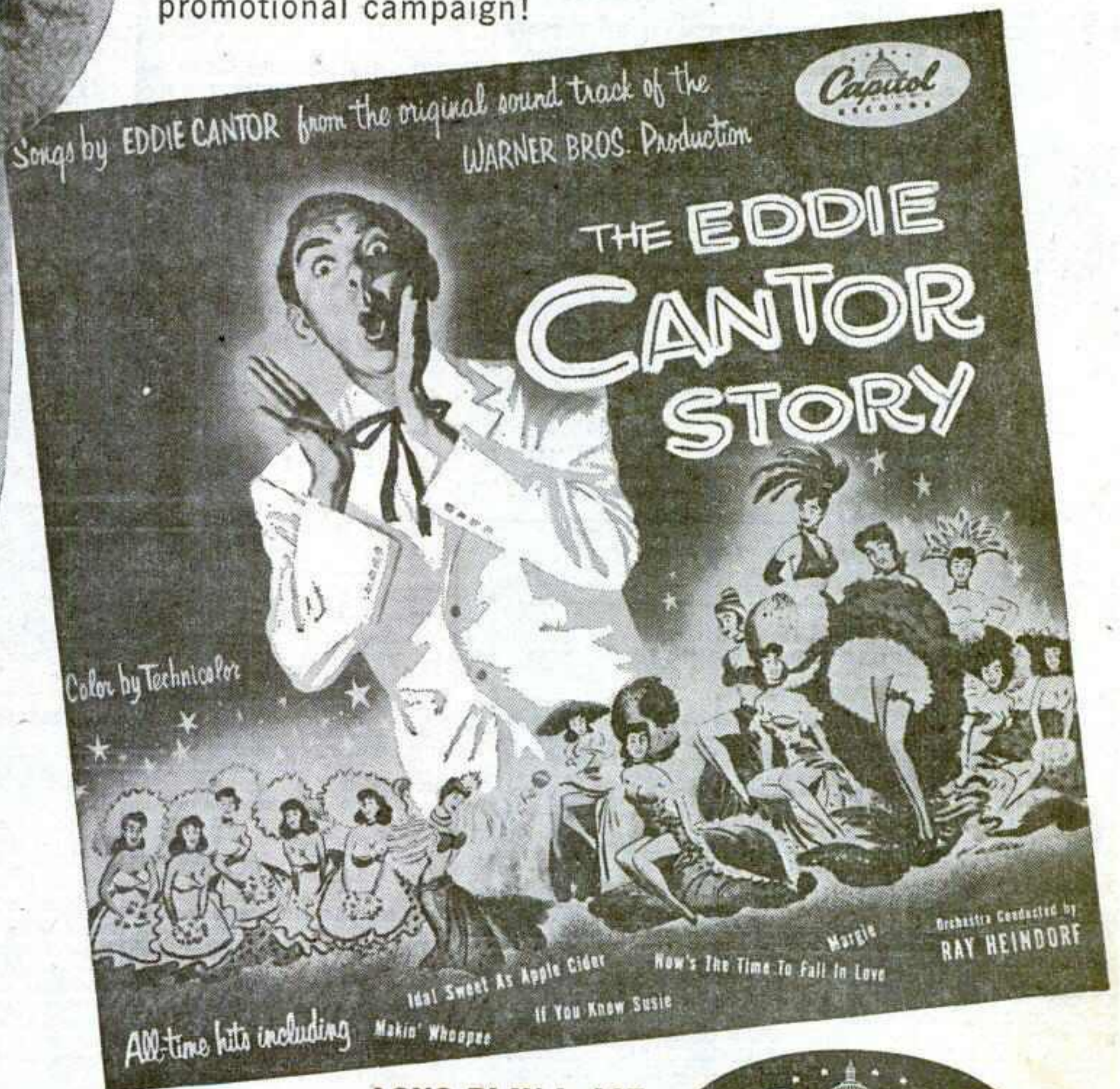
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LISTEN FOLKS...
THE REAL EDDIE CANTOR STORY
IS ON CAPITOL RECORDS!



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 THE ORIGINAL SOUND-TRACK ALBUM**
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 "BYE, BYE BLACKBIRD" "NOW'S THE TIME TO FALL IN LOVE"

The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

SYMPHONY

- ROY HARRIS: SYMPHONY NO. 3; HOWARD HANSON: SYMPHONY NO. 4 (1-12")—Eastman-Rochester Orchestra; Howard Hanson, Cond. Mercury MG 40004 78
COWELL: SYMPHONY NO. 4; RIEGGER: NEW DANCE; HOVHANESS: CONCERTO NO. 1 FOR ORCHESTRA (1-12")—Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 40005 71

EXTENDED ORCHESTRAL WORKS

- HINDEMITH: SYMPHONIC METAMORPHOSES; SCHOENBERG: FIVE PIECES FOR ORCHESTRA, OP. 16 (1-12")—Chicago Symphony Orchestra; Rafael Kubelik, Cond. Mercury MG 50024 76
STRAVINSKY: APOLLON MUSAGETE; PULCINELLA SUITE (1-12")—Vienna Chamber Orchestra; H. Hollreiser, Cond. Vox PL 8270 70

INSTRUMENTAL

- CHOPIN: WALTZES (1-12")—Ania Dorfman, Pianist. Bluebird LBC 1050 75
SARASATE: ZIGEUNERWEISEN, ETC. (1-10")—Michael Rabin, Violin. Columbia AL 38 74
DEBUSSY: SUITE BERGAMASQUE; ESTAMPES; ARABESQUES, ETC. (1-12")—Menahem Pressler, Pianist. M-G-M E 3054 70
WIDOR: ORGAN SYMPHONY NO. 6 IN G MINOR (1-12")—Richard Ellsasser. M-G-M E 3065 68
BACH: COMPLETE WORKS FOR SOLO VIOLIN (3-12")—Rolph Schroeder. Columbia SL 189 66

CONCERTO

- CONUS: CONCERTO IN E MINOR; CHAUSSON: POEME—Jascha Heifetz, Violinist; RCA Symphony Orchestra; Izler Solomon, Cond. RCA Victor LM 7017 77
GRIEG: PIANO CONCERTO IN A MINOR; RACHMANINOFF: RHAPSODY ON A THEME BY PAGANINI (1-12")—Urania UR-RS 7-15 73
BOCCHERINI: CONCERTO FOR CELLO IN B FLAT; MOZART-FISCHER: CONCERTO FOR CELLO IN E FLAT (1-12")—Janos Starker, Cellist; Castle Hill Festival Orchestra; M. Pilzer, Cond. Period SPL 579 70
SAINT-SAENS: FIFTH PIANO CONCERTO; D'INDY: SYMPHONY ON A FRENCH MOUNTAIN AIR (1-12")—Westminster Symphony Orchestra; A. Fistoulari, Cond. M-G-M E 3068 68

VOCAL

- A SONG RECITAL (1-12")—Kirsten Flagstad. RCA Victor LM 1738 82
JUSSI BJOERLING IN SONG (1-12")—RCA Victor LM 1771 80
CELEBRATED TENOR ARIAS (1-12")—Richard Tucker. Columbia ML 4750 78
EZIO PINZA SINGS VERDI AND MOZART ARIAS (1-12")—RCA Victor LM 1751 75

CHORAL WORKS

- HANDEL: THE MESSIAH (HIGHLIGHTS) (1-12")—Sir Thomas Beecham; The Royal Philharmonic Orchestra, Chorus and Soloists. RCA Victor LCT 1130 80

DRAMATIC WORKS

- SHAKESPEARE: ROMEO AND JULIET (3-12")—Old Vic Company. RCA Victor LM 6110 83

POPULAR ALBUMS

BACKGROUND & LISTENING

- BLACK MAGIC (1-12")—Andre Kostelanetz Orchestra. Columbia ML 4741 85

CHRISTMAS

- MANTOVANI: CHRISTMAS CAROLS (1-12")—London LL 913. 90

DANCE BAND

- SOPHISTICATED SWING (1-12")—Les Elgart Orchestra. Columbia CL 536 77
DANCE WITH CUGAT (1-12")—Xavier Cugat Orchestra. Columbia CL 537 74
NIMBLE FINGERS (1-10")—Lawrence Welk Orchestra. Coral CRL 56101 70
PINETOPPERS POLKAS (1-10")—Coral CRL 56095 65
A DANCE DATE IN MAMBOLAND (1-10")—Ramon Marquez Ork. Fiesta FLP 33001 64
TROPICAL RHYTHMS (1-10")—Orquestas Tropicales; Ramon Marquez Orchestra. Fiesta FLP 33002 62

CHILDREN'S RECORDS

- BETSY, MY PAPER DOLL; LITTLE SALLY ONE SHOW (1-78)—Rosemary Clooney; Paul Weston Ork. Columbia J-174 83
TRAIN TO TOYLAND (1-78)—Tom Glazer. Columbia J-171 80
SINGING TIME WITH GENE AUTRY (1-EP)—Columbia J-1776 80
I SAW MOMMY KISSING SANTA CLAUS; WHERE DID MY SNOWMAN GO (1-78)—Molly Bee. Capitol CAS 3192 75
BUGS BUNNY; RABBIT SEASONING (1-78)—Mel Blanc. Capitol CAS 3168 73
YAH, DAS IST EIN CHRISTMAS TREE; I TAN'T WAIT TIL QUITMUTH DAY (1-78)—Mel Blanc. Capitol CAS 3191 72
MUSKRAT; ONE MISTY MOISTY MORNING (1-78)—Tex Ritter. Capitol CAS 3167 70
RUDOLPH THE RED-NOSED REINDEER; THE SWISS BOY (1-78)—Smiley Burnette. Capitol CAS 3160 65

JAZZ

- DJANGO REINHARDT (1-10")—Clef MGC 516 77
THE LIONEL HAMPTON QUARTET (1-10")—Clef MGC 142 76
JAZZTIME U.S.A., VOL. 3 (1-12")—Brunswick BL 54002 72
WILLIE (THE LION) SMITH—HARLEM MEMORIES (1-10")—Dial 305 72
EARL HINES (1-10")—Dial 303 69
DJANGO REINHARDT (1-10")—Dial 214 68
CLAUDE THORNHILL ORK (1-EP)—Trend TE 504 62
SLIM GAILLARD CAVORTS (1-10")—Clef MGC 138 60

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category. Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Ork Stuff

Kosty Weaves Sales Spell in 'Black Magic'

Once again Columbia has delivered a superb package of Kostelanetz batonnings of standard melodies. This is a follow-up and easily the equal of the best-selling "Stardust" collection of some months ago. Called Black Magic, the package contains eight standards all done in the typically lush Kostelanetz way. Columbia has also introduced a new dance band in Les Elgart via a package called Sophisticated Swing. It's both danceable and delightful to hear.

The Latin-American fans get plenty to choose from via such recent items as Columbia's Dance With Cugat and Fiesta's A Dance Date in Mamboland and Tropical Rhythms. The first and last named are in potpourri style, in that various rhythms are packaged together in a single album—better for listening and dancing, it would seem.

Two recent Coral releases appear to have basic appeal to dancers. One is Nimble Fingers by the Lawrence Welk ork and the other Pinetoppers Polkas, Joe Martin.

String Sets

Bow Curves in Bach Package

The current batch of disks featuring stringed instruments includes one of particular interest. While its esoteric nature probably precludes general sale, the Complete Works for Solo Violin by Bach (a three-disk package) can be profitably promoted to a select public, those with a passion for "documented" authenticity. The artist is Rolph Schroeder and he uses a curved bow that enables him to play on four strings at once, if necessary. He is thus able to give the Bach polyphony more natural projection, producing a tone oddly similar to a baroque organ.

Unfortunately, Schroeder is an indifferent violinist, once his uncanny ability to twist his fingers into near impossible positions is granted. The package, tho, contains an indorsement by Nobel prize winner Albert Schweitzer, for added value. Despite its title, on the other hand, the set omits several movements from one of the suites, for something less than a complete survey. The recent complete set by Jascha Heifetz, with a straight bow, will continue to attract most patrons seeking out this repertoire.

On two 10-inchers we are given some brilliant fiddling by Heifetz and Michael Rabin. The latter tosses off the difficult Zigeunerweisen and a couple of Perpetual Motions with deceptive ease on a Columbia disk. RCA Victor offers Heifetz in that fiddlers' delight, the Conus Concerto and the (Continued on page 45)

Sing a Song of Sales

Strong Vocal Albums Offered By RCA Victor and Columbia

Ripe for Christmas sales is an RCA Victor 12-inch LP of highlights of Handel's Messiah. The recording—a re-issue—dates back to Sir Thomas Beecham's days with the label and had previously been released in complete form on Victor's Treasury of Immortal Performances series.

A glance at the catalog shows a surprising lack of recorded competition on this very popular oratoria. Thus, this highlight disk which includes all the best-loved portions and has an obvious price appeal because of its shortened form could rack up handsome sales in the weeks ahead.

The week's vocal release also features top operatic names in solo efforts of famous arias and favorite lieder. Possibly of greatest interest is A Song Recital by Kirsten Flagstad. There's all too little of this soprano on disks so her warm renditions of these lieder by Schubert, Brahms, Schumann, R. Strauss and other should provoke a good reception.

The tenor lovers can choose between the strong timbre of Richard Tucker's voice in Celebrated Tenor Arias (Columbia)

Kid Disks

Clooney Entry First in Class

Christmas time is usually the peak children's record selling period of the year, and the manufacturers have loosed their big guns to grab off their share of the accelerated market for kidisks. Columbia, for example, has tied in with McCall's magazine to issue Betsy, My Paper Doll as sung by Rosemary Clooney. The combined name value of the label, magazine and Miss Clooney should make this a big item. The same label has issued an EP called Singing Time With Gene Autry and a fine single for the very young by Tom Glazer called Train to Toyland.

Capitol has issued new packages by Molly Bee, Bugs Bunny, Mel Blanc, Tex Ritter, and Smiley Burnette. Some are recouplings of last year's key items with new backing. Others are new versions of standard Christmas kiddie items and several are brand new. Capitol's new price is the key factor here in addition to names and tunes. Joe Martin.

Mantovani

'Carol' Album Jingles Bell

There are many Christmas albums on the market, and in the usual course of events a new set would not occasion any undue excitement. However, when the new collection of Christmas Carols happen to be played by the Mantovani Ork, there is reason for dealer rejoicing. The lush, full-fiddled English ork turns in beautiful instrumental readings of such well known hymns as "The First Noel"; "Hark, the Herald Angels Sing"; "God Rest Ye Merry Gentlemen," "White Christmas" and many more. In fact, the ork seems to have run out of carols, since the final selection is the "Skater's Waltz." The sales power of Mantovani and his fine interpretations of the Christmas standards makes this a mighty potent set for the holiday season, one that should keep the cash registers ringing from Thanksgiving until Christmas Eve. Bob Rolontz.

and the more dulcet and sensitive voice of Jussi Bjoerling (RCA Victor) in a group of lovely lieder. It's the latter's first records of lieder. Nor are the basso enthusiasts forgotten by Victor which has released a disk of Ezio Pinza singing Mozart and Verdi arias. The Mozart arias have been available on a 10-inch disk. The Verdi side is new recorded. Nev Gehman.

Amer. Works Score in New LP Packages

The pat judgment that recordings of modern American music just can't sell is being proved wrong with gratifying frequency. The audience for serious contemporary is growing and acceptance of the output of our domestic creators is showing itself in the record store as well as the concert hall. Dealers willing to push such items with energy in the right places (schools and libraries must be singled out for special attention) are racking up plus volume.

Mercury has assembled a representative selection of American works in its latest release and all seem to have more than transitory appeal. There should be a fair number of collectors who will want to own the sets for repeated spins and study. Of greatest potential is the coupling of symphonies by Roy Harris and Howard Hanson, in vital performances led by Hanson. Another disk holds a symphony by Henry Cowell and shorter efforts by Riegger and Hovhaness. There's fascinating listening here too.

Mercury has another package in the modern vein that will have special appeal for hi-fi fans. Coupled are Hindemith's Symphonic Metamorphoses and Schoenberg's Five Pieces for Orchestra in pungent readings by Kubelik and the Chicago Symphony. The sounds produced will test the capabilities of the most advanced playback equipment. A charming Stravinsky package has been released by Vox pairing two ballets of near classic simplicity, Apollon Musagete and the Pulcinella Suite. Is Horowitz.

Flow of Jazz Sets Continues Unabated

One of the remarkable things about the field of jazz is the fact that there is no end to the types of disks that can be released in the idiom. The same tune can be played for three minutes or, with variations, for close to 12 minutes, as the result of EP and LP disks. In addition, as new artists achieve some measure of fame or go from one label to another they can be waxed with new groups, still on the same tunes—songs that have become jazz standards. Lionel Hampton, for instance, making his debut slicing for Clef Records, is featured on two tunes, "Stompin' at the Savoy" and "The Nearness of You," and each takes up an entire side of the 10-inch LP. Oscar Peterson, Buddy Rich and Roy Brown combine their talents with the Hamp, and the result is one of the best things he has done in a long time. The many Hampton fans, as well as Peterson fans, will want this new set.

The death of Django Reinhardt a few months ago took from the jazz world one of the finest guitarists since the late Charlie Christian. Clef Records and Dial Records have both released sets featuring the late gypsy musician, (Continued on page 45)



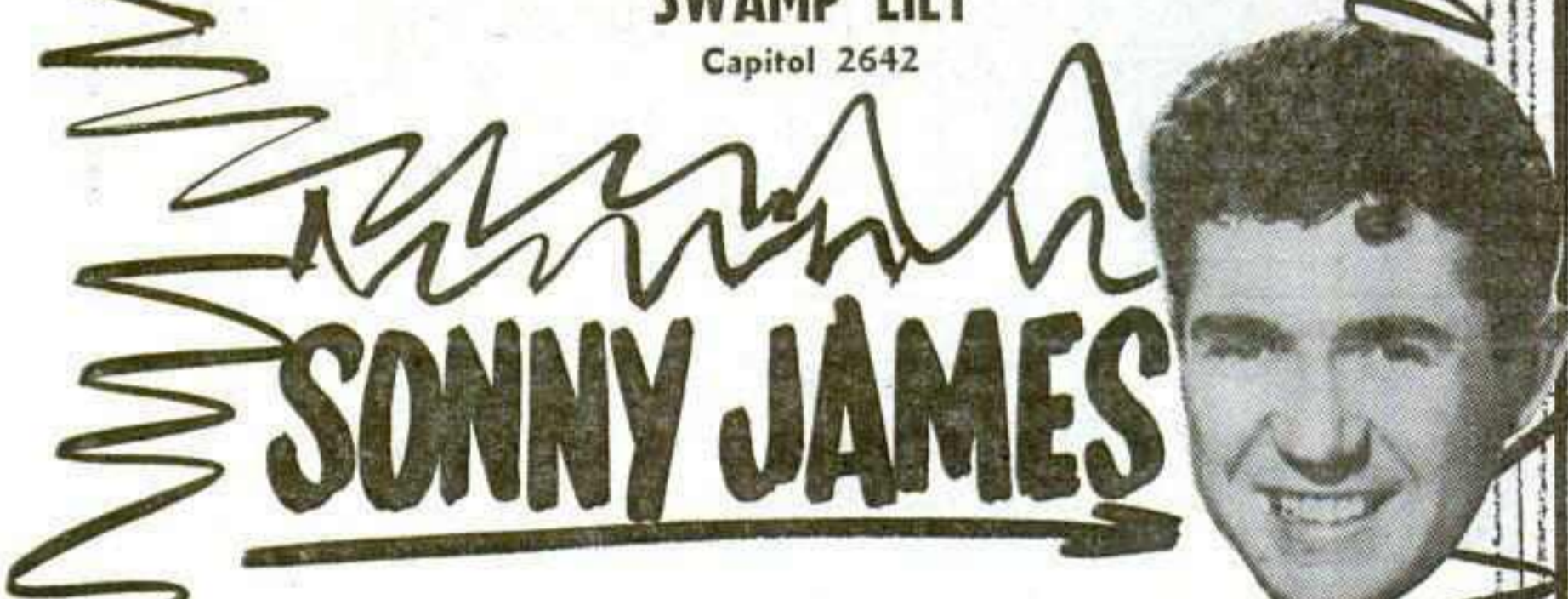
ROY ACUFF

SWEEP AROUND YOUR OWN BACK DOOR

c/w

SWAMP LILY

Capitol 2642



SONNY JAMES

WON'T SOMEBODY TELL ME

c/w

"MY GREATEST THRILL"

Capitol 2641



That Lovely Lady's Latest!

MARTHA CARSON

sings

SINGIN' ON THE OTHER SIDE

c/w

"I've Got a Better Place to Go"

Capitol 2634



The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending November 21

National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters.....	2	16
Rock-A-Bye Boogie—V 20-5345—BMI		
2. THERE STANDS THE GLASS—W. Pierce.....	1	6
I'm Walking the Dog—Dec 28834—BMI		
3. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	3	18
I'd Rather Die Young—Cap 2502—BMI		
3. LET ME BE THE ONE—H. Locklin.....	4	10
I'm Tired of Bumming Around—Four Star 1641—BMI		
5. HEY JOE—Carl Smith.....	5	19
Darlin' Am I the One?—Col 21129—BMI		
6. CARIBBEAN—M. Torok.....	7	15
Weep Away—Abbott 140—BMI		
7. WHEN MEXICAN JOE MET JOLE BLON—H. Snow....	—	1
No Longer a Prisoner—V 20-5490—BMI		
8. I'M WALKING THE DOG—W. Pierce.....	8	6
There Stands the Glass—Dec 28834—BMI		
9. NORTH WIND—S. Whitman.....	—	1
Darlin' Don't Cry—Imperial 8208—BMI		
10. TENNESSEE WIG-WALK—Bonnie Lou.....	—	7
Hand-Me-Down Heart—King 1237—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	1	15
Cap 2502—BMI		
2. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters	2	12
V 20-5345—BMI		
3. HEY JOE—Carl Smith.....	3	18
Col 21129—BMI		
4. CARIBBEAN—M. Torok.....	3	10
Abbott 140—BMI		
4. THERE STANDS THE GLASS—W. Pierce.....	5	4
Dec 28834—BMI		
6. CRYING IN THE CHAPEL—Rex Allen.....	8	12
Dec 28758—BMI		
6. FORGIVE ME JOHN—J. Shepard-F. Huskey.....	8	2
Cap 2586—BMI		
8. LET ME BE THE ONE—H. Locklin.....	6	5
Four Star 1641—BMI		
8. I'M WALKING THE DOG—W. Pierce.....	7	5
Dec 28834—BMI		
10. TENNESSEE WIG-WALK—Bonnie Lou.....	—	3
King 1237—BMI		
10. IT'S BEEN SO LONG—W. Pierce.....	—	21
Dec 28725—BMI		

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters.....	1	14
V 20-5345—BMI		
2. LET ME BE THE ONE—H. Locklin.....	2	13
Four Star 1641—BMI		
3. THERE STANDS THE GLASS—W. Pierce.....	4	6
Dec 28834—BMI		
4. HEY JOE—Carl Smith.....	3	18
Col 21129—BMI		
5. CARIBBEAN—M. Torok.....	8	13
Abbott 140—BMI		
6. TAIN'T NICE—Carlises	—	2
Mercury 70232—BMI		
7. I'M WALKING THE DOG—W. Pierce.....	7	4
Dec 28834—BMI		
7. DEAR JOHN LETTER—J. Shepard-F. Huskey.....	8	19
Cap 2502—BMI		
9. MAMA COME GET YOUR BABY BOY—E. Arnold....	5	8
V 20-5115—BMI		
10. IT'S BEEN SO LONG—W. Pierce.....	6	22
Dec 28725—BMI		

Mr. AMERICAN COWBOY

GENE AUTRY



Mr. CHRISTMAS
HIMSELF...

1948 "HERE COMES SANTA CLAUS"
3,600,000 Columbia Records Sold

1950 "RUDOLPH THE RED-NOSED REINDEER"
4,200,000 Columbia Records Sold

1953 "I WISH MY MOM WOULD
MARRY SANTA CLAUS"

and . . .

"SLEIGH BELLS"

Columbia #40135

New Hits Available in Sheet Music at . . .

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The Billboard's Music Popularity Charts. For Week Ending November 21

TOP C & W RECORDS

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

The Billboard, 6000 Sunset Blvd., Hollywood 28

Smokey Warren set to do a guest spot on **Pee Wee King's** TV show out of Louisville. Smokey is currently appearing at **Shorty Warren's** Copa Club, Secaucus, N. J. . . . **Homer and Jethro** back from their appearance at the Thunderbird Hotel, Las Vegas, Nev., where they stopped the show cold. . . . **Uncle Ezra Cline** and the **Lonesome Pine Fiddlers** working thru West Virginia and Kentucky, featuring their new RCA Victor recording of "Lonesome Pine Breakdown" and "Five String Rag." . . . **Hank Snow** is really traveling these days. After several hot weeks working thru the Northwest around Washington, British Columbia and Montana, he is now touring theaters around Toronto and Montreal. . . . **Jimmy Kelly** and his **Blue Rhythm Boys**, of Shreveport, La., recently signed with Jiffy Records. Their first release is "My Love's Left Behind" and "Three-D Boogie." . . . **Waldo**, producer-writer of the **Waldo Show** out of Prescott, Ariz., to be discharged soon from the **Veterans' Hospital**, Whipple, Ariz. He staged the annual "Halloween Jamboree" at Prescott. Waldo is in need of Mexican-American platters for his d.j. show. . . . **Johnny Bond** doing dates in San Francisco and planning to stay put in Los Angeles until after Christmas.

The annual **Marshall Jamboree**, Marshall, Tex., started its season recently with some smash entertainment in the person of **Jimmy Evans** and the **Circle J Ranch Boys**, **Paul Reiger** and the **Sons of the Sands**, the **Cass County Boys**, **Floyd Gentry**, **Al Courtney** and a host of other top-notch talent. **A. T. Young**, manager of the jamboree, has **T. Tommy Cutrer**, **Jim Reeves** and possibly **Martha Carson** set for future dates. . . . **Irish Leigh** now appearing as a regular with the **Garden State Jamboree** over **WAAT**, Newark, N. J. . . . **Leon Tassin** and **Charlie Stuckey** and **His Westerners** have a new release on **Pelican Records**. . . . **Rex Allen**, Decca disk star, back from **Vernon, Tex.**, where he picked up a two-and-a-half-

(Continued on page 49)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

New Orleans. . . **RELEASE ME**

J. Heap, Capitol 2518

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
2. **There Stands the Glass**
W. Pierce, Decca
3. **Dear John Letter**
J. Shepard-F. Huskey, Capitol
4. **Sorrow and Pain**
Davis Sisters, Victor
5. **Caribbean**
M. Torok, Abbott
6. **Let Me Be the One**
H. Locklin, Four Star
7. **I'm Walking the Dog**
W. Pierce, Decca
8. **Tain't Nice**
Carlises, Mercury
9. **I'm Allergic to Your Kisses**
J. Skinner, Decca
10. **Hey Joe**
C. Smith, Columbia

Dallas-Ft. Worth

1. **There Stands the Glass**
W. Pierce, Decca
2. **Hey Joe**
C. Smith, Columbia
3. **It's Been So Long**
W. Pierce, Decca
4. **You All Come**
A. Duff, Starday
5. **Caribbean**
M. Torok, Abbott
6. **Let Me Be the One**
H. Locklin, Four Star
7. **Tennessee Wig-Walk**
B. Lou, King
8. **When Mexican Joe Met Jole Blon**
H. Snow, Victor
9. **Yesterday's Girl**
H. Thompson, Capitol
10. **John Henry**
H. Thompson, Capitol

Houston

1. **There Stands the Glass**
W. Pierce, Decca
2. **You All Come**
A. Duff, Starday
3. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
4. **North Wind**
S. Whitman, Imperial
5. **Weary Blues From Waitin'**
H. Williams, M-G-M
6. **Bimbo**
J. Reeves, Abbott
7. **I Won't Be Home No More**
H. Williams, M-G-M
8. **Mama Come Get Your Baby Boy**
E. Arnold, Victor
9. **I Found Out More Than You Ever Knew**
B. Cody, Victor
10. **Hopeless Love**
L. Frizzell, Columbia

Memphis

1. **Let Me Be the One**
H. Locklin, Four Star
2. **There Stands the Glass**
W. Pierce, Decca
3. **I Forgot More Than You'll Ever Know**
Davis Sisters, Victor
4. **Shake a Hand**
R. Foley, Decca
5. **Tennessee Wig-Walk**
B. Lou, King
6. **Hey Joe**
C. Smith, Columbia
7. **Why Don't You Open the Door**
York Brothers, King
8. **Kiss Me Big**
Tennessee Ernie, Capitol



An extra special Christmas present to all Hank Snow fans!

HANK SNOW

sings

Christmas Roses

and **REINDEER BOOGIE**
with the **Rainbow Ranch Boys**

20/47-5340



GOING . . . GOING . . . GONE! PEE WEE KING and His Band

with the 1st Male Version of . . .

CHANGING PARTNERS

and

BIMBO

Vocals by **REDD STEWART**

RCA 20/47-5543

For Availabilities

PEE WEE KING ENT.

307 VAUGHAN BLDG. LOUISVILLE, KY.

Picked as a
NEW RECORD TO WATCH
Country & Western
PEE WEE KING
Changing Partners (Porgie, BMD)
Bimbo (Fairway, BMD)
RCA Victor 20-5543
—The two best sides from King in some time. The ork has a lot of spark and Redd Stewart does a fine vocalizing effort on both sides. Could rack big sales for the ork.
The Billboard Nov. 21

The Billboard's Music Popularity Charts

... for Week Ending November 21

TOP COUNTRY & WESTERN RECORDS

9. Pa-Paya Mama
B. Lou, King
10. Dear John Letter
J. Shepard-F. Huskey, Capitol

Nashville

1. When Mexican Joe Met Jole Blon
H. Snow, Victor
2. There Stands the Glass
W. Pierce, Decca
3. Let Me Be the One
H. Locklin, Four Star
4. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
5. Shake a Hand
R. Foley, Decca
6. Kiss Me Big
Tennessee Ernie, Capitol
7. Satisfaction Guaranteed
C. Smith, Columbia
8. Tain't Nice
Carlises, Mercury
9. Forgive Me John
J. Shepard-F. Huskey, Capitol
10. My Wasted Past
E. Tubb, Decca

New Orleans

1. Satisfaction Guaranteed
C. Smith, Columbia
2. Release Me
J. Heap, Capitol
3. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
4. Kiss Me Big
Tennessee Ernie, Capitol
5. There Stands the Glass
W. Pierce, Decca
6. How's the World Treating You?
E. Arnold, Victor
7. Sorrow and Pain
Davis Sisters, Victor
8. I'm Walking the Dog
W. Pierce, Decca
9. Tennessee Wig-Walk
B. Lou, King
10. Let Me Be the One
H. Locklin, Four Star

FOLK TALENT AND TUNES

Continued from page 48

year-old colt sired by the famed Poco Bueno, hailed as the world's greatest quarter horse. Rex's "Where Did My Snow Man Go?" a solid follow-up to his hit, "Crying in the Chapel." . . . Charlie Adams, recently with Decca Records, now signed to a Columbia recording contract, is celebrating the birth of another boy. . . . New Starday artists include Jack Rhodes, Al Petty and Billie Harbert. Mrs. Jack Starns on her way to Nashville with Arlie Duff, whose "You All Come" is doing well on Starday. . . . Maddox Brothers and Rose renewed their Columbia disk pact and set with a weekly stint at Harmony Park Ballroom, Anaheim, Calif. Team played a benefit along with Roy Rogers, Dale Evans and Jimmy Wakely at the Shrine Auditorium, Los Angeles, in behalf of mentally retarded children.

Colleen Fisher, guitarist-vocalist at KYCA, Prescott, Ariz., has left the station to return to Phoenix for the winter. . . . Rita and Rosalie Carol working out of Charlotte, N. C., promoting their recording of "Baby, Why Don't You Stop Teasin' Me?" . . . Cowboy Howard Vokes visiting with the gang up at WWVA, Wheeling, W. Va., gathering material for his folk music columns. . . . Fortune Records releasing an old master by the Davis Sisters tagged "Heartbreak Ahead," despite many offers from the majors. Disk features the original Davis Sisters and the late Betty Jack Davis. . . . "Town Hall Party," via KTTV, Los Angeles, offering a salute to the late Hank Williams during a two-hour telecast from Town Hall in nearby Compton. Show will feature Hank's wonderful song, with Mrs. Audrey

Williams appearing in a guest spot. Les (Carrot Top) Anderson, Merle Travis, Freddy Heart and Marilyn Tuttle round out the bill. . . . James Deacon Ware, former country star with Pee Wee King, has entered the modern popular field via two numbers recorded for Prestige Records. . . . Jimmy Smith set for a guest spot on the Lee Bonds "Midway Jamboree," Gadsden, Ala.

Ann Jones and her all-girl Western band playing Wagonwheel Park, Camas, Wash. . . . Congrats to Warren Jarvis, WNVA, Norton, Va., who tied the knot recently. . . . Wild Bill, of Clifton Forge, Va., guesting recently on the Doug Wilson show, WSL, Clifton Forge. . . . Jim Flaherty, WHAY, New Britain, Conn., has added 45 minutes to his c.&w. disk jockey stint.

Dave Hendricks, WBUX, Doylestown, Pa., has added two hours of country music to his Saturday schedule for a total of five hours now. . . . Jimmy Heap, KTAE, Taylor, Tex., playing dates in Houston and reports excellent dance business. Jimmy also cut some sides with Ken Nelson, Capitol's country and western chief, while in Dallas. . . . Hank Locklin a guest on the "Louisiana Hayride" and then over to Jolly Cholly Stokley's show at KWKH for the Red River Roundup. Cholly informs us that Rudy Grayzell, Sugarfoot and Ida Red, and Jimmy Work are set for a spot on the "Hayride" too. . . .

A New Hit
FATS DOMINO
"YOU SAID YOU LOVE ME"
"ROSE MARY"
#5251

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

M-G-M Issues Mail Pieces

NEW YORK, Nov. 21.—M-G-M Records has issued two new supplements designed for counter or mailing use by record dealers. The diskery has printed a half million copies of an eight-fold "stuffer" size supplement listing all its classical records.

In addition, M-G-M has turned out a special three-color mailing piece on its Christmas disk merchandise. Latter item is specifically designed as an enclosure for use in invoice mailing by department stores and record shops. The Christmas mailer includes an order form for customer use.

C & W Record Reviews

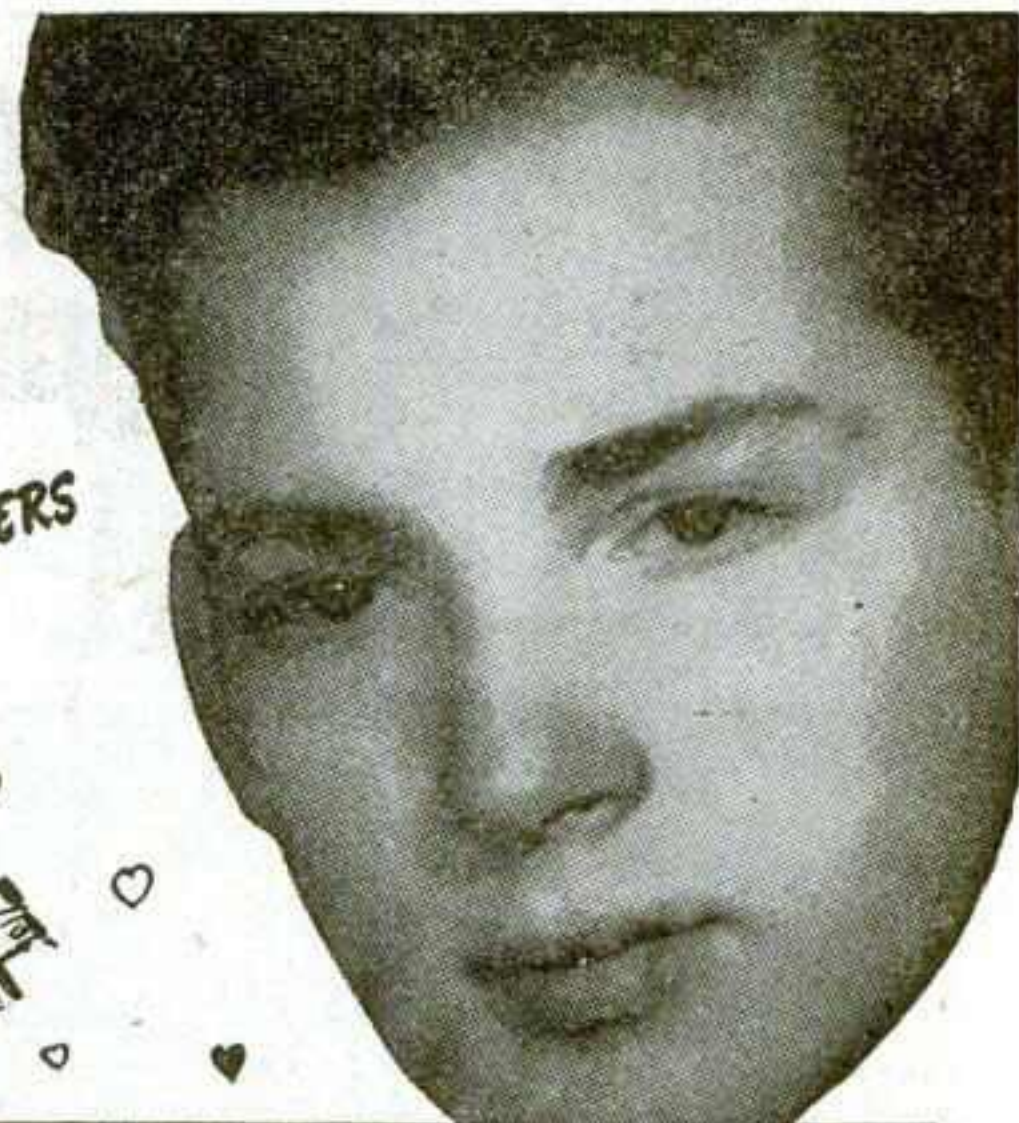
Continued from page 32

- chamber and multiple track recording gimmick, this is a lively little item which figures to do good wherever there are Texans. Ops can use it. (Montauk, BMI)
- No Heart at All...70
Pop flavored country ballad gets a strong reading from Miss Lou. (Spier, ASCAP)
- OWEN PERRY
I Could Go On and On...71
CAPITOL 2650—Pretty new ballad is handled neatly by the warbler. (Central, BMI)
- You Plus Me (Equals Love)...69
Perry sings this novelty effort with some charm. (Central, BMI)
- FLETCHER PECK TRIO
The Guy With the Voodoo...69
DECCA 28924—Peck and his trio get together on a nonsensical rhythm ditty. Full of crazy rhymes. Good for kicks. (Duchess, BMI)

- Beans...68
More of the same. Good juke box fare for the right locations. (Albacore, ASCAP)
- JIMMY SIMPSON
I Hope Someday
You'll Think of Me...68
REPUBLIC 7064—Okay ballad and okay chanting, too. (Babb, BMI)
- Oilfield Blues...67
Simpson tosses in some yodeling too on this blues side. (Babb, BMI)
- GAY BROTHERS
You're My Only Darlin'...58
ALL STAR 7100—Oklahoma Drifters back the boys on a fairly good reading of an ordinary tune in waltz tempo. (Allstar, BMI)
- You Locked Up My Heart...58
This has the flavor of a ranchero. Again the reading is okay. (Allstar, BMI)

DARRELL GLENN HITS AGAIN!

the darling of the TEEN-AGERS



DARRELL GLENN
"Only a Pastime"
and BOUDELEAUX BRYANT
"I Think I'm Falling in Love With You"
V-109
FLOYD WILSON

DECCA DEBUT!

... WRVA's great song stylist...

Sunshine Sue
sings
OVER THE VALLEY
and
DON'T TURN AROUND
DECCA RECORD No. 28923

CROMWELL MUSIC, Inc.

For Pop..Country..R & B
Shorty Long bounces into...

THE NEW TUXEDO JUNCTION
DOUBLE VOICE DUET

"Who Said I Said That?"
"I Got Nine Little Kisses"

V-108

Valley RECORDS Inc.
BOX 10033, KINGSTON PIKE
KNOXVILLE, TENNESSEE

TOP RHYTHM & BLUES RECORDS

Rhythm & Blues Record Reviews

Continued from page 32

VARETTA DILLARD

I Ain't Gonna Tell82
SAVOY 1118—Vareta Dillard has a strong hunk of material here and it could break out quickly. Tune is in the rhumba blues tradition, and Vareta sings it with a lot of feeling and drive over a wild and swinging

ork backing. This one could be another "Mercy, Mr. Percy" for the thrush.

My Mind Is Working

.....80
The chantress turns another strong vocal here, this time on a medium tempo effort, and once again about the thrush's troubles of the heart and

the pocketbook. Side goes, and it, too, should grab action and juke coin.

MARVIN AND JOHNNY

Baby Doll80
SPECIALTY 479—The vocal team impresses as good disk material via this up-tempo reading, which builds smartly. This one could go—watch it. (Venice, BMI)
I'm Not a Fool71
Good blues ballad material gets a good vocal reading. (Venice, BMI)

OSCAR McLOLLIE

Lolly Pop79
MODERN 920 — The McLollie ork turns in a solid performance on a bright new jump effort, showing the same bright precision work that grabbed attention on the "Honey Jump." The novelty vocal by the sidemen adds to the platter. It's a good one and it could get both spins and coins. (Leon Rene, ASCAP)
God Gave Us Christmas65
The Honey Jumpers sing about Christmas Day on this new platter, backed quietly by the McLollie ork. It's pleasant and listenable, and it could grab spins come the holidays. (Leon Rene, ASCAP)

JOE HOUSTON ORK

Blowin' Crazy76
MODERN 917—This up-tempo item is enlivened with boppish comments by the ork men, and then the crew swings into a Basic-styled riff finale. Good juke item. (Modern, BMI)
Goin' Crazy75
The Houston ork takes off with aplomb on an infectious instrumental with a beat. Good wax. (Modern, BMI)

THE SHADOWS

Don't Be Bashful73
DECCA 48307 — The group has an attractive platter here in this bright tune with a teasing lyric. There is a steady, insinuating beat that underlines the vocal with an engaging rhythm pattern. (Park Ave., BMI)
Tell Her71
The flip features the group's lead singer who wants his friends to tell his girl not to worry. He sings out the wildly emotional melodic line with intensity. (Park Ave., BMI)

SPANIELS

House Cleaning73
VEE JAY 103—A slow rocker guarantees the housewife satisfaction—according to the lyric. It's spirited and with a smart hand-clap interlude and
(Continued on page 51)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Detroit... GEE
Philadelphia... I'LL BE TRUE

Crows, Rama 5
F. Adams, Herald 419

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Money Honey
C. McPhatter, Atlantic
2. Honey Hush
J. Turner, Atlantic
3. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
4. Shake a Hand
F. Adams, Herald
5. Rosemary
Fats Domino, Imperial
6. Mad Love
M. Waters, Chess
7. Feelin' Good
Little Junior's Blue Flames,
Sun
8. I Had a Notion
J. Morris, Herald
9. Please Hurry Home
B. B. King, RPM
10. Drunk
J. Liggins, Specialty

Charlotte

1. Money Honey
C. McPhatter, Atlantic
2. Honey Hush
J. Turner, Atlantic
3. Shake a Hand
F. Adams, Herald
4. Good Lovin'
Clovers, Atlantic
5. Drunk
J. Liggins, Specialty
6. I Had a Notion
J. Morris, Herald
7. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
8. TV is the Thing
D. Washington, Mercury
9. Rags to Riches
Dominoes, King
10. Don't Deceive Me
C. Willis, Okeh

Chicago

1. TV is the Thing
D. Washington, Mercury
2. Money Honey
C. McPhatter, Atlantic
3. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
4. Shake a Hand
F. Adams, Herald
5. Marie
Four Tunes, Jubilee
6. Honey Hush
J. Turner, Atlantic
7. Nadine
Coronets, Chess
8. Rosemary
Fats Domino, Imperial
9. Proposal
Shirley & Lee, Aladdin
10. Get It
Royals, Federal

Cincinnati

1. Money Honey
C. McPhatter, Atlantic
2. I Had a Notion
J. Morris, Herald
3. Rags to Riches
Dominoes, King
4. Honey Hush
J. Turner, Atlantic
5. Too Much Lovin'
Five Royales, Apollo
6. Good Lovin'
Clovers, Atlantic
7. Shake a Hand
F. Adams, Herald
8. My Country Man
Big Maybelle, Okeh
9. Get It
Royals, Federal
10. Please Hurry Home
B. B. King, RPM

Detroit

1. Money Honey
C. McPhatter, Atlantic
2. My Country Man
Big Maybelle, Okeh
3. Shake a Hand
F. Adams, Herald
4. Rags to Riches
Dominoes, King
5. Honey Hush
J. Turner, Atlantic
6. Marie
Four Tunes, Jubilee
7. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
8. I Had a Notion
J. Morris, Herald
9. TV is the Thing
D. Washington, Mercury
10. Gee
Crows, Rama

Los Angeles

1. Shake a Hand
F. Adams, Herald
2. Mad Love
M. Waters, Chess
3. Feelin' Good
Little Junior's Blue Flames,
Sun
4. Money Honey
C. McPhatter, Atlantic
5. Rosemary
Fats Domino, Imperial
6. In the Mission of St. Augustine
Orioles, Jubilee
7. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
8. Get It
Royals, Federal
9. Good Lovin'
Clovers, Atlantic
10. Blues With a Feeling
Little Walter, Checker

New Orleans

1. Money Honey
C. McPhatter, Atlantic
2. Mad Love
M. Waters, Chess
3. Shake a Hand
F. Adams, Herald
4. Blues With a Feeling
Little Walter, Checker
5. Rosemary
Fats Domino, Imperial
6. Take Me Back
L. Hayes, Recorded in Holly-
wood
7. Feelin' Good
Little Junior's Blue Flames,
Sun
8. Good Lovin'
Clovers, Atlantic
9. Honey Hush
J. Turner, Atlantic
10. I Would If I Could
Ruth Brown, Atlantic

New York

1. Shake a Hand
F. Adams, Herald
 2. One Scotch, One Bourbon,
One Beer
A. Milburn, Aladdin
 3. Don't Deceive Me
C. Willis, Okeh
 4. I Had a Notion
J. Morris, Herald
 5. Money Honey
C. McPhatter, Atlantic
 6. TV is the Thing
D. Washington, Mercury
 7. Drunk
J. Liggins, Specialty
 8. My Country Man
Big Maybelle, Okeh
- (Continued on page 51)

VARETTA DILLARD
DOES IT AGAIN!



A DOUBLE-SIDED HIT!

Savoy #1118

"THAT'S THE WAY"
B/W
"I AIN'T GONNA TELL"

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

They're on the Market!

3 BRAND NEW HITS!
SENSATIONAL ARTISTS!

WILLIE MAE "HOUND DOG" THORNTON

says

I Ain't No Fool Either

b/w The Big Change PEACOCK #1626

GATEMOUTH BROWN

plays great instrumental

Gate Walks To Board

b/w Please Tell Me Baby PEACOCK #1619

AND INTRODUCING

ROBERT KETCHUM

singing

SHE'S GONE FROM ME

b/w Stockade PEACOCK #1623



2809 ERASTUS ST., HOUSTON 26, TEXAS

The Billboard Music Popularity Charts

... for Week Ending November 21

TOP RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

Continued from page 50

- 9. Crying in the Chapel
Orioles, Jubilee
10. Good Lovin'
Clovers, Atlantic

Philadelphia

- 1. Rags to Riches
Dominoes, King
2. Money Honey
C. McPhatter, Atlantic
3. I'll Be True
F. Adams, Herald
4. I Had a Notion
J. Morris, Herald
5. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
6. Fat Daddy
D. Washington, Mercury
7. TV is the Thing
D. Washington, Mercury
8. Baby Doll
Marvin & Johnny, Specialty
9. Get It
Royals, Federal
10. Good Lovin'
Clovers, Atlantic

St. Louis

- 1. Honey Hush
J. Turner, Atlantic
2. Marie
Four Tunes, Jubilee

Specialty records advertisement for 'I STOOD BY' by ROY MILTON.

Atlantic RECORDING CORP advertisement for 'THE FEELING IS SO GOOD' by THE CLOVERS.

Essex RECORDS advertisement: 'THE LABEL WITH A FUTURE...'

ENGLEWOOD RECORDS advertisement for Christmas songs.

Research Craft Co. advertisement for record pressing services.

DANA RECORDS advertisement for polka line records.

- 3. Money Honey
C. McPhatter, Atlantic
4. TV is the Thing
D. Washington, Mercury
5. Rags to Riches
Dominoes, King
6. Banana Split
Kid Kings Combo, Excello
7. Mad Love
M. Waters, Chess
8. Shake a Hand
F. Adams, Herald
9. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
10. Feelin' Good
Little Junior's Blue Flames, Sun

Washington - Baltimore

- 1. I Had a Notion
J. Morris, Herald
2. Money Honey
C. McPhatter, Atlantic
3. Fat Daddy
D. Washington, Mercury
4. Honey Hush
J. Turner, Atlantic
5. In the Mission of St. Augustine
Orioles, Jubilee
6. Rosemary
Fats Domino, Imperial
7. Take Me Back
L. Hayes, Recorded in Hollywood
8. Shake a Hand
F. Adams, Herald
9. Baby, It's You
Spaniels, Chance
10. These Foolish Things
Dominoes, Federal

Rhythm & Blues Record Reviews

Continued from page 50

a tenor solo of merit. (Conrad, BMI) The Bells Ring Out... 70

LAWRENCE STONE New Love... 72 MODERN 919—Stone projects on a rhythmic, buck-dance type of ditty. (Modern, BMI) Too Much Lovin'... 69

TAMPA RED So Crazy About You, Baby... 71 V 20-5523—Tampa Red emotes here over a slow, easy-going Southern-styled backing. He lets his girl know how he feels about her in no uncertain terms. The vocal alternates with some very expressive harmonica solo work. (Tannen, BMI) So Much Trouble... 70

JOHN BULLARD Spoiled Hambone Blues... 71 DE LUXE 6019—Could be fine for ops. but so-so for air play. Nevertheless it's pretty strong material which takes top honors. Bullard is okay. (Lois, BMI) Western Union Blues... 67

MOOHAN All Shook Out... 70 STARMAKER 501—Moohan gets off a raucous reading of a funny follow-up to "Shake a Hand" as he details his experiences with a fem jiu-jitsu expert. Good for plenty of spins. Candy... 65

BOBBY PRINCE ORK Movin' Down the Line... 70 V 20-5520—Prince is leaving his girl and going back home to Birmingham. He sounds very happy about it and there is enough movement in the backing to suggest he has wings on his feet. (E & E Music, BMI) Have a Little Pity... 68

LENNY GALE Dixieland Christmas... 55 TONAY 1200—Pleasant holiday ditty makes for a listenable waxing, with the chanter given okay backing by the ork. (BMI) Baby It's All for You... 52

National Best Sellers

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label.

Most Played in Juke Boxes

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label.

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Tab Smith and His United Recording Band are currently appearing at the Capitol Lounge. Parker and his All-Stars are holding forth at the Bee Hive Lounge. T-Bone Walker is set to follow Arthur Prysock into the Toast of the Town. Nellie Lutcher is now appearing at the Crown Propeller Lounge where Rudy Green and Muddy Waters appear on alternate nights. Eddie Chamblee closed last week at the Bagdad. Sugar Ray Robinson, Billy Ward and His Dominoes, and Count Basie play the Thanksgiving Music Festival sponsored by the Artists Society of America at Dusable High School Auditorium November 28. Red Saunders still holding the stage with his Okeh Records band at the Club Delisa. Johnny Hodges moves into the Capitol Lounge for the coming holidays. Lynn Hope and his ork played a one-nighter at the Paradise Ballroom in Cleveland on November 21. The Five Keys play a

string of one-nighters thru the East this week. Earl Bostic and his band are currently appearing at the Capitol Lounge, Chicago. Eddie Chamblee, United Records, and his orchestra are now being heard at Chi's Bagdad. Valadia Snow has been signed by Chess Records and her first release is set for around Christmas. Phil Chess left for the East Coast on a business trip.

Chicago Paul Bascomb, Parrot Records, moved into the Strand Lounge on



Sian Kenon records arrangements by Westlake College of Music graduate, Bill Holman. Fill out coupon to get school catalog. Approved for vets, too.

WESTLAKE COLLEGE OF MUSIC Dept. N-14, 6626 Yucca St., Hollywood 28, Calif. HU 2-2387

Coupon form with fields for Name, Address, City, State, and Class preference.

A NATIONWIDE HIT AGAIN

THE DIXIE HUMMINGBIRDS sing LET'S GO OUT TO THE PROGRAMS

Peacock RECORDS, INC. advertisement for 'I'll Keep On Living After I Die' with a peacock logo and address in Houston, Texas.

November 18 for a return engagement. It is reported that Horace Henderson will soon make a personal appearance engagement at the Bagdad. Gene Ammons, back from an appearance at the Appollo in New York, making arrangements to perform locally.



UNITED Records is scoring heavily with a new waxing by Gene Ammons on United 164. Gene couples "Stairway to the Stars" and "Jim Dog" for what will be his biggest record to date. The tune is jumping up all over the country. Both instrumentals are top drawer material. Don't pass this up, that is if you want some handsome profits. Still going strong on sales is the Helen Thompson biscuit on STATES 126, which features "Going Down to Big Mary's" and "All by Myself."

United 158, featuring the Four Blazers doing "Perfect Woman" and "Ella Louise," is still heading up on the lists. This one is out for top juke money and jockey spins. Watch it.

Eddie Boyd is really picking up speed with his latest dishing of "Tortured Soul" and "That's When I Miss You" on CHES 1552. Sales reports still keep pushing this one up on the lists of best sellers over the counter and top disk jockey plays. Sugar Boy is gaining fast on the top spot artists with his recording of "Overboard" and "I Don't Know What I'll Do" on CHECKER 783. This one should not be passed up for a fast turnover in stock.

Keep your eyes peeled for this new one on Chess 1551. It features Alberta Adams doing "Messing Around With the Blues" and "This Morning." Both sides are top efforts by the lass.

A hot item picking up sales in Detroit and New York is the Five Echoes' version of "Lonely Mood" and "Baby, Come Back to Me" on SABRE 102. The pairing is worth plenty of greenbacks to those that get on it now. Another group racking up sales for themselves is the Moonglows on CHANCE 1147, which features the coupling of "Baby, Please" and "Whistle, My Love." Both sides are getting good reports from across the country for this juke box favorite.

Chance Records will be reaping a harvest with their latest Christmas release. You will, too, if you get on the Moonglows' recording of "Just a Lonely Christmas," backed with "Hey, Santa Claus." Both sides are already selling good.

Your dealer has these "picks" in stock now. Call or see him today. (Adv.)

NEWS NUGGETS

Liberace Tabs Hefty Business in Portland

PORTLAND, Ore. — Liberace drew the largest crowd of the year at Public Auditorium Saturday (14), when more than 5,000 filled the seats and overflowed to s.r.o. Scale for the event promoted by Harry Glickman was from \$1.80 to \$4.80.

SARASOTA, FLA., AUD BOOKS BANDS, SHOWS...

SARASOTA, Fla. — Remodeled Municipal auditorium here will wind up its one-week Home Show Sunday (22). Upcoming events include Sammy Kaye's orchestra, "Stephen Foster Americana," auto show, "Hour of Charm," "Oklahoma!" and Sara de Sota pageant.

MICHIGAN AUD PLAN FAILS IN ELECTION...

PORT HURON, Mich. — Plans for a 5,000-seat auditorium and arena were defeated in a municipal election here Monday (9). The proposal for building the \$1,200,000 structure had a majority of votes but fell short of the required 60 percent.

PORT ARTHUR, ONT., HAS MANY SHOWS...

PORT ARTHUR, Ont. — Coming attractions at Port Arthur Arena

include "Carmen Jones," The Harlem Globetrotters, Agnes Moorehead, the Dorseys and Lauritz Melchior. Recent shows included Rudy Vallee, Duke Ellington, the Gaylords, Jerry Murad and His Harmonicats, Vaughn Monroe and Wayne King. Promotional director is Guy Perciante.

SONS OF PIONEERS WEAK IN CANADA...

REGINA, Sask. — Sons of the Pioneers played Exhibition Stadium here Saturday (14) to 1,616 customers and a gross of \$2,337. They also played Edmonton, Calgary, Lethbridge, Medicine Hat, Moose Jaw and Saskatoon. Promoters, James Sundberg and Hymie Garsham, of Calgary, said business was on the slack side.

Dramatic & Musical Routes

Almanac: (Shubert) Boston.
Beatrice Lillie: (Cox) Cincinnati.
Children's Hour: (Harris) Chicago.
Cornell, Katharine: (Prescott Proposals): (Colonial) Boston.
Flameout: (Locust St.) Philadelphia.
Good Night Ladies: (Arcadia) Wichita, Kan., 27-28.
Greco, Jose: (Hartman) Columbus, O., 22; (Shubert) Detroit 23-28.
In the Summer House: (Parsons) Hartford, Conn., 26-28.
Kismet: (Shubert) Philadelphia.
Maid of the Ozarks: (Aud.) Rochester, N. Y., 23-29.
Make Mamma Happy: (Parsons) Hartford, Conn., 22; (Walnut St.) Philadelphia 23-28.
Misalliance: (Shubert) Washington.
Oh Men, Oh Women: (Shubert) New Haven, Conn., 26-28.
Oklahoma!: (Shubert) Chicago.
Pal Joey: (Nixon) Pittsburgh.
Seven-Year Itch: (Erlanger) Chicago.
South Pacific: (Shrine Mosque) Peoria, Ill.
Time Out for Ginger: (Cass) Detroit.
Twin Beds: (Court Square) Springfield, Mass.

Arena Routes

Hippodrome of 1954: (Aud.) Oklahoma City, Okla., 24-29; (Colliseum) Houston Dec. 1-6.
Holiday on Ice of 1954: (Arena) Toledo 24-29.
Ice Capades of 1954: (Forum) Montreal 22-29; Syracuse 30-Dec. 6.
Ice Follies of 1954: (Gardens) Cincinnati 23-29.

Miscellaneous

Western Varieties of 1954: (Majestic) Covington, La., 23; (H. S. Aud.) Amite 24; (H. S. Aud.) Brookhaven, Miss., 25.

65G Fire Loss At Indian Head Rink, Oaks, Pa.

NORRISTOWN, Pa., Nov. 21.—A \$65,000 fire destroyed the roller rink at Indian Head Amusement Park, on the Perkiomen Creek near Oaks, Montgomery County, Thursday night (12).

The fire was discovered in the rear of the 125 by 65-foot frame structure by Joan Van Villiard, daughter of Don Van Villiard, owner, who lives in the park. She telephoned the Oaks Fire Company, which on arriving summoned other companies. They pumped water from the creek but were unable to save anything except the floor of the rink. The blaze started about a half hour before patrons were due to arrive for the evening skating session. The rink had operated four nights a week since Labor Day.

Van Villiard and Fire Chief William McArthur estimated the loss at about \$65,000. Some canoes stored beneath the building were destroyed.

Hartford Mid-City Has Harvest Party

HARTFORD, Conn., Nov. 21.—As part of his fall season promotion, Albert E. Corey, manager of Mid-City Roller Rink, Norwalk, Conn., staged a harvest festival Sunday (8) with costume prizes distributed to skaters.

Adding to the program were balloons, candy and noisemakers.

Turkey Awards Spice Lex Skating Sessions

PITTSBURGH, Nov. 21.—Turkeys will be given away as door prizes at all skating sessions Saturday, Sunday and Tuesday (21, 22, 23) at Lexington Roller Skating Palace here, it was announced by H. D. Ruhlman, operator. On those days the rink will operate with both afternoon and night sessions, said Ruhlman.

The management has instituted a "lay-away" plan for the Christmas needs of skaters, offering Chicago shoe skates at \$14.95 and precisions at \$38 and up. With each pair sold the rink also offers a skating pass plus a 90-day service guarantee. Other items advertised for the Christmas trade are skate cases, laces, skirts, pompons, emblems and tights.

Lexington offered a series of Halloween parties on October 30

and 31, awarding prizes in a variety of skater brackets for costumes. One of the Halloween contests was a pumpkin seed guessing contest, with skates and candy as the prizes.

The rink will host the Tri-State Inter-Rink Dance championships Saturday (28), staging eliminations in the afternoon and the finals at night. Entry fee is \$1 per couple for competition in the Southland swing. Gold, silver and bronze medals will be awarded winners in the meet, open to all registered amateur skaters in the tri-state area.

Ruhlman skaters won the team trophy in a Tri-State meet held at Carnot October 24. Competition was in the collegiate. On Sunday (22) all skaters who placed in either the Pennsylvania or Eastern regional RSROA championships in 1953 will receive their medals. Skating exhibitions will be held in connection with the event.

Parker Opens in Bath

BATH, N. Y., Nov. 21.—Al Parker, who managed Myer's Roller Rink last winter, has opened his own skatery here and reports doing a fine business to date. Parker is putting together a skating show and recently opened a skate novelty store.

Shackelford Reopens

SMYRNA, Ga., Nov. 21.—W. T. Shackelford has reopened his Dixie Rink here for the winter. Structure is of masonry construction, measuring 50 by 120 feet, with a Porto-Bilt sectional floor.

FOR SALE:

One 1953 Model B2 Hammond Organ (like new)	\$1,950.00
One Model BV Hammond Organ (like new)	1,775.00
Two B40 Speakers, each	225.00
One DXR20 Speaker	250.00
One HR40 Speaker	425.00
150 Pair Chicago Clamp Skates (good condition), per pair	2.00
75 Pair Shoe Skate Rentals (good), per pair	6.00
Chicago Skate Grinder (perfect)	90.00

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We invite you to bring your skates to Curvecrest and see for yourself.

NEW and BETTER SOUND

More popular every day — the new Orange Label skating records or tapes. Write for free catalog.

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USE! SELL!

TOE STOPS...
Protect shoes, skates & floors; of finest, natural white rubber; sell on sight to every skater!

Pro-Tek-Toe

SHOE RENEWER...
Makes old shoes look like new; preserves leather; 50¢ retailer, also qts. & gals. for rink use.

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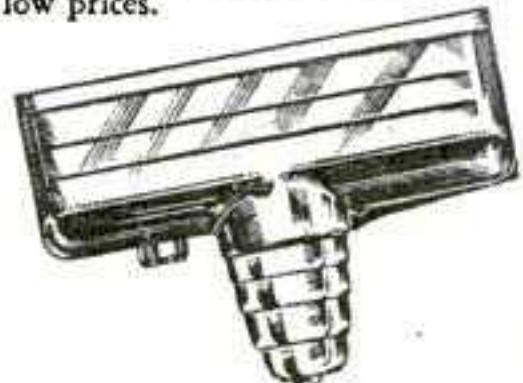
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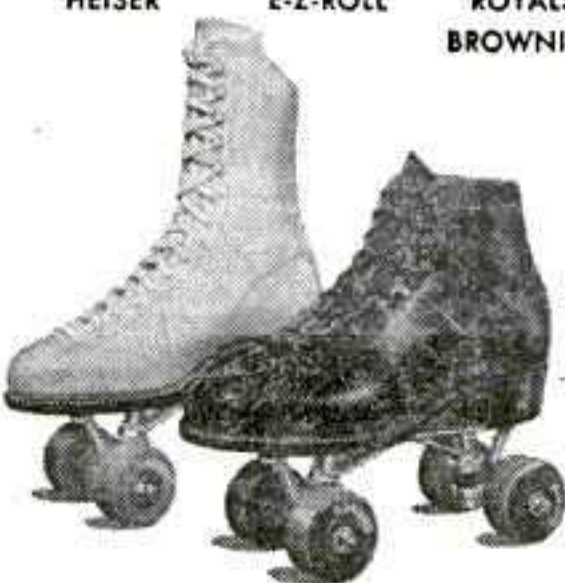
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Wholesale Only to Rinks & Dealers
Every make and every model of special skates, shoes, toe stops, etc., all for at-once deliveries.

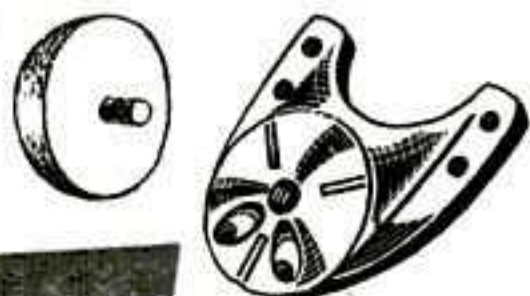
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- **TIGHTS** are Celanese acetate, streamlined and stretchable, 9 distinctive colors.....\$10.50 Doz.
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Velvet Ea. \$5.00. Corduroy Doz. \$36.00
Gabardine (Lightweight) Doz. 18.00
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NEW "SWEETHEART" SKIRTS
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MAGGIE AND JOE McKEE

MR.-MRS. TEAM

McKees Head Both NSA and Auxiliary

NEW YORK, Nov. 21.—A husband and wife will head up the National Showmen's Association and its Ladies' Auxiliary during the coming season, for the first time since the NSA's organization in 1938.

Joseph McKee, general superintendent since 1935 of Palisades (N. J.) Amusement Park, takes office as president Monday (23) when the association holds its annual election and installation. And Margaret (Maggie) McKee

is slated to be named when the Auxiliary elects its officers in December. Installation for the women will be held January 6.

The McKees, while not charter members of the NSA, missed out on that distinction by only a couple of weeks. But where they are short in that respect, compared to some other members, they are long in experience—the couple have nearly 100 years between them, in the amusements field.

Started at 12

While McKee is famed for his background as designer and builder of Roller Coasters and amusement parks throuout the world, he gives his wife due credit for her long background in the business. "She started when she was only 12," he says, "developing pictures in a mug joint. They figured she was too young to work outside." That was 50 years ago, in 1903.

Since then Mrs. McKee has been constantly active in show business, usually as cashier and with virtually every manner of ride and show. At Palisades she can frequently be found in the cashier's booth at the auto gate.

McKee's career began in 1905, two years after his wife's, when at the age of 18 he was hired as manager of a theater at Luna Park in Pittsburgh. Then he was transferred to work remodeling buildings there and followed by becoming a builder for the old Ingersoll Construction Company. In 1912 he was managing two Roller Coasters for the Ingersoll firm at the now defunct Chester Park in Cincinnati, when he be-

(Continued on page 70)

Aut Swenson Shifts Base To Missouri

WOODLAND HILLS, Calif., Nov. 21.—The Aut Swenson Thrillcade has established new headquarters at Springfield, Mo., Owner-Manager Swenson announced here. He was here this week hunting new features for next year's edition of his thrill show.

The Missouri city was chosen because of its central location. Swenson recently leased an airplane hangar where he has his equipment, including over 20 trucks, tractors, semis, automobiles and motorcycles stored. For the past couple of years the Swenson unit has headquartered in Dallas.

Outdoor Convention Plots Excise Battle

Continued from page 1

panel discussion of "Cash, Tickets and Turnstiles."

The International Association of Fairs and Expositions also will hear a report of its government relations committee on the tax. Fairs have been the only branch of the outdoor business to have gained some tax relief. Because of their educational and non-profit nature, they operate without a tax on front gate admissions. But the vast majority of paid attractions within the grounds continue to be subject to the levy.

Carnivals Burdened

Of all branches of the outdoor business, carnivals probably have felt the burden of the tax the most as per capita spending has dropped off and operational expenses have continued to climb.

The American Carnival Association, which represents a portion of the field, largely shows in the East, has placed tax relief as a top level subject at its meetings.

The Showmen's League of America primarily a benevolent organization, which thru its large membership cuts across all fields in outdoor show business, this year named a public relations committee to advance the welfare of the industry. This committee has been working to obtain tax relief, and it will undoubtedly be active during the sessions here.

Quite apart from formal convention proceedings, strong in-

terest will be shown by showmen in the NAAPPB trade show, which will be the largest in the history of that organization. Hereto, exhibit space was not sufficient, and last year would-be exhibitors were turned away. This year, as a result of the enclosure of the lobby, an additional 4,000 square feet of floor space on the mezzanine was made available for exhibits. All of this has already been sold.

Coin-operated Units

Notable aspect of the show will be the showing of coin-operated equipment, particularly rides. A dozen exhibitors will display such devices, eight will show games, three will have Arcade exhibits, and six will display vending machine merchandise. Another manufacturer will exhibit juke boxes.

One reason for the big increase in the number of exhibitors of coin-operated equipment is the progress made in the coin-operated field. Another is that the show, in addition to being a showcase for the outdoor trade, provides these manufacturers with their best opportunity of attracting operators in other fields. Until two years ago, the coin amusement products industry had its own show, the suspension of which has given the NAAPPB show the complexion of an exhibit for the coin-operated industry as well.

Hamid Calls for United Effort To Gain Federal Tax Relief

Good Possibility for Success Seen; Showmen's Clubs Aid Is Asked

NEW YORK, Nov. 21.—A cooperative effort calling for every segment of the outdoor amusement industry to join in a fight for relief from federal excise taxes is being sought by George A. Hamid.

Hamid, president of the National Association of Amusement Parks, Pools and Beaches, president emeritus of the National Showmen's Association and a leading owner-operator of both indoor and outdoor amusement enterprises, said here this week that there is every reason to hope for some reduction in taxes.

Familiar with Washington procedure as a result of the successful campaign which secured relief for fairs from gate admission taxes and partial relief from the taxes applying to grandstand admissions, Hamid said the same results could be achieved for all show business segs, but only thru united effort. Bligh A. Dodds,

past president of the International Association of Fairs and Expositions, spearheaded the successful campaign on behalf of the annuals.

He said that his investigation of the possibilities of securing tax relief convinced him that a bill favoring the entire amusement industry—rather than one or two segments—would win Congressional approval in January and be acceptable to the President. The vetoed effort of COMPO, the theater owners' group, proved that special groups would not get White House recognition, Hamid said.

Seek Theater Aid

However, COMPO is a potent force, as was proved when that organization alone succeeded in getting tax legislation favoring their members only thru Congress, and there is reason to believe that a solid front of outdoor interests

pursuing the same course could work in conjunction with this group.

Hamid said that one of the most potent groupings of efforts would be found among the various showmen's clubs spread throuout the nation. The effort in this field in the past has been misdirected and insufficient, he said. He asked that each club appoint small committees to represent them in this cause and that all effort be funneled thru a central group.

Every segment would stand to gain in the event of any tax reduction, Hamid said. Altho fairs now enjoy a measure of relief they

(Continued on page 70)

CHANGES POLICY

Tampa Inks Show Thru Chi Booker

TAMPA, Nov. 21.—For the first time in the history of the Florida State Fair, the '54 night grandstand show will be booked thru and produced by a booking office, J. C. Huskisson, fair manager, disclosed this week with the announcement that Barnes-Carruthers Enterprises Inc., Chicago, would present the show.

Sam J. Levy Sr., Barnes-Carruthers president, closed the contract on behalf of that office. The show will consist of eight vaude-circus type acts.

In the past the fair, which had been under the management of P. T. (Pa) Strieder, scouted and contracted the acts it presented.

RIPLEY UNITS THRIVE

John Arthur to Tour Atom-Bombed Cars

NEW YORK, Nov. 21.—A novel attraction — the exhibition of atom-bombed automobiles used in the atomic bomb tests at Yucca Flats, Nev., in the spring of 1953 — is being readied for exhibition at fairs and other events by Atom Exhibits, Inc., in conjunction with John Arthur Enterprises.

The Arthur company, noted for its continuous exhibition of Robert E. Ripley oddities since the death of the famous portrayer of novel events and things, has the show on exhibit at George A. Hamid's Steel Pier, Atlantic City.

The bombed cars include the original mannequins which were used to test the effects of the blast. The cars and mannequins are exactly as they were when removed from Yucca Flats except for having been put thru regular radiological safety procedures and being certified as safe.

Descriptive Matter

Alongside each vehicle is a large blow-up of the official government damage report to that particular car. The report states the number and types of explosions the car was subjected to, the location of the car in relation to the actual explosion and a full description of the actual damage.

The Federal Civil Defense Administration has co-operated fully with the Steel Pier exhibit, Arthur said. The exhibits, he feels, will earn similar co-opera-

tion from area Civil Defense units wherever they appear.

Each unit which will be on tour next season will contain from two to four of the actual bombed cars.

Empire State Offices

Arthur, president of the enterprise bearing his name and Arthur Herlinger, secretary-treasurer of the company, have operated the Ripley units from their sumptuous Empire State Building offices in New York without in-

(Continued on page 70)

HORAN'S VIEWS

Study P. C. Deals for Thrill Shows at Fairs

NEW YORK, Nov. 21.—An analysis of automobile thrill shows in their relation to percentage bookings at fairs was offered this week by Irish Horan, operator of the Lucky Hell Drivers, as a result of a story in these columns reporting the views of Dr. J. S. Dorton in the November 7 issue.

In sum Dr. Dorton said that it appeared to be time for grandstand attractions to return to percentage bookings at the three North Carolina fairs he operates, the State Fair at Raleigh and the events at Charlotte and Shelby, in order to stimulate a better production-selling job. Only in this way, he maintained, would the development of new ideas and show features result and with them a selling job on the part of each show activity that would approximate the gate stimulation that was a specialty of showmen like the late Lucky Teeter and Ralph Hankinson.

Saying that he agreed with Dr. Dorton and mostly welcomed percentage dates—holding up as ex-

amples long-time successful runs at the Indiana State Fair and the Hamburg (N. Y.) Fair which show annual increases under these circumstances—Horan, nevertheless, warned that there were pitfalls awaiting the unwary fair and showman alike.

Show Costs Up

For one thing the old days are gone, Horan said. Today's production and showing costs are many times ahead of those in the prewar, or immediate postwar era and the promoter often has less money to spend on selling.

On costs Horan said: "While I do not believe that the thrill show business has been singled out to face alone the rising costs, these are the facts for my operation: In 1941 I paid \$780 for new cars. In 1953 I paid \$2,080 for the same type cars. Replacement and gen-

(Continued on page 67)

CONVENTION DIRECTORY

CHICAGO, Nov. 21.—A free directory of carnivals, booking offices, attractions, and fair and show suppliers will again be maintained by The Billboard in the lobby of the Hotel Sherman during the annual outdoor conventions here.

The directory will be set up Sunday morning, November 29. To obtain free listing, shows, bookers, etc., should turn in their names, together with room numbers, at the Showmen's League of America booth in the hotel lobby.

The listings are available to all carnivals, booking offices, attractions and suppliers occupying rooms in the hotel.

Trefflich Bows Menagerie in A Dept. Store

NEW YORK, Nov. 21.—Trefflich's Bird & Animal Company, Inc., in operation since 1928 as importers and sellers of animals for pet and entertainment purposes, opened a menagerie today in a downtown department store. Henry Trefflich said today that Wanamaker's, at Eighth Street and 4th Avenue, offered his firm an area 30 feet by 100 in which to operate.

Wanamaker's had a pet shop several years back, Trefflich said, but its animals were only of the pet variety. His menagerie will sell virtually anything from a mouse to an elephant and will have on the premises such items as baby elephants, deer, hippos, monkeys of various breeds, ocelots, alligators, iguanas, turtles, and snakes, in addition to standard household pets.

2d Printing For 'Midway'

NEW YORK, Nov. 21.—William Lindsay Gresham's latest book, "Monster Midway," is in its second printing, according to the publishers, Rinehart & Company, Inc.

The book, issued October 22, was in an original printing of 5,000 which has been exhausted and a second order of 2,500 copies has been made, the firm said. "Monster Midway" (The Billboard, November 14) contains descriptions of several show business segments and personalities.

Solid Saginaw Continues Climb

By CHARLIE BYRNES

IF LIFE begins at 40, the Saginaw (Mich.) Fair, which attained that age this year, started 13 years ahead of time. And few fairs can match its progress in that period.

In 1940, the year that Clarence Harnden took over as manager, the fair was saddled with a \$55,000 debt, incurred in building its present grandstand. Within five years this indebtedness was paid off and the fair was free to turn to further improvements, which it did. Since then over \$200,000 has been poured into plant improvements, yet the fair is debt free today and has a comfortable bank balance.

Adds Acreage

Property valued at \$75,000 has been purchased, a \$75,000 modern electrical system was installed, all roads were paved at a cost of \$30,000, modern rest rooms were built, the grandstand was roofed and several new exhibit buildings were erected. A keen awareness to the need of show people was demonstrated in 1952, when the fair built an elaborate \$15,000 set of dressing rooms under the grandstand stage, completely equipped with hot and cold showers.

Further evidence of the

fairs' steady upsurge is indicated by attendance which has more than tripled since 1940. In fact, tripling of figures in the past 12 years seems to be somewhat of a formula at Saginaw, as it also applies to total receipts, gate and grandstand income and parking charges.

Upgrading

Reasons for Saginaw's healthy growth are numerous. Upgrading of all departments in the past 12 years has been important. Harnden believes that the annual's ability to retain a county fair atmosphere, even tho it has outgrown many State fairs, is important. And he, along with his capable assistant, Moxie Mulrooney, keep close contact with the rural folk by attending countless grange meetings thruout the year.

The board is also aware of the important role fairs can and are playing as advertising media for commercial products. As a result, the Saginaw annual has steadily increased its commercial exhibit space and it now boasts four huge buildings devoted entirely to merchants and manufacturers. Income from these commercial accounts has also more than tripled since 1940.



As part of its 40th anniversary this year, the Saginaw annual used many nostalgic exhibits such as this which not only proved popular among the old-timers but pointed up the fair's durability.

Probably one of the most important factors in the Michigan fair's growth is its attraction program. Headlined by an elaborate revue, which has for years been a big crowd-puller, the fair also plays to its rural patronage with many popular horse events such as pulling contests

and hitches. A broader off-season use of plant facilities, including auto and motorcycle races and thrill shows, is helping to swell the coffers as well as making area people more fair-conscious.

The progressive trend is not over yet and the Saginaw board is not resting on its

laurels. With Harnden as architect, a new administration center and poultry building is planned for '54 and undoubtedly many innovations will be introduced to make the annual an even more integral part of the economy as well as entertainment in the Saginaw area.



At one time supervised directly by Manager Harnden, the fair's floral exhibit has long been one of the annual's show places.



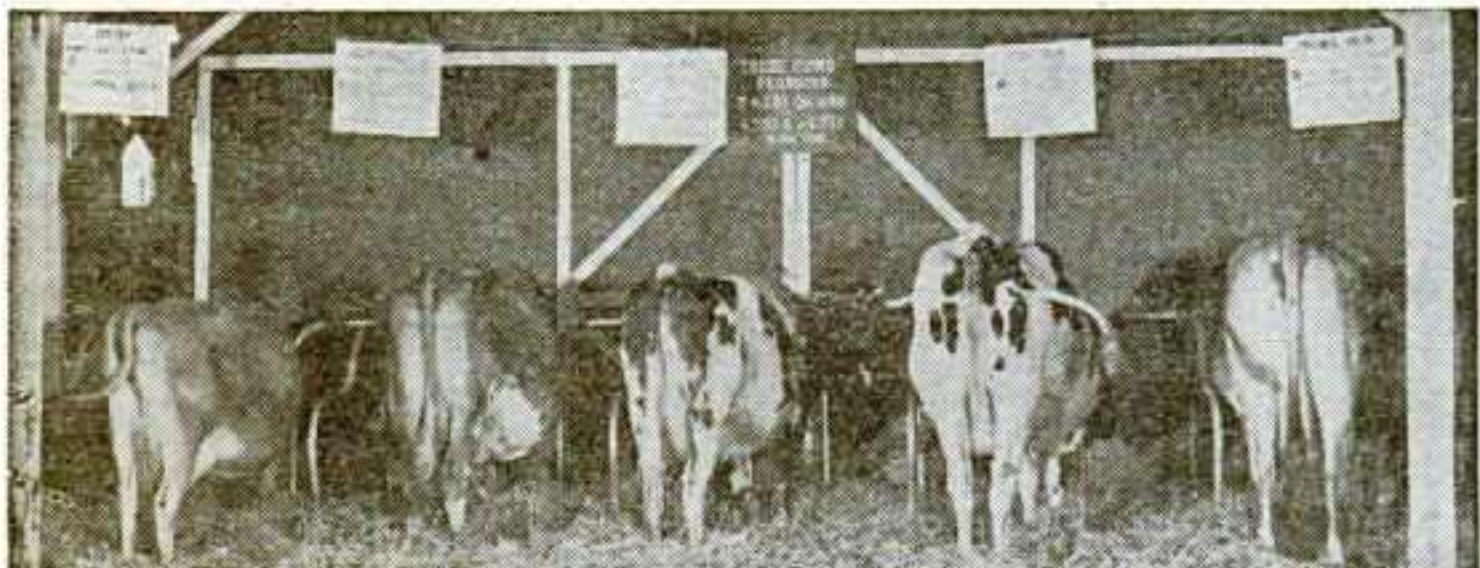
A new addition to the 1953 fair's youth program was the exhibit above, which was open to rural youngsters not connected with the 4-H or FFA.



Interest of old-timers is evident from the large collection of antiques on display, one of many exhibits tied in with the fair's 40th birthday.



Commercial exhibitors, such as the sponsor of the one here, have thru successful showings, become aware of the excellent media the Saginaw Fair provides.



Retention of the rural atmosphere with a modern twist was this impressive milking demonstration-exhibit, which proved exceptionally popular this year.



The 12-acre farm machinery field has not only become an important source of income but has also helped build the fair's merchandising reputation.

NATIONAL'S RECORD OF ACHIEVEMENT
 is YOUR GUARANTEE of the BEST in RIDES
 No other manufacturer gives you as much in QUALITY,
SAFETY and PROFITS

THE CENTURY FLYER
Miniature Train
NATIONAL'S TRACKLESS TRAIN

Runs Anywhere—No Tracks Needed

THE COMET, JR.
Kiddie Coaster

LARGE COASTER
Designed for Any Location

COASTER CARS
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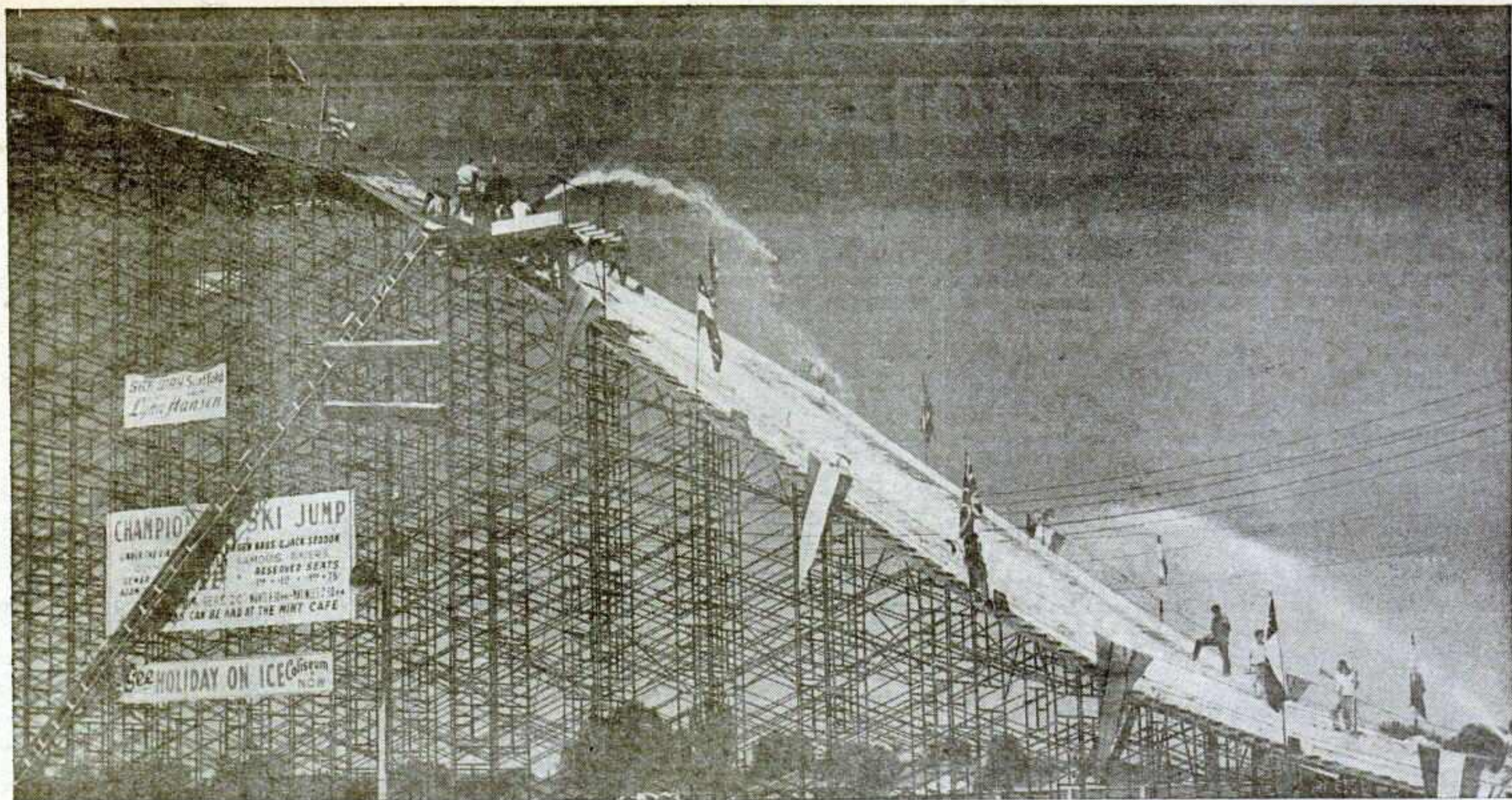
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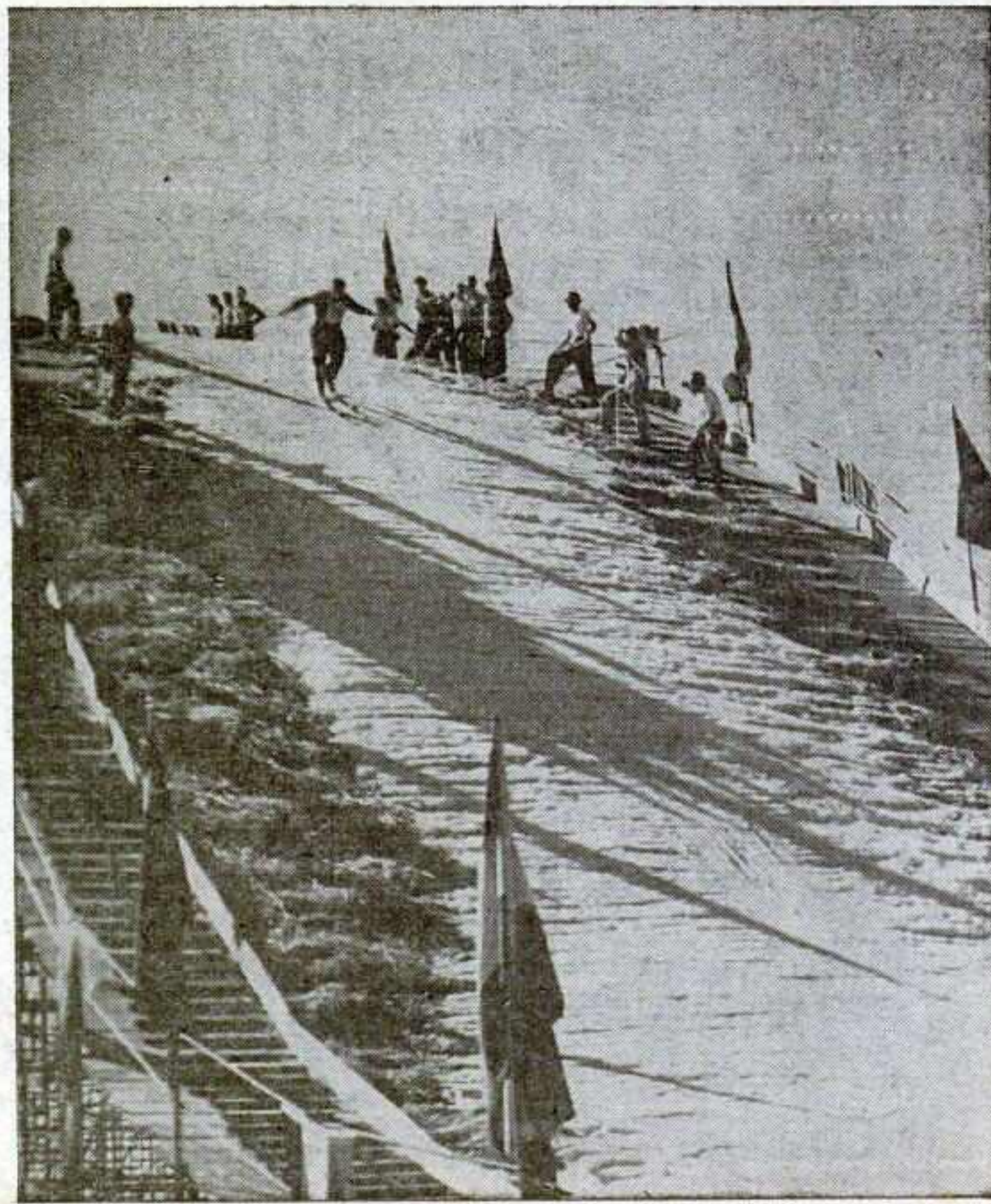
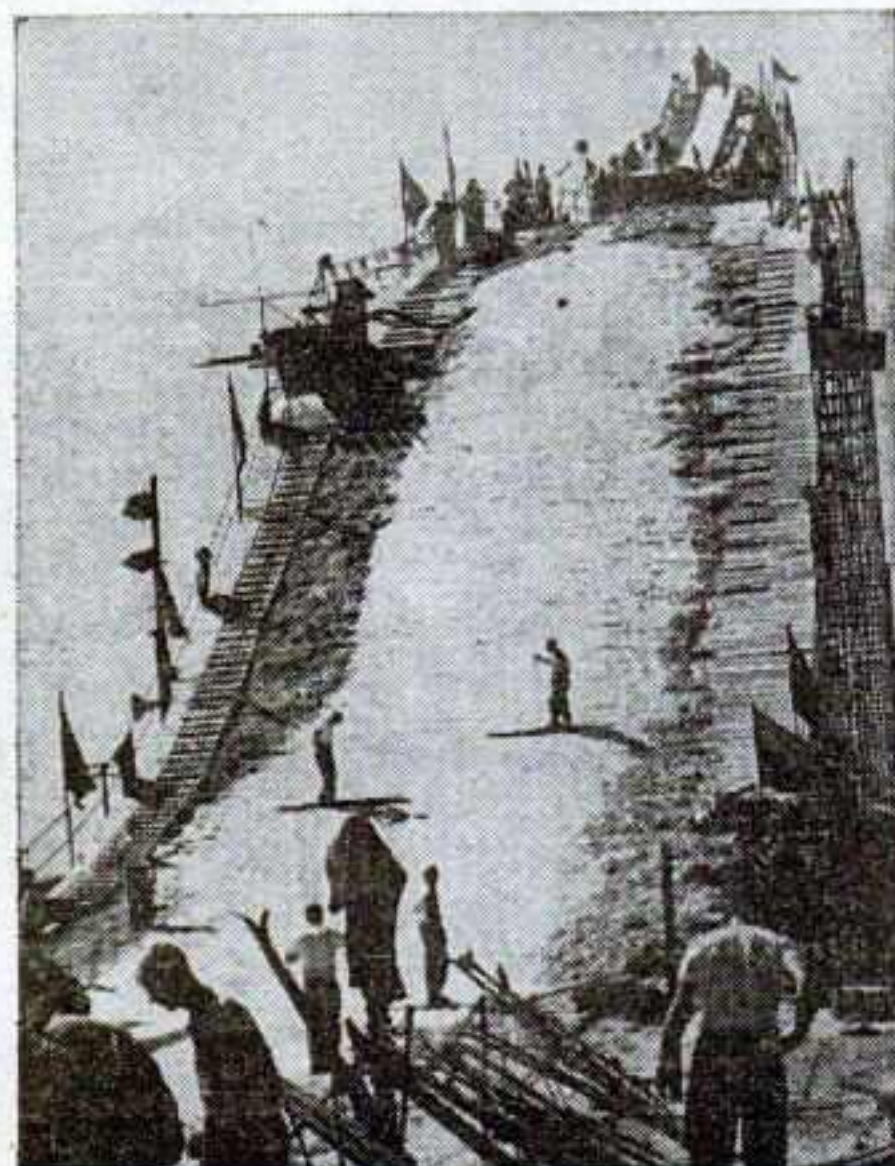
Ways to New Highs

A SHIFT from paid grandstand to a free one, plus the presentation of unusual events, such as the championship ski jumping contest picture here, enabled the '53 Utah State Fair, Salt Lake, to shatter records for attendance, receipts, and on many other scores.

Much imagination was used by J. A. Theobald, fair secretary, and his associates in building an attraction program that lured and held fairgoers. The grandstand was packed for virtually every performance, whereas formerly it drew only woefully small crowds. And people stayed on the grounds much longer, all of which delighted concessionaires, midway ops and exhibitors.

Of the grandstand events, the most unusual was the ski jump. Offered the final two days of the fair, it was staged on a specially built ski course, 110 feet high at take-off, with a run of more than 300 feet. The steel structure was covered first with straw, then with a fine mesh wire, and about an inch of sawdust. After that, it was sprayed with shaved ice. Ten nationally famed skiers vied for top honors.

For publicity purposes, the event was a natural, and the fair unleashed its heavy guns on it. It convinced the people that the '53 fair was to be vastly different from its earlier editions. The results, record attendance and receipts testify to the soundness of Utah's shift in grandstand policy.





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As Mr. Lloyd D. Serfass recently wrote us:

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Now, to this, add the Allan Herschell extras of rugged construction, durability and low operating costs. Think about the unmatched Allan Herschell reputation for quality with nearly three-quarters of a century behind it, and you too . . . will want to assure your future growth and profits by owning the finest amusement rides available!

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Exhibit-Contest Sells Management

Manufacturers Aim Strong Labor Relations Message At Milwaukee Area Workers

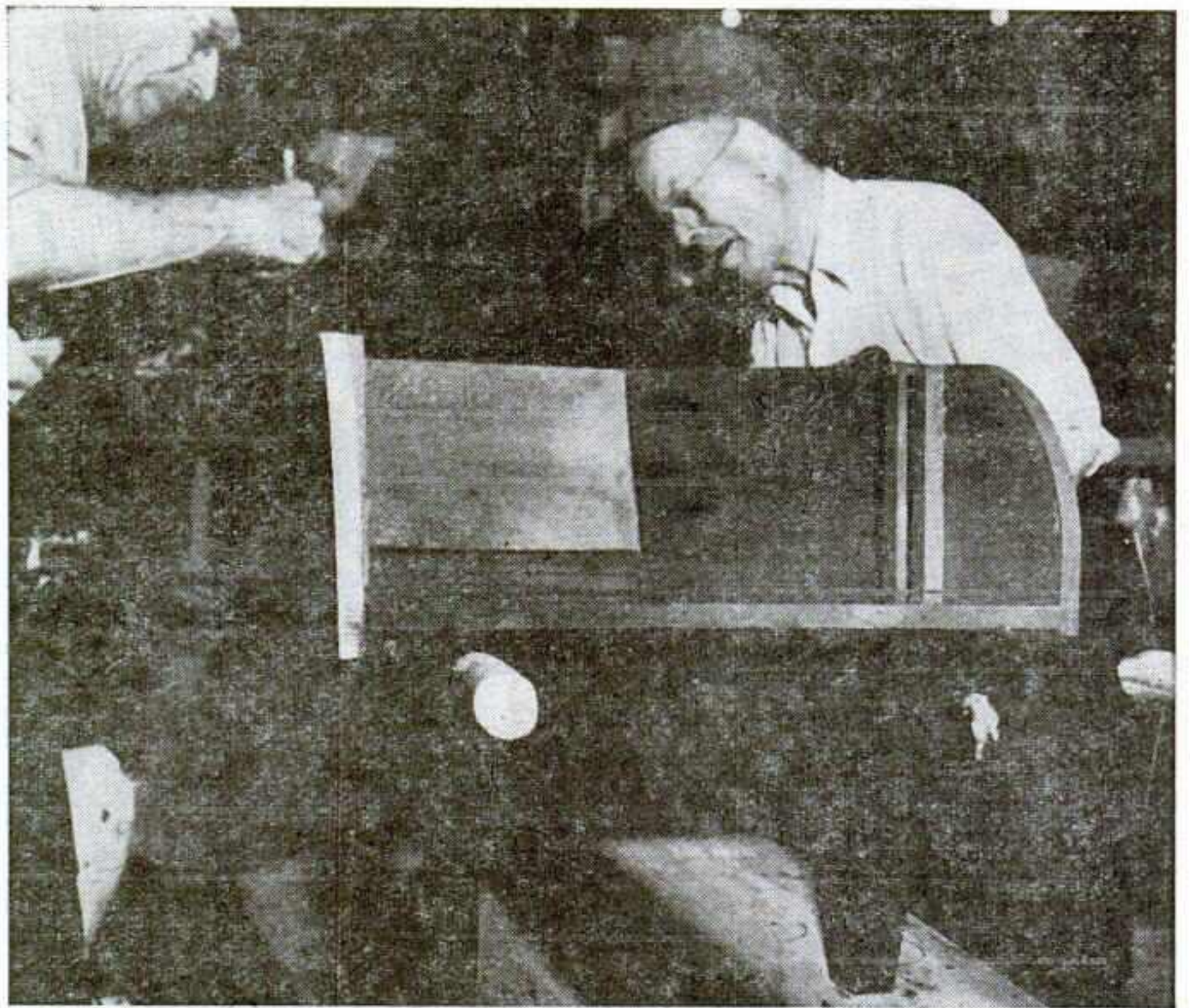
THE valuable role of fairs in the field of labor relations was never better demonstrated than at this year's Wisconsin State Fair. A hard-hitting exhibit-contest brought to the attention of the annual's big labor patronage some of the many problems faced by the management of an industrial plant.

Sponsored jointly by the Society for Advancement of Management, the Wisconsin Manufacturers' Association and Marquette University, the exhibit was titled "You Be the Boss" and was framed as a challenge to the executive ability of the workingman. Strategically located in the annual's big Wisconsin at Work Building, the display centered around an antiquated production line manned by old-time craftsmen engaged in the manufacture of wood wheelbarrows.

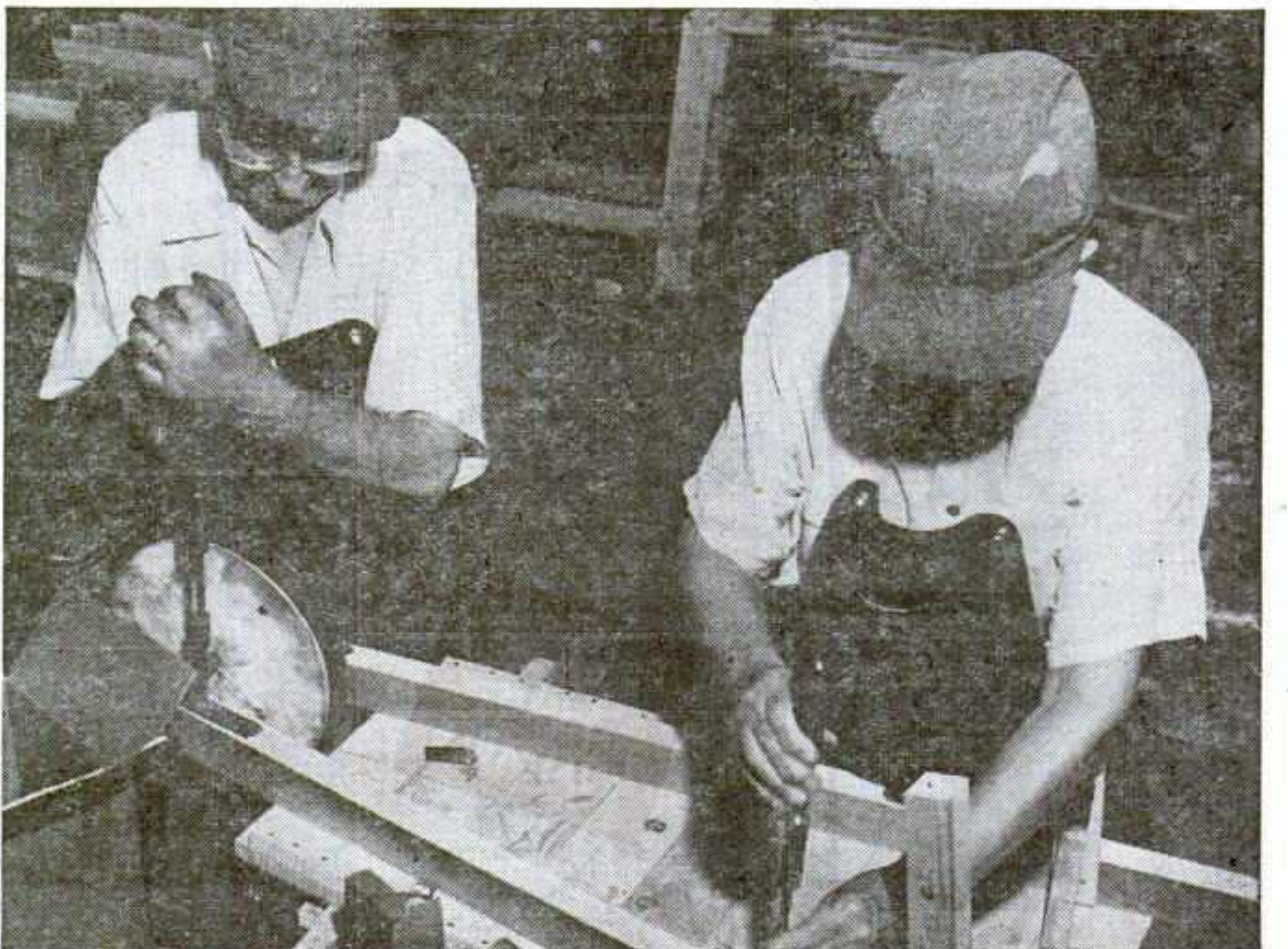
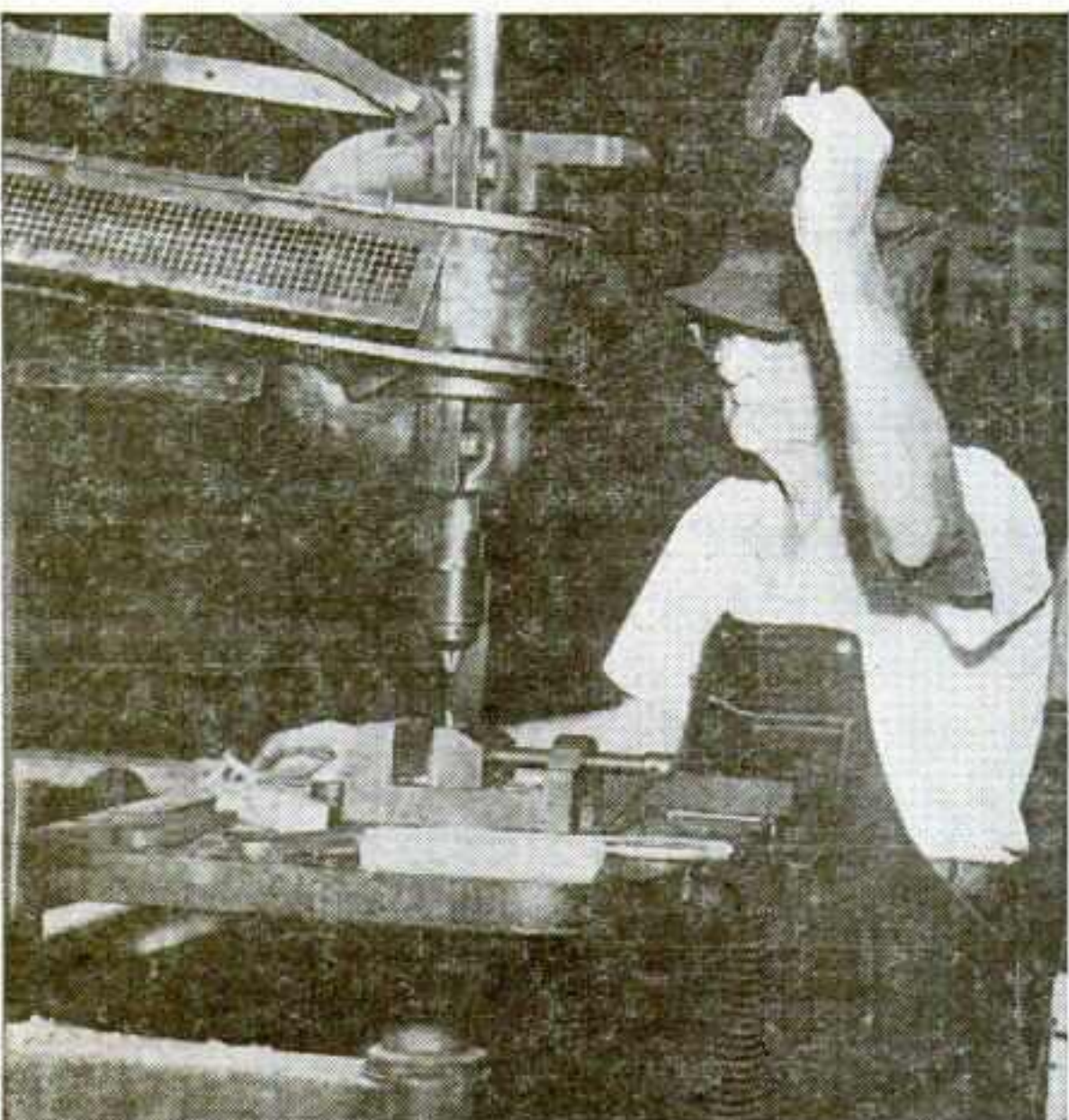
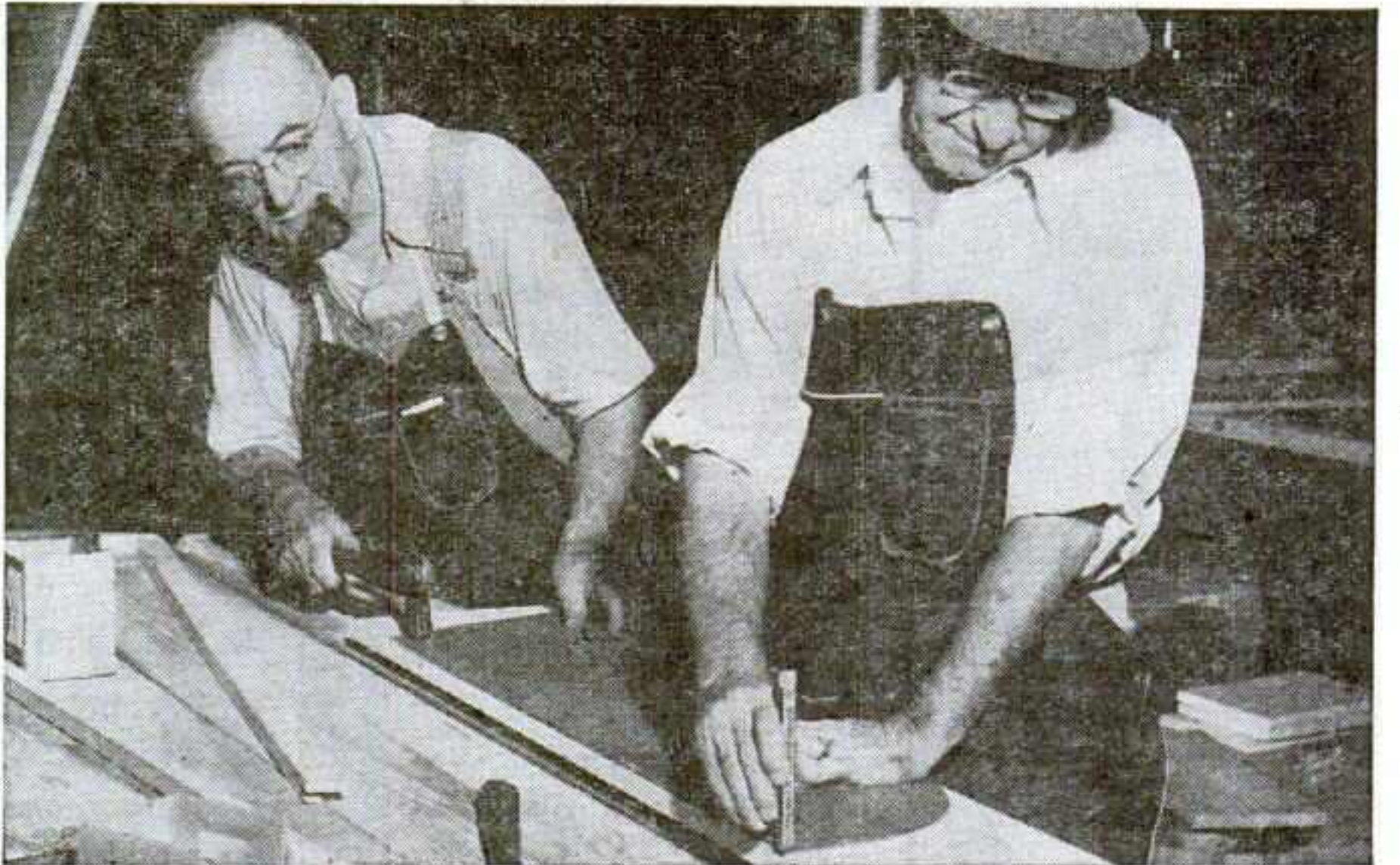
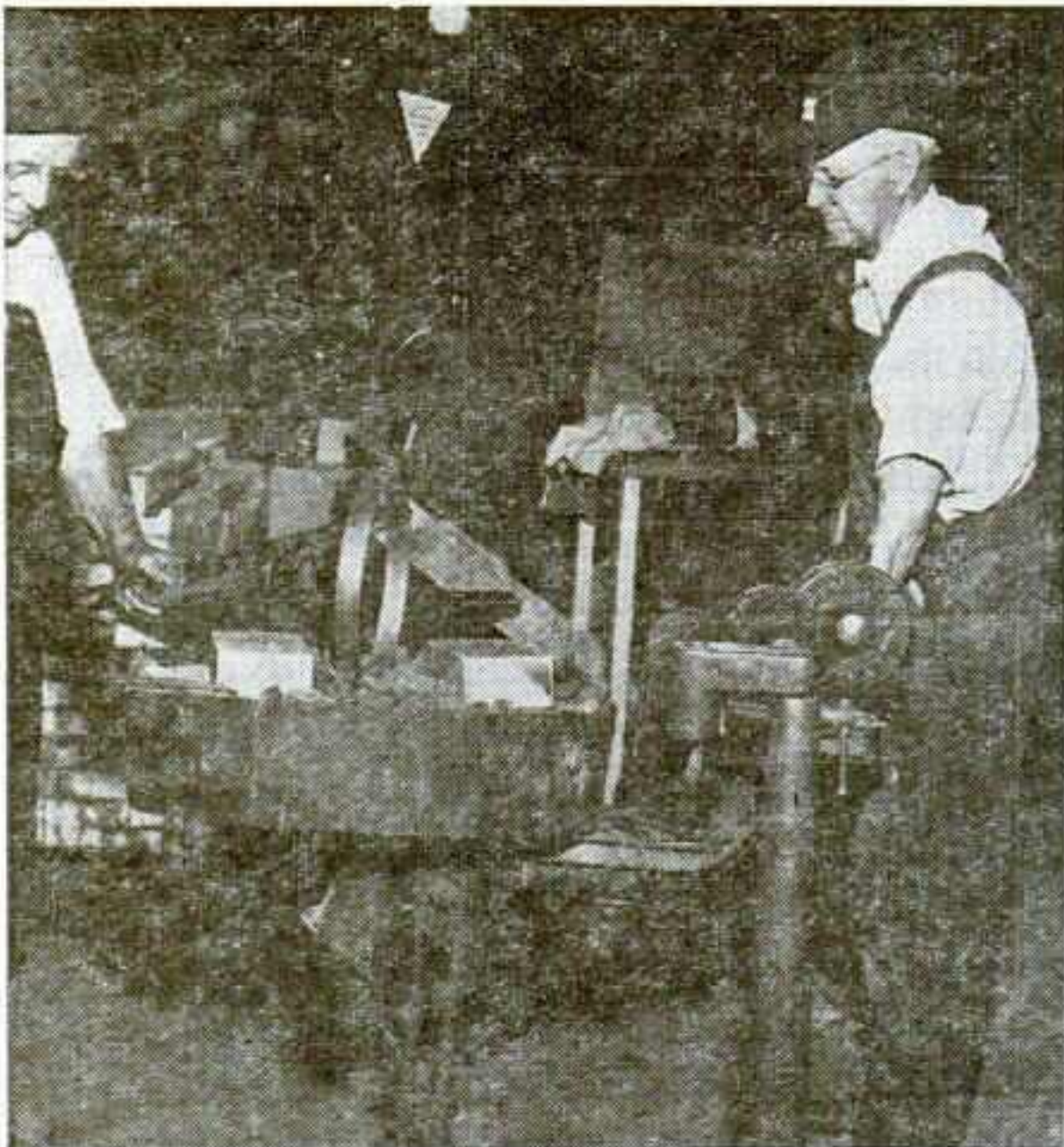
While this production line with its outmoded machinery and venerable workers was in itself a crowd-pleaser, the labor relations message was put over thru the contest tie-in. In order to vie for the awards, it was necessary for entrants to solve a series of management problems that could conceivably develop in the operation of the wheelbarrow factory. The prizes, which included an attractive list of over 100 articles of merchandise, were topped by a two-bedroom prefabricated home and a 1953 automobile.

Typical of the problems faced by the contestant was: "Your employees demand that you grant a 10-cent-an-hour wage increase." To this, 14 possible solutions were advanced to be checked off. Six other problems were also listed dealing with supply and demand, profit decline, personnel safety, taxes and distribution of increased earnings. Two additional problems placed the contestant in the position of a would-be investor in the company.

In addition to the impressive list of grand prizes another lure to fairgoers was a daily drawing in which an on-the-spot produced wheelbarrow was awarded.



Workers above add the finishing touches to one of the wheelbarrows produced by the mythical factory set-up at this year's Wisconsin State Fair. The give-away of these barrows to lucky fair patrons helped lure people to the impressive exhibit where they were exposed to the real purpose of the display—better relations between labor and management. And officials of the sponsoring organizations were more than pleased with the response given their effort.



Old-time workers performing various operations on the wheelbarrow production line. Metal rims are shown being fabricated in the top left photo, while on the right is a view of the layout department. The worker in the bottom left shot is operating an antiquated drill press and the two on the right are assembling the finished product.



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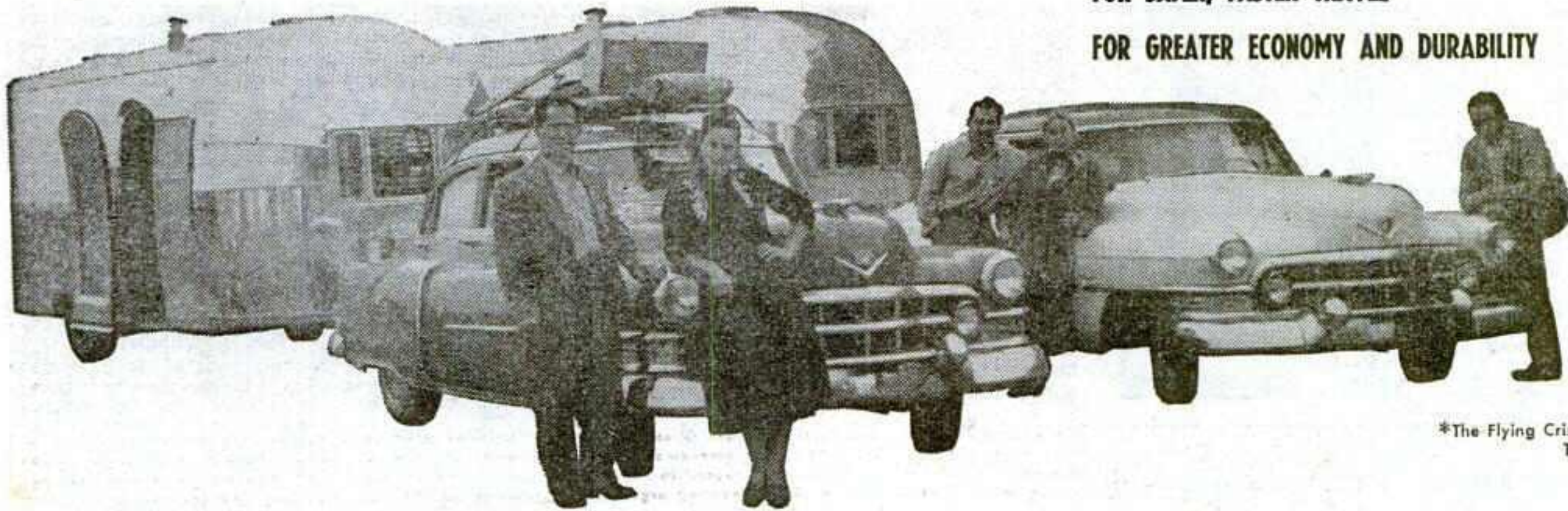
SHOWMEN*

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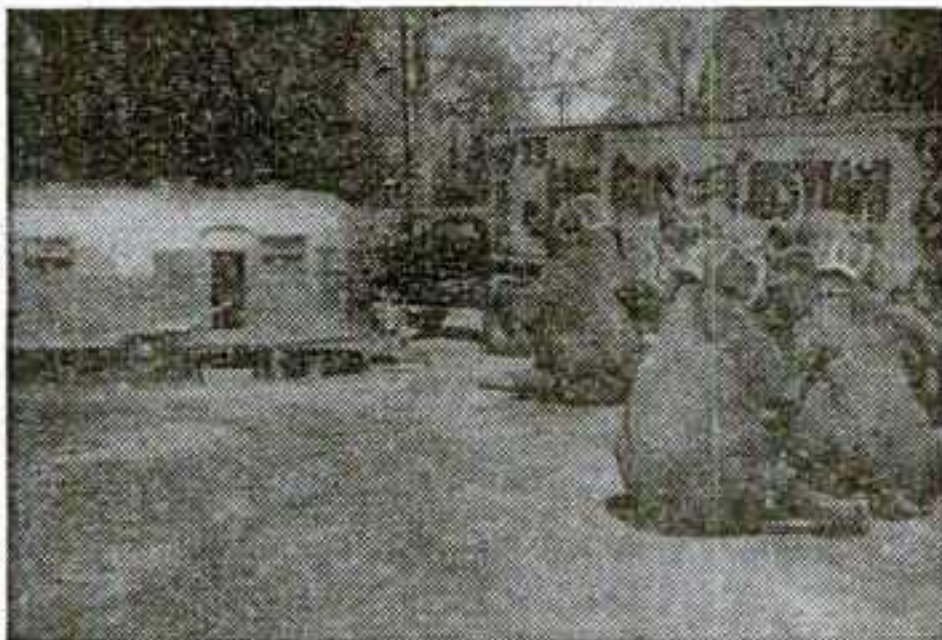
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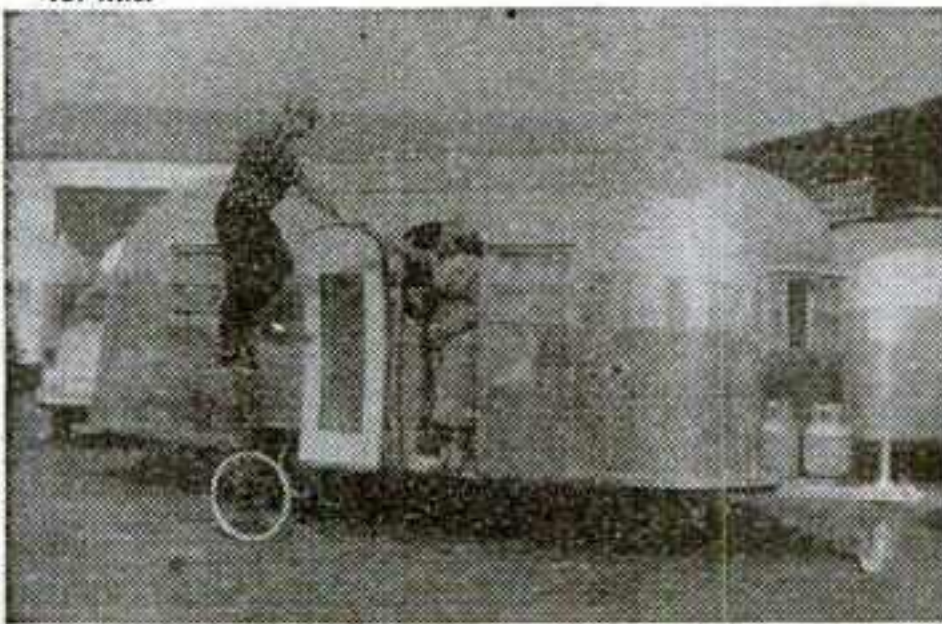
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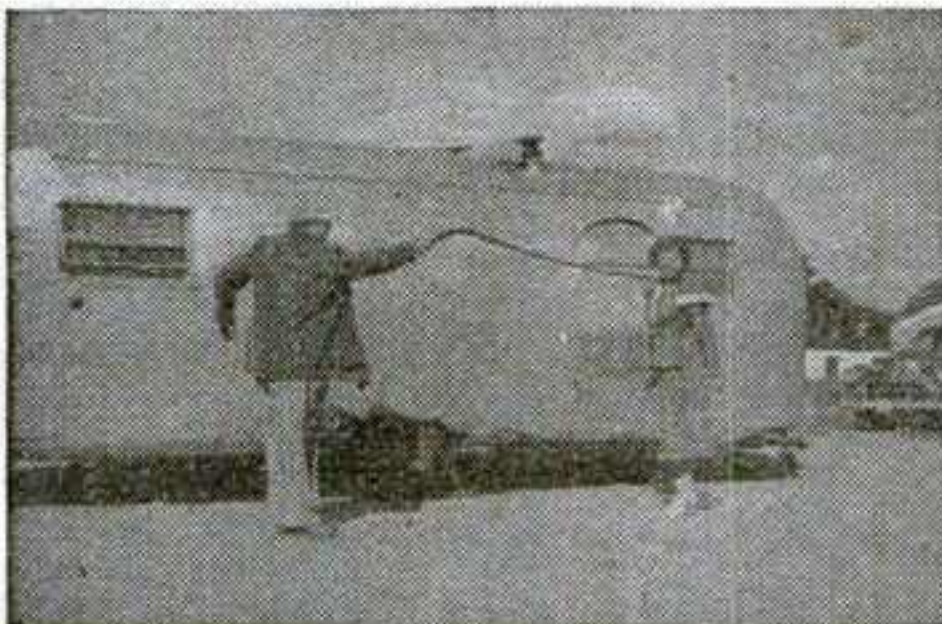
*The Flying Cristianis and their Airstream Trailers.



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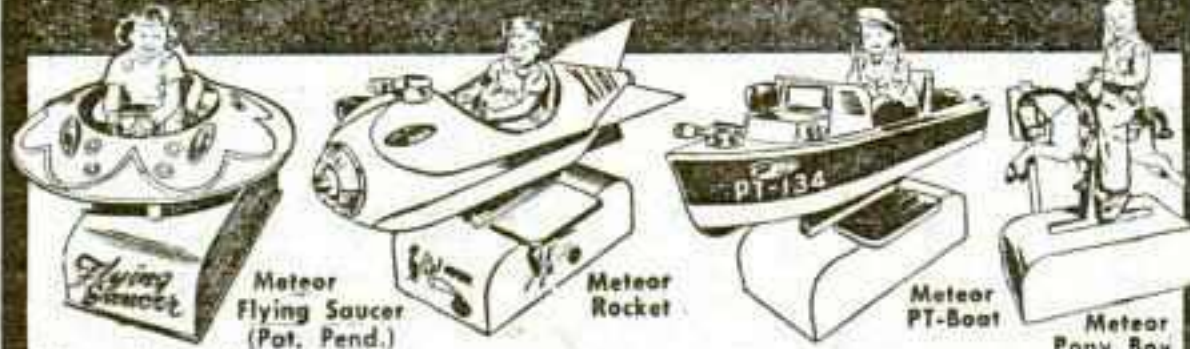
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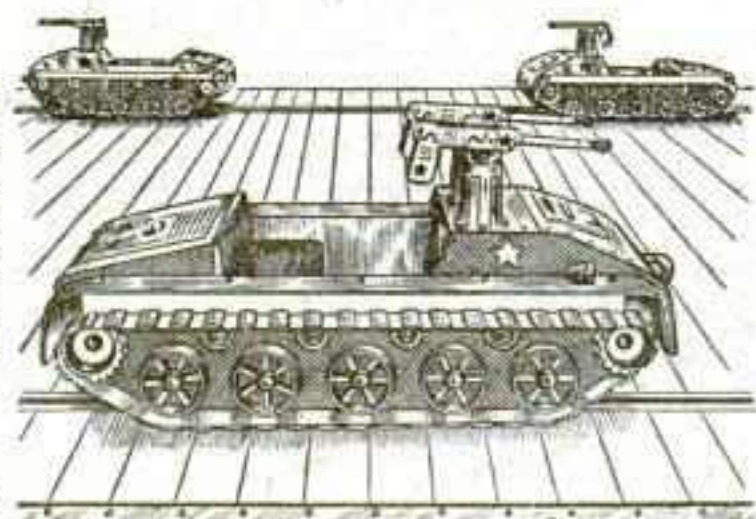
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PIGGY-BACK MOVES?

New Cars May Draw Shows Back to Rails

By TOM PARKINSON

A NEW PLAN for hauling freight by truck and train may be the answer for the growing problem of how to move shows. It is a long-term plan under which semi-trailers would be hauled aboard special-designed railroad cars in what has been nicknamed the "piggy-back" system.

It could mean that eventually the distinction between railroad shows and truck outfits would be removed. The idea has been described as a "marriage" of railroads and truck lines. As applied to show moves, it would affect motorized aggregations first and most, but it also would affect railroad shows and it could be important to both.

High rates and disinterest on the part of most railroads in handling show trains have led to predictions that railroad shows are not long for this world. On the other hand, truck shows now are finding their costs are higher, too. Insurance, toll roads, licenses and other expenses are increasing.

Shows are not alone in facing these problems. General freight shippers found rail rates too high and switched to motor freight lines. Now the truckers' costs are up, and either they must cut the nut or watch the business go back to rail haulers. "Piggy-back" has been offered as the way both truck and train lines may handle freight faster and at a profit.

For truck shows, "piggy-back" could mean reduction of some costs, elimination of the driver problem and guarantee that the entire show would arrive as scheduled.

GM Plan Outlined

Several major corporations are boosting "piggy-back" and some have designed special equipment and facilities. One of the most complete plans is that advanced by General Motors.

GM envisions fast trains made up of special trailer-carriers and moving between new terminals. Trucks would haul trailers to the terminal for loading aboard the new style freight car which GM has designed and built. The train would move on a fast schedule to beat the overland time of straight truck moves. Upon arrival at the terminal, the trailer would be picked up by another truck for street delivery.

The special railroad car is of most importance to show owners. GM's sample trailer carrier is 75 feet long—3 feet longer than most circus flat cars. It is designed to carry two standard 35-foot semi-trailers, loaded end to end. The trailers' fifth wheels attach to stanchions and these, plus adjustable side struts, hold the trailers firmly to the car.

These are not flat cars. Nine feet from each end the car's top surface slants downward to a 50-foot center section which is only 29 inches above track level. An elevated, angled beam runs along the center of the car, and the loaded trailers straddle it. The center beam aids in pivoting the trailer into position during the loading operation. A trailer can be loaded in only a little over one minute.

Side-loading is a feature of the GM car. Stanchions and other fea-

tures of the design prevent their use in circus-style loading over the end sills.

Furthermore, side-loading means that special loading platforms or lifts are necessary. The GM plan calls for car-high platforms at the terminal. Newly designed lift tractors would maneuver the trailers on and off the cars. Cars, as designed now, would be useless without the special terminals. Neither shows nor anyone else will be able to use the cars until a network of terminals has been built.

As GM and others outline the plan, either the railroads or the truck lines or a third intermediate company might build the terminals. Any of the same trio might also buy, lease or operate the cars.

The need for speed would be primary and therefore the terminals would have to be separate from the present railroad classification yards set-up.

The extra-length car is designed to meet all clearance requirements of U. S. railroads. The depressed center gives clearance for higher trailers. It can negotiate a 250-foot radius or a 180-foot radius at reduced speed. Its load capacity is 120,000 pounds; load limit, 132,000 pounds, and light weight, about 74,600 pounds. Price of a car has been estimated by GM at \$14,000, compared with \$6,000 for a new box car equipped with the same top-grade fittings and extras. Chances are that most show uses would involve system-owned or leased rather than show-owned equipment.

Show Applications Seen

Assuming that the plan were in full operation, motorized shows could use the system in numerous ways.

A truck carnival could book distant fairs and make the jump by rolling its semi-trailers onto a piggy-back train. A few of the show's tractor trucks could be sent along in standard flat cars to shuttle trailers from the terminal to the fairgrounds. Other trucks could be driven overland without a pressing time schedule.

Similarly, ride units, grandstand shows and other types of shows could handle long jumps easily. The system would be especially practical for shows which play State fairs, since most State annuals are in towns large enough to have "piggy-back" terminals eventually.

Skip Poor Territory

Motorized circuses probably would continue to make most jumps by highway. But many times a show is forced to play unwanted territory in order to move between two good areas. Speed, economy and the certainty of arrival of all units would make "piggy-back" moves advantageous at such a time. This summer King-Cristiani, for example stayed late in Canada and had to play Eastern States out of season in order to reach the Southern tobacco districts on time. It is possible a "piggy-back" move would have permitted the show to make the change in territory more profitably.

Mills Bros.' Circus usually closes in the South and makes a long home run. That's a potential "piggy-back" move. Wallace & Clark and Hagen Bros. both fled poor business areas in Pennsylvania in 1952 by making long jumps to the Middle West. "Piggy-back" moves might have permitted

them to do the same thing without missing days or playing unprofitable towns to break jumps.

Historically, "piggy-back" moves might be to truck shows what early-day rail moves were to wagon shows. From 1856, until the Barnum show was put on a train of its own, wagon circuses frequently used railroad system cars to make big jumps.

Carnival, Icer Uses

For railroad shows, as they are known now, "piggy-back" cars appear to have little use. The new type of car cannot be included in a string of circus flats because of the side-loading feature. They would have to be loaded and unloaded apart from the flat cars.

But this set-up might become useful to a railroad carnival which wanted to add a number of attractions for major fairs. The show could hire "piggy-back" cars, load them with trailers belonging to independent ride and show operators, and make railroad-show moves as an augmented outfit.

Indoor circuses and other outfits which move by baggage car, including ice shows and legit units, could eliminate much transferring and shuttling by acquiring semi-trailers and shipping them by "piggy-back". Trailers could be loaded at the arenas, as they are now, and gilled to the trailer-train terminal for loading aboard the special cars. It would not be necessary to transfer the show property from a local truck to a baggage car. Ice, legit and indoor circus units often play only larger towns, those most likely to have special terminals and trains first.

New Type Show?

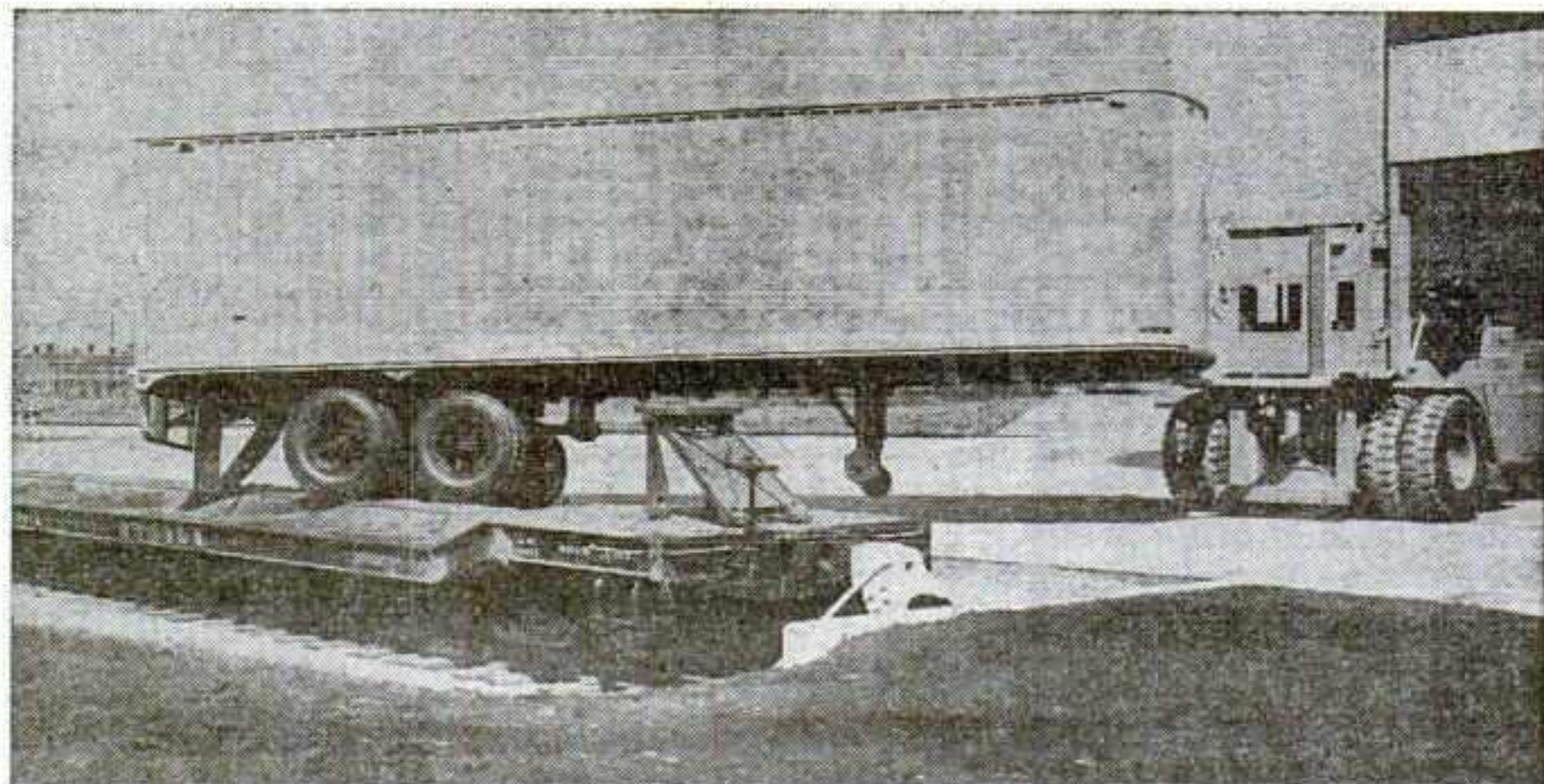
Once "piggy-back" is in wide operation, it is possible a new type of show will come into existence. Maybe the slogan, "30-car railroad show on trucks," will have new meaning. When terminals and trains blanket an area large enough to support a show for a season, making all moves by "piggy-back" might be the most efficient way. One carnival recently discontinued operations of its own trucks. It owned the semi-trailers and hired gilly drivers for each jump. With "piggy-back" cars, a trailer-railer show could own or lease the railroad equipment and the semi-trailers. Rail moves would be made between terminals, and gilly trucks would be hired to shuttle the trailers between terminal and lot. Even small towns without terminals could be made if they were within shuttling distance of a larger city's terminal.

In every show use, speed would be of prime importance, and it would be of equal importance to other users. So if the system is to succeed at all, speed will be available. One example is that present rail freight requires from 36 to 48 hours to make deliveries between Chicago and Cleveland. Under the "piggy-back" proposal, trains made up entirely of trailer carriers would make deliveries overnight, thus beating the time schedule offered now by overland truckers.

'Piggy-Back' Status

There seems to be a good chance that the system will be used on a large scale eventually. General Motors' investigation has shown that truckers are highly interested in the "piggy-back" plan. In addition, railroad car-leasing companies are interested and one possibility is that a new organization, somewhat similar to the Railway Express Company, might be formed to handle the "piggy-back" trade.

It cost an average of about 23 cents per mile to hire a free-lance trucker to haul a semi-trailer on a long haul. Truck lines figure they can profitably pay railroads 20 cents per mile to carry a trailer for them. Railroads say they can't



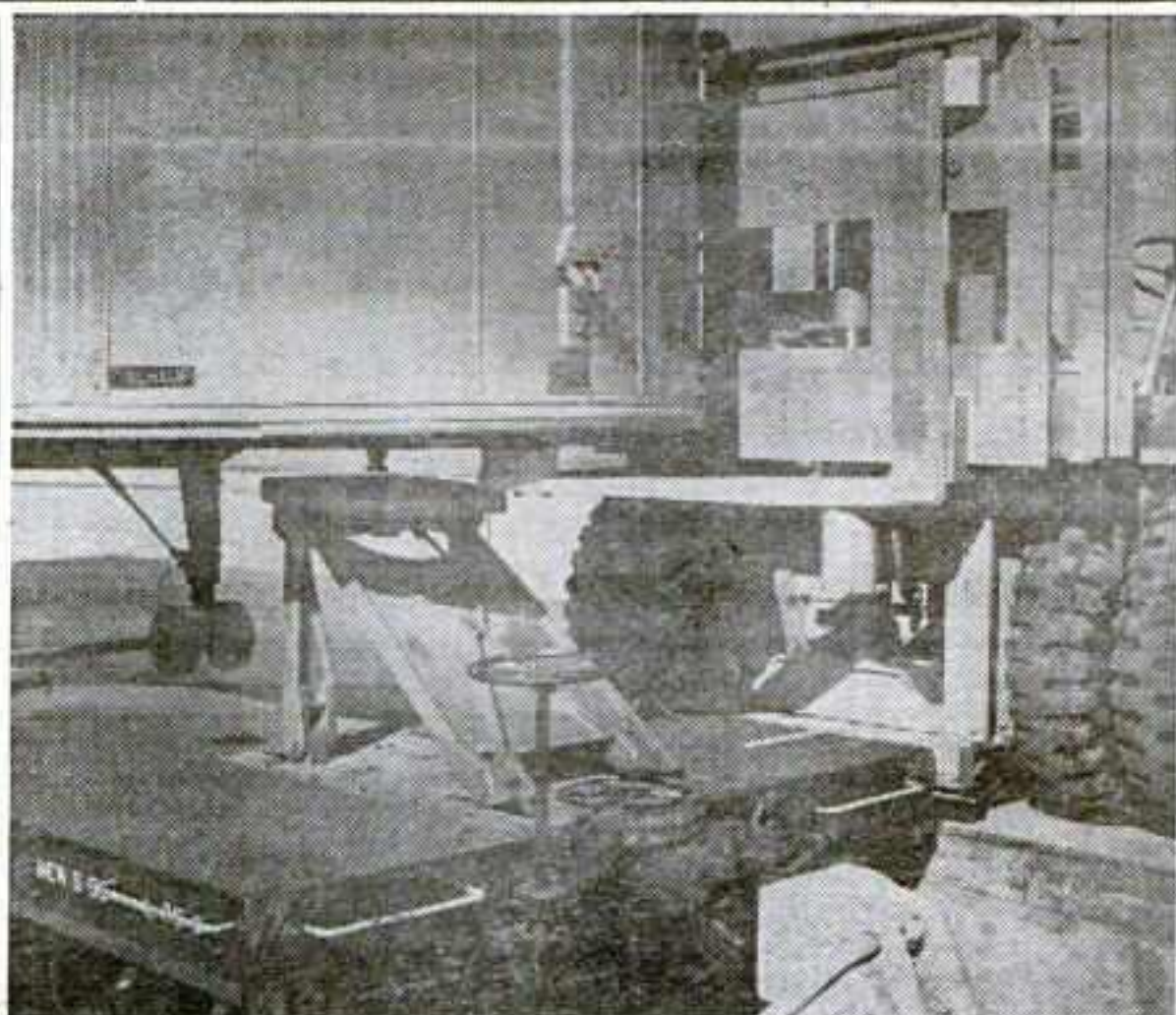
Demonstrators load a trailer on the special car from a car-high platform. A heavy-duty lift tractor pushes the rig over the raised beam at center of the car. If the piggy-back system comes into wide use, it might provide a new transport system for circuses and carnivals.

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Lucy Holman Sprague, Holman's Rides, writes: "Our BIG ELI ran like a top all summer; it is a wonderful piece of machinery and we should know, having owned Wheels in the family since 1913. We believe the older Wheel is still running—we sold it when labor conditions prevented our operating two Wheels. Thanks for past favors."

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Above are just two of many similar letters from satisfied BIG ELI Owners.

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do it at that price, which they presently figure at 20 cents a mile per flat car.

But the GM "piggy-back" car carries two trailers. GM figures that truckers would still pay 20 cents per trailer per mile. With two trailers on each car, the railroads would receive 40 cents per car per mile. And GM reports the railroads are interested in that kind of rate.

At present the truck lines are much more interested in the project than the railroads. Some trucker associations have indicated interest in buying their own "piggy-back" cars and building their own terminals if the railroads would handle the special trains. The Rail Trailer Company will buy the cars if railroads show interest in leasing them. Other car-leasing outfits, such as General American Transportation Company, might get into the act. The International Teamsters' Union has stated it will co-operate with the project.

One reason for railroad hesitancy is the rate factor. The lines don't want to jeopardize current rate structures by hauling similar products cheaper because they are

loaded in trailers instead of box cars. A member of the International Commerce Commission has stated that he is confident rates can be worked out to mutual satisfaction within the present governing laws.

N. Z. Dezendorf, vice-president of GM and head of the Electro-Motive Division, has said that "General Motors will co-operate with anyone who will take a strong position" for "piggy-backs"—whether they are haulers, car leasers, or anyone else.

General Motors has built one car. It can start turning them out in quantity three or four months after receiving an order. It expects that the plan would create a market for its railroad cars, boost the dropping market for Diesel locomotives, cut GM's sale of heavy-duty truck tractors but increase its sale of local-service truck tractors, increase the market for passenger autos, thru the removal of trucks from highways, and cut taxes for everyone by reducing maintenance costs for highways.

Dezendorf says it is the "only system that benefits every one." Maybe that will include outdoor shows.

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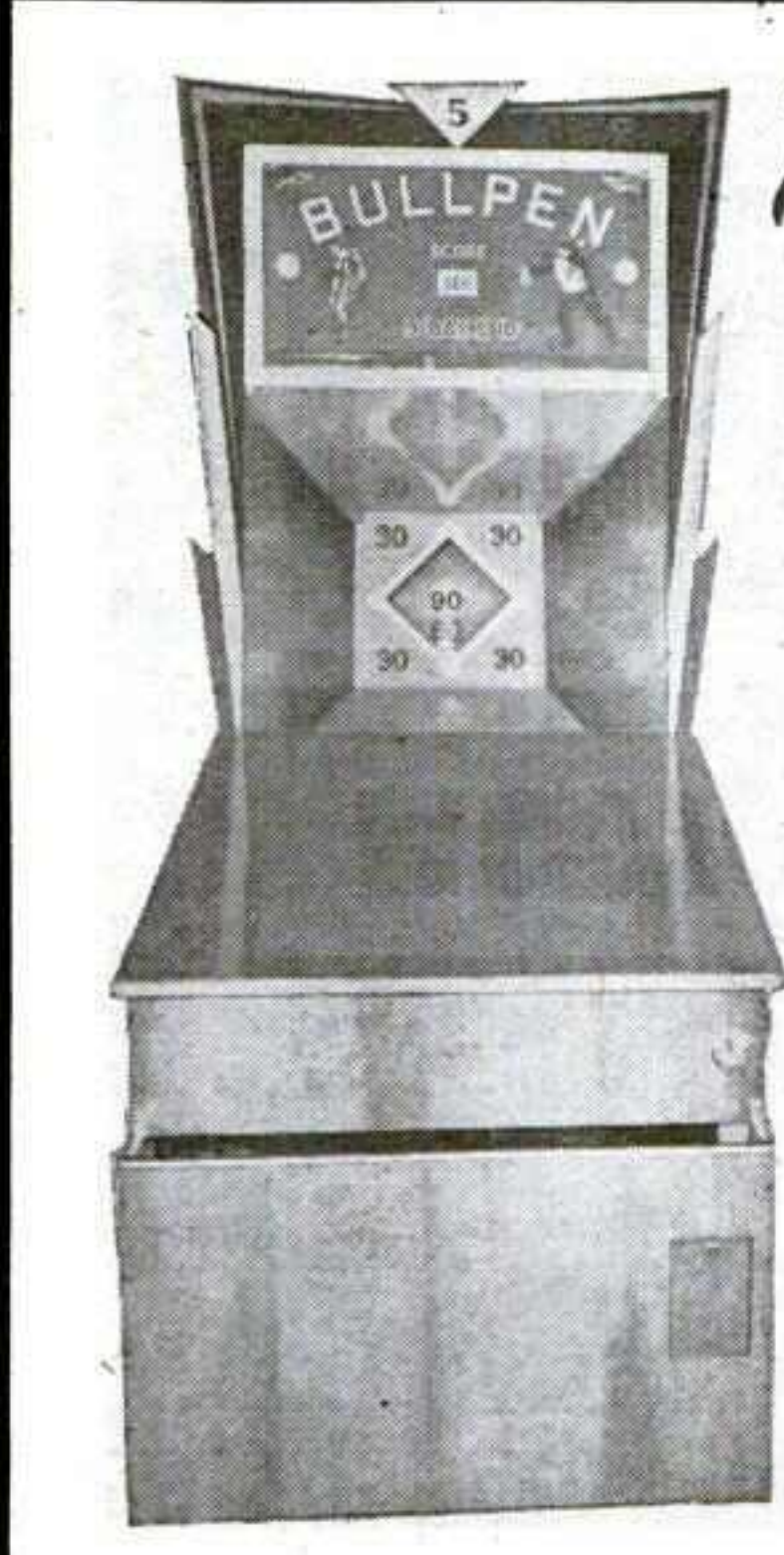
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Introducing A new member of
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The new baseball throwing game—

BULLPEN

DODGEM
A PROVEN LEADER FOR 35 YEARS...

DODGEM owners and operators know that for over thirty-five years this thrill-packed but safe ride has been the favorite, not only for the youngsters, but for Mom and Dad as well. And owners will tell you that DODGEM has less complicated parts, has no gears to get out of whack, and is provided with a sturdy molded rubber bumper. And the new fingertip steering makes a DODGEM easy for a child. Yes, DODGEM owners throughout the country will proudly tell you that DODGEM offers the most profitable ride in the amusement business!

DODGEM is proud to present this new baseball throwing game, BULLPEN. This game, made by the company that made the DODGEM cars famous, is sure to be a fast money-maker in the amusement field. It is strictly a game of skill, not a game of chance, and thus acceptable in any state. BULLPEN is completely automatic and coin-operated, and one attendant may handle multiple units. A game consists of nine regular baseballs which are automatically returned at the end of each game. Dimensions: Overall length, 15 feet; width, 42 inches; height, 8 feet 2 inches.



- Coin Operated
- Low Operating Expense
- Automatic Scoreboard
- Acceptable in All States

After December 15th this game can be seen at Amusement Center, 52d at Broadway, New York City

To learn more about this new game, BULLPEN, and DODGEM write for folder BD

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The 2 BEST FOR THE SHOW!**

Strong SPOTLIGHTS
**FOR AN EXTREMELY BRILLIANT
FLICKERLESS LIGHT**
— SHARP-EDGED, HEAD SPOT TO FLOOD

Easy to operate. Require no heavy rotating equipment. Simply plug into a 110-volt outlet. Two-element, variable focal length objective lens system. Silvered glass reflector. Horizontal masking control angles 45 degrees in each direction. Fast operating, 6-slide color boomerang. Mounted on casters.

**TROUPER
HIGH-INTENSITY
ARC SPOTLIGHT**

Automatic arc control. Adjustable, self-regulating transformer in base. Carbon trim burns 80 minutes.



**TROUPERETTE
INCANDESCENT
SPOTLIGHT**

Projects 6 1/2 times brighter head spots than any other incandescent spotlights.



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Please send free literature and prices on Strong Troupers; Troupettes.
Name.....
Street.....
City & State.....
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SEE YOUR THEATRE, SCHOOL OR STAGE EQUIPMENT DEALER. OR SEND COUPON FOR FULL DETAILS TODAY!

Statistical Directory of Fairs

(Received too late for the Cavalcade of Fairs)

ARKANSAS

Newton County Fair, Jasper
OPERATED: 2 days, 1 night.
WEATHER: Good, 2 days, 1 night.
ATTRACTIONS: Home talent.
AID, PREMIUMS: State aid, \$500; county aid, \$100; other aid, \$200.
ADMINISTRATION: President, M. Phillips; secretary, Dorothy Brase.

CALIFORNIA

Fresno District Fair, Fresno
TOTAL ATTENDANCE: Paid, 242,000. Operated 10 days, 10 nights.
WEATHER: Good, 10 days, 10 nights.
CARNIVAL: Crafts Exposition Shows.
ATTRACTIONS: Horse show, 4 nights and Sunday matinee. Ten afternoons and 10 nights, vaudeville; 6 nights circus acts. Booked from Fanchon & Marco. Eight afternoons of running races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$102,000.
ADMINISTRATION: President, Everett Estes; secretary, T. A. Dodge; superintendent of concessions, T. A. Dodge; publicity director, Roy Garmen.
1954 DATES: October 1-10, official.

ILLINOIS

Elizabeth Community Fair and 4-H Show, Elizabeth
TOTAL ATTENDANCE: Paid, 4,000; free, 1,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night.
ATTRACTIONS: Amateur show, 4-H events, band concert.
AID, PREMIUMS: State aid, \$1,695.14; total estimated premiums paid out (excluding races), \$2,146.37.
ADMINISTRATION: President, Everett Reed; secretary, R. J. Stauss; superintendent of concessions, Burl Reed.
1954 DATES: August 4-6, official.

IOWA

Calhoun County Exposition, Rockwell City
Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate \$800. Day grandstand total (less tax), \$950. Night grandstand total (less tax), \$2,500.
CARNIVAL: Boone Valley Shows.
ATTRACTIONS: Swenson Thrillcade, 1 night; horse and tractor pulling contests.
AID, PREMIUMS: State aid \$1,400; county aid, \$2,523. Total estimated premiums paid out (excluding races), \$3,600.
ADMINISTRATION: President Ruhl Maulsby; Secretary Wayne D. Cidel.
1954 DATES: August 12-14, tentative.

MINNESOTA

Kandiyohi County Fair, Willmar
TOTAL ATTENDANCE: Paid 25,197; free 11,143. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$11,134; Day grandstand total (less tax), \$915.50; night grandstand total (less tax), \$3,133.
CARNIVAL: Raney United Shows. Ride and show gross, total amount, less federal tax, \$6,500.
ATTRACTIONS: Ernie Young night show; county tug-of-war contest, 4 nights; saddle club show; stock parades, 2 days of harness racing.
AID PREMIUMS: State aid \$2,200. Total estimated premiums paid out (excluding races), \$3,759.50.
ADMINISTRATION: President, Tanner Jacobson; secretary, A. E. Thompson; publicity directors, Jack Lynch and A. E. Thompson.
1954 DATES: September 15-18, official.

NEW HAMPSHIRE

Lancaster Fair, Lancaster
TOTAL ATTENDANCE: Paid, 15,000. Operated 4 days, 4 nights.
WEATHER: Good, 2 days, 2 nights; rain, 2 days, 2 nights.
ATTRACTIONS: Thrill Show, 1 day, 1 night; 2 days harness racing.
ADMINISTRATION: President, Dana H. Lee; secretary, A. J. Keeney, superintendent of concessions, F. R. Lyon; publicity director, W. M. Schurman.
1954 DATES: September 3-6, official.

Sandwich Fair, Center Sandwich
TOTAL ATTENDANCE: Paid, 10,000; free, 150. Operated one day.
WEATHER: Good 1 day.
ATTRACTIONS: Horse show, horse pulling, parade, vaudeville.
ADMINISTRATION: President, Harry Blanchard; secretary, Miss Doris L. Benz; superintendent of concessions, Luther Burrows; publicity director, Mrs. Wm. H. Forristall.
1954 DATES: October 12, official.

TENNESSEE

DeKalb County Fair, Alexandria
TOTAL ATTENDANCE: Paid, 12,000; free, 8,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate, \$6,000.
CARNIVAL: Cumberland Valley Shows; ride and show gross, total amount, less federal tax, \$1,345.
AID, PREMIUMS: State aid, \$519; other aid, \$175. Total estimated premiums paid out (excluding races), \$2,000.
ADMINISTRATION: President, G. G. Corley.
1954 DATES: August 4-7.

WISCONSIN

Monroe County Fair, Tomah
TOTAL ATTENDANCE: Paid, 8,387. Operated 4 days, 4 nights.

WEATHER: Good, 2 days, 4 nights; rain, 1 day; cold or cloudy, 1 day.
RECEIPTS: Gate, \$3,836; day and night grandstand total (less tax), \$3,161.
CARNIVAL: Wallace Bros. Shows.
ATTRACTIONS: Buck Steele Frontier Days, 1 day; Grossman Variety Show, 1 night; 1 day of harness races rained out.
AID, PREMIUMS: State aid, \$3,500; county aid, \$1,500. Total estimated premiums paid out (excluding races), \$5,000.
ADMINISTRATION: President, R. A. Gorman; secretary, W. H. Rhodes.

CANADA

QUEBEC

Compton County Agricultural Society, Cookshire
OPERATED: 4 days, 3 nights.
WEATHER: Good, 4 days, 3 nights.
CARNIVAL: March Shows.
ATTRACTIONS: Hamid Show, 3 days, 3 nights; 3 days of harness racing; 1 day tractor driving exhibition.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$3,500.
ADMINISTRATION: President, H. V. Barns; secretary, W. S. Hodgman.
1954 DATES: August 22-24, tentative.

BRILL OFFERS 43 TESTED BUILDING PLANS FOR KIDDIE RIDES.

MAJOR RIDES, CONCESSIONS, GROUP ATTRACTIONS, FUN HOUSES, AND ILLUSIONS \$3 TO \$15 FREE CIRCULAR

BRILL BOX 875 PEORIA ILL.

MAJOR HORSES COST ABOUT \$35 when cast locally from my ALUMINUM PATTERNS

Buy From the Original Plan and Pattern Dealer

14-pc. Major Horse 50x26x10" Ap. 54 lb. \$110

Kiddie Horse 12-pc. 40x23x12 Ap. \$50 24 lb. F.O.B. Peoria, Ill. Complete instructions.

Write for Free 43 Plan Circular

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\$1,295

NO "SETTING UP" OR "TEARING DOWN," JUST FOLD DOWN THE SIDES AND MOVE

Here's the modern way to handle your concession. You can go wherever there are people . . . and that's where there are sales! Ruggedly constructed, easily handled from location to location.

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AMERICA'S NATIONAL PASTIME!

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. . . Tops for Beauty and Design

A MUST FOR AMUSEMENT PARKS

Our consultants and engineers stand ready to serve you as EXPERTS in this field.

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The **GARBICK WHEEL**

Stands an impressive 35 ft. high, easily portable, three hours' set-up time, powered by Ford industrial engine, seats fold when out of operation to eliminate wind problem. Furnished complete with ticket box and full fence. Can be financed.

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Centre Hall, Pa.

RIDE DESIGN WANTED

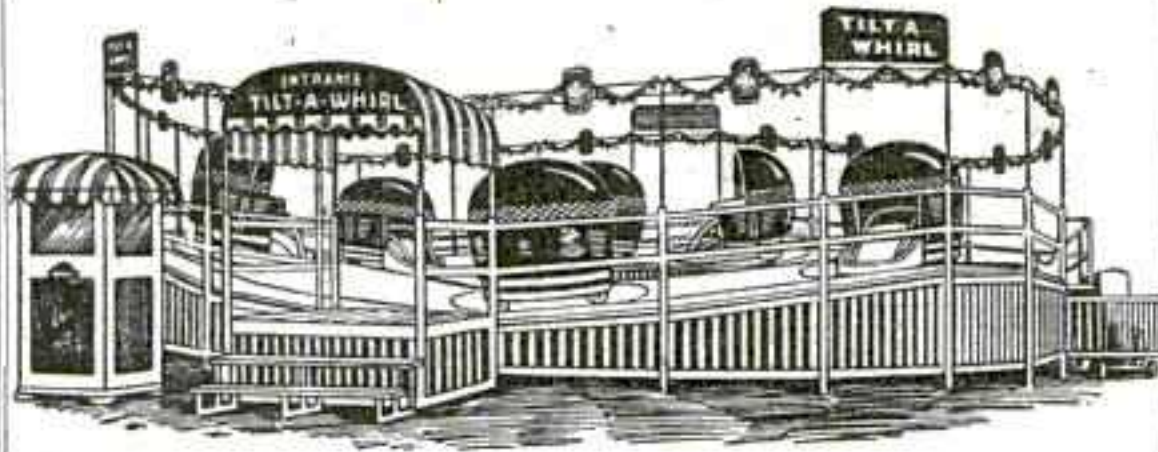
Responsible and established Manufacturer will buy or manufacture on a royalty basis small Major Ride. Write

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Lowest Prices—Best Quality.

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CONSISTENT TOP MONEY RIDE!

The Popular Favorite Repeat Ride of America's Midway Public

- Modern Streamlined
- Superior Construction
- Economical Safe Operation
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Wire, phone or write about earliest delivery dates.

OR SEE US AT THE CONVENTION AT OUR USUAL BOOTHS 5 AND 6, MAIN EXHIBIT HALL.

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TOP QUALITY ALWAYS PAYS OFF

We invite you to inspect the high quality of Arrow Rides at our display in Booths 22 and 45 at the NAAPPB Exposition.



Merry-Go-Rounds, Auto Rides, Arrowplane Rides, Adult Capacity Portable Streamliner Trains, Cast Aluminum Horses.

See the superior construction of these rides and let us show you how lower maintenance will boost your profits.

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NEW 1953 ROLACONE WITH STAPLED FLOSS CONES

Model 1CA and 3B.

Roll 'em as you need 'em.

GUARANTEED UNCONDITIONALLY FOR ONE YEAR.

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TICKETS Cash with order F.O.B. Collinsville, Ill.
 ROLL OR MACHINE FOLDED 100,000 \$31.00
 10M \$10.30—20M \$12.60—30M \$14.90—50M \$19.50
 All same copy—Each price change, \$3.00. Each color changes, 60¢.
 STOCK PRINTED ROLL TICKETS 5 rolls \$5.00; each additional roll 60¢.
DALY TICKET COMPANY COLLINSVILLE, ILLINOIS

Still-Date Facilities

(Received too late for the Cavalcade of Fairs)

IOWA

Rockwell City, Calhoun County Fair
 GRANDSTAND CAPACITY: 1,000.
 BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Wrestling, softball games, baseball, horse pulling contests.
 WAYNE D. CIDEL.

MINNESOTA

Willmar, Kandiyohi County Fair
 GRANDSTAND CAPACITY: 1,550.
 BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: State-wide church convention, Junior Chamber of Commerce Horse Show, livestock sale.
 A. E. THOMPSON, Spicer, Minn.

NEW HAMPSHIRE

Lancaster, Lancaster Fair
 GRANDSTAND CAPACITY: 1,500.
 BLEACHER CAPACITY: 800. SIZE OF RACE TRACK: One-half mile. PLANT IS AVAILABLE FOR: Midget, auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 DANA H. LEE.

TENNESSEE

Alexandria, DeKalb County Fair
 GRANDSTAND CAPACITY: 2,500.
 BLEACHER CAPACITY: 500. Track is equipped for night racing.
 PLANT IS AVAILABLE FOR: Midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 GEORGE G. CORLEY, 110 Powell Road, Oak Ridge, Tenn.

Nashville, Tennessee State Fair
 GRANDSTAND CAPACITY: 3,000.
 BLEACHER CAPACITY: 1,700. Size of race track, 1 mile.

Casey Plans To Install Dark Ride at Park

WINNIPEG, Nov. 21.—E. J. Casey, owner of Rendezvous Park at nearby Lockport, plans to install a dark ride at his funspot for '54, he disclosed here this week. Casey also revealed that he is seriously considering erecting the former River Park Roller Coaster, which he now has in storage, at the Lockport park.

Business at the park finished 50 per cent higher than the previous year, but grosses for his travelling midway unit were down sharply, Casey said. Business for the touring show was off so much that he closed its season two weeks ahead of its originally scheduled closing, he added.

His park has received much publicity thruout the season due to the opening of a public museum on the site, after archeologists had found that the park grounds had once been used as an Indian village and after they had unearthed Indian relics, such as pottery, arrowheads, spearpoints and bone tools.

Casey plans to continue to put emphasis on the museum and to advertise it extensively with a view of building up attendance of school children.

PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 COLISEUM INDOOR ARENA SEATING CAPACITY: 4,200.
 1953 STILL DATES: Ice show, home show, roller derby, rodeo, circus.
 JUDGE BEVERLY BRILEY and L. E. GRIFFIN.

WISCONSIN

Tomah, Monroe County Fair
 GRANDSTAND CAPACITY: 450.
 SIZE OF RACE TRACK: One-half mile.
 PLANT IS AVAILABLE FOR: Harness races, thrill shows, rodeo, carnival show lot, circus show lot.

CANADA QUEBEC

Cookshire, Compton Agricultural Society
 GRANDSTAND CAPACITY: 1,200.
 SIZE OF RACE TRACK: One-half mile.
 PLANT IS AVAILABLE FOR: Harness races, thrill shows, carnival show lot, circus show lot.
 1953 STILL DATES: Coronation Day celebration, picnics, school fair, Boy Scout meeting, horse race training.
 W. S. HODGMAN, Birchton, Quebec.

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STILL WATER

ORANGE DRINK (illustrated):

- ★ High Orange Juice content makes this a perfect drink.
- ★ YOU SAVE 20% on syrup costs, since mix is SIX parts water to ONE part syrup.
- ★ Your choice of natural Juice Color or Artificial Color.
- ★ CONTAINS NO ARTIFICIAL FLAVORS.

Other Still Water Flavors:

Lem'n Lime, Grape, Pineapple, etc.

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Root Beer:

With all the tang and goodness of old fashioned root beer. WILL NOT CLOG DISPENSERS, yet it is full flavored and sweet enough to mix ONE part syrup with SIX parts carbonated water. (20% syrup cost saving.)

Birch Beer:

Its tantalizing taste makes friends and repeat customers—they love it. Here again a SIX to ONE mix of water to this full bodied syrup that flows freely.

Quantity prices on wholesale orders.

Write, wire, phone for information and prices.

GENERAL FLAVOR CO.

Syrups—Fruits—Extracts

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BIG PROFITS WITH SOFT ICE CREAM



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Modern design. Certified construction. All aluminum exterior. Bright, cheerful, spacious living room with 3 large picture windows. 2 bedrooms. Sleeps 6. Modern kitchen and dining nook. Complete bathroom. Abundance of cabinet space. Fully

equipped. Ready to live in. Low down-payment. Easy payment plan. For FREE literature and floor plans of nationally famous "M" System Mobile Homes, WRITE TO DEPT. 53.

"M" SYSTEM, INC. Vicksburg, Miss.

DIVISION OF MID-STATES CORPORATION

The World's Largest Builder of Mobile Homes



EVERLY

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Octopus Fly-O-Plane Roll-O-Plane

BE PREPARED FOR THE EVER-INCREASING KIDDIE BUSINESS BY PLACING YOUR ORDER NOW FOR "EVERLY KIDDIE RIDES"

Bulgy the Whale

Midge-O-Racer

EVERLY AIRCRAFT CO. Factory and Sales Office SALEM, OREGON

4 REASONS WHY
Bally® KIDDY-RIDES
 EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction



Start a steady-income route of Bally Kiddy-Rides now.
 Finance-Plan available through leading Bally Distributors.

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DIVISION OF LION MANUFACTURING CORPORATION
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BOOTHS 95, 96, 111, 112
OUTDOOR AMUSEMENTS EXPOSITION
 SHERMAN HOTEL, NOVEMBER 29, 30, DECEMBER 1, 2

EXPO SLATED FOR TRINIDAD; SEEK MIDWAY

Freight \$\$ Pose Problem; 250,000 Turnout Expected

NEW YORK, Nov. 21. — The inaugural Caribbean Exposition in Port of Spain, Trinidad, is expected to draw 250,000 patrons during its three-week run from next April 24 to May 16, the Junior Chamber of Commerce believes. A three-day visit here was made last week-end by Harry Walker of Trinidad, who spoke with amusement personalities with the object of obtaining a midway for the event. No decision was reached.

The Chamber says its eight-acre site will hold 127 commercial display booths of West Indian manufacturers and importers, and a midway measuring about 350 feet by 750, flanking the display area. Sale of alcoholic beverages will be permitted, and two beer gardens and three bars have been built for that purpose.

Sixteen miles east of the Venezuela coast, Trinidad is 50 miles long and 37 miles wide, and is geographically and biologically a part of South America. Its 1951 population was 611,000 of which a third were locally born natives of East Indian extraction, and most of the rest were Creoles of British, French and Spanish blood. The island is southernmost of the British West Indies, which also includes Jamaica and Barbados. Port of Spain, capital of Trinidad and site of the exposition, has a population of about 130,000.

Income Tax 40%

Altho government accounts are in dollars and cents, the legal tender is British currency. Profits of a midway operation, the Chamber points out, can be taken out of the islands in American dollars, with an income tax of 40 per cent being the solitary obligation of the operator.

One of the unresolved problems returning to Trinidad with Harry Walker was the expense of shipping carnival equipment to the site. Moore McCormack Lines has a boat leaving New York for Trinidad April 1 and arriving April 6. The return boat leaves May 26 and reaches New York May 31.

The Chamber pins much of its hopes for success on the fact that West Indians have never been able to enjoy themselves at a midway. "They are simply dying to have a different type of enter-
(Continued on page 76)

It's pure peanut oil!

gives corn true butterlike flavor!

THAT MEANS SALES!

C. F. Simon's Sons, Inc.
 Phila. 34, Pa.

All Home Comforts WHILE TRAVELING



SILVER DOME

gives you all modern conveniences; over 35 floor plans; sleep up to 7 people; completely equipped; strongly built; easy to tow; economical! FREE catalog tells full details.

CLIP COUPON NOW!

SILVER DOME CO.,
 Kalamazoo 15, Michigan
 Gentlemen: Rush illustrated catalog to:
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FOR SALE NEW SIDE WALL

Water and Mildew Proof

7x100 Feet	\$49.00
8x100 Feet	\$56.00
9x100 Feet	\$63.00

MAIN AWNING AND TENT CO.
 230 MAIN ST. CINCINNATI, O.

FOR SALE 60-INCH SEARCHLIGHTS

G. E. and Sperry

These 30 Searchlights were released by the Government last week. All lights were checked and sealed for overseas shipment. No tires, lights only. No generators.

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Multiplex Faucet Co. Serving the Trade 50 Years

a 3½¢ Profit on a 5¢ Sale!
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ROOT BEER BARREL.

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side.

Exclusive! MULTIPLE FAUCETS
 17-45-60 Gal. Barrels with 2 faucets, one for Root Beer, other for Coca-Cola.
 45-60 Gal. Barrels with Draft Arm for Plain Soda, plus 2 Faucets for two different Drinks.

Also Dispensers for Coca-Cola, other Drinks

Manufacturers: **MULTIPLEX FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.

POWERS TENTS

SEND US YOUR SIZES

Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

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GOOD NEWS! The Round-Up is ready!

Get all the facts about its sensational 1953 tour

BOOTH 82—Chicago
FRANK HRUBETZ & CO. SALEM, OREGON

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

Study P.C. Deals for Thrillers

Continued from page 55

eral expenses rose comparably and as for salaries—Wow!
 "In 1941 fairs asked for liability insurance. We carried up to \$10,000 and this was satisfactory in most cases. In 1953 I carried \$300,000 and this was the amount demanded in most cases. In 1952 I kept books in the back seat of a car. This year I had to have a bookkeeper, an auditor and an attorney to keep abreast with tax structures and other problems."

Fairs Move In

Horan revived the criticism of those fairs which jump in on a successful operation in good times and insist on either stop clauses or flat payments for an attraction which may only then be starting to reap some of the rewards for a job well done over a period of several years.

"There have been times when an attraction has built its date into a real winner only to discover that the fair management decides that the fair itself is responsible for the success of the event and that is when stop clauses and flat guarantees result. The flats are usually on the low side of the average (in good weather) in the percentage deals. But, when the

big ones are all out and over, then the cry for live and let live percentage dates with no guarantees is revived."

Acknowledging the great selling jobs done by many show activities prior to the war, Horan said the bonanza period which followed resulted in the fairs inserting stop clauses and flat payments to replace the percentage deals which stimulate the selling. Since then the times and conditions have changed.

Costs Off Top

To sell and exploit an event fully today on a straight percentage deal should entitle the showman to the cost of this job coming off the top of the gross, Horan maintains. His reasons: the fairs make all of the decisions in advance of the date, choosing the site and setting the dates, and thereby setting up all the rules of the gamble. The show activity is burdened with multiple fixed costs which cannot be avoided and which are risked exclusively, on percentage deals, by the showman. Prices mostly have been held perilously close to the prewar level and where increases were made they seldom conform to the rise in operational costs, he added.

Showmen's creditors—and they can be legion—are only interested in payments coming in on time. While a fairman sometimes envies the showman because the latter is believed to have more weeks in which to overcome deficits if they exist, it doesn't often work out that way. It has often worked out that the additional weeks of operation have plunged show activities into even deeper financial holes.

Horan pointed up the lack of proper show facilities at many events when he said that the events "... must have proper facilities to make possible a proper professional presentation. These facilities should include sufficient seating, a good public address system that can be heard thruout the grounds and, above all, good lighting."

Long Experience

Noting that he had long played dates on percentage, and actually preferred such contractual arrangements, Horan cautioned that the good of any move in this direction would be totally destroyed if when a date was built up it was taken away from the fellow who built it.

"Attractions operators have the courage of their own convictions and when they frame a show they do so with all involved in mind. They produce and advertise and exploit to the extent that the traffic will bear. They do this, tho, on the basis of repeat bookings and no operator of fairs could honestly hope for more than his facilities or potential promise. If this course were honestly pursued by all parties then Dr. Dorton's views would hold the key to the challenge ahead for business as far as our industry is concerned," Horan said.

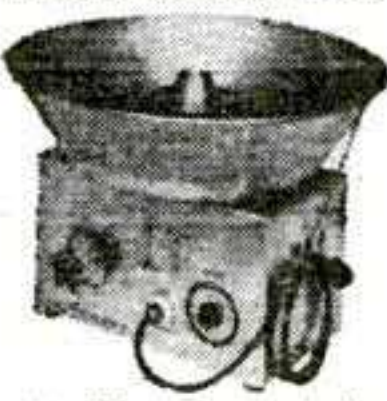
Beatrice Dante, chimp trainer currently at the Florida Wild Animal and Reptile Ranch, St. Petersburg, was the subject of a half-page feature in the Sunday (1) edition of the St. Petersburg Times. Penned by staffer Lillian Blackstone, the yarn, complete with four photos of Beatrice, described her methods of training and handling of the chimp.

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MONEY-MAKING CONCESSION EQUIPMENT AND SUPPLIES

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World's Largest Maker

The Concession Model 120 Floss Machine is known throughout the trade for its dependability and fast production. Direct Drive, variable speed motor, heat control, motor guaranteed 6 months, compact, 25" spun aluminum pan. Best buy in the world for the money. Also complete line of rheostats, voltage boosters, bands and ribbons for all makes of machines.

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Illustrated is the Star 51 Electric Counter Model Popcorn Machine with efficient thermostat control popping unit. Requires only 3 1/2 square feet of counter space. Concession Supply Company offers the complete line of STAR and CRETORS equipment including Popcorn Machines... Peanut Roasters... Hot Dog Steamers... Bun Warmers... and Grills. Concession services all makes of poppers and floss machines. For the most efficient and complete Concession Service see Concession Supply Company.

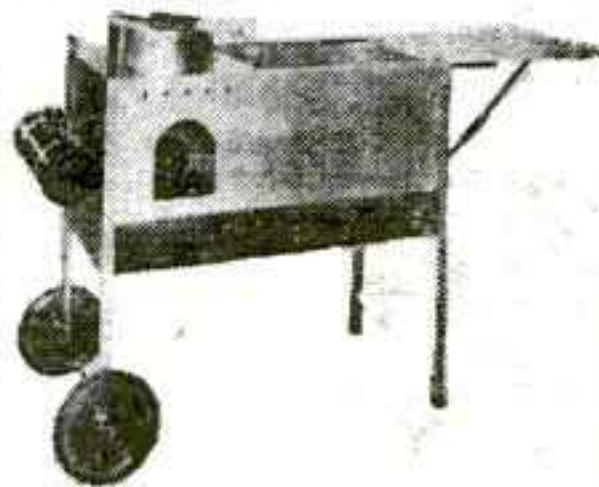
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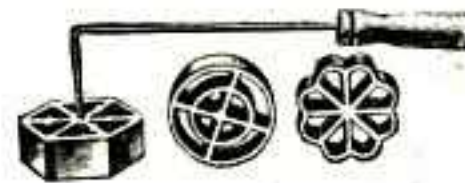
CONCESSION SUPPLY CO. 3916 SECOR ROAD TOLEDO 13, OHIO

PORTABLE POPCORN MACHINES

Operate anywhere! Follow the crowds! Plenty of storage space for boxes, bags, seasoning, popped and unpopped corn. Complete outfit includes Coleman Heating Unit, 12 Quart Saratoga Popper and semi-pneumatic rubber tired wheels. Length, 36"; width, 18"; height, 36" with legs, 18" without legs. All aluminum construction. Available without legs for stationary set-up.



LOW INVESTMENT—BIG PROFIT



Large 4" commercial size waffle molds of cast aluminum. Round, six-sided and scalloped. Complete with wooden handles and formulae.

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35 Quart Super Kettle Poppers, 12 Quart Saratoga Poppers, 8 Quart Lifetime Poppers, all of aluminum construction and built for continuous trouble-free service.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers Tally Cards, 35 cents, \$3.50; 50 Cards, \$4.75; 75 Cards, \$5.50; 100 Cards, \$6.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, 51¢; Printed Tally Card, 15¢; Colored Heavy Cards, 25¢, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Set of 100 cards, tally card, calling markers, \$3.50. LIGHT WEIGHT BINGO CARDS. White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5 1/2 x 7, per 100 \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢. Set Numbered Pine Pong Balls, \$12.00. Replacements, Numbered Balls, ea. .30. 3,000 Jack Pot Slips (strips of 7 numbers) Per 100 1.25. Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow Per 100 2.00. 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4 1/2 x 5, M. 1.50. Plastic Markers, Red or Green, round or square, 3/4" diameter, M. 2.50. Scalloped Edge, Green only, M. 2.00. Smaller Size, 3/8" diam., Red or Green Plastics, M. 1.50. Adv. Display Posters, 24x36, Ea. \$1.75. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for... 15.00. Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M. 1.00. Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed M. 2.75. Round white, N.J. Call Cards, 4 x 4 Markers, 2 sizes, 1 1/2-inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. 85. Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100g. Send for illustrated circular for \$40.00. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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Here, at last, is the complete rolling home every outdoor showman has looked for, the internationally-known Howard SAFARI land yacht! Built by one of America's pioneer quality coach builders, the SAFARI is constructed on a tough, rugged General Motors chassis, powered by the world-famous GMC engine equipped with Hydraulic transmission, and is ready to go anywhere, anytime, any season of the year! A lifetime steel panel exterior houses a completely self-contained "home-on-wheels." Sleeping facilities for as many as six people, a complete modern galley with stove, sink and refrigerator, a full-sized dinette, a complete bath-room with shower, lavatory and seat, scores of overhead and wall cabinets, plus large, spacious, full-sized closets! With the SAFARI's unique self-contained living advantages you're equally at home on the road or on the lot! The Howard SAFARI is America's only production-built land yacht, completely self-contained and completely yours for \$6,500... FOB Saginaw Michigan... plus applicable tax.

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Don't get caught short on your Fair dates—always carry a few cartons on hand and be ready for the Big Ones. Samples sent upon request or better still, get your order in now.

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 No installation needed—JUST PLUG IN—and it STOPS TRAFFIC with its fascinating slow rotary motion—sells more franks!

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Ottawa Signs Hamid Talent, Ups Budget

OTTAWA, Nov. 21.—George A. Hamid & Son, New York talent firm, Thursday (19) was again awarded the grandstand talent contract for the Central Canada Exhibition.

The budget for 1954 was increased over that of 1953—a record expenditure. The program calls for two separate shows, one for afternoon and the other for night.

The separate show idea, inaugurated a couple of years ago at this event, is designed to assure a sizable percentage of overlapping patronage and, reportedly, has worked out well in this respect. More persons are expected to attend both the afternoon and the night shows as the assurance that the programs are completely different grows.

Afternoon Scenery

Special scenery designed to enhance the presentation of the afternoon show will be used for the first time. It will depict the interior of a European circus. Besides providing an attractive background for the acts the scenery will serve to hide the talent until it appears, thus building up the impact of each act.

The utilization of scenery for the afternoon show here is made possible due to the fact that no track events are staged at the fair and so there is no problem of obstructing vision.

The afternoon show, representing an increase of about one-third, will feature five animal acts, three aerial acts and four stage acts blended into a complete circus-type program.

The night show, similar in format to past presentations, will feature the "Grandstand Follies," ma-

ior Hamid revue offering, plus nine variety acts, three specialties and five production numbers.

FACE LIFTED!

Hotel Sherman Lobby All New For Confabs

CHICAGO, Nov. 21. — Outdoor showmen who attend the coming trade show, conventions and meetings here will be surprised and delighted at the new look and improved facilities of the Hotel Sherman, which for many years, with few exceptions, has been the meeting place of those engaged in outdoor show business.

Since the 1952 convention, the lobby has undergone vast changes and now has an entirely new, modern look. Carpeting, furniture and flower boxes are all new. In certain areas, the ceiling was lowered to give the lobby several sections of various heights. New, indirect lighting accent the modernistic effect. All of the wood used was imported from the Philippines and resembles blond mahogany.

During the past year, the hotel continued to modernize its 1,501 guest rooms, all of which have been rewired, redecorated and refurnished. Most of the guest rooms and all of the hotel's public rooms now are air-conditioned.

TENTS

ALL SIZES—ALL TYPES

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

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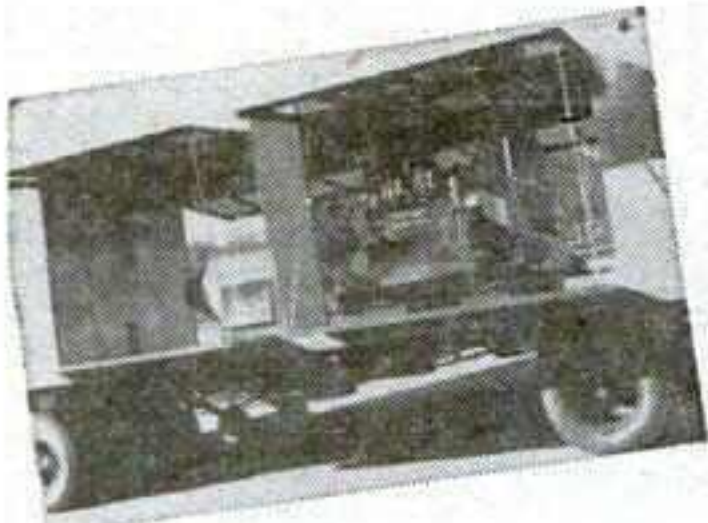
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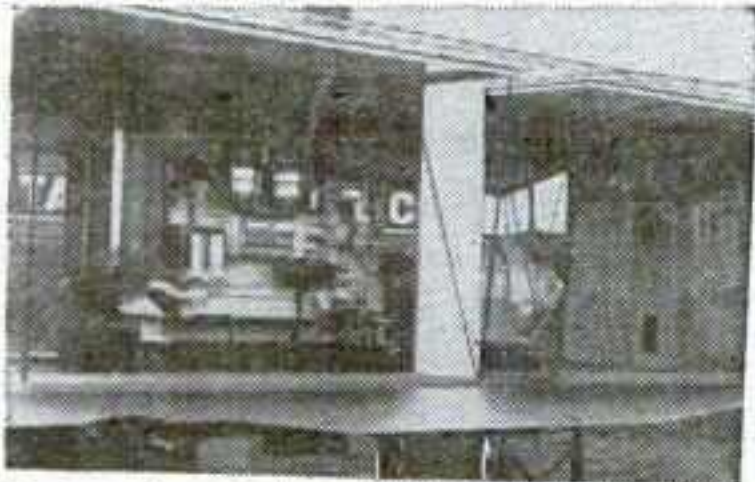
here she is . . .

LEWIS-DIESEL'S

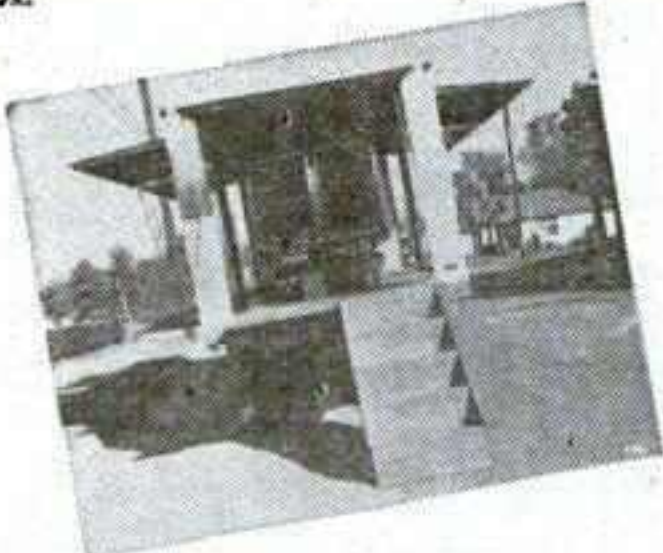
"QUEEN of the MIDWAY"



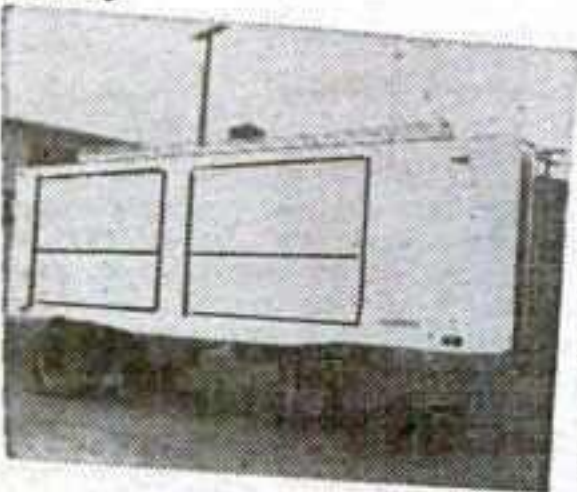
Here's a close-up of the engines and the controls. Note the splendid accessibility . . . the roominess. This view also shows you the specially constructed trusses, designed to give extra body strength to the trailer.



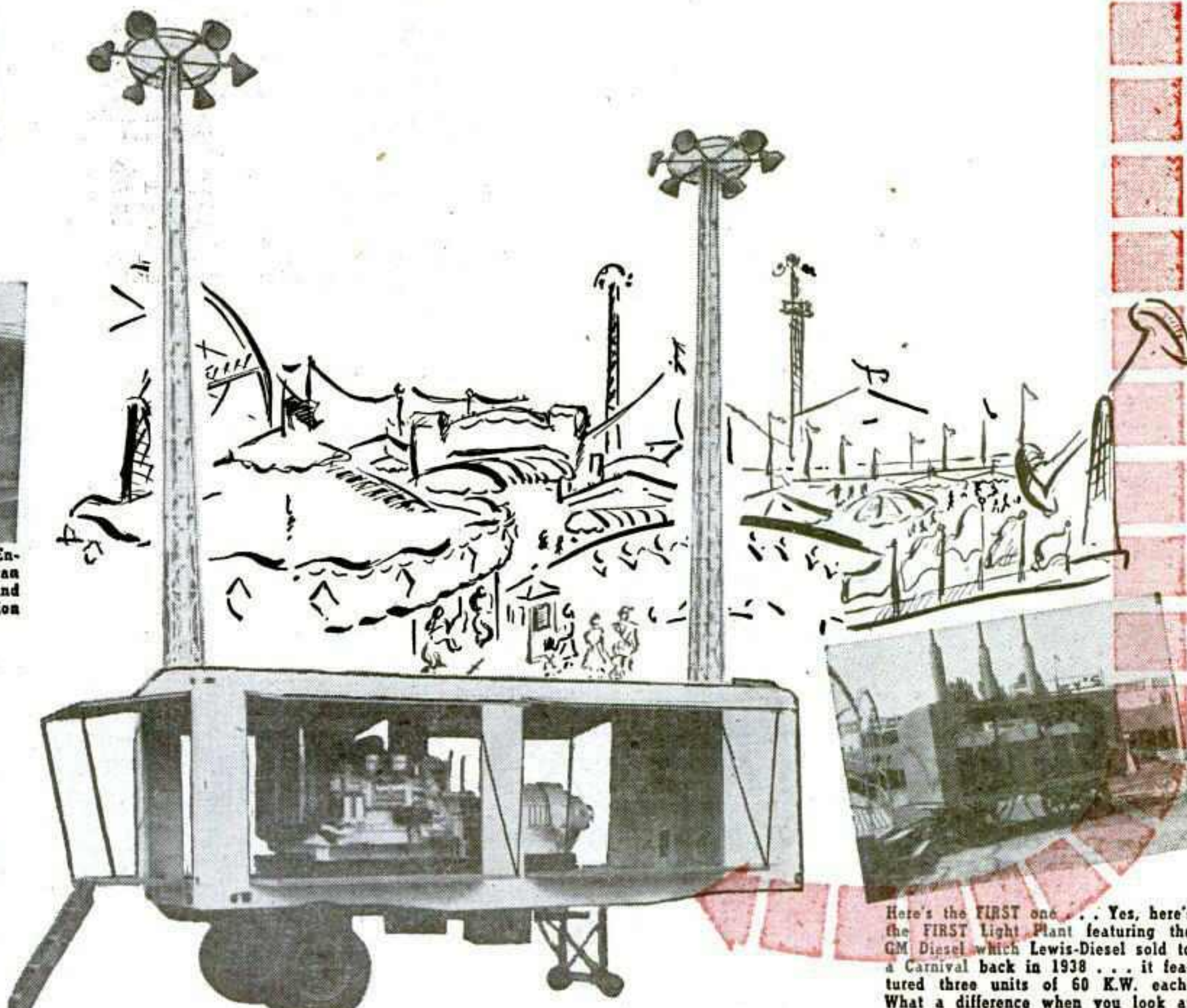
Another view of the world-famous GM Diesel Engine, the controls, and the generator. You can see the chrome on the engine that gives flash and eye appeal. Note the convenience of the junction box.



This rear view shows you the removable steps. You'll also note the over-size radiators that provide for cool operation in hottest weather. Alarm or automatic shut-down for low oil pressure or high water temperature is one of the many outstanding features of Lewis-Diesel's "Queen Of The Midway."



Here it is . . . closed and ready to travel! It's so sturdily built and so easy to handle. This is our own design . . . built specifically for mobile Light Plant use!



Here's the FIRST one . . . Yes, here's the FIRST Light Plant featuring the GM Diesel which Lewis-Diesel sold to a Carnival back in 1938 . . . it featured three units of 60 K.W. each! What a difference when you look at our today's "Queen Of The Midway" with its 200 K.W. in one unit!

Lewis-Diesel's "Queen of the Midway" is truly the answer to the showman's dream. . . . It's amazingly EASY to handle, for it's light in weight and yet it's completely and utterly dependable. Just think! The weight of this Light Plant is just 8,189 lbs., with the combined weight of engine and 24-foot trailer just 24,890 lbs. That's REALLY something to brag about! And what a beauty she is! Our "Queen Of The Midway" has flash and sparkle that make it a tremendous attraction in its own right! You'll have a new "Free Show" on your Midway!

One outstanding feature of our "Queen Of The Midway" is the fact that this Light Plant has ONE LARGE GENERATOR rather than small generators. Thus, it is much better able to take care of SURGE loads, giving you more efficient operation with less maintenance cost!

And here's a splendid advantage: Because our "Queen" is powered by a "twin-six," in afternoons when the load is small, you can run HALF of the output! Later when the load becomes greater, you can throw in the other engine. If the load is light at night, you can use just ONE-HALF of your power thus conserving fuel!

The TOWERS on top of the trailer give adequate light for "tear-down" . . . another fine feature of our "Queen"! The towers are collapsible and ride snugly on top of the trailer. One man can put them up and take them down. These towers add greatly to the brilliance of the Midway for each features a cluster of six floodlights and each has a tremendously brilliant string of lights the full length of the tower itself.



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WE LIGHT THE MIDWAYS OF AMERICA!
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Hamid on Tax

Continued from page 55

still have much to gain by aiding in this continuing fight, he said, since the elimination, or halving, of midway taxes would mean additional revenue for the fairs.

Dollar Aid Needed

The financing of any battle for tax relief should be a simple thing, Hamid said. He pointed out that single carnivals and circuses will pay as much as \$80,000 or more in excise taxes in a single year. If only half this amount is saved a sizable percentage could easily be donated to the cost of the campaign. But, again, the money is needed for the campaign, not after the victory is won. Actually, an all-out effort on the part of the industry would mean almost insignificant contributions on the part of single organizations, he added.

Hamid does not believe that full relief from excise taxes as they apply to admissions is possible. The feeling in Washington, he says, is that persons able to pay \$1 or more for a single admission can afford the tax and the government needs the money.

His feeling is that the elimination of taxes from admissions of 50 cents or under would be almost certain in the face of a united campaign. However, he is personally willing to shoot for the exemption of all taxes on tickets costing up to and including \$1. This, Hamid says, is the highest feasible goal, altho not all of his personal operations would benefit as a result.

A chain reaction within the industry is needed to spark the necessary action, Hamid said. He said that the park association would be ready to co-operate with all groups at the Chicago meetings and asked that all showmen's clubs have delegates prepared to sit in on joint conferences and pledge complete co-operation.

Ripley Units

Continued from page 55

terruption since the cartoonist's death, at which time they acquired the properties.

During his lifetime Ripley featured live oddities in the several shows he staged. Arthur presents only inanimate objects from the extensive Ripley collection, including curiosities, torture instruments and original drawings.

There are three traveling units. One features oriental oddities, another African and the third is titled "Man of Image," the unique reconstruction by an artist of his own body.

Permanent Exhibits

Permanent exhibits are located in St. Augustine, Fla., in a two-story building and at the Steel Pier. Exhibits have also been presented at Palisades (N. J.) Amusement Park, Old Orchard Beach, Me., and Cedar Point, Sandusky, O.

The exhibits have also been used extensively by department stores as traffic builders and advertising gimmicks. Principal users have been Gimbel's, Philadelphia and Filene's, Boston.

The traveling units, showing a total of about 1,200 cities a year, have been seen by 10,500,000 persons since 1950, Arthur estimates. Two men are required to handle each unit. The donation system and sponsors are used. One agent books two units. The traveling units have played such choice locations as the Loop in Chicago and in front of New York's Stock Exchange.

The traveling units are contained in attractively decorated tractor-trailer units for complete mobility.

Arthur is now contemplating sending units into Canada and abroad.

Mr.-Mrs. Team

Continued from page 55

came interested in the cashier. And that is how the McKees met. They were wed later that year. "I've never regretted it," Joe grins.

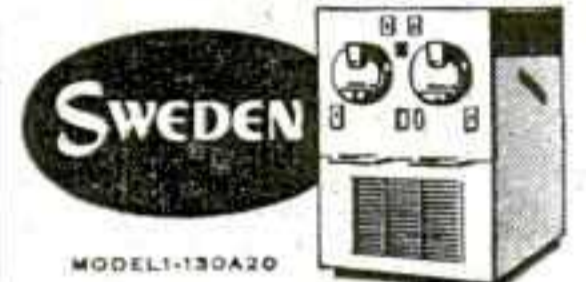
Born in Same Area

The McKees were neighbors for a time unknowingly, as they were born in Pittsburgh within a mile of each other. Their first meeting was at Chester Park, which McKee was hired to rebuild after its 1911 fire. Together since 1912, the couple are now together at the top of the National Showmen's Association and its Ladies' Auxiliary.

Charles Shubb Dies Of Heart Attack

SAN ANTONIO, Nov. 21.—Charles Shubb, 57, concessionaire, lately with Royal American Shows, died here recently following a heart attack. Interment was in Los Angeles.

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Folding Booklet, 12-p., 2 1/2 x 5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample... 10¢
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Samples of each of the above 4 items for 25¢
No. 1 45-Page Assorted Color Covers... 50¢

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample... 20¢
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Graph Cards, 9x17. Sample 5¢, Per M... \$7.50
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PRICES AS REQUEST

GEO. L. MESKER STEEL CORP.
EVANVILLE, INDIANA

BEATS DRUMS FOR '55

McGuinness Preps Saskatchewan Jubilee

REGINA, Sask., Nov. 21.—Fred G. McGuinness, who has done considerable tub-thumping in Western Canada for Royal American Shows, is now beating the drum on an epic scale in behalf of Saskatchewan's 1955 Golden Jubilee.

Thruout that year, and particularly during July and August, indoor and outdoor events in cities, towns, villages and hamlets will mark the 50th anniversary of Saskatchewan's incorporation as a province. Carnivals, it is expected, will have a great opportunity for a banner season in the major wheat-producing area of Canada's West.

To the 32-year-old McGuinness, of Brandon, Man., and Winnipeg, has gone the tremendous promotional task of plotting, directing and co-ordinating the hundreds of details connected with what should be the biggest whoop-de-do Saskatchewan has ever seen.

Honor Pioneers

Basically, the Golden Jubilee is geared to honor the pioneers of this province of 840,000, to teach the children about their heritage and to let the world know about Saskatchewan's wheat, oil and mineral production and its attractions for sportsmen and vacationists.

When the provincial government decided to go all out on a 50th anniversary celebration it called upon McGuinness, who moved to Regina in October, 1952, and buckled down to the chore of getting things organized on a province-wide basis.

To date, McGuinness has built up an office staff, organized committees to handle various phases of the event and is ready to get his advance preparations moving

into high gear in 1954. His set-up has been given a free hand and the government is spending freely. McGuinness is working as executive director of an organized corporation which operates directly, without any involvement in governmental red tape. A citizens' committee of 42, made up of university professors to farm housewives, is helping get the long-range program formulated.

Since last January, McGuinness has covered the province and traveled to other Canadian and U. S. centers in the interests of the jubilee program. He has journeyed more than 12,000 miles by car, 21,000 miles by plane and 1,000 miles by train.

500G Nut

The completed job will cost the government in excess of \$500,000, McGuinness estimates. Budget for the 1953-'54 exploration period was \$60,000 and the budget for April, 1954, to April, 1955, may be in the neighborhood of \$200,000.

By March, 1954, authorities in every Saskatchewan center will have been contacted regarding participation in the observance which is expected to draw thousands of former residents, as well as Canadian and American tourists, into the province.

Entertainment for the visitors will be one of the biggest items on the program and substantial financial benefits are expected to be reaped by fairs, agricultural shows and attractions.

With much of the jubilee activity scheduled for the summer months, exhibitions will play an important role. An exhibition committee under the chairmanship of T. H. McLeod, manager of the Regina Exhibition Association, has been set up to organize the Class A, B

and C fairs into the official arm of the Golden Jubilee committee and to work in close co-operation with them.

R. L. Hutchinson, president of the Regina Exhibition Association for 1953, is chairman of the homecoming committee and the directorate of the jubilee corporation includes Mr. McLeod, Hutchinson,

S. N. MacEachern, manager of the Saskatoon Exhibition, and Clifford Whiting, Melfort, Sask., secretary of the Saskatchewan Agricultural Societies org.

Fairs in Saskatchewan's eight cities and in at least 25 towns will particularly stress the Golden Jubilee theme in 1955. These are expected to have the greatest crowds

because of their good highway connections.

The jubilee organization proposes to give the fairs and exhibitions tangible assistance by way of providing professional entertainment in the form of acts or pageants which, it is felt, will help put across the anniversary celebration.

(Continued on page 78)

**• DOWNEY •
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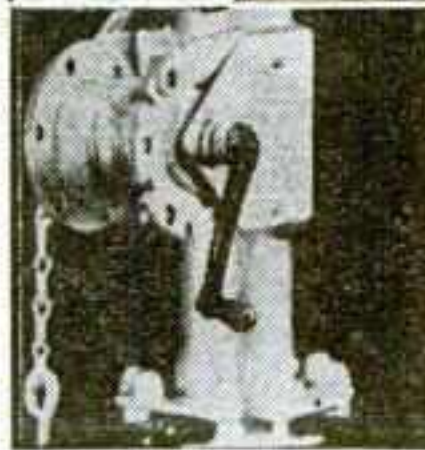
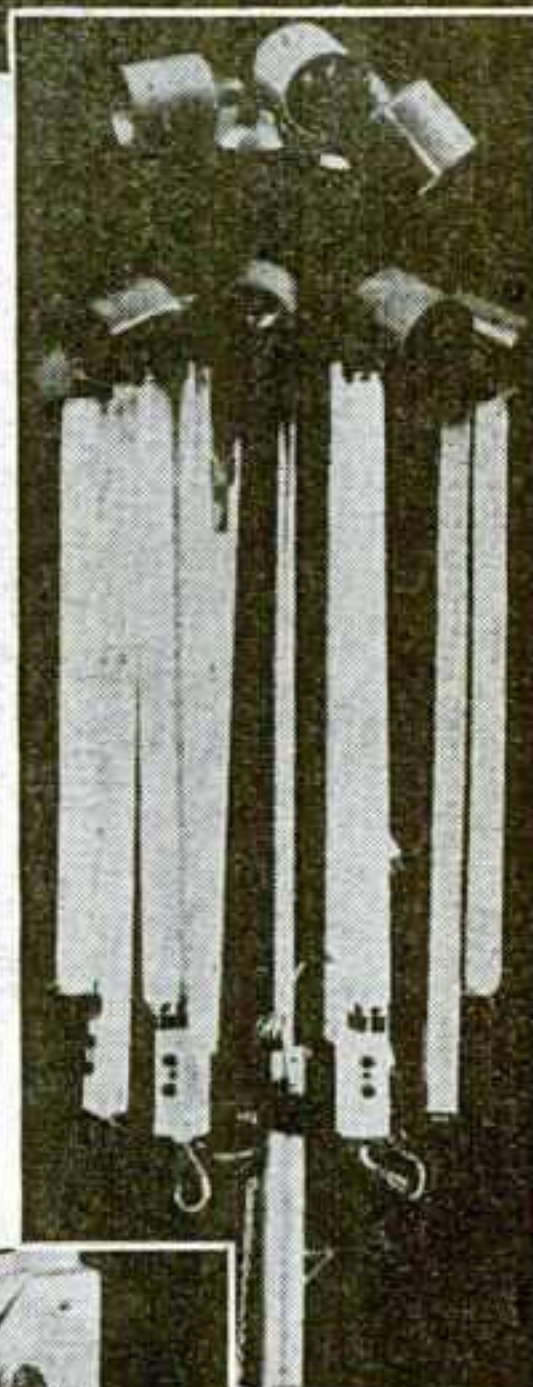
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(A) Photo of mockup showing general construction features of light cluster section. Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light or color combinations optional with user.)



(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising and lowering towers protect against fouling.

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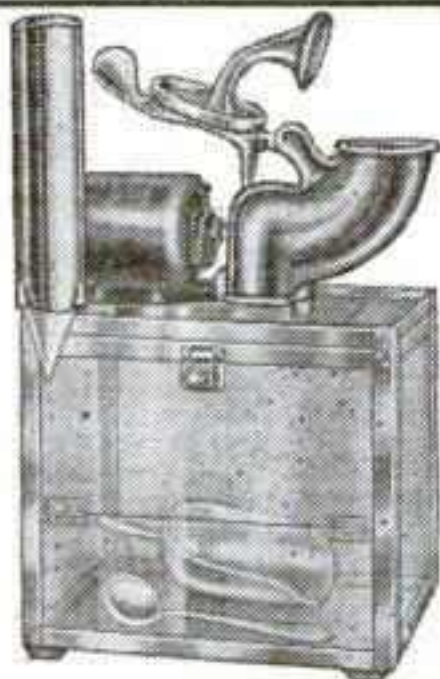
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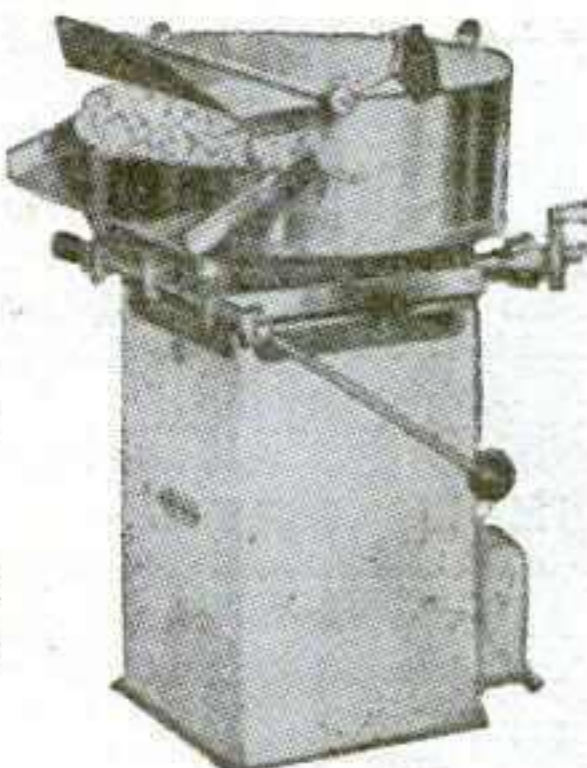
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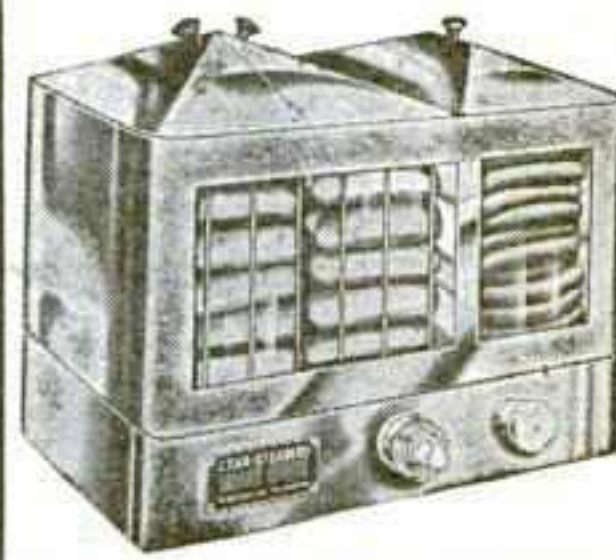
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Humphries Notes 50 Years in British Showbiz

TORONTO, Ontario, Nov. 21.—Harry Humphries, Toronto booker and former British circus manager and advance agent, recently celebrated his 50th year in the outdoor amusement field. Father of Len Humphries, Hamid-Morton Circus manager, and Canadian correspondent for the British

outdoor publication, World's Fair, the elder Humphries came to Toronto six years ago. In addition to his booking activities he has been on the publicity staff of the Canadian National Exhibition.

Humphries' early experience included his being general agent for the Broncho Bill Wild West Circus more than 40 years ago. His British affiliations included service as general agent for Alderman Pat Collins, member of Parliament and a major carnival and fair operator.

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Chi Stock Expo Expects Half Million Gate

CHICAGO, Nov. 21.—Upward of 500,000 are expected to turn out for the 54th International Livestock Exposition, which opens its nine-day run in the International Amphitheater here November 27.

Entry lists show that more than 10,000 head of cattle, sheep, swine and horses will vie for the more than \$120,000 in cash prizes offered by the exposition and breed associations.

According to William E. Ogilvie, expo manager, most of the top winners of the '52 event and several of those in other years will be back with new entries of animals, grains, hay, seeds, meats and wool.

Defending champions, who will be back this year, include three agricultural colleges which last year captured top honors in the competitions for individual fat stock. These include Ohio State University, Purdue University and Pennsylvania State College.

Karl Hoffman, Ida Grove, Ia., (Continued on page 82)

Dodgem Bows New Baseball Skill Game

EXETER, N. H., Nov. 21.—A new baseball skill game, the Bullpen, will be displayed at the National Association of Amusement Parks, Pools & Beaches' convention next week at the Hotel Sherman. The game, developed by the Dodgem Corporation, is coin operated, portable, and utilizes a baseball theme at which the customer pitches a ball, instead of batting it as in Battem-type installations.

Fred Markey, president of the firm which has been in the ride field for 35 years, said the device has been designed for single or multiple unit use by parks, carnivals, roadside operators, or Arcades. In playing Bullpen, the patron's purpose is to throw nine balls thru a tunnel at a baseball (Continued on page 82)

Nita and Peppi, hand-balancing duo, are scheduled to play Radio City Music Hall, New York during the Christmas season. . . Miss Happy Harrison, is enjoying the warm fall weather at her Hartford, Mich., home. She recently caught the Patterson Show at Benton Harbor, Mich., where she met many old friends including the Wolcotts.

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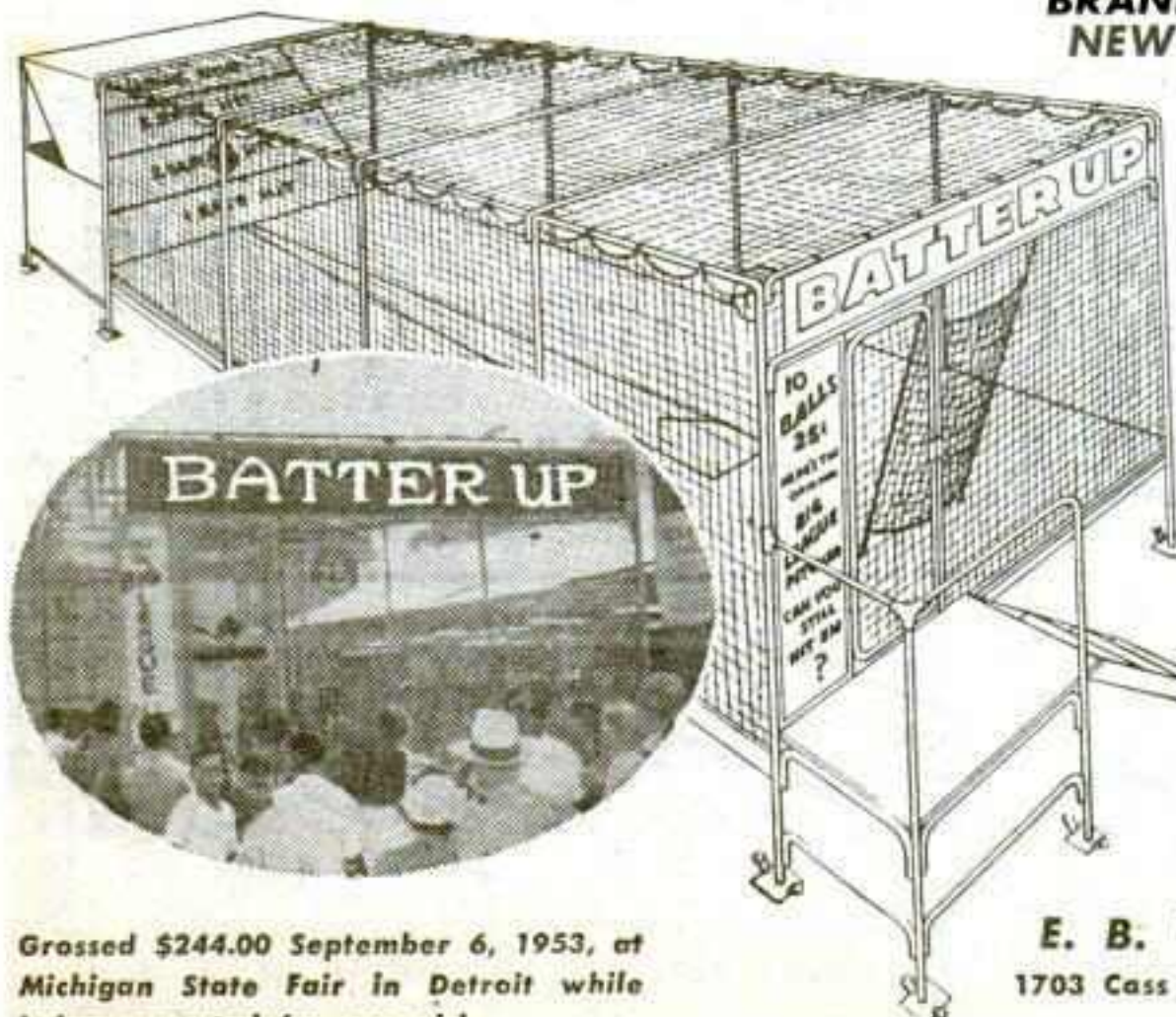
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**Lethbridge Eyes
Three Advantages
In Switch Dates**

LETHBRIDGE, Alta., Nov. 21.—Lethbridge will gain three main advantages from the change in date of its fair from the end of June to August 10-12, C. E. Parry, secretary-manager of the Lethbridge and District Exhibition, believes. The date was changed at the recent semi-annual meeting of the Western Canada Fairs Association in Moose Jaw, Sask.

The new date, Parry said, would get away from the risks of bad June weather, from the time that 4-H club members are tied up with school exams, and permit a soil products exhibit to be held in conjunction with the fair, something the fair board has always wanted. Since 1947, there has been only one year in which the fair was not rained out at least one day.

The new date, however, will necessitate holding the 4-H club Achievement Day separately from the fair, possibly in the first week of July, Mr. Parry said. The board hopes, however, to continue with a 4-H Day at the fair. The new date may also mean that harness races will not be available and some other type of afternoon program may be introduced.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Midway: Brownsville, Tex. Big State: Navasota, Tex. Brewer's United: Seagoville, Tex. Crafts Expo.: Calexico, Calif. Glades Am. Co.: Fort Myers, Fla.; (Fair) Cocoa 30-Dec. 5. Helman United: Jennerette, La. Kile, Floyd O.: Zachary, La. Lane, Leo.: Belle Glade, Fla. Majestic Greater: (Fair) Jacksonville, Fla. Moore's Modern: Hebronville, Tex. Palmetto Expo.: Cobbtown, Ga. Playland Shows: Fitzgerald, Ga., this week; Albany, Ga., Nov. 30 thru Dec. 5. Raines Am. Co.: Washington, La. Stephens, C. A.: St. Petersburg, Fla.; Plant City 30-Dec. 5. Tassell, Barney: Kingsland, Ga. Wilson Greater: (Fair) Sells, Ariz., 27-29.

Circus Routes

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Gould, Jay: Paribault, Minn., 27; New Ulm 28; Willmar 30; Marshall Dec. 1; Glencoe 2; Dodge Center 3. Harris & Rowe: Pine Bluff, Ark., 30-Dec. 6. King Bros.-Cristiani: Fernandina Beach, Fla., 24; Jessup, Ga., 25; Vidalia 26; Cochrane 27; Sandersville 28 (season ends). Packs, Tom: New Orleans 24-29. Polack Bros. Western: (Coliseum) Little Rock 24-25; (Aud.) Charleston, W. Va., 30-Dec. 6. Rice Bros.: Dayton, O., 30-Dec. 6.

Charles LaCroix, reported in the October 24 issue as a former trapeze artist, says that he is still active as a performer, doing a novelty turn at outdoor and indoor events. LaCroix was recently elected first vice-president of the newly formed Midwest Showmen's Club, which held its first meeting on October 29 in the clubrooms of Anthony Wayne Barracks No. 30, Fort Wayne, Ind. Membership in the club is open to anyone in outdoor or indoor show business.

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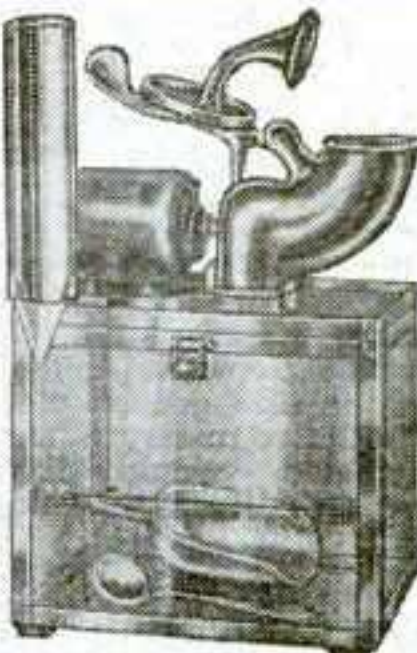
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STARTING ON PAGE 104

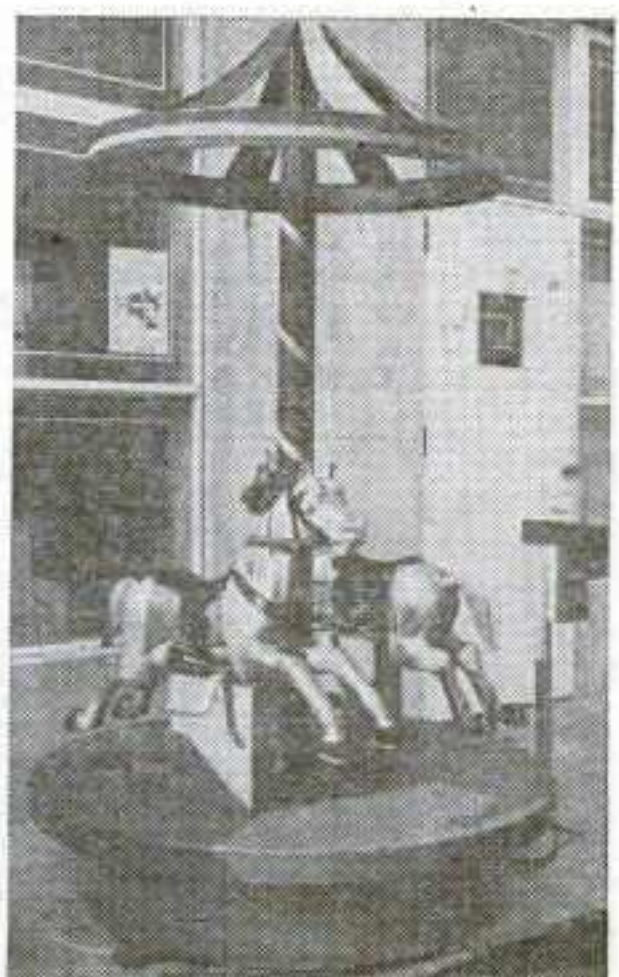
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Oregon Assn. Girds To Protect Aid \$\$

Committee to Formulate Financial Assistance System Based on Gate

SALEM, Ore., Nov. 21.—The Oregon Fairs Association, warned of forthcoming legislative attacks on financial support received from the State, has organized to safeguard revenue from pari-mutuel horse racing.

The organization plans to fight any transfer of racing revenue to the State General Fund and to retain the direct allocation of funds now in effect.

The program was set up at the closing session Friday (13) of the 26th annual convention of the association at the Marion Hotel here.

The warning of pending attacks on fair revenue came from the chairman of the House of Representatives State and federal fairs committee, Mark Hatfield.

He told the convention delegates the Legislature would seize upon pari-mutuel receipts at any time State revenue grew scarce, and pointed to a trend for eliminating earmarking of funds by which the fairs now benefit.

Fair interests had a close call during the 1953 Legislature, when bills were introduced to deprive fairs and exhibitions of direct revenue from pari-mutuel racing. In the 1953 general election, an initiative measure narrowly defeated, would have abolished pari-mutuel wagering in Oregon.

New System

By way of putting its own house in order, the association Friday (13) directed its president to name a committee of five to set up a system of classification of fairs, including a financial-assistance formula, to be based on attendance, premium awards, true agricultural character and physical facilities.

The resolution stated the com-
(Continued on page 78)

Indiana State Names Stewart To Presidency

INDIANAPOLIS, Nov. 21.—Gilman C. Stewart, of Greensburg, was elected president of the Indiana State Fair, at the annual reorganization meeting of the fair board. He succeeds John Schermerhorn, Wawaka, who has been appointed fair board member, in charge of publicity.

Walter H. Wimmer, Rockville, was elected vice-president and Phares L. White, Oxford, treasurer. Kenneth F. Blackwell was re-appointed secretary-manager.

Official dates for the 1954 fair were set for September 2-10.

Directors of State fair department were named by president Stewart as follows: Truman Rembusch, Indianapolis, grandstand; Earl J. Bailey, Lowell, Coliseum; W. E. Struckman, Huntingburg, manufacturer's building; Homer E. Schuman, Columbus City, agriculture and horticulture; P. L. White, Oxford, swine; Walter H. Wimmer, Rockville, cattle; Hal Royce, Austin, sheep; L. Orville Miller, Elkhart, speed; Estel Callahan, New Augusta, police and safety; Lowell G. Taylor, Owensville, gates; F. M. Overstreet, Columbus, concessions and machinery field; Mrs. Carolyn Holloway, Colfax, women's building; Michael Meyer Jr., Elwood, poultry; John A. Craft, LaPorte, horses, and Schermerhorn, publicity.

Name Smith Manager

MOUNT IDA, Ark., Nov. 21.—W. V. (Shorty) Smith has been named manager of the Montgomery County Fair.

OLDEST DIRECTOR IN U. S.

Iowa State Fair Prexy Joined Board in 1902

DES MOINES, Nov. 21.—Harold L. Pike, of Whiting, Ia., president of the Iowa State Fair Board, holds the distinction of having served



HAROLD L. PIKE

on a fair board longer than anyone else in the U. S.

In 1902, when he was 22, he was named a director of the Monona County Fair. That same year he was chosen as a director of the State Fair. He has served on the board ever since.

In his first six years as a State Fair director, he was superintendent of the cattle department, a position he filled until December 9, 1947, when he was elevated to the presidency.

When he served his first year on the board, the fair had only one permanent structure, the livestock pavilion, he recalls. In his opinion, the livestock and machinery exhibits are the most important part of a fair.

Soft-spoken and mild-mannered, never seems to get excited even during the turbulent days of the fair. But he has a keen insight on the fair's operations, knowing constantly whether everything is functioning satisfactorily.

GATE-AID

Tug-of-War Clicks at Minn. Event

WILLMAR, Minn., Nov. 21.—Much of the success of this year's Kandiyohi County Fair, which set new gate and grandstand records, is attributed to a county-wide tug-of-war contest which proved to be a big lure and a natural medium for publicity.

According to Albert E. Thompson, secretary, the event was not only a success from the standpoint of increased patronage but also for the hypoed interest it created thruout the county.

A total of 29 five-man teams participated in the four-night tourney. This represented approximately 150 homes in the country that for the first time had an active interest in the fair, to say nothing of their many friends and relatives who turned out to see their favorite aggregation compete. And as the contest progressed, many followers were nightly visitors at the fair.

A total of \$500 in cash prizes were offered, with the first team getting \$100 and a trophy with the next three receiving \$60, \$40 and \$20 respectively. All other quintets received a \$10 consolation award.

Exhibits Play Big Role at IAFE Meet

Attractions and Special Events Also Up for Discussion by Execs

CHICAGO, Nov. 21.—Commercial and agricultural exhibits will be an important topic of discussion at the 63rd annual meeting of the International Association of Fairs and Expositions to be held here November 30-December 2 in the Hotel Sherman.

One of the key speakers at the Tuesday afternoon (1) business session will be C. H. Wantz, Milwaukee, who will represent the Exhibitors Advisory Council. The exhibitor's viewpoint will be given the same day by D. F. Wing, of the Book House, Chicago.

J. A. Theobald, manager of the Utah State Fair, Salt Lake City, will speak on the industrial exhibit aspects of his fair in an address entitled "Industry on Parade." Richard H. McIntosh, Alabama State Fair, Birmingham, will describe their "Maid of Cotton Contest" and Army exhibits will be described by Robert R. Stein of the U. S. Army Exhibit Unit, Alexandria, Va.

Gate-builders in the form of attractions and special events will be the main topics at the final afternoon session on Wednesday (2). J. C. Huskisson, Florida State Fair, Tampa, will speak on parades while M. E. Twedell, Okla-

homa Free State Fair, will describe the successful night club operation at the Muskogee fair. Subject of the address by Theodore L. Chenault, Arkansas Valley Fair, and Martin Zook, Mid-South Fair, Memphis, will be "Publicity Gimmick." Theobald and Paul T. Mannen, of the San Diego (Calif.) County Fair will talk on "Free Grandstand Shows." The importance of prizes as a lure will be discussed by V. Ben Williams, Pacific National Exhibition, Vancouver, and S. F. Dadson, Central Canada Exhibition, Ottawa, Ont.

Four-Event Loop Formed In E. Texas

CORSICANA, Tex., Nov. 21.—A four-fair circuit to eliminate conflicting dates was tentatively agreed upon here this week by representatives from the Waco, Tyler and Corsicana fairs. The Temple annual, the fourth city, was not represented.

The "East Texas Fair Circuit" was suggested as the title for the new loop. No mention was reported to indicate the annuals would buy their attractions on a circuit basis.

Tentative dates agreed upon for next year follow: Tyler, September 13-18; Temple, September 21-25; Corsicana, September 28-October 2, and Waco, October 2-9. Dates for the State Fair of Texas, Dallas, are October 9-24.

N. Mich. Assn. Sets Meeting

BAD AXE, Mich., Nov. 21.—The Northern Michigan Fair and Racing Association will hold its annual meeting December 11-12 at the Park Place Hotel, Traverse City, William E. Logan, president, announced.

Registration will take place on the morning of the first day with the first session in the afternoon, the banquet that evening and the final meeting on Saturday morning. Logan said all attraction reps, fair officials and horse race people are welcome to attend.

Exhibits, Cost-Cuts Feature WFA Meet

550 Delegates Attend Conclave; Suppliers Pitch Thru Trade Show

By SAM ABBOTT

CORONADO, Calif., Nov. 21.—Approximately 550 fair secretary-managers, suppliers, and directors were on hand to attend the 31st annual Western Fairs Association meeting here at the Hotel del Coronado. Termed the "Fairmen's Fair," show owners and suppliers joined in displaying their lines and wares in booths installed in the grand ballroom of this famed hostelry.

Actually the session got underway Monday evening (16) with a meeting of the exhibits-commercial industrial-concessions advisory committee being called into session by John A. Lagomarsino, president of the Ventura County Fair. Sessions were held all day Tuesday (17) with the Monday night groups continuing their discussions and the directors holding their meeting. Also on Tuesday afternoon the television study committee, headed by Bert F. Williams, publicity supervisor of the California State Fair, started its two-day clinic.

Wednesday morning's session included a breakfast meeting of the various committees with the directors and past directors meeting that noon.

Following committee meetings that afternoon, the general session opened with the Fairmen's Fair dinner in the Coronet Room. Service Associates held open house that night.

The Thursday morning (19)

sessions were devoted to cost of operation with A. E. Snider, chief, Division of Fairs & Expositions, State of California, urging all managers to cut where possible. His talk, "Cuts that Don't Hurt," urged that fairs have an admission charge as low as possible to permit as many people as possible to attend.

Gregg Myers spoke on "Minimum Cost—Maximum Efficiency Building." Alan Milnes, assistant manager, Fresno District Fair, outlined "Practical Low Cost Areas" with the construction of aluminum buildings being suggested. Stuart Waite, manager of the Yolo County Fair, discussed "Uses, Savings, Thru Adoption of Low Cost Exhibit Areas."

In the absence of E. P. (Ned) Green, secretary-manager of the California State Fair, Theodore Rosequist, assistant manager of that event, talked on "Varied and Multiple Purpose Use of Low Cost Exhibit Areas."
(Continued on page 76)

Tampa Names Carl Tyner Asst. Manager

TAMPA, Nov. 21.—Carl Tyner, former secretary-manager of the Indiana State Fair, Indianapolis, has been appointed assistant manager of the Florida State Fair, J. C. Huskisson, general manager, announced.

Tyner, who held the Hoosier post for four years, is a nationally known breeder of milking short-horn cattle and has a wide background in agriculture and agriculture show business. He will have complete charge of the agricultural phases of the fair here as well as assisting Huskisson in general administration.

Tyner served on the national board and as president of the National Milking Shorthorn Society; was a director of the International Association of Fairs and Expositions; director of the Indiana Livestock Breeders' Association; director of the Indianapolis Convention Bureau, and director of the National Council of Fairs. For two years he was chairman of the IAFE committee of livestock classification. He has also been active in youth programs.

The Tyners, who live in Tipton, Ind., are expected to move to Tampa early in December.

N. H. Events Receive 111G

CONCORD, N. H., Nov. 21.—New Hampshire fairs received \$1.26 for every dollar they spent as premiums last year, final payment of \$111,942 in State subsidies revealed.

The fairs spent \$88,500 on premiums in 1952. Thirteen fairs shared in the subsidies because they spent \$500 or more on premiums the previous year.

This year the subsidy increased 4.3 per cent over 1952 and 20 per cent over 1951.

The largest amount went to Plymouth Fair, \$20,060. Other payments were: Rochester, \$17,885; Lancaster, \$16,287; Deerfield, \$14,361; Cheshire, \$10,445; Canaan, \$9,339; Contoocook, \$7,945; Sandwich, \$7,070; Northwood Community Fair, \$3,094; Madbury Grange Fair, \$1,771; Dover, \$1,065; Pink Granite Grange Fair, \$1,085, and Lake Grange Fair, \$996.

DIGS INFO FOR BURIAL

To Sink Time Capsule At Sacramento's Anni

SACRAMENTO, Nov. 21.—Bert Williams, who is publicity supervisor for the California State Fair six months out of the year, used the 99th annual run of that event to get his Time Capsule program ready for 1954.

Since the program began in the early summer months, Williams has been gathering historical data on the fair in preparation for the microfilming and burying of the capsule next year when the exposition has its centennial.

The capsule weighs 225 lbs. and is bullet shaped. Built by the Kaiser Steel Corporation, the container is designed to withstand 8,000 pounds per square inch pressure, according to Earl S. Reynolds, director of public relations for the steel company.

The work of getting set for the 100th anniversary was carried along with other chores for the 1953 fair. One of the stunts pulled was to distribute C. & H. Sugar cubes thruout the State with advertisement of the exposition's dates. The annual California State Fair Luncheon honoring the

press, radio and television industries during the fair featured an All-California food smorgasbord designed by Sunset Magazine. The menu was pictured on the front cover of that publication. With approximately 700 representatives in attendance, awards were made to those who had won in the contests which Williams directed.



BERT WILLIAMS

IAFE Convention Program

Hotel Sherman, Chicago

Monday, November 30

9:30 a.m.—International Motor Contest Association, Crystal Room. President R. H. McIntosh, presiding.
 11:00 a.m.—Middle West Fair Circuit, Crystal Room. President Glen Boyd, presiding.
 12:00 noon—Luncheon meeting of Women's Affiliate Association, Room 110. Mrs. Edwin Schultz, president.
 2:00 p.m.—Craftsman's Fair, Willard Masterson, Wisconsin State Fair, Milwaukee.
 A New Kind of Junior Exhibit, E. P. (Ned) Green, California State Fair, Sacramento.
 Atomic Exhibits, C. G. (Pete) Baker, Oklahoma State Fair, Oklahoma City.
 Army Exhibits at Fairs, Robert R. Stein, U. S. Army Exhibit Unit, Alexandria, Va.
 Community Co-Operation, Mrs. Ruth C. Hartkopf, Eastern Idaho State Fair, Blackfoot; Maurice E. Hartnett, Calgary (Alta.) Exhibition and Stampede; M. D. Corbin, Heart o' Texas Fair, Waco, and J. Dan Baldwin, Kentucky State Fair, Louisville.
 Ohio's Sesquicentennial, Howard S. Foust, Ohio State Fair, Columbus.

Tuesday, December 1

10:30 a.m.—Maid of Cotton Contest, Richard H. McIntosh, Alabama State Fair, Birmingham.
 Newspaper Throwing Contest, James E. Tays, Illinois State Fair, Springfield.
 Broiler House Demonstration, M. E. Twedell, Oklahoma Free State Fair, Muskogee.
 Community Improvement Contest, Pat W. Kerr, Tennessee Valley A. & I. Fair, Knoxville.
 Promoting Livestock Thru Fairs, A. H. Ward, Piedmont Interstate Fair, Spartanburg, S. C.
 Story of Agriculture, Sam Schnieder, Tulsa (Okla.) State Fair.
 Conservation Show, Willard Masterson, Wisconsin State Fair, Milwaukee.
 Egglard, Mrs. Martha Eddy, New York State Fair, Syracuse.
 2:00 p.m.—Building Plans and Financing, Gaylord R. Lewis, Findlay, O.
 Industry on Parade, J. A. Theobald, Utah State Fair, Salt Lake City.
 Exhibitor's Viewpoint, D. F. Wing, Book House, Chicago.
 Independent Midways, Virgil C. Miller, Kansas State Fair, Hutchinson.
 Merchandise Games, J. Dan Baldwin, Kentucky State Fair, Louisville.
 Concession Buildings, Thomas H. McLeod, Regina (Sask.) Provincial Exhibition.
 Our Complete Campaign, D. Robert Jones, Ohio State Fair, Columbus.
 The Role of Fairs in the Fundamentals of Freedom, Ralph E. Ammon, Milwaukee.

Wednesday, December 2

10:30 a.m.—One year From Now, C. G. (Pete) Baker, Oklahoma State Fair, Oklahoma City.
 There Is Nothing Like It, Dr. J. S. Dorton, North Carolina State Fair, Raleigh.
 Creating Favorable Impressions, Harry Frost, Minnesota State Fair, St. Paul.
 New Construction, Howard S. Foust, Ohio State Fair, Columbus; Kenneth R. Blackwell, Indiana State Fair, Indianapolis.
 100 Year Club, E. P. (Ned) Green, California State Fair, Sacramento.
 Motion Picture Story, State Fair of Texas, Dallas.
 New Days—New Ways, Mrs. Martha Eddy, New York State Fair, Syracuse.
 2:00 p.m.—Free Grandstand Shows, J. A. Theobald, Utah State Fair, Salt Lake City; Paul Mannen, San Diego County Fair.
 The Lure of Prizes, S. F. Dadson, Central-Canada Exhibition, Ottawa; V. Ben Williams, Pacific National Exhibition, Vancouver.
 Watermelon Day, Theodore L. Chenault, Arkansas Valley Fair.
 Publicity Gimmicks, Martin Zook, Mid-South Fair, Memphis.
 Night Club Operation, M. E. Twedell, Oklahoma Free State Fair, Muskogee.
 Pre-Fair Exhibitor's Party, S. F. Dadson, Central Canada Exhibition, Ottawa.
 Everybody Loves a Parade, J. C. Huskisson, Florida State Fair, Tampa.

FEDERATION OF STATE AND PROVINCIAL ASSOCIATIONS OF FAIRS

Monday, November 30

10:00 a.m.—Planning the Convention Program, Joseph C. Bartlett, North Haven, Conn.
 Associate Membership, Clifford C. Hunter, Taylorville, Ill.

Tuesday, December 1

10:00 a.m.—Service to Our Members, Win Eldridge, Plymouth, Wis.
 I'd Like to Know, H. C. McClellan, Arlington, Neb.; Maurice E. Turner, Huntsville, Tex.; Clyde E. Byrd, Little Rock; Rollo Singleton, Jefferson City, Mo.

WFA Execs Discuss Television Pros, Cons

CORONADO, Calif., Nov. 21.—Bert F. Williams, publicity supervisor of the California State Fair, as chairman of the newly formed Television Study Committee for the Western Fairs Association, recommended that a permanent committee be appointed to inform and assist all Western fairs about the rapidly growing TV industry. His talk highlighted the Thursday afternoon (19) session of the 31st annual WFA meeting at the Hotel del Coronado here. The meeting ended last night.

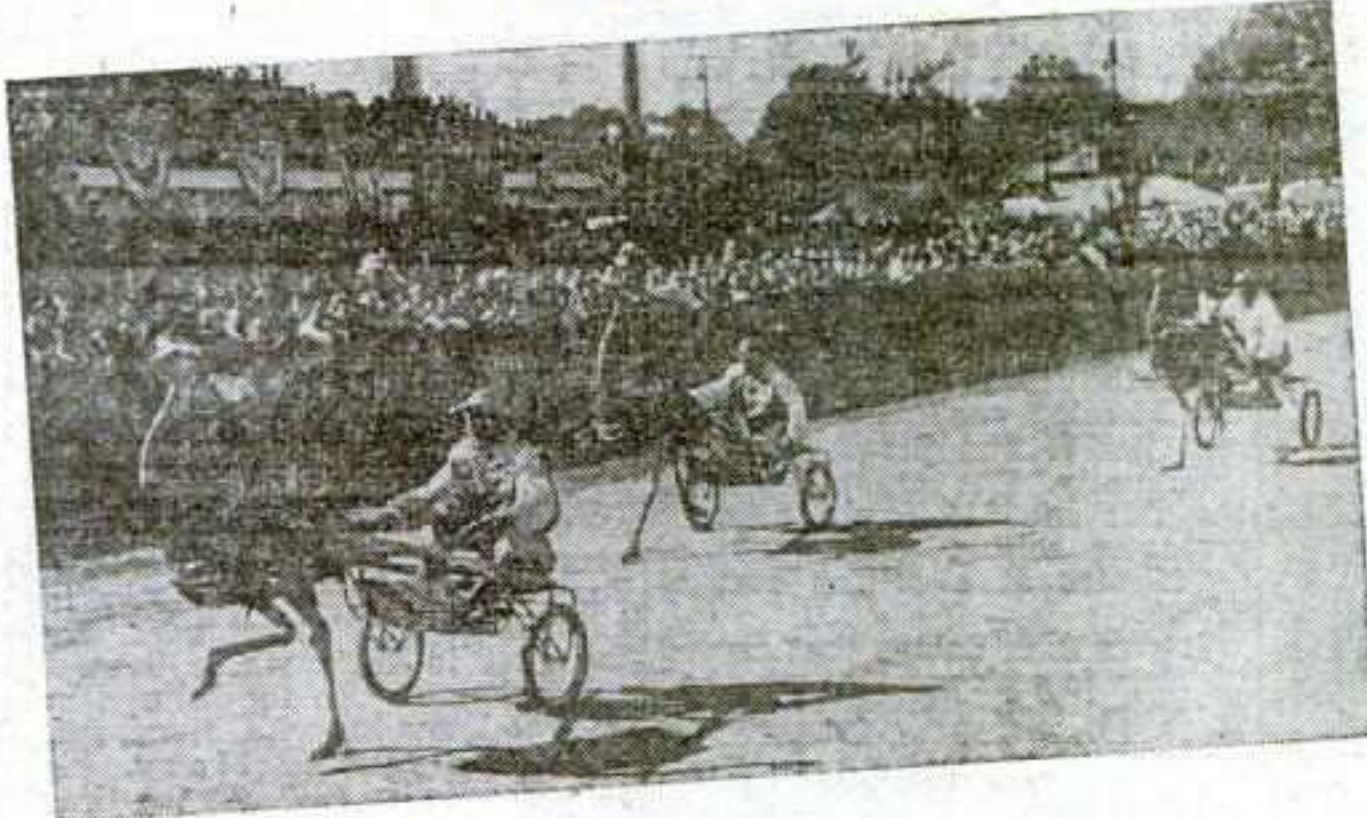
The committee heard discussions of television installation and operation and the ways that it could be employed to promote fairs. Serving on the committee

with Williams were Tevis Paine, director of public relations, Los Angeles County Fair; Dick Walker, manager, Glenn County Fair; William Arballo, publicity, San Diego County Fair; Gilbert F. Roxie, Pacific Telephone and Telegraph Company, and F. Robert Walker, representing General Electric. The clinic was held Tuesday and Wednesday with its findings being presented to the WFA membership Thursday.

"Today," Williams said, "the transmission and handling of live shows, other than nationally sponsored events, presents a financial problem for the fair managers whose budgets are already strained to the limit with the constant-

(Continued on page 78)

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CLOSE-UP: DR. FLEMING

Dentistry Mixes Well With Fair Business

By JIM McHUGH

In the early days of the Louisburg (N. C.) Fair, Dr. A. H. Fleming, a dentist, was faced with a job that promised little more than the kind of pain that patients associate with extractions. At the end of the third year of operation the event was \$7,500 in debt and the gold inlays needed for financial success—if they existed at all—were covered over with dust and apathy.

At the time—38 years ago—Doc Fleming was interested in the oral health and progress of his community. The organization of the fair in 1914 found a stock promoter selling \$400 worth of certificates at a selling cost of \$1,600.

It was such doings that caused officials to seek out Doc who had a natural flair for showmanship. The second and third years of operation were supervised by Doc but, actually, he was told what to do and the event floundered and wound up heavily in debt.

Doc Takes Over

Doc studied the situation and told the directors he would do one of two things, sell out or buy

portance. The midway is vitally important to the fair because, without it there would probably be no fair in some circumstances, he says.

Small fairs have a tough job in getting exhibitors, Doc says. In his own locality he can point to the farmer getting a dollar a pound for his tobacco. Try to get them to compete for a few dollars at a fair, he says.

But if interest can't be stimulated in one way then it can in another. A few years ago he started a beauty contest that has stirred up a lot of local interest. He has no trouble in assembling a bunch of lovelies who could compete in any league. The winners rate trips to the State Fair. For many of them their stay in a hotel as contest winners was the first in their whole lives.

Doc has an eye for beauty, as all who know his wife, Mary, will attest. He married Mary, his second wife, in 1943. At the time of his marriage to Mary he had three children older than his bride. Doc said he told her she was lucky to be marrying so handsome a man who already had four grandchildren. Last winter, at the meeting of the North Carolina Association of Fairs, Doc was passing out cigars, noting the recent birth of a new baby.

Doc, who has been running the Louisburg Fair for 37 years, says he hopes to run it for 37 more. And a man of his vitality might pull off a trick like that.

Doc still has 25 jars of canned produce that were exhibited at the first fair—20 fenced acres containing a building 160 by 60 feet. They look, he says, as good as the day they were first shown.

There has been no intent to make money with the fair, Doc says. He endeavors to turn the profits back to the people in some way. A lot of money has gone to charities. Some years ago he organized a pig club investing \$7,500 in porkers to be raised on the club plan.

Doc and Charley Parnell organized the first State association and Doc has been active in its affairs ever since. He has held down all of the offices at one time or another and served as its secretary for a number of years.



DR. A. H. FLEMING

out. The other officers were happy to unload their stock, which then promised to be worth exactly nothing and Doc took over.

From then on the picture changed. The dentist examined and repaired and from then on the whole event took on the glitter of a whole new set of store bought teeth.

About 72 now, Doc was a student at North Carolina State College when he was 12. At 17 he entered the University of Pennsylvania dental school, pursuing a course in which he was encouraged by a dentist who had been a Confederate soldier. The boy Fleming was well prepared when he ventured into Yankee-land to complete his education—he had two guns strapped to him.

As Doc recalls: "I didn't shoot anybody but nobody shot at me either."

Meets All Situations

And Doc has been prepared for all contingencies since then. In the depression years when prospective fair goers had little or no money Doc accepted tobacco and peanuts for admission. He is one fairman who says that the agricultural end of the event is not always of paramount im-

WFA Talks Exhibits, Costs

Continued from page 74

Cost Construction." Other speakers included Donald Van Riper, supervising landscape architect, State of California; W. C. Woxberg, manager, Merced County Fair; Tulsa Scott, manager, Plumas County Fair; C. P. Lewis, manager, Lake County Fair; Russell E. Pettit, manager, Santa Clara County Fair; William O. Gould, Division of Fairs and Expositions; A. G. Marquardt, manager, Antelope Valley Fair and Alfalfa Festival, and Roy Schoepf, manager, Napa County Fair.

At the luncheon in the Crown Room on Thursday, awards were made to directors with long-standing service to fairs and communities. Music was by Archer and Gile, thru Dick Washburne and Associates.

A trip to the Balboa Park Zoo

Citrus Expo Sets Moore Radio Show

WINTER HAVEN, Fla., Nov. 21. — The 29th annual Florida Citrus Exposition has completed program arrangements for the February 15-20 event, Jack M. Berry, president, announced.

Dolly Young's Royal Crown Shows will again provide the midway attractions and Tom Moore and his radio show, "Ladies Fair," will broadcast live from the grounds during the week. Moore recently opened his winter season here and will be in Florida for six months. Except for his appearances at the fair, his show is recorded seven days in advance of airing.

Main features of opening day will be a parade and children's day with all county schools closed. In the evening the first phase of the queen contest will get under way. The second day will be devoted to canners and allied industries, while Nathan Mayo, Florida's veteran commissioner of agriculture will be honored the following day. The Coronation Ball is also set for that evening.

Cedar Rapids Signs Hanson

CEDAR RAPIDS, Ia., Nov. 21.—The executive board of the All-Iowa Fair has re-appointed Andy Hanson as manager, effective until November 1, 1954.

The fair is sponsored by the Cedar Rapids Chamber of Commerce. Ever since Hanson took over as manager in November, 1947, the fair has shown a profit, breaking all records last August with a total attendance of 175,454 and a record profit of \$20,582.82.

One of the main projects planned for this year, Hanson said, was the construction of a permanent front entrance at Hawkeye Downs, with executive offices, ticket windows, etc. It will be constructed of stone and built as a memorial to the late A. L. Killian, who was one of the principal promoters of the All-Iowa Fair.

The 1954 fair dates have been set for August 15-22.

IMCA Skeds Chi Banquet

CHICAGO, Nov. 21.—The International Motor Contest Association will hold its first annual banquet during the outdoor conventions here, with the event set for Saturday evening (28) in the Hotel Sherman.

Officials, drivers, promoters, newsmen and their wives will be on hand for the festivities which will be climaxed by the award of trophies to the top IMCA pilots in the big car and stock car divisions.

The banquet will be preceded by a technical committee meeting in the afternoon when drivers, officials and promoters will discuss rule changes and safety regulations for the 1954 season.

Top 10 drivers in the speedway division are Deb Snyder, Bob Slater, Bobby Grim, Jimmy Campbell, Leon DeRock, Stanley Calloway, Clair Cotter, Bert Hellmueller and Mac McHenry. Top point winners in stock cars are Ernie Derr, Don White, Bill Harrison, Herschel Buchanan, Ralph Dyer, Les Snow, Chris Skadal, Bill Bailey, Charles Magnison and Gene Brown.

North Battleford Re-Elects Craig; Mans Improvement

NORTH BATTLEFORD, Sask., Nov. 21. — Millar Craig, farmer and rancher of the district, was re-elected president of the North Battleford Agricultural Society at the 47th annual meeting. All reports showed an upsurge of activity and financial progress.

Profit on the 1953 fair was more than \$9,000, an increase of nearly \$4,000 over the 1952 event, N. W. Symonds, secretary-manager, reported. Surplus fund of the org stands at \$41,000, an increase of nearly \$6,000 over the previous year.

Capital expenditures during the past year included erection of a barn, dining hall, cattle pens and corrals at a cost of \$9,396.

Trinidad Expo

Continued from page 66

tainment than that offered to them at present: Cinema and local radio stations."

Power to suit all types of voltage will be available, Walker said, and pointed out that goods on display by exhibitors will not be sold at the exposition, so "consequently, the midway will be the main spending outlet for visitors." Although the islands are popular tourist spots, heaviest patronage is expected to come from natives employed at Trinidad's chief industries: Petroleum and asphalt products, sugar, rum and cocoa. Also a prime spending source will be American servicemen, as a populous military colony resulted from the 1941 deal giving the U. S. 99-year leases for Naval and Air Force bases.

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Resurface Oval At Calgary Plant

CALGARY, Alta., Nov. 21.—Resurfacing of the race track at the Calgary Exhibition grounds is well advanced and some 2,500 cubic yards of new soil have been added. A crew, working from dawn to dusk, has screened the surface and more than 25 per cent of the old track has been carried away as waste. Nails, pieces of old pipe, broken glass, petrified clay and yards of stones have been screened out.

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EL PASO, TEXAS, March 17 thru 21; George Colours, Director; c/o Chamber of Commerce Bldg.
DALLAS, TEXAS, May 8 thru 16; H. F. Van Horn, Director; 102 Walnut Hill Village
WACO, TEXAS, May 4 thru 9; Dorothy Helen Godfrey, Director; c/o Heart-O-Texas Coliseum
SAN ANTONIO, TEXAS, May 8 thru 16; Grover Godfrey, Jr., Director; c/o Varsity Village Building
CEDAR RAPIDS, IOWA, May 18 thru 23; Paul Waters, Director; c/o Memorial Coliseum
TACOMA, WASH., May 19 thru 23; George Colours, Director; c/o C.P.S. Fieldhouse Coliseum
YOUNGSTOWN, O., April 6 thru 11; Clyde E. McGranahan, Exec-Sec'y.; 178 Redwood Trail.

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("B" Circuit)
KEITH STEWART Secretary
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Place: Royal Alexandra Hotel, Winnipeg, Man., Canada
Time: January 18, 19 and 20, 1954

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Fair Assn. Meetings

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank H. Kingman, Brockton 16, Mass., secretary.

Middle West Fair Circuit, 11 a.m., Crystal Room, Hotel Sherman, Chicago, November 30, Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 7-9. C. S. Miller Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 3-5. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 7-8. Win H. Eldridge, Plymouth, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-treasurer.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Ehart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 12-14. Goldie V. Scheible, 709-710 Riebold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, Jefferson City, secretary.

Association of Tennessee Fairs, Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P.O. Box 90, Nashville, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 17-19. Harry Kelley, Hillsdale, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 18-20.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 19-20. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 21-23. Dick Forkner, Langdon, N. D., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair

Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary.

Oklahoma Association of Fairs, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 1-2. James A. Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. William M. Petnecky, P. O. Box 486, Fredericksburg, secretary-treasurer.

Winter Fairs

California
Indio—Riverside Co. Fair & Date Festival. Feb. 17-22. R. M. C. Fullewider.
San Bernardino—National Orange Show. March 25-April 4. Earl Buie.

Florida
Bartow—Polk Co. Youth Show. Dec. 3-5. W. P. Haysman.
Bartow—Eastern Imperial Brahman Show & Sale. March 16-18.

Bowling Green—Hardee Co. Strawberry Festival. Jan. 18-23. G. W. Glendenning.
Dade City—Pasco Co. Fair. Jan. 13-16. J. P. Higgins.

Eustis—Fla. Sportsmen's Expo-Lake Co. Fair. March 15-20. Karl Lehmann.
Fort Myers—Southwest Fla. Fair. Feb. 1-5. J. Clyde King.

Fort Pierce—Indian River Youth Show. Feb. 18-19. M. B. Jordan.
Inverness—Citrus Co. Fair. Jan. 19-23. Quentin Medlin.

Kissimmee—Kissimmee Valley Show. Feb. 18-21. R. Gunn.
Largo—Pinellas Co. Fair. Feb. 17-21. J. H. Logan.

Miami—Dade Co. Youth Fair. Jan. 20-24. C. H. Steffani.
Ocala—Southeastern Fat Stock Show & Sale. March 1-6. Louis Glibbreath.

Orlando—Central Fla. Expo. Feb. 22-27. C. T. Bickford.
Palmetto—Manatee Co. Fair. Jan. 25-30. W. H. Kendrick.

Plant City—Hillsborough Jr. Agrl. Fair. Dec. 3-5. D. A. Storms.
Plant City—Fla. Strawberry Festival. Feb. 22-27. Fred W. Nutter.

Quincy—West Fla. Livestock Assn. Feb. 16-18. A. G. Driggers.
Ruskin—Fla. Tomato Festival. April 14-16. Lyle C. Dickman.

Sarasota—Sarasota Co. Agrl. Fair. Jan. 18-24. G. W. Potter.
Sebring—Highlands Co. Fair. Feb. 23-27. Stuart—Martin Co. Fair. Jan. 20-23. L. W. Johnson.

Tampa—West Coast Dairy Show. Jan. 9.
Tampa—Fla. State Fair. Feb. 1-13. J. C. Huskisson.
Titusville—Brevard Co. Fair. Feb. 1-6.

Montana
Bozeman—Mont. Winter Fair. March 13-20. Geo. T. Sime.

Texas
San Antonio—Livestock Expo. Feb. 12-21. W. L. Jones.

Canadian Race Group Re-Elects Clements

SASKATOON, Sask., Nov. 21.—Jack Clements, of Wilkie, Sask., was re-elected president of the Midwest Harness Racing Circuit at the organization's annual meeting here. N. W. Symonds, secretary-manager of the North Battleford exhibition, was returned as vice-president and Bill Marshall, of Wilkie, was re-elected as secretary-treasurer.

Nine centers will be on the circuit in 1954, as against seven in 1953. Most of the racing will be done in conjunction with fairs. The past season was regarded as the best yet, with more horses on the circuit than in previous years.

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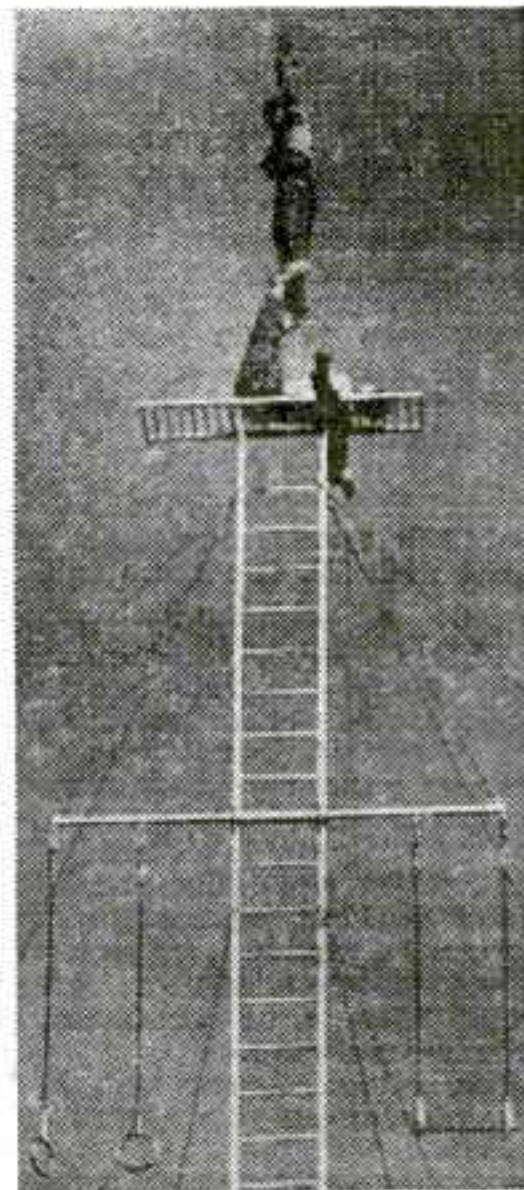
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will receive and consider proposals on Dec. 11, 1953, beginning at 10:00 A.M., in the Administration Building, Indiana State Fairgrounds, Indianapolis, for Carnival, Thrill Show and Grandstand Show for the 1954 Indiana State Fair.
Kenneth F. Blackwell, Sec.-Mgr.

SOME GAINS REGISTERED

Grandstand Segs Hold Their Own Altho Competitive Lures Grow

NEW YORK, Nov. 21.—An analysis of news reports shows that grandstand presentations at fairs held their own this year despite the ever-increasing and nibbling activity of other entertainment lures in their respective areas.

While the reports, as always, ranged from deficits to substantial gains, a great many events reported business approximately on a par with recent past years. This, of course, can be interpreted as meaning good.

A sufficient number of substantial gains are reported to indicate, excluding those events hit by weather, that, on the whole, this phase of fair operation showed modest increases.

Near Capacity for Some

At a number of events the possibility of increasing grandstand revenues, apart from raising admission prices, is virtually nil since their night show presentations have, for some time, approximated the saturation point. Certain afternoon events at a number of fairs automatically insure good crowds if good weather prevails.

The only weak link in many grandstand programs continues to be the lack of enough sure-fire events to pack folks in each of the operating afternoons. At any number of fairs management appears to have accepted the fact that big daily afternoon crowds are a thing of the past, except for their regular thrill and auto race days.

Virtually every booker of fair attractions is able to point to one or more startling successes scored this year. The night show impresarios have documented substantial increases on occasions when the total attendance was admittedly off. The promoters of track events can do the same, in some instances showing increases at dates previously rated at or near capacity.

Less Name Interest

The interest in names, rampant several years ago, has petered out. Except for a few spots the costly personages seem to have not worked out too well. A number of the bigger events seem to need them and use them well. For most of the other events the cost makes them prohibitive.

The covering of grandstand stages to insure performances in virtually all kinds of weather, a device adopted by several fairs in recent years, has worked out especially well in every instance. Most operations lucky enough to have this weather guard admit that the cost has been earned back in shows saved. It is more

than likely that stage coverings will be added by more and more fairs as time goes on.

While fairs have tried virtually every type of show presentation adaptable for use in front of their grandstands, the mainstay continues to be the revue-type presentation with its elaborate scenery, lighting, production numbers and the blending of thrill and specialty acts. The revues still remain the most unique offerings with proven longevity for night presentation.

The fear of television seems to

have been pretty well conquered by those fairs which have had to compete with the new medium for several years. Those events only now facing up to the threat are experiencing the same jitters that the now seasoned events had when they encountered the initial encroachment.

Experience has shown that while television does offer tough competition it can be combatted successfully. The defenses consist solely of good shows, astutely presented, backed up by the lure of the open air.

RAPID GROWTH

Greenville, O., Surges Upward in Two Years

GREENVILLE, O., Nov. 21.—The Great Darke County Fair, which celebrated its 100th birthday here this year, has probably made greater strides in the past two years than it did during its first 98 years.

During that two-year period a new 10-man board took over and this influx of new energy has shown up in nearly every department. Attendance has increased sharply, income has gone up correspondingly, entries in all departments are climbing annually and in addition the fair board has poured upward of \$50,000 into fairground improvements.

Typical of the progress are the figures on general receipts. At the '53 annual, a total of \$111,009 was taken in against \$71,200 in '51. Attendance at this year's seven-day run was 310,000, compared with 205,000 in '52, when the fair ran six days. Premiums and purses awarded the past year amounted to \$38,500, while in '51, the amount was \$28,760. Increased interest in the fair is indicated by the 1,575 entries this year compared with 570 two years ago.

Plant Changes

Plant improvements have been many. A new half-mile cinder horse practice track has been built, making the grounds a natural for training almost all year. A trailer court service building has been added, and besides providing year-round trailer parking, houses the speed secretary's office, modern rest rooms, showers and a laundry room. The area accommodates 48 house trailers.

The fair's biggest project, its new coliseum, is yet to be finished.

This structure, to cost \$375,000, will measure 140 by 200 feet and will seat 4,500. It will be another means of revenue for the fair as it will house basketball games, hockey, conventions, auto shows, banquets and winter sports programs of all types. At present the basement, with a temporary roof, constructed at a cost of \$87,000, is used during fair week as an exhibit building.

Another progressive step taken this year was contracting of Pinkerton men to handle the gate, and according to fair officials, leakage was at its lowest point in the record of the annual.

Sesqui Cele

Features of the '53 annual included a giant sesquicentennial tent, which was a tie-in with Ohio's 150th birthday. Also the Darke County Fair was awarded the Dr. H. M. Parshall Memorial Futurity race for trotters and pacers by the Ohio Colt Racing Association. The event will be held at the Greenville fair for three years.

Oregon Girds to Protect Aid

Continued from page 74

mittee should consider not only the racing revenue as a basic fund for each fair but should contemplate further assistance from the State General Fund for fairs in the highest classification.

The resolution further tightens the housekeeping by calling for a uniform accounting plan for member fairs, modeled after that of the Western Fairs Association, and calls on fairs to submit the information in audited form. The committee, which is to report to the 1954 meeting of the association, is allowed up to \$500 for expenses.

The resolution opposing transfer of racing revenue to the State General Fund stressed the fairs' needs for automatic and continuing allocations. It opposed any plan whereby the fairs would depend on separate appropriations at each session of the Legislature. The present law provides that the fairs receive three-fifths of the State's receipts from pari-mutuel horse racing wagering, the remainder going into the State General Fund.

Another resolution looks to acquisition for the fairs of a \$115,051 fund growing out of Portland's attempt to tax at the rate of 1 1/2 per cent pari-mutuel returns on dog racing in the city in 1953. A circuit court held the tax to be invalid, and the Multnomah Kennel Club had the fund impounded. An early ruling is expected by State officials on disposal of the fund. The chairman of the House of Representatives judiciary committee, Carl Francis, told the fair convention he thought the attorney general would rule this fund should go to the State Racing Commission rather than the State School Fund. The resolution directed the association president to appoint a committee to petition State authorities in the interest of acquiring this fund.

Other resolutions unanimously approved called for publication of a news medium by the secretary-treasurer; seeking of legislation on safety inspections for rides and shows; encouragement of greater cash premiums at fairs and exhibitions, and preparation by the secretary of a roster of available judges.

BEATS DRUMS FOR '55

McGuinness Preps Saskatchewan Jubilee

Continued from page 71

bration idea by attracting more people to the shows.

McGuinness' view is that the anniversary activity will tend to broaden the scope of Saskatchewan exhibitions, that they will benefit financially and that the merchants in each locality will have a chance to display their product to a greater number of visitors than in the past. He feels, too, that the fairs may benefit by way of permanent expansion.

The tie-in between the exhibitions and the anniversary celebration is strictly in the formative stages and meetings are being held with fair officials to lay the groundwork for outdoor events.

McGuinness himself is not yet sure of what his staff is going to need to bolster the entertainment agenda of the fairs but he has announced that he is in the market for acts. He is somewhat in doubt, too, as to the type of act that might best fit in with the year's theme and he is open to any suggestions.

What are needed, he says, are "acts that everybody wants" and to that end he is conferring with fair managers to get their views.

Acts booked would tour on a circuit basis thru Saskatchewan and would augment attractions booked by the fairs themselves.

With the neighbor province of Alberta observing its golden jubilee in 1955, too, it is expected the grandstand revue for Calgary, Edmonton, Saskatoon and Regina on the Class A loop will have some sort of jubilee theme acceptable to the four fair boards.

The jubilee is also in the market for worthwhile souvenirs of two types, one that can be offered in retail stores and one that can be used as a giveaway at the many conventions scheduled for Saskatchewan in 1955.

As part of his campaign to promote the celebration and attract tourists, McGuinness hopes to have the Royal Canadian Signals Pipe Band from Regina tour the Midwestern United States early in

1955. The bagpipe band, with its 24 kilted members, rates as one of the best this side of the Atlantic.

Plans, still tentative, are for the pipe band to appear at the Florida State Fair and to take part in the famous Gasparilla Day parade. The band might also be heard at the Minnesota State Fair and would have Iowa on its itinerary. The greatest number of U. S. visitors to Saskatchewan come from Iowa for some unexplained reason, McGuinness has found.

The pipe band is willing to accept invitations and might even venture into the United States in 1954, McGuinness says.

A major promotional venture in the province itself will be the visit by two mobile museums to schools, agricultural shows, exhibitions, sports days, etc., during 1954. These may also visit adjoining provinces in the jubilee year.

Two passenger buses are being renovated and each will have a 27-foot long display window on one side. One display will deal with Saskatchewan's history and the other will depict the province's story as a producer.

Experienced in Field

McGuinness is no stranger to the public relations and promotional field. While attending the University of Manitoba he was a speaker for four years on behalf of Canada's war bond campaign. Following graduation, he joined the federal government service and was a public relations officer for the labor department from 1947 until 1952 when he went on his own as a private public relations consultant in Winnipeg. During that year he publicized the debut of Winnipeg's Red River Exhibition.

While with the federal government, McGuinness traveled the Class A fairs circuit with a labor department exhibit and became closely associated with Royal American Shows personnel. In 1950 he helped publicize RAS during its Western Canadian tour and in 1951 and 1952 he took on more publicity responsibilities with the carnival while still keeping an eye on the labor department display.

McGuinness is well pleased with the way government and civic officials and members of his committees have helped him get his jubilee plans into motion. "If the response continues, 1955 is going to be a memorable year for Saskatchewan and for outdoor show business in the province," he says.

WFA Execs

Continued from page 75

ly increasing cost of material, and advertising charges.

"Few fairs may be able to offer much in the way of TV until costs are equalized, except for participation in commercially sponsored programs," Williams added.

Williams told the group that his committee could only act in an informative capacity but that future committees might be able to assist in advising ways for the fairs to actively participate in TV.

The value of video to fairs was also pointed out to the group. However, the cost of installing coaxial cables, it was emphasized, at this time were prohibitive. The cables, it was said, cost upward of 19 cents per foot with other costs such as television time and wire charges entering into the matter. There is also a monthly rental as well as repair charges to further increase the cost and, perhaps, move the project further away from realization.

It was brought out during the clinics that one of the problems in televising fairs is the large area that the grounds generally cover. While one solution of placing the cameras after the fair closed one night for the next day's shooting was ruled out on the basis that spot events would suffer. Film as possible solution was mentioned. Here again, cost of production entered into the project to rule it out.

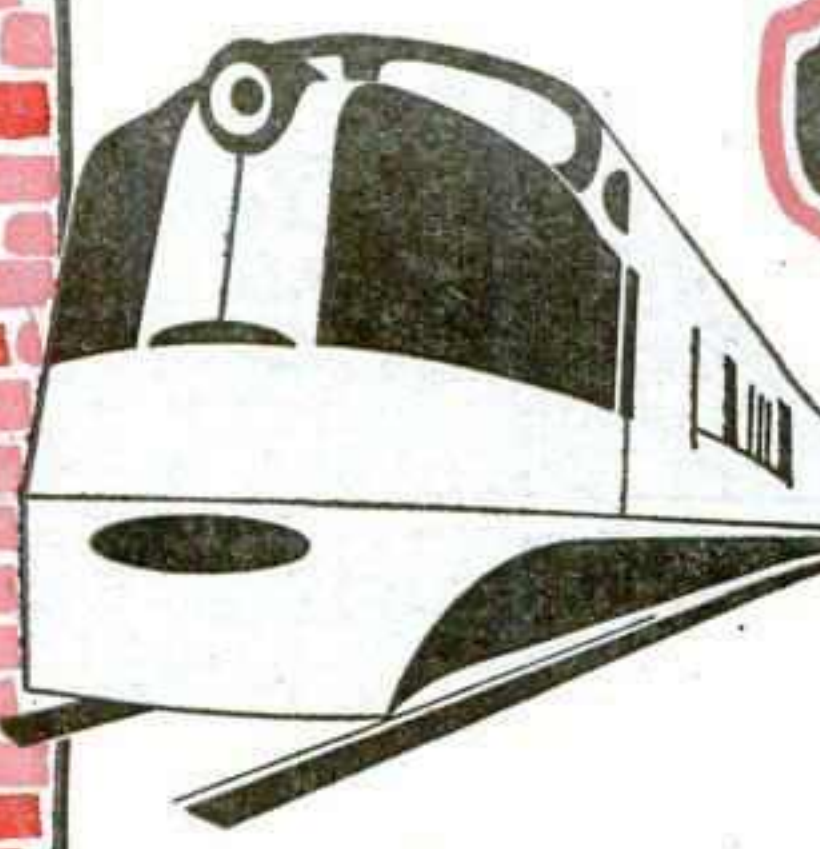
"As far as we can see, the fringe of television only can be used," the chairman said. "It is suggested that fairs continue to use spot announcements costing from \$35 to \$165 and also supply films when possible. Personal appearances of fairmen or talent in studio shows are also good for publicizing the event."

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3 Rides, Drome Going Out In Palisades Modernization

Roto-Jet to Replace Bug Ride; Park to Get Pastel Color Scheme

CLIFFSIDE, N. J., Nov. 21.—Palisades Amusement Park is eliminating four major items from its amusement line-up in preparation for setting up spanking new equipment for the 1954 season. In addition to ride additions, co-owner Irving Rosenthal said, the \$150,000 modernization project includes multi-color paint schemes and bright new show fronts.

Rosenthal, one of the nation's leading park operators, said the Bug Ride, Ferris Wheel, Chair Plane, and Motor Drome were out, for the coming year. New items on the grounds will include the new Roto-Jet ride, two Ferris Wheels, and a seven-unit batting cage. Possible addition will be coin-operated bowling.

Rosenthal cited a 12 per cent increase in 1953 attendance over that of last year, and said he is increasing the investment in Palisades to make sure the figures stay up high. Modernization and revamping, he added, are necessary if patronage is to be retained.

Variety Aspect

"You can't get by year in and year out with the same old Merry-Go-Round," he noted. "People have taken to hitting the

highways in search of new amusement items, and we aim to pack into our spot every new gadget to keep our potential and existing customers from straying away. If they want battems we'll give them battems like they never saw before. If they want miniature golf, we'll expand our facilities along those lines. Archery, bowling, all the things that can be spotted at roadside, can just as easily be money-makers in the amusement park."

Mid-January delivery is anticipated for the Roto-Jet, a costly but new and flashy major ride imported from Germany by co-inventor Eric Wedemeyer. Several orders were received when the ride was first exhibited in this country at the Mineola (L. I.) Fair last month, but Palisades is the first location to announce purchase. Rosenthal said a new tower will be designed to give the ride all possible visual appeal. It will be set up in the area vacated by the Bug.

Also on the drawing board is a front for the batting cage, for which designer Jack Ray, a personal friend of Palisades superintendent Joe McKee, was imported from California. Between the batting units and Roto-Jet, Rosenthal is counting on stimulated public curiosity to draw people thru the gates. Lavish use of color, combined with a variety of attractions, is intended to hold both the eager and the curious

within the enclosure and encourage spending.

Plan Kid Batting Leagues

The coin-operated batting units will be delivered by the I.Q. Batting Machine Corporation (The Billboard, November 7) and represent a \$50,000 purchase. Completely automatic, they will offer nine pitches for a quarter, and the operation will be controlled solely by the customer depositing his quarter in the machine. Holding 400 balls, the pitching units will be fed directly from the backdrop by sloping flooring. Room for the units is being obtained by shifting the Flying Scooter and doing away with Earl and Ethel Purtle's Motor Drome, which has been in operation at the park for eight years. Baseball leagues will be organized to spur use of the batting cages, and New York big league teams will be tapped for players to offer instruction to the moppets.

The old Ferris Wheel will be set up at a spot where New Yorkers can see it from across the Hudson River and decked out with advertising signs. Its place will be taken by two new No. 16 Eli Wheels which will be placed near the office. Also on tap for 1954 in space provided by the eliminations is a new show which has not yet been decided on.

Promotion-wise, the park fared (Continued on page 85)



ARNOLD B. CURTLER JR., of Elitch Gardens, is program chairman for the 35th annual convention of the National Association of Amusement Parks, Pools & Beaches, to be held in Chicago November 29-December 2.

Myers Awarded U. S. Patent On Rotor Ride

CHICAGO, Nov. 21.—Max Myers, of London, announced here this week that he had been granted a new U. S. patent for his version of the Rotor ride and would operate under it rather than the patent issued to Ernst Hoffmeister of Germany.

Meanwhile, it was reported that litigation involving rights to the Hoffmeister patent may come to a head in New York soon. Up for decision are questions which will determine who holds U. S. rights to Hoffmeister's patent.

L. P. (Pat) Murphy, Mason Knight and the Velare brothers, of Long Beach, Calif., who announced recently they were building portable Rotors, obtained their rights from Hoffmeister, it is understood. Meanwhile, Hoffmeister may have sold his rights to another German and the latter has sold them to Harry Dube, John Ringling North and Arthur M. Concello, all of the Ringling-Barnum circus.

Myers said here that he and the Long Beach group formerly worked jointly but that they ended their alliance recently in Dallas.

Fire Razes Building At Chi Riverview

CHICAGO, Nov. 21.—Fire broke out at Riverview Park here Saturday (15) but the threat of serious damage failed to materialize. William Schmidt said that part of the loss was covered by insurance.

He said the spot was lucky in that the fire was restricted largely to a stand which housed a monkey game and did not spread to the Bobs or roller rink, both of which were close by. A gallery next to the destroyed building was damaged slightly. Total damage was estimated at less than \$5,000.

Sunday Tea Set For NAAPPB Ladies

CHICAGO, Nov. 21.—Announcement of the annual tea for ladies attending the NAAPPB convention has been made by Mrs. George Hamid, chairman. It will be at 3 p.m. Sunday (29) at the House on the Roof, Sherman Hotel.

Other members of the committee are Mrs. Edward J. Carroll, Mrs. Harry Batt Sr., Mrs. Harry Batt Jr., Mrs. Juan M. Caloea, Ida E. Cohen, Mrs. George A. Hamid Jr., Mrs. Paul Huedepohl, Mrs. Fred McFalls Jr., Mrs. Vernon D. Platt, Mrs. H. P. Schmeck, Mrs. William B. Schmidt, Mrs. J. R. Singhiser and Mrs. H. J. Terrill.

Elmer Waldo, clown cop, has been playing fall festivals since the close of the fair season and will shortly launch his Christmas dates. Waldo, who is wintering in Green Bay, Wis., plans to attend the Wisconsin fair meeting in Milwaukee in January.

SWITCH—CITY GIVES TO SHOW

PHENIX CITY, Ala., Nov. 21.—If there's any animal giving, it's usual for a show to give one to the town where it makes a winter base. But this city pulled a switch. C. C. Quillette, city commissioner, and Jack Chapman, chief deputy sheriff and manager of Idle Hour Park here, Saturday (7) gave Tom Hickey, owner-manager of the Gem City Shows, two lions and a tiger. The three caged animals, Hickey said, would be added to the menagerie which will be carried by Gem City next year.

AC Girds for Centennial

ATLANTIC CITY, Nov. 21.—Atlantic City, host to 2,000 conventions in the past seven years, entertaining 2,000,000 delegates, for a total take of \$191 million, has already booked \$60 million in convention business for the years between 1954 and 1962. This report was made by Wayne Stetson, assistant director of the resort's Convention Bureau, at a recent Chamber of Commerce meeting.

Albert A. Marks Jr., former president of the Atlantic City Chamber of Commerce, outlined plans for the city's Centennial Celebration, which, he said, would up business receipts by \$35 million. Marks said the celebration will open on January 1. Lights are being installed and a contract has been let for the building of a special train that will operate along the Boardwalk.

Palmist Sues For License

CHARLESTON, S. C., Nov. 21.—Court Clerk W. Lloyd Fleming is being sued for a license by a fortune teller. Patricia Stanton, who wants to practice palmistry and fortune telling, charges that altho the State laws authorize the clerk to issue a license, he has not done so. Fleming says the County Council has directed him not to issue the license. The case comes up November 23.

NAAPPB Schedules 8 Awards For Exhibitors, Park Owners

CHICAGO, Nov. 21.—Four awards will be made to exhibitors at the trade show of the National Association of Amusement Parks, Pools and Beaches here November 29 - December 2, and four more citations will be awarded for service to the park industry.

Eight honorable mentions also will be made in the exhibit award section. Chairman of the Exhibit Awards Committee is John J. Dineen, Don Dazey is head of the Service Awards Committee.

The John R. Davies Award will be given for the most meritorious exhibit at the trade show. The Charles S. Wilson Award will be given for the most meritorious exhibit of equipment or supplies. The D. S. Humphrey Award will

BETHPAGE, N. Y., Nov. 21.—A 10th ride will probably be added soon to the line-up of thriving Nunley's Happyland, the indoor-outdoor kiddie operation that stands as a monument to William Nunley, veteran amusement man who passed away early in 1951, six months before the opening of his \$250,000 "dream spot." The new item, as yet unchosen, will be spotted outside the main building on Hempstead Turnpike, near the Schiff Ferris Wheel, Hodges Hand Cars, Schiff Roller Coaster, and Miniature Train.

The uniqueness of Nunley's is apparent the instant a customer enters the single block-constructed building. Inside are a 48-horse Carrousel, Herschell Sky Fighter, Pinto Fire Engine, Schiff Boat Ride and Pinto Pony Ride. Lining the walls are more than 100 pieces of Arcade equipment, including six coin-operated rides and five Capital Midget Movies units. With its variety of equipment, the spot offers fun for both parents and offspring.

Happyland and Nunley's four other kiddie amusement locations are now owned by the founder's

widow, Mrs. Miriam Nunley. They consist of Happyland, and spots at Baldwin, Rockaway Beach, Yonkers and Broad Channel. The locations use a total of 25 kiddie rides and five Carrouseles.

Population Multiplies

Nunley, who spent 45 years in the amusement business, including 39 years in the Rockaway area, chose the Hempstead Turnpike-Hicksville Road site over the scoffing of many compatriots in the business. Virtually deserted at the end of World War II, the section has since blossomed out with thousands of dwellings, the Long Island building boom contributing greatly to the expanding population thereabouts. Numerous housing developments surround Nunley's corner now, and the fact that many of them contain young home-owners is evident in the multitude of youthful mothers in the "stroller set" who patronize the funspot.

Five Carrier oil units suspended from the ceiling supply ample heat during the winter, giving the reason behind the entrance legend: "Open 11-6 weekdays, 10-9 Saturdays, Sundays and Holidays—rain or shine." Altho the outdoor rides are shut weekdays during the cold season, Nunley's indoor operation has never lost a day since the opening in October, 1951. In the summer, ceiling and

wall panels are thrown open and blowers insure a constant flow of fresh air thruout.

Electricity, which runs \$400-\$500 during each summer month, and oil, in the winter, are the major standing expenses. The oil cost would be too high to allow for daily operation in the winter, Manager Lou Lercari says, but for the business spurt that occurs daily between 3 and 5 p.m. Pre-school children are the sole ride patrons until then, and the school age moppets flock to Nunley's by the hundreds every afternoon after classes. Whether their parents walk to the building or drive—Nunley's parks about 400 cars—entertainment galore is offered for young and old.

Restaurant Next Door

Happyland's companion building, the Jolly Roger restaurant next door, is connected to the amusement structure by a short, glassed-walled passageway. Counter-style service offers sandwiches, hot dogs, hamburgers, french fries and soda fountain items, and patrons carry their refreshments to tables both indoors and outside the restaurant.

Nunley, whose grandfather and father preceded him in the (Continued on page 84)

NUNLEY'S HAPPYLAND BOOMING

Indoor Kiddie Park Ends Second Successful Season

By IRWIN KIRBY

TRADE SHOW TIMETABLE

CHICAGO, Nov. 21.—Hours during which the trade show of the National Association of Amusement Parks, Pools and Beaches will be open were announced this week. The show will be at the Sherman Hotel, Sunday (November 29) thru Wednesday (December 2).

Sunday, Exhibitors' Day, the show hours will be 10 a.m. to 7 p.m. On Monday and Tuesday, the hours will be 10 to 12:30 p.m. and 3:30 to 7 p.m. The Wednesday hours will be 10 to 12:30 and 3:30 to 6:30 p.m.

Salt Lake Funspot Hit by 500G Blaze

Freed Announces Plan to Reopen; Pretzel, Ballroom Among Losses

SALT LAKE CITY, Nov. 21.—Fire broke out at Lagoon Resort near here Saturday (14) and caused an estimated \$500,000 damage before it was brought under control by firemen from eight communities.

Manager Robert E. Freed said it destroyed the park's Fun House, ballroom, warehouse and storage area, Pretzel and vital parts of the Roller Coaster. The power, control and loading area of the Coast-

er and a section of the track to the first rise were lost.

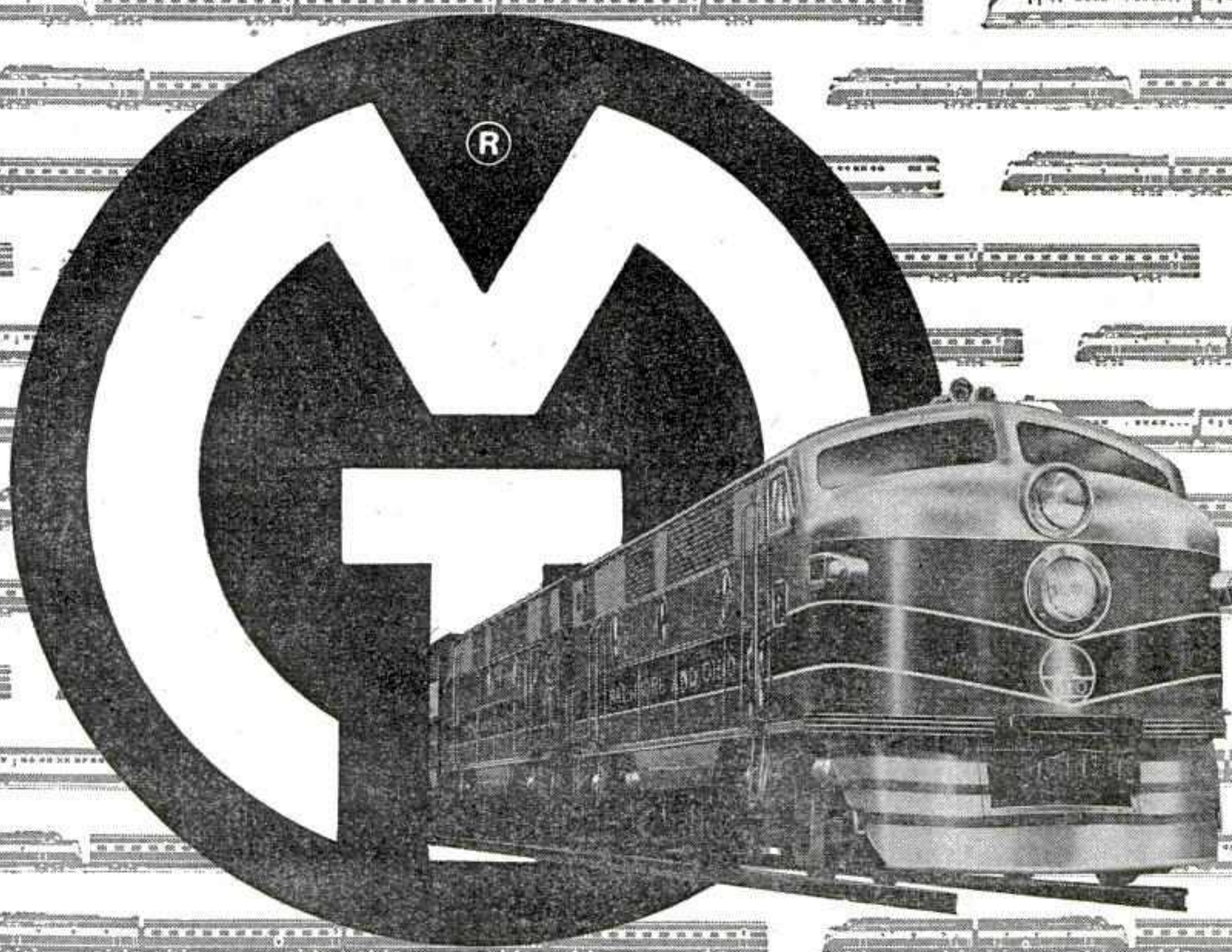
Freed said that the spot will rebuild and replace so as to be ready for 1954 operation by May 1. The park had been closed since Labor Day and only maintenance personnel had been at the park since then.

Firefighting was hindered by a lack of water. Hundreds of volunteers aided fireman. The blaze was visible as far away as Ogden, Utah.

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RENSSELAER, INDIANA

Biggest Trade Show Backs NAAPPB's 35th Convention

Huedepohl Sees Coin Business Boosting Registration by 1,000

CHICAGO, Nov. 21.—The National Association of Amusement Parks, Pools and Beaches will open its 35th annual convention on Sunday (29), backed by what Secretary Paul H. Huedepohl predicts will be record attendance for the NAAPPB's biggest trade exposition.

Park men have scheduled the first action for Sunday and they will get down to the business of convention sessions on Monday (30). Meetings will be at the Sherman Hotel. General NAAPPB sessions will be in the Louis XVI Room each afternoon. Pool and

Beach sessions will be in the hotel penthouse each morning.

Taking the spotlight will be the tax situation. Park owners will hear a rundown on their 1953 efforts to have the 20 per cent federal admission tax removed. Then they will hear an interpretation of the 1954 outlook for tax relief. Rounding out the picture will be a discussion by a representative of the Internal Revenue bureau about the agency's aims and operations.

Sees 5,800 Registration

Huedepohl said that registration for the exposition-convention

may total as much as 1,000 more than last year's score of 4,800.

He said that the continued influx of coin-operated devices at the trade show will mean greater attendance and wider interest. The trade show this time will benefit from remodeling of the hotel and enlargement of the exposition area, making it the largest show in NAAPPB history. Space at the show is virtually sold out. Eighty-two companies will be represented at the 161 booths. Included among them will be manufacturers of amusement ride devices, suppliers of concession equipment and makers of all types of equipment and devices used at amusement parks. Prominent this year is the number of booths taken by suppliers of swimming pool equipment.

A major section of the show will be turned over to coin-operated rides, with coin-operated rides making up the bulk of these displays. Another feature of the show will be the actual operation at the trade show of five or more kiddie rides.

Directors to Meet

Convention activity other than the exposition will start Sunday (29) with an NAAPPB directors' meeting and a ladies' tea. Directors also will meet on Tuesday.

The American Recreation Equipment Association will have its annual banquet on Monday (30). The NAAPPB's annual banquet and ball on Tuesday will be one of the major events of the several outdoor convention programs.

Chi Stock Expo

Continued from page 72

a six-time grand champion in the division for carloads of fat steers, has more entries this year. So has H. C. Besuden, Winchester, Ky., who has six grand championships to his credit in the division for carloads of fat sheep.

Fay Muggs, 16, Cleghorn, Ia., is bringing two steers to defend the grand championship she won in the junior show last year.

The International's horse show, one of the leading features of the expo, will hold 14 performances this year. In addition to the nightly show, five matinee performances have been scheduled. These will be on Sunday, Wednesday, Thursday, Friday and the final Saturday.

Dodgem Bows

Continued from page 72

diamond target. The score is automatically tallied according to the accuracy of the pitches.

Bullpen experimental models were put in use this past season at Salisbury Beach, Mass., and at Essex Agricultural Fair in Topsfield, Mass., Markey said, and were enthusiastically received.

Among successes reported for Bullpen by Markey are the seven locations at which Palisades (N. J.) Amusement Park operator Joseph Weissman intends to set up five or six units apiece, and the four units which will be in operation at the 52d Street and Broadway Arcade in New York City, by mid-December. Markey added that Pete Piesen, former president of National Skee Ball Company, is considering affiliating with Dodgem in an unannounced capacity, in connection with the Bullpen game.

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BOX #481, The Billboard
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NAAPPB Program

35th Annual Convention, Hotel Sherman, Chicago

Sunday, November 29

2:00 p.m.—Directors' Meeting, Room 102.
3:00 p.m.—Ladies' Tea, House on the Roof. Mrs. George A. Hamid in charge.
10:00 p.m.—Pent House Club, House on the Roof.

Monday, November 30

9:30 a.m.—Registration, Mezzanine Level.
2:00 p.m.—Meeting called to order, Paul H. Huedepohl, executive secretary, Louis XVI Room. Invocation, R. M. Spangler.
2:10 p.m.—Report of the Program Chairman, Arnold B. (Budd) Gurtler Jr.
2:15 p.m.—Announcements and Communications.
2:20 p.m.—The President's Annual Message, George A. Hamid.
2:30 p.m.—Reports of Convention Committees:
Pool and Beach Committee, Chauncey A. Hyatt.
Location and Exhibit Arrangements Committee, Edward L. Schott.
Banquet, Reception and Social Committee, Julian H. Norton.
Exhibit Awards Committee, John J. Dineen.
2:45 p.m.—Report of the Insurance Committee, Edward J. Carroll.
2:55 p.m.—Report of the Legislative Committee, Harry J. Batt.
"Present Developments of Taxation in Washington," Paul M. Hawkins.
Report of the Music Royalty Committee, Joseph Malec.
Report of the American Recreation Equipment Association, Russell G. Jones.
Report of the New England Association of Parks and Beaches, John J. Dineen.
Report of the Pennsylvania Amusement Park Association, David Sternbergh.
3:30 p.m.—Seventh Inning Stretch.
3:45 p.m.—Executive Session, George A. Hamid, presiding.
Roll Call, Reading of the Minutes.
Annual Report of the Secretary, Paul H. Huedepohl.
Annual Report of the Treasurer, A. L. Filograsso.
Report of the Finance Committee, Don Dazey.
Report of the Membership Committee, Allan E. MacNicol.
Report of the Museum Committee, Allan E. MacNicol.
Report of the Nominating Committee, William W. Muar.
Unfinished Business, New Business.
10:00 p.m.—Pent House, House on the Roof.

Tuesday, December 1

9:30 a.m.—Registration.
10:30 a.m.—Directors' Meeting, Room 102.
2:00 p.m.—Announcements and Communications, Louis XVI Room.
2:05 p.m.—"Cash, Tickets and Turnstiles." Panel discussion with Dr. L. H. Firestone, J. R. Sing'iser and Fred Pearce Jr.
2:35 p.m.—"The Reorganized Internal Revenue Service and Its Objectives," Ernest C. Wright, Regional Commissioner, Bureau of Internal Revenue, Chicago.
3:05 p.m.—"Outstanding Park Promotions," G. P. Price.
3:20 p.m.—Seventh Inning Stretch.
3:30 p.m.—"What Are Our Problems?" Panel discussion with Harry J. Batt Jr., Edward L. Schott and George A. Hamid Jr.
4:00 p.m.—Announcements and Communications.
7:30 p.m.—Annual Banquet and Ball, Grand Ballroom. Pent House Club, Grand Ballroom.

Wednesday, December 2

9:30 a.m.—Registration.
1:45 p.m.—"Operation Ballroom," Tom Archer, President, and Otto Weber, Secretary, National Ballroom Operators' Association.
2:15 p.m.—"We Are Not Merchandising Our Product." George Milne, Manager, Marketing Research Department, Institutions Magazine.
"Rides," Robert L. Plarr.
"Games," John Allen and John T. Gibbs.
"Food," Don Dazey.
"Ballroom TV," Joseph Malec.
3:45 p.m.—Seventh Inning Stretch.
3:55 p.m.—Service Awards Committee Report, Don Dazey.
4:00 p.m.—Adjournment.
10:00 p.m.—Pent House Club, House on the Roof.

Pool and Beach Session Pent House, Hotel Sherman, Chicago

Monday, November 30

JAMES H. DICKSON JR., Chairman of the Day
10:00 a.m.—Welcome, James H. Dickson Jr.
10:30 a.m.—Call to Order and Roll Call.
10:30 a.m.—"How Did You Do in 1953?" discussion by all present.
11:15 a.m.—"Municipal Operation of Swimming Pools," King Sparks, Superintendent, Birmingham, Ala., Park and Recreation; discussion.
11:45 a.m.—"Modern Treatment of Swimming Pool Water," Ed Zimmerman, Eastern Swimming Pool Supply Corporation; discussion.
12:30 p.m.—Round Table Discussion.
5:30 p.m.—Cocktail Hour, House on the Roof, O. B. Jenkinson, host.

Tuesday, December 1

CHARLES R. FLATT, Chairman of the Day
10:30 a.m.—"Promotion and Management at Meadowbrook," James T. Myers, Meadowbrook Swimming Pool, Hamilton, O.; discussion.
"Lifetime Aluminum Diving Boards," James A. Patterson, James A. Patterson and Associates, Columbus, O.
"Steel Swimming Pool Construction," James A. Patterson.
11:45 a.m.—Round Table Discussion.
12:00 noon—Luncheon, Celtic Room, Hotel Sherman.

Wednesday, December 2

FRANK J. PHILLIPS, Chairman of the Day
10:00 a.m.—Report on Columbus, O., Swimming Pools, by Frank J. McIntyre, Columbus Water and Chemical Testing Laboratories.
11:00 a.m.—"Break Point Chlorination," Frank J. McIntyre, chemist.
11:45 a.m.—Round Table Discussion.

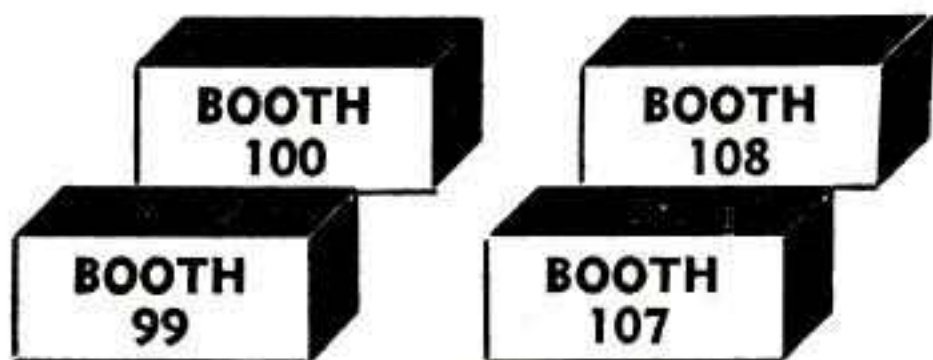
AREA Program

Gold Room, First Floor,
Hotel Sherman

7:30 P.M., Monday, November 30

Report of the President—Russell G. Jones.
Greetings From NAAPPB—George A. Hamid and Paul H. Huedepohl.
Memorial for John Wendler—Ben O. Roodhouse.
Membership Chairman's Report—B. H. Brockway.
Introduction of Guests and New Members.
Secretary's Report—Ben O. Roodhouse.
Treasurer's Report—Fred L. Markey.
Auditors' Report—John C. Allen.
Exhibits Chairman's Report—C. D. Trubenbach.
"Joy and Judgment"—Jay W. Daniels, United States Fidelity and Guarantee Company.
Election of Officers for 1954.

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Nunley's Happyland Booming

• Continued from page 80

amusement business out on Staten Island, met his future bride when she bought a ride ticket on his Carrousel. In fact, Mrs. Nunley points out, three couples that she knows of met on the Nunley's rides. Nunley began his Rockaway business on 103d Street, then operated for a while at Rockaways' Playland, then finally set up the still-operating kiddie park across the street from Playland, at 98th Street and Rockaway Beach Boulevard. The spot now contains a Carrousel, Scooter and six kid rides.

Baldwin came next, in 1939. The Nunleys have the Carrousel and 95 Arcade items in a wooden building not equipped for winter operation, while the kid Boat Ride, Fire Engines, Hand Cars, Roller Coaster and Miniature Train, are all outdoors. Plans are to add three more kid rides. Also at Baldwin is a restaurant operated on a concession basis by another party. The Nunleys have always stayed clear of the food end of their business, and even the Jolly Roger adjacent to Happyland is operated on concession—by Max Lander, who also operates The Adventurers eatery next to Nunley's Yonkers kid spot. The Yonkers kiddieland, on Central Avenue, was set up in 1945 and has a Carrousel and three moppet rides. Broad Channel has a Carrousel, Boat Ride and 60 Arcade items, all in a building.

Korea Boosted Costs

Nunley's biggest enterprise, Happyland, was begun in 1950 but the ensuing Korean conflict brought skyrocketing materials prices and frequent construction delays. When Nunley passed away at the age of 61 the twin buildings were not complete and he had gone far deeper financially than had been anticipated. The cost of erecting and equipping Happyland and the Jolly Roger is estimated to have been \$250,000.

Mrs. Nunley oversaw the completion, but soon found the task of operating the widespread organization singlehanded, to be too difficult. A former Rockaways' Playland manager, Jim Mizell, was brought in to supervise the Arcade end at Happyland. Mizell and Mrs. Nunley form the Mid-Island

Arcade Company. She and a former Nunley maintenance man, Norman Russell, are partners in the realty firm that owns the Jolly Roger. Also owned by Mrs. Nunley are nine parking lots in Jamaica. The Happyland lot, which parks 400 cars, will have to be expanded and in order to do this the house on the property, in which Lercari resides, will have to be torn down. This will allow for more parking space and it is a possibility that a children's zoo will also be added, Lercari says.

Happyland contains two brightly painted ticket booths and one change booth. All ride tickets are 9 cents except those for the Roller Coaster, which are 14 cents. Combination books are offered, as are special rates for schools and other groups. The spot offers no giveaways to kids except for special occasions, such as during the coming holiday season during which Santa Claus will hand out lollipops to all. Another holiday item is the animal one: five small reindeer were brought in Monday (16) and set in a screened enclosure just off the main thoroughfare, Hempstead Turnpike.

Week-End Staff 25

During cold season weekdays Happyland's staff consists of three ride operators, a cashier and the maintenance man who services the Arcade equipment. Week-ends, which pull thousands to the building, require 25 helpers on hand. For ride maintenance, one full-time man services Nunley rides at all the kid parks, and a crew is brought in from the outside for any major work.

Whether business is heavy or light there is always organ music to be heard in Happyland, whether it comes from the Carrousel or from the old German organ that Nunley operated for 45 years in Rockaway before bringing it out to Bethpage. Featuring an animated orchestra of eight bandmen and a leader, the organ also serves for advertising purposes, as firms find it profitable to set their placards around the machine as it grinds out its tunes. The hand-carved musicians move in perfect timing with the beat of the piece played. All five Nunley Carrousel organs and the German one are

SLA to Pay Tribute To Deceased at Memorial Services

CHICAGO, Nov. 21.—The color guard of the Commonwealth Edison Post, American Legion, and the Oxford Quartet, both of this city, will participate in the Showmen's League of America's annual memorial services for deceased members Sunday, November 29, at 1:30 p.m. in the Bal Tabarin room of the Hotel Sherman. Rev. Adolph Bohn, of Chicago, will deliver the memorial.

Bernie Mendelson again heads the committee in charge. Other members are Max Brantman, Isaac Malitz, James Campbell, Hadji Delgarian, Noble Case and Sam J. Solomon.

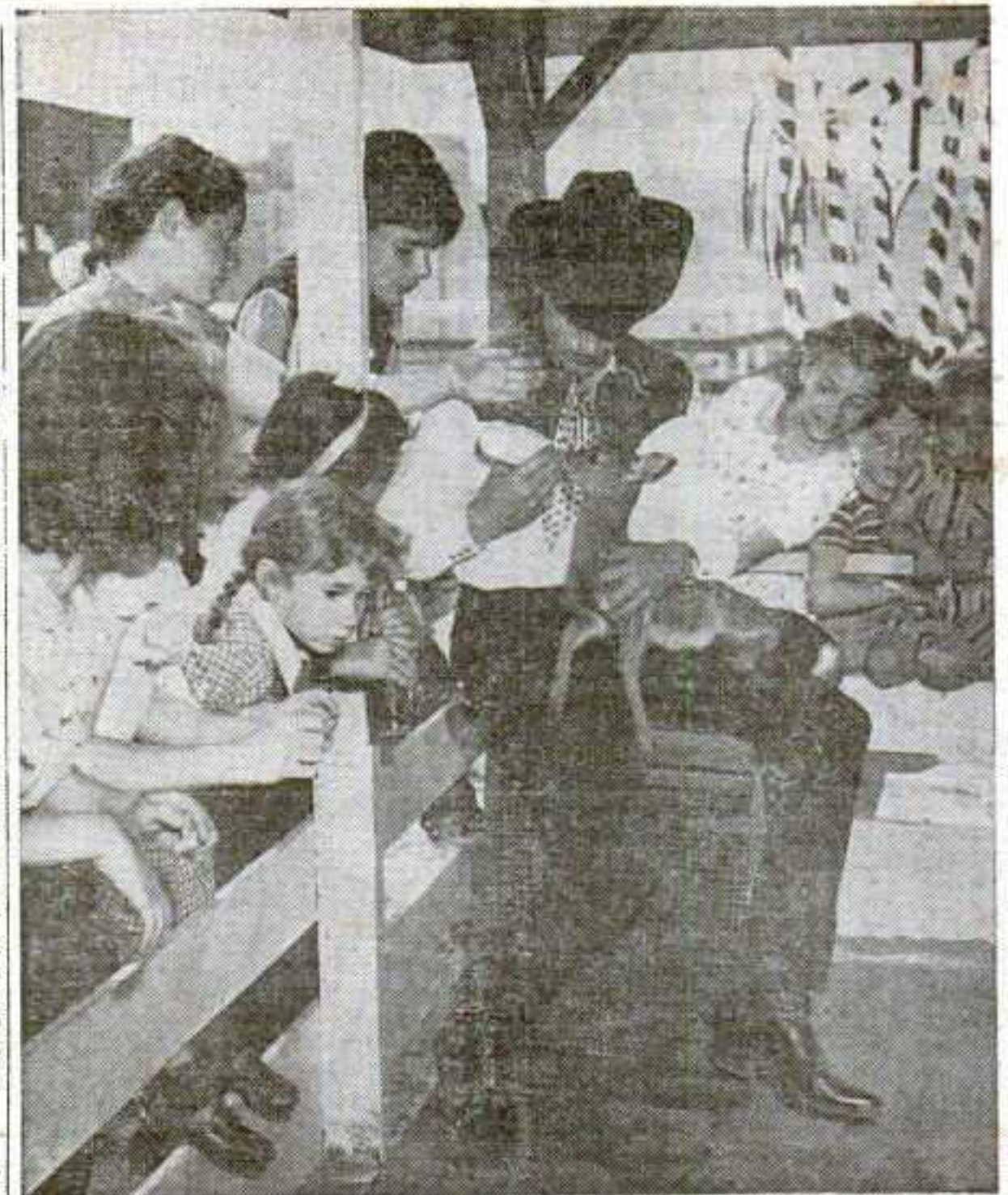
serviced by a Connecticut organ specialist, who sets up house on Long Island when he is called in.

Lercari, who serves as general trouble-shooter for the organization as well as Happyland manager, says a saving on paint was effected with the building of a permanent amusements building. With less weather punishment to contend with, Nunley's has that much more money to spend on other needed matters.

Business Ever-Improving

Business has been far better than had been expected, Mrs. Nunley and Lercari agree. Month for month, Happyland has shown increased grosses since the opening. Especially gratifying is the business done by coin-operated rides. Happyland's line-up in this department contains three Broncos, two Space Ships, and one Boat, all side by side at the entrance and owned by the Mizell-Nunley firm. If there has been any tapering off in income from coin-operated rides, Lercari says, Happyland has not noted it.

Entering its third year of operation, Happyland serves as an amusement industry landmark of its founder. Measuring about 50 feet wide and 150 deep, brilliantly fluorescent-lit inside and topped by a large illuminated sign, it offers a weather-proof sanctuary for parents who want to entertain their children—rain or shine, warm or cold.



Joe Lange, co-owner of the successful two-year-old Wonderland Park Zoo, Ozone Park, N. Y., bottle-feeds a young doe as moppets look on. All of the zoo's animals were raised from infancy to insure their tameness, dependence on human beings. Young visitors are free to pet and fondle all of the animals.

COUNTRY-IN-CITY

Moppets' Barnyard Zoo Pays Off in 2d Year

By IRWIN KIRBY

IT'S NO EASY task, establishing a children's zoo from scratch, but the results are well worth it. Wonderland Farm Zoo in New York City's suburban Ozone Park has paid off its backers after the second year of operation, and now stands as a popular place for tots of all ages who want to fondle animals as well as view them.

Occupying a plot off South Conduit Avenue at the entrance way to Idlewild Airport, the zoo is far enough from residential areas to override any possible neighborhood complaints, and yet is easily accessible by bus and automobile.

"It was the formula that nearly got us down," says Anne Lange, one of the owners.

Joe and Anne Lange, and Joe and Sarah Lewis, are reaping the profits of tortuous months during which they raised nearly all their animals. Being hand-fed, the animals would become tamed from constant dependency upon humans, they reasoned. With this care in their baby days, the zoo's inhabitants now roam the area freely, mingling in friendly fashion with awed youngsters.

Barnyard Specials

Wonderland Farm Zoo contains mostly barnyard animals, altho it combines several aspects of show business in offering coin-operated kiddie rides and two other moppet devices: a Chair-plane and Roto-Whip. Its coin rides are a Jeep and Fire Engine, both owned by the management, and two Bronkos on location for Sol Tabb, operator. The operator, who became a pal of the zoo-owners, gave them a run-down Wurlitzer 600 which they keep on free-play and use for broadcasting children's music thruout the zoo. Other sources of income for the spot are its candy counter, and soda vending machine.

Spaced thru the 170 by 175-foot fenced-in enclosure are numerous small, decorative pens, bearing nursery jingles and containing miniature, creosoted-wood settings in which to place the animals. Some are kept in pens, and many others wander among the young patrons.

At present, the zoo offers golden and silver pheasants, pigeons, peacocks, pigs, ducks, assorted barnyard fowl, geese and ganders, rabbits, a calf, donkey, two French Alpine hornless pedigree goats, two ponies, squirrels, five non-pedigree goats, two small-breed Sika deer, a spider monkey, and a performing chimpanzee.

Lange mulled the idea for a children's zoo for several years before doing anything about it. The present location was obtained on a 15-year lease when it was barren and had all the appearances of an excavation. The partners filled and leveled the plot, fenced it, and erected a barn and office building with lavatories. Both structures are 20 feet square and made of cement block. The outer fence is decorated with gaily-colored masonite figures that were made up at a cost of \$500. Another \$200 was spent this season, to have the figures repaired, after cold, rain, salty wind, and snow had taken their toll.

The elements prove more of a maintenance problem than do the animals, due to the chilly wind that whips across Idlewild Airport from Jamaica Bay. It's a constant routine of painting and repainting.

Inside, the fence is painted with landscape scenes and bright paint also adorns the paved walks. Eight feet wide, they are colored differently in sections 20 feet long.

30 Cents a Head

Admission to the zoo is 30 cents for everyone over 2 years old. Additional charges are 15 cents for a pony cart ride, and 9 cents for the kid rides. A popular money-maker is the feed which the Langes and Lewises package and sell for 10 cents a bag. As for how the admission price was derived, Mrs. Lange explains: "We didn't want it too cheap or too expensive. A quarter, plus tax, sounded about right."

Business this second season trailed last year's initial success slightly, with 11 Sundays being rained out in the spring. The owners count heavily on pre-summer and post-summer business, as hot weather is more apt to draw New Yorkers to the beaches than to the airfields and kiddie amusement spots. With every-day operations going on, Wonderland enjoyed good times during this area's prolonged mild season, much of the patronage coming from institutions that send groups. A 14-cent rate, including 2 cents tax, is charged for group attendance, and much of it is obtained from nurseries, day camps, and public schools. In nearby Forest Hills alone P. S. 175 has had every grade from kindergarten to fifth grade spend a day at the zoo. The group business was gotten by a still-employed method, the sending of mimeographed circulars to every children's institution and

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Mr. Benjamin Semmel will be at the Palmer House, Chicago, during the Convention

school in nearby parts of Long Island.

There were a few "crank" complainants, who spurred inquiries of the zoo by the ASPCA, Mrs. Lange said. "But when they saw the hospital-like care we give our animals, that ended that," she adds. This tenderness is necessary if healthy, thoroly domesticated animals are to be raised. The nursing was a laborious process, and the experience gained therefrom has made the current operation of the spot much easier. First animals were purchased from up-State farmers when no more than two weeks old. "We had to boil a case of milk a day and practically hand-feed all of them," Mrs. Lange recalls.

The owners noted all the tips on animal-raising they could get, and spent long hours at the children's zoo which is part of Bronx Zoo. The nursing is a continuing process for some of the animals, as the sheep and pigs are traded off every once in a while. "They grow too fast, and we want only the little ones," Mrs. Lange says.

Week-end Helpers

With their collection of baby animals, the operators opened May 28, 1952. They soon found that Sundays were best, followed by Saturdays, and that on a good day as many as 3,000 paid customers would visit the location. On busy days a half dozen school boys are hired to help out. Three work the parking area, which can accommodate 500 cars. One full-time employe acts as night watchman and caretaker, and other helpers, who pitch in eagerly, are the Langes' 12-year-old son and the Lewises' two teen-aged daughters. Both husbands are businessmen, so the mid-week zoo operation is divided between the wives.

Wonderland opened with a big splash, advertising in five daily newspapers and on radio. It has found New York City ads too expensive and now devotes its ballyhoo budget to Long Island station WHLI, and to the Larry Gore publicity agency. Gore, a Forest Hills resident, brought his son to the zoo several times and cultivated the friendship of the owners. In October the contract for publicity was arranged, and his office has since landed Wonderland on the pages of New York's publications and on several kiddie radio and TV shows, to which the Langes bring several animals and hand out passes to the moppets in the studios. The handouts continue at the zoo, for every child passing into the large enclosure is given a lollipop.

Operating hours in warmer weather were 10 a.m. to 9 p.m., and now the zoo is open from about noon to sundown. Many of

the patrons come just to watch Heleta, the chimp, perform in a cage before which are several benches. Besides serving as an auditorium, the shaded seats offer a place for weary parents to sit while their children run about, playing with the animals. Heleta was brought up and trained by Mrs. Lange, and alternates between her home and that of Mrs. Lewis. They keep the chimp in a kid's harness "just for safety's sake."

This winter the zoo's owners are laying low and will not attempt much painting until the cold weather lifts, when another onslaught of nature-hungry moppets will pour into Wonderland Farm Zoo.

Palisades

Continued from page 80

very well in 1953 and will follow its same program next season, with the Bert Nevins agency handling the ballyhoo. Televised spot announcements will be used several times daily, and as many special events as possible will be held at the grounds. Contests and other events gained Palisades 6,000 newspaper items last season, and 10 newsreel pieces.

Non-TV Acts Set

The park will again feature radio and TV stars on Saturday afternoons, and the usual free act program, this time concentrating on acts that have not been televised. Rosenthal feels video appearances weaken the appeal of circus-type performers at the free act stage. The Strawhatters show, an entertainment program carried on Du Mont TV from the park every Wednesday night during the past season, may be put on again next year.

Between bargain days and group patronage the park expects to pull at least as well next year as it did in the season just ended. Stepping up its efforts to draw large groups, the spot has two men out now booking outings.

The color work will be supervised by Ray in the spring. Begun last year with the repainting of half the park, the remaining portion will be brightened with the same use of pastel shadings of primary colors. Large signs will be done in brilliant yellow, and a more colorful shade of green than is customary will be applied to benches. The new color scheme will extend to the free act stage and kiddie park, and color changes will also be effected on the Water Scooter and Whip.

Rosenthal said space will be allotted for 4,000 more automobiles, "giving us a parking capacity of 9,000 cars."

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We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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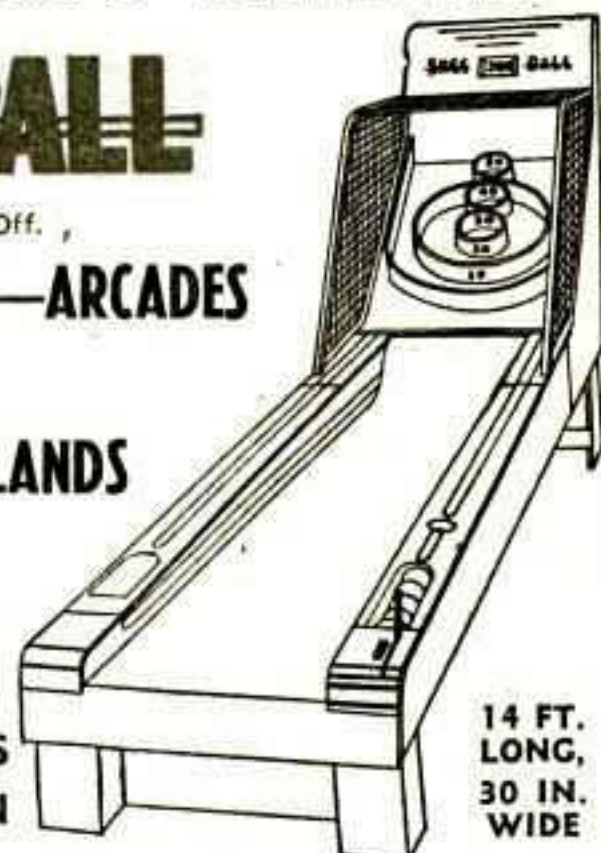
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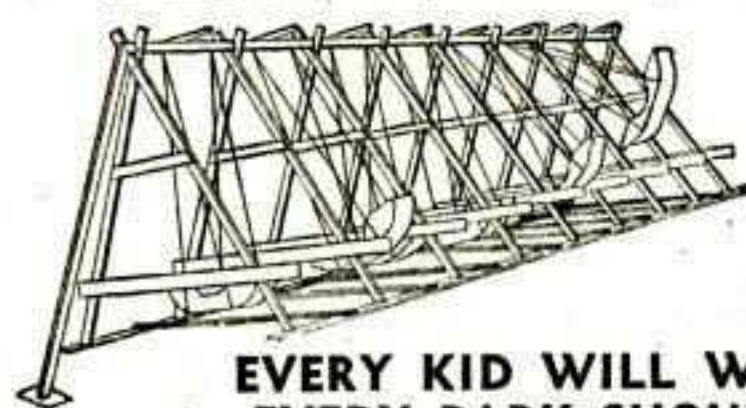
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EVERY KID WILL WANT TO RIDE EVERY PARK SHOULD HAVE ONE

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Merry-Go-Round, Miniature Train, Lindy Loop, Chairplane, Kiddie Autos, Trolley, Food, Drink, Novelties, Arcade Machines, Photos, Lead Gallery, Art Plaster Mfg., Tools, etc. Live Ponies and other Concessions booked in on P.C. Good lease on Grove and Buildings. Rent paid till Oct. 1, 1954. Plenty living quarters, Grove booked solid for 1954 with good Industrial, Fraternal and Church Picnics. Bargain at \$35,000. Shown by appointment only.

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MOON ROCKER KIDDIE RIDE
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The National Pastime
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BOOTH
64

KING-CRISTIANI BUSINESS HOLDS

Florida Towns Give Capacities; R-B Uses Wait Paper; Sarasota Big

FORT MYERS, Fla., Nov. 21.—King Bros. & Cristiani Circus, staying on the road later than any major tented show, scored more top grade business as it played more Florida stands this week. Thomasville, Ga., on Tuesday (10) gave two near-capacity houses in cool weather. Schools

were dismissed for the Jaycee-sponsored date. Lake City, Fla. (11), and Gainesville (12) were light ones for this show, but business bounced back at Ocala on Friday (13).

Winter Haven had a capacity night and good afternoon. Ringling-Barnum posted "Wait" banners in Winter Haven for its day at nearby Lakeland. This was the only time this season the show has posted actual wait paper against King, but in some Louisiana and Canada towns R-B used opposition newspaper ads.

Moving to Sarasota on Monday (16), King-Cristiani did big business in Ringling's home town. Afternoon was two-thirds filled and night was filled. Ringling billed Sarasota for its Tampa stand but did not use wait paper there. A large number of professionals visited the King-Cristiani show at Sarasota.

Fort Myers, home of Rogers Bros. Circus, gave King two three-quarter houses with Kiwanis auspices. Rogers closed there November 7.

Mills Business Spotty in Fla.; Vero Beach Big

BARTON, Fla., Nov. 21.—Mills Bros. Circus, one of the long-season shows this fall, played to spotty business in Florida this week.

Rain cut the afternoon house to half at Lake Worth on Thursday (12) with Lions auspices. With a let-up in the weather, ticket holders turned out in strength for the night performance.

At Vero Beach on Saturday (14), Mills benefitted from an unusually strong advance sale. The Jaycees had conducted a door-to-door campaign for ticket sales ahead of the show date. Afternoon was near-full and night was three-quarters.

Bartow was a slow spot, with Exchange Club turning in two one-quarter houses. Throughout the week Mills was in the area also being played by King-Cristiani and Ringling-Barnum. While there were no day-and-date instances, in many places the shows were in towns near enough to be in competition.

61 SEASONS

P. A. Readies Hunt's Biog, Show History

FLORENCE, N. J., Nov. 21.—Charles T. Hunt Sr., owner of Hunt Bros. Circus and dean of American circus operators, has a book about his career in preparation. Work on the volume was started early this year by John C. Cloutman, Dover, N. H., newspaper man who handled press on the Hunt Show this season.

The book is scheduled to cover the show's history since it started from Kingston, N. Y., in 1892. Historical photos of the show and Hunt family are to be included.

Cloutman, a member of the Circus Historical Society, has 18 years experience in the newspaper business. In 1926 he was timekeeper on the John Robinson Circus and in 1935 he was press agent back on Russell Bros. Circus. Publication date has not yet been set.

Big Gate, Price Hike Give Polack New Baltimore Mark

BALTIMORE, Nov. 21.—Polack Bros. Eastern unit closed a six-day, 13-performance stand here Saturday (7) after having played to a new record audience of 75,000 despite a heavy snow storm.

On Friday (6) the snow storm, which wasn't predicted by the weather bureau, slowed the crowd for the evening performance, but excellent weather on Saturday swelled attendance to record proportions again.

Circus described the date as its most successful Baltimore stand. Shrine officials agreed that more money was netted than before. General admission was raised from \$1.25 to \$1.50 and three less performances were given than in 1952.

Promotion was by James A. Rison, of Polack Western.

Press, radio and TV were under direction of Jim Mullins, New York. Newspaper coverage was strong. After attending the show's opening in Philadelphia, Mullins will go south to launch the publicity campaign of the Florida State Fair at Tampa.

Acts on the Polack program here included George J. Keller's Wild Animals; Al Attonucci's Chimps; The Great Wallendas; Rasini's Rocket Car; Miss Huguette, Jack Joyce's Camels, Widaman's Elephants, the Geraldos, Whirlwinds, Flying Harolds, Freidel and Luciana, Theron Family, Arrigones, Sheridan Twins, Gasca, Melita and Wicons, Eva Walker, Sylvia's Kennelkade, Janef's Dogs and Ponies and Rutons' Dogs.

HOUSTON TOPS 1952 TURNOUT

HOUSTON, Nov. 21.—The Houston Shrine Circus, produced by Orrin Davenport, moved 8,000 ahead of last year's attendance for an estimated total of 136,000. The show opened November 4 and closed Tuesday (17). It was the first 1953 attraction at the Coliseum to exceed its 1952 attendance.

Frank Ginnett, British Circus Figure, Dies

LONDON, Nov. 21.—The British circus world lost one of its outstanding figures Wednesday (11) with the death of Frank Ginnett, of the Ginnett circus family. Ginnett was booker for the Hippodrome at Great Yarmouth, a seaside resort playing a circus season of 14 weeks.

Ginnett suffered a stroke while driving, and his car became involved in an accident. He was rushed by police to a hospital, where it was found one side was paralyzed. Ginnett remained in a coma for several days before his death. He was 50 years old.

Ringling Registers Big Florida Houses

Show Scores Straws, Turnaways After Leaving Rainy Gulf Area

LAKELAND, Fla., Nov. 21.—Florida business for Ringling Bros. and Barnum & Bailey Circus leaped far ahead of that in recent Gulf stands, and the final week of the season stood a good chance of equalling the 1952 counterpart.

The weak business streak ended at the Florida State line. Mobile, Ala., Tuesday (10), was off, but Pensacola, Fla., where the show had not played in several years, gave big houses. Panama City, played on Thursday (12), also was good altho somewhat below the Pensacola gross.

Tallahassee gave a near-capacity afternoon and straw night on Friday (13). It was the first time Ringling had played the State capital since 1931. Schools were dismissed and for the second time this season the show had a school football schedule changed so as to avoid conflict with the circus. Mills Bros. played Tallahassee two weeks earlier.

In Jacksonville for Saturday (14), Ringling faced competition from the fair and Strates Shows, Santa Claus parade, another carnival and football. But the 3 p.m. matinee pulled a capacity house and at night there was a turnaway.

After a 275-mile Sunday run, Ringling-Barnum arrived at a new lot in St. Petersburg for Monday (16) and ran up a good afternoon score and turnaway at night. Tampa, where King, Rogers and Mills also played, Ringling

did straw night business and a big afternoon on Tuesday (17). Lakeland, the Wednesday (18) stand, brought another good day's business.

Still ahead for the show were stands in only Orlando and Miami. A three-day run (20-22) at Miami will end the season, and a 293-mile run will put the show back in Sarasota. The season opened April 1 in New York.

Beatty Gets Walter Parade Equipment

HOUSTON, Nov. 21.—Most of the late Frank J. Walter's collection of circus parade wagons have been given to Clyde Beatty, who will have the bandwagon and calliope rebuilt for possible use in street parades.

The bandwagon is one said to have been used on the Ben Wallace circus. The air calliope is a wagon Walter built to complete his set. Also included are 10 ornate cages used on various old-time shows, one of the original Gentry Bros. twin ticket wagons, a tableau wagon, a water wagon and a clown patrol wagon. All are pony-size, and Walter acquired most of them shortly after they were used by Bailey Bros. Circus in 1935.

Walter was a circus fan and long-time friend of Beatty's, who often traveled on the Beatty

CIRCUS VIDEO OK IN BRITAIN

LONDON, Nov. 21.—BBC-TV coverage of Billy Smart's Circus at Watford, London, was threatened by an injunction last week, but a Chancery Court judge dismissed the petition. The Performing Animals' Defense League had claimed the BBC would be infringing the Performing Animals Act if it showed animals "being tortured and driven to do tricks." The court disagreed, however, and ruled the BBC could bring in its cameras and go ahead with its circus coverage.

Hagenbeck Unit Sold To Spanish Combine

Report High Costs Force Sale of World-Famous Circus for \$250,000

HAMBURG, Nov. 21.—Sale of the Carl Hagenbeck Circus, which had just rounded out its 100th year of operation, to a Spanish combine for 1,000,000 German marks (\$250,000) was announced here this week.

The buyers, Circus Espanol, acquired all the physical equipment and the animals. The show will be taken to Spain and its future touring will be confined to that country, it was reported.

Carl Hagenbeck, the seller and son of the founder, said that heavy taxes and operating costs made it unfeasible to continue operation of one of the best known circus units in the world. Another consideration influencing the sale was the abundance of circus units in Germany. This situation reportedly is near the saturation point with many units sharing the potential patronage and no one show earning any sizable benefits.

Retains Zoo

Hagenbeck will retain his zoo operation here—the most extensive private operation of its kind in the world. The importation, breeding and sale of animals is carried on with the zoo.

The Hagenbeck Circus, a synonym for many years with the presentation of the finest group-

ings of trained wild animals, was the best known circus in the world at the height of its operation.

In the golden era of the circus, after the first world war, the Hagenbeck show literally showed thruout the world. It was transported in its entirety to, and played lengthy runs in, Japan, South America and Africa. The recent owner handled many of the details of these unique trips while assisting his father in the operation of the circus.

Animal Importer Builds Florida Sales Compound

VERO BEACH, Fla., Nov. 21.—The International Fertilizer and Chemical Corporation, major wild animal importing firm, is setting up Wild Animal Compound, Inc., at McKee Jungle Gardens near here.

Fred J. Zeehandelaar, president of the parent firm, said the new compound will be a supply and sales location serving circuses, zoos and other animal users. The eight-acre compound will receive bulk shipments of wild animals and a basic display group of animals will be kept on hand.

The compound is scheduled for opening in January. Animals from the corporation's storage areas at Egypt, Mass., and Catskill, N. Y., will be sent here. Overseas shipments now on order for spring delivery at the Florida compound include 10 elephants, 10 camels, eight black leopards, four tigers, 100 ostriches, cranes, storks, penguins and monkeys, Zeehandelaar said.

Compound will be operated by Dick Speyer, manager of the animal department of International. Compound supervisor will be G. Burleigh Hutchinson. Construction of pens and cages began November 1.

150 Sailor Circus Students See Mills

SARASOTA, Fla., Nov. 21.—About 150 students from Sarasota High School were guests of Co-Owner Jack Mills, of Mills Bros. Circus, when his show played Osprey Thursday (5). The students were from the school's Sailor Circus and were under supervision of John L. Sullivan and Bill Rutland, directors and trainers for the school circus. Sullivan also is curator of the Museum of the American Circus. Mills booked Osprey, five miles from Sarasota, after Sarasota was cancelled.

Packs Plays to 40,000 At Baton Rouge Stand

BATON ROUGE, La., Nov. 21.—Tom Packs Circus played to more than 40,000 persons in two shows in Memorial Stadium here Monday and Tuesday (16-17) and moved to New Orleans, where its advance sale was reported to be the best since Packs began playing the date.

The big football bowl at Baton Rouge, which seats 22,500, was packed on Monday (16) night and some patrons were seated on the grass. All parking fields in the area were filled 30 minutes before show time. The second night show (17) attracted about 18,000 people for the Shrine-sponsored show. Jack Leontini, Packs spokesman, said that very little paper was represented.

At Natchez, Miss., where Packs played a one-day stand prior to the Baton Rouge engagement, the

6,000-seat coliseum held slightly less than a capacity crowd. Leontini said the stand, a first-timer for Packs, was a winner and that advance sales were strong altho cold weather cut attendance somewhat. The date will be repeated, he said.

Leontini said that several thousand people turned out at Baton Rouge Sunday (15) to watch the setting up of rigging and other show equipment, and to hear the band rehearsal and concert. In a new twist for indoor shows, Packs had used newspaper space to invite the public to the setting-up, and the experiment was termed a success.

At New Orleans, where the show opened Friday (20), a night parade was scheduled for Thursday (19) but this was cancelled because of rain.

RENEWAL PACTED

Conklins Sign For Five More Yrs. on Midway

TORONTO, Nov. 21.—The Conklin brothers, J. W. (Patty) and Frank, will operate the midway rides and shows, the majority of games concessions, and some eat-and-drink concessions at the Canadian National Exhibition for another five years as a result of recently concluded negotiations. Terms of the renewal are substantially the same as those under which the Conklins have operated here in the past.

The new contract does not affect the 20-year pact under which the Conklins built and operate the Roller Coaster, which was completed in time for the 1953 exhibition. When contacted this week in Chicago en route here from Hot Springs, where he had been vacationing, Patty Conklin said that he is considering plans to erect some dark rides within the enclosure of the Coaster. Such additions, he indicated, would be completed in time for the '54 exhibition.

Oregon Fair Dates Create Route Problem

SALEM, Ore., Nov. 21.—Carnivals and concessions will find it more difficult to make the rounds of fairs in Oregon during 1954, owing to conflicts in dates. Fairs selecting dates during the annual meeting of the Oregon Fairs Association, which closed here Friday (13), mostly favored the last few days in August.

While the association does not try to dictate dates, it does attempt to serve as a clearing house whereby these conflicts may be held to a minimum.

Also notable was the fewer number of fairs represented to pick dates, 24 fairs and exhibitions posting dates compared with 35 last year. Whether the shift from Portland, traditional meeting site, was a factor in the representation could not be ascertained. The Pacific International Livestock Exposition was without representation this year, President R. L. Clark showing up at the Multnomah Hotel in Portland instead of at Salem to portend his action on the future of the Pacific International. The show in time and place was on short notice, and some confusion resulted.

The following dates were selected for 1954 fairs and expositions:

Clackamas County, August 25-28; Columbia County, August 5-8; Coos County, August 18-21; Crook County, August 15-18; Curry County, August 26-28; Deschutes County, August 20-22; Douglas County, August 27-29; Gilliam County, September 23-25; Grant County, September 22-25; Harney County, September 17-19; Hood River County, August 17-19; Jefferson County, August 27-29; Josephine County, August 11-14; Lane County, September 14-18; Morrow County, September 2-4; Multnomah County, August 12-21; Polk County, August 27-29; Sherman County, September 9-12; Tillamook County, August 11-14; Union County, September 16-18; Wasco County, August 26-29; Washington County, August 25-29; Oregon State Fair, September 4-11; and Pendleton Round-Up, September 16-18.

Fred Waite Buried in Iowa

MAQUOKETA, Ia., Nov. 21.—Fred Waite, 54, veteran of 30 years in outdoor show business, was buried here recently. He died in Tampa following a heart attack. During his many years in the business he was with the S. W. Brundage, C. A. Wortham, Beckman & Gerety, James E. Strates, Addison's World Fair, Royal American and Johnny J. Jones shows.

He is survived by his mother, Mrs. Mary Waite; three sisters, Mrs. Ethel Weer, Miami; Mrs. Lulu Sleeper and Mrs. Sidney Cornish, both of Maquoketa, and two brothers, Kenneth of Maquoketa, and Raymond, of Davenport, Ia.



HAZEL MADDOX
Royal American Shows



JOSEPHINE HAYWOOD
Thomas Joyland Shows

Five leading contenders for the title of Miss Outdoor Show Business in the contest sponsored by the Showmen's League of America are shown above. Winner will be crowned at the League's annual banquet and ball.

SLA CONTEST

Hazel Maddox Leads as Jo Haywood Gains

CHICAGO, Nov. 21.—A spirited contest sponsored by the Showmen's League of America to pick Miss Outdoor Show Business shipped up this week. The report of the contest's auditing committee disclosed that Hazel Maddox, Royal American entry, was being hard pressed by Josephine Haywood, represented by the Thomas Joyland Shows and Lipsky Concessions.

The auditing committee, headed by Charlie Zemater, reported Monday (15) that Miss Haywood had piled up the greatest increase in votes since the previous tabulations, amassing 12,300 votes to narrow the gap separating her from Hazel Maddox to a few thousand votes.

June Tate Third

June Tate, representing the Wallace Bros. Shows of Canada, continued in third place, but an expected last-minute flood of votes from Canada was expected to better her position.

Mrs. Clint Shuford, of the Amusement Company of America, made rapid strides during the last 30-day period of the contest. She gained 4,200 votes to move into fourth place, taking that position from Mrs. Sol (Mom) Wasserman, entry of Chicago's Riverview Park, who currently holds fifth place.

The five top vote-getters will be introduced at the League's annual President's Party Sunday night, November 29. Final vote tabulation will be made Monday night, November 8, by the auditing committee, which, besides Zemater, consists of Harry Duncan, Andre Dumont and George Johnson. The winner will be crowned at the League's annual banquet-ball.

Miss Outdoor Show Business, accompanied by a chaperon, will be flown on an all-expense paid trip to Hollywood for a round of parties and visit to motion picture studios



MRS. CLINT (Marian) SHUFORD
Amusement Company of America



JUNE TATE
Wallace Bros. Shows of Canada



MRS. SOL (Mom) WASSERMAN
Riverview Park, Chicago

NSA FETE MAY EXCEED 1,000

Sales Spurt as Showmen Come In; Improvements Brighten New Home

NEW YORK, Nov. 21.—Ticket sales for the 16th annual National Showmen's Association banquet were going briskly this week, and indications were that the turnout would at least match last year's gathering of nearly 1,000. The gala event, to be held Wednesday night (25) in the Hotel Astor grand ballroom, will offer dancing and an entertainment line-up which will include some of showdom's top names.

Last year's program included Henny Youngman and Jackie Miles as emcees, singers Eileen Barton and Al Martino, comics Robert Q. Lewis and Dagmar, Mrs. America, the Mello Larks vocal group, cyclists Bobby

Whaling and Yvette, the comic Crosby Sisters, and the Five Basile and Bobby Byrne orks provided music for the evening. George A. Hamid Sr., president emeritus of NSA and chairman of entertainment and dais, has promised another top-notch program for this year's event.

The banquet will climax a busy week of events for the NSA. Last Wednesday night (18) a final banquet session was held in the new quarters, 317 West 56th Street. As had been anticipated, reports were of increasing banquet ticket sales as showmen came in off the road. Prominent among the numerous visitors at the meeting who took part in discussions and partook of a buffet were personalities of the Cettin & Wilson, World of Mirth, Prell's Broadway and O. C. Buck-Model organizations.

House-Warming Tuesday The final pre-banquet affair will be Tuesday night (24) at which the club will lay out refreshments for its house-warming party. Prizes will be awarded for fund-raising achievements and there will be entertainment.

Memorial services will be held tomorrow, led by Dr. Allen Claxton, of the Broadway Temple Methodist Church. Prepared for the occasion is a memorial board of chapel-type construction, finished in white and containing space for deceased members' names. As the names of the nine men and one woman are read off, individual electric bulbs will illuminate each name. The board was the production of Joseph McKee, who heads the slate of officers to be elected and installed Monday (23). Outgoing (Continued on page 94)

CHAIR PUTS LONG SNORE ON 4 NSA MEN

NEW YORK, Nov. 21.—The National Showmen's Association has its pet lounge chair, Morpheus, in full operation at the new club quarters. Set up just inside the door and next to the telephone booth, Morpheus claimed four victims early last week, each of them dozing off within minutes after dropping into the soft leather upholstery. The chair has gone thru two re-upholsterings while seeing service with the NSA from its earliest days. To avoid squabbles over who has next call on the chair, Secretary Ethel Weinberg has been giving thought to the idea of making up a waiting list.

WORLD OF MIRTH WINS 5-YEAR OTTAWA PACT

Board Awards Maximum Term In Unprecedented Arrangement

OTTAWA, Nov. 21.—The board of directors of the Central Canada Exhibition Thursday (19) awarded the midway contract for that event to the World of Mirth Shows for the next five years.

The report of the contest's auditing committee disclosed that Hazel Maddox, Royal American entry, was being hard pressed by Josephine Haywood, represented by the Thomas Joyland Shows and Lipsky Concessions.

The auditing committee, headed by Charlie Zemater, reported Monday (15) that Miss Haywood had piled up the greatest increase in votes since the previous tabulations, amassing 12,300 votes to narrow the gap separating her from Hazel Maddox to a few thousand votes.

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the unfortunate victims of a bad still date season.

Although the World of Mirth has played the event for nearly two decades without interruption and the date was generally associated with that unit, while 'little chance of an upset was accorded to others, agents and owners of a number of competitive shows annually made their bids for the date. The signing of a five-year pact naturally eliminates the fair from the booking picture for that period.

Tribute to Bergen-Allen Several of those charged with the administration of the fair intimated that the award actually represented a tribute to Bergen and Allen. Several years ago, with no assurance of future book-

ings to reclaim its cost, the partners built an attractive entrance to the midway zone especially for the event. The show title was not included so that it could be used by the event for any midway offering.

Additionally, the show has considerably aided in the inauguration and continuation of a pre-opening fair which has grown into an excellent device for generating interest in the event. Bergen and Allen have also helped to stimulate children's day attendance by awarding many prizes.

The fair, which this year added an experimental free day, a Saturday before opening for seven operating days, next year will (Continued on page 94)

O. C. Buck Snares Anderson Contract

Gem City Pacts Burlington, Davenport; Frazier, Lockett to Join Metropolitan

CHICAGO, Nov. 21.—O. C. Buck's Model Shows will invade the Midwest for the first time in '54 to show the Anderson (Ind.) Fair. Gem City Shows will play at least two Iowa fairs, Davenport and Burlington, next season. Art Frazier, until recently business manager of Johnny Denton's Gold Medal Shows, will go out next year in that capacity with the Metropolitan Shows. Ralph Lockett, secretary of the John Marks Shows this season, will also switch to the Metropolitan. Denton, besides continuing the operation of his touring midway ag-

gregation, will bring out an ice show to play fairs, with Ernie Young, Chicago booker, set to handle the bookings. These were the principal developments in Midwest carnival circles this week as show reps continued bush-beating for new fair contracts and show owners continued to shuffle personnel and plans. Biggest surprise was the signing of the Anderson contract by the Buck show, which heretofore has held its routes to the Atlantic seaboard and adjacent States. Dave Endy announced the closing of the Anderson contract on behalf of the show.

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STARTING ON PAGE 104

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FINALIZING DETAILS for the presentation of Diano's Circus unit with the World of Mirth Shows in 1954 are, from left to right, Gerald Snellens, general representative, and Frank Bergen, general manager of the shows, and Tony Diano. The unit, which will include 10 elephants, will be transported on its own fleet of tractor-trailers.

Midway Confab

After closing the season with Charles Hodge's Side Show at Tallahassee, Fla., recently, Billy Logsdon returned to his home in Louisville, where he bought a 27-foot Continental house trailer. . . . Corp. and Mrs. Sheldon C. Shorter, co-owners of Shorter's Shows, returned recently to Heilbronn, Germany, from a sight-seeing tour of the surrounding countries. Shorter, who has been stationed with the Army in Germany for 15 months, expects to return to the States in January. He reports that his show will take to the road again in '54. . . . Spot Pinsonault visited friends in Los Angeles and Phoenix, Ariz., recently. He'll head for Miami soon. . . . Scully DeLuccia purchased a concession with the Dizengoff Circus in Luna Park, Tel-Aviv, Israel, recently. He would like to hear from friends on the World of Mirth Shows. . . . When Phil Cook, ex-secretary of the Miami Showmen's Association, learned of sculptor M. Brynes' European trip this year he asked him to keep an eye open for Gothic stonework for the association's new building. Brynes' not only collected sculptured works of art for the building, but also parts of four ruined French monasteries.

Atherton, perennial secretary of Cavalcade, left for Montgomery, Ala., to spend the winter with friends and relatives. George (Juice) Hall, assistant manager of the Ward org, stated that his show would remain out as long as weather permitted. . . . Florence and Red Cundiff are sporting a new Chevrolet carryall as they see the sights in Miami.

Two motorcycle pilots on Sam Caldwell's Motordrome middle-aided it Armistice Day with a double wedding ceremony in Clyde Beatty's lion cage at the Houston Shrine Circus. Travis (Speedy) Ward, Texarkana, was married to Carol Moncrief, Leeds, Ala., who is Miss Electra in Pete Kortes' Side Show. Second couple were Carl Isaac, Tulsa, and Joyce Stites, Houston, who recently joined the Caldwell unit as secretary. Caldwell and Bob Davis served as best men and Price Dennis was ring bearer. Both couples honeymooned in California.

Johnny Weer, son of Mr. and Mrs. J. C. Weer, ride and show ops, is a regular on the Edison High School football team in Miami.

J. R. Miller, veteran of 40 years in outdoor show business, is in Ward 14, Veterans' Hospital, Columbia, S. C., with fractures of the right arm, wrist and finger. . . . Mrs. Flonnie Ayers and Mrs. Marie Simpson, after playing their regular circuit of State fairs with palmistry and photo pitches, are back at work in photo studios. Mrs. Simpson in Birmingham and Mrs. Ayers in Mobile, Ala. . . . James W. McKenzie joined the Frank W. Peppers Shows recently with photo, short-range and glass concessions. . . . Jimmie Baker, who is still confined in a hospital, would like to hear from friends. His address is Box 343, Camden, N. J. . . . Pat Waters opened his new fall revue recently at the Club My-O-My, New Orleans. Personnel with the revue include Navdro, Billy DeVoe, Pepper Cortez, Sandy Rogers, Jimmy Galaway, Terry Lowe, Lorenz and LaVerne, Dale Leslie, Tommy and Terri, Rikki Paige, Kurt Karlisle and Poppy Lane.

Turner Scott had his rides at the Florida Bazaar in West Palm Beach, last week. . . . Harry T. (Sheriff) Williams is still hospitalized in Ward 6 W of the New Orleans Veterans Hospital and infos he'll probably be there for a while recuperating from leg surgery.

Dada King, concession secretary of the World of Mirth Shows, is a patient in Lenox Hill Hospital, New York, undergoing treatment for a hip ailment. At this writing the genial Dada, chaplain of the National Showmen's Association, is in danger of missing that organization's principal social event, the annual banquet and ball, Thanksgiving eve. . . . Lee Couture, who has been hospitalized in Kings Mountain, N. C., for a kidney operation, will head for Florida in early December.

Phil Isser, president of the National Showmen's Association, was busy last week attempting to arrange the photos of prominent members on the wall allotted for this purpose in the new club rooms. Phil explained that a rather elastic measuring stick was being used, with personality and a number of other special personal qualities being considered. Most important, he admitted, was the generosity of the individual to the club in the past. As a result, the photo of Big-Hearted Bennie Weiss was accorded a position of prominence.

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Moore Heads List Of MCA Nominees

MIAMI, Nov. 21.—William B. Moore, concession manager of Cetlin & Wilson Shows, heads the slate of officers to be voted on for the coming year by the Miami Showmen's Association. Moore will succeed William Cowan, concession manager of O. C. Buck-Model Shows, as president.

Other top club officials advanced one notch in addition to Moore, who was first vice-president this year. Moving up to the place to be vacated will be Sam Prell, owner-manager of Prell's Broadway Shows. Becoming second vice-president will be O. C. Buck, co-owner of the show bearing his name, and joining the officials as third vice-president will be Ross Manning, owner-manager of Ross Manning Shows.

Cliff Wilson, who recently produced the midway shows at the Texas State Fair in Dallas, will be retained as secretary, Mel Dodson, retired former owner of Dodson Bros. Shows, will remain as treasurer, and Phil Cook will still be executive secretary.

Edward Succeeds Thomas
Rounding out the slate will be J. D. (Eddie) Edwards, independent concession operator, who was named assistant secretary to succeed L. I. Thomas.

The nominating committee consisted of M. G. Dodson, chairman; Danny Dell, Sydney Daniels, Sol Geffen, Amos Saltus, Ben Glasberg and Lew L. Lange.

The six-man board of trustees will include David B. Endy, William Cowan, Leo Bistany, George Golden, C. J. Sedlmayr Sr. and Robert K. Parker.

50 Directors
Directors will be Mark Graham, Clifford C. Groscurth, Earl Hanson, Erskine Hawkins, Fred W. Holtzman, H. William Jones, John

Raley Exposition Shuttles After Winning '54 Tour

WALTERBORO, S. C., Nov. 21.—Raley Bros. Exposition is tucked away in winter quarters here after closing its 36-week season Saturday (14) to good business in Warsaw, N. C.

Org had 7 rides, 7 shows and upward of 40 concessions in operation at the Warsaw date and show officials reported almost everybody added to their winter bankrolls. Attendance was big and the rides especially did well. The Merry-Go-Round was tops with the Tilt-a-Whirl, Ferris Wheel, Octopus, Roll-o-Whirl, Chairplane and kiddie devices following in that order.

The gal revue topped the back end followed by the colored revue and Minstrel Show. The midget animal unit and the farm animal show also scored.

Owner and Mrs. Raley plan to leave quarters soon for a vacation in Kentucky and Ohio. Mr. and Mrs. Dickenson will head for Orange Lake, Fla., for the winter. Show will hit the road early in March of next year and with the exception of some fair dates, will repeat most of its '53 route.

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For Our 1954 Season

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Model #5 ELI WHEEL \$5,000
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ALL IN EXCELLENT CONDITION.
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WANT TO BUY
Octopus for cash. State price and condition in first letter.

Art B. Thomas Shows
Lennox, South Dakota

SLA Schedules Busy Program

CHICAGO, Nov. 21.—The Showmen's League of America will have its usual busy schedule during the week of the outdoor meetings here. Open house for members and friends will be held in the clubrooms November 27 thru December 5.

Other scheduled events follow:

Sunday (29)—Annual Memorial Service, Bal Tabarin, Hotel Sherman, 1:30 p.m. President's Party, Grand Ballroom, Hotel Sherman, 7:30 p.m.

Monday (30) — Annual Meeting and Election of Officers, Clubrooms, 54 West Randolph Street, Polls open 2 p.m. to 6 p.m.

Wednesday (2)—41st Annual Banquet and Ball, Grand Ballroom, Hotel Sherman. Reception 6:30 p.m. Banquet 7:30 p.m.

Thursday (3) — Regular Meeting and Installation of Officers, Old Chicago Room, Hotel Sherman, 8 p.m.

Keeler, Lew L. Lange, John Marks, Max Miller, Harry Modele, Roland Page, William Page, Paul Prell, Louis A. Rice, A. L. Rossman, Amos Saltus, Harry Schreiber, Claude Sechrest, Lloyd Serfass, Max Sharp, Irving Sherman, Sam Solomon.

Also, William Tara, Sam Taylor, L. I. Thomas, William J. Tucker, Edward Toby Turbin, Lyman Truesdale, John Vivona, Mose (Rip) Weinkle, Ben Weiss, Harry Weiss, H. Buster Westbrook, George F. Whitehead, Charles Wright.

Also, Raymond (Shep) Blumberg, William C. Bryant, Ray Marsh Brydon, S. Tommy Carson, Issy Cetlin, Richard Coleman, Sydney Daniels, Danny Dell, David E. Fineman, Patrick J. Finerty, Sol Geffen, W. R. Geren, Ben Glasberg and Ep Glosser.

A large turnout of over 350 attended the season's opening meeting at the Electrician's Hall, at which President Cowan presided.

Attraction Reps Busy At WFA Convention

CORONADO, Calif., Nov. 21.—Service Associates, that membership category of the Western Fairs Association including carnival owners, suppliers and others than fair managers, were given their opportunities to sell for the 1954 annuals at the opening of the 31st annual meeting here at the Hotel del Coronado Wednesday night (18). The convention, designated as the "Fairmen's Fair," found the service associates on hand with booths, "open house" rooms, cocktail parties, and general pitching in the lobby for business.

Shows represented here included the Frank W. Babcock United Shows, represented by Babcock, Larry Ferris, Elmer Hanscom, and Leo Haggerty. The organization printed the program for the meeting and maintained headquarters in the del Coronado's Pent House.

Crafts 20 Big Shows were represented by its owner, Orville N. Crafts and W. Lee Brandon, general agent. Crafts came directly here from the Arizona State Fair in Phoenix, where his second unit, Exposition Shows, played. The show is still on the road with two more weeks to go. Crafts maintained open house in a second floor suite.

Superior Shows, Inc., was represented by Wyatt Shepherd and Charles Albright, the owners, along with Larry Nathan, general agent.

Mike Krekos, general manager, joined with Everett W. (George) Coe, business representative; Eddie Harris, and Bobby Cohn, general agent in the interest of two shows, West Coast Shows and West Coast Exposition Shows.

Teddy Levitt represented the Bill Meyer organizations, Gold Coast Shows and Hollywood Kiddieland. Meyer has the Kiddielands on the roofs of two of San Francisco's largest depart-

ment stores and was unable to be on hand to represent his organizations.

Representing the Centennial Shows were the owner, Margaret McCloskey, along with her general agent, Harry (Polish) Fisher. He was accompanied by his wife, Rose.

L. G. Chapman arrived on Thursday (19) as the representative of the Foley & Burk Shows.

Loren Roberts, of Robert United Shows, pitched his carnival at a booth in the ballroom. He said that he was adding an Octopus that would bring his ride section to six. Roberts is aiming at more fairs in 1954.

Don Wasilak attended in the interest of his amusement company.

Booths were occupied by M. Monette & Company, represented by M. (Whitey) and Doris Monette; Lily Tulip Cup Company; Lane Productions, Earle Caldwell; George Charneau; D. A. Vets Trophy Distributors, Al and Etti-Enne Sherwin; Lindley F. Bothwell; Cecchini & Levaggi, Louis Cecchini; Paramount Flag Company, William F. Bosford; Popo de Bathe; Larry E. Klumpp; Perey Turnstiles; Butler Manufacturing Company; Los Angeles Stamp and Stationery Company; Shaftons Puppets, Jack Shafton; United Advertising Displays; Soule Steel Company; Superior Shows, Inc.; M. A. Fisher; J. L. Stuart Tent Company; BBB Puppeters, Bill and Bette Gerard; Firewater Company; Hunt-Webb Attractions; George Hunt; Freedman Concessions, Alex and Olivia Freedman; Crafts Shows, O. N. Crafts, W. Lee Brandon; Monte Brooks Attractions, Monte Brooks; M. E. Taylor & Son, Fred J. Taylor; Decorative Plant Rental, Inc., and Moto Polo Enterprises, Bill Ledbetter.

Vivona Ends Winning Season; 5 Repeats on '54 Fair Route

CHARLESTON, S. C., Nov. 21.—Vivona Bros. Combined Shows ended its successful 34-week tour Saturday (14) with the closing of a profitable stand at the Charleston County Colored Farmers Fair. Equipment was stored on the white fairgrounds, and a 15-man crew will take over after the holiday season for remodeling, building and painting. This was one of the organization's best seasons.

The color scheme on trucks for 1954 will include a new slogan for Vivona Bros.: "A Mile of Thrills and Entertainment."

Starting its tour in Kingstree, S. C., Vivona traveled thru seven States and as far north as Vermont, where some of its best dates were played. Much new equipment was purchased and several new fronts were built. At the closing, there were 17 rides, eight shows and about 80 concessions presented here. Thruout the season the staff—including lot man, builder, electrician and mechanic—remained the same with the exception of Tommy Carson, who

had to leave, due to illness.

With the new color scheme, plans for the coming season include a new front gate, four more light towers and two new show fronts.

To date several repeat fairs, including Leighton, Lumberton, Carthage, Sanford and Charleston Colored Fair, have been signed, as well as several new dates.

Despite inclement weather here on Monday (9) and Tuesday (10) the local fair proved another big one. Fair officials said the midway was the largest they had ever had at the event. Friday's (13) county children's day found the midway packed from 9 a.m. until closing time, and everyone connected came in with a nice take. Dick Stack and Harry E. Wilson handled the front end.

Parade Ends Season
Saturday (14) was also a big day, better than Friday. At midnight Joseph and the Four Flashes (Minstrel Show band) paraded the midway, playing farewell songs as the season and fair ended.

EYE DATES

Eastern Orgs Ready For Chicago Hunting

NEW YORK, Nov. 21.—Eastern agents and owners of carnivals will be heading to the Chicago outdoor conventions this week armed to do battle for dates of consequence known to be open and perhaps available.

Since a large number of Eastern events are already spoken for, so to speak, and since two new railroads grew into the biggie field last year—the O. C. Buck-Model Shows and the Metropolitan Shows—it can safely be assumed that the so-called Midwest territory will be under attack.

In their first season the routes of the Buck and Metropolitan units were of necessity of less strength than desired. Every effort, naturally, is already being made to build up these fair routes since the organizations were framed big for big fairs.

Buck Has Anchor
Buck has a Southern anchor in the Southeastern Fair-A-Ganza, Atlanta, a date that was set several weeks prior to the conclusion

of the past season. A few dates of that caliber and the organization will be kicking around in high cotton.

Buck and Metropolitan are both reported set in a couple of other dates, but, if so, the announcement of these signings is being withheld until still more dates are added and the routes begin to shape up. It is more than likely that a couple, or even one, big date in the North will determine the direction either show will take next season.

Cetlin & Wilson, the one truly cross-country operation among the biggies, has a very real interest in the Chicago confabs because of its route, which usually extends as far west as Missouri.

The James E. Strates Shows, never without interest wherever they go, have few known booking problems that need solving at the Chicago meetings.

The World of Mirth, last of the Eastern railroad operations, has announced its fair route as booked solid.

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Legitimate Concessions—Kiddie Rides—Dark Ride—Glass House or Fun House.
Shows of merit, will finance. All contact

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Box 1123 South Miami, Florida

SPITFIRE RIDE FOR SALE

Flashy Major Ride, splendid mechanical condition, motor just now factory overhauled. Can be booked on King Reid Shows for 1954. Now loaded on specially built 28 foot trailer. Cash price of ride \$1,500. Trailer \$750.

KING REID
WINTER QUARTERS, MANCHESTER, VERMONT

Want to Book for 1954 With Organized Carnival

BINGO—Brand new, seats 200, complete with new canvas, red leather and chrome seats. Can work Jackpots or Stock. Can enlarge if necessary. Also have other Concessions.

CATERPILLAR—late model, completely rebuilt, new seats, bally, drives, platforms, etc. Have capable help and good rolling stock. Want to book with Midwestern Show with spots where Bingo will operate.

WRITE: JACK E. VINSON, La Belle, Florida or See Me at the Convention, Chicago

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Moe Levine



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Dec. 8, 1953

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Hollywood, Calif.

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1235 S. Hope St., Los Angeles 15, Calif.

Other weekend events: Memorial Services, Evergreen Cemetery, Dec. 6; Past Presidents' Nite, Clubrooms, December 7.

MOE LEVINE, Pres.

SAM STEFFIN, Chairman
Banquet and Ball

HEART OF AMERICA SHOWMEN'S CLUB

ANNUAL

BANQUET & BALL

THURSDAY, DEC. 31, 1953

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HOTEL CONTINENTAL
KANSAS CITY, MO.

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Excellent Music, Entertainment

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WELCOME... to the

LADIES' AUXILIARY

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SHOWMEN'S LEAGUE OF AMERICA'S 35th
ANNUAL CONVENTION and OPEN HOUSE

VISIT OUR BAZAAR

Installation Dinner Tuesday,
Dec. 1st, Louis XVI Room,
Sherman Hotel.

NOV. 28th Thru DEC 1st, 1953

in the EMERALD ROOM
SHERMAN HOTEL Chicago, Illinois

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 21.—President J. P. (Jimmy) Sullivan was in the chair at the Thursday (19) meeting. Also at the table were Ned Torti, vice-president; William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and past-presidents Sam J. Levy, J. C. McCaffery, Fred H. Kressmann, Lou Keller and S. T. Jessop.

The welfare report listed Sam Gordon in St. Joseph Hospital, Tampa, for surgery. Ray Marsh Brydon is confined in St. Francis Hospital, Columbus, Ga. Rube Liebman ill in his room at the Planters Hotel, Chicago. Improvement reported on Harry Mamsch, Harry Atwell, David Swarthout and Frank Daniels.

New members include Rudy C. Henninger, Paul Marr, John F. Schlauch, Raymond S. Bona, Alvin R. Hobbie and Gerry Partlow, making a total of 158 for the year.

Ways and means committee reported receiving donation cans from Mickey Stark, Mickey Blue and the Gold Medal Shows. Additional prizes for the Miss Outdoor Show Business Contest received from J. W. (Patty) Conklin, J. P. Sullivan and a gift from North American Airlines, thru Ward (Flash) Williams.

Attending their first meeting of the fall were Max Friedman, E. Courtemanche, Petey Pivor, Bob Sugar, Fred H. Kressmann, Joseph M. Pavese, S. T. Jessop, Cecil Meyers, Jack Markham, Al Kaufman, Sam Arenz and John Lindahl.

Lone Star Show Women's Club of Texas

DALLAS, Nov. 21. — Nominations for 1954 officers are as follows: For president, Edna Hacker, Renee Gordon; first vice-president, Martha Moss, Mildred Taylor; second vice-president, Beth Anderson, Irma Meeks; third vice-president, June Reynolds, Barbara Woody; secretary, Grace Tinder, Marie Oblock; treasurer, Pearl Vaught, Milly Hudspeth.

The donation sent to the AGVA si k fund has been acknowledged. Club also contributed to the November 14 Cerebral Palsy Telethon.

Beth Anderson returned from Lonview, Tex., after visiting a new grandchild and arrived in Midland, Tex., in time for the arrival of a second grandchild.

The Christmas party, with all of its baskets to go to charity, will be held at the clubhouse December 21. All members are requested to bring or send something in for the needy.

The New Year's eve dance party will be held at Fair Park Pavilion, with Hyman Charninsky providing the orchestra.

Inez Carroll made a brief stop-over here en route to Georgia.

President Milly Hudspeth presided at the November 9 meeting, with Grace Tinder, secretary, and Pearl Vaught, treasurer, assisting. Milly Hudspeth was the hostess. Evening prize was won by Martha Moss.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Nov. 21.—Cancellation of the November 9 meeting due to the State Fair served to bring out a big turnout for the Monday (16) meeting with 55 present when President Marguarite Stone opened the proceedings.

It was announced that Walter Fleck has been discharged from the veterans hospital and George Redwood has entered a hospital for surgery.

New members include John Sanger, Clarence Hatfield, Carl D. Sprague, Thomas P. Hughes, Rosemary Peacock, W. E. Westover, Alfred Kreft, Marie Kreft, David B. Kelley, William A. Trout, Jesse L. Trout, Gertrude Bayer, M. J. Simpson, Ramone Loomis, Walt Relford, Jack Gordon, Arlen Allen, James Cooke and Stuart Hazard.

The pot of gold was won by J. M. Myska. Charles Denny, past president of the club, was a visitor following a long absence.

Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

A total of 77 members were on hand when the regular meeting was called to order by President Bette Rodgers. Other officers present included Virginia McGee, first vice-president; Hazel Maddox, second vice-president; Esther Young, third vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

After delivering the invocation, Chaplain Ella Stophel announced the sick list included Edna Stenson, Clover Fogel, Billy Cooper and Arlene Kenter. A letter was read from Lolita Kemp reporting her recovery from a recent illness.

Myrtle Jetter, of the ways and means committee, reported the following were among those who raised money for the club during the summer: Joy Purvis, Bette Rodgers, Mickey Wenzik, Leona Plas, Esther Underwood, Maxine Cyr, Vona Arger, Eveline Belew, Helen Fields, Nora Rhinehardt June Boyles.

Leona Plas, of the membership committee, announced the following new members: Linnie Bourzoin, Irene Menitt, Louise Spain, Bobby Jewel Johnson, Ruth Norvschat, Kitty Royal, Doris Riley, Ruth Brod, Elaine Scott, Thelma Frenzel and Isabelle Williams.

Pat Richards has been elected to the board of governors. Bertie Perrot, chairman of the garden circle, decorated the dias and plans for the annual garden contest were discussed. Zelda Hercha, of the birthday card committee, requested that members send their correct addresses to the committee.

Doll, donated by Ethel Weer, was won by Nora Rhinehart. Refreshments were served by Dorothy O'Connor and Mickey Schnoor.

Regular Associated Troupers

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LOS ANGELES, Nov. 21.—As the result of the regular meetings during the summer, many new improvements and additions have been made to the clubhouse. A new television set, donated by President Larry Nathan, is in operation. New draperies are being installed in the solarium and a number of other improvements have been completed.

Plans for the November 27 homecoming party are going forward under the supervision of C. H. Allton and Max Kaplan. Entertainment is being planned by Pete Steinkellner and Lilabel Williams. Jennie Riegel, is chairman of the bazaar to be held in conjunction with the party, and Lucille Dolman has charge of the grab bag.

Election of officers is scheduled for December 10. The building debt has been reduced considerably by a number of parties held this fall. One recent party had Lilabel Williams and Tillie Palmateer as co-hostesses assisted by Myrtle Hutt, Zoe Wick, Rose Fitzgerald, Ann Stewart, Estell Hanscom and Mabelle Bennett.

The membership was saddened by the death of Moe Eisenman. Sam Brown, Babe Miller and Cecile Branch recently underwent surgery and Blackie Ford and William Tilden are hospitalized. Inez Allton was in an auto crash recently.

Elsie Brisendine Kennedy has been named house chairman to succeed Florence Lusby, who has not been feeling well. Fred Smith,

Miami Showmen's Association

3170 S.W. Eighth St., Miami

Clif Wilson, chairman of the building committee, reports that the new building will be ready for occupancy within two weeks, according to the contractor. Orders have been placed for kitchen equipment and furniture. The bar and other equipment will cost \$7,000 and the bill was approved by the board of directors. Paving the parking lot will cost about \$2,000 and will be taken care of in short order.

At the season's first meeting in the Electrician's Hall, more than 350 attended, and \$12,000 was collected from jamborees, award boards, bingos, year book and plaque money. The ways and means committee reported that \$17,300 has already been raised so far this year by the committee, with many shows yet to be heard from. And the Year Book committee reports having taken in \$5,000 of its \$10,000 goal. Pud Hartman, one of the club's oldest members, presented the organization with \$100 to have the name of Joseph Payne inscribed on the bronze plaque. Payne, a past third vice-president of the club, passed away a few years ago and was a well-known business manager and show owner.

Patty Finnerty, chairman of the banquet and ball committee, said that, due to certain restrictions, the affair will again be held this season at the new Beachcomber, which is being remodeled and will hold about 1,000 people. Tickets are \$10, same as in recent years.

The following applications were received: John Quinn, Joe Virgilia, Jack Burnett, Joe Hoff, James Sidney Keyes, Herb Belfer, William Gottlieb, Bob White, Harry Davis Jr., Harry Kukowski, Harry Sbinowitz, Jack Thorn Bishop, Kenneth Howard, Harry Goldith, Danny Royal, Herschel Wright, Edward Hill, Billy Burge, Robert Braymer, Henry Frederick, James Neville, James Sanders Jr., Ferdinand Schmitt, Frank DuBois, Lou Stratton and Jack Essner.

The following members were at the meeting or visited the office for the first time this season: David Endy, Leo Bistany, Sam Solomon, Mel Dodson, Clif Wilson, L. I. Thomas, Ross Manning, Sam Prell, Bill Moore, Harry Buster Westbrook, Curly Graham, R. B. Garner, Patty Finnerty, Abe Prell, Muri Deemer, Whitey Byus, Dave Adams, Harry Tilner, Jimmy Finn, Mickey Timin, Joe Lux, Sam Kravitz, Parky Fustanio, Ben Levine, Martin Barry, Toby Turbin, Nick Green, James Zabriskie, George Langley, Mickey Vogell, Doc Norman, Emile Ruscitto, Lyman Truesdale, William Bryant, Happy Kerwin, Jack Ressel, Elwood Brown, Ben Rockford, George V. Minden, Jack Bennis, Charles Taylor, Alex Lassaw, Murray Cohen, Jack Chicarelli, Sam Kaplan, Mike Ruff, Sam Felix Solomon, Joe Exler, Stretch Rice, Moses Weinkle, Danny Murphy, Tubber Heiman, Philip Duskin, Bill Norton, Sparky Nissenbaum, Eddie Owens, Harry Finkelstein and Peter Wagner.

The next meeting, December 8, will be held in the club's new building at 1799 N. W. 28th Street, Miami.

building chairman, reported that C. H. Allton and several assistants have installed a new railing on the steps.

New members include Ray Morris, Darwin Glenn, Louis Stanton, Daniel Gordon, Jack and Folick Leider, Lloyd Hilligoss, W. C. and Opal Slocum, Leonard Petcock and Tom Condron.

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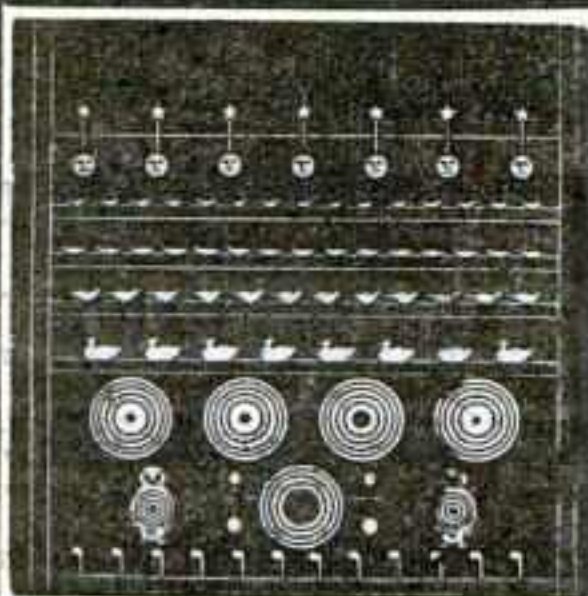
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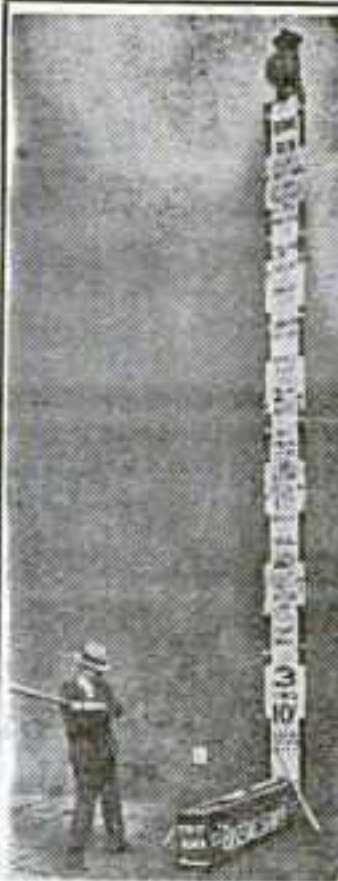
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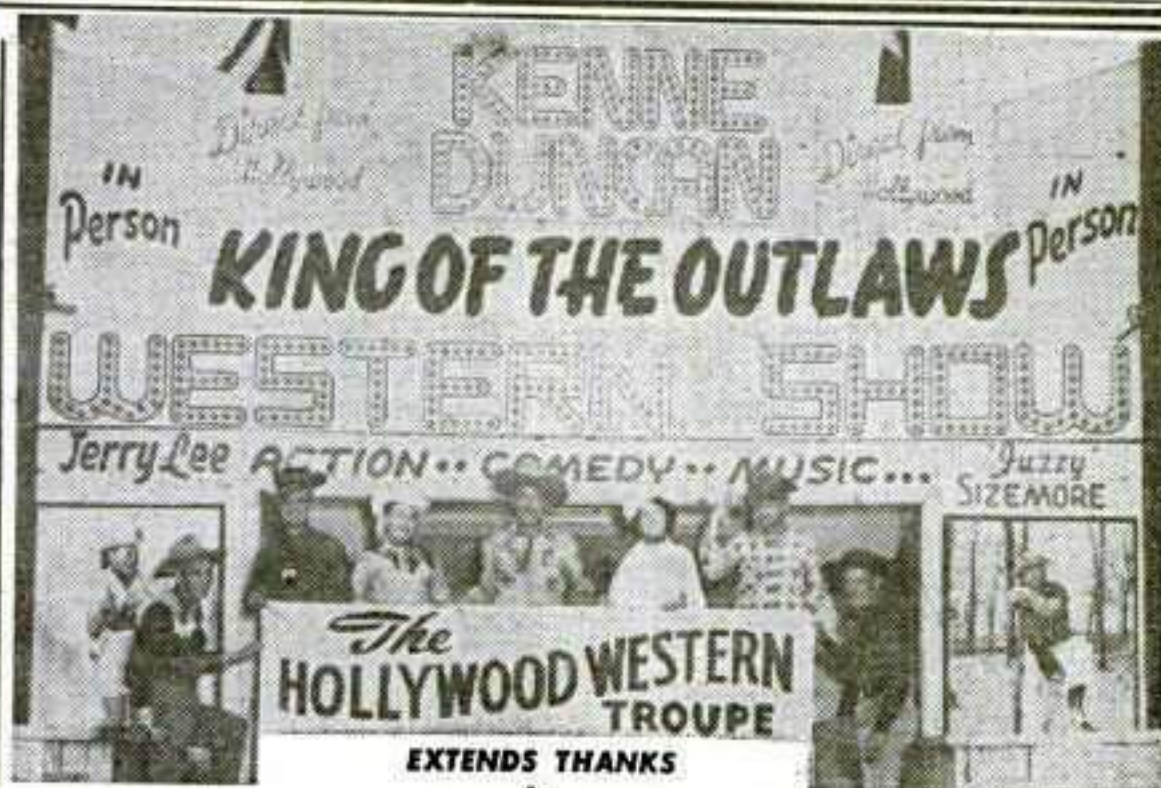
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 Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties Miller Supplies, 1535 Franklin, St. Louis 5, Mo. de12

DIRECT POSITIVE PHOTOGRAPHERS
 We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. t2

EASTMAN DIRECT POSITIVE PAPER
 cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. no28

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. t2

PRINTING

ALWAYS LOWEST PRICES. SPEDDY, RELIABLE SERVICE. 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger and flashier 17x36 size, \$12.50 hundred Tribune Press, Dept. BBV, Earl Park, Ind. no28

ATTENTION! ACTS! BANDS! CIRCUSES! Units! Low rates on newspaper ads. 1 column zinc cut and 25 mats, only \$15, including art work. Send 8x10 photo, we do the rest. Glossy Postcards, \$9.95 per thousand; 8x10's, 25, 55; 50, 88.50, 100, \$12.50. Special rates for complete campaigns. Waco Advertising Service, 30 Victory Drive, Hamilton, Ohio.

BEAUTIFUL TWO COLOR RAISED PRINT Business Cards. Dignified, appealing. Send for samples, prices. J. Hampton, 601 1/2 N. Main, Wichita, Kan.

BIGGEST BARGAIN ON EARTH—500 printed name and address labels, \$1 postpaid, four lines. Jim Brown, 15 E. Sunrise, Lindenhurst, N. Y.

CIRCULARS—5,000 6x9, 300 WORDS OR less. \$18.50 prepaid; other sizes proportionate; guaranteed; fast service. Merchants Press, Taylor, Tex.

CURTISS SHOW PRINT, CONTINENTAL, Ohio. The old reliable since 1905. Heralds, Posters, Letterheads; all kinds printing for the small showman. no28

DECEMBER SPECIAL — RADIO-TV CONTINUITY SHEETS. 8 1/2x11, 162 Clinton Bond, white, boxed, 500, \$4.50 per 1000, (\$4.75 west of Chicago, \$5 west of Rocky Mountains.) Cash with order; no samples. Mitchell Printing Co., Lock Haven, Pa. de12

MIMEOGRAPH STENCIL OF ANYTHING printed, written, typed, drawn; makes 10,000 copies, \$1.50 postpaid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

PRINTED 8 1/2x11 LETTERHEADS. ENVELOPES, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Standard copy Postpaid. Allen, Printing Dept. BBP, Clinton, Mo. de28

QUALITY PRINTING REASONABLE. Social or business stationery, ruled forms, music sheets, etc. Estimates on anything; samples. Economic Press, Leonia 2, N. J. de5

SPARKLING EMBOSSED LETTERHEADS. Business Cards! Dynamic engravings in golds and colors; magicians, carnivals, acrobats, circus, etc. Samples, 10c. Be surprised. Solldays Colorprint, Knox, Ind. no28

100 8 1/2x11 LETTERHEADS, 100 6 1/2 ENVELOPES, both postpaid for \$3. Evans Print, 41B N. 10th St., Reading, Pa.

100 RIPPLE FINISH BOND LETTERHEADS and 100 Matching Envelopes, printed and embossed, \$3.75; any color ink. Academy Press, Enterprise, Kan.

200 LETTERHEADS—8 1/2x11, AND 200 ENVELOPES, 6 1/2, \$2.95; 100 each \$2; blue or black ink; postpaid. Palmer Press, Du Quoin, Ill.

1000 PROCESSED ENGRAVED BUSINESS Cards with 1954 calendar on back, \$3.95; delivered anywhere. The Guild, 2702 Georgia Ave., Washington, D. C. no28

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. U-109, New York 11, N. Y. no28

NEW! SAVES TAX MONEY! SELLS ON sight; salesman's profit, 100%. 249, Box 9013, Houston 11, Tex. de12

SALESMEN—\$50 IN A DAY DEFINITELY assured selling brand new item going to every type of food and beverage stores, factories, laboratories, hospitals, etc.; samples furnished. Utility Durawear, 53 W. Jackson Blvd., Dept. BBX-1024, Chicago 4, Ill.

SCENERY & BANNERS

FLAMEPROOF CURTAINS—THEATRICAL. Carnival, Stage, Concession Stands; all sizes and types. Wide selection colors, fabrics: Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save 1/2 now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029, Telephone 7-5551, Knoxville, Tenn. np

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3, de19

WANTED TO BUY

ONE USED TENT, 40'x80' OR 50' WITH two center pieces. Rent or buy. Ann Fiaherly, 106 W. 14th St., N.Y.C. CHelsea 3-2959.

WANTED—MERRY-GO-ROUND AND FERIS Wheel. Must be reasonable for cash. Write details to P. O. Box 1939, Memphis, Tenn. de19

WANTED TO BUY—MERRY-GO-ROUND, 32-36 ft. State age, make, condition. Thompson Brothers, Altoona, Penn.

WANTED TO BUY—ALLAN HERSHELL Sky Fighter for cash. Max Seskin, 1834 E. 14th St., Brooklyn, N. Y. Telephone ES 6-3990. de5

A PROVED PROFIT-MAKER

Just the item for the Gift Season ahead! Beautiful 24-K gold-plated hand-polished cross with GUARANTEED CULTURED PEARL. Grows in the living oyster. Imported direct from our office in the Orient.

Nicely \$6 Doz.
 Boxed \$69.00 Gross.
SAMPLE, \$1.00.
 Free Price List.

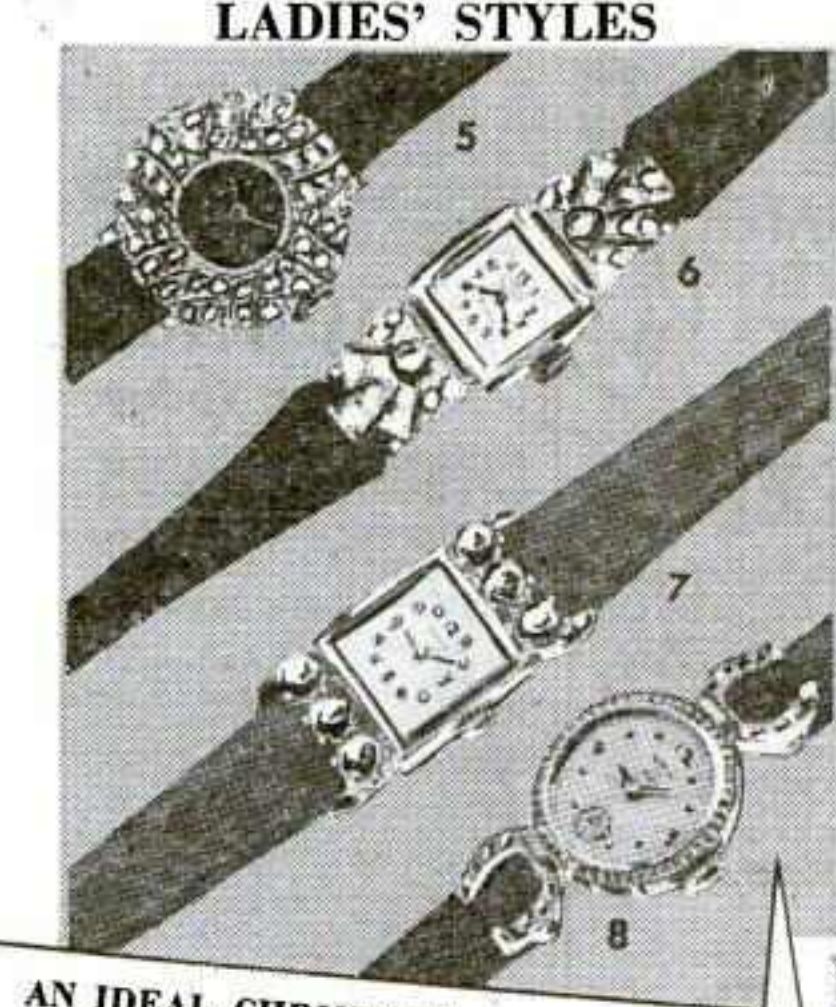
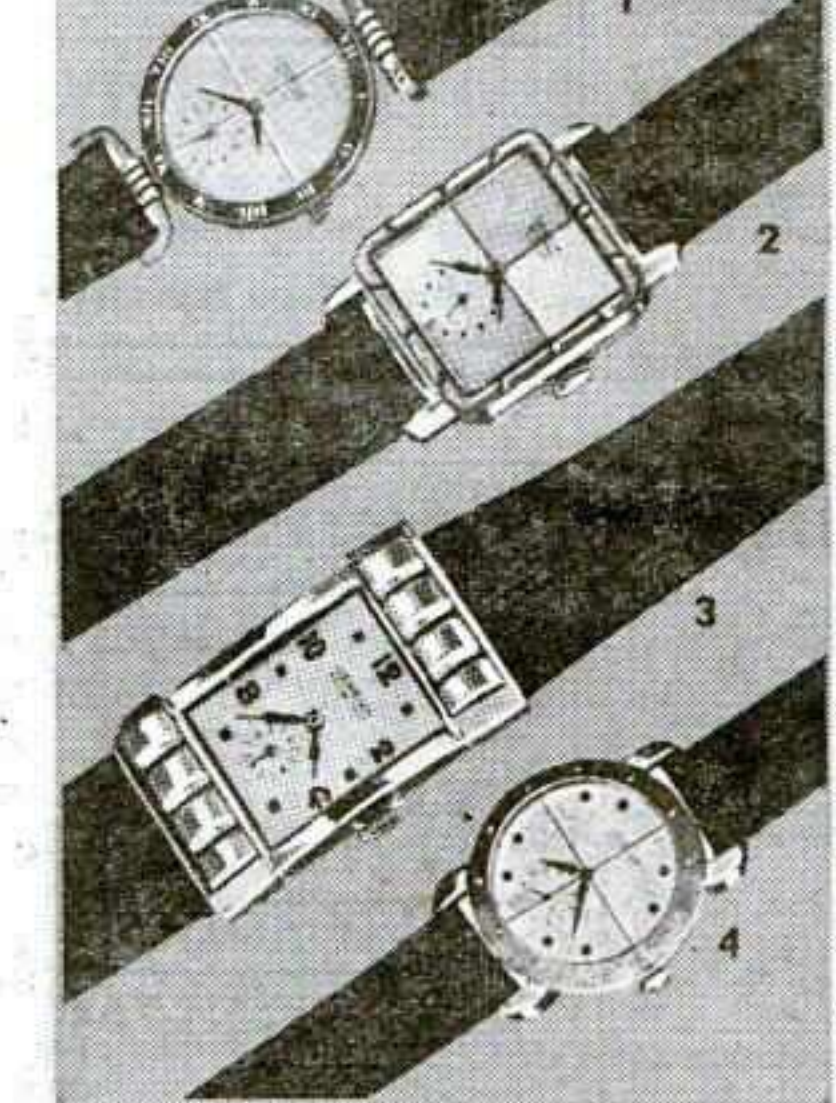
TERMS: We pay postage if payment accompanies order or 25% deposit, balance C.O.D.

Customercraft JEWELRY MFG. CO.
 26 Custom House St., Providence, R.I.

SENSATIONAL CHRISTMAS BUY!

OFFERED TO BILLBOARD READERS ONLY... FOR 30 DAYS!
 A FINE SELECTION OF QUALITY

17 JEWEL WATCHES
 VALUED TO \$49.95



AN IDEAL CHRISTMAS COMBINATION
 17 JEWEL WATCH, yellow top stainless steel back, with expansion band to match. Matching yellow finish KEY-CHAIN, TIE PIN, CUFF LINKS. Enclosed in beautiful jewelry box with removable pad that provides extra room for all men's accessories.

VALUED AT \$49.95
\$11.95*
 EACH

*Purchase conditions same as above.



ONE TIME ONLY \$11.95* EACH

*In quantities of 12 or more. Add \$1 for samples. 10% tax if not for resale.

Whether it's for a Christmas gift or a premium item, these handsome 17 JEWEL WATCHES will prove a smart investment.

MEN'S MODELS are fashioned from beautiful yellow rolled gold plate tops, sturdy stainless steel backs, with genuine suede or lizard straps.

LADIES' STYLES are creations of pseudo pearls, yellow finished cases, stainless steel backs, with smart genuine suede bands, except # 6, which is genuine rhinestone, with white top case and stainless steel back.

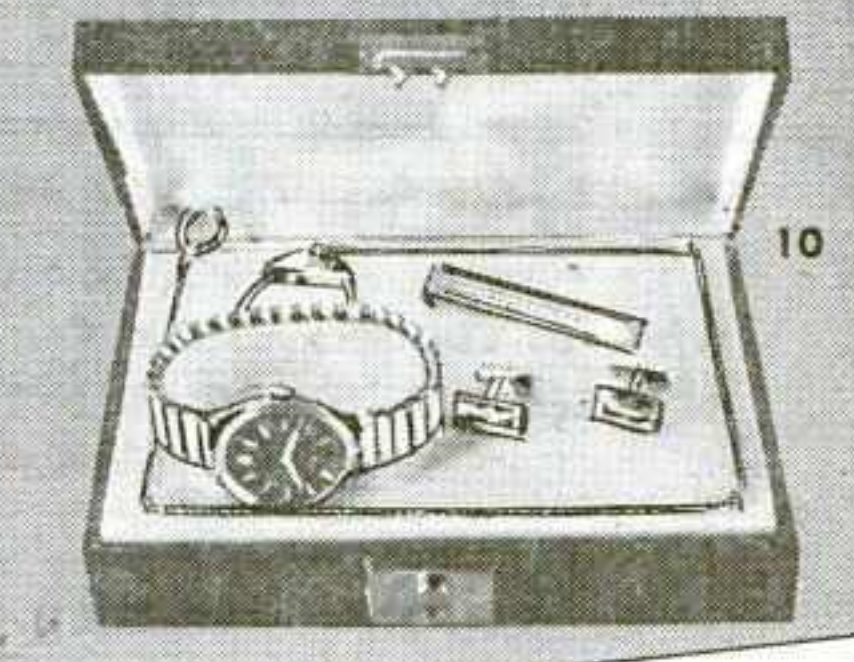
ALL WATCHES ARE HANDSOMELY BOXED in plastic presentation cases, and guaranteed against mechanical defects.

Order now for immediate delivery. Give second choice in all orders, since all styles and models are in limited quantities.

25% deposit with order. Balance C.O.D., plus postage. Save postage charges by enclosing money order in full.

WRITE DIRECTLY TO...

JAY KAY SALES CO.
 WATCH IMPORTERS
 721 WALNUT STREET
 PHILADELPHIA 7, PA.



VALUED AT \$29.95
\$7.75
 EACH for 12 or more. Samples: 50c add. 10% tax if not for resale.

CHRISTMAS SPECIALS
 17 JEWEL platter style watches, made with beautiful yellow finished tops, sturdy stainless steel backs, genuine lizard straps, are boxed in smart, plastic presentation cases, guaranteed against mechanical defects.

NOVELTY SCARFS

GIFTS! SOUVENIRS! SPORT! DRESS!
For the entire family!



SPECIAL! GILT-PRINT SCARFS

SPORTS
Scarfs for Football, Baseball, Basketball and Winter Sports.

STATE & REGIONALS
Picture Map Scarfs for every state in the Union. For gift or dresswear. Beautiful designs.

RODEOS & WESTERNS
Colorful designs of lively western motifs.

New! Sensational "PHOTO-CROME" SCARFS!
To retail from \$1.59 to \$1.98
"Palomino Horses"
"Horses and Riders"
"Wide Open Spaces"
"Florida"

All popular price ranges.

ask your jobber or write
Rivoli SCARF & NOVELTY CO.
48 W. 37th Street, N.Y.C. LO 4-5670

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. **CASH WITH COPY.**

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

AERIALISTS—MALE AND FEMALE, Experienced or will train 1954 season; high pole, ladders. Aerial Kremarrs, 102 Gold St., New Britain, Conn. de19

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs. Box 1031, Grand Island, Neb. de26

EXPERIENCED GIRL AERIALIST FOR high ladder act; long season; top salary; good apprentice will be considered; state age, height, weight and where you worked past 3 seasons first letter. Contact Jerry D. Martin, Box 8158, Tampa 3, Fla. no28

GIRLS, GIRLS, GIRLS, GIRLS, GIRLS—Exotics, Strips, Singers, Musicians, Dancers. Write Southern Artists Bureau, 421 Godchaux Bldg., New Orleans, La.

GIRL BASS PLAYER—MUST BE GOOD for established, steady working combo. All details picture in first letter. Box 898, The Billboard, 1564 Broadway, N.Y.C.

LEAD TENOR MAN, IMMEDIATELY FOR Midwest territory orchestra. Salary, no lay-offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

MANAGER AS M.C. FOR MUSICAL ART-ist; cafes our specialty. Right man and this artist always gets the money. Radio and TV wants our service. N. Chas. Murphy, Box 188, New York 3, New York.

MUSICIANS—TWO BEAT BAND; LOCA-tions; some one-nights; year round guarantee; no lay-offs; state all. Leader, Box C-454, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS AND ENTERTAINERS—MALE and female, at once, to fill locations. All fields. Jack Gilbert Agency, Nationwide Theatrical Booking Service, 721 Polgrove St., Frankfort, Ky.

MUSICIANS—TOUR STARTING DECEM-ber 4; sleeper bus. Contact Ronnie Bartley, Suite 1, 4905 Wagner Ave., Richmond 28, Va.

ORGANIST FOR LARGE MAGIC SHOW, starting first of February, 1954. Write stating references and lowest weekly salary. Fred Story, c/o "20th Century Phoniasies," 2003 22nd St., Lubbock, Tex. no28



GOING GOING GOING

Our 1953-'54 catalog is hot off the press. Illustrated with over 200 name brand items beautifully photographed, this catalog offers you the opportunity of setting yourself up in your own business. All items listed in the catalog are stocked for some day shipment. No inventory necessary. We have warehouses in 5 states from coast to coast to take care of your needs. There is a blank space on the cover for you to imprint your firm name and address. Each catalog is complete with your separate confidential prices.

Send a card for it today!

STANDARD INDUSTRIES, INC.
2118 So. Wabash Ave., B-3, Chicago 16, Ill.

DISHWASHING NOW GERM FREE!

FRESH SUDS WITH EVERY SQUEEZE.

HYGIENIK DISHWASHER
The all purpose cleaning dispenser with king size container

Now \$1.00 Worth Many Only Times More



★ HYGIENIK BANISHES THE MISERY OF WASHING DISHES, eliminates unsanitary dish cloths.

★ Protects hands and nails from scalding, greasy dishwasher.

HYGIENIK is also used for cleaning woodwork, windows, venetian blinds, white wall tires, spots on rugs and upholstery, shampooing pets, etc. BUY SEVERAL. IDEAL FOR GIFTS.

HYGIENIK DISHWASHER CO., INC. 354 WEST 44TH ST. NEW YORK 36, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

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

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

AVAILABLE—THE (4) PEARLS, 4 PIECE interracial girl band; country club hotel near New Haven. Marion Freeman, 99 Elliott St. de5

MISCELLANEOUS

YOUNG WOMAN—NICE PERSONALITY, decent, traveling experience, would like to correspond with owner of reputable traveling show concerning office position for 1954 season. Typing, shorthand, driving ability. Honest, no sot, not bothered by wolves. Member Showman's Ass'n. Miss Carroll, P. O. Box #178, Hot Springs, Ark.

DRUMMER AVAILABLE — FORMERLY with "Lou Math's Orchestra"; prefer small combo; will travel; commercial and jazz; play shows; non-drinker, steady and dependable. Wire or phone "George Sloan," Ha-5052, 1119 E. 11th St., Kansas City, Mo.

ORGANIST—WITH OR WITHOUT HAM-mond Organ, can open immediately; Hotel, Cocktail Lounge, Cafe or Nite Club. Experienced all lines. Address Organist, Box C-456, c/o Billboard, Cincinnati 22, Ohio. de5

ORGANIST-PIANIST—AVAILABLE SOON; solo or combo; now appearing at exclusive supper club; sober, reliable; references. Pianist, 210 N. Friendship Road, Paducah, Ky.

PIANIST—UNION; MALE, SINGLE, AGE 39. Commercial Dance Band. Box C-433, c/o Billboard, Cincinnati 22, O. no28

SOCIETY DRUMMER AVAILABLE—LO-cations only when Detroit Athletic Club; job ends Dec. 15; 18 years background; fine hotels, private clubs, ships; authentic Latin, shows; prefer return west or Florida, but any good offer considered. Drummer, 3701 Somerset, Detroit, Mich.

TRUMPET—CAN MEET ALL REQUIRE-ments. Kenney Buckles, 418 W. Third St., Garnett, Kan.

TRUMPET—LEAD OR SECOND; READ, fake, cut shows, etc. Prefer small Dixie or commercial band; 30 yrs. experience. Box C-455 c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS

AERIALISTS—MALE AND FEMALE, Ex-perienced or will train 1954 season; high pole, ladders. Aerial Kremarrs, 102 Gold St., New Britain, Conn. de19

BASS MAN—AVAILABLE IMMEDIATELY; combo or band; double ballad type vocals; experienced in name and semi-name bands; good bow work; fake, read and cut shows; sober and dependable, neat appearance; age in thirties. Have own transportation. Don Bartsch, K.C. Trailer Court, 2112 Askew Ave., Kansas City 1, Mo. no28

LEAD TRUMPET—CONSISTENT AND EX-perienced; any style or type band; locations; transcriptions and recordings with name bands preferred if desired. 337 Webster, Chillicothe, Mo.

PARKS & FAIRS


BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no28

NIFTY TRAPEZE ACT—AVAILABLE FOR Outdoor and Indoor Events. Feature act; flashy equipment. For full particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

DEMONSTRATORS! GADGET WORKERS!

YOU JUST CAN'T BEAT THIS FOR TOP MONEY . . .

THE MOULI GRATER IS A PROVEN TOP MONEY MAKER



Honest merchandise, well constructed means no beefs, big pass outs and repeat sales. Pleased customers help you sell. WRITE FOR PRICES AND PROVEN PITCH FOR YOUR OWN SPOTS, or we will arrange bookings on good PC for good demonstrators. Contact

Mouli Manufacturing Corp.
91 Broadway, Jersey City, N. Jer.

XMAS SPECIALS!

Order Today



3-PC. RHINESTONE SET
with Gorgeous Mirror Handbag (Illustrated) Sparkling pronged \$459 F1 rhinestones set in Rhodium finish metal. Earrings, necklace and dazzling double row bracelet with smart velour-finish mirror-top evening purse. 2505 F1—3-pc. Rhinestone Set in beautiful gift box on satin lining. Sells on sight! Necklace, matching bracelet and earrings. Sparkling stones hand set in Rhodium finish metal. Sells on sight!

Write for FREE Catalog. OPEN SUNDAYS TILL CHRISTMAS When in Phila. stop up and see us.

SUPERIOR JEWELRY CO.
740 SANSOM ST. PHILA 6, PA

VOCALISTS

WILL BE AT LIBERTY IN NEAR FUTURE. Girl vocalist; salary, highest bid; no hill-billy or commercial; sings progressive jazz type; 6 years' nationwide experience; radio network fame; good appearance and wardrobe. Range G below to C above middle C. Vicki Lee, Box 917, Wilson, N. C. Phone 4452.

CONCESSIONAIRES

Be sure to visit our showrooms while in Chicago for the Convention

LET US KNOW YOUR NEEDS

We Carry a Complete Line of

★ CARNIVAL ★ BINGO ★ SLUM and Premium Items

ALLIANCE SALES CO.
4222 W. Roosevelt Road NEvada 2-1535 Chicago 24, Illinois

NEW FOR CHRISTMAS

Ideal Gift

MINIATURE HOLY BIBLE

Just Out! A brand new item with terrific appeal. Miniature Holy Bible in open framed gold case with gold plated bracelet. Actual size 1 1/2 x 3/4 inches. Per Gross . . . \$75.00 Per Dozen . . . 6.75

BIBLE WITH KEY HOLDER

Miniature Holy Bible with open gold case and gold plated key holder. Per Gross . . . \$75.00 Per Dozen . . . 6.75

Prices F.O.B. Chicago.

JAY SALES CO. 192 N. Clark St. Chicago 1, Ill.

ONE "HELL of a VALUE" SATAN'S RING

Made of 16kt. gold, antique fin.

Sim. Ruby Eyes More Eye Appeal

3 Sim. Rubies More Sales Appeal

flanked by 2 Sparkling Fire Opals For Men and Women

Min. order one dozen \$6 doz. \$66 gross

1/3 deposit with order, balance C.O.D.

STERLING JEWELERS
44 E. Long St., Columbus, O.
Phone: ADams 4621. Send for Catalog.

LITTLE ATOM

World's Smallest Pistol

Biggest Profit Producer Ever Offered!

BANG! UP YOUR PROFITS WITH "LITTLE ATOM" IT SELLS ON SIGHT WITH A BANG!

The Tiny Pistol 1 1/2 inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots.

JOBBERS, DISTRIBUTORS
Write, Wire, Phone for Quantity Prices



ATTENTION! PITCHMEN & PEDDLERS LOUD CROWING ROOSTER

BIG MONEY MAKER AT FOOTBALL GAMES

\$7.20 packed 2 dz. Doz. to cfm. Quantity Discount. Sample \$1 prepaid. Many Other Fast Selling Novelties.

Terms: F.O.B. N.Y.C. 25% deposit, balance C.O.D. Ship open to well-rated accounts only.

PRITT NOVELTY CO., INC.
12 West 27th Street, N. Y. C. MU. 3-2324

CUTTLER'S MERCHANDISE CATALOG

FREE WHOLESALE GIFT CATALOG

Name Brand Merchandise

- CUTLERY
- APPLIANCES
- HOUSEWARES
- TOYS
- DOLLS

CUTTLER & COMPANY, INC.
928 Broadway, New York 10, N. Y.

DISTRIBUTORS AND MAIL ORDER HOUSES

A Terrific 68 Page Booklet, "Jobs Galo After The War." That is a Morale-Build for all. \$1 MAIL ORDER ITEM. Send \$5 dozen, or in lots of 100 or more at 30c each. The simple answer to keeping people working at high wages. No reason even for employment or depressions.

VERNON PUB. CO.
7517 Santa Monica Blvd., Hollywood 46, Cal.

SENSATION OF THE NATION!!!

Smart!!! New!!! Fast Moving!!!

3 PIECE SETS

Manufacturer Features:
★ High Styling at Startling Low Prices
★ Imported Machine Cut Rhinestones
★ Synthetic Jewels, Pearls and Cameos
★ Highly Polished, Smooth Mirror Like Finish
★ Handsomely Gift Boxed (Satin Lined)

Other Excellent Buys
★ Scatter Pins (Boxed), \$3 per dz.
★ Earrings, \$2.50 and \$3.00 per doz.
★ Large Rhinestone Pins, \$6.00 per doz.

\$8.00 per doz. 12 Beautifully Styled Necklaces with Matching Earrings to the dozen. All different. Sample \$1.50

25% with all orders, bal. C.O.D.

ACE JEWELRY MFG. CO.
200 West 34th St., New York, N. Y.



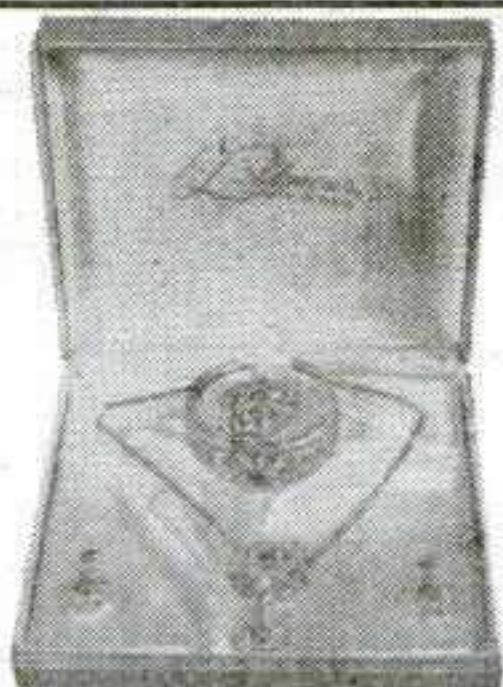
CHRISTMAS & NEW YEAR'S SPECIALS



CASSELINI 5-PC. COME O SET
Earrings, Necklace, Brace- 3 Samples
let and Brooch Pin. Gold postpaid
Tone finish. Beautiful \$6.50
hinged gift box. \$21.00
Dozen



ARLENE FRANCIS
Necklace and Earring Set. Rhodium
finish, beautifully styled. Silk-lined
Gift Box. Complete with \$14.95
price tag. 3 Samples
postpaid \$6.00
\$20.00 Dozen



L'AMOUR FIFTH AVE.
5-piece jewelry set, beautifully styled with \$30.00 Per
filigree bracelet. 24-kt. gold plated. Ham- Dozen
ilton finish. Fully guaranteed. Asst. styles and colors. 3 Samples
Complete with \$29.95 postpaid \$9.00
price tag.



DAZZLING RHINESTONE SETS
4-piece Rhinestone Jewelry Set. Neck- 3 Samples
lace, earrings, bracelet to match. Very postpaid
attractive and eye-appealing. Sparkling \$12.00
stones set in bright silver finish, rhodium
plated mountings. Beautiful satin-lined
gift box. Sells on sight. Asst. styles. \$42.00 Per
Complete with \$39.75 price tag. Dozen

24" DOLL

Special Value
All rubber arms and legs, movable eyes, crying voice. Straw hat and long plaits. Individually boxed.
Sample \$4.00
\$42.00 dozen



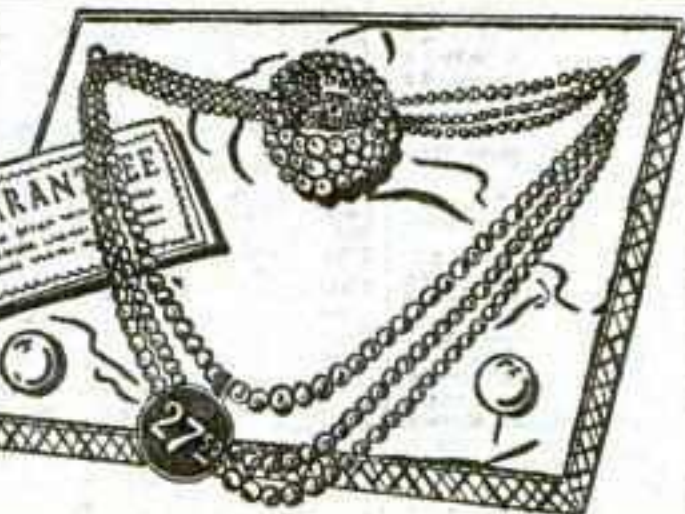
SENSATIONAL VALUE 3-ROW RHINESTONE EXPANSION BRACELET
Complete with silk-lined, fancy mirrored gift case. All pronged stones. Rhodium finish. Complete with \$19.95 price tag.
\$2.50 Each in Lots of 6
\$26.00 Dozen
3 Samples postpaid \$8.50



GREAT VALUE LADIES' DUNHALL COMPACT and WATCH SET
Complete with metal band. Fully guaranteed. Silk-lined gift box with \$75.00 price tag.
\$10.00

SPECIAL Beautiful Christmas Corsages \$16.50 Gross
Flourescent, Red, Plastic CHRISTMAS and NEW YEAR'S SIGNS \$3.00 Doz. \$33.00 Gross
Retailers for 50c
Storekeepers and peddlers are cleaning up!

HARRIS TOPS THE FIELD PEARL SET \$12.00 doz. Sample \$1.50
4 sets minimum order.



Sensational Item Pearlized Crucifix. Gold tone Corpus. 6"x12". Beautifully boxed. \$6.00 doz. \$66.00 Gross

SPECIAL New Retractable BALL POINT PEN \$2.50 Per Doz. \$24.00 Per Gross
The new, sensational, retractable Ball Point Pen with no-smear ink. Carded. Bankers approved, guaranteed leak proof—large ink supply.

SLUMBER QUEEN \$6.50 Each
Two-Tone Rayon, Taffeta, Quilted De-Luxe Comforter. 72"x84". Individually wrapped in plastic bag. Packed 6 to a carton, in assorted color combinations. \$22.95 price tag.
SPECIALY PRICED, \$6 EACH
Samples \$6.50 Each

LARGE PEARL-HANDLED PISTOL LIGHTER \$6.00 DOZ.
Fully Automatic. Very beautiful, each in box.

Mechanical Donkey \$21.00 GROSS \$2.00 DOZ.
Terrific number—spins its tail, walks and shakes its head. About 4" long. Minimum 6 Doz. The Boys Are Cleaning Up With Donkey



"WANDA" THE WALKING DOLL \$7.50 Each \$84.00 Dozen
18" tall—Walks, stops and turns. Has stop and go mechanism. Beautifully dressed in the finest material. Everybody will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

Sensational Value 6-PIECE WATCH SET \$7.50 each set \$1 additional for samples.
In luxurious gift box consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.



BALL POINT PEN \$7.00 Gr.
These pens are first quality—no seconds.

Greatest Value in the Country! TREMENDOUS SAVINGS
Exquisite 3-piece Parkway Jewelry Sets doz. \$11.00
Style-Guild 3-piece Jewelry Sets doz. 9.00
Starlight 3-piece Jewelry Sets doz. 24.00
Miracle Crosses, beautifully boxed doz. 5.00
Style-Guild 5-piece Jewelry Sets doz. 22.50
Starlight 4-piece, beautiful Rhinestone Sets each 2.50
Fifth Avenue, La Amour Jewelry Sets doz. 27.00
Assorted Beautiful Earrings doz. 4.00
Scatter Pins, 50 Scatter Pins, 50 different designs doz. sets 3.75
Royal 4-piece Gorgeous Rhinestone Sets each \$ 3.50
Ladies' Dunhall Watch and Compact Set complete 10.00
La Amour, exquisite 4-piece Rhinestone Sets each 3.00
Rhinestone Bracelets, expansion, 3 rows, in a mirrored box each 2.50
Tie Slide and Cuff Link Sets, assorted designs doz. 8.00
Rosary and Shrine, complete each 1.50
All Jewelry Sets Boxed in Beautiful Silk-Lined Gift Boxes.

NEW YEAR'S FAVORS For Night Clubs, Tap Rooms and Private Clubs
Jumbo Metal Noisemakers, Gross \$ 9.00
Flat Crepe Paper Mats, Gross 4.50
Serpentine, Per 100 Rolls 7.00
Painted 12" Metal Horns, Gross 10.00
Imported Long Stem Feather Blow-Outs, Gross 2.25
And many more items. SEND FOR CATALOG

3-PIECE PEN SET WITH METAL CAPS AND CLIPS \$4.50 per dz. \$45.00 per gr.
Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

PLUSH TOYS \$34.50 dozen Samples \$3.50 Each
30" high Bears, assorted Animals, Majors, etc.



ELECTRIC DRY SHAVER \$21.00 doz. Sample \$2.00
Ideal for Men & Women. With guarantee ticket and price tag.



THE NEW MIRACLE CROSS and CHAIN \$5.00 Dozen
With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box.

AGENTS and CANVASSERS ARE CLEANING UP with our Perfume. We have the greatest Flash in the World. Samples \$2.50 postpaid

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.
HARRIS NOVELTY CO.
1102 Arch Street THIS IS OUR ONLY STORE Philadelphia 7, Pa.
Phones: MA 7-9848—WA 2-6970 SEND FOR LATEST CATALOG

XMAS REINDEER



Rubber Inflates

14 inch, \$2.75 doz. ; \$30.00 gross.

23 inch, \$5.50 doz. ; \$63.00 gross.

OTHER RUBBER INFLATES

12-inch horse	Doz.	Gross
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#15 saddle balloons w/Santa print..... 6.50 Gr.

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#16 mousehead balloons, special..... 4.00 Gr.

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#18 large decorated metal horns..... \$18.00 Gr.

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Metallic form hats, metallic trim, asstd..... 10.80 Gr.

Heavy metal cowbells..... \$1.65 Doz. 18.00 Gr.

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Pipes for Pitchmen

By **BILL BAKER**

RECENTLY... this column reported that Tom Kennedy, one of the most versatile gents in the pitch business, wrote a yarn about a man who turned to stone for Dell Publication's Front-Page Detective magazine. Lest any of the brothers be harboring the idea that the report was a 14-karat gag, we want to emphasize that it was strictly on the level. The piece titled, "The Case of the Killer Who Turned to Stone," is not only being published in an early issue of the mag, but friend Thomas collected quite a bundle of dough for his literary efforts. As a matter of fact, Tom called the Cincinnati office of The Billboard the other day to say that he is in Columbus, O., gathering data for another piece he's going to do on the tragic Ohio Penitentiary fire of some 20 years ago, in which more than 300 inmates were killed.

RAY C. HERBERS... pens a report on his observations since leaving Pennsylvania for Miami. Says Ray, "We just jumped out of Penn. before the snow. A newcomer up there is Gus (The Terrible Greek) Yatron, former heavyweight prize fighter, who is really going to town on eye

glass cleaner. In addition to operating ice cream trucks in the summer at the Penn Auction Markets, he also scores as a legal adjuster in those parts. We opened here with Sta Clear to nice business, which seems to indicate that they are going to have the biggest tourist season in the history of Florida. My old partner, George Allander, who operates the Semi-ole Queen, a sight-seeing cruise, and former ace rad worker, is still the same guy he was in his younger days. Tip and Hil Halstrom, Jack and Ruth Anthony and Freddie Krause are here with coils and screens. We all expect to do a lot of deep sea fishing again this winter. Herman Heller and Murray Harlim are opening in Newark, N. J., with a Christmas item. Dr. L. R. Marvin and his wife, Lillian, are on their way down here to open with their new kitchen gadget. My wife, Madaline E. Ragan, is busy breaking in demonstrators to handle Sta Clear for our bookings in and around Miami. Her sister, Mary, and Chet Wedge are opening in McLelans in Little Rock, Ark., for the holiday season. Sorry we missed J. D. Lance Med Opera in Georgia but expect to see them here this winter on their vacation." In signing off, Ray had a special message for his old pal, Tom Kennedy. He says that he'd like to have Tom and his two esteemed associates, Doc Lushwell and Count Seldom Scoff, load up their fishing rulers and join him in a shark safari.

"HAVE BEEN..." working Oklahoma and Arkansas," postals E. C. Pardee from Texarkana, Ark. "Haven't run into anyone working paper in this territory except Jim Ford and Lloyd Melton." Mr. P. is anxious to read a pipe here on Bob Williams or any of the other boys in the Carolinas.

IF... Lefty Shapiro and Denver Kline are tuned in on this column. Ben (Horseback) Meyers would like to hear from both of you. Ben, scribbling from St. Petersburg, Fla., says that the last spot he worked was a drugstore in Quit-

man, Ga., with his partner, Jack Devoe.

BILL HOWES... recently discharged from the Army, is anxious to read a line on his old friend and partner, Cal Stroud. According to reports, Cal was last seen on the West Coast working kitchen gadgets. Bill is now located in Hamilton, Ont.

Merchandise Topics

Here and There

Southern Toy & Novelty Corporation, Memphis, offers its latest 1953 comic item, the Squirt Seat, at \$3 per dozen or \$34.20 per gross, permitting a 50-cent retail price on the item. The merchandise is guaranteed and may be returned upon receipt if not acceptable, says Southern. The device is attachable to the bathroom toilet seat and is said to be simple to work, durable and safe. A discount of 30 per cent on quantities of five gross and up is offered jobbers. **C. & H. Electric Machine Company, Inc.,** Milwaukee, has issued its new catalog containing listings and illustrations of a variety of products such as air compressor units, spray guns, meters, controls, speed reducers, transformers, ball clutches, electrical power equipment, generators, electric rubber and neoprene cable, pumps, gas engines, blowers and ventilating fans, hand trucks and hydraulic lifts, utility wagons, winches, chain hoists, rubber wheels, hand and power tools, etc.

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BLOCK MARBLE CO.
Dept. C, 1425 N. Broad St. Philadelphia 22, Pa. Phone: Stevenson 4-8975

Hilton Lite Corporation, San Francisco, announces its latest innovation, the Fluid-Eye, for its line of cigarette lighters. Lighter fluid is poured into the chamber and in a short time an "OK" appears on an indicator in the side of the lighter, indicating that the lighter is full. After continued use and the fluid is consumed, the "OK" becomes less visible, indicating that a refill is necessary.

Harry Kaye, president of the **Kaye Novelty Company, Inc.,** Brooklyn, which has gained a prominent position in the trade as a manufacturer of pinwheels and pinwheel products, announces the addition of **Sid Wildman** to the staff as general manager. Wildman had been associated with **Toby Toys** until October and was the founder of that company. Many originated by Wildman are being added to the Kaye line, such as the American flying birds, the sabre and kiddie parasol, thus increasing the Kaye line of 5-cent to \$1 merchandise. Other appointments include the promotion of **Sam Kaye**, who has been with the firm since its inception, to the position of sales manager, and the naming of **Jerome Borchardt**, for many years with a prominent toy manufacturing firm, as assistant to the president.

ENGRAVERS

No. 100 Men's All Aluminum Idents \$13 Gr.

No. 102 Double Heart All Aluminum Idents \$13 Gr.

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COIN INDUSTRY EMPHASIS ON NAAPPB AT NEW HIGH

Over Third of Booths to Feature Rides, Games, Venders, Music

By TOM McDONOUGH

CHICAGO, Nov. 21.—If the coin machine industry continues its emphasis on the trade show of the NAAPPB as its major national convention for displaying new amusement products it will only be a matter of a few years before more coin equipment than outdoor show items are displayed at the event.

At the first postwar NAAPPB show in 1946, there were five firms exhibiting coin-operated machines. This year there will be a minimum of 23 when the Hotel Sherman exhibit area opens Sunday (29). Even more amazing is the growth in the past two years from 11 to 23, over 100 per cent.

The two main reasons for the spectacular growth of the NAAPPB confab as a coin equipment display point are:

1. The rise of the coin ride business.

Game Interest At U. S. Bases Seen Gaining

GANDER, Newfoundland, Nov. 21.—Coin machines of all types and particularly games have increased sharply in number at U. S. defense bases in Labrador, Greenland and Newfoundland.

The equipment is used to finance the operation of clubs maintained by Army, Navy and Air Force personnel.

The popularity of games has increased so rapidly in the past year that one club has approximately 100 units. It has a wide variety of amusement games including Arcade pieces.

Among the bases which now have clubrooms featuring coin-operated games are Peperell, Harmon, McAndrew and Argenta in Newfoundland. The one at Goose Bay, Labrador, is for both Canadian and U. S. airmen.

Bush to Host Fla. Coinmen

MIAMI, Nov. 21.—Bush Distributing Company will sponsor a cocktail party immediately preceding the third annual dinner and dance of the Amusement Machine Operators' Association at the Saxony Hotel, Miami Beach, December 12.

President Ted Bush said the fête would be held from 5:30 p.m. to 8 p.m. in the Cardinal Room, while the Pagoda Room will be the scene of the AMOA shindig.

This is the second consecutive year for the Bush Distributing party. Last year about 250 guests of the AMOA banquet dropped in at the cocktail party. This year plans are being made for about 350 persons, based on the expected attendance at the AMOA celebration.

Bush represents three game factories, Williams, Exhibit Supply and Chicago Coin, and the Pur-litzer music machine line in this area.

FREE FRANKS AT NAAPPB CONFAB

NEW YORK, Nov. 21.—Because Leo Williams and Sam Goldsmith, Capitol Projectors executive, feel that conventioners seldom have time to eat during exhibit hours, the New York kiddie ride and movie projector manufacturer will distribute free frankfurters to members of the National Association of Amusement Parks, Pools and Beaches when the group meets in Chicago, November 29-December 2.

2. The cessation of conventions sponsored by industry's own shows, the Coin Machine Institute and the American Coin Machine Manufacturers' Association (see separate story).

The Old Days

Altho the first coin-operated ride was exhibited at the 1932 trade show in New York (NAAPPB was then known as the National Association of Amusement Parks) it caused comparatively little interest.

However, when Exhibit Supply introduced the modern version of the coin-operated horse in 1949 at the NAAPPB show in Chicago, a whole new ride field was virtually born, tho few realized it at the time. Oddly enough the man who invented and exhibited the first horse in 1932, Otto Hahas, Sikes-

ton, Mo., also was responsible for Exhibit Supply's initial horse rides. He was commissioned by Exhibit Supply to build some experimental horses and the master model early in 1949.

At each succeeding show since 1949 more ride firms have used the NAAPPB to spring their new wares. This year 11 of the 23 exhibitors of coin products will show rides as the entire or main part of their display.

Why it Grew

Altho few outdoor show and park people have developed a large interest in coin rides, the show now has a reputation for coin as well as non-coin rides and operators either in the ride business or about to enter. Therefore in recent years, and especially

(Continued on page 106)

Operators Watch Tavern Convention

Slight Dip in Beer Sales Bodes No Good For Collections; Draft Sales on Decline

ATLANTIC CITY, Nov. 21.—As taverns and other establishments selling alcoholic beverages account for the bulk of amusement machine and juke box locations, it is an axiom of the trade that operator collections depend, to a great extent, on how many taverns stay in business and how well they do.

Hence, coin machine operators were watching with interest the fourth annual convention of the National Licensed Beverage Association, which was held at this resort city this week. More than 1,500 tavern owners attended the four-day convention, which ended Wednesday (18).

Some of the best locations are neighborhood bars, which do primarily a beer business. Hence, the sale of beer in taverns may be considered somewhat of an index to the grosses achieved by coin operated amusement machine and juke boxes. The index has been dipping slightly.

Beer Sales Off

A panel member reported total beer sales in 1952 of 84,828,291 barrels, compared with a peak of 87,172,334 barrels in 1947. He said this amounted to a virtual standstill during a seven-year period.

Moreover, draft beer, a favorite with many neighborhood tavern patrons, is waging a losing battle in sales. According to a special draft beer clinic, 1934 draft beer sales of 30,012,653 barrels represented 75 per cent of beer sales. In 1952, draft beer sales totaled 21,473,050 barrels, or only 25.3 per cent of total beer sales.

To the operator, the drop in ratio of draft beer sales to total beer, as well as the slight decrease in

total beer sales, can mean only one thing—the persons who normally put nickels, dimes and quarters into juke boxes and amusement games are spending less money for beer.

Blames Tavern Owners

It follows that if they're spending less money on beer, they're spending less time in taverns, and hence tavern locations aren't doing as well as they once were. What effect television has had on tavern attendance is difficult to determine, but a distillery ex-

(Continued on page 114)

EDITORIAL

Outdoor Convention

When the National Association of Amusement Parks, Pools and Beaches opens its convention here next week, approximately 25 per cent of the exhibitors will be manufacturers of coin-operated equipment. And better than 30 per cent of the total exhibition hall floor space will be occupied by the coin machine companies.

In a measure, the outdoor convention now fills some of the functions formerly performed by Coin Machine Institute and, briefly, the American Coin Machine Manufacturers' Association. Neither CMI nor ACMMA ever offered a full business program. Their conventions were actually only exhibitions of new equipment.

How Convention Broke Down

At one time, of course, all types of coin-operated equipment were exhibited under one roof: Games, juke boxes and automatic merchandising machines. The vending machine industry first broke away from the CMI shows when automatic merchandising attained its full stature and needed a merchandising and legislative program CMI failed to supply.

More recently, the juke box people—who had not been truly represented at a trade show since before World War II—started a national operators' association (Music Operators of America) and already have three successful conventions and exhibits under their belt.

It seems likely, as a result of these developments, that the outdoor convention's exhibit will grow in importance for distributors and operators of amusement games and coin-operated kiddie rides. Some manufacturers certainly share that opinion as witness the equipment which will be shown for the first time during the convention.

Coin Exhibitors At Outdoor Meet

At press-time, the following manufacturers of coin-operated, and allied suppliers, had signed for space at the trade show of National Association of Amusement Parks, Pools and Beaches. Place: Hotel Sherman, Chicago. Date: November 29 to December 2.

A. B. T. MANUFACTURING CORPORATION, 715 N. Kedzie Avenue, Chicago. (Counter game, shooting gallery, timers for coin rides, coin radio and TV). Booths 130-131.

AUTO-PHOTO COMPANY, 1444 S. San Pedro Street, Los Angeles (photo machines). Booth 142.

BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago (coin rides). Booth 95, 96, 111, 112.

THE BILLBOARD, 188 W. Randolph Street, Chicago. Booth 60.

CHICAGO COIN MACHINE COMPANY, 1725 Diversey Boulevard, Chicago (coin ride, shuffle games). Booths 119, 120, 121.

COLE PRODUCTS CORPORATION, 39 S. LaSalle Street, Chicago (cup drink venders). Booth 7.

H. C. EVANS & COMPANY, 1556 W. Carroll Avenue, Chicago (juke boxes, games). Booths 137.

EXHIBIT SUPPLY, 4222... (Continued on page 12)

NAAPPB Sets Special Area For Coin Machs

CHICAGO, Nov. 21.—For the first time in the history of NAAPPB trade shows a special area has been reserved exclusively for coin-operated rides, games, music machines and venders. Previously coin units were scattered thruout the display area.

Actually, the coin equipment will be in a part of the Hotel Sherman's exhibition section which came into being a few weeks ago when the former mezzanine balcony area was remodeled.

Paul Huedepohl, NAAPPB executive secretary, stated the coin machines were segregated following repeated requests by coin exhibitors and operator visitors that it was sometime difficult to find certain displays. He added that the tremendous growth of interest in coin machines at the show prompted the move.

(Continued on page 125)

Revenue Department Ruling Okays Prize Awards for Shuffle Games

Holds Shuffle-Bowling Games Not Subject to Higher Excise Taxes

CHICAGO, Nov. 21.—Shuffle bowling games are an amusement game, even if they reward skillful players with prizes.

So said Dudley Ruttenberg, counsel for Coin Machine Institute, who quoted a ruling from R. J. Bopp, chief of the Excise Tax Ruling Branch of the Internal Revenue Department.

Bopp's ruling was written to a Hillsboro, Oregon, attorney who asked if a coin-operated shuffle bowling game is taxable as a gaming device rather than as an amusement game when players are given the opportunity to draw a number for a merchandise prize.

Ruttenberg said: "Apparently a number of location owners offer prizes to players of shuffle bowling games for skillful play, in the belief that this will tend to increase their traffic and business not only with respect to the shuffle bowling game but with respect to their whole operation."

Various Methods

"Location owners have been very resourceful in this regard, and various methods of awarding the prizes have been introduced. "In a Treasury Department letter of June 12, 1951, various methods were outlined. For example, one method cited was a weekly tournament between the five highest

scores with a prize to the winner.

"Another method provides for the granting of a ticket to a player who receives a certain score. At the end of the week, there would be a drawing and the holder of the winning ticket would receive a prize. Many other methods of awarding prizes are in use, but they are, of course, too numerous to describe."

Currently, Ruttenberg pointed out, the Internal Revenue Code provides a \$10 tax on coin-operated amusement games and a \$250 tax on gambling devices.

"It has become increasingly apparent," he said, "that revenue (Continued on page 125)

HOURS TO SEE COIN EXHIBITS

CHICAGO, Nov. 21.—Exhibit hours for the trade show held in conjunction with the 35th annual convention of the National Association of Amusement Parks, Pools and Beaches were announced Wednesday (18). The four-day show will be held at the Hotel Sherman November 29 thru December 2.

The exhibit area will be open as follows:

Sunday, November 29: 10 a.m. to 7 p.m.

Monday, November 30: 10 a.m. to 12:30 p.m. and 3:30 to 7 p.m.

Tuesday, December 1: 10 a.m. to 12:30 p.m. and 3:30 to 7 p.m.

Wednesday, December 2: 10 a.m. to 12:30 p.m. and 3:30 to 6:30 p.m.



WHILE MAMA SHOPS

Goldblatt Bros. Enjoy Kiddie Ride Success

By ROBERT DIETMEIER

CHICAGO, Nov. 21.—From a modest beginning of one 5-cent pony ride in one store to the present 35-odd kiddie rides in all except two of its big 18-store chain within several years—that's the capsule success story of Goldblatt Bros.' venture into a kiddie ride operation.

It all started in 1951 when Matty Carbone, of the Matty Amusement Company, walked in and sold the Goldblatts on the idea of putting a small pony ride in one of their stores on a trial basis. Carbone was convinced it would pay off for Goldblatts. It did.

Within a few months more pony rides were added to other stores. Then came jet planes, boats. Matty Amusement and Goldblatts were in business, having formed a store-operator system that's grown and thrived.

Quick Answer

Milton Berliner, who heads the Goldblatt end of the operation, has a quick answer when asked why kiddie rides have proved so

successful for them: "The secret of our success is in having an operator who's reliable and who gives us quick and dependable service."

Goldblatts decided early that the only way to handle kiddie rides was to have an operator handle them. They reason that they are not in the kiddie ride business, they are in the retail store business. Explains Berliner, "Our stores are spread out over a large area. We don't want to have to worry about the maintenance and upkeep of the machines; the licenses and the insurance. The way we have it set up is the best deal in the world—no headaches."

Matty Amusement takes care of all the headaches. They service the machines, keep them in good repair and they keep them clean and attractive. "No kid wants to ride on an old dirty beat-up pony," says Berliner.

Meter Rides

All rides have meters. Matty Amusement gives Goldblatts their commissions every four

(Continued on page 106)

11 Eastern Coin Firms to Display Rides, Viewers, Games at NAAPPB

4 Companies Exhibit for First Time; Coast Representation Biggest in Years

NEW YORK, Nov. 21.—Eleven Eastern coin machine manufacturers, the largest representation from the Atlantic Seaboard in many years, will exhibit at the 35th annual convention of the National Association of Amusement Parks, Pools and Beaches, to be held in Chicago, November 29-December 2.

Firms exhibiting are the I.Q. Baseball Machine Corporation, Capitol Projectors, International Mutoscope Corporation, Lee Manufacturing Company, B & R Novelty Corporation, the Holmes Cook Miniature Golf Corporation, Meteor Machine Corporation, Mike Munves Corporation, Rite-way Sales, Scientific Machine Corporation and the Philadelphia Toboggan Company.

Equipment to be displayed includes kiddie rides, 3-D movies and viewers, amusement games and a baseball batting range. Eight of the Eastern coin machine exhibitors will be showing new models. Four of the exhibitors—Lee, I.Q., B & R and Meteor—will be displaying at the show for the first time.

Being shown for the first time

will be the Scientific TV Ride, a kiddie ride which is a replica of a studio video camera and boom. The moppet controls the boom and looks into the camera, where he views 3-D pictures in color on a 10 by 12-inch screen. The viewing lasts for one minute, at 10 cents a play.

The viewer may select one of five subjects—Space Adventures, Daniel Boone, Circus Adventures, The Lost Planet or Western Adventures. Max Levine said this will be Scientific's first venture into the popular-price ride field. Scientific will have 10 TV ride samples on the floor.

The unit comes in a choice of red, blue, green or maroon and may be purchased on a 10-day trial basis, with a five-year warranty. Levine said the ride has been location tested in the New York area.

Occupying four booths, Scientific will also exhibit its Space Ship, Luxury Liner, Pokerino and 3-in-Line. To aid in promotion of the TV Camera and Luxury Liner, TV director's badges and captain's badges are available for distribution to the moppets.

Meteor will exhibit its Tung-Go scale for the first time.

The device is a coin-operated novelty grip tester. The unit features a full-size clown's head, with a tongue which extends as grip pressure is applied. The tongue is calibrated in pounds, registering the extent of pressure exerted by the player. The unit will list for \$149.50, with production expected to start immediately.

In addition, Meteor will exhibit its full line of kiddie rides—the Meteor Rocket, Flying Saucer, PT-Boat, Pony Boy and Hot Rod Racer.

Steeplechase Ride

Lee will show for the first time its Steeplechase Ride, a coin-operated two-horse tandem, with one steed going up while the other is going down, and vice versa. The ride lasts one minute, with each horse taking a dime. Bodies are of fiberglass, with total ride weight about 300 pounds.

The ride has a musical record device, which the operator may set to play continuously, or only when the ride is in operation.

Lee is also showing for the first

(Continued on page 106)

Kiddie Rides Top Attraction In Park Forest Kresge Store

PARK FOREST, Ill., Nov. 21.—Kiddie rides are proving one of the most lucrative departments of the giant S. S. Kresge store in this suburb of Chicago.

Set up in a continuous line behind the front show windows, from one side of the store to the other, they give the impression, and the plus-profit, of a year-round Kiddieland. Store manager Frank Harvey points out that the four rides replace a number of special rack and other non-counter displays. But they are considered a better window item because they:

1. Draw more children into the store more consistently, and
2. Thru them, their parents.

This adds up to more volume, both from the ride grosses and from increased merchandise pur-

chases which are a direct result of the greater traffic.

Ride Variety

The present ride installation in Kresge's consists of a horse, rocket, auto and Merry-Go-Round.

"The horse was the first ride installed, almost two years ago, and proved so popular we requested our operator to add a rocket ride. A third, the Merry-Go-Round, was installed next, followed by the latest—a 'hot rod,'" Harvey stated.

Invariably, one or more of the rides is in operation each hour the store is open, Harvey said.

A bench for parents runs along the window behind the kiddie rides. This encourages parents, who may like to relax during or after shopping, to sit comfortably

(Continued on page 106)



4 REASONS WHY
Bally KIDDY-RIDES
 EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal
2. Thrillingest Action
3. Simplest Mechanism
4. Sturdiest Construction



Start a steady-income route of Bally Kiddy-Rides now.

Finance-Plan available through leading Bally Distributors.

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

BOOTHS 95, 96, 111, 112

OUTDOOR AMUSEMENTS EXPOSITION

SHERMAN HOTEL, NOVEMBER 29, 30, DECEMBER 1, 2

11 Eastern Firms to Display

Continued from page 105

time its 12-Horse Carrousel, a non-coin operated ride whose component parts are numbered so that the operator may assemble it himself. This ride is equipped with a musical device.

In addition, Lee is exhibiting its full line of fiberglas ride bodies.

Sharing the booth with Lee is the B & R Novelty Corporation. B & R exhibits will include a Big Steer, Small Steer, Racing Car, Galloping Beauty, Palomino, Rocket Ship, Train Ride, Duck and Rabbit.

Bowl-O Preem

Philadelphia Toboggan will exhibit its new Bowl-O, a coin-operated Shuffleboard-like game which lists for \$695. The 14-foot-long game rests on the floor, with the players bowling as in tenpins. An electric scoreboard stands at the rear of the alley.

Also being shown for the first time by Philadelphia Toboggan will be a new type fare register, listing for \$75 up. The firm will exhibit its Ski-Balls and ride timing devices.

Int. Mutoscope

International Mutoscope will unveil its new 3-D projector, the 3-D Art Parade. Models will include a large projector, with 10 sets of pictures for adults, and a smaller one, with six sets of pictures for children. The price will be announced at the show.

The firm will also show its Photomat, Mutoscope movie machines and its post card vender.

I.Q. Machine

The I.Q. Baseball Machine Corporation will present the latest version of its coin-operated baseball batting range, with a fully-automatic electrical pitching unit replacing the mechanical feed device.

The unit will be displayed on a range, reduced to scale for the space available on the floor. The hopper holds 400 balls, with either nine or 10 balls delivered for a quarter. Elevation, lateral and speed adjustments may be made by the operator.

A scoring device is part of the range, with the background marked to indicate singles, doubles, triples and home runs. A safety device is contained—no pitch can be delivered until the batter steps up to the plate, thus reducing the danger of a batter being struck by a pitched ball as he approaches the plate.

Kentucky Derby

Capitol Projectors will exhibit for the first time its Kentucky Derby, a tandem horse kiddie ride, 3-D Pix in color and Sport Pix machines. Details and prices will be announced at the show.

Other units in the Capitol display will include the 3-D Movies and Target Horse, both recently released, as well as the Locomotive, Midget Racer, Junior Carrousel and Kiddie Carrousel.

The Mike Munves Corporation will show its 3-D Artists' Models viewers and the following new games: Air Football, Sykograph and Pitching Practice. Rounding out the Munves exhibit will be Football, Set Shot, Air Hockey, Mighty Mike and Telerama.

3-D Theater

Riteway sales will have its two new 3-D Theater units on the floor. The adult unit is 6 feet by 2 feet by 2 feet, while the kiddie unit is 5 feet by 2 feet by 2 feet; each machine contains five complete shows. Prices will be announced at the convention.

Holmes Cook will unveil its coin operated driving range tee, which holds 1,200 golf balls and operates at 50 cents. The firm will also show its baseball pitching machine.

Mama Shops

Continued from page 105

weeks, since the Goldblatts operate on a four-week period. When the operation first began, Matty turned in meter readings weekly, but switched to accommodate the chain's retail periods.

Pony rides enjoyed a kiddie ride monopoly at first. After several more 5-cent pony rides were added, the larger 10-cent ponies were installed. As available space was spotted, jet planes and boats were located, as close to the pony rides as possible. A small two-seat Merry-Go-Round was recently installed in one store on a trial basis.

Initial Merry-Go-Round results look good, but Goldblatts are presently confronted with a rough problem to lick: Lack of floor space. That's the principal obstacle standing in the way of future expansion plans.

Locations Vary

Locations vary from store to store, depending upon the neighborhood. While the heavy traffic spots are always the ones aimed for, it was discovered that in one store the main floor was the best general location; in another store, the children's department; in still another store, the basement.

It was not until after considerable and constant experimentation that machines were located where they did the most business. It was particularly difficult, since no "hard and fast" rule could be drawn—except, of course, that the rides be located where the heavy traffic is.

Whenever possible rides are grouped together because, naturally, kids like to ride on as many rides as there are in any one group. Ordinarily, groupings have at least two rides. The rule: whatever space permits.

Christmas Holidays

Christmas holidays are the peak kiddie ride period. This year Goldblatts have added 10 rides in key stores, in addition to putting a Kiddieland on the toy floor

Kresge

Continued from page 105

while their youngsters ride one or more of the rides, he explains.

Tailored Placement

The Kresge ride installation is unique in this respect; when blue prints of the new building were drawn, provision was made for future placement, inside the front show windows, of coin-operated kiddie ride equipment (when the store was designed, the first coin horses were just starting their gallop to popularity).

Actually, Kresge officials encourage the installation of coin rides thru each of the 700 stores making up the chain.

Park Forest itself is a "kiddie ride haven." Of the approximately 19,500 residents, about 7,800 are children. In turn, 27 per cent of the latter are pre-school age.

in each of its two biggest stores. Berliner estimates that business jumps better than 50 per cent during Christmas just for the rides. With the two Kiddielands included, he stated business skyrocketed 60 to 70 per cent over the regular week.

Goldblatts have been seriously considering a permanent Kiddieland in its biggest—the State Street store, but the lack of space has jolted any progress with the idea. It shows, however, that Goldblatts are definitely sold on kiddie rides as a good source of additional income.

But more important, states Berliner, "Kiddie rides help our business because a woman who must bring the kids along shopping has no problem shopping at Goldblatts—the kids are amused, and Mama can shop... it's impossible to measure, but we're sure it does help."

Les Rogstad, Lieberman shop foreman, is deer hunting in Northern Minnesota... Mayo Priebe of Rochester, Minn., was in the Twin Cities recently on business. Kenny Anderson, operator from Austin, Minn., was in Minneapolis buying bowlers.

Emphasis

Continued from page 104

this one, more of the trade has come to regard the NAAPPB show as the one big coin ride event.

Officials of firms which have become known as regular coin ride exhibitors at the NAAPPB claim it is a particularly good show for selling equipment of the floor and building up a strong backlog of future customers. Several of these firms—Exhibit Supply, Bally, Capitol Projector, Mike Munves Corporation—claim this is in sharp contrast to the old line coin machine conventions which little but good will was the result.

Despite the notable sales achievements at recent shows there was some disappointment over the small numbers of operators in attendance. But this year reservations at the Sherman and other Loop hotels indicate many more operators will be present. One of the reasons seen aiding this is that many of the 195 exhibitors have strong distributor networks and they have encouraged operators to participate in the convention.

One of the unfortunate points of the forthcoming show is that no provisions for ride or game operators clinics and workshops or even organized discussion is in the program. This is particularly noticeable since more than a third of the exhibitors will be from the coin machine industry.

SPECIAL! SPECIAL!

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Bally KIDDY-RIDES

The Champion, Space Ship, Speed Boat.

Sensationally Low Prices.

Write, wire, phone.

DONAN Distributing Company

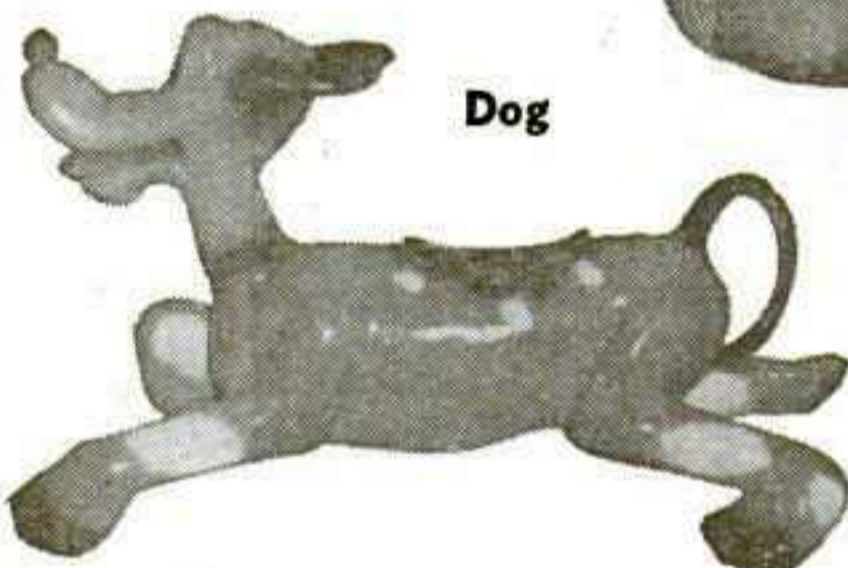
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Bally Distributors for Wisconsin and N. Illinois.

For the Complete Line of Kiddie Rides

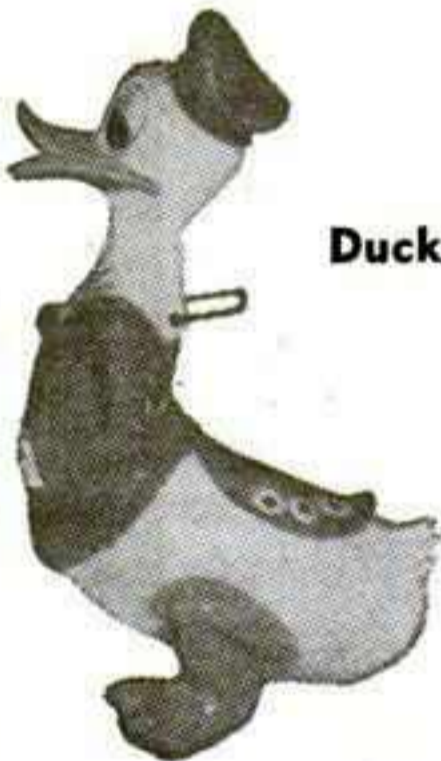
It's Lee



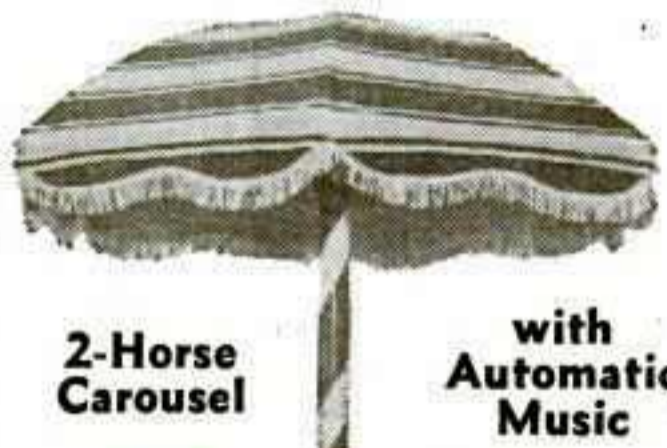
Dog



Racing Car



Duck



2-Horse Carousel

with Automatic Music

Body Replacements Also Available

VISIT BOOTHS 97-98-109-110

NAAPPB SHOW Hotel Sherman, Chi.



12 Horse Carousel in Production



Small Horse

Choice Territory Still Open

Distributors, Write

LEE MANUFACTURING COMPANY

286 Kindermack Road, River Edge, N. J.

Diamond 2-6495

Visit NAAPPB Booths 132-133-134-135

and see why

THE WHOLE TRADE IS TALKING

about our

NEW

3-D MOVIES

and

NEW

KIDDIE RIDES

CAPITOL PROJECTOR CORP.

556 West 52nd St.

New York, N. Y.

Manufacturers of Kidde Rides and the ONLY line of coin-operated Movie Machines.

SEE OUR AD ON PAGE 62 IN THE GENERAL OUTDOOR SECTION

SEE US AT BOOTHS 117-118, NAAPPB SHOW

SHERMAN HOTEL, CHICAGO NOVEMBER 29-DECEMBER 2

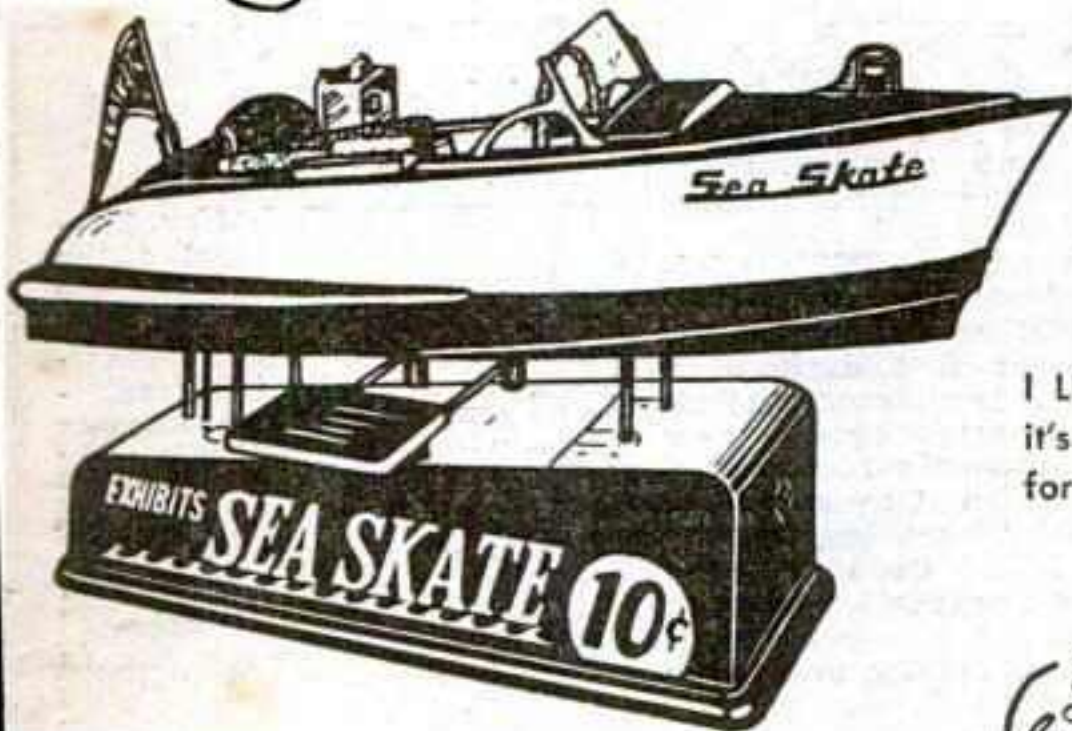
METEOR MACHINE CORP. 75 W. 45th St. New York 36, N. Y. Circle 6-2241-2

**INDOORS OR
OUTDOORS**

*Regardless of Where
You Operate . . .*
**EXHIBIT
KIDDIE RIDES
"WILL TAKE IT"!**



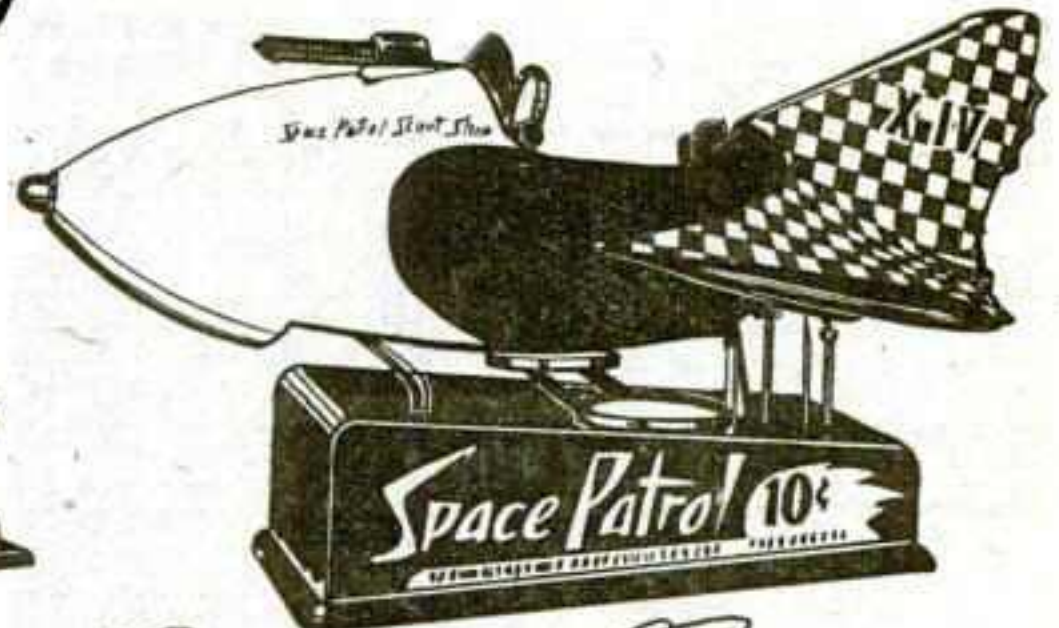
"Oh, boy, a ride in **SEA SKATE** is like a ride in a real boat."



I'm a real space man when I ride in **SPACE PATROL** . . ."



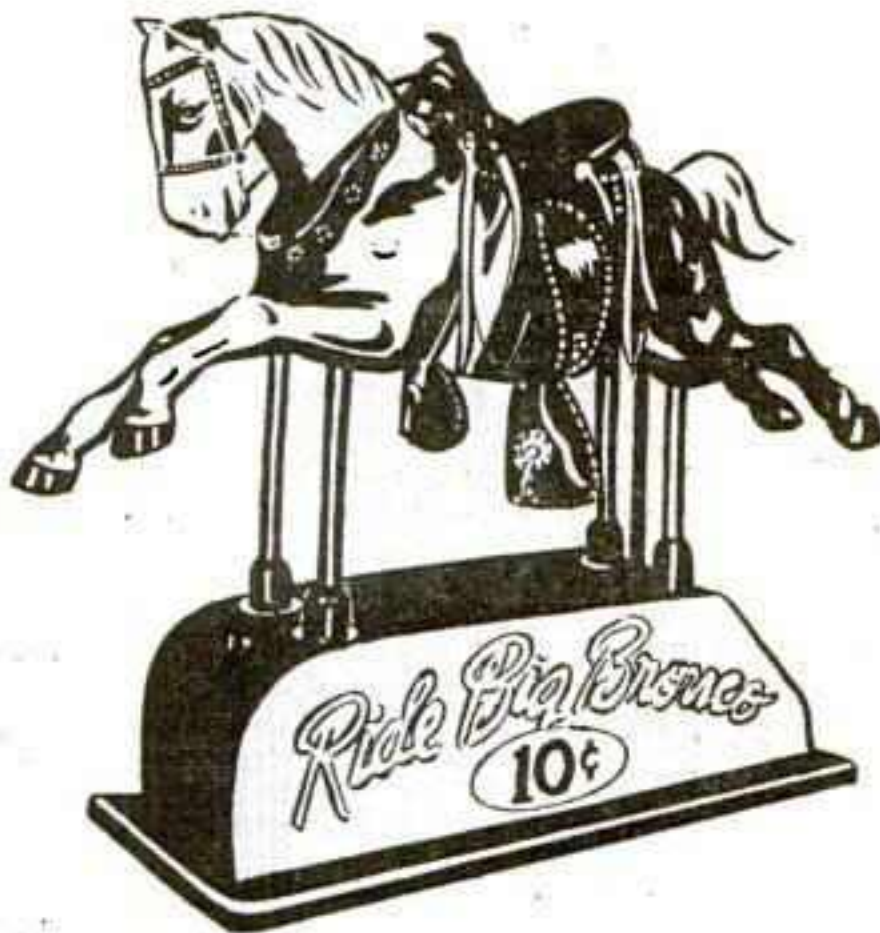
I LIKE **RAWHIDE** . . .
it's just the right size
for me . . ."



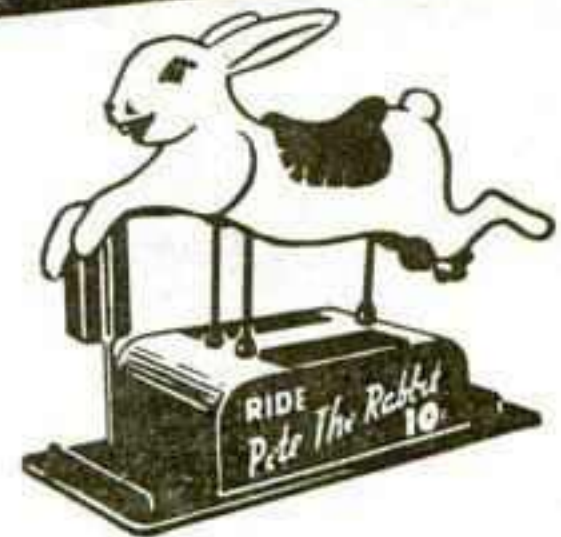
"I feel just like Roy Rogers
when I ride **TRIGGER**."



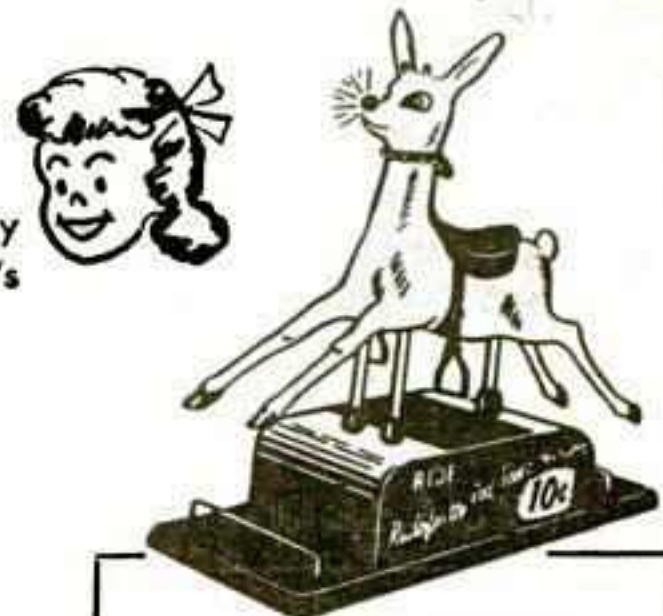
"It's just like being a real cowboy
when I ride **BIG BRONCO** . . ."



"**PETE THE RABBIT** is my
favorite ride . . ."



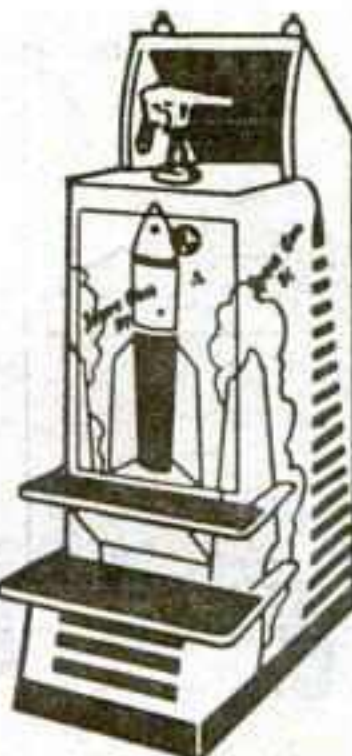
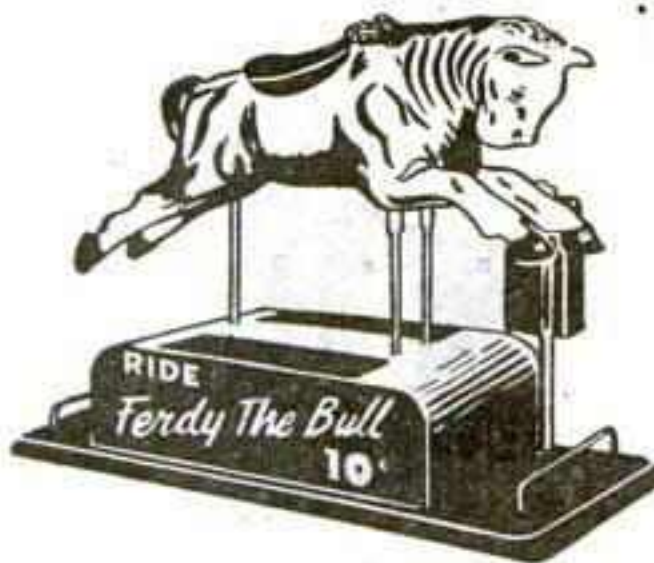
"I love to watch his red nose blink
when I'm riding on **RUDOLPH THE
RED-NOSED REINDEER**."



"When I'm a good boy, Mom
lets me ride **EL TORO THE
BULL** . . ."



I'm too small to ride
EL TORO, so I ride on
FERDY THE BULL . . ."



I shot 10 space men today
with **SPACE GUN** . . . It's
real keen."



**SOLD OUT FOR
1954!**



EXHIBIT SUPPLY

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Decision Reserved On N. Y. Charm Case

Falk Cites Favorable Brooklyn Ruling; Eppy Says Venders Most Efficient Sellers

NEW YORK, Nov. 21.—Magistrate Samuel Ohringer, in Bronx Magistrates Court, Thursday (19) reserved decision in a case involving the legality of the all-charm vender in New York. A decision is expected, at the earliest, in late January, 1954.

The police and district attorney's office sought to prove that the machine was a gambling device for children "because it affords an element of chance" in that the same number of charms do not come out each time. However, Magistrate Ohringer said he would give due consideration to a decision cited by Bill Falk, charm manufacturer, in which Magistrate Morris Plascow, sitting in Brooklyn, dismissed a similar case.

A policeman testified that he had inserted five nickels in a vender in a Bronx candy store and had obtained 8, 4, 1, 3 and 3 charms, respectively.

Sam Eppy, charm manufacturer, testified for more than an hour,

pointing out that vending machines are the only efficient and feasible method of dispensing miniatures. He pointed out that packaging charms for retail sale would boost their cost, that the distribution cost in any other channel but venders would be prohibitive, and that it is physically impossible to deliver the same count every time in a bulk vender when irregular shaped objects are involved.

Miniatures

Eppy contended that charms are acutally miniatures which depict things as they are "lived, seen and used" and that their uses are for pocket pieces, decorations and collection items. He argued that retail outlets sell charms at prices up to 25 cents each, while a child receives an average of four for a nickel in a vender. He then pointed out that children trade charms and attempt to build up collections. These charms, he explained, must be realistic as to size, shape and detail.

Physically Impossible

Eppy said that the varied and irregular shapes of the charms make it physically impossible to dispense the identical number of units with each vend. He pointed out, tho, that a bulk peanut vender will not give the same number of peanuts each time, and that even boxes of packaged candy will vary in count.

The important thing, he said, is that the child is getting an excellent value for his money, and that he is happy with his purchase. Children, he added, are wise and cautious buyers, and the fact that they patronize charm venders continuously speaks well for the value dispensed. For example, Eppy pointed out, charm records sell in retail stores at five for 39 cents, with false teeth and ring charms selling for 10 cents each.

Portion Wheel

On the manufacturing level, he argued, every effort is being made to build venders which dispense quantities as uniform as possible. He cited the uniform portion wheel and the fact that the portion aperture is packed as tightly as possible. But, he continued, when the child sees a globe of 500 charms, he knows he is not getting any specific charm or number of charms. The globe, he added, is a method of mass display in a compact area.

Stanley Kreutzer, counsel for the Charm Venders Association of Greater New York, represented the defense. He called the case "about as far-fetched as calling Robin Hood a Red." The CVAGNY said that if any unfavorable ruling was handed down, it would appeal the case.

Sugar-Free Sirup Ready For Venders

NEW YORK, Nov. 21.—The expanding market for low-calorie carbonated beverages this week reached into the vending field with the announcement that Nukal, a sugar-free sirup, is now available for the trade.

Made by Nukal Beverages, Inc., here, the sirup is available for either carbonated or non-carbonated drink venders in the following flavors: Orange, grape, lemon and lime, black cherry and black raspberry. The root beer sirup comes only in carbonated form.

The firm says it will sell the sirups for as low as \$1 a gallon if ordered in sufficient quantity. Orders are currently being filled.

The manufacturer is distributing free flavor strips and free push button reminders, listing the flavors on the buttons.

S. D. Cig Revenue Off

PIERRE, S. D., Nov. 21.—Cigarette tax collections were off in South Dakota for the third quarter of 1953, according to the State tax director. For the July-September period in 1952 cigarette stamps brought in \$493,928 in revenue, while in the same period this year receipts were \$472,180.

Short Orange Concentrate Supply Seen

NEW YORK, Nov. 21.—Orange concentrate supplies are short and prices high according to Robert Mairs, general manager of the Winter Garden Citrus Cooperative in Florida.

Speaking before a regional meeting of the National Wholesale Frozen Foods Distributors Association at the Statler Hotel here, Mairs said that on the basis of the United States Department of Agriculture forecast of 79,000,000 boxes this season, only 53,500,000 gallons of concentrate could be produced. He predicted this would fall short of meeting the growing demand.

As to the possible deficit in orange juice, Mairs reported that processors were already offering from \$1.40 to \$1.65 a box, with few sellers at the higher price.

Solid Content Law

Florida's early excessive rains, he explained, resulted in the early peening of the crop, but with solid content so low as to indicate only 3 gallons of concentrate per box, against 1.43 gallons last season.

However, Paul Sullivan, of Groves, Inc., sales executive, said at operators on Snively venders, which use single-strength orange juice, should not be pinched by the squeeze.

Sullivan said that the company is able to supply its operators and at the Snively price-protection plan will guard operators against market fluctuations.

Jobbers Distribute New Cig Dispenser

SALT LAKE CITY, Nov. 21.—A recently patented manual cigarette dispenser invented by M. Williams is being offered to jobbers for distribution. It is designed for back-of-the-counter operation, a feature of its cash drawers.

Williams is sales manager of W. A. Stickney Cigar Company here.

IT'S BACK!!!



VICTOR'S TOPPER

The world's finest bulk and charm vender

\$50.00 per case of 4, less than 25 cases.

\$48.00 per case of 4, 25 cases or more.

We stock the complete line of Victor venders.

Write for complete charm and merchandise lists and all bulk vending supplies.

GRAFF VENDING SUPPLY CO. 11 W. Davis Dallas, Texas Telephone Ya-8223

Best Investment in the Coin Machine Field!

Operators all over the United States agree the new AUTO-PHOTO STUDIO is a MAJOR PROFIT PRODUCER. And, what is equally important, AUTO-PHOTO STUDIOS have HIGHEST RE-SALE VALUE, so your investment is SECURE. (Studios now several years old are as productive as when originally installed.)

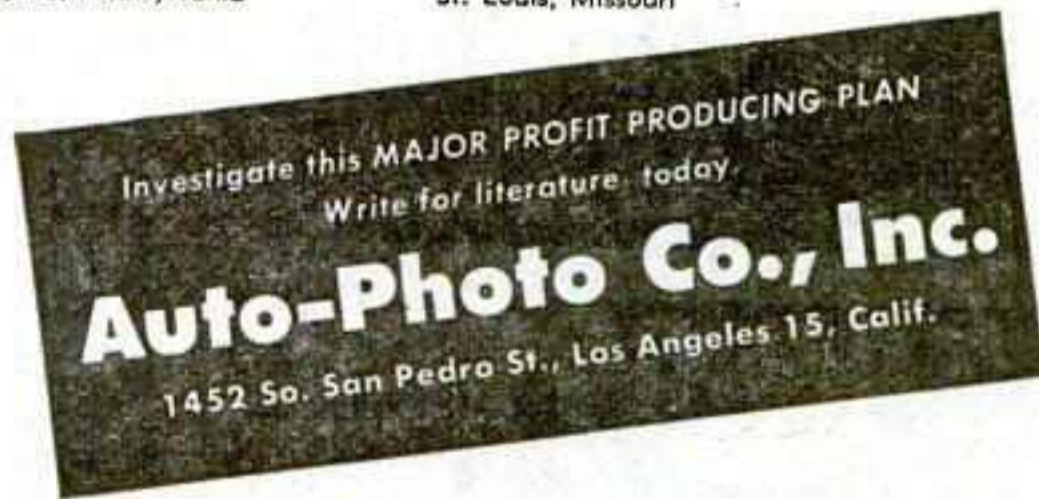
Only AUTO-PHOTO STUDIOS give four different poses on each strip. Your customers know the difference. Prints are permanent, will not fade, have great depth and contrast—can be reproduced or enlarged.

AUTO-PHOTO STUDIOS are completely automatic—easy for customer—easy for operator.

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New Orleans, Louisiana
David Rosen, Inc.
855 N. Broad Street
Philadelphia, Pennsylvania

Central Music Distributing Company
1209 Douglas Street
Omaha 2, Nebraska
C. A. Culp Distributing Company
614 West Grand
Oklahoma City, Oklahoma
Carfoto, Inc.
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United Music Company
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NEW 5c ROCKET CHARM MIX

Now available for immediate delivery on ALL 5c ROCKET CHARM MIX . . . containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Bitterman's Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET-STARTED OFFER	
4 Victor 5c Rocket Charm Machines	\$57.00
2,000 "Bitterman's 5c Rocket Charm Mix	40.00
TOTAL COST	\$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Terms: 25% deposit with order, balance C.O.D., or send full amount and save C.O.D. charges.

BERNARD K. BITTERMAN 4709 East 27th St. Kansas City 1, Mo.

Experienced Coin Machine SALESMEN WANTED

To represent us on Candy Vender, selling flat, solid Chocolate Type Candy Bars. Machines on either Rental or Outright Sales basis. We provide close Factory Support and a Strong Factual Selling Kit. Salesmen must be Bonded and will sell exclusively in assigned territories.

Write fully, giving experience, references to

Sales Manager
Robric Corporation

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

DUM, DE, DUM, DUM

'Dragnet' Cops Have Lot to Learn About Bulk Vending

NEW YORK, Nov. 21.—Joe Friday and Frank Smith may be whizzes in the crook-catching business, but they've got a lot to learn about automatic merchandising.

The two video detectives, in a scene from their Thursday night (19) "Dragnet" TV show over WNBT here, made some rather amazing speculations about the investment required for a bulk vending route, and the monthly collections.

Discussing a 5-cent bulk nut vender in a diner where they were seeking information about a hi-jacker, Smith said he had half

a mind to start a bulk vending route.

10,000 Venders

He suggested a modest operation of 10,000 machines. According to his calculations, his equipment would run him "about \$100,000" and would net him "from \$350 to \$400 a month." He was rather hazy on his method of route operation, explaining that his wife would fill the machines and his youngsters would take out the nickels.

Friday felt his investment figure was a bit low. He thought \$1 million would be closer to the amount required for 10,000 venders.

Actually, the true investment figure falls between the two estimates, and considerably less if second-hand equipment is used.

Poor Investment

Of course, it seems unlikely that any operator would spend that kind of money if the monthly grosses were between \$350 and \$400.

The scene opened with Smith twisting the globe on the vender, explaining that, "It fills the hopper and gives you more nuts. You have to be careful, tho. If you twist it too much, they fall out."

When the detective did get his nuts, he muttered something about not getting a nickel's worth.

Even the commercial had a vending touch. The announcer told the viewers that Chesterfields, king-size and regulars, are available in vending machines, and the camera showed a man inserting a quarter in a vender and pulling the plunger.

Clark Candy Adds Three to Staff

PITTSBURGH, Nov. 21.—D. L. Clark Jr., president of the D. L. Clark Company, candy manufacturers, announced Tuesday (17) three additions to the company's staff to fill newly-created posts.

They are James Ingram, sales manager; Carl J. Bumer, syndicate sales manager in charge of sales to supermarkets, chain, and 5-and-10-cent stores, and Alvin J. Hile, assistant to the secretary-treasurer.

Ingram, a Yale University graduate, was marketing manager for H. J. Heinz Company from 1949 to 1952. He was associated with General Foods Sales Company from 1925 to 1947 where he became vice-president.

Bumer was with the Walter H. Johnson Company (1946-1953) and with the Hardie Bros. Candy Company (1928-1946). He attended Carnegie Institute of Technology. Hile was staff account with Kelly & Williamson from 1951 to 1953, and with Price Waterhouse in 1949.

Ingram and Bumer are under the supervision of L. A. Daly, vice-president in charge of sales. Company expansion necessitated the creation of the new positions.

Coffee \$ Sales Rise 580% Over 13 Years

Concentrates Take Greater Share of Regular Market

BOCA RATON, Fla., Nov. 21.—More coffee is being consumed by more Americans with the result that dollar sales have increased 580 per cent since 1940. That was the major news that interested the National Coffee Association which met here this week.

In comparison, it was noted, dollar sales of tea increased 163 per cent over the same period.

Coffee consumption per person (15 years and over) this year will amount to 15.3 pounds. In 1950, per capita consumption was 12.9 pounds and in 1940, 9.4 pounds.

With the climbing popularity of coffee in general is a like rise in the use of the instant product (The Billboard, October 31). Concentrates continue to win new advocates from the ranks of those who formerly used only the roasted product. Venders in industrial locations are an important factor in this trend.

Latest industry figures show that instant coffee was used by 10.8 per cent of all coffee drinkers in 1951; in 1953, almost 21 per cent favored the concentrate.

Capitol Vending Buys Matthews Route in Wash.

WASHINGTON, Nov. 21.—Douglass Johnston and William Steinkolk have purchased the Matthews Vending Company here from James Matthews and have organized the Capitol Vending Service, it was announced this week. Steinkolk was manager of the Matthews operation.

The new firm operates Snively equipment and soup venders in government buildings, department stores and in the Chamber of Commerce building.

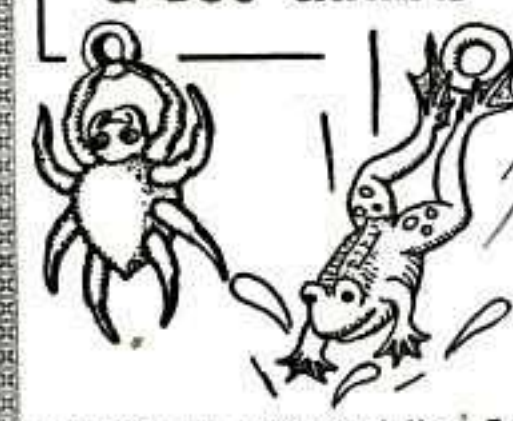
Capitol is currently experimenting with hot chocolate venders in the Washington Union Terminal, with five units on location.

R-M Shows New Manual Java Unit

NEW YORK, Nov. 21.—Rudd-Melikian introduced its Counter Model Coffee Maker at the National Hotel Show here.

The unit, which is not coin-operated, uses Kwik Kafe frozen liquid coffee concentrate and can serve up to 400 cups an hour. The unit is 16 inches high, 17 inches deep, 14 inches wide and holds 2.5 gallons. It operates on 110 volts, 60 cycles, A.C.

12 Assorted FLIES, FROG, FISH & BUG CHARMS



We knew an old-timer Artisan Engraver—a man quite advanced in years and in retirement. With him "Engraving" is an Art and a Labor-of-Love.

We prevailed upon him to do the Master Engravings from these Twelve Charms.

Each and every one is a work of art. So much Quality & Beauty—for so little cost.

Copper-Plated \$7.00 per 1,000
Silver-Plated \$7.50 per 1,000
Gold-Plated \$8.50 per 1,000

F.O.B. Jamaica, N. Y.
Or: At Your Distributor.

Do people appreciate CHARMS made like fine jewelry? They SURE DO. It therefore remains for you to FEATURE these fine and unusual CHARMS in your machines.

SAMUEL EPPY & CO., INC.
91-15 144 Place
Jamaica, New York

'Realistic' Sugar Quota Asked by NCA at D.C. Meet

WASHINGTON, Nov. 21.—National Confectioners' Association at a hearing on 1954 sugar allocations held by the Department of Agriculture Monday asked for an "equitable, realistic sugar quota and not a deliberate, deficiency squeeze quota."

Theodore Stempfel, chairman of NCA's sugar committee and vice-president of E. J. Brach & Sons, declared: "Since sugar averages 42 per cent of confectionery's raw material content, we are gravely concerned over the supply that will be provided and the price that will be anticipated for it."

According to Stempfel's estimate, the candy industry will use 768,453 tons of sugar next year, a 5.9 per cent increase over 1953's estimated 725,641 tons. He stated that reports from 244 candy manufacturers, representing wholesale and retail manufacturers, served as a basis for the 1954 estimate.

For the past two years the Department of Agriculture has set sugar quotas short of its estimates for the year's usage. Stempfel noted: "It does not make sense for the department to ignore its own estimates . . . to set a deliberate deficiency quota 400,000 tons short of this estimate . . ."

GUGGENHEIM'S latest action charm!



'FLIP-IT' MINIATURE PIN-BALL GAME

that actually works!
\$18.00 per thousand
Order from your distributor or from . . .

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WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

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Cigarette Machines, All Models in Stock. Want more information? Write today to . . .

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Factory Distributor Of
Advance Vending Machines
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President 2-2900

BACK AGAIN! VICTOR'S TOPPER

The world's finest bulk and charm vender
\$50.00 per case
of 4, less than 25 cases.
\$48.00 per case
of 4, 25 cases or more.

We stock the complete line of Victor venders.
BIRMINGHAM VENDING CO.
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GET INTO BULK VENDING with PIONEER * AND VICTOR'S MONEY MAKING MACHINES

VICTOR'S STANDARD 1c Topper
world's favorite.
100 or more, \$12.00 each.
Less than 100, \$12.50 each.

VICTOR'S TOPPER DELUXE (1c) . . .
Your choice: Glass Globe Style or Half Cabinet Style.
100 or more, \$13.50 each.
Less than 100, \$14.25 each.
(For Twin Window Style, add 50¢ per machine.)

VICTOR'S BABY GRAND DELUXE
The 5¢ Charm Vender that is sweeping the country!
100 or more, \$13.50 each.
Less than 100, \$14.25 each.

SPECIAL INTRODUCTORY OFFER!
Four Baby Grands filled with Rocket Charms, ready for location...\$99.95

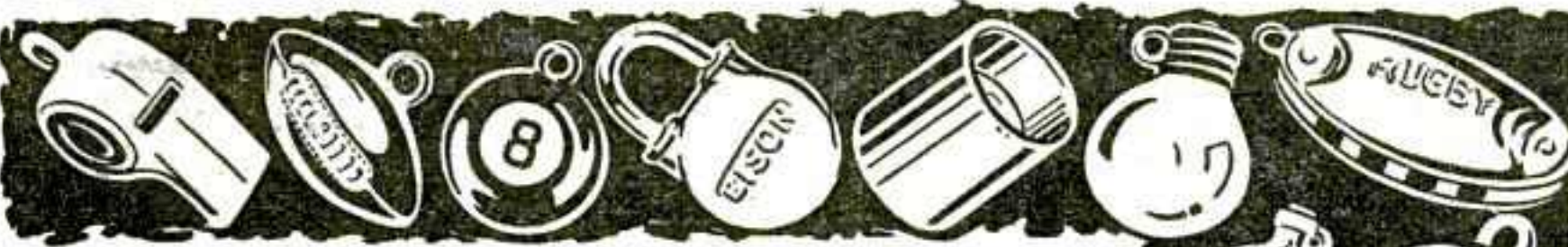


VICTOR'S BABY GRAND DELUXE AND CHICLE TREATS
(hot profit maker)
100 or more, \$13.50 each
Less than 100, \$14.25 each

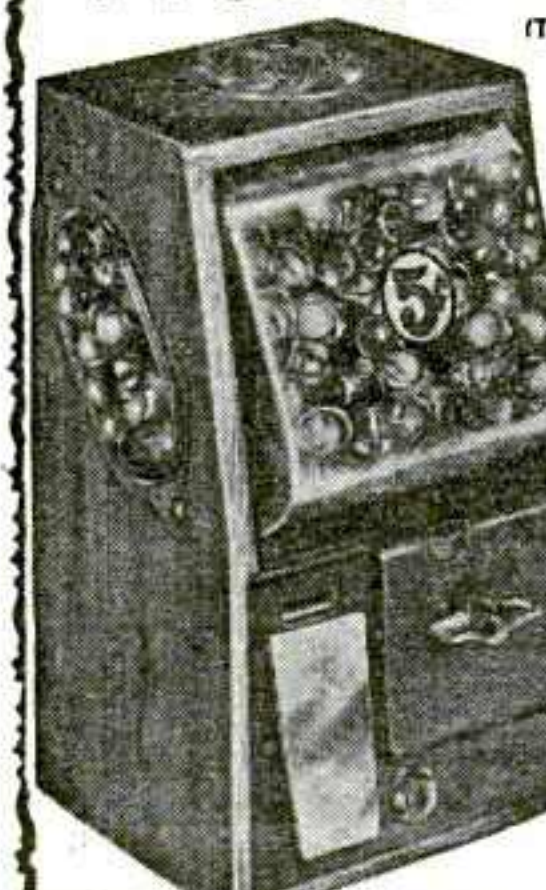
GET ACQUAINTED OFFER!
Four Baby Grands (1¢) plus 25 lbs of gum . . . \$68.25

We stock the complete line of Victor venders. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice.

WRITE FOR OUR COMPLETE CHARM AND MERCHANDISE LIST!
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Phone: PResident 4-5358



VICTOR 5c ROCKET



THE BABY GRAND of CHARM VENDING
All the earning power that can be built into a bulk vender.

THE BABY GRAND DELUXE
is being operated extensively . . . and successfully.

AND NOW PROVIDING for
vending a much wider variety of ROCKET CHARMS (Trademark) . . . per illustrations in this advertisement.

DISTRIBUTORS
Get in touch with EVERETT GRAFF, Dallas, Tex., regarding Rocket Charm Mix.

OPERATORS
Contact your nearest VICTOR distributor at once for full details.

Packed & Sold 4 to the Case. Capacity 500 Rocket Charms.
VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.



"can't pass up an ACORN"



NCA Expands Educational, P-R Program

CHICAGO, Nov. 21—Expanded public relations and educational activities for the candy industry have been recommended by the National Confectioners' Association's board of directors. The dual undertaking is considered of major importance because "opinion molders will more completely understand the vital role candy plays as a dessert and energy food."

The stepped-up NCA program, it was suggested, should be carried out thru advertisements in home economics and teachers' magazines, school educational materials, periodic publicity releases to newspapers, radio and television tie-ins of candy with other food products.

During September this year, NCA spokesmen stated, a total of 3,000 teachers requested the association's school educational material on candy and its nutritive value. During the first eight months this year, more than 800,000 persons saw the film, "Candy and Nutrition."

The directors approved a program whereby candy manufacturers co-operate with local Chambers of Commerce business educational activities. Under the plan, candy firms would invite teachers from local schools to visit their plant and learn how candy is made.

150 Ops See Telecoin Units

NEW YORK, Nov. 21.—Nearly 150 operators gathered in the Palm Room of the Hotel Diplomat here Tuesday and Wednesday (17 and 18) to view New York Telecoin's new to coin-operated Bendix commercial washer and the Bendix Wed, a washer, extractor, dryer unit.

New features on the commercial washer include a higher-powered motor; a new solenoid which is replaceable by parts, with no need to replace the entire unit; chrome latch and hinge covers; choice of meter plug in coin meter, or non-metal plug in kit, and a name plate which says "Bendix Commercial Washer." The unit holds nine pounds of laundry.

The Wed can wash and fluff dry 25 pounds of laundry and is available for coin operation. It can also wash, shake out and extract up to 40 pounds of clothing.

Telecoin representatives at the showing were A. W. Percival, president; Bill Doherty, sales executive; Sam Zeoli, sales manager, and Don Whalen, Chicago office manager.

Coca-Cola Net Rises Slightly

NEW YORK, Nov. 21. — The Coca-Cola Company this week reported slightly higher earnings for the first nine months and for the third quarter of 1953 than last year.

Net profit for the 1953 nine-month period was \$23,037,340, equivalent to \$5.39 a common share; compared with \$22,180,744, or \$5.19 a share for the corresponding 1952 period.

In the third quarter of 1953, the net profit after \$11,006,000 taxes was \$10,096,916, or \$2.36 a common share. A year ago the net was \$9,917,545, or \$2.32 a share, after \$11,383,000 of taxes.

Record Sales
H. B. Nicholson, president, told stockholders that sales on a gallonage basis were the largest in the company's 67-year history.

As in 1952, the company will pay a year-end extra dividend of \$1 on common stock. This is in addition to the regular quarterly dividend of \$1 also declared for payment on December 15.

The Coca-Cola International Corporation, a holding company whose assets consist of Coca-Cola Company common stock, announced this week that a year-end dividend of \$14.65 a share would be paid on common stock on December 15. This declaration will bring the year's total dividends to \$36.85 a share, against \$36.90 paid in 1952 when the year-end payment was \$14.70.

Vender Static

Continued from page 108

eliminators for specific venders, with no two vender types taking the same fee.

The most economical method of eliminating interference, maintains Hornung, is to incorporate the device into the actual manufacture of the vender. Before this can be done, an engineering survey must be made and an eliminator designed for the specific vender.

Kits Designed
However, added Hornung, the firm also designs kits to eliminate interference from venders which have already been assembled. An engineering survey is also required for the design of the kit, with each kit designed for a specific type and model vender.

Hornung emphasized that neither the kits nor the eliminators may be used in any vender other than the one for which it was designed.

Main advantage to operators, Hornung feels, is that the interference eliminator may mean the difference between selling or not selling a location such as an airport, where interference could affect adversely the delicate communications equipment, or even in a tavern, where it could hamper video reception.

Public Law 200
Hornung pointed to Public Law 200, passed by the 82d Congress, which deals with interference caused by electronic devices. Strict enforcement of this law, he maintains, would affect venders on many locations.

While the firm currently deals with manufacturers on the elimination of interference on the assembly line and the design of static elimination kits, Hornung said his organization was also working with operators.

Candy Mfrs.

Continued from page 108

market. About 12 cents up from a year ago, that price is a nickel over the early-October period.

Manufacturers are caught in a squeeze: They must have cocoa so they must pay higher and higher prices for it. Still, they must make a profit. And they cannot make their nickel bars any smaller. If cocoa prices continue to climb, nickel bar prices may eventually be forced to 10 cents. Candy manufacturers may also begin stressing non-chocolate confections.

Why the continuing increase? Some dealers say cocoa demand is out-stripping production, and report stocks dwindling in consuming countries. Estimates of world output for the year begun October 1 indicate it may fall below last year's 742,000 tons. Altho Brazilian production is expected to rise, it might not make up for the anticipated drop in West Africa.

Rare Coin in Hand Is 45,000 in Bank

OTTAWA, Ill. Nov. 21.—A rare coin in the hand can be worth more than 45 thousand coins in the bank, Mr. and Mrs. Laverne Buckingham learned today.

They accidentally put a rare 1776 coin in one of the town's parking meters, while they went shopping. They returned to the scene of the accident, but not before policeman Joe Heiman had made the weekly collection of parking meter deposits and taken them to the First National Bank.

The bank reported it already had put 45 thousand coins into rolls, some of which had been dispersed.

Joyner Named

Continued from page 108

inches high (with cup vending tube 71), 28 inches wide and 17 inches deep.

At the time of its first showing it was not in production but the cost was tentatively reported to be \$300. With the appointment of Joyner this week, Mills announced that field testing of the coffee vender was about completed and that production would start shortly.

New Eppy Charm Set

JAMAICA, N. Y., Nov. 21.—Samuel Eppy & Company, Inc., this week released its latest charm, Tinsel-Colored Bulbs. Tinsel is added to the five translucent colors and the bases come in gold and silver. Each bulb contains a charm ring.

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.



YOU HAVE TRIED THE REST... NOW BUY THE BEST!

VICTOR'S

LARGEST GLASS GLOBE STYLE

TOPPER DELUXE

\$14.25 each
Cases of Four (Minimum Order)

TWIN WINDOW STYLE 50c EXTRA



\$13.50 each
100 or more HALF CABINET STYLE SAME PRICE AS GLOBE STYLE

VICTOR'S TOPPER

THE WORLD'S FINEST BULK AND CHARM VENDOR AT THESE LOW PRICES

100 OR MORE \$12.00 each
LESS THAN 100 \$12.50 each
EQUIPPED WITH LARGE GLOBE



WRITE FOR LOWEST PRICES ON GUM AND CHARMS

WE STOCK THE COMPLETE LINE OF VICTOR VENDORS AND PARTS

SIDMORE VENDING CO.

2137 5th Ave. ATLantic 1-2540 Pittsburgh 19, Pa.

Vending Machine Operators!

Here's Your Opportunity to Enter the Profitable Coffee Field!

E-Z WAY COFFEE VENDER

At Low Cost!

A money-maker in smaller Industrial Plants, Factories, Offices, Stores, etc. Concession Type Coffee Dispensers Also Available.

Write for details.

STEEL PRODUCTS CO. CEDAR RAPIDS, IOWA



VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
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(Foreign rate, one year, \$6)

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VICTOR'S TOPPER



The world's finest bulk and charm vendor
 \$50.00 per case of 4, less than 25 cases.
 \$48.00 per case of 4, 25 cases or more.
 We stock the complete line of Victor vendors.

Send today for complete charm and merchandise lists and all bulk vending supplies.

H. B. HUTCHINSON JR.
 860 North Ave., N.E. Atlanta 6, Ga.
 Tel.: Emerson 4300

Union News Begins Soup Installations

NEW YORK, Nov. 21. — Altho New York is currently in the throes of an Indian summer, with temperatures well in the 70's, Union News has started its juice to soup transition in its Snively equipment.

The first change-over was made in the Jamaica Station of the Long Island Railroad, with soup installations in the New York subway system expected to get underway soon. Last year about 40 subway vendors operated by Union News dispensed soup.

Ball Gum Field

Continued from page 108

charge of sales of Leaf Gum Company, singled out the multi-million dollar chains' recent recognition of ball gum vending as a valuable contribution to customer service and to extra profit. "The expansion of ball gum vending into such outlets is a sound, wholesome benefit," he said. "This location trend will increase during the coming year, provide more prestige, concrete progress in this field."

Ball-Gum, Inc., looks for a steady rate of progress after this year's readjustments. Sterling Douglas official, defined the 1953 "adjustments" as the "bloom of the boom" in the Canadian field, and the failure of the chlorophyll flavored lines to hold to their first high promise. "But U. S. business more than takes up the slack," he said.

H. K. Hart Confections, Inc., has shown annual volume gains since entering the vending supply field in 1950. "The increase this year to date has been the largest yet," stated H. K. Hart, president.

Big Spark

Continued from page 108

of the most under-merchandised products on the market today," Green revealed the Dr. Pepper promotion plans call for an increase in 1954 of from 10 to 20 per cent over its current \$2,000,000 expansion and promotion budget.

Dr. Pepper earlier this year opened a \$300,000 plant in St. Louis, the first company-operated bottling plant outside the South. It also launched this year a low-price, single-drink cup vender "which is solving a major industry problem of high overhead and high capital investment." The vender was offered on a no-down-payment three-year finance plan in April, making Dr. Pepper the first to offer a no-down-payment method of purchase of cup equipment.

Broad Program

In 1948, franchised Dr. Pepper bottlers sponsored a broad campaign to encourage use of selective-type bottle vending machines in a direct-to-location sales program. Dr. Pepper's new single flavor cup vender was introduced to supplement selective-type machines.

Vending was the method selected by Dr. Pepper to introduce Dr. Pepper into Detroit—a brand new area—in October. Dr. Pepper venders were introduced there by Collins Vending.

The firm now has some 400 franchise bottlers in 38 States with sales ranking second in the South, and between third and fifth nationally.

Besides a bright national sales picture, Green revealed that Dr. Pepper has been studying further expansion of its foreign operations which have been limited to Mexico and Hawaii. Just two weeks ago, he said, the drink was introduced in Bangkok, Thailand, and was sold out "over night."

Green predicted the development in the next five years of a practical, non-returnable package for carbonated beverages which will "lead to an even more rapid expansion of the entire soft drink industry."

A & A Plans

Continued from page 108

regular-size packs are to be vended, while the side slides may be expanded to accommodate flat-pack brands.

The modified vender, said Mingione, is capable of vending at three separate prices, with each column operating independently. The column price adjustments are made by the turn of a screw.

Mingione said the three-price selection feature was made as a result of the growing popularity of premium-priced brands, as well as the increasing importance of king-size brands as a market factor. He believes that the day is not far off when cigarettes will be selling at three distinct price ranges and feels that a manufacturer of cigarette venders had best keep that day in mind.

He added that the improvements will not alter the cost of the unit—about \$200—nor will it affect the production schedule, with a pilot run of 35 expected to leave the factory in January, 1954, to go mostly to operators in the Plainfield area, and mass production to get underway in March, 1954.

The vender holds 368 packs and 400 books of matches; four of the eight columns are shift columns. All columns will take either king-size or regular packs (including, of course, the Parliament column). The machine is 12 1/4 inches deep, 43 1/2 inches high and 27 1/2 inches wide. The base is 12 1/4 inches deep, 20 1/2 inches high and 27 1/4 inches wide. Vender and base weigh 203 pounds.

Cabinet colors will include maroon, blue, green and red in hammertone finishes. Standard equipment includes a full mirror, fluorescent lights, base with adjustable legs, storage space for 80 cartons, stainless steel kickplate and a recess for the operator's name.

The unit also has a point-of-sale advertising feature—an 11 by 14-inch plate behind the mirror which lights up when the first coin is inserted and stays lit until the selections button is depressed. The plate is glass, with the message printed on.

NBBB to Increase

Continued from page 108

providing for the purchaser's servicing of vending machines shall affirmatively disclose that such investors are required to purchase merchandise and that potential earnings are dependent upon sales.

4. Advertisers who buy vending machines from the manufacturer for resale to investors shall not represent themselves as agents or representatives of such vending machine manufacturer unless he has the authority to contractually obligate such manufacturer.

5. No reference may be made, in advertising copy, to locations of vending machines or routes unless machines have actually been located and are available for inspection by any interested party or unless contracts have been secured for bona fide locations and are available for inspection.

6. No reference should be made to the manufacturer of a product or products dispensed by such machines, e. g., "Hershey," unless evidence is submitted that the manufacturer has permission for such use of name.

7. No advertisement shall claim sponsorship of any civic, charitable, philanthropic or religious organization unless such offer is factual, discloses all material facts necessary to avoid deception and has complied with all local or state ordinances relating to the solicitation of funds or sale of any things of value for the benefit of civic, charitable or philanthropic organizations.

New Hot, Cold

Continued from page 108

Savage stated the vender will be manufactured in various sizes to fit as wide a range of locations as possible. It operates on a resistant cooking principle with electricity going directly thru the meat. He said that negotiations are now underway with several national meat packers to finalize plans for the introduction of a specific brand of meat.

Sandwiches will be vended for 25 cents, costing the operator a dime, Savage said.

The cabinet, mounted on casters is 72 inches high, 32 inches wide and 26 inches deep.

Production plans are said to call for a minimum of 100 machines a month starting in January.

OPERATORS!

Send for illustrated list and prices of **PEERLESS PERSONAL WEIGHING MACHINES**

Reconditioned Like New! Peerless Weighing & Vending Mach. Corp. 42-02 11th St., Long Island City 1, N.Y. Phone: STillwell 4-1620

20 BRAND NEW 5c Hot Nut Machines

Slug proof, white enamel finish, 4-lb. capacity \$12.50 Each
 Terms: 1/3 deposit, balance sight draft.
 Seacoast Distributors 1200 North Ave. Elizabeth, N. J.

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)

SPECIAL
 Uneda Monarch Vends All King Size or Regular Size, 6 Cols., 380 Pack Cap. \$87.50



ROWE SPECIAL
 8 Cols., 280 Cap. All King Size or Regular. \$95.00

- ROWE Diplomat Electric, 8 Cols., 340 Cap.\$175.00
- Crusader, 10 Cols., 475 Cap.155.00
- President, 10 Cols., 475 Cap.135.00
- UNEDA Model E, 6 Cols., 168 Cap.\$75.00
- Model A, 6 Cols., 180 Cap.87.50
- Model E, 8 Cols., 240 Cap.95.00
- DuGRENIER Model S, 7 Cols., All King Size, 210 Cap.\$85.00

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES. WRITE!

- Rowe Candy Machine, 120 Bar Cap., 8 Cols.\$85.00
- DuGrenier Candyman, 72 Bar Cap.49.50
- Uneda Candy, No Base, 102 Cap.65.00
- Stoner Candy Machine, Post War, 160 Cap., 8 Cols. 160.00

We carry a complete line of all makes of Candy Machines—Write!
 Our Paints Are VENDERIZED Prevents Peeling, Flaking and Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW... RECONDITIONED LIKE NEW 250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

Ops Report:

Continued from page 108

found to be three to four days. On second and third fills, this was lengthened to four to six days.

One location, a confectionery store, reported youngster line-ups at the nickel unit, according to Reed. Wiltz stated a supermarket reported that children accompanied parents in evening shopping visits to an increased extent, prompted more such visits and thus more sales as a result of the new machine.

New Eppy Charms Set

JAMAICA, N. Y., Nov. 21.—Samuel Eppy & Company, Inc., this week released its flies, frog, fish and bug charms. They are available in copper plate, silver plate and gold plate.

NEW 5c ROCKET CHARM MIX (TRADEMARK)

Now available for immediate delivery on ALL 5c ROCKET CHARM MIX... containing a LARGE variety of games, toys, keychain items and rings for the sensational 5c ROCKET CHARM MACHINE. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots. The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

SPECIAL GET STARTED OFFER
 4 Victor 5c Rocket Charm Machines \$57.00
 2,000 "Graff's 5c Rocket Charm Mix"..... 40.00
TOTAL COST \$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED
 Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

GRAFF VENDING SUPPLY CO. 2841 W. Davis Dallas, Texas

Packed & Sold 4 to the Case, Capacity 500 Rocket Charms.

We Have Newer CHARMES!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums

IMMEDIATE DELIVERY

National Sales Agent for ACORN CHARM VENDERS parts and accessories

PENNY KING COMPANY
 2538 Mission Street Pittsburgh 3, Pa.

VICTOR'S TOPPER \$12.00
 100 OR MORE MACHINES

VICTOR'S HALF CABINET \$13.50
 LESS THAN 100 MACHINES

1/3 Deposit on all orders. PARKWAY MACHINE CORPORATION 715 Ensor St. Baltimore 2, Md.

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More vending men in all phases of industry are using the money-saving money-making ideas in VENDOR magazine—to insure profits—to be up to date on every important development in the field.

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GIVE TO THE RUNYON CANCER FUND

Holiday Season to Bring Boom To Juke Box Rental Business

Operators Report '53 Business Low; Heavy Christmas Demands Expected

By JIM WICKMAN

CHICAGO, Nov. 21. — With Thanksgiving and Christmas just around the corner, music operators throughout the country are spiffing-up juke boxes in anticipation of a good rental holiday season.

Every year at this time, private clubs, companies, churches and other social organizations begin preparing for parties they will hold during the holidays. Because music is invariably called for at these affairs, the juke box rental business sky-rockets, and operators look to this profitable auxiliary business to help pay high overhead costs and meet rising costs on the route.

The overall picture of the rental business reveals volume is somewhat below what it was a year ago, but a spot check shows operators believe the holiday season will be as good or better than ever.

Here are reports from various sections of the country on operators' preparations for a good holiday season:

L. A. Rentals Off; Look to Christmas

Los Angeles operators are agreed that the rental business has dropped sharply (from 30 to 50 per cent) compared to 1952, but that the Christmas holidays should spur business. While they believe the rental business will continue to decline, they still look to the traditional holiday boom.

Private parties provide the bulk of the Christmas season business for the California Music Company and the William H. Leuenhagen Company, while the Simon Sales Company specializes in rentals to motion picture studios, producers and the TV film industry.

\$25 Minimum

California Music gets a minimum of \$25.00 for a 20-record box and \$40.00 to \$50.00 for a 100-record unit per day. Price includes pick-up, delivery, and records. Concentrating their business on metropolitan Los Angeles, they pass on to local operators any calls from outside that area.

Their machines are rented without coin mechanisms, being set for free play. Clubs and fraternal organizations, besides private industry, represent a big share of the business.

The William H. Leuenhagen Company charges from \$20.00 to \$30.00, depending on the size of the machine. Like California Music, they set machines for free play; unlike California, they handle all calls, regardless of distance.

The Simon Sales Company charges \$50.00 to \$100.00 per day. They find that coin mechanisms are needed since their machines are generally used as studio props. Ordinarily, they do not

rent to clubs, groups or individuals.

Detroit Ops Report Business Unchanged

A dozen Detroit firms actively going after the Detroit-area rental business indicates business is steady and profitable. There seems to be little change recorded in the past two years. This year, the rental business is expected to hit a new peak during the Christmas holidays. A steady advance but no spectacular growth is anticipated by operators.

Operators charge a basic rental of \$20.00 for 20- and 24-selection boxes, which includes all service costs. Higher fees are charged for "40-and-up" size selection units.

Coin chutes are removed from machines before they are sent

out for rental. Deliberate or careless damage seems to be negligible. Eddie Clemons, Music Service, stated that "We don't seem to have any trouble. They are not abused any more than in a regular location."

Detroit customers prefer the bigger multiple-selection machines, with operators renting everything from 24 to 100-record sizes. Business parties, club affairs and weddings make up the big part of their business. Operators find there is not a great demand for special types of records. Popular dance music holds top spot on the request list.

Operators have been trying to discourage the rental of larger units in an attempt to establish the 24-record box as the standard rental. Typical is the reasoning of one operator who feels that the

(Continued on page 120)

Operators Watch Tavern Convention

Slight Dip in Beer Sales Bodes No Good For Collections; Draft Sales on Decline

• Continued from page 104

ective, R. Robert Smith, Philadelphia, laid some of the blame at the door of some tavern keepers.

Smith declared that the "short-measure drink" has killed the tavern business quicker than anything else.

"The tavern keeper who tries to bolster his profits by selling an under-sized drink fools no one but himself. A legitimate price calls for a legitimate drink," he said. Smith, vice-president of the Continental Distilling Company, told the tavern owners that "many

a disgruntled customer has walked out of a taproom never to come back."

Collections Factor

However, he added, tavern owners can win customers back with "hospitality and fair treatment." Most operators would probably agree that many of the "lost" tavern customers, as well as many of those "who can be won back" could be quite a factor in weekly collections.

Ralph E. Curtiss, Washington, counsel to the association, said members would press for reduction of the \$10.50 a gallon federal excise tax on distilled spirits, which should automatically be reduced to \$9 on April 1, 1954, under present law.

Chem. Process Adds Life to Juke Records

MINNEAPOLIS, Nov. 21. — Records played on juke boxes will have less surface noise and longer life in the future due to a new chemical process.

The Minnesota Rubber and Gasket Company here recently developed the process that successfully bonds rubber to metal and the firm is now using this process in producing phonograph drive wheels.

Rubber used on phonograph drive wheels cuts down operator replacement costs by reducing scratches and hard wear that comes from records and metal coming into contact, the firm stated.

Wurlitzer-Laine Judges Review Local Diskings

NEW YORK, Nov. 21.—Judges in the Frankie Laine-Wurlitzer contest were reviewing records of contestants for the better part of the past week, according to A. D. Palmer, advertising and promotion manager of Wurlitzer, who was in town for the judging.

Palmer reported that 36 of the 40 local winning recordings were in the hands of the final judges. The four others were delayed because the disk jockeys, sponsoring the contest, were using audience participation to select winners—a much slower process.

Plans to announce the national winner over a TV hook-up have been made, but the date for the event has not yet been determined.

The contest was a search for young (18-26) music aspirants that might never have had a chance for fame thru regular channels.

Ristaucrat Postpones New Juke Showing

APPLETON, Wis., Nov. 21.—Ristaucrat, Inc., announced this week that the showing of its new floor model juke box, scheduled by the first of the year, would be delayed several months and not shown until the Music Operators of America Convention in Chicago, March 8-10.

The phonograph was announced two weeks ago (The Billboard, November 14) by Joe Cohen, general manager. The box is a 100-selection unit playing 45's exclusively, and is estimated to sell for less than \$700.

TV AIDS P-R

D.J. Program Uses Juke Box To Spin Tunes

ST. PAUL, Nov. 21. — Jack Thayer, disk jockey at Station WTCN-TV, is using a juke box to play the top tunes of the day on his program, "Jack's Corner Drug."

The program is a daily show, Monday thru Saturday, beginning at 4:30 p.m.

Thayer uses a Rock-Ola Comet Fireball 120 on the program.

N. C. Judge Warns Ops on Licenses

WILMINGTON, N. C., Nov. 21.—Judge H. W. Smith warned music operators here this week that future cases brought before him involving unlicensed juke boxes could expect the "book."

The warning was given in Recorder's Court while 30 juke box cases were being tried. Most of the operators were dismissed with small fines when they informed the court they had obtained licenses.

Wurlitzer Promotes High Fidelity Units

NORTH TONAWANDA, N. Y., Nov. 21.—The Wurlitzer Manufacturing Company began promoting high fidelity coin-operated phonographs this week.

According to Bob Bear, sales manager of the phonograph department, Wurlitzer has had hi-fi for many months, but has held back promotion to test operator reactions in various sections of the country.

"Sample models were shipped out last spring to a few distributors and the response that these distributors received from operators now warrants our going ahead with the promotion program," Bear said.

The new model, 1500-A Hi-Fi, is now being shipped to all Wurlitzer distributors along with the fact sheets enumerating the advantages. No special showings are expected to be held. "Operators will see the model as they make regular calls to our distributors," Bear said.

The hi-fi models are housed in the identical cabinets that are used with the 1500-A's, with the exception that the new models will be available in only one color, limed walnut.

The price on the hi-fi model is \$50 more than the 1500-A series. The hi-fi boxes list at \$1,145.

The hi-fi model is equipped with two matched dynamic speakers — a 15-inch woofer, to reproduce full, rich low and middle tones, and a full sized six-inch tweeter, for the high frequency range.

Wurlitzer has installed a special restricting circuit that automatically rolls off the high frequency response (to reduce surface noise) just above the musical range attainable on 78-speed records and then cuts out on 45's allowing the amplifier to reach its full high fidelity range.

The dress panel of the hi-fi unit is a turquoise hammerloid finish, to match the selector panel and grill work.

Chicago Coin-TV Firm Reports Sales Climbing

CHICAGO, Nov. 21.—Midland Electronics Corporation reports that the coin-operated TV business is gaining ground steadily. The firm has sold over 100 sets to independent operators in the Midwest and operates over 50 sets in various sections of the country itself.

D. J. Maxin, president and sole owner of the company, said that the sets now operated by Midland would eventually be offered for sale to independent operators.

All sets sold and operated by Midland are equipped with electronic preview systems, manufactured by the Zenith Electric Company, Chicago, makers of time switches.

The electronic preview system is a device which automatically turns on a set for a short time,

LOCATION AID

Juke Teaches Cash Register To Sing Out

CHICAGO, Nov. 21.—Extra dollars from juke boxes are an important factor in the tavern owner's profit picture. This was pointed up in one of the industry's trade publications, Beverage Dealer and Tavern News, which carried juke box profit pointers under a five-column headline: "Juke Box Can Teach Cash Register to Sing."

For top commission returns from his operator-placed juke box, the story stated, the tavern owner should pay particular attention to "sound" placement principles. It listed the following:

1. To evenly produce sound, tavern acoustics should be considered, the machine and auxiliary wall and ceiling speakers placed for best results.

2. Proper volume setting; too loud or too low volume means customers will not play the machine.

3. Wall and bar selectors should be placed at accessible spots to invite more play and more continuous play.

4. Finally, checking maximum traffic points in a tavern determines the best position where the machine itself should be placed.

Hosts for Neb. Confab Named

COLUMBUS, Neb., Nov. 21.—Hosts for the next Music Guild of Nebraska meeting, to be held here at the Evans Hotel December 5-6, will be Joe Zwiener and F. J. Holys, both of Columbus.

The Guild public relations committee will present a new program to operators at the meeting. Suggestions and opinions will be asked of operators before the program is set rolling.

"This public relations program should guarantee a good turnout of operators from the entire State," commented Howard N. Ellis, secretary and treasurer of the Guild.

To save time at the Sunday meeting, the board of directors will meet Saturday night to handle complaints and minor details.

Runyon Donates Juke

NEWARK, N. J., Nov. 21.—The Runyon operating division this week donated a juke box to the American Legion Post No. 220 at South Orange, N. J., Ed Burg, Runyon executive announced.

PORTLAND OPS FIND COMPETISH KILLS RENTALS

PORTLAND, Ore., Nov. 21.—When all operators in one area are fighting for new business, it makes tough sledding, comment Portland operators who find juke box rentals in their area a hard nut to crack.

In recent years, operators here have developed most commercial locations into regular music locations. The large amount of business that has resulted in these new spots makes them highly competitive.

Operators trying to rent replaced machines find that they don't have a chance. Experience in this area proves that an old machine has to be traded in as soon as possible if an operator expects to keep up with his competition.

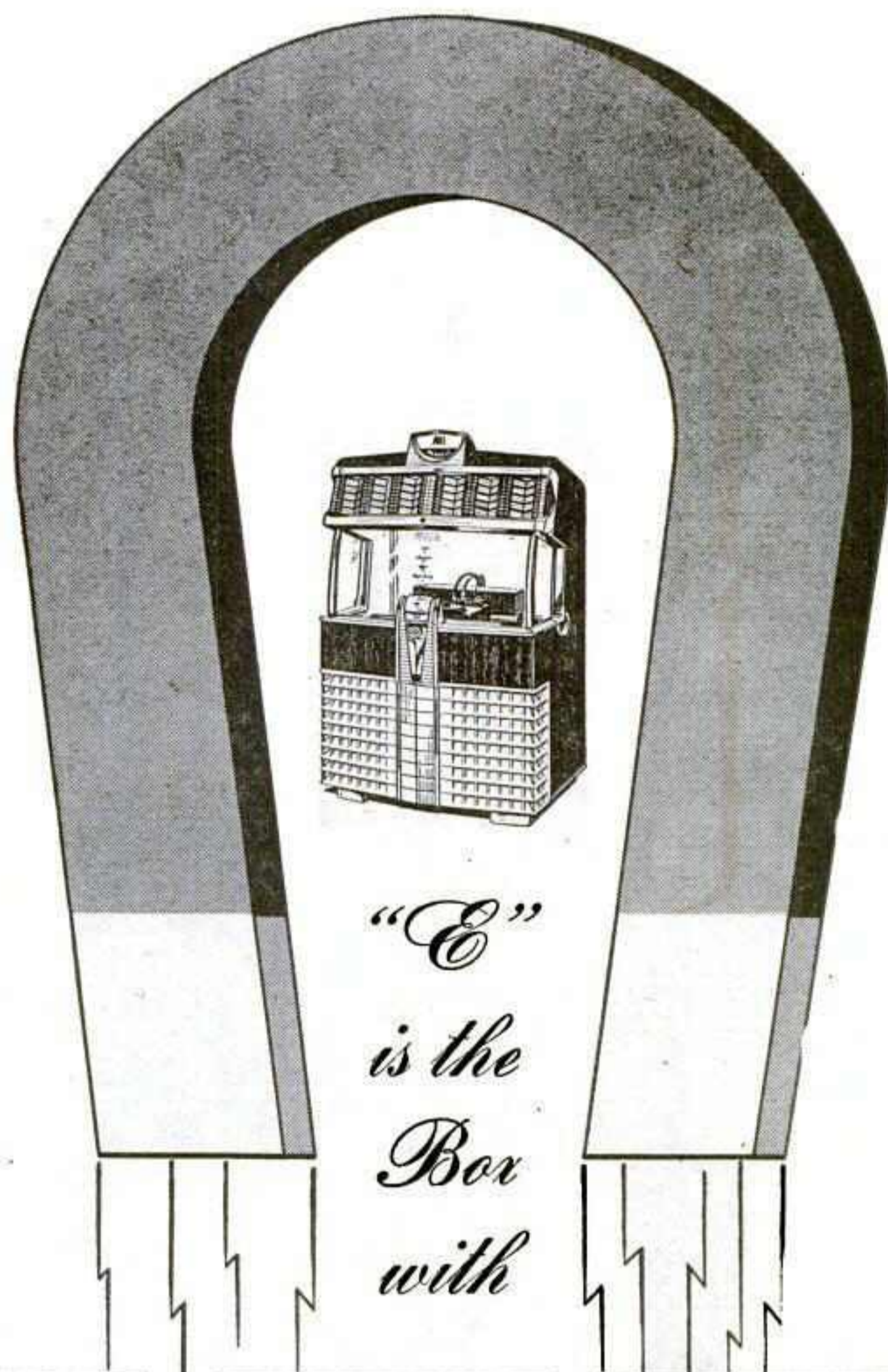
usually three or four minutes, every half-hour.

Sets used by Midland in connection with the preview system are 17- and 21-inch consoles. The smaller sets are used in motels and the 21-inch screens in hotel lobbies and other public locations.

Maxin said, "A new plant is being completed in Libertyville and operations should begin within a month. Output will be capable of 50 sets per day."

Midland prices its sets as follows: \$585 for one unit; \$3,340, six units; \$4,356, eight units; \$5,372, 10 units; \$6,388, 12 units; \$7,404, 14 units; \$8,420, 16 units; \$9,436, 18 units, and 20 units, \$10,452.

With each application for a set, Midland makes a survey of the area where it is to be installed. If poor reception is reported, the application is refused.



“GET!”

THE PUBLIC GETS: 120 Perfect Selections, Eye Level Program, One Button Play, Thrilling Tone and Virtuosity.

THE LOCATION GETS: A Beautiful Showpiece, Choice of Placing it Anywhere, Customer Inspiration and Satisfaction.

THE OPERATOR GETS: Instant Jump in Take, Uninterrupted Performance, Ability to Interest Top Spots.

AMI *Incorporated*

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

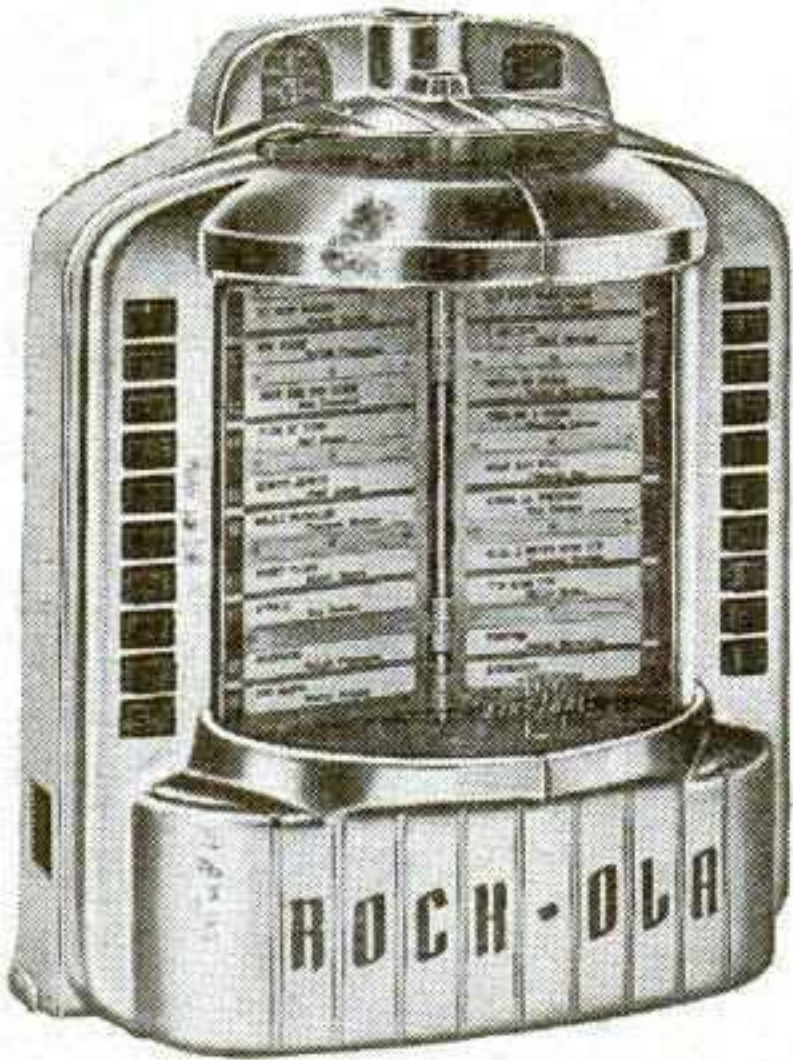
**the NEW
sensational**

**ROCK-OLA
COMET**

ORIGINAL

**120
SELECTIONS
PHONOGRAPH**

**COMET
CHROME
WALL
BOX**



For "plus" business, used with the Comet-120 or the Playmaster. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hook-up. Standard size title strip holders, true accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.



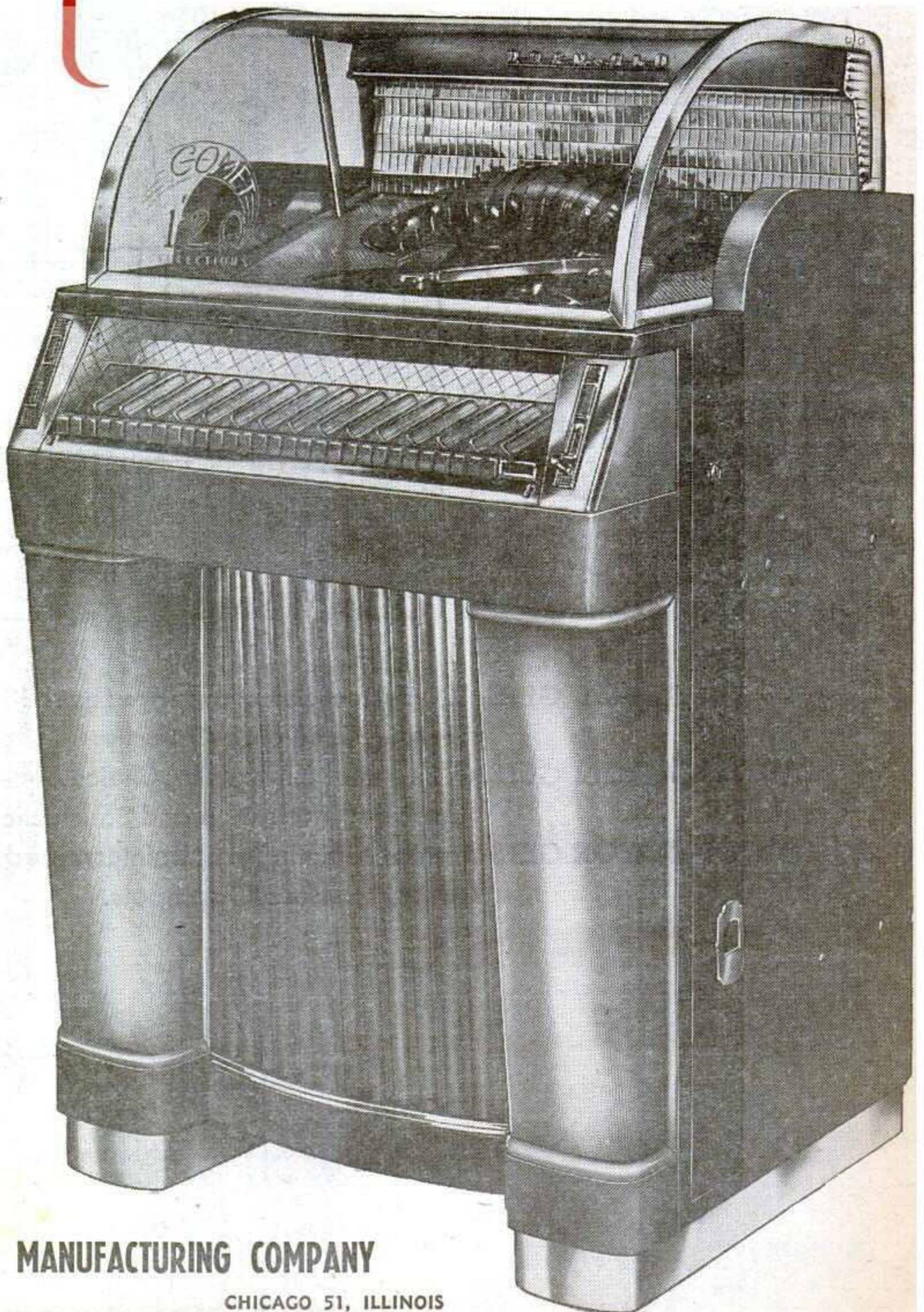
**WORLD'S
SMALLEST CONSOLE**

Less Than 30" Wide



**WORLD'S
SMARTEST STYLING**

**NOW ON
DISPLAY AT
ALL ROCK-OLA
DISTRIBUTORS**



ROCK-OLA MANUFACTURING COMPANY

800 N. KEDZIE AVE.

CHICAGO 51, ILLINOIS

Music Route Management

How to Profit Thru Rentals

By JIM WICKMAN

Smart music operators are renting out their older 20 and 24-selection phonographs as one means of trimming high overhead and offsetting general price increases.

A survey made by The Billboard shows operators in large and small cities developing the juke box rental business as a sure means of realizing additional revenue the year around.

Statistics show that there are 50 to 100 small parties and social functions every Saturday night in cities with a population of 100,000 or more.

The biggest feature of the rental business is that the smaller, lighter machines, taken off regular locations when new equipment is installed, continue to be a source of income.

Operators report the rental business may be entered on a year-in, year-out basis, or with the thought of promoting rentals during the holiday season only. Many operators have found that this profitable auxiliary business can be made into a steady source of income with only a small amount of effort, and little additional investment.

How Charges Are Set

The rental charge depends on the type of equipment desired, the number of selections, the age of the machine, where it is to be delivered and the length of time it is to be used. Since the procedure is to rent machines which have been retired from the route, the 20 and 24-selection units make up the bulk of the rental business.

Models with 100 selections and more are requested, but because of the higher charges necessary on new machines customers are usually content with the older boxes.

The average rental charges in most sections of the country vary only slightly. In Texas, machines with 24 selections are rented for \$12 and \$15 a night, depending on the condition of the unit, and 100 selections from \$25 to \$50. In Nebraska, Illinois and New York the average charge is from \$15 to \$25 for 24 selections and from \$40 to \$75 for 100 selections. Los Angeles rental rates are the highest, charging a minimum of \$25 for 20 and 24 selections and anywhere from \$50 to \$100 for the larger models.

Approximately 50 per cent of the operators raise the charge on rentals during the holidays. This increase usually amounts to \$5 or \$10. Other operators feel that a steady year around business would be affected if the price were raised.

Daily Rates

Rentals are generally made for one night only. When the rental

is for longer, a daily rate can be worked out with the customer. The average daily rates varies from \$5 to \$10, depending on the type of equipment and the demand.

Besides the fact that 20 and 24-selection machines make up the bulk of rental business, these machines offer the greatest advantages to the operator. (See chart on this page.)

Supplying records, delivering the machine and picking it up are included in the rental charges.

In the early days of juke box renting, the practice was to give the customer the key to the machine and let him supply the records and make changes to gain a larger variety of recordings. This led to high repair costs since the average person, knowing little about changing mechanisms, unintentionally mishandled the units.

Lock Machines

Today operators deliver locked machines and only those records in the machine are available to the customer. Since the customers' variety is decreased, the operator now supplies all records that have been requested. Requests for specific tunes accompany 95 per cent of all rentals. When the customer is vague, it has been found that standard favorites and top tunes are sufficient.

Occasionally, operators receive requests for a specific type of record, such as polkas, fox trots, Latin tunes, Spanish songs or waltzes, and even here operators find that a normal record library is capable of handling such requests without increasing regular record purchases.

Nearly all operators deliver and pick up juke boxes that have been rented as a service included in the original charge. Customary procedure is to deliver the machine the day of the party and then return for it the next day. Pick-up trucks with a lift gate are used effectually on deliveries and only one man is needed to handle the equipment.

Little Abuse

Abuse and vandalism are almost negligible. Operators report there is less trouble with a machine that has been rented than with one in a regular location.

This can be credited in part to unhooking the coin mechanisms. Most machines are rented with the coin mechanisms tripped so that records play with the press of a button. Some customers will ask to have the coin mechanism left in to help pay the cost of the charge, but this is seldom.

To keep the rental business, to bring in new business and to create general good will, operators have tried various methods of promotion.

Probably the most widely used promotion is advertising placed in church papers, local news-

papers, special programs and other social publications. These ads cost little and bring results.

Use Phone Book

The most common form of advertising is found in the classified pages of the telephone directory. Operators will often take three and four inches of space in the yellow pages, space enough to allow copy to be written, bringing out the high-points of a juke box rental. Because of the many factors involved, the cost of a rental is usually not quoted.

Other methods of promotion include: Phoning previous customers during the holiday season to inquire if they are interested in renting a machine; phoning customers the day after the machine was returned inquiring about satisfaction; placing signs in store windows to attract people on the street; placing a card or sign in a rented machine; arranging attractive back-drops for rented machines.

Church affairs, picnics, company parties, public schools, fraternities, sororities, veteran socials, weddings, home parties, club affairs, banquets and practically any get-together of 40 persons or more, are potential customers for an operator interested in the rental business.

"Large affairs invariably call for some form of music, and there is no better type than that supplied by a juke box," commented a Chicago operator.

Hotel Radio Corp. Pres. to Retire

DETROIT, Nov. 21. — J. E. Frawley, president of Hotel Radio Corporation for some years, announced this week that he was retiring to manage the McLure Hotel in Wheeling, W. Va., which he bought some years ago.

Frawley, who was once president of the American Hotel Association, became president of Hotel Radio in 1947.

Hotel Radio Corporation, whose central offices here control approximately 16,500 radios, has over 120 hotel-locations in over 50 cities. The operation runs from coast-to-coast.

Rental Box Score

Music operators find the juke box rental business gives them the opportunity to make money from machines which have been replaced by new equipment.

While the 100-selection machines bring in more revenue on one rental, operators report the 20 and 24-selection machines are best suited for the rental business.

Here are a few reasons why the smaller machines are preferred:

✓ New machines kept in the shop to handle rentals could be making money on location. General procedure is to rent boxes that have been replaced on locations by new equipment.

✓ Since operators supply records that have been requested, customers are generally satisfied with the smaller machines.

✓ Operators do not have as much money invested in the rentals because the smaller machines have already been depreciated.

✓ Smaller machines do not lose additional trade-in value.

✓ Smaller machines do not deplete record libraries or cause operators to increase their record purchases.

✓ Shipping the smaller, lighter machines results in less expense for the operator.

Reconditioned Music Equipment



Leads the Parade Check These MONEY-MAKING BARGAINS

SEEBURG

M100A ... \$495 147M \$129
148SL 159 146M 99

AMI Model C..... \$289 WURLITZER 1015 \$99
WURLITZER 1100..... 219 ROCK-OLA 1426 99
AMI MODEL A..... 169 ROCK-OLA 1422 79

ROCK-OLA 120 ROCKET..... Write

WIRE, WRITE, PHONE

Wall Boxes \$5 to \$35

1/3 down, balance C. O. D. Export inquiries invited.

MUSIC SYSTEMS INC.

DETROIT, MICH. — 10217 Linwood Tulsa 3-3900
CLEVELAND, OHIO — 2600 Euclid Cherry 1-3801
LANSING, MICH. — 1224 Turner Lansing 5-4243
TOLEDO, OHIO — 1302 Jackson Main 6192

'EUROPE LOOKS GOOD'

Wurlitzer's Export Chief Tells of Trip

NORTH TONAWANDA, N. Y., Nov. 21. — In spite of adverse license and currency problems in some European countries, Wurlitzer has continued to "make good progress" in its exports to the continent, declared Arthur C. Rutzen, general export sales manager for the Rudolph Wurlitzer Company.

Rutzen recently returned from a three-week business trip which took him to Germany, Italy, Switzerland, Belgium, Holland, France and Denmark.

To represent Wurlitzer in Western Germany, Rutzen said, the company appointed Gustav Husemann, Koln, Germany.

In Switzerland the company is represented by Pianohaus Eckenstein A.G., Basel; in Italy by Cesare Campagno, Rome; Belgium by Elspor, Inc., New York, Antwerp and Brussels; in Holland by Elspor-Netherlands, Rotterdam, and in France by Franco Americaine Distribution Automatique, Paris.

"In all of these countries," said Rutzen, "most of our distributors have appointed sub-distributors at various and sundry points, and in spite of adverse conditions prevailing in most of these countries for licenses and dollars, Wurlitzer has continued to make good progress."

While in France, Rutzen was a guest at the Garland American Club in Paris.

"Mr. Garland owns and operates the club which caters to GI's," Rutzen observed, "and he features the American Hit Parade on his Model 1500 Wurlitzer phonograph. As a result of this, he has built up a tremendous following among the GI's and his club never closes over a weekend."

"It is interesting to note that this machine has been earning the equivalent of \$435 a month since its installation about a year ago. His club is fairly small and no wall boxes are utilized. I think you will agree this is a terrific take."

LONG LIFE and Happy Operating!

● In the entire history of music operating, no better argument for Quality has ever been presented than the proven long location life of Evans' Phonographs.

● Here are machines with stamina—"guts" if you please. They are engineered, designed and constructed to standards of performance based on Evans' 60 years of experience in the production of dependable, profitable amusement equipment.

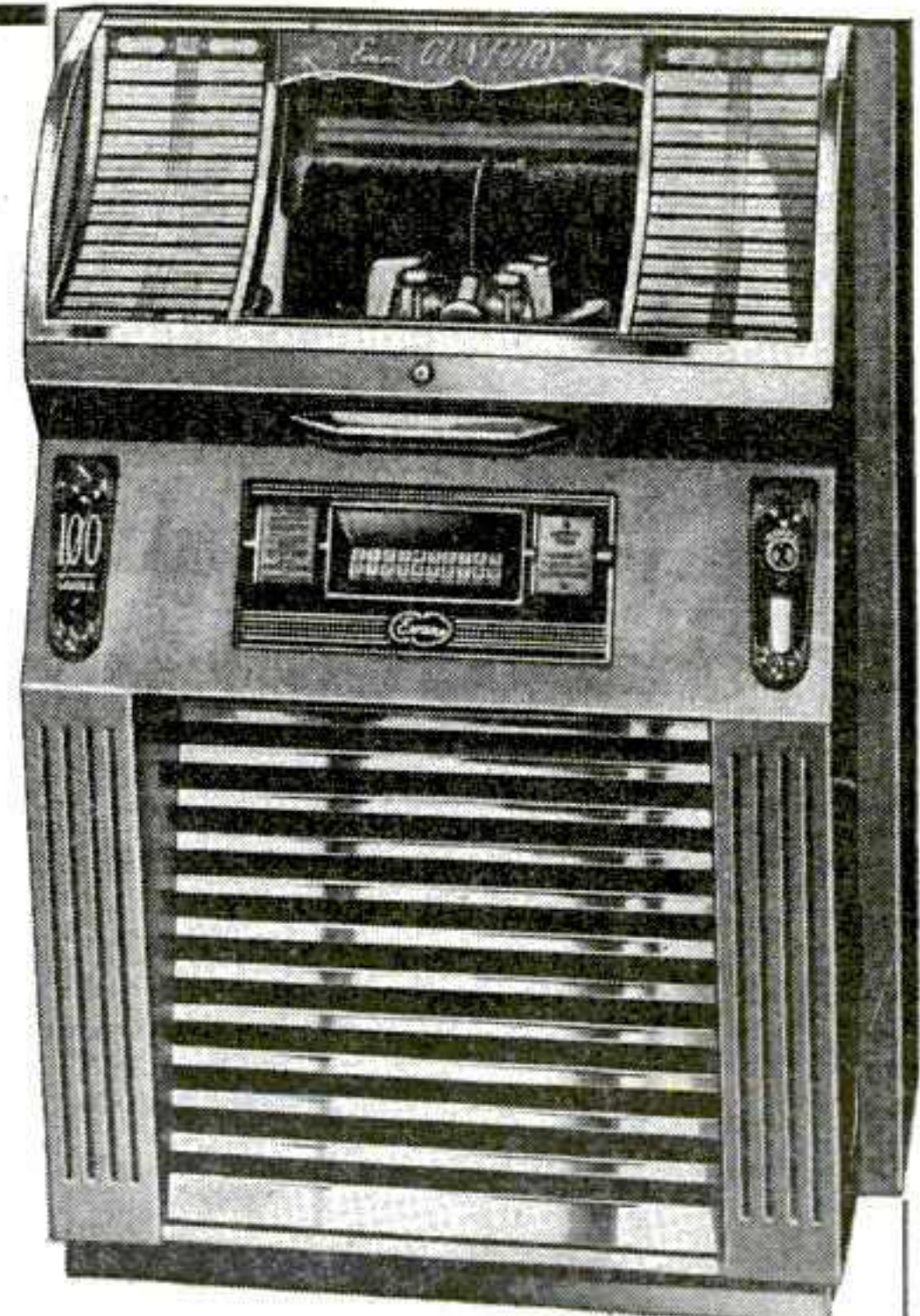
● H. C. Evans & Co. and Evans Distributors everywhere urge you to make this important analysis. Examine any other phonograph that has been on location for 2 or 3 years. Compare it with any Evans' Phonograph in service as long and under the same, or even more, demanding conditions. We think you'll be convinced . . . Evans' Phonographs can prove a major factor in your plans for successful music operating!

EVANS' 100 SELECTION

CENTURY

50 RECORDS • 45 RPM

H. C. EVANS & CO.



ON DISPLAY NOW AT YOUR EVANS DISTRIBUTOR

EVANS' 40-SELECTION JUBILEES 20 RECORDS 78 OR 45 RPM

1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS

HIGH FIDELITY

High fidelity is not a fad. Instead, high fidelity is a great forward step to bring new concepts of listening pleasure to lovers of music.

When records are played on a true high fidelity system, the music takes on an added dimension and presence . . . new tonal realism.

That's why Seeburg introduced High Fidelity to our industry. With High Fidelity you can now offer your locations . . . and the public . . . the last word in listening pleasure.

High Fidelity is another Seeburg first . . . another Seeburg advancement that makes it possible for you to offer a **BROADER MUSIC SERVICE.**

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



Americas Finest and Most Complete Music Systems

IS HERE!

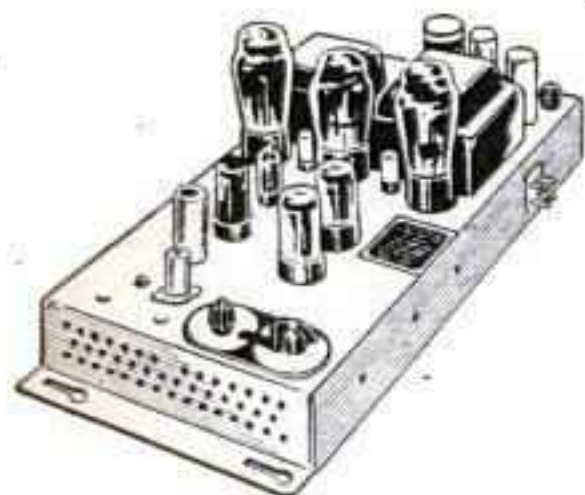
AND, HERE IS THE MOST COMPLETE COIN-OPERATED MUSIC SYSTEM EVER DEVELOPED!

The Select-O-Matic "100" HFG High Fidelity Deluxe . . . as beautiful in appearance as it is efficient in performance. And it's complete . . . with remote control . . . scientific sound distribution . . . automatic volume compensation . . . and it's

HIGH FIDELITY ALL THE WAY!

All the high fidelity characteristics are specially "built-in." That includes:

1. The high fidelity amplifier with a range of 20 to 30,000 cycles per second.
2. Spring tension magnetic pickup.
3. Two skillfully baffled speakers in the phonograph—a 15-inch woofer for low and middle range tones . . . a 5-inch tweeter for the highs.
4. A 12-inch high fidelity remote speaker with two mechanically interlocked cones . . . one for the low and middle ranges, the other for highs.



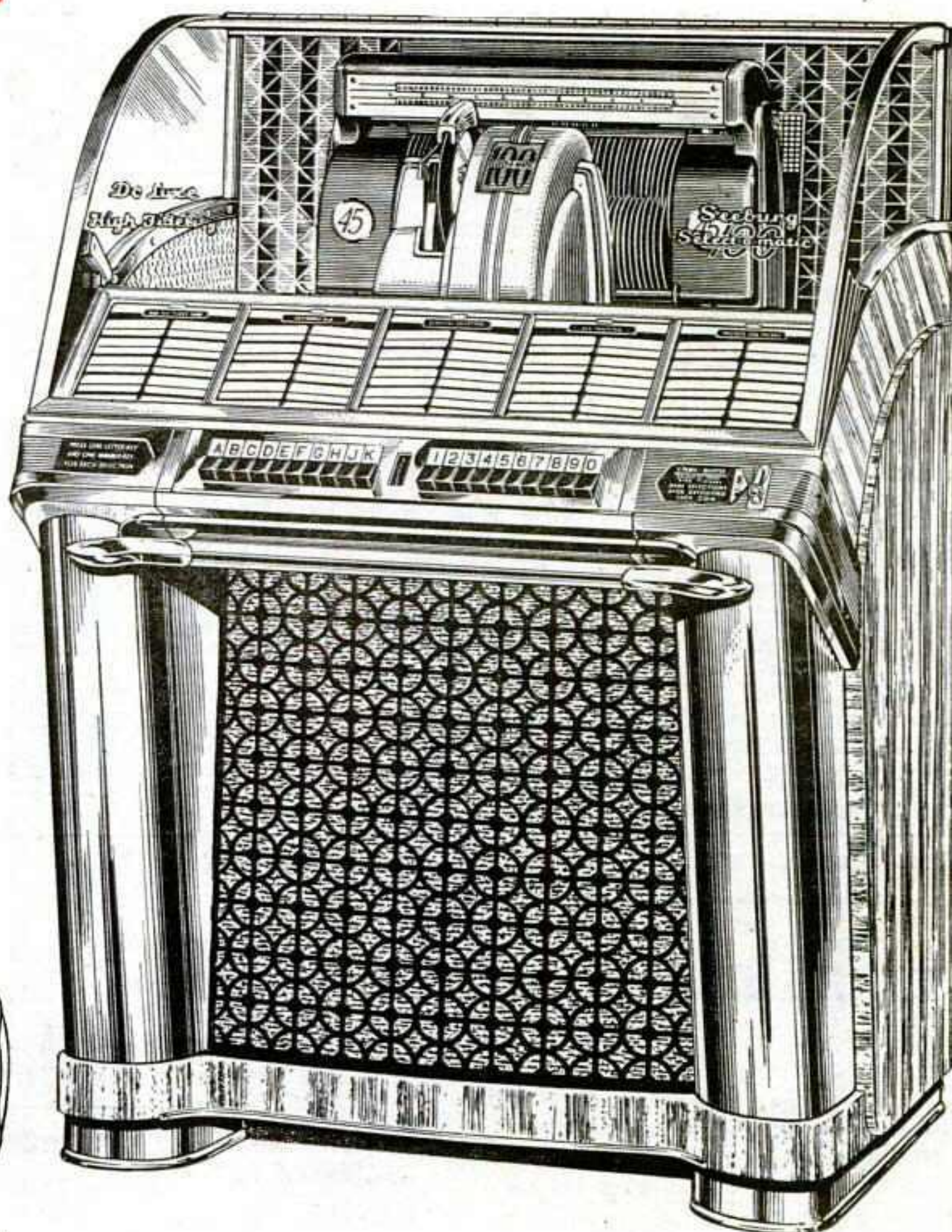
High Fidelity
Amplifier



15-inch Woofer and
5-inch Tweeter Speaker



12-inch
High Fidelity
Remote Speaker



SEEBURG

Select-o-matic
100

MUSIC SYSTEMS

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

	Issue of Nov. 21	Issue of Nov. 14	Issue of Nov. 7	Issue of Oct. 31
Baseball, 2 player (Chicago Coin).....	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler, 4 player (Keeney).....	115.00	115.00	115.00	135.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00	200.00	200.00
Bowling Alley (Chicago Coin). Bowling Alley, 6 player (Chicago Coin).....	150.00	150.00	150.00	150.00
Bowling Champ (Keeney)....	69.50	69.50	69.50	69.50
Bowling Classic (Chicago Coin) Cascade Shuffle Alley, 6 player (United).....	325.00	325.00	325.00	375.00
Classic Shuffle Alley (United) Clover Shuffle Alley, 6 player (United).....	375.00	375.00	375.00	375.00
Club Bowler, 10 Player (Keeney).....	385.00	385.00	385.00	385.00
De Luxe League Bowler (Keeney).....	150.00	175.00	175.00	195.00
Double Bowler (Keeney)....	49.50	79.50	49.50	79.50
Double Header (Williams)...	35.00	49.50	49.50	49.50
Double Score Bowler 10th Frame (Chicago Coin) Deluxe Matched (Keeney)....	385.00(3)	385.00	385.00	395.00
Double Shuffle Alley Express Rebound (United).....	79.50	79.50	79.50	79.50
Four Player (Keeney).....	125.00	75.00	125.00	65.00
Five Player Shuffle Alley (United).....	99.00	95.00	100.00	100.00
Four Way Bowler (Keeney)...	195.00	195.00	195.00	195.00
Four Player Shuffle Alley (United).....	85.00	89.00	50.00	85.00
Hi-Score Bowler (Universal)...	125.00	149.00	150.00	150.00
Hi-Score, 6 Player (Chicago Coin).....	125.00	149.00	150.00	160.00
High Score League Bowler (Keeney).....	165.00	165.00	165.00	165.00
Hook Bowler (Bally).....	65.00	65.00	65.00	65.00
League Bowler, 4 player (Keeney).....	69.00	75.00	129.50	139.50
Liberty Shuffle Alley (United).....	279.00	279.00	279.00	279.00
Manhattan Shuffle Alley (United).....	395.00	395.00	395.00	395.00
Matched Bowler, 6 player (Chicago Coin).....	220.00	265.00	220.00	295.00
Name Bowler (Chicago Coin) Official Shuffle Alley, 4 player (United).....	225.00	250.00	150.00	245.00
Olympics Shuffle Alley (United).....	395.00	395.00	395.00	395.00
Shuffle Alley Deluxe, 6 player (United).....	119.00	140.00	140.00	175.00
Shuffle Alley Express, 2 player (United).....	69.50	69.50	69.50	69.50
Shuffle Alley, 6 player (Keeney).....	165.00	175.00	145.00	165.00
Shuffle Alley, 6 player (United).....	115.00	125.00	115.00	115.00
Shuffle Line (Bally).....	69.50	75.00	69.50	69.50
Shuffle Target (Genco)....	49.50	49.50	49.50	49.50
Shuffle Tournament, 4 Way (Universal).....	135.00	135.00	135.00	135.00
Single Shuffle Alley Rebound (United).....	59.50	59.50	59.50	59.50
Six Player 10th Frame (United).....	199.00	275.00	285.00	290.00
Skee Alley (United).....	65.00	65.00	65.00	65.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	275.00	295.00	245.00	245.00
Star 10 Frame, 6 player (United).....	295.00	300.00	295.00(2)	295.00
Super Deluxe League Bowler (Keeney).....	195.00	195.00	195.00	225.00
Super Deluxe Matched (Keeney).....	210.00	210.00	210.00	210.00
Super Matched Bowler, 6 player (Chicago Coin)...	275.00	300.00	300.00	300.00
Super Six Shuffle Alley (United).....	195.00	235.00	195.00	225.00
Super Twin Bowler (Universal) Team Bowler, 10 player (Keeney).....	325.00	325.00	325.00	335.00
Tenth Frame Bowler (Chicago Coin).....	179.00	275.00	285.00	285.00
Tenth Frame Special Bowler (Chicago Coin).....	325.00(2)	325.00	325.00	325.00
Ten Player Bowler (Keeney)...	59.50	59.50	59.50	59.50
Trophy Bowl (Chicago Coin)...	150.00	195.00	195.00	195.00
Twin Rotation (Exhibit)....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (Universal).....	85.00	85.00	85.00	85.00
Twin Shuffle Alley Rebound (United).....	65.00	79.00	75.00w/p	65.00
Two Player (United).....	65.00	79.00	75.00w/p	65.00

AFTER TRAGEDY STRIKES
YOUR AMERICAN RED CROSS IS ALWAYS THERE

Coinmen You Know

• Continued from page 120

a bulk container and places it in a wafer cup, vends the complete item.

New York

Mrs. Margaret V. Kline, wife of vending machine distributor Lester M. Kline, died Thursday (12) after a long illness.

Hartford

George Navickas of Navickas Amusements is back from several weeks in Northern Maine. Navickas owns a hunting camp there.

Manny Leibert, formerly with Vending Machines, Inc., of Hartford, has resumed boxing and wrestling shows at Foot Guard Hall, Hartford. . . . Grabell-Lyons, Inc., Crosley - Bendix distributor for Northern Connecticut, moves to larger facilities about Jan. 1.

A 2 per cent payment on all earnings of employees of Veeder-Foot, Inc., manufacturer of counting and computing devices for vending machines, for the past 52 weeks, has been approved by the board of directors and will be paid Dec. 11. Total payment is expected to pass the \$120,000 mark.

Detroit

Atlanta, Mich., is the spot picked this week for hunting by Charlie Czynewski, of Frank's Music, while Frank Alluvot Jr., son of the owner of the North Side music concern, is also in quest of venison in the northern wilds of Michigan.

Russ Hosmer, of Oakland Coin

Machine Company, is now on his third week of stalking game "up north". . . . Dale and Art Sauve, of A. P. Sauve & Son Distributing Company, are hunting at Oscoda, Mich.

Albert E. Weidman, of Weidman National Sales Company, was in town attending to business before leaving again for his new home in Florida.

Eddie Clemons, head of Music Service Company, had the enviable task of breaking in a new car on a trip to Washington. . . . Theodore E. Gillies, former operator, is now with the Smith-Bisschop & Company, real estate firm.

Mrs. Marian Coleman established the Bruce Vending Company. . . . Edward Bradley set up Bradley's Music Company. . . . Ben Lefkowitz, head of Auto City Candy Company, entered University Hospital at Ann Arbor for a checkup.

Washington

Norman Hayter, manager of the local Dr. Pepper-Tru Ade Distributing Company, says business is off slightly, but still good. . . . Local operators say they will keenly miss Theodore Keve, of Hirsh Coin, who died recently. Keve was vice-president of the Washington Music Guild and was active in many business and social organizations.

Pioneer Novelty is doing a steady business, reports owner Evan Griffith. His staff was thrilled by the recent visit of Mindy Carson, who played an

engagement at a local club and called on distributors and deejays.

Charles W. Bowles, owner of East Coast Music, is pleased with the steady flow of collections. Bowles, who is president of the Washington Music Guild, says that dime play has been generally accepted in the Washington area.

Pittsburgh

Dan O'Neil, A.B.C. Vending Corporation, reported business has been good the past two weeks. . . . Harry Rosenthal, Banner Specialty Company, returned from a road trip. He called on Pat Houser in Bellefonte and Frank Williams while in Uniontown.

Morris Moskovitz, Sidmor Vending, hunts for new charms for his bulk venders with the zeal of an antique collector. . . . Joseph McGlenn says the expected cold weather should boom the cookie and candy vending trade.

Tim McCaffrey, manager of Coca Cola's vender division, claims many of the older plant workers never tasted soft drinks until the firm's new equipment was installed. . . . Bob Stanton, owner of Stanton Distributors, reported the company's new centrally located address has made a hit with company drivers.

Charles A. Porta finds that his routes now are so widespread he drives virtually all day. . . . Victor Abelson, Empire Distributors, reports business is improving slowly.

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Shuffle Pool

the game with
ENDLESS COMBINATIONS OF
STRAIGHT and BANK SHOTS!

**Automatic Games
Supply Co.**

302 University
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Shuffle Pool

the game with
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REFLECTED-LIGHT BALLS!

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the game with
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RECALL THE OLD DAYS?

Outdoor Show Points Up Changes in Trade

CHICAGO, Nov. 21.—Traveling to the Hotel Sherman in Chicago for an exhibit of coin machine equipment—as many a coinman will do when the outdoor convention opens—is an old custom even tho "coin machine shows" as such have passed from the scene.

Pre-World War II, Coin Machine Institute, then known as Coin Machine Industries, and National Association of Coin-Operated Machine Manufacturers staged some of the best-attended, most expensive conventions Chicago ever witnessed.

Since 1946, however, the history of "coin machine shows" has been spotty.

For one thing, prewar shows included all types of coin-operated equipment: Games, juke boxes and automatic merchandising equipment.

Vending Breaks Away

At war's end, the automatic merchandising industry—which came of age during the war—broke away from the old coin machine shows determined to sponsor its own convention and exhibit limited exclusively to service and merchandise vending machines.

This left the "coin machine show" with games and with music, but the juke box business quickly found the show unsatisfactory. For one thing, juke box volume had to be turned down and the manufacturers found it difficult to explain the features of their phonographs on the exhibit floor.

As a consequence, the major juke box manufacturers took suites in hotels other than the Sherman and issued invitations to operators to come over for a closer look.

Coin Machine Industries held its annual show in 1946, 1947, 1948 and 1949. In each of those years, National Automatic Merchandising Association likewise held a convention and exhibit

and the vending show quickly became the larger of the two, exhibit and attendance-wise.

Music Group Organizes

Meantime, 1949 saw the organization of Music Operators of America—a separate national group which at that time was a loose federation of existing State and local music operator associations. That year, none of the major phonograph manufacturers exhibited at the Sherman. Some did have exhibits at other hotels, but Seeburg and Wurlitzer, who that year dominated the juke box market, did not show at all.

Following the 1949 show, Coin Machine Industries changed its name to Coin Machine Institute and announced it would hold its annual exhibition in June, 1950—a radical departure since the old coin machine shows were traditionally in January—and at the Stevens Hotel rather than the Sherman which was the traditional convention home.

Call Off Show

Weeks before the CMI show was scheduled to start it was called off. An official letter, explaining the reason for the cancellation, pointed out "Many operators and distributors have already attended two coin machine shows in Chicago so far this year, and many probably will want to attend another convention and exhibit here in November."

The letter referred to the Music Operators of America convention and to the convention of the short-lived American Coin Machine Manufacturers' Association which held a 1950 exhibit May 22-24 which drew an estimated attendance of 2,000.

Commenting on the increasing number of separate exhibitions which featured different types of coin-operated equipment, CMI's announcement continued:

"The Board (of the association) is convinced that, at some future date, this industry should have a

national convention and exhibit to acquaint the trade with all of the new coin-operated equipment which is making its appearance on the market.

"But it is likewise convinced that such a show should be held under such circumstances that will enable the operator and distributor to make one trip to see all of the equipment in which this trade association is interested."

ACMMA Off, Too

CMI did not schedule an exhibit in 1951 and ACMMA, which was shortly to disband, scheduled a show but called it off because its directors felt a trade show, in the face of material controls imposed following the Korean war, was untimely.

February 4-6, the Hotel Sherman was again the site for a CMI show. As it developed, some of the major games manufacturers did not take space; the record companies, previously big supporters of "coin machine shows" were absent because they were concentrating on MOA; automatic merchandising equipment had been absent since 1946; fewer than 60 firms, including parts suppliers and distributors, took space, and attendance suffered badly.

Coin-operated kiddie rides—particularly horses—practically took over the 1952 CMI show.

A spokesman for CMI said in Chicago this week the association had no intention of attempting to promote a convention or exhibit.

What Happened

What happened is obvious: The "coin machine business" had become at least two, perhaps three, separate businesses. Automatic merchandising and service vending machines now gross upward of \$1,500,000,000 annually and have assumed an important role in the nation's retail distribution. Juke boxes have come to stand on their own feet, now pose problems such as programing which are foreign to the amusement games operating business.

Automatic merchandising was built by companies which owned and managed routes made up exclusively of vending and service equipment—companies with no knowledge and no interest in examining the latest games or phonographs.

Most phonograph operators ar

COIN MFRS. TO COMPETE FOR 3 NAAPPB AWARDS

CHICAGO, Nov. 21.—That coin-operated equipment is expected to be prominent at the 35th annual convention of the National Association of Amusement Parks, Pools and Beaches is shown by the fact that this equipment is eligible for three of four exhibit awards to be offered at the convention.

Coin amusement products can compete for the John R. Davies Award for the most meritorious exhibit, the D. S. Humphrey Award for the most meritorious new device exhibited, and the Henry A. Guenther Award for the most meritorious exhibit dealing in games or Arcade equipment.

Eligibility rules for the D. S. Humphrey Award state that games or vending devices are not eligible, but that any new mechanical equipment requiring payment of a ride fare (such as coin kiddie rides) or an admission fee is eligible.

The fourth exhibit award is the Charles S. Wilson Award for the most meritorious exhibit of equipment or supplies. Amusement devices are not eligible for the award, which is being offered only for the best exhibit of supplies or accessory equipment not included in either the D. S. Humphrey Award or the Henry A. Guenther Award.

Exhibit Won Last Year

Last year, Exhibit Supply, Chicago, won the two awards for which coin-operated equipment was eligible.

Of the 79 exhibitors at the trade show, at least 32 will show products of interest to game, ride, music and vending machine operators. A dozen will display coin rides, eight will show games, three plan Arcade exhibits and one juke box manufacturer will have a show. Eight leading suppliers of vending merchandise have reserved space.

More operators and distributors are expected to attend the 1953 trade show than ever before. Paul Huedepohl, NAAPPB executive secretary and trade show exhibit head, stated that as coin machine manufacturers have stressed the trade show the past few years, exhibit and attendance problems both increased.

still diversified—that is, they operate games as well as music. But operators with heavy investments in phonographs, published surveys show, think of themselves primarily as juke box operators just as the companies and individuals with heavy investments in games concentrate their attention on that field.

Trade associations in vending and music contributed to the dis-

solution of what was once the "coin machine show." At the vending show, only merchandising and service vending equipment can be displayed. At the music show, only music equipment can be exhibited. Lacking a show of its own, the amusement games business seems certain to continue concentrating on the annual trade show of National Association of Parks, Pools and Beaches.

Operators

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MORE*

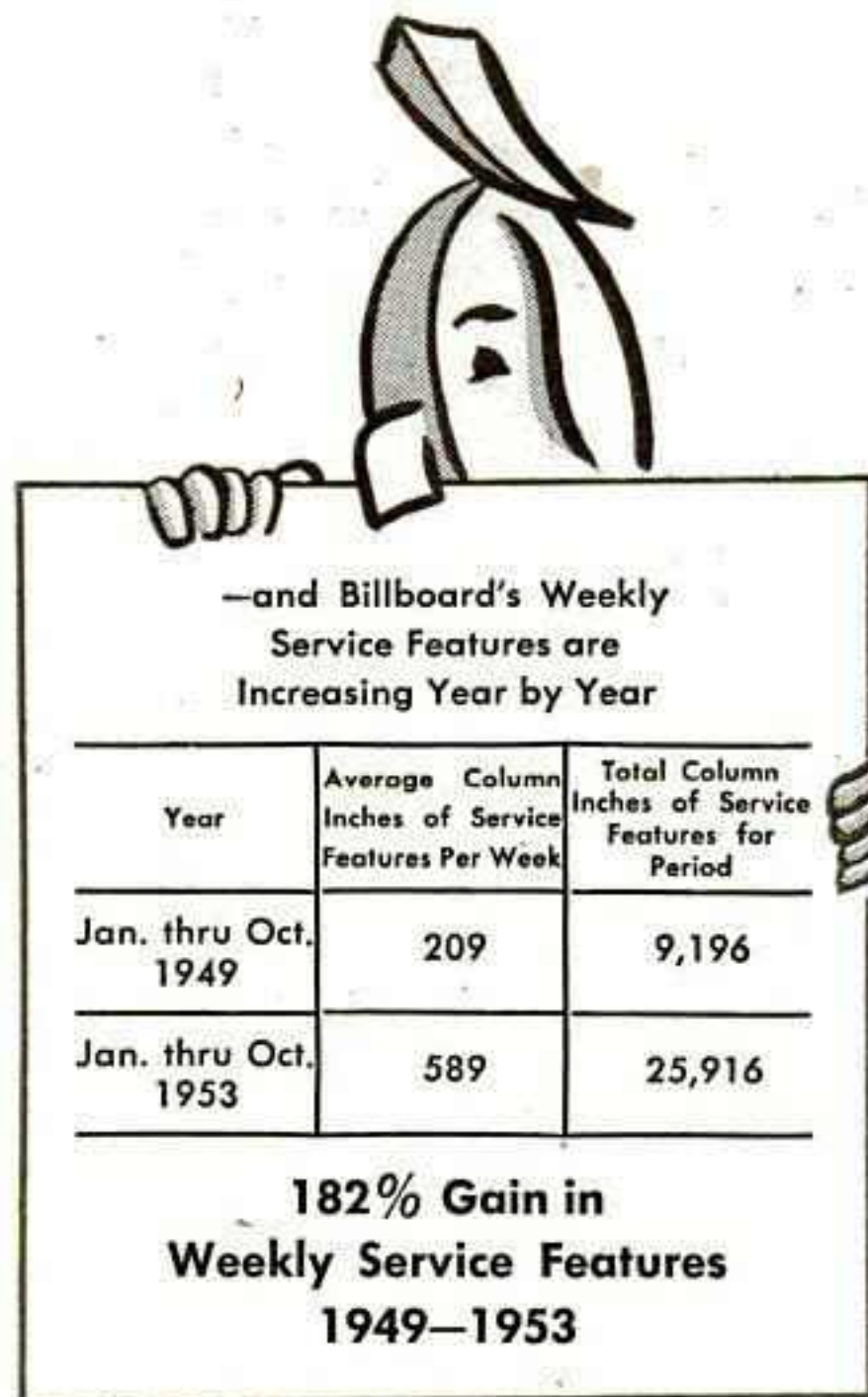
WEEKLY

SERVICE

FEATURES

in

THE BILLBOARD



—and Billboard's Weekly Service Features are Increasing Year by Year

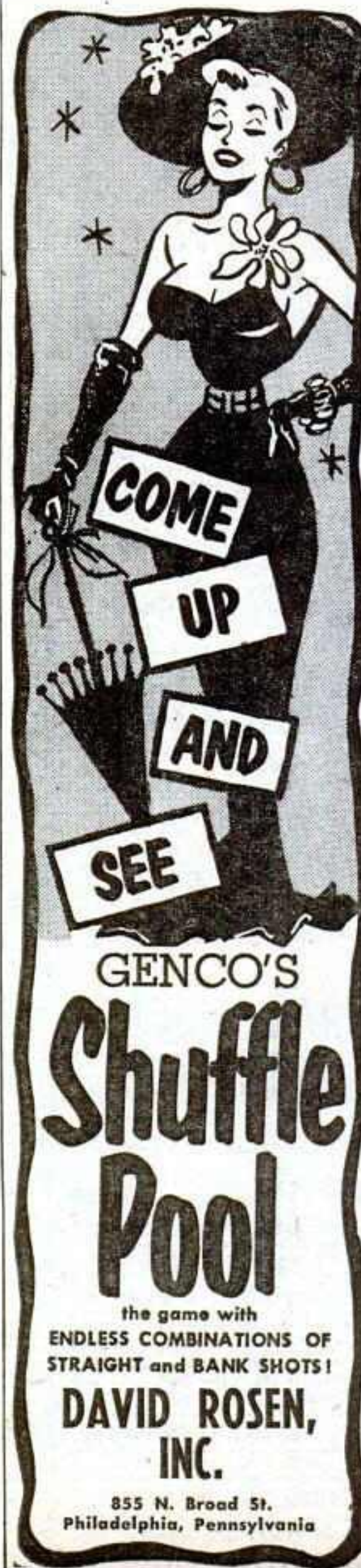
Year	Average Column Inches of Service Features Per Week	Total Column Inches of Service Features for Period
Jan. thru Oct. 1949	209	9,196
Jan. thru Oct. 1953	589	25,916

182% Gain in Weekly Service Features 1949-1953

*When Operators Get More Value, So Do Advertisers



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ACME-INTERNATIONAL
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Coin Exhibitors

Continued from page 104

Lake Street, Chicago (coin rides, gun games, Arcade equipment). Booths 101, 102, 103, 104, 105, 106.

GENCO MANUFACTURING & SALES COMPANY, 2621 N. Ashland Avenue, Chicago (gun games, shuffle games, novelty games). Booth 141.

KING AMUSEMENT COMPANY, 82 Orchard Street, Mt. Clemens, Mich. (coin rides). Booths 86, 87.

THE BERT LANE COMPANY, 372 N.E. 61st Street, Miami (coin rides). Booths 93, 94.

WILLIAMS MANUFACTURING COMPANY, 4242 W. Fillmore Street, Chicago (coin rides, novelty games). Booth 67.

B & R NOVELTY CORPORATION, 1805 First Ave., New York (coin rides). Booths 97, 98, 109, 110.

CAPITOL PROJECTORS, 556 W. 52d St., New York (coin rides, midget movies). Booths 132, 133, 134, 135.

HOLMES COOK MINIATURE GOLF CORPORATION, 636 10th Ave., New York (driving range tee, baseball pitching machine). Booth 156.

INTERNATIONAL MUTO-SCOPE CORPORATION, 44-02 11th St., Long Island City, N. Y. (photo machines, movie machines, card venter). Booths 2, 3.

I. O. BASEBALL PITCHING MACHINE CORPORATION, Empire State Building, New York (baseball batting range). Booth 64.

LEE MANUFACTURING COMPANY, Kinderkermack Rd., River Edge, N. J. (coin rides, coin ride bodies). Booths 97, 98, 109, 110.

METEOR MACHINE CORPORATION, 75 W. 45th St., New York (coin rides). Booths 117, 118.

MIKE MUNVES CORPORATION, 577 10th Ave., New York (coin rides, Arcade units, card venders, games). Booths 99, 100, 107, 108.

PHILADELPHIA TOBOGGAN CORPORATION, 2130 East Duval St., Philadelphia (skee-ball, ride

timers, bowling game). Booths 73.

RITWAY SALES, 631 Ave., New York (movie chimes). Booth 1.

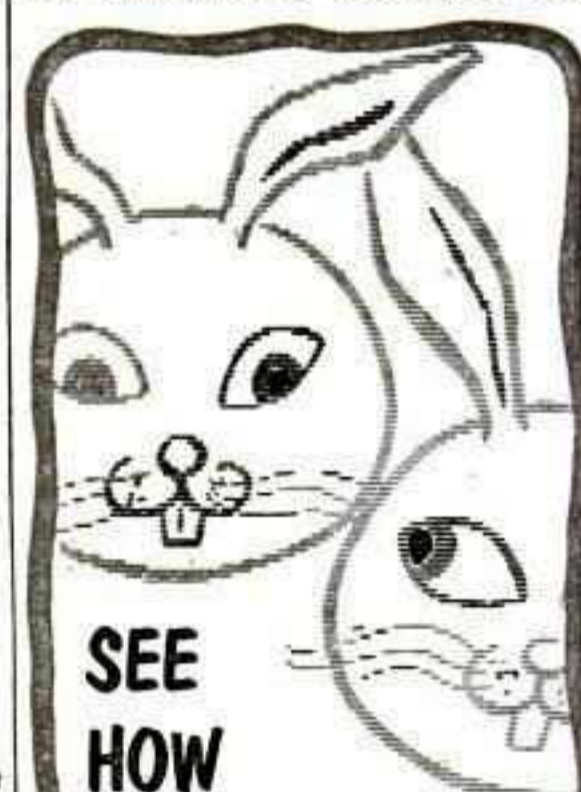
SCIENTIFIC MACHINE CORPORATION, 79 Clifton Pl. Brooklyn, N. Y. (coin rides, novelty games). Booths 23, 24, 42



GENCO'S NEW Shuffle Pool

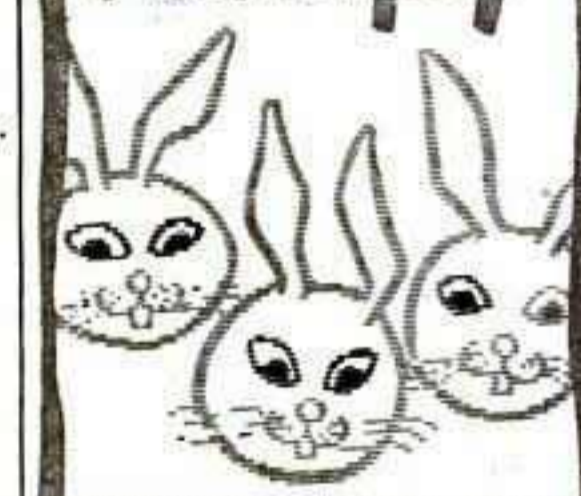
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- WURLITZER 1080
- WURLITZER 1100
- WURLITZER 1250
- WURLITZER 1400
- WURLITZER 2140 WOM
- WURLITZER 3020 WOM
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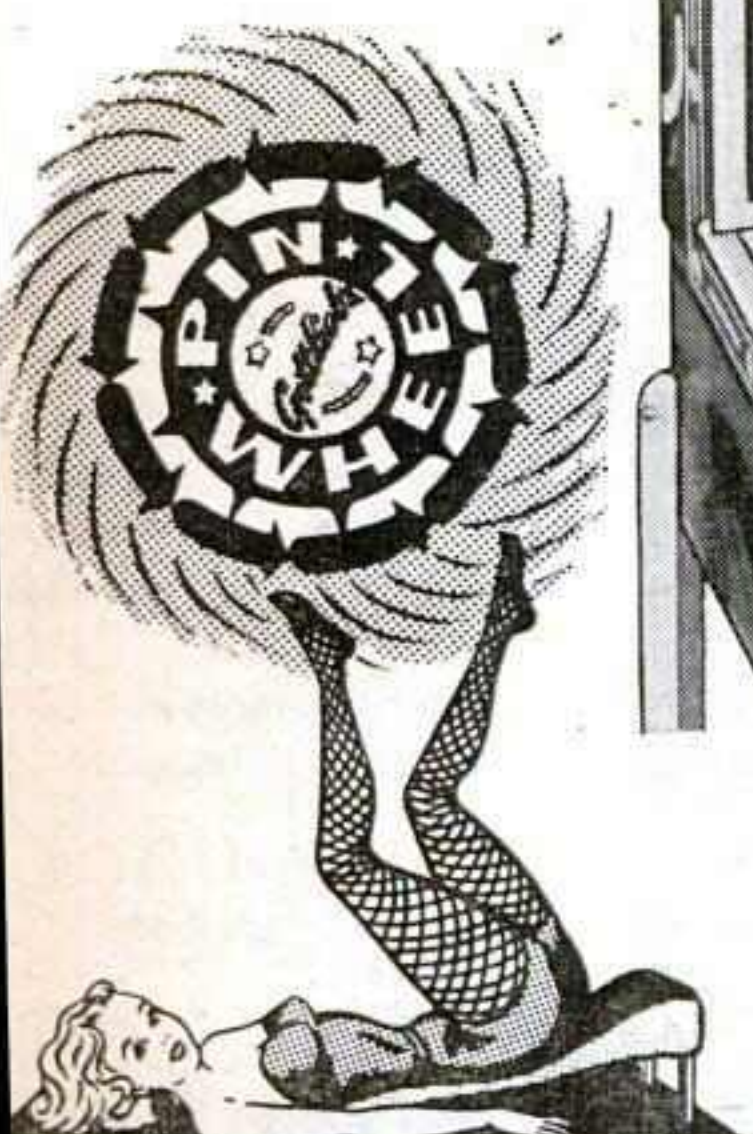
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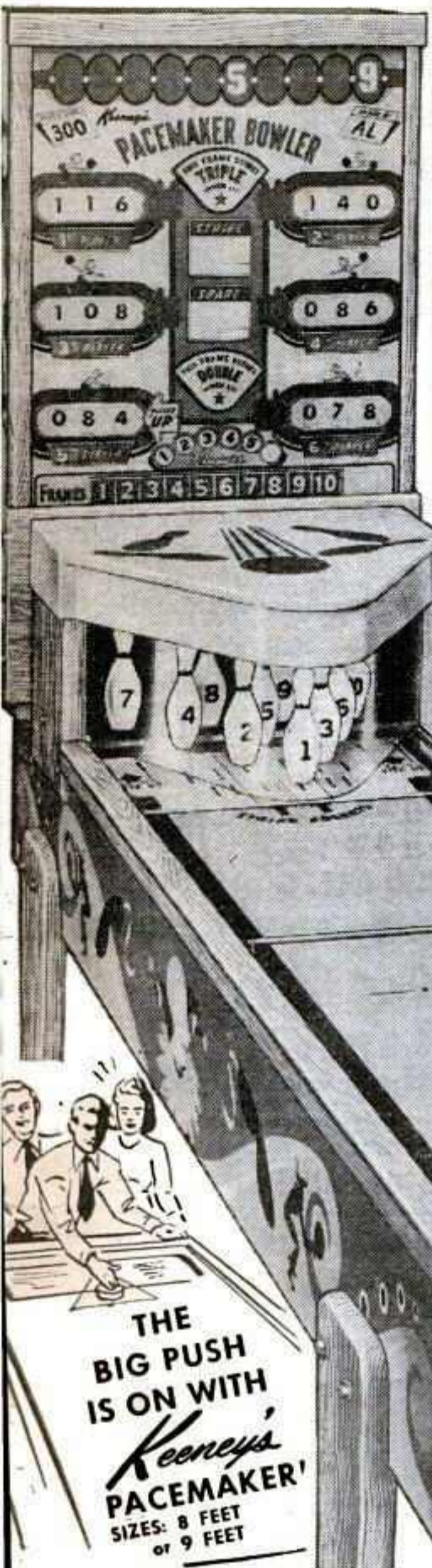
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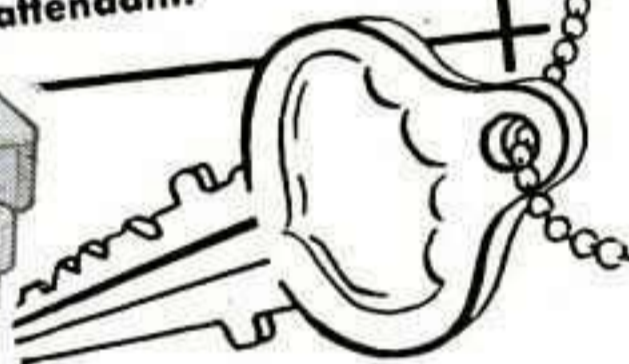
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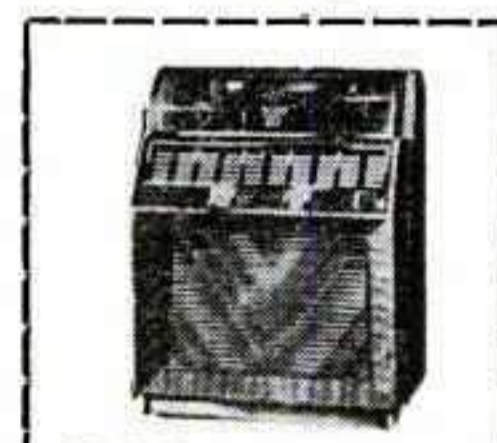
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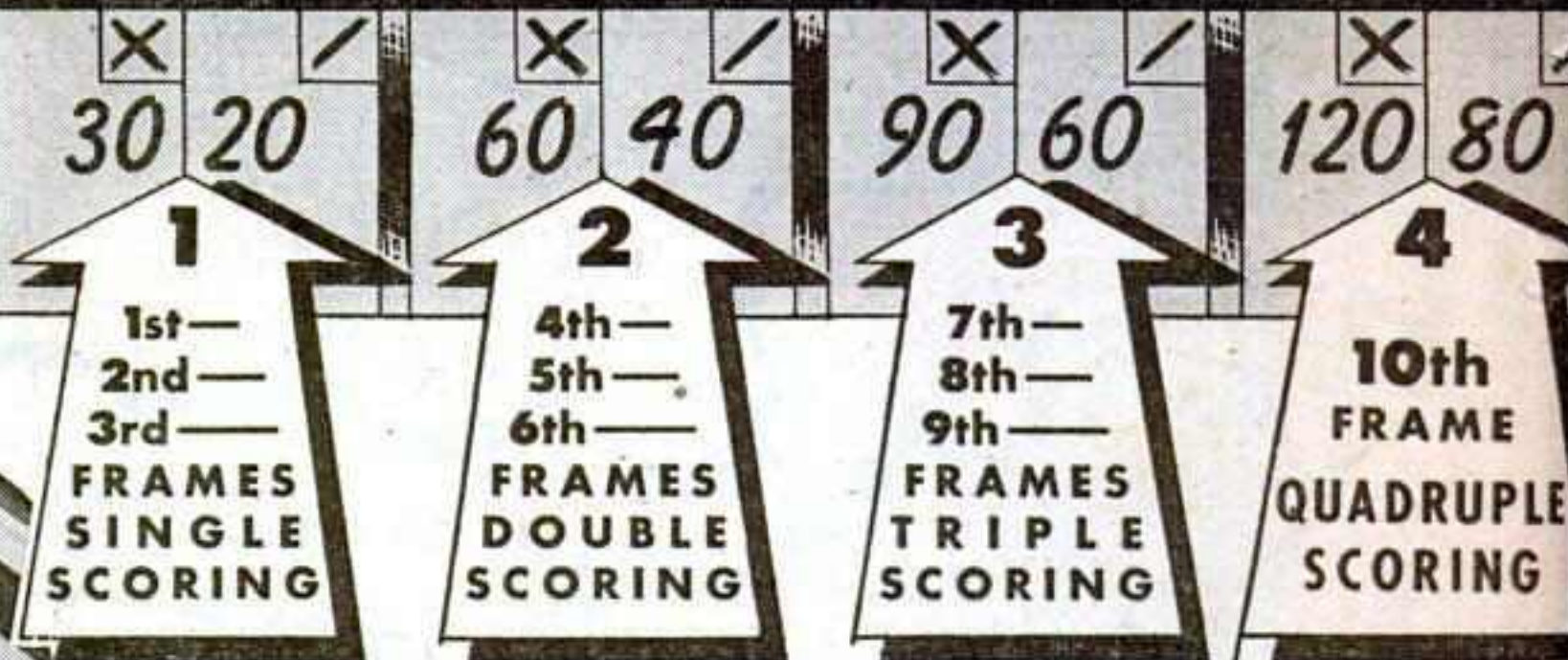
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Chicago Coin's 9 Foot Size

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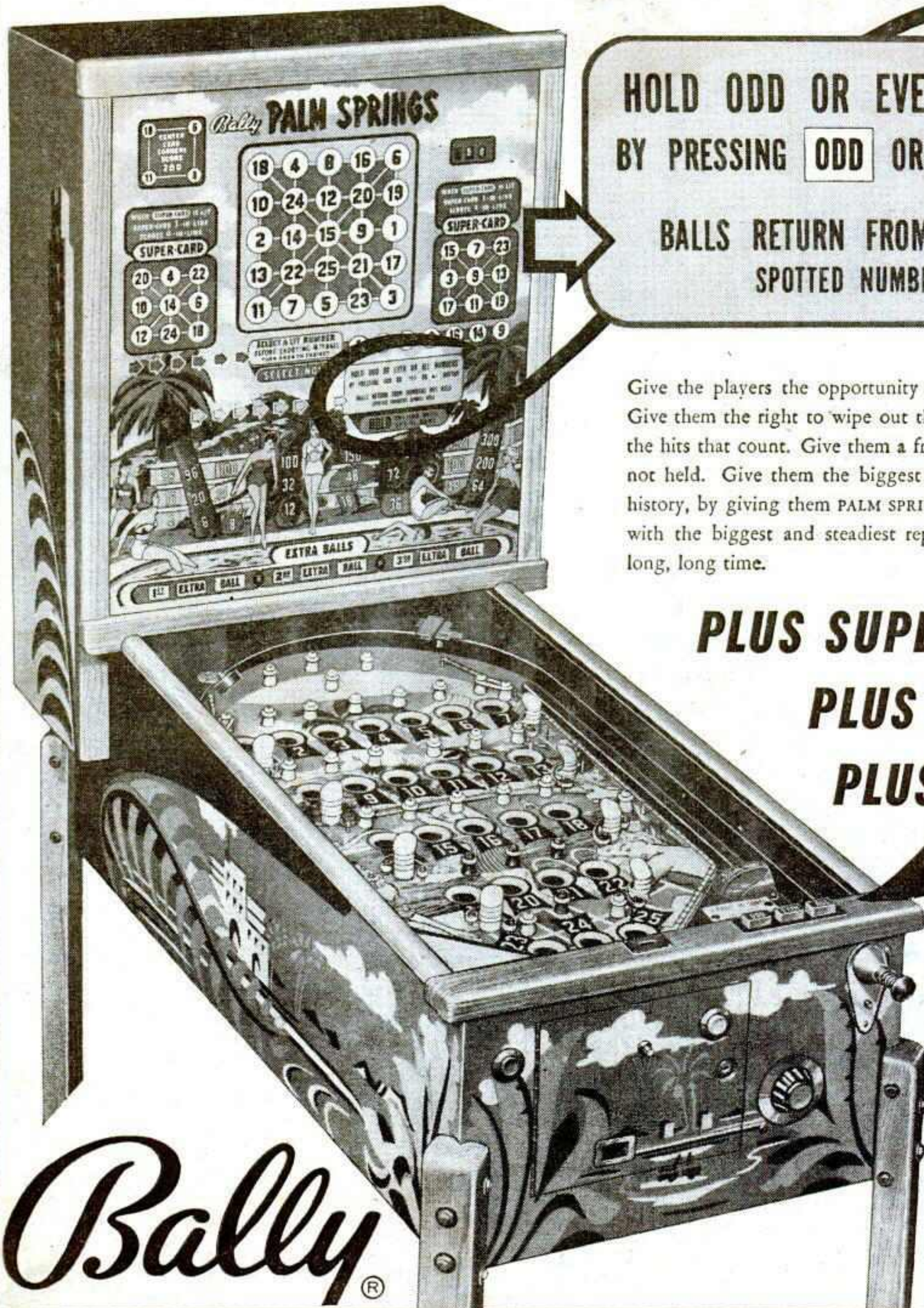
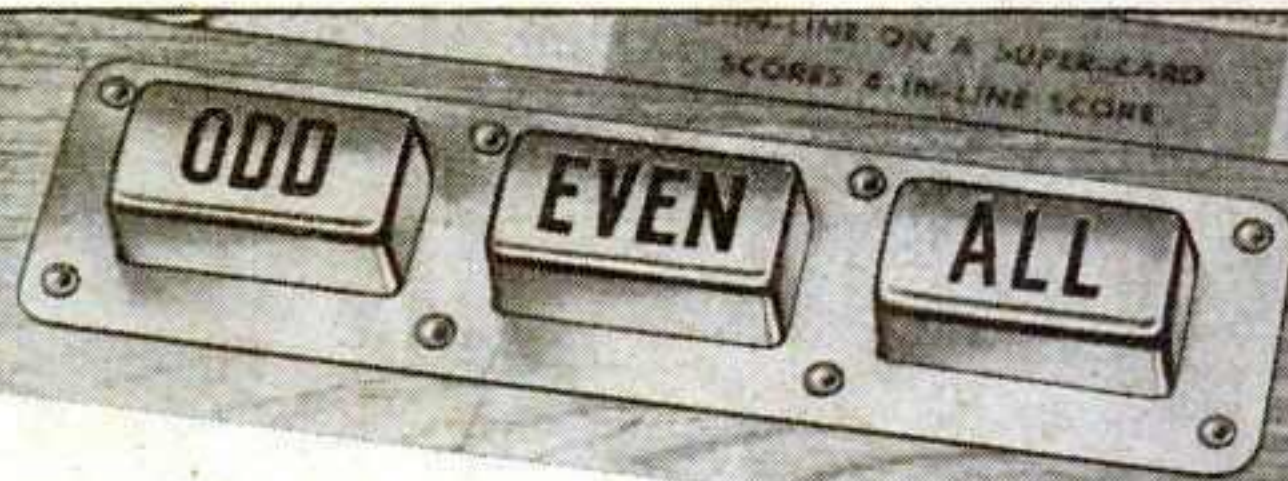
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HOLD

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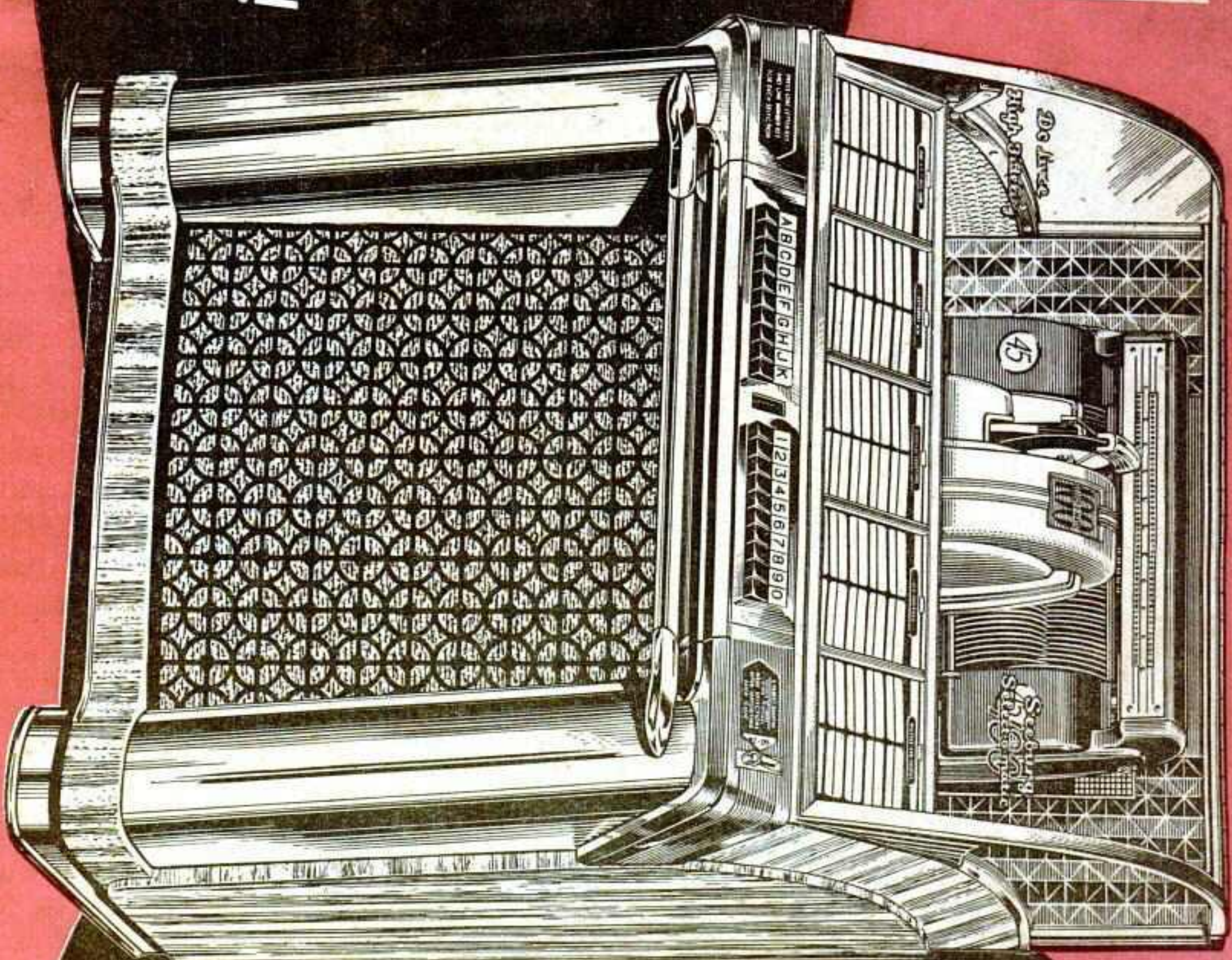
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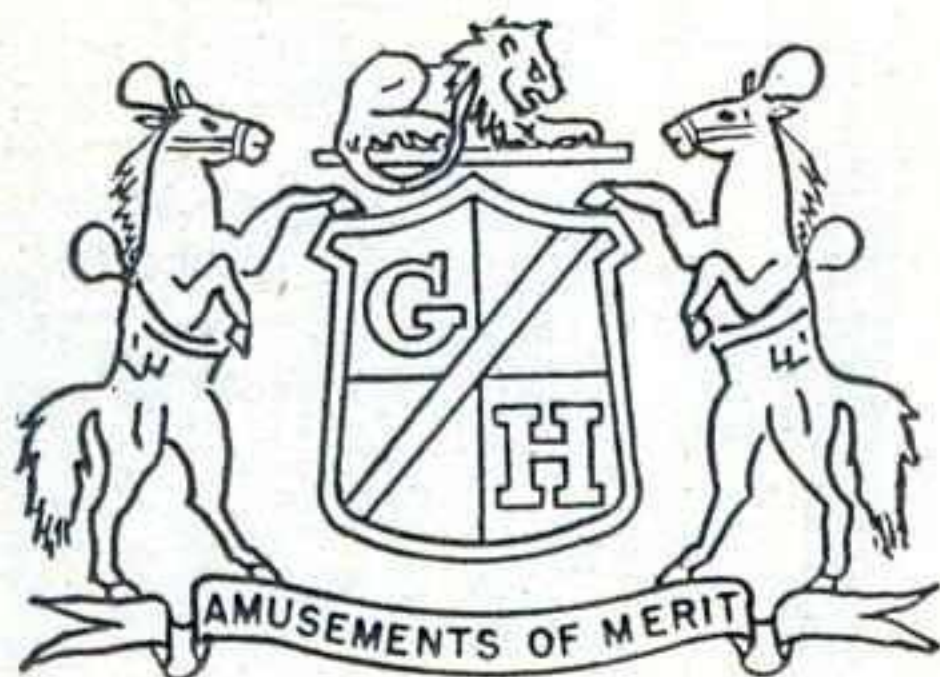
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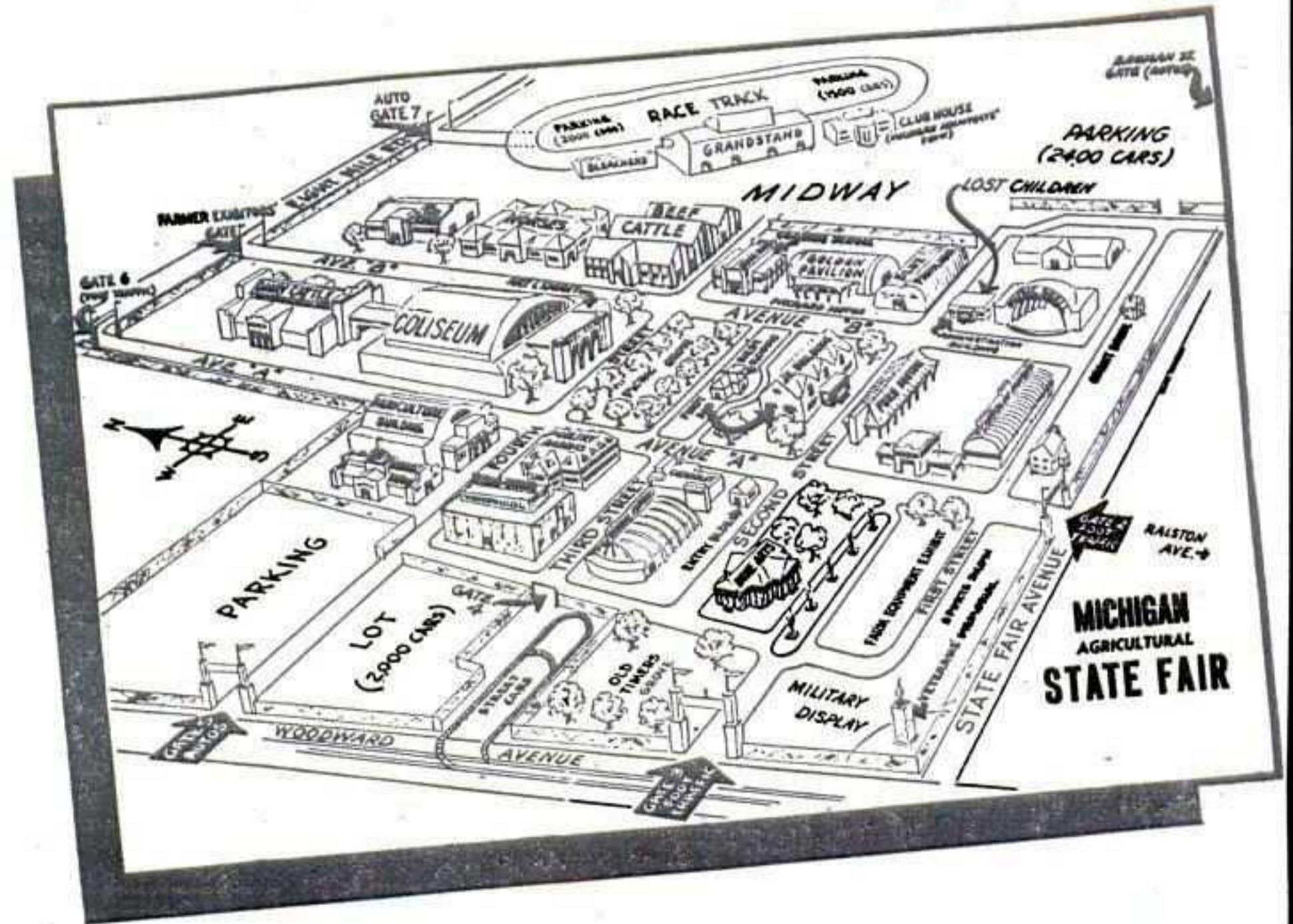
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CAVALCADE OF FAIRS

TABLE OF CONTENTS

Ike and 85 Million Americans Go to the Fairs	4	Woos Workers	70
Big Day for Ike, ESE, 72,650	5	Giants on Increase!	74
Teachers Hosted!	6	Statistical Directory of Fairs	75
Showcase of West Canada!	8	Old, New Worlds Meet	112
Ohio Builds Fast!	10	Showmanship!	114
Memphis Show Soars!	16	Still-Date Facilities	117
Industries on Stage	20	Special Events Hike Gate	121
Routs Doubting Thomases	26	Clock to Chime On	146
Ma Nature Starred	28	Success at Start	148
Pitch for Help	32	New Plant Goes Up	150
N. Y. Queens It Up!	38	Dorton's Doing	151
Designs Own Office Building	40	The Mitchell Touch	152
Super Service: Hoosier Style	44	Brewer Provides Comfort for Weary	153
What Makes Fairgoers Go?	48	Canadian Climber	154
Fabulous Puyallup Differs!	52	Daisies Do Tell	155
Light Touch Does It	58	Sportsmen's Pitch Clicks, Makes \$\$	156
Building Boom	59	Prefab Pulls 'Em	157
Calif. Firm Gives Answers on Patrons	60	Fairs-Parks Booking Offices	159

ADVERTISERS' INDEX

	Page		Page		Page		Page
Alabama State Fair, Birmingham.....	60	Florida State Fair, Tampa.....	85	Mid-South Fair, Memphis, Tenn.....	19	Snapp Greater Shows.....	138
Alamo Shows.....	148	Franklin, Don, Shows.....	134	Miller and Gunn.....	133	Snyder's, Sam, Water Follies.....	35
All Iowa Fair.....	62	Freedman's Concessions	135	Minnesota State Fair, St. Paul.....	27	Southern Valley Shows.....	155
Alleghany Co. Fair, Covington, Va.....	112	Gallagan, John.....	136	Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.....	86	Spiller's Seals.....	106
American Beauty Shows.....	150	Gem City Shows.....	147	Mississippi State Fair, Jackson.....	61	Spindle-Center Fair, Gastonia, N. C.....	102
Amusement Co. of America.....	42-43	Gold Bond Shows.....	151	Missouri State Fair, Sedalia.....	29	State Fair of Texas, Dallas.....	33
Arizona State Fair, Phoenix	158	Gold Medal Shows.....	131	Moore, Bill, and Claude Sechrest.....	24	State Fair of W. Va., Ronceverte.....	94
Arkansas Live Stock Show, Little Rock.....	84	Gooding Amusement Co.....	13-14-15	Moss, Charles (Chuck).....	18	Steele's Frontier Days.....	107
Arthur, John, Exhibitions.....	63	Gordon, Sam.....	84	Motor State Shows.....	152	Stephens, C. A., Shows.....	156
Atterbury's, Bill, Sky Kings.....	103	Grand American Shows.....	152	National Speedways, Inc.....	116	Strates, James E., Shows	36-37
Auto Racing, Inc.....	111	Great Darke County Fair, The Greenville, Ohio	60	Nebraska State Fair, Lincoln.....	45	Sun, Gus, Booking Agency.....	114
Babcock, Frank W., Shows.....	141	Greater Dixieland Exposition.....	153	Nelson, Jimmy.....	101	Sunset Amusement Co.....	143
Barnes-Carruthers Theatrical Enterprises, Inc.....	71	Haas and Wilkerson.....	116	New Jersey State Fair, Trenton.....	62	Tennessee State Fair, Nashville.....	53
Blue Grass Shows.....	122	Hames, Bill, Shows.....	146	New Meridian Fair and Cattle Show, Meridian, Miss.....	109	Texas-Oklahoma Fair & Oil Exposition, Iowa Park, Texas.....	112
Brockton Fair, Brockton, Mass.....	67	Hamid, Geo. A., & Sons, Inc.....	1	New Mexico State Fair, Albuquerque.....	88	Thomas Joyland Shows.....	144
Buck, O. C., Model Shows.....	145	Hamid Attractions.....	77	New York State Fair, Syracuse.....	41	Tidwell, T. J., Shows.....	156
Bush-Laube Concessions.....	123	Hammond, Bob, Shows.....	159	Norfolk Tideland 5 County Fair, Norfolk, Va.....	112	Tinsley, Johnny T., Shows.....	157
Byers Bros., Shows.....	154	Happyland Shows.....	151	North Carolina State Fair, Raleigh.....	88	Tivoli Exposition Shows.....	136
Caldwell, Sam and Jean.....	132	Heart of Texas Fair, Waco.....	108	Northern Wisconsin Dist. Fair, Chippewa Falls.....	90	Tri-State Agri. & Ind. Exposition, Evansville, Ind.....	57
California Mid-Winter Fair, Imperial.....	68	Hetzer's Theatrical Agency.....	104	Northwest Missouri State Fair, Bethany.....	92	Tri-State Fair, Superior, Wis.....	99
California State Fair, Sacramento.....	55	Hill's Greater Shows.....	142	Nunis, Sam.....	98	Troy, Jimmie.....	103
Campbells, The.....	105	Hippodrome of 1954.....	99	Ohio State Fair, Columbus.....	17	Tulsa State Fair, Tulsa, Okla.....	67
Canadian National Exhibition, Toronto.....	7	Holiday on Ice.....	72-73	Oklahoma State Fair, Oklahoma City.....	58	20th Century Shows.....	30-31
Casey, E. J., Shows.....	125	Horan, Irish, Hell Drivers.....	89	Orton, Tex and Alyce.....	105	United Exposition Shows.....	157
Cavalcade of Amusements.....	96-97	Hottle, Buff, Shows.....	154	Ortons, Sensational.....	93	Upper Peninsula State Fair, Escanaba, Mich.....	78
Central States Shows.....	140	Ice Cycles of 1954.....	91	Ozark Empire Fair, Springfield, Mo.....	90	Utah State Fair, Salt Lake City.....	68
Cetlin & Wilson Shows.....	22-23	Ice Vogues.....	72-73	Pacific National Exhibition, Vancouver, B. C.....	47	Velare Bros.....	126
Chattanooga-Hamilton County Interstate Fair, Chattanooga, Tenn.....	70	Illinois Fireworks Co.....	120	Packs, Tom, Elephants.....	114	WLS Artists Bureau.....	94
Claxton, Leon.....	83	Illinois State Fair, Springfield.....	34	Paramount Fireworks Co.....	130	WLW Promotions, Inc.....	69
Clay County Fair, Spencer, Iowa.....	74	Illions, Harry A.....	50	Pasco, Betty.....	105	WSM Attractions	87
Club 18 Girls.....	46	Indiana State Fair, Indianapolis	61	Pedro & Durand.....	107	Wade, W. G., Shows.....	113
Cohen, Ida E.....	120	Interstate Shows.....	159	Penn Premier Shows.....	158	Wallace Bros., Shows, Inc.....	127
Cohen, Reuben.....	105	Ionia Free Fair, Ionia, Mich.....	70	Peterson, Charles.....	106	Wallace Bros., Shows of Canada.....	149
Collins, Wm., Shows.....	139	Iowa State Fair, Des Moines.....	11	Piedmont Interstate Fair, Spartanburg, S. C.....	95	Weiss, Ben, & Son Concession Co.....	66
Colorado State Fair, Pueblo.....	78	Kane, Lou, Restaurant	132	Polack Bros. (Western).....	104	Western Canada Association of Exhibitions	39
Conklin Shows.....	128-129	Kansas Free Fair, Topeka.....	56	Raynell	25	Western Fairs Association, Sacramento, Calif.....	100
Dancing Waters, Inc.....	99	Kansas State Fair, Hutchinson.....	49	Ross, Al, and Diane.....	106	Western Washington Fair, Puyallup, Wash.....	110
Diane and Her Monkey.....	132	Katzy's, Sailor, Jungleland.....	132	Royal American Shows.....	79-80-81-82	Williams, Ray, Shows.....	148
Dick, Walter, and His All American Boys.....	105	Kentucky State Fair, Louisville.....	51	Saginaw Fair, Saginaw, Mich.....	92	Wisconsin State Fair, Milwaukee.....	21
Dillon's, Dick, Working World.....	133	Kochman, Jack, Hell Drivers.....	76	Saltzman, Irvin.....	124	Woolfolk, Boyle, Agency.....	108
Dobson's United Shows.....	150	Kortes, Pete, Side Shows.....	132	Santa Clara Co. Fair, San Jose, Calif.....	86	World of Mirth Shows.....	64-65
Drew, James H., Shows.....	137	Kyle, Charles.....	107	Schafer's Just For Fun Shows.....	115	World of Today Shows.....	160
Du Quoin State Fair, Du Quoin, Ill.....	54	Lagasse Amusement Co.....	153	Sciortino, Joe.....	133	York Interstate Fair, York, Pa.....	100
Eastern Georgia Colored State Fair, Savannah	112	Lenz, Charles A.....	95	Shan Bros., Shows.....	135	Zacchini, Emanuel.....	109
Eastern Idaho State Fair, Blackfoot.....	85	Louisiana State Fair, Shreveport.....	102	Siebrand Bros., Circus & Carnival.....	118-119	Zemater, Charles.....	124
Eastern States Exposition, West Springfield, Mass.....	59	Marks, John H., Shows.....	155				
Exposition Provinciale de Quebec, Canada.....	74	Martin, Al.....	110				
		McDonald, Capt. Earl.....	106				
		Michigan State Fair, Detroit.....	2				

IKE...and 85 Million Americans Go to the Fairs



BIG DAY FOR IKE, ESE, 72,650

President's Popularity, Fair's Gate Jumps When Ike Chats With 4-H's, Makes "Green Pastures" Presentation, Tours Grounds

By JIM McHUGH

OCCASIONALLY a fair is honored and aided by the visit of a President. Harry Truman got close to the grass roots when he visited annuals on a couple of occasions while in office. This year President Eisenhower visited the Eastern States Exposition, Springfield, Mass. Since most of Ike's term still lies ahead of him, it is logical to assume that he may so honor other fairs.

The advantages are many, with the chief one, perhaps, being the tremendous amount of national publicity earned for the host fair. This begins early with the initial announcement of the President's plans coming from the White House and then literally continues right thru the actual appearance. If he says anything of national or international significance, the publicity continues for a much longer period as analysts make reference to the talk and the occasion.

Hypoed Attendance

An automatic increase in gate attendance can be expected. In the case of Springfield, attendance on the day of the President's visit jumped from 62,434 a year ago to 72,650, a gain of more than 10,000. At noon on Monday, the day of the visit, the gate was checked at 5,000 ahead of the previous year, despite the fact that the prevailing weather offered no encouragement and, for a time, caused officials concern since it was feared that the flight from Washington would be grounded.

The prestige accruing to a fair visited by a President, especially one such as Ike, still riding the wave of popularity, is immeasurable. A good example of the helpful boost given by his presence is found in the news columns of The New York Times.

Altho Ike made a much

more important talk in Boston at night after his fair visit, the two pictures used the next day by The Times were both shot at the fair. Times staff men were on hand for the coverage and a day later the newspaper carried a column of text, plus three pictures, on the fair itself.

The proposed visit of a President is really something to talk about. Speculation is never done until the visit is over and the talks have been made. The visitors on that day have been given an extra-added attraction that no amount of money could buy. The photographs of the President with farmers and 4-H Club kids and their cattle raised on projects will probably crop up in various journals circulating in the hinterlands right thru until next fair season.

Crash Big Papers

Playing host to a President poses many problems. The Secret Service takes charge of security and virtually of the fair in the process. Everything becomes secondary to the President's safety and the possible inconveniences to the public and disruptions of normal programing are of small import. Actually, it is not until the President's departure that the hosting fair can get back into straight fair business.

A Coliseum, such as the one at Eastern States, or any other structure that will house the President and crowds, must be closed off and guarded zealously until the President has come and gone. Not until after his departure can the cattle get back in for judging and the stagehands get the sets ready for massive arena presentations.

It is unlikely that the appearance of a President at a fair would come about accidentally. In the case of Springfield, the idea was that of Jack Reynolds, general manager, and his associates many

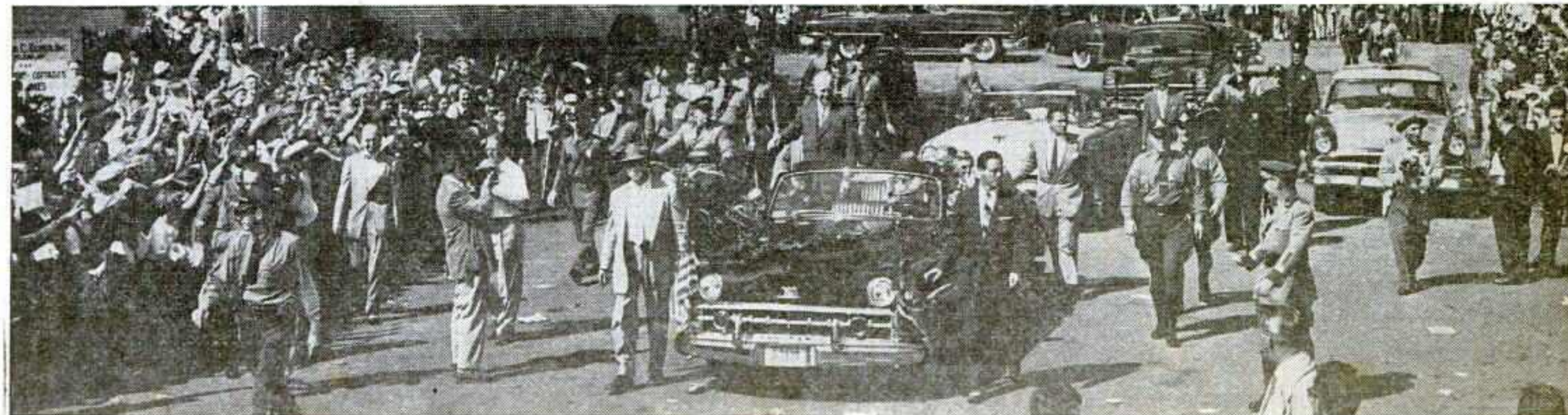
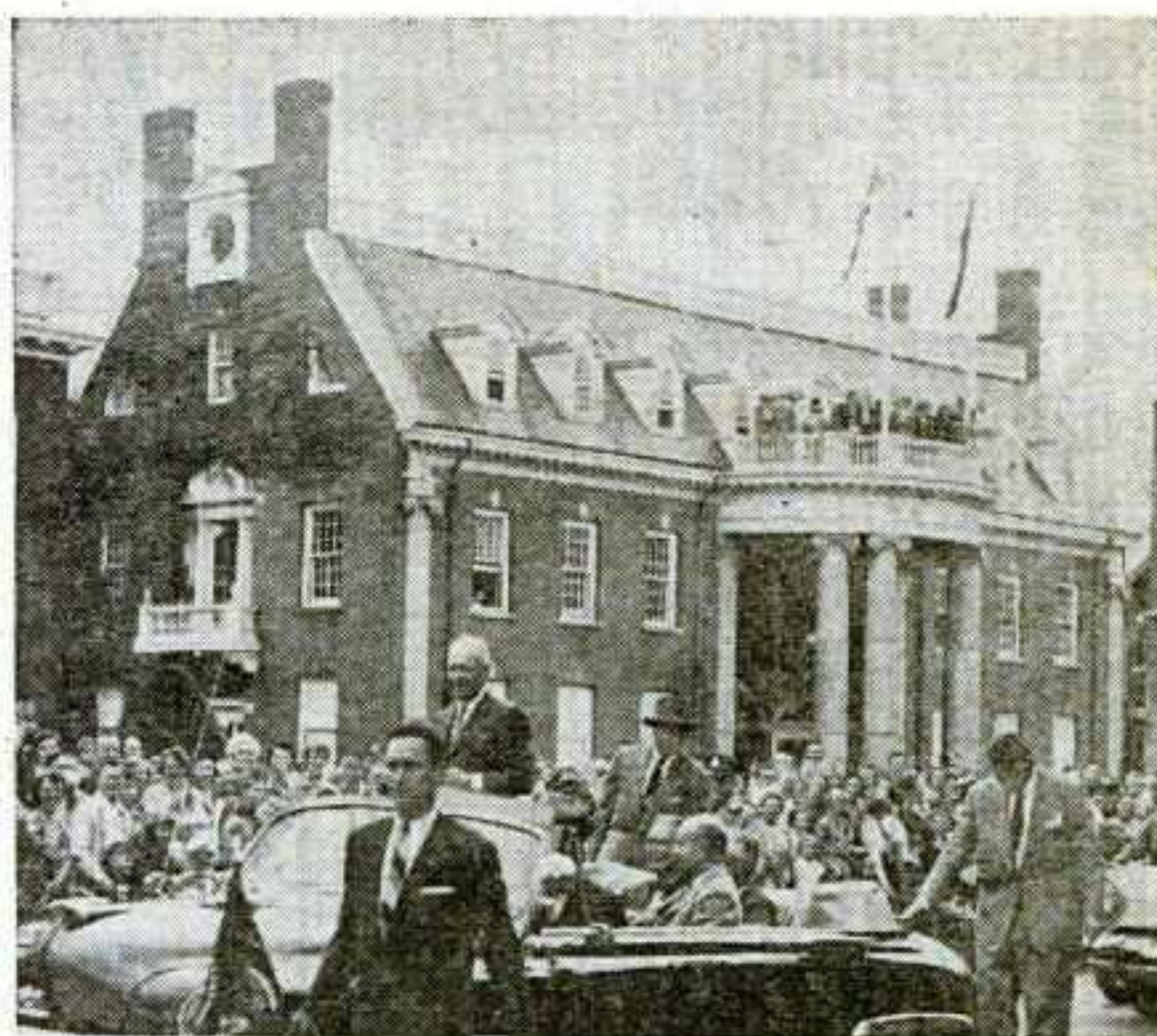
months ago. Luckily, New England has considerable strength in the Eisenhower Washington corps. New England gave him strong support in his bid for the candidacy and election. Eastern States, a non-stock, non-profit organization, numbers many important persons on its board. All of these things were helpful. But, perhaps, even more important was the need by Massachusetts Republicans for Ike's presence at a \$100-a-plate fund-raising dinner in Boston.

Perfect in Role

The two events were combined nicely on the same day. The original announcement from Washington said only that the President was to appear at Eastern States. The Boston political party was not mentioned. It could be that journeying from Washington to New England to attend a fair, mirroring the progress of farmers and industry alike, could be construed to be a better reason for the trip than merely to attend a straight political confab.

Eisenhower couldn't have done the job for the annual better had he been the mayor of West Springfield, site of the fair. He met and talked to a number of visitors, made the presentation of the fair's "Green Pastures" award, a silver tray acknowledging a good job in the rebuilding of land; chatted with and made a presentation to a 4-H Club award winner, toured the grounds in an open car, displaying his infectious grin, and spoke in a thronged Coliseum about the things close to the hearts of the spectators.

Apart from the hosting annual, the fair industry itself benefits from the visit of a President, since the publicity, while revolving around a single event, nevertheless points up the industry as a whole. Additionally, it can safely be assumed that when legislation affecting fairs, such as admission taxes, comes to the attention of the Chief Executive, he will most certainly have a clear picture of at least one representative segment of the industry and the job it is attempting to do.



President Eisenhower's popularity and attendance at the Eastern States Exposition, Springfield, Mass., soared when Ike paid a visit to the New England fair. Ike, and 72,650 fairgoers, enjoyed the day. Flashing his infectious grin, Ike met and talked to many, presented the fair's "Green Pastures" award for the best job of land reclamation, chatted with 4-H youngsters, toured the grounds, and spoke in a thronged Coliseum.

Teachers Hosted!

SIXTY-EIGHT teachers, representing 2,500 years of work in Minnesota's public schools, were honored by the Minnesota State Fair in a jam-packed day of activity in connection with the exposition's first Teachers' Recognition Day.

The teachers, who came from 67 of the State's 87 counties, averaged 37 years each as instructors in Minnesota's public classrooms. Next year, according to present plans, each county will be represented by its oldest pedagogue.

"The Teachers' Recognition Day was one of the most inspiring events ever to take place on the Minnesota State fairgrounds," Douglas K. Baldwin, fair secretary, said. "We enjoyed being host to the teachers. And, all to whom I talked assured me the day was one of the high points of their lives."

Appropriately, Teachers' Recognition Day was held on Children's Day. Many youngsters attended the fair especially to see their teacher—present or past—honored.

Sometime before the fair each county was invited to nominate its oldest teacher in point of service to participate in the day's activities. Dr. Milo J. Peterson, superintendent of the fair's department of education, was in charge of arrangements.



Pinning an orchid on Helen Baker, of Brownton, Minn., oldest guest teacher attending the 1953 Minnesota State Fair on Teachers' Recognition Day, Monday, August 31, is a Northwest Airlines hostess. Miss Baker, 82, has taught 60 years in Minnesota Public Schools. Last 42 years of this service was spent in nearby Glenco, Minn., where a public school, to be named the Helen Baker School, is being built in her honor.



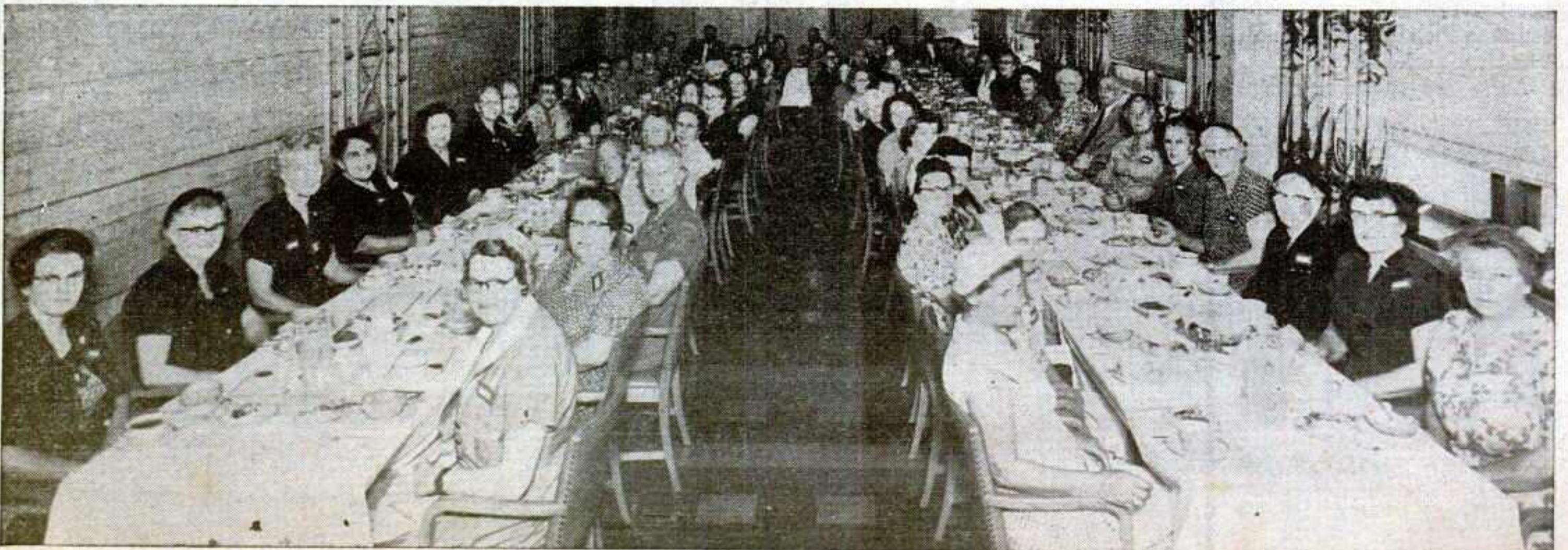
Smiling broadly, with apples in their hands, are some of the teachers hosted by the Minnesota State Fair. Each, as she passed thru the Horticulture Building, was given a big, red, Minnesota apple, the gift symbolical of pupils seeking favor with a teacher.



Presenting guest teachers from 62 counties to an evening grandstand audience at the Minnesota State Fair on Teachers' Recognition Day, Monday, August 31, is President R. S. Thornton, of the fair. The day was officially programed as Children's and Teachers' Recognition Day.



A bus-load of teachers arriving at the Minnesota State fairgrounds to spend a day at the big exposition as guests of the fair management.



Teachers from 62 counties in Minnesota at the banquet tendered them by the Minnesota State Fair on its first Teachers' Recognition Day. At the speakers table, in the rear, are fair officials.

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THE WORLD
THERE'S
NONE TO
COMPARE
WITH THE...**

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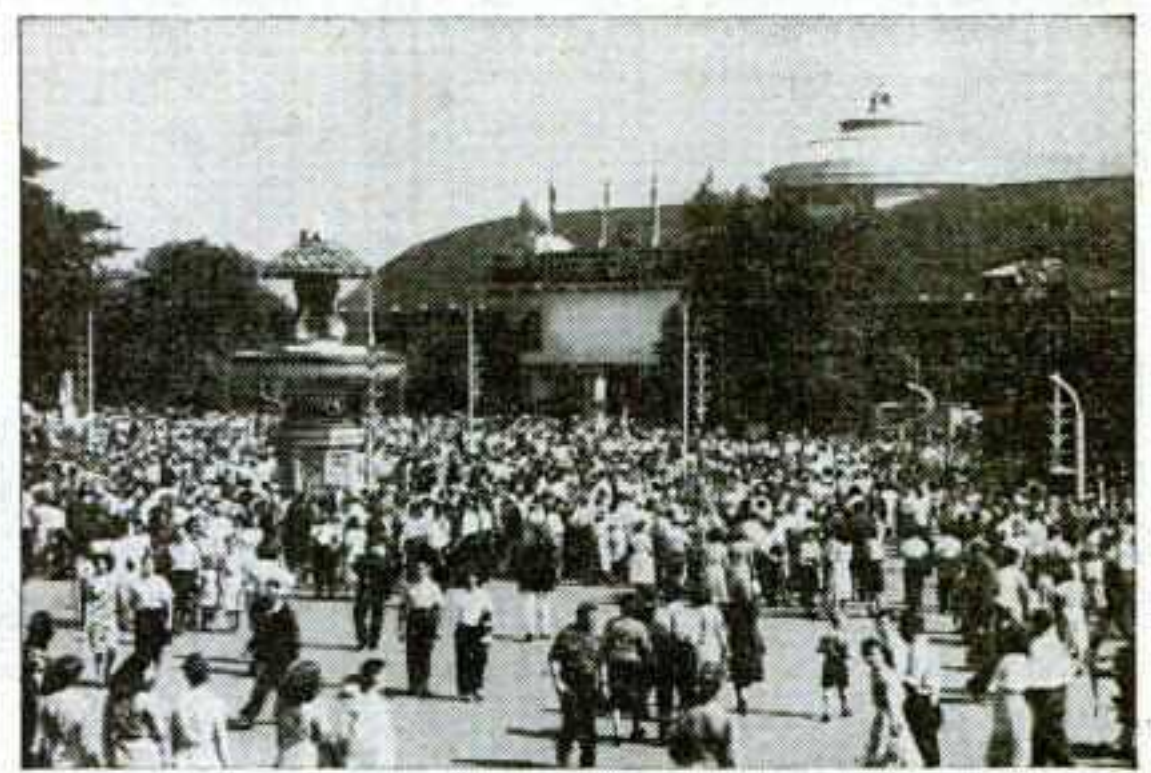
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Plan now to incorporate an exhibit at the CNE next year in your 1954 sales program.

**1954 DATES
AUG. 27 • SEPT. 11**

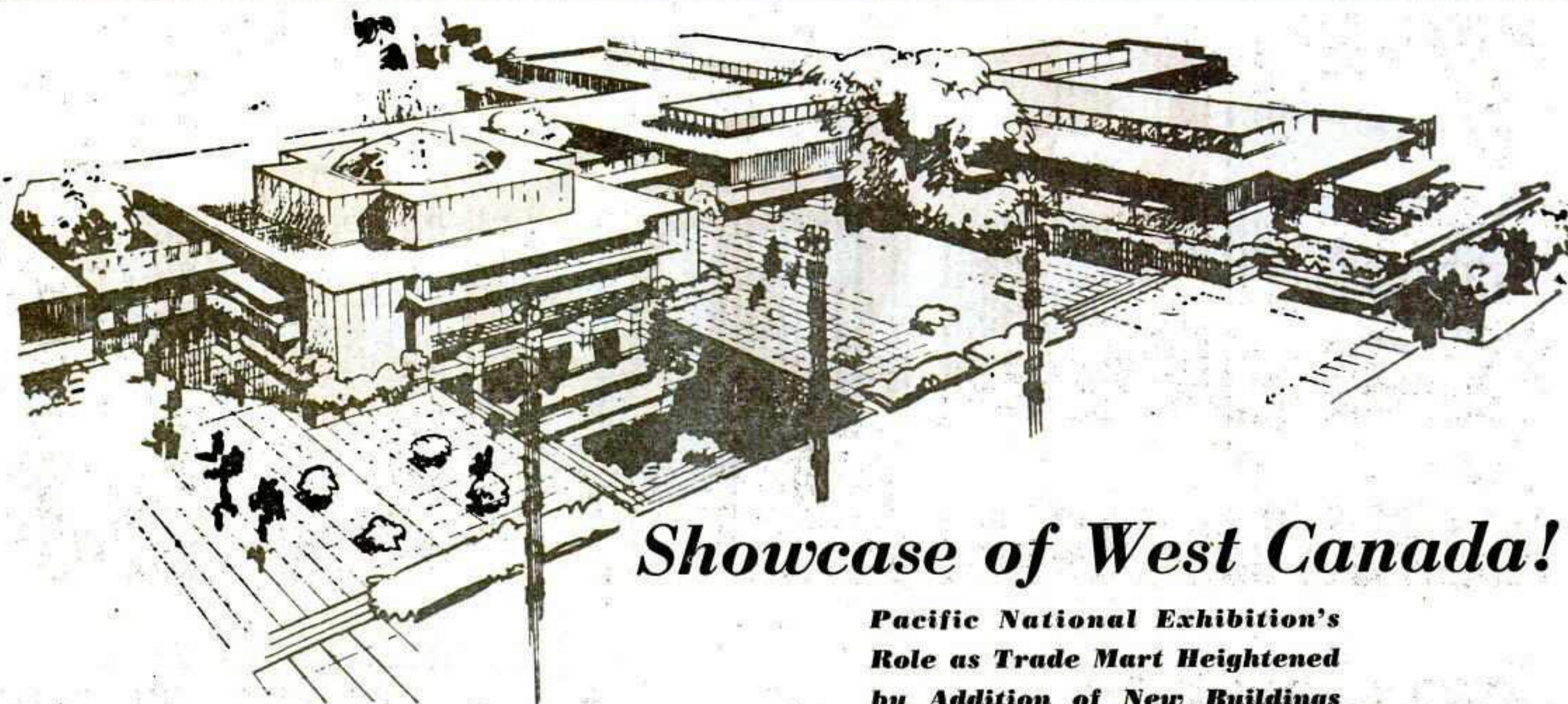


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Showcase of West Canada!

**Pacific National Exhibition's
Role as Trade Mart Heightened
by Addition of New Buildings**

By HERB DOTTEN

THE Pacific National Exhibition, Vancouver's up-and-coming annual fair, is prepared to take an even more aggressive, far-sighted role than ever before in its alert past in developing its home city as a thriving, modern trading center for prosperous British Columbia.

Currently, the PNE is having the finishing touches put on three new structures, two of them commercial buildings, the other devoted to exhibits of the provincial government which connected and combined, will make the exhibition the show window of British Columbia.

Built at a cost of \$1,500,000, the three-building line-up has an Electrical Building at one end, the British Columbia Building in the center, and the Manufacturers' Building at the other end.

Partially completed in time for the '53 fair, only some sections of the two commercial exhibit buildings were used then. And, despite the fact that the buildings were incomplete, exhibitors were delighted with the crowds.

The British Columbia Building is to be open the year round. Included among its governmental and educational displays will be a giant relief map of British

Columbia, the Lipsett Indian Museum, and a 385-seat film theater.

The buildings were designed to assure continuous, one-way traffic. An abundance of electric and gas outlets are provided for exhibitors. Aisles are wide. Connecting walkways are wide. Garden courts, spotted in the center of the two buildings, provide a refreshing touch.

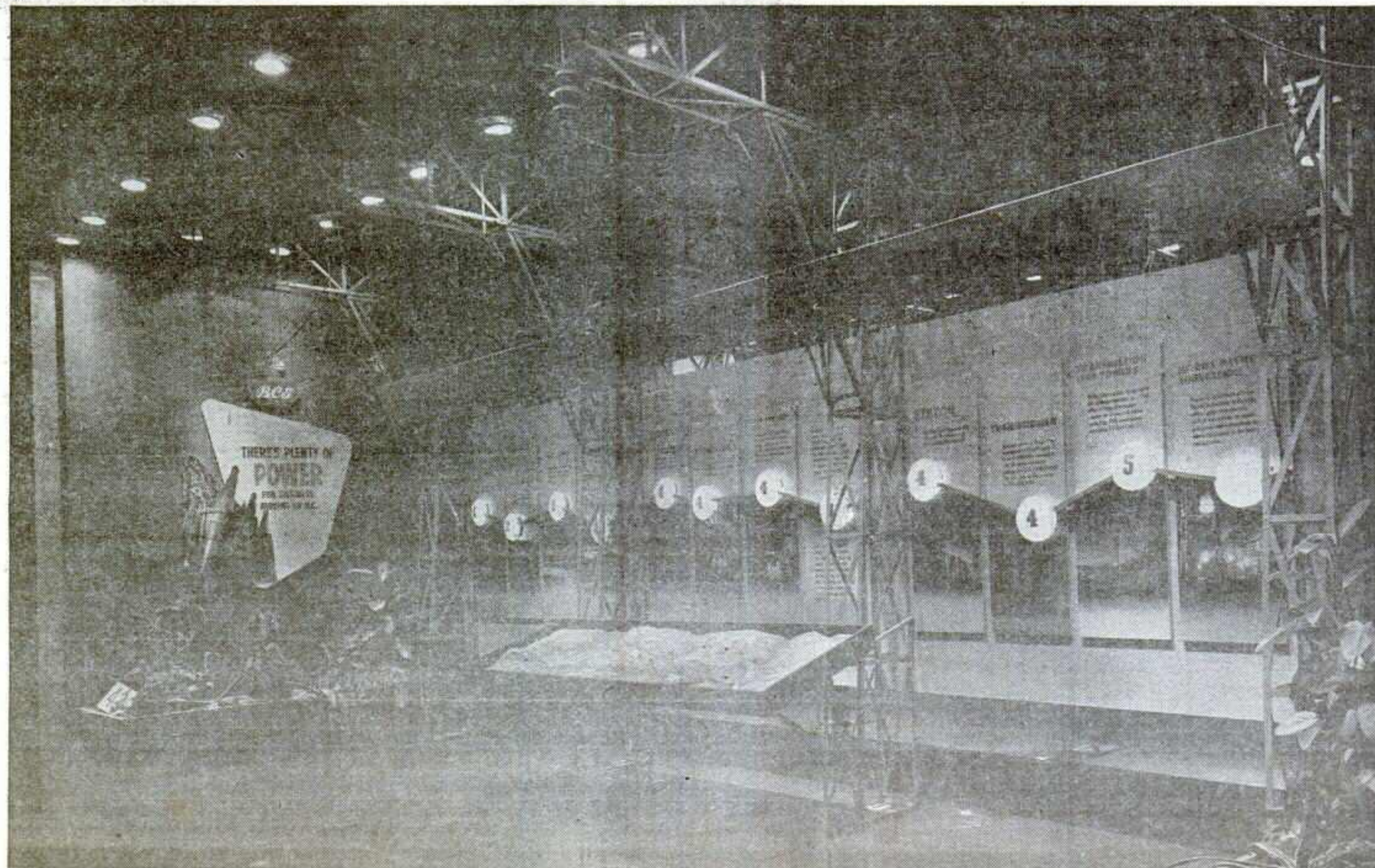
The PNE can look back upon many success stories of its exhibitors. And, with the new buildings, exhibition officials believe that such successes will be greatly surpassed in the future.

The PNE does an aggressive selling job to potential exhibitors. And it has a good sales talk—not the building alone, but the PNE's attendance and the excellent market British Columbia comprises for products of all kinds.

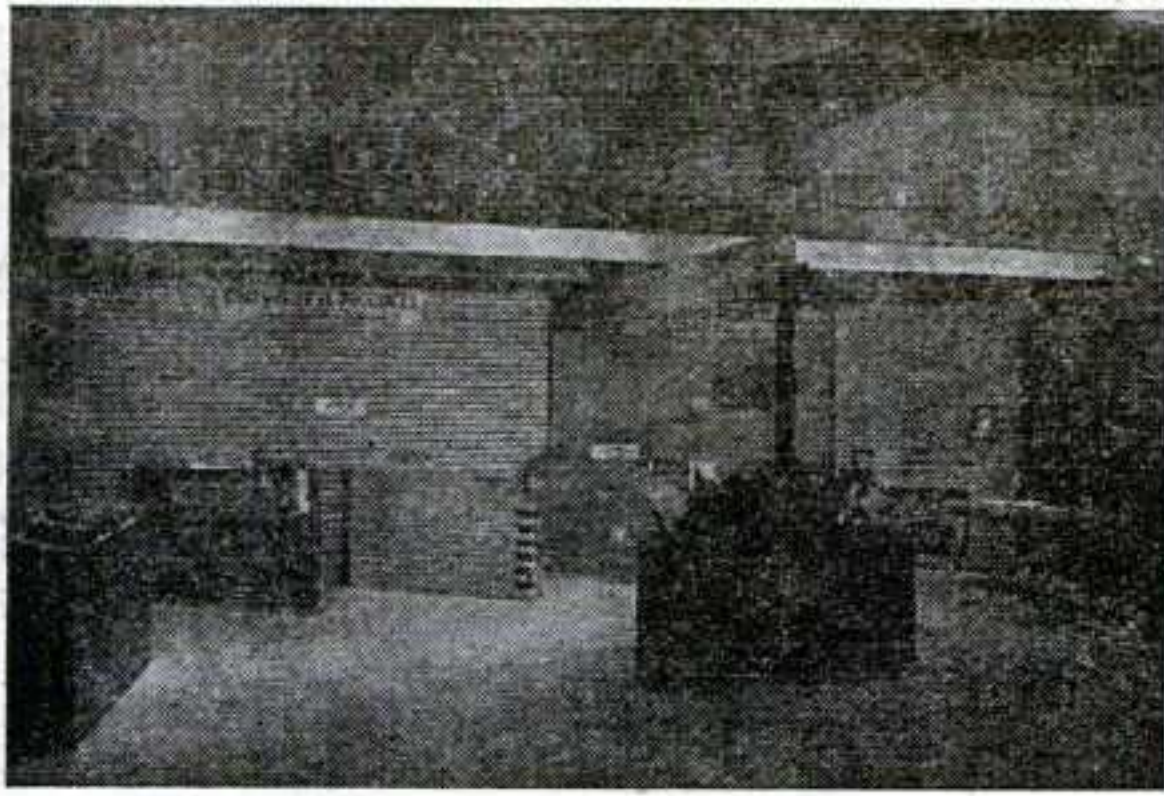
It has ample reason to assume that British Columbia will continue to grow and prosper and that Vancouver will continue to rise as a vital trade center. But it doesn't rest on those assumptions. Instead, it is acting to make itself a vital means of adding to the prosperity of British Columbia and to Vancouver's status as a trading center.



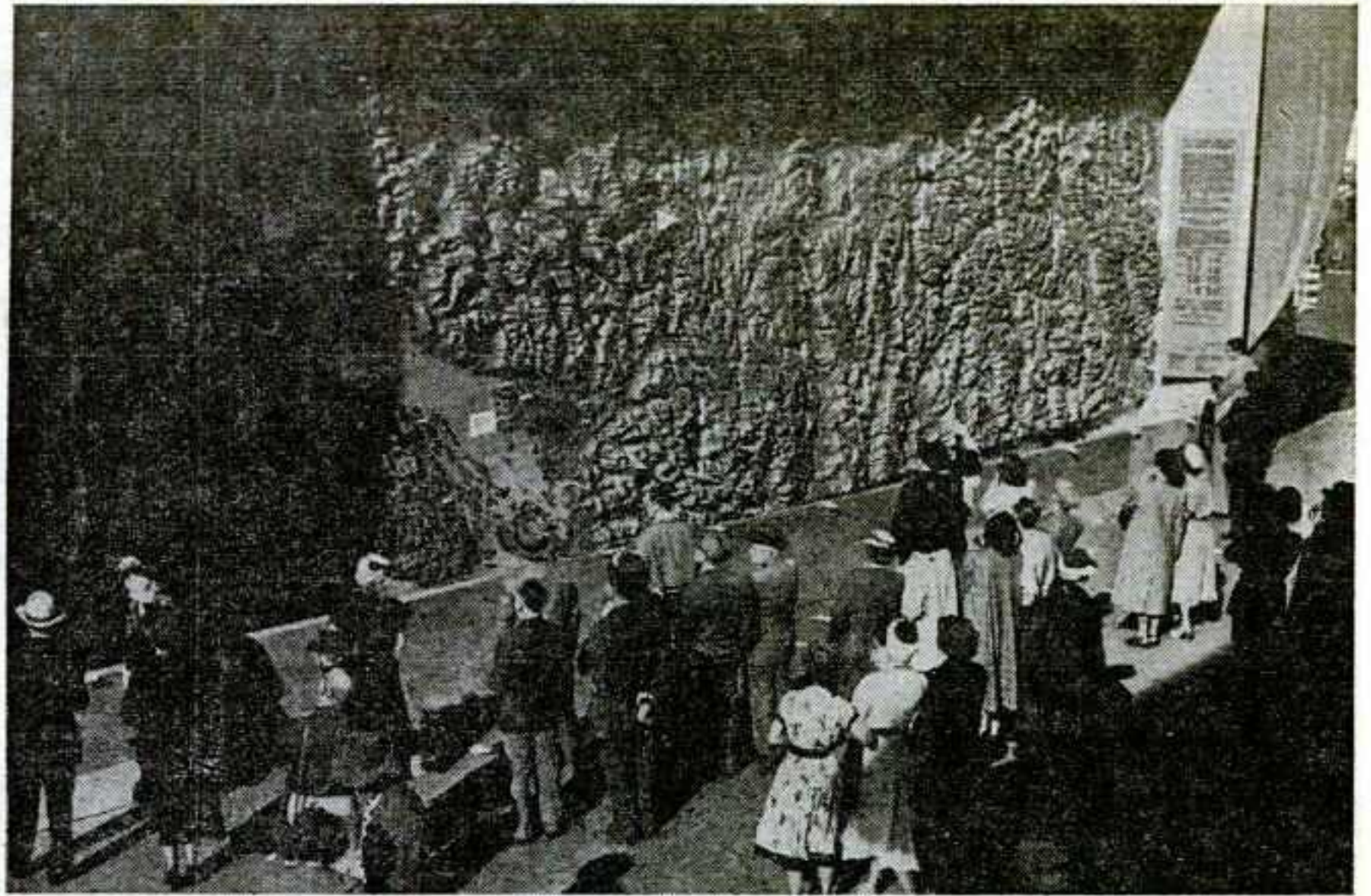
Leading British Columbia manufacturers go all out on their exhibits at the Vancouver Fair. Most of them use animation, a large number actual demonstrations, in their exhibits.



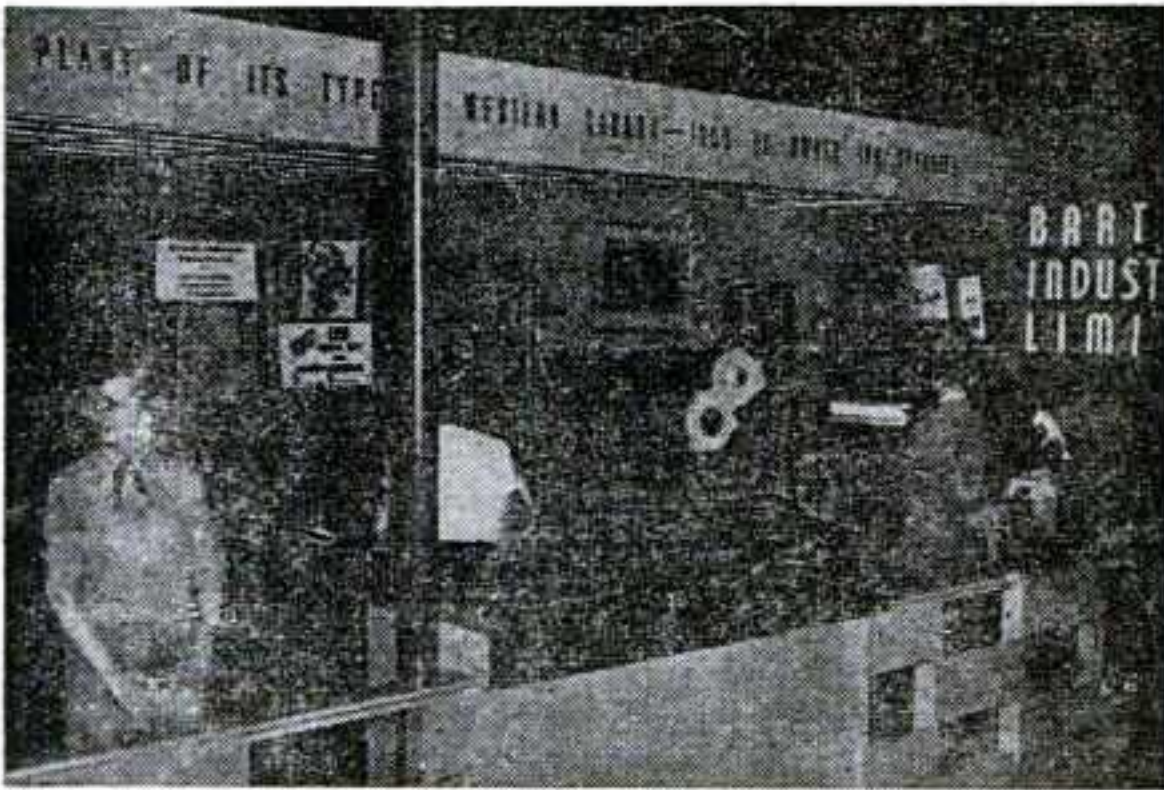
Attention-snaring, interest-holding exhibit of Bridge River Hydro Development packs a powerful impact upon patrons. Use of scaled-down models of power lines is sure-fire crowd-stopper. Exhibit sells fact that, "There's plenty of power for business moving to British Columbia."



Building material manufacturers and suppliers were prominent at the '53 PNE. British Columbia is undergoing a continued boom and claims its labor is the highest paid in Canada.



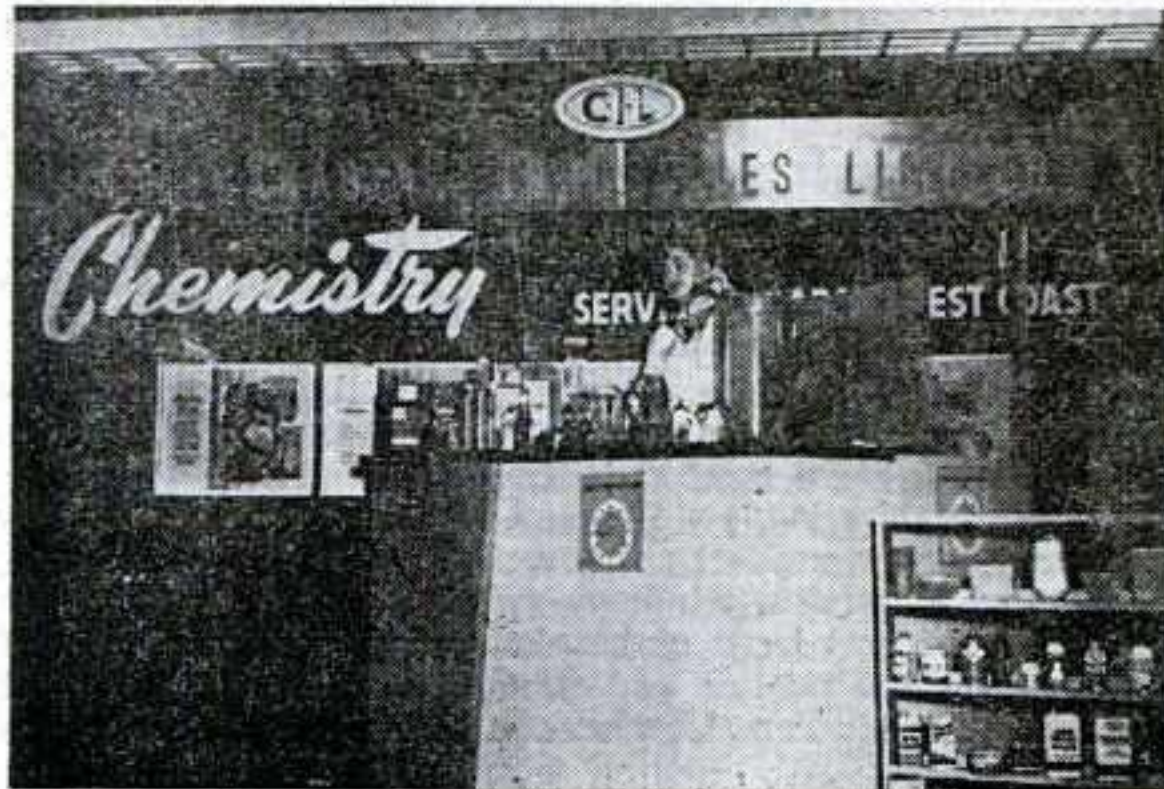
The world's largest relief map, 80 feet square, depicting British Columbia and part of neighboring States and provinces, highlights the British Columbia Building, which is planned for year-round operation at the PNE grounds.



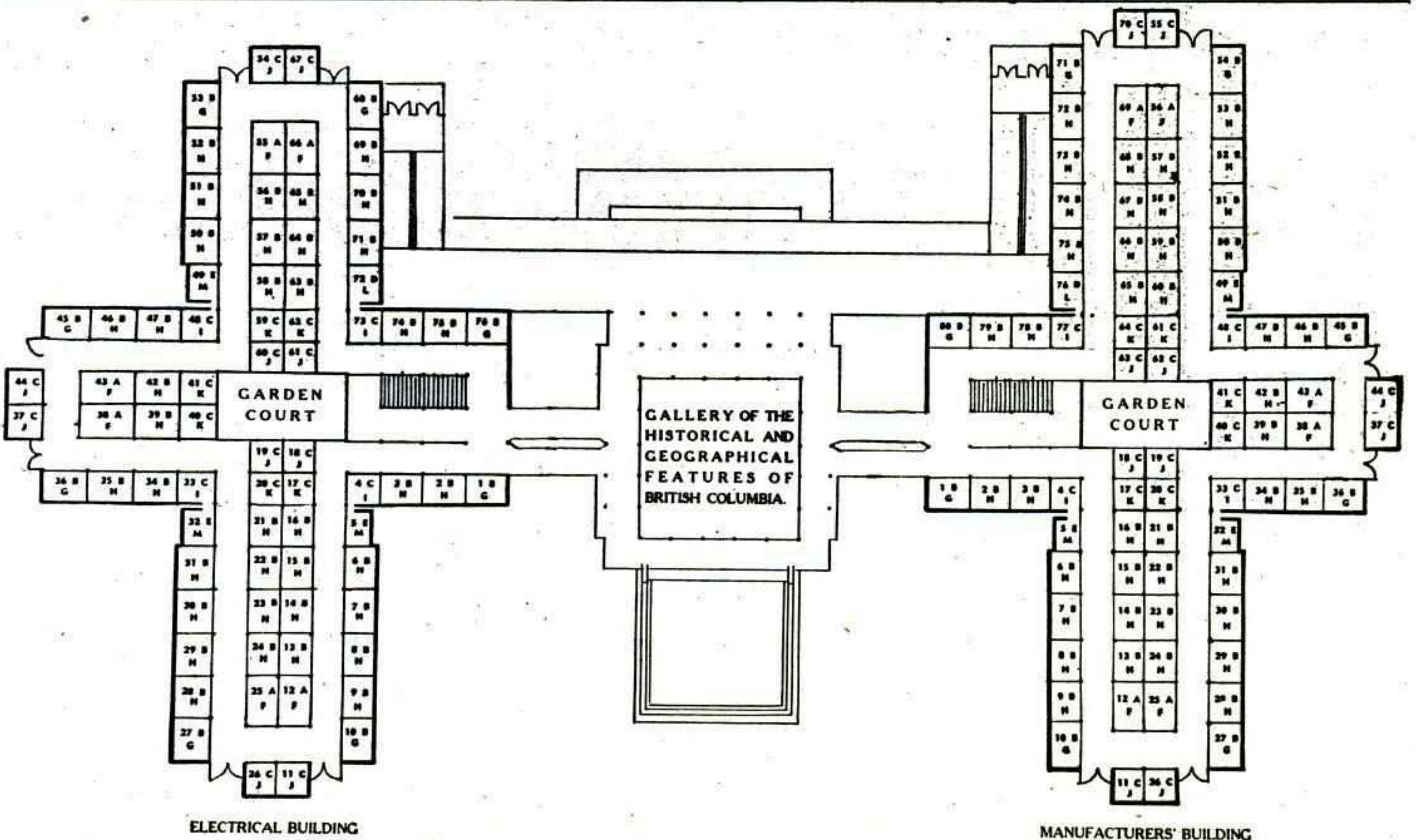
Home-based British Columbia manufacturers avail themselves of the PNE to sell fairgoers that they are owned and operated entirely by British Columbians.



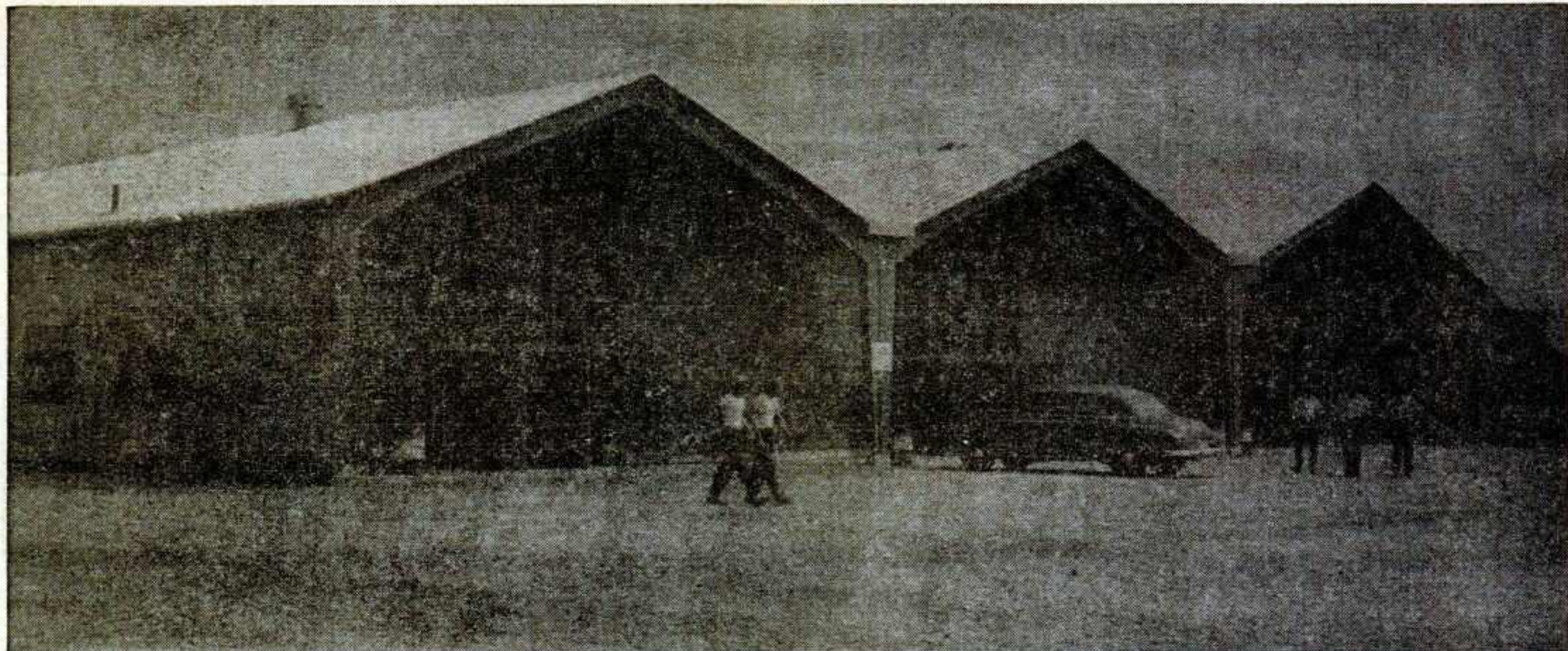
A levitation act focuses attention upon an oil company's exhibit in the Manufacturers' Building, which was partially complete for the '53 fair. Showmanship like this registers well with Western Canadians.



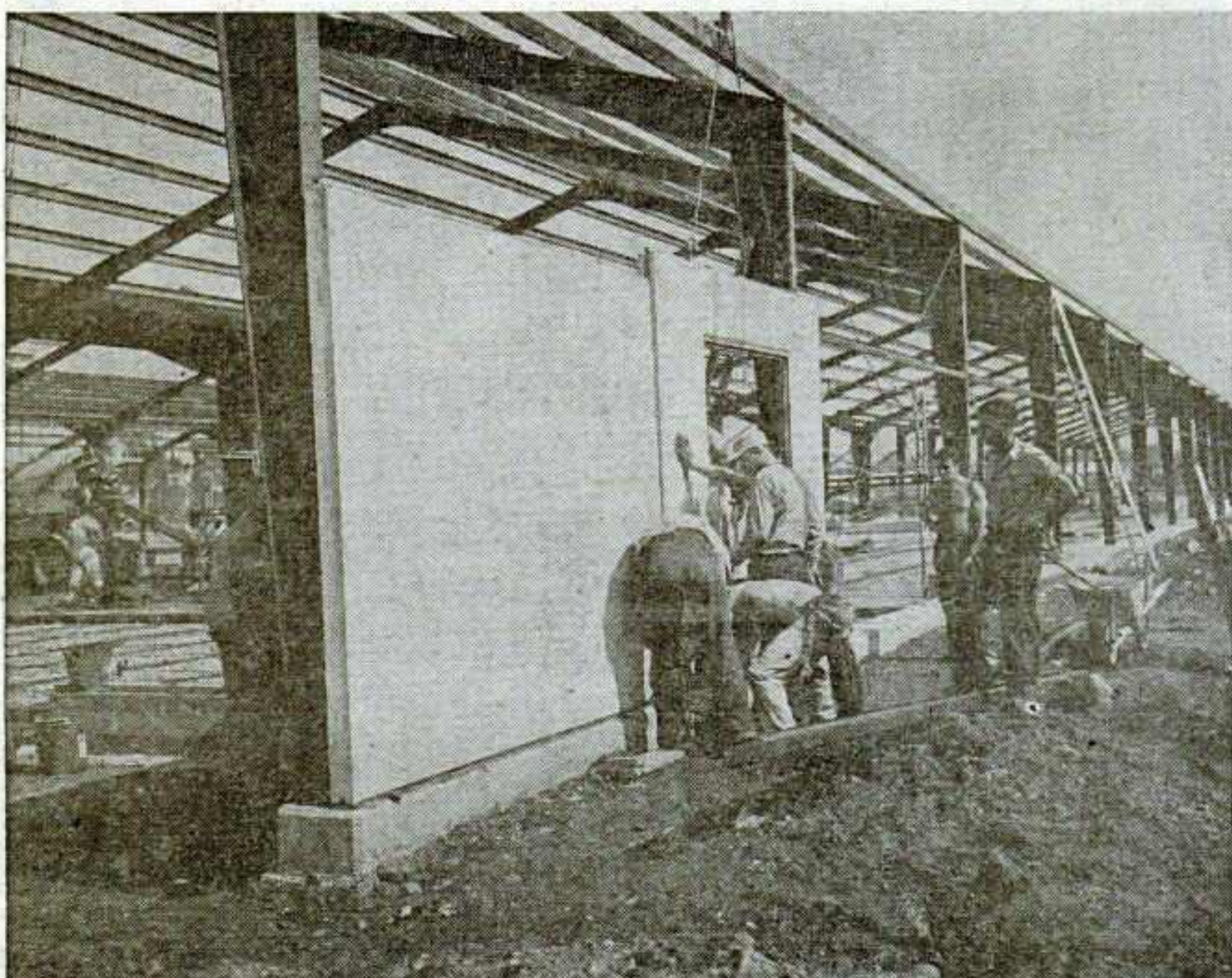
Demonstrations of actual manufacturing processes, and of applications of products, featured many exhibits at the PNE. Shown is a demonstrator at work in the exhibit of Canadian Industries, Ltd.



Three buildings in the new PNE line-up are laid out to assure continuous one-way traffic. Other features include garden courts, spotted in the center of the two commercial exhibit buildings.



New \$350,000 Ohio State Fair commercial exhibit building was completed a few days before the 1953 fair opened and after only 56 days from the time construction began. Use of revolutionary construction techniques enabled the erection of the building in so short a time.



One of the construction techniques that permitted speedy completion of the huge building was the use of precast concrete wall panels that were trucked to the site, hoisted directly from the truck and bolted to the framework. Both of the 500-foot-long walls were completed in five days.

Ohio Builds Fast!

THE Ohio State Fair moved with remarkable speed to build a huge commercial building in time for its '53 run. Ten weeks before it opened, the fair, of which Howard S. Foust is manager, awarded a contract for the construction of a 150 by 500-foot building to George Sheaf & Company, Columbus. The contract included a \$1,000-a-day non-completion penalty, but the building was finished in 56 days, three days before the deadline, due to revolutionary construction techniques. One of these was the use of precast concrete wall panels produced by the Marietta Concrete Corporation, manufacturers of concrete stave farm silos.

Consisting of two layers of high-strength concrete, separated by two inches of rigid fiberglass insulation, the panels were of two basic sizes, 8 feet by 8 feet by 5 inches and 8 feet by 10 feet by 5 inches, plus some special sizes.

Trucked to the site, they were lifted and swung into position and bolted directly to the framework. Both of the 500-foot walls were erected in five days.

The panels provide a finished wall, requiring no insulation or decorating. Steel window frames were cast into the panels and aluminum windows were installed.

The roof was built of blankets of fiberglass insulation draped over the purlins and covered by aluminum roofing planks and insulation. The building is completely encircled with fiberglass.

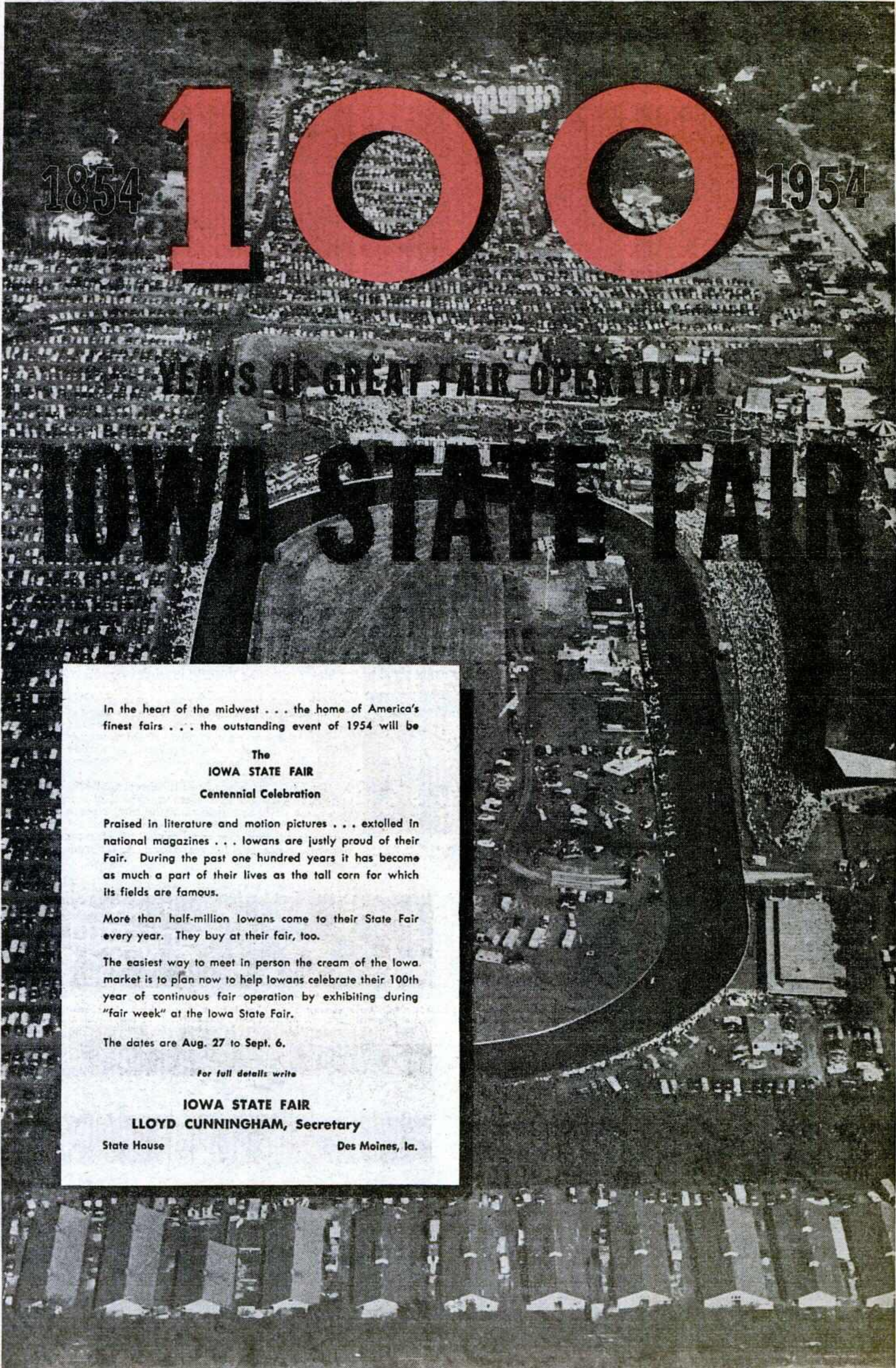
The building, without utilities, cost \$350,000. Its completion enabled the fair to present an exhibit of many of Ohio's major industries as a feature of the State's sesquicentennial. And it paved the way for the Columbus fair to be an even greater factor than ever as an exposition. Moreover, its facilities will be available for year-round use for trade shows and like events.



Fair's first use of the exhibit building coincided with observation of Ohio's Sesquicentennial and focused attention upon the State's major industries. Exhibit portrayed manufacturing in the State thru the use of continuous colored motion pictures and a plastic panel shown in background, that gave location of various industries and emphasized the diversity of the State's manufacturing.



Major Ohio steel manufacturing companies were prominent among first-year exhibitors in the new building. Armco Steel Corporation's display highlighted interesting facts about the corporation and the place steel will have in "tomorrow's markets."



In the heart of the midwest . . . the home of America's finest fairs . . . the outstanding event of 1954 will be

**The
IOWA STATE FAIR
Centennial Celebration**

Praised in literature and motion pictures . . . extolled in national magazines . . . Iowans are justly proud of their Fair. During the past one hundred years it has become as much a part of their lives as the tall corn for which its fields are famous.

More than half-million Iowans come to their State Fair every year. They buy at their fair, too.

The easiest way to meet in person the cream of the Iowa market is to plan now to help Iowans celebrate their 100th year of continuous fair operation by exhibiting during "fair week" at the Iowa State Fair.

The dates are Aug. 27 to Sept. 6.

For full details write

**IOWA STATE FAIR
LLOYD CUNNINGHAM, Secretary**

State House

Des Moines, Ia.



A superbly executed exhibit highlighted Ohio's petroleum industry and its progress in the 1953 Ohio State Fair's new commercial exhibition building. The oil company's exhibit, with its pump, derricks and other industrial gear, snared the attention of many fair patrons and also did a powerful job of selling the industry.



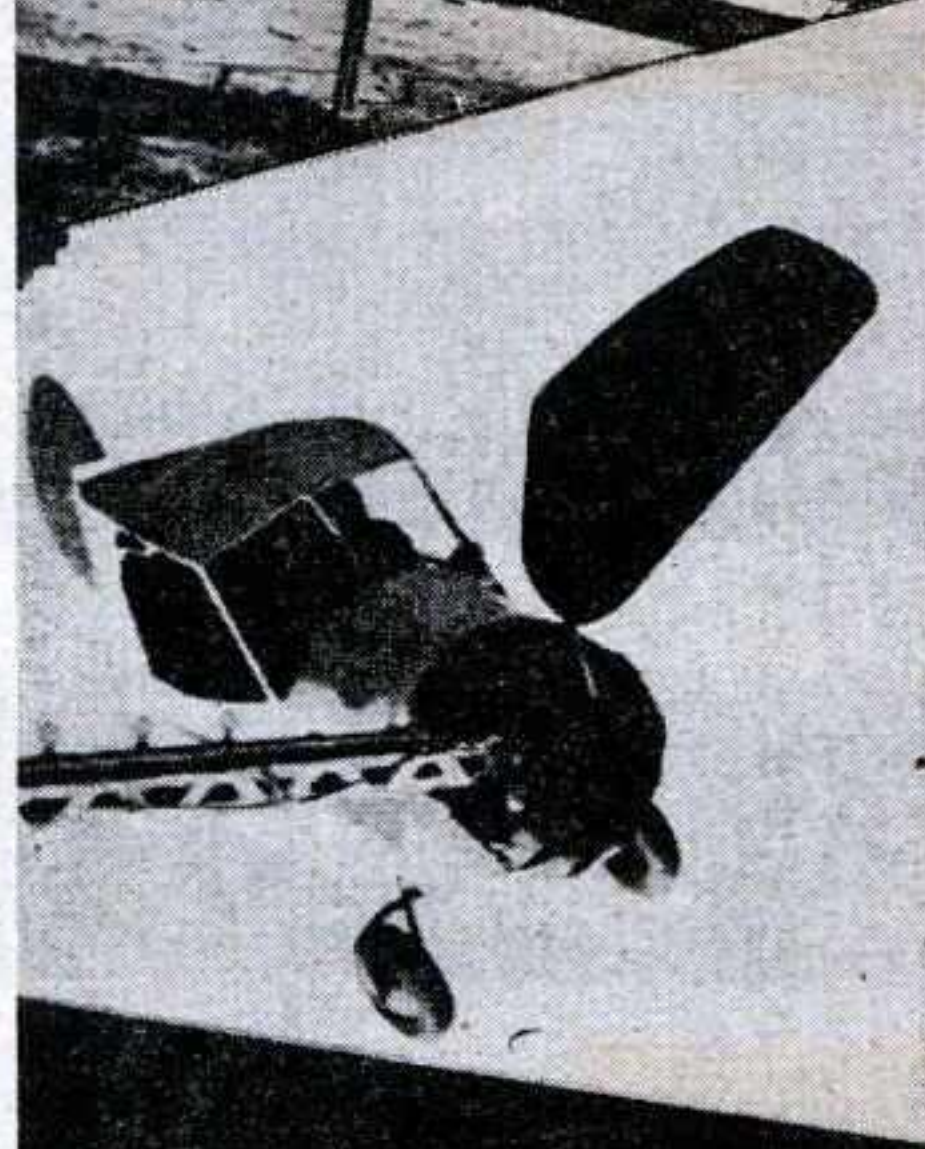
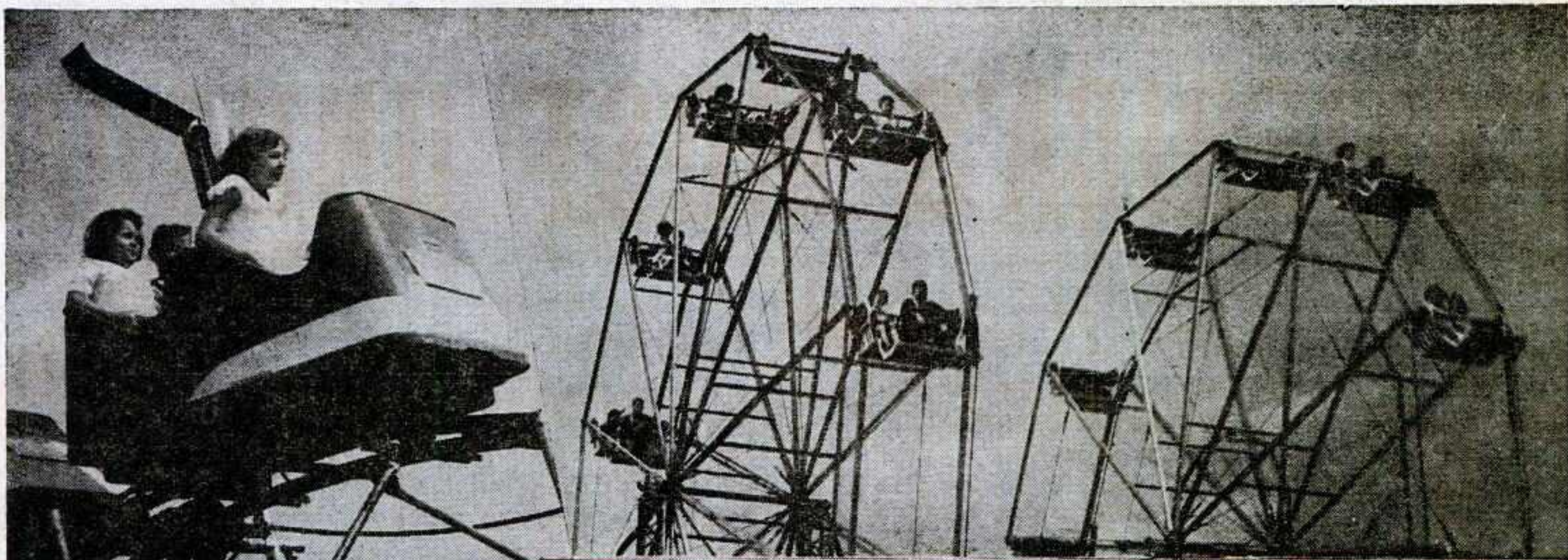
The rubber industry, one of the major forces in Ohio's economy, was prominently represented in exhibits at the Columbus fair. Huge tractor tires were featured, with the company promoting its claim that it "put the farm on rubber." Accent also was placed upon Firestone's research program and what it has meant to the development of superior rubber products.



The Timken Roller Bearing Company provided one of the most interesting exhibits at the 1953 Ohio State Fair. Actual demonstrations of how bearings function, presented in compact, glass-turreted cases, commanded the interest of fair patrons. Exhibit's background consisted of large pictures of industrial scenes and attractive panels that described the company, its background and progress.



The steel industry, as shown by the exhibit of the Youngstown Sheet & Tube Company, availed itself of the Ohio State Fair to do effective selling job. Models of rolling mills, and one of a Youngstown plant, were sure-fire crowd-pullers. Plain background of the exhibit featured three pictures of the company's plants and its trade-mark.



THIS IS THE



GOODING

AMUSEMENT CO.



THIS IS WHAT 53 YEARS OF...

- ★ TOP QUALITY RIDES
- ★ STAR STUDDED SHOWS
- ★ LEGITIMATE CONCESSIONS



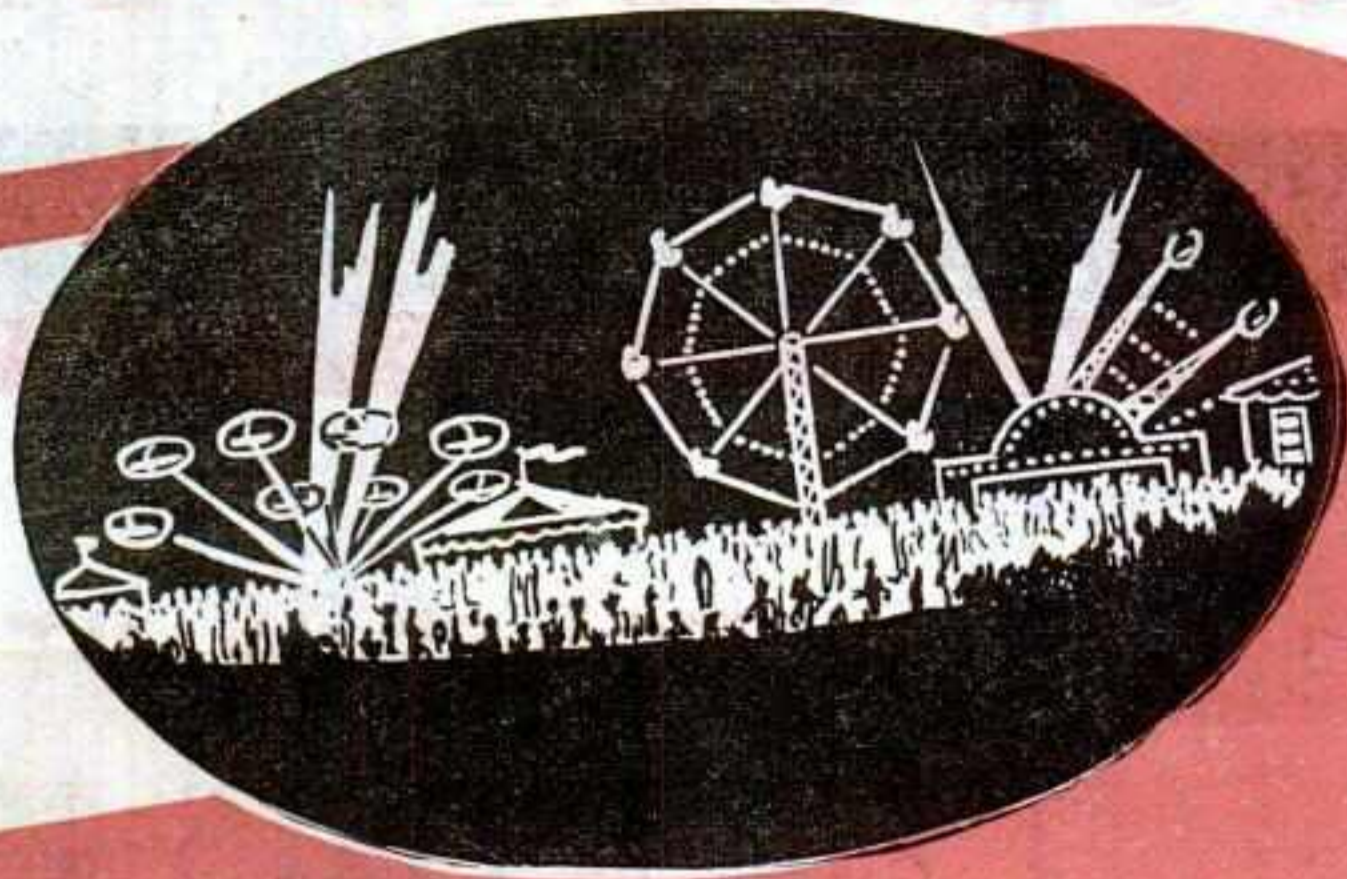
• combined with sound business methods of operation have built...



AMERICA'S MOST UNUSUAL

100 RIDES

including the
NEWEST
and
MOST THRILL-PACKED
DEVICES
on the Market Today



50 SHOWS

of
MERIT
and
DISTINCTION
In 1953 Our Shows Played to
More People than attended
the World Series

TOP DATES

150 Fairs in 1953 including the
Ohio State Fair, Kentucky State
Fair and the Southeastern Ga.
Fairaganza . . .

125 Bazaars and Carnival Dates
in 12 States thru the Midwest and
South.



**NOW BOOKING
FAIRS AND CELEBRATIONS
FOR 1954**

8 Complete Units To Serve You 8

GENERAL OFFICES:

1300 Norton Ave.
Columbus 8, O.

Phone: University 1193

AMUSEMENT ENTERPRISE

UNMATCHED WINTER QUARTERS...

Fifteen minutes from downtown Columbus is the Gooding headquarters...

Shops occupy 100,000 square feet of floor space, and the office building is as modern and complete as the most efficient business machines can make it.

What's more, 100,000 square feet of storage space is leased each winter at the Ohio State Fairgrounds.

TOP PERSONNEL...



From Floyd E. Gooding, president, down to the newest prop boy, Gooding personnel is thoroly trained in their respective jobs. Courtesy, neatness and friendliness are their outstanding characteristic.

See us in Chicago and at the
State Meefings

PAY US A
VISIT ...
YOU'RE WELCOME
ANY TIME

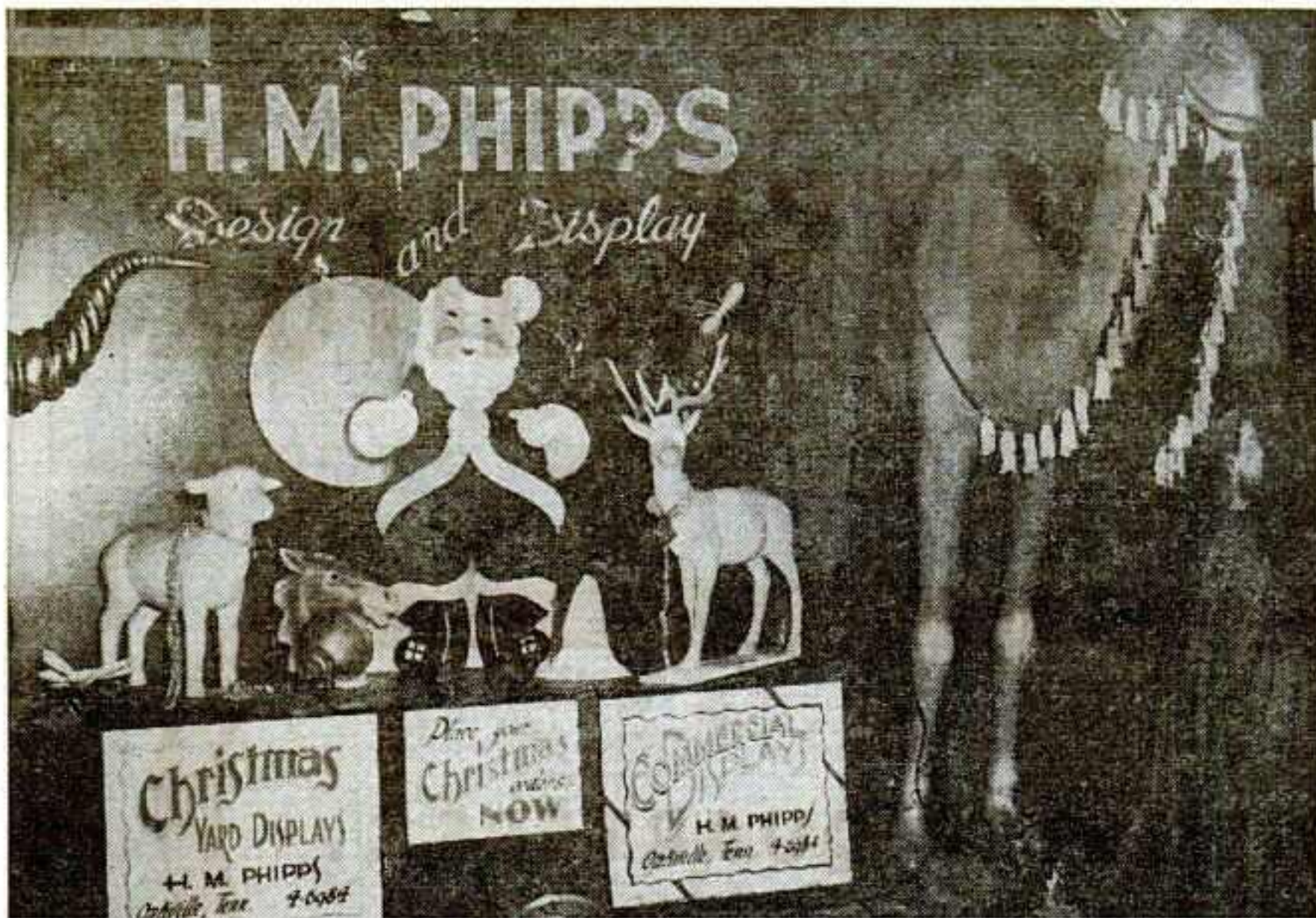
Memphis Show Soars!

THE Mid-South Fair, Memphis, regards its commercial-industrial exhibits as one of its most important features, attendance and revenue-wise. Understandably, too, judging by the crowds they lure and the income they produce. Such receipts accounted for nearly 20 per cent of the event's total income in 1953, according to Bill Wynn, fair secretary.

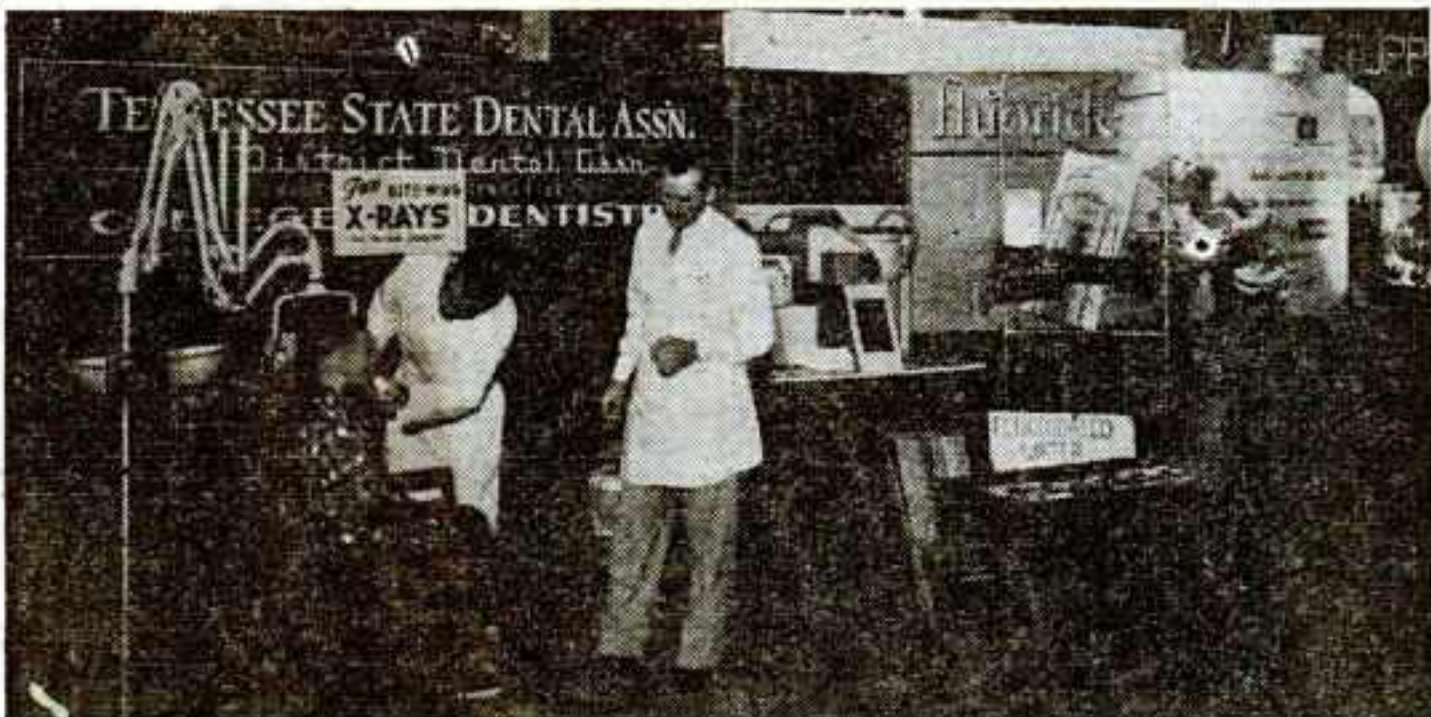
Equally important, exhibitors report highly satisfactory results. And the wide range of exhibitors points up the fact that the fair is an excellent mart for businesses of all types.

The Memphis annual has increased its commercial exhibitors by 175 per cent since World War II. It really surged ahead, exhibit-wise, when a full-time sales manager was hired in 1949. Don Crittenden, a veteran in sales promotion work, holds that post. When he joined the staff, the fair shifted its sights, turning from retailers, who had comprised the largest number of exhibitors to that point, to take in manufacturers and factory branches.

Each year the fair strives to bolster its regular shows and add a new one. Thus, successively in the last six years it has offered a "Made in Memphis" Show, Atomic Energy Exhibit, Food and Appliance Show, Liquefied Gas Show and Mid-South Automobile Show.



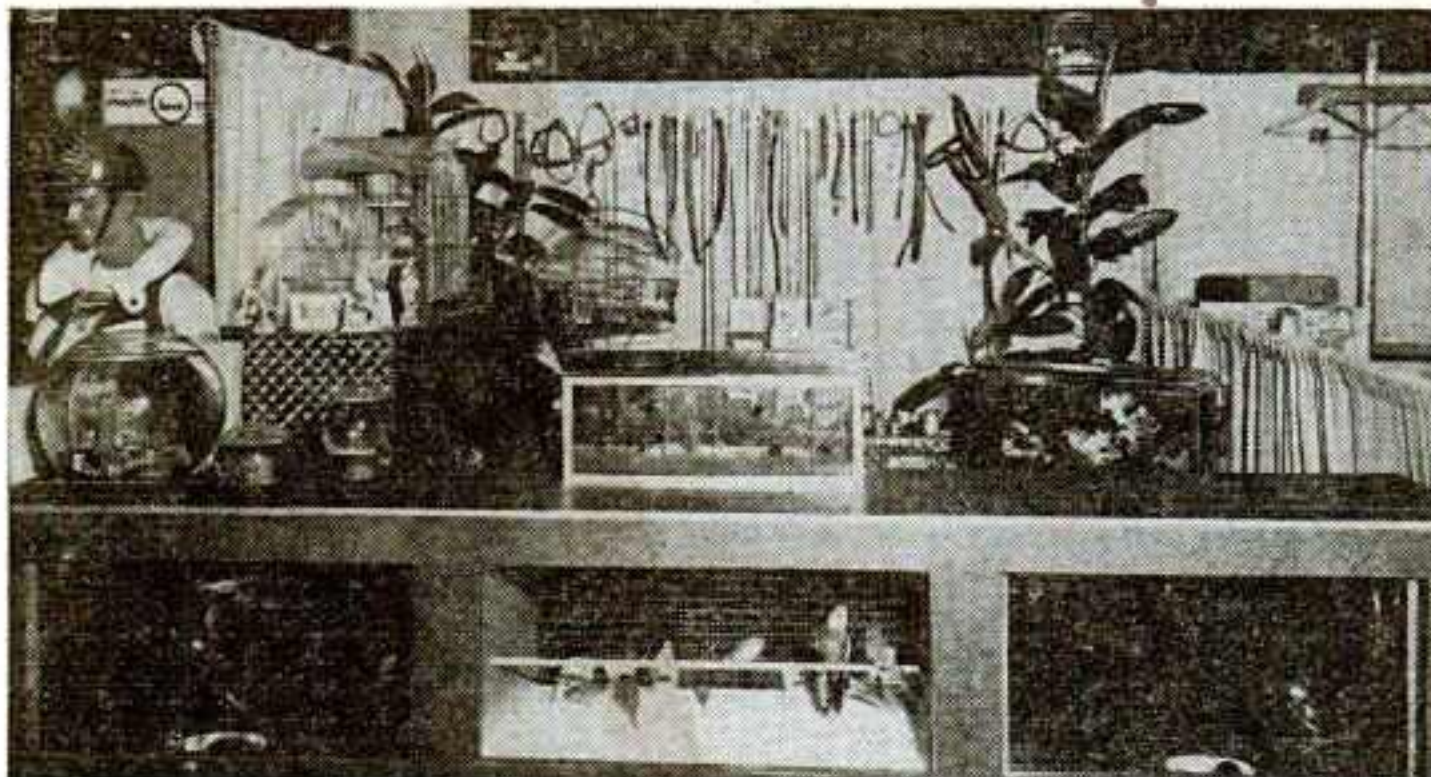
A local decorator provided this unusual exhibit—Christmas in September—at the Mid-South Fair, Memphis, and emphasized the wide variety of commercial exhibits at the fair.



Professional organizations did an effective job of getting their story across to fair patrons.



Live models heightened interest in this institutional exhibit.



Live birds and fish attracted enough attention to well repay this exhibit for the time spent at the fair.



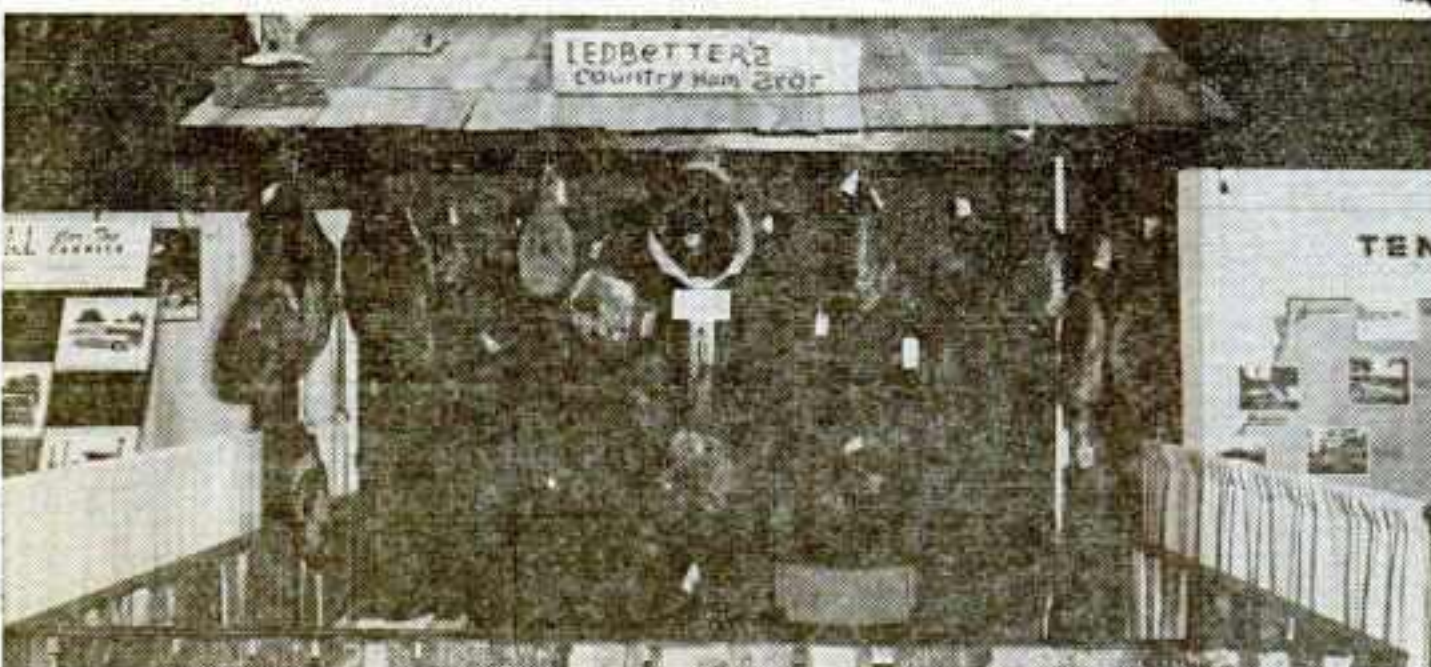
Merrill Lynch, Pierce, Fenner and Beane used an effective pitch in its exhibit, displaying food that can be purchased with dividends obtained on \$500 invested in stock.



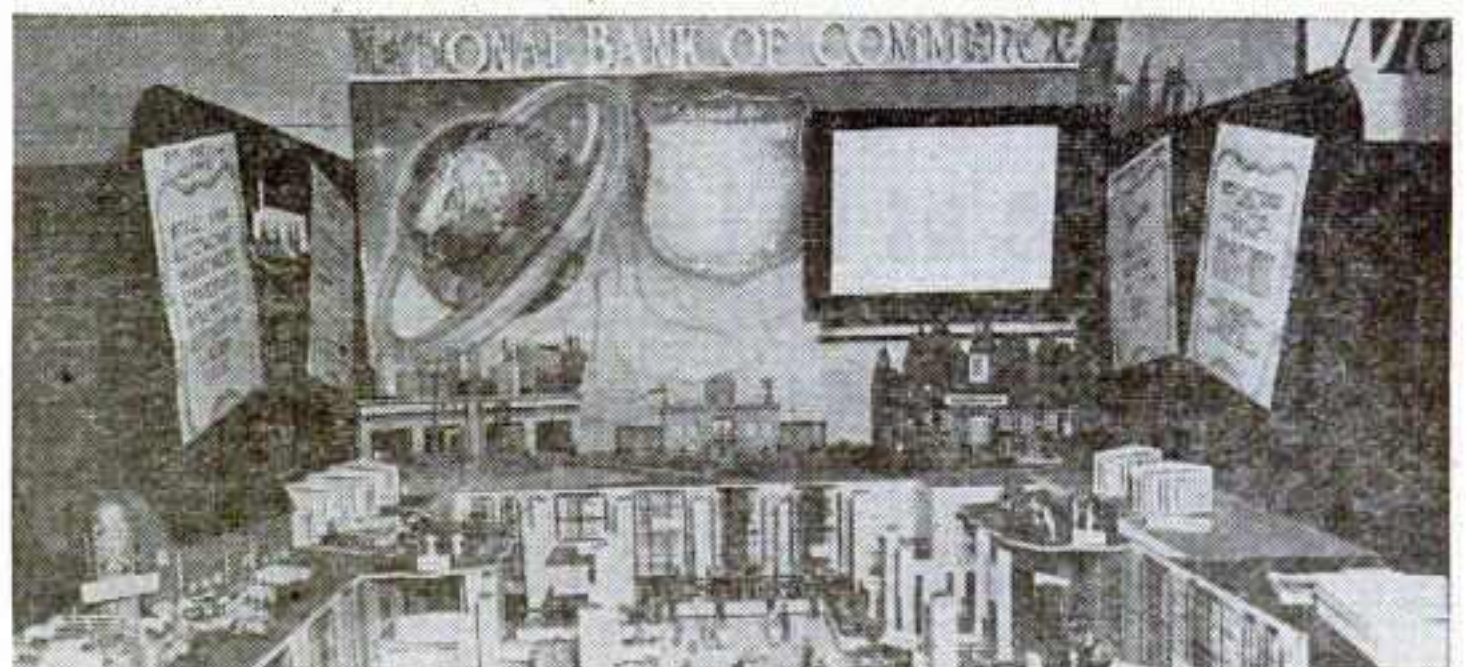
A miniature sporting goods store attractively show-cased and displayed a wide range of equipment.



Special features, such as this antique auto exhibit, increased the attractiveness and drawing power of commercial exhibit areas.



This exhibitor was amazed at the number of fairgoers who ordered Tennessee country hams to be shipped as Christmas gifts.



One of the larger local banks used this means of explaining their banking operations to the fairgoing public.

Where Millions are being Spent in developing the **WORLD'S MOST MODERN FAIR PLANT**

OHIO

STATE FAIR



The new 150'x500' Merchants and Manufacturers Building was completed for the 1953 Fair. The Million-Dollar Youth Building planned to be ready for the 1954 Fair and to be used year 'round thereafter. 125 acres of additional ground available for future development plus 80 acres of Parking facilities.

YEAR AROUND FACILITIES

The Ohio State Fairgrounds and Buildings are open and available for activities throughout the year.

MERCHANTS AND MANUFACTURERS BUILDING
150'x500' (New this year)

HORTICULTURE AND AGRICULTURE BUILDING
98'x376' (Ideal for smaller affairs)

COLISEUM (INDOOR ARENA)
Permanent seating capacity—8,000
Temporary seating capacity—2,000

GRAND STAND
Seating capacity—10,516
Bleacher capacity—2,352

1/2 mile Race Track

COMPLETE CAFETERIA AND DINING
Room service if desired.

We invite inquiries from Ice Shows, Rodeos, Thrill Shows, Circuses, Motorcycle Races, Name Bands, Stage Shows and attractions of all kind.

Also from managers of Conventions, National, State or District Meetings, Harness Racing, Auto Shows, Home, Food, Trade and Industrial Shows, Athletic and Sporting Events, Horse and Dog Shows, Cattle Sales . . . In fact, any event that requires large exhibit or meeting space, conveniently located.

LET US KNOW YOUR NEEDS

1954
DATES

AUG. 27
to
SEPT. 3

FAIR EXHIBITORS

You'll find no finer facilities for exhibiting your products than at the Ohio State Fair.

You'll find no group of people more interested in what you have to sell than at the Ohio State Fair.

Ohio's multiformity of Farming makes it a Better Farm Market . . .

Ohio's diversity of Industry makes it a Better Industrial Market . . .

Ohio's concentration of Population makes it a Better Consumer Market . . .

Ohio's conveniently located and well-attended State Fair enables you to contact the people of these prosperous farming and industrial centers effectively and economically.

Plan now to exhibit at the Ohio State Fair in 1954.

Contact: H. S. FOUST FAIR MANAGER

OHIO STATE FAIRGROUNDS

COLUMBUS 3, OHIO

Fair Men and Park Men....

Concessions on YOUR Midway are of Prime Importance... We are equipped to handle several more high-class Concession Operations. Here's what "BILLBOARD" says:

MEMPHIS 'LOOKS IT UP'

Chuck Moss Concession Row Clicks; Wade Shows Score Okay Business

By HERB DOTTEN
MEMPHIS, Oct. 4.—Wearing a decidedly new look, the midway of the Mid-South Fair, which closed here tonight, was one of the high spots of the 10-day event.

Outstanding was the line-up of concessions, 51 of them, all newly built, topped by new blue canvas and flashed with an abundance of stock, in a neat array put together by Chuck Moss in his first year of a three-year contract that gives him the exclusive on games concessions.

Newly macadamed streets in the two-block stretch occupied by the games added to the attractive appearance of the layout, as did the many lights installed in the concessions.

Another highlight of the fun zone was the Max Myers Rotor, booked in by W. Glenn Wade, owner-operator of the W. G. Wade Shows, whose line-up supplemented the rides and shows in the permanent fairgrounds park set-up.

The Rotor, occupying the best location on the midway, snared

much attention, not only from fair patrons but from newspapers here, and it did a big business. On Sunday (27) more than 5,500 paid 35 cents each at its ticket boxes.

To fairgoers, however, the biggest and most welcome change was the appearance of the games concessions. In contrast with last year, when 104 concessions worked, this year there were less than half that number, and all were eye-catching.

What's more, a vast amount of
(Continued on page 68)

WHY NOT END YOUR MIDWAY CONCESSION HEADACHES?

Concessions are our specialty. We can do for you what we have done for the Mid-South Fair and others. Why not contact us and hear our story?

THE Mid-South Fair, Memphis, is more than a Fair... it's becoming the biggest single outdoor show business event in the South, and we're proud to contribute our part to the growing popularity of this event.

Our Thanks....

to L. T. McCourt, President; Martin L. Zook, General Manager, and G. W. (Bill) Wynne, Concession Manager.

CONCESSIONERS:

We are always interested in new and unusual Games, Concessions, etc. Must be top-grade, as we are interested in only the best.

*Our Thanks Also.....
To all individuals who helped make our initial year at Memphis so successful.*

CHARLES (CHUCK) MOSS

5210 Longview Street

Dallas, Texas

MEET YOUR SOUTHERN MARKET at the

MID-SOUTH FAIR

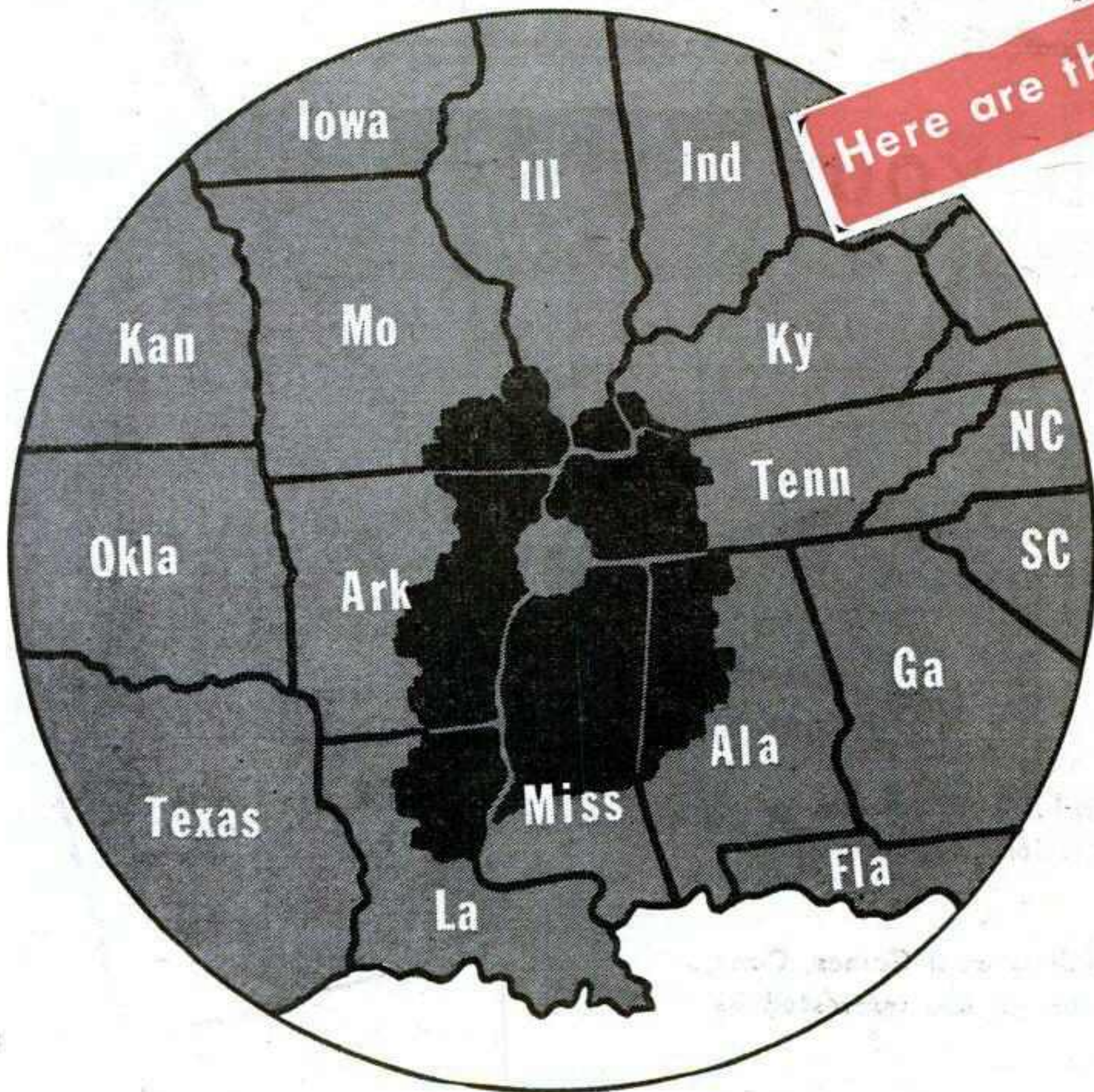
★ FASTEST GROWING FAIR IN AMERICA!

HERE you will meet over 400,000 buyers from the prosperous 127 counties in 7 States that make up the Mid-South Market.

MORE than 4,000,000 live in this area . . . and the Mid-South Fair is the BIG event of the year. They can buy, too, because in 10 years the Mid-South area's buying income has soared 222%—double the U. S. average.



Here are the **FACTS!**



(Our Past Three Years Operation)

ATTENDANCE
Up 31%

EXHIBITS
Commercial Exhibits
Up 59%

CONCESSIONS
Up 78%

SHOWS AND RIDES
Up 48%

THESE FIGURES TELL THE STORY
PLAN NOW To Be Here in 1954

MARTIN ZOOK
Executive Vice - President

For Complete Details Write
DON CRITTENDEN
Sales Manager

G. W. (Bill) WYNNE
Concession Manager

c/o Mid-South Fair

Commercial & Industrial Exhibits

Memphis, Tenn.

Industries on Stage

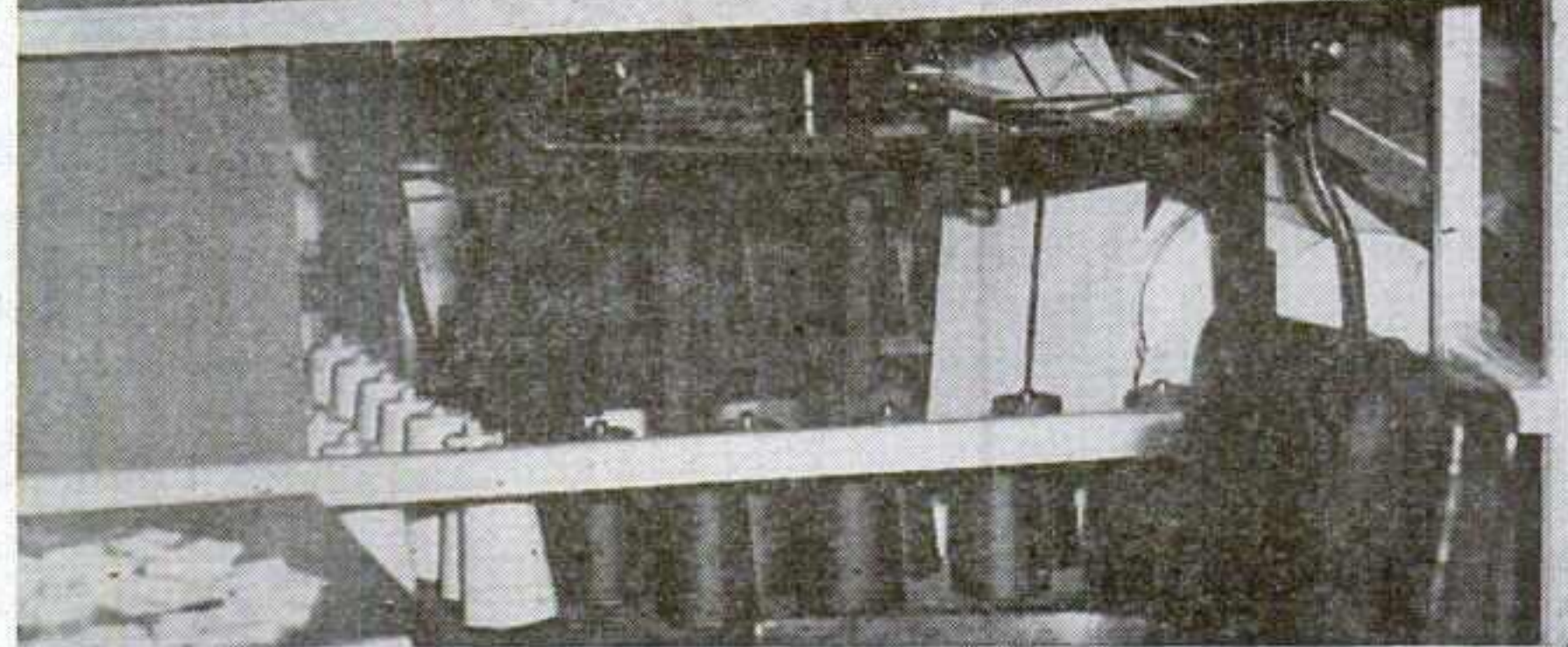
FIVE YEARS ago the "Showcase of Alabama Industry" was unveiled in the then new Industrial Arts Building at the Alabama State Fair, Birmingham. It was tagged the finest show of its kind in the U. S. Six fairs later, the show retains that distinction. And, what's more, the 1953 edition was more outstanding than any of its predecessors.

The show has achieved what it originally intended to do—acquaint fairgoers with the State's growing economy, industries and their products and build good will for Alabama concerns. The response of fair patrons far exceeded expectations. The show consistently has been one of the fair's top lures, and exhibitors have obtained returns far in excess of their original hopes.

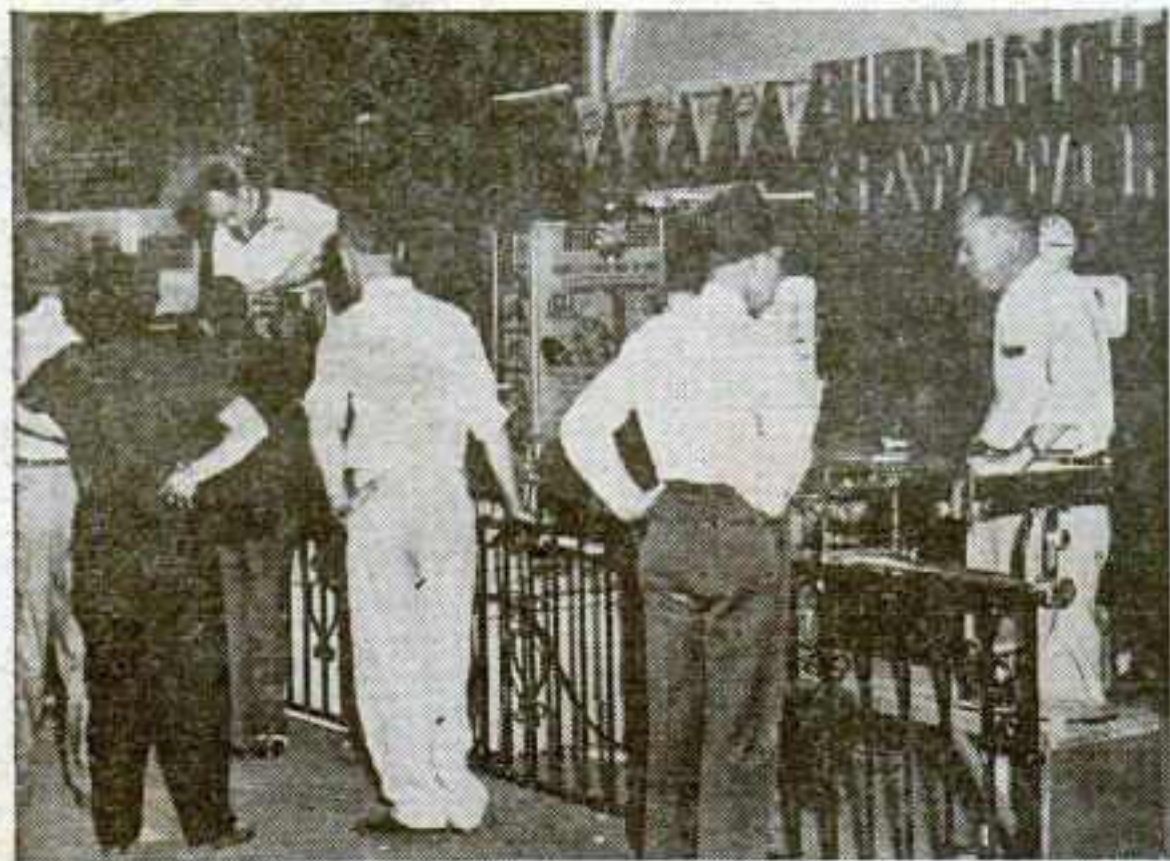
Doubtless the reason for the show's success is the execution of the exhibits. In many cases they offer on-the-spot manufacturing demonstrations. The range of these brings out sharply the diversity of manufacturing within the State and the revelation has proved a surprise to fair patrons.

A fashion show, presented three times daily in a 100-person-capacity theater of the Industrial Arts Building, was an added feature in 1953. The industrial building, constructed of brick and glass, has an area of 42,000 square feet, of which 20,000 square feet are divided into about 80 exhibition spaces. Aisles are wide and designed for one-way traffic.

The success of the show is due to the effective work of the Associated Industries of Alabama, which, as its name indicates, represents the industries of the State. The organization works closely with R. H. McIntosh, fair secretary, thru a special committee which solicits the membership for exhibits and actually handles much of the details of the hit show.



Operation of a border machine, used in a bedding plant, focused attention on the exhibit of the Perfection Mattress & Spring Company, Birmingham, in the "Showcase of Alabama Industry" at the Alabama State Fair, Birmingham.



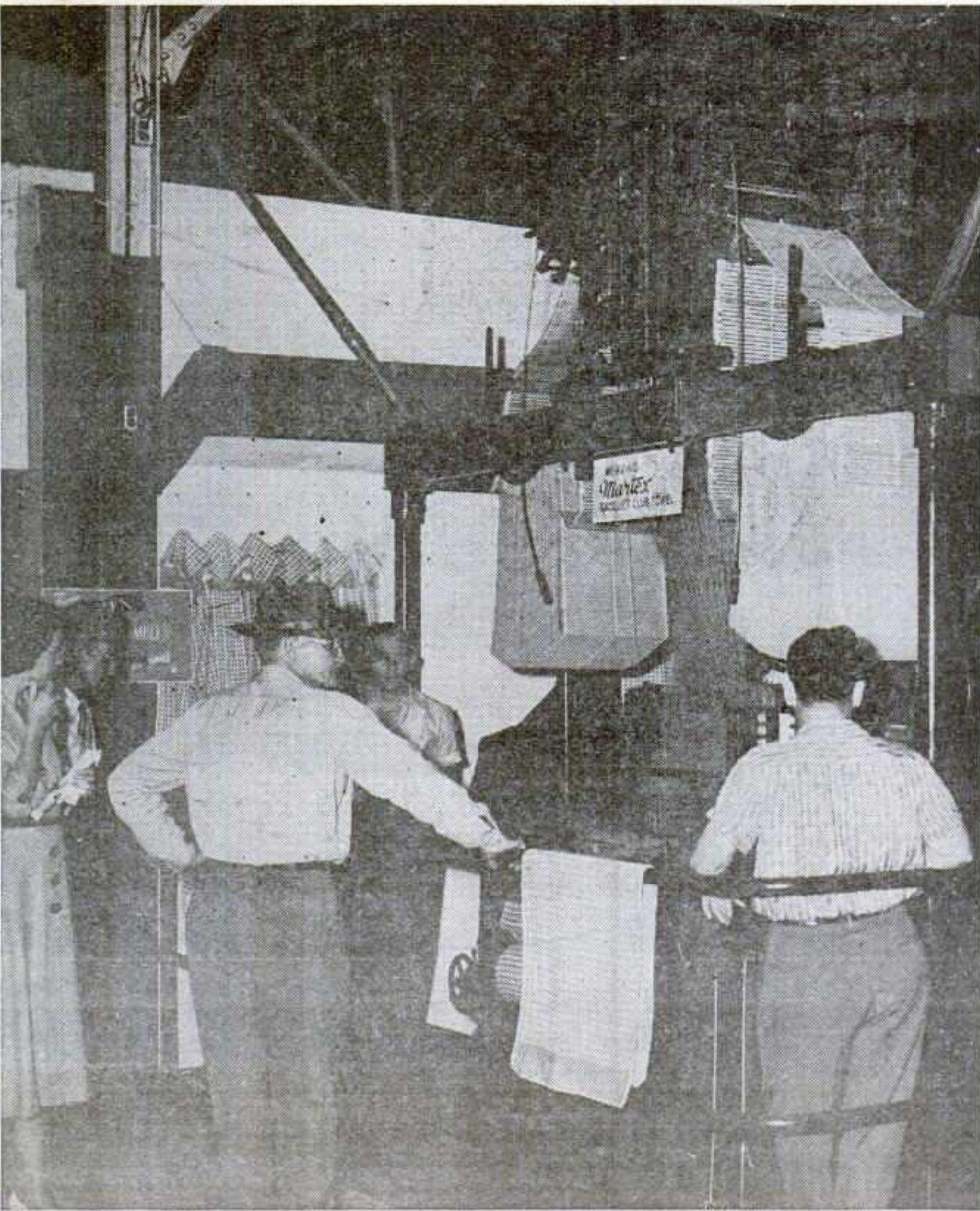
"Make-It-Yourself" adherents were enthusiastic over the exhibit of the Birmingham Saw Works which offered an array of power-driven saws in operation.



Alabama State Fair patrons showed keen interest in the various manufacturing demonstrations at the Alabama State Fair. Machine operators answered many questions from fairgoers.



Always crowd-gatherers, scale model lines commanded much attention for Pullman Standard's exhibit, which hammered home company's claim as "the world's largest manufacturers of freight cars."



Fairgoers saw towels woven in the crowd-stopping exhibit of the West Point Manufacturing Company. Actual manufacturing demonstrations, such as this, made the industrial building at the Alabama State Fair one of its big features and did much to sell Alabama industries and Alabama products.

A NEW RECORD FOR FAIR ATTENDANCE IN 1953!



824,311 people were exposed to the wares of exhibitors at Wisconsin's 1953 State Fair. This giant multi-million-dollar buying group offers more to the National Advertiser in building sales than any other single promotion media.

Those who attend this annual Wisconsin Fair can see, feel, smell and hear the offerings of exhibitors. It's the strongest possible method of inciting increased sales of any product.

Wrap up in one package a cream-of-the-crop exhibitors, a stellar group of Showmen and Concessionaires . . . and last, but not least, the display of outstanding achievements of Wisconsin people in agricultural, educational, and industrial pursuits . . . and you have year's greatest attraction in Wisconsin.

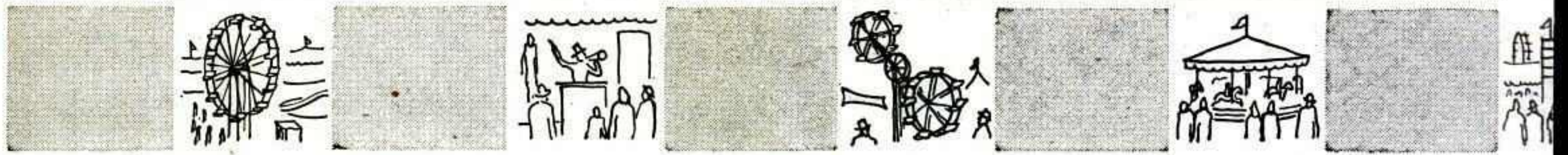
For complete details on the market, write for a complete report prepared by the Research Department of The Milwaukee Journal.

MILWAUKEE
1954 DATES
AUGUST 21-29



WISCONSIN STATE FAIR

Willard M. Masterson, Manager, State Fair Park, Milwaukee 14, Wisconsin



The Greatest M

CETLIN and

40 RAILROAD CARS • 25 RIDES • 18 SHOWS

Now we can tell the world!

Only a few years ago we felt we could compete with a few of the top bracket shows by giving the best we could afford.

But by giving the best, not only through performance but with deep sincerity, we have actually reached the top.

Today — CETLIN and WILSON SHOWS is as big and beautiful as any show on the road.

Our rides and shows are as attractive, if not superior, to any competitor in the industry.

We are grateful to the boards of directors and fair managers who continually bring us back to their fairs year after year. And year after year they have watched us grow bigger, better and more beautiful.

Now we can tell the world we have reached the peak in performance. We can compete with any traveling midway in the business.

We not only announce the "GREATEST MIDWAY ON EARTH" but the finest entertainment under canvas!

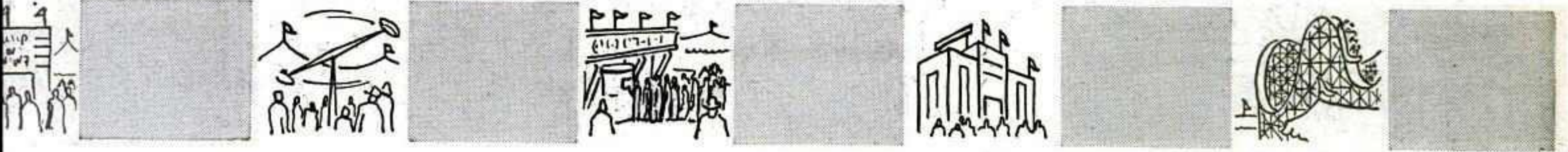
To those of you who felt there was no competition in 1953 — look us over for 1954!

- JOHN W. WILSON *General Manager*
- IZZY CETLIN *Assistant Manager*
- CURTIS L. BOCKUS *Advertising Representative*
- WILLIAM MOORE *Business Manager*
- WILLIAM HARTZMAN *Treasurer*
- J. E. WALKER *Secretary*
- HERB PICKARD *Public Relations*
- CHARLES SHEESLEY *Superintendent*
- E. K. JOHNSON *Special Agent*

PERMANENT ADDRESS • BOX 787 • PETERSBURG, VA.

THE MAXIMUM MIDWAY





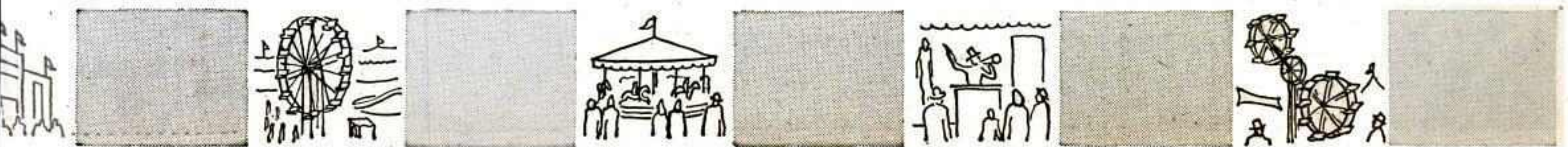
Midway on Earth

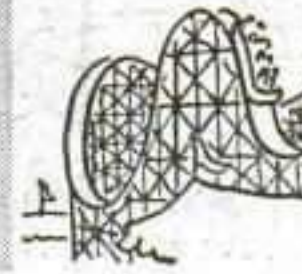
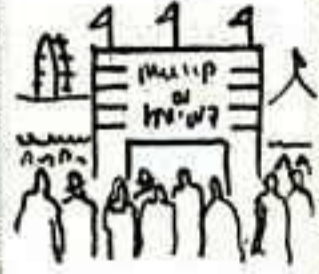
WILSON

The show that justifies confidence year after year...

- **GREAT READING FAIR,**
Reading, Pa.
17th consecutive year
- **SUMTER FAIR,** Sumter, S. C.
12th consecutive year
- **EASTERN CAROLINA AGRIC. FAIR,**
Florence, S. C.
12th consecutive year
- **INDIANA STATE FAIR,**
Indianapolis, Ind.
7th consecutive year
- **IONIA FREE FAIR,** Ionia, Mich.
7th consecutive year
- **PIEDMONT INTERSTATE FAIR,**
Spartanburg, S. C.
7th consecutive year
- **MISSOURI STATE FAIR,**
Sedalia, Mo.
3rd consecutive year
- **VIRGINIA STATE FAIR,**
Richmond, Va.
7th consecutive year
- **ANDERSON FAIR,** Anderson, S. C.
2nd consecutive year
- **GEORGIA STATE FAIR,** Macon, Ga.
5th consecutive year

OF MODERN TIMES





The Greatest Concession Array on the Greatest Midway on Earth



BILL MOORE
Manager



CLAUDE SECHREST
Secretary

Year after year it has been our policy to please the patrons who throng
CETLIN & WILSON SHOWS Midway Avenues.

We not only boast the most beautiful, but the best conducted concessions
for the pleasure of our patrons.

To our loyal personnel we express our sincere thanks for their splendid
cooperation in making 1953 the most successful year in our extraordinary
climb to—

"THE GREATEST MIDWAY ON EARTH!"

E. C. BROWN, Superintendent of Concessions

Tommy Comer
Meyer Ruff
Steve Monticello
Ken Slaughter
Ennis Manning
Chas. Norwood
Leo Bergman
Woodrow Jones
Virgil Sells

Ben Glasberg
China Jackson
"Dukie" Geffen
Stanley Levy
"Lefty" Bowen
"Strings" Cohn
"Tubba" Heiman
Reuben Kline
Lee Thomas

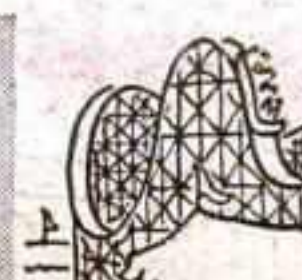
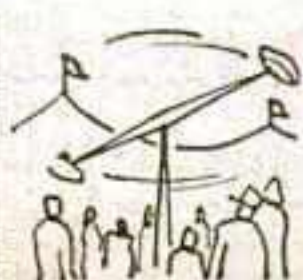
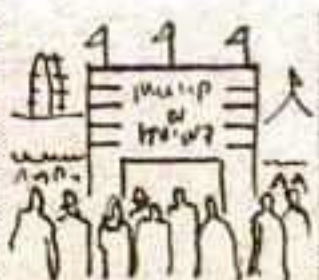
"Tag" Jones
Mickey Gallo
Nick Thomas
*Bobby Allen
Lew Lange
Rose Lange
Margaret Bowen
Irene Sechrest
Irene Moore

Sadie Wilson
Pearl Ridings
Rhody Ridings
Harry Benjamin
Anna Benjamin
"Smoky" Parker
Harry Errigo
Jean Errigo
Pearl Norman

"Doc" Norman
Sonny Broeffle
Barbara Broeffle
Bob Rubin
Ida Rubin
A. Katzen
Pete Wagner
Willie Lieback
Jack Schue

Jane Schue
Russell Rice
Al Dorso
Margie Dorso
Geo. Goodman
Lil Goodman
Ernie Ricciardi
Jean Ricciardi
Edward Davidson

Van Davidson
Photo Louis
Willie Stein
"Snookie" Goldberg
Blacky Martin
Bill Norton
Jack Fink
"Mac" Hemphill



Here's What They Say about

Raynell '53

THE GREATEST NAME IN GIRL SHOW BUSINESS

Says: JOHN S. GILES President Reading Fair

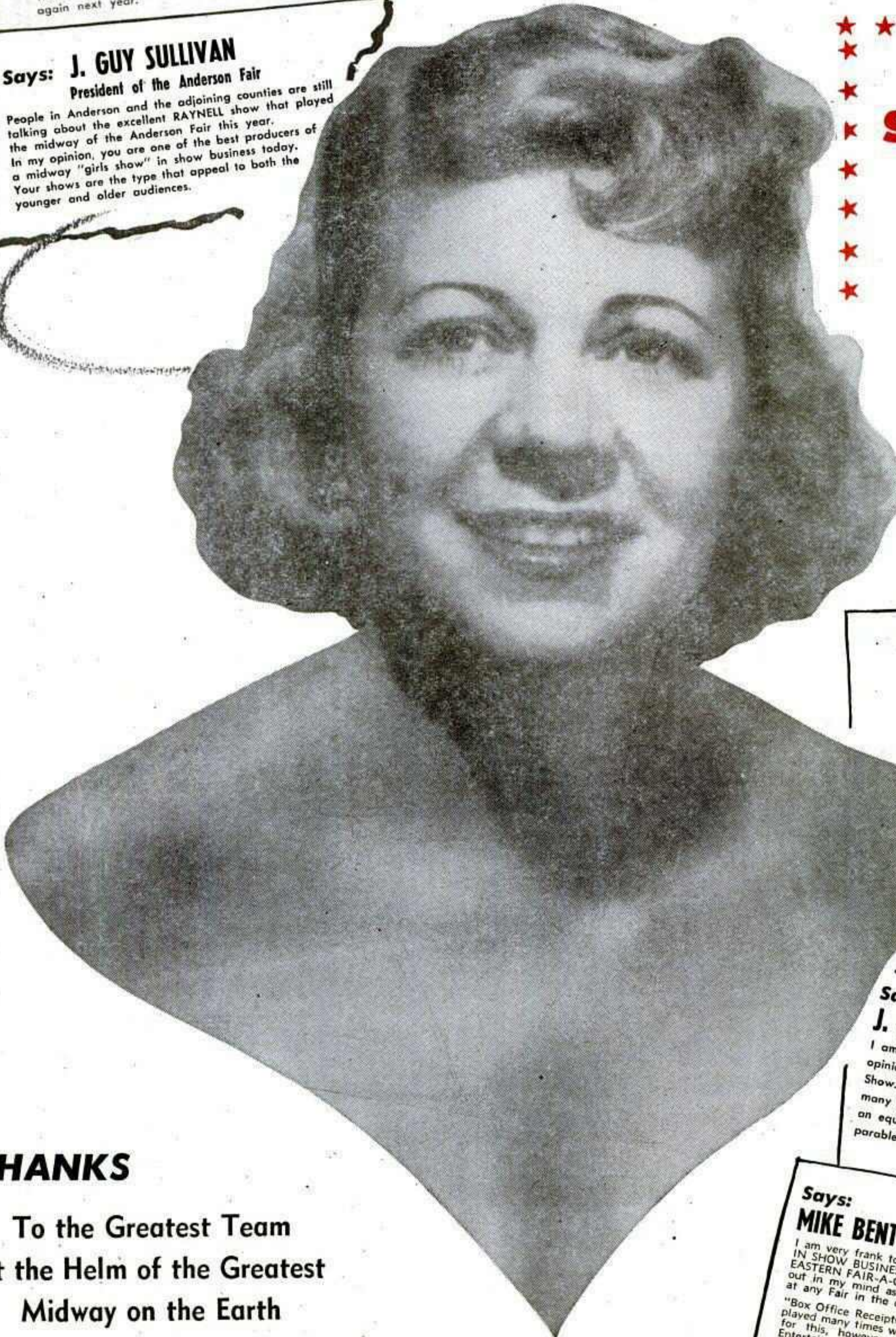
The Raynell Shows have been one of the features of the Reading Fair in connection with the presentation of the Cetlin and Wilson Shows for a number of years, and the writer would like to express to you personally his appreciation of your efforts each year to do an outstanding job in as far as Show presentation is concerned.

Says: PAUL BLACK President Piedmont Interstate Fair

I want to take this opportunity to thank and congratulate you for the beautiful show that you brought to the Piedmont Interstate Fair. The girls were lovely, costumes gorgeous, the acts excellent and the whole show in general was a real vaudeville production. We are looking forward to having you with us again next year.

Says: J. GUY SULLIVAN President of the Anderson Fair

People in Anderson and the adjoining counties are still talking about the excellent RAYNELL show that played the midway of the Anderson Fair this year. In my opinion, you are one of the best producers of a midway "girls show" in show business today. Your shows are the type that appeal to both the younger and older audiences.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TOP ATTRACTIONS IN '53

SALLY RAND

Baby Dumplin
Linda Lou
Tommy Port
Maria & Valdez
Nancy Long
The Flying Matthews

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Says: ALLAN M. WILLIAMS

President of the Ionia Free Fair Association
I am very happy to endorse your show. Always for the past many years that you have been playing our fair your show has been the high-light of our midway. Your attendance records speak for the quality of the show and the public approval it has received. The fine success that your show has enjoyed with our fair needs no further endorsement.

Says: ROSS C. EWING Missouri State Fair

It is my belief that your show, a part of the gigantic Cetlin & Wilson Midway, contributed to the fine reception accorded our 1953 State Fair and has been accepted by the Public as one of the outstanding entertainment features of the Midway.

Says: J. A. MITCHELL Official State, Fair of Virginia

I am pleased to have the opportunity of expressing an opinion and my personal endorsement of the Raynell Show. Raynell is a most capable producer and in my many years of being a Fair Manager, I have never seen an equal, or even a show on any midway that is comparable to the Raynell Show. It is "Tops."

Says: MIKE BENTON President of the Fair-A-Ganza

I am very frank to say that in all of my "TWENTY-ONE YEARS IN SHOW BUSINESS," as President and Manager of the SOUTH-EASTERN FAIR-A-GANZA, the "RAYNELL GIRL'S SHOW" stands out in my mind as the top Midway Entertainment of all times at any Fair in the country.
"Box Office Receipts" in Atlanta for your show where you have played many times were always terrific. There are several reasons for this, however, mainly being — Beautiful Girls — Sparkling Entertainment — On-the-Beat Music — and most of all, a clean show produced by one of America's Foremost Producers, the one and only INIMITABLE RAYNELL.

THANKS

To the Greatest Team
at the Helm of the Greatest
Midway on the Earth

CETLIN & WILSON SHOWS



Routs Doubting Thomases

THERE were Doubting Thomases aplenty when the 25,000-capacity grandstand at the Canadian National Exhibition, Toronto, was designed in 1947 and again in 1950 when the stand was completed.

"Why," they argued, "it would take 350,000 persons to fill the stand 14 nights of the exhibition. And that would s.r.o. a smash Broadway musical for six months."

But, four years after the stand's completion, the record demonstrates how wrong the doubters were and how right Elwood Hughes, the CNE general manager at the time of design and construction, and his associates were when they went for a 25,000-capacity stand.

This year the night show, the big lure of the exhibition, grossed \$442,188 by playing to 90 per cent of capacity. And, going back over the previous years, the grosses were \$428,124 in 1952, \$417,000 in 1951 and \$420,600 in 1950.

The night show matches the stand in size. Huge in every respect, this year it embraced 684 persons, including 60 electricians, 110 stagehands, 24 Boy Scouts and 175 members of the Armed Forces, others being pros or semipros in showbiz.

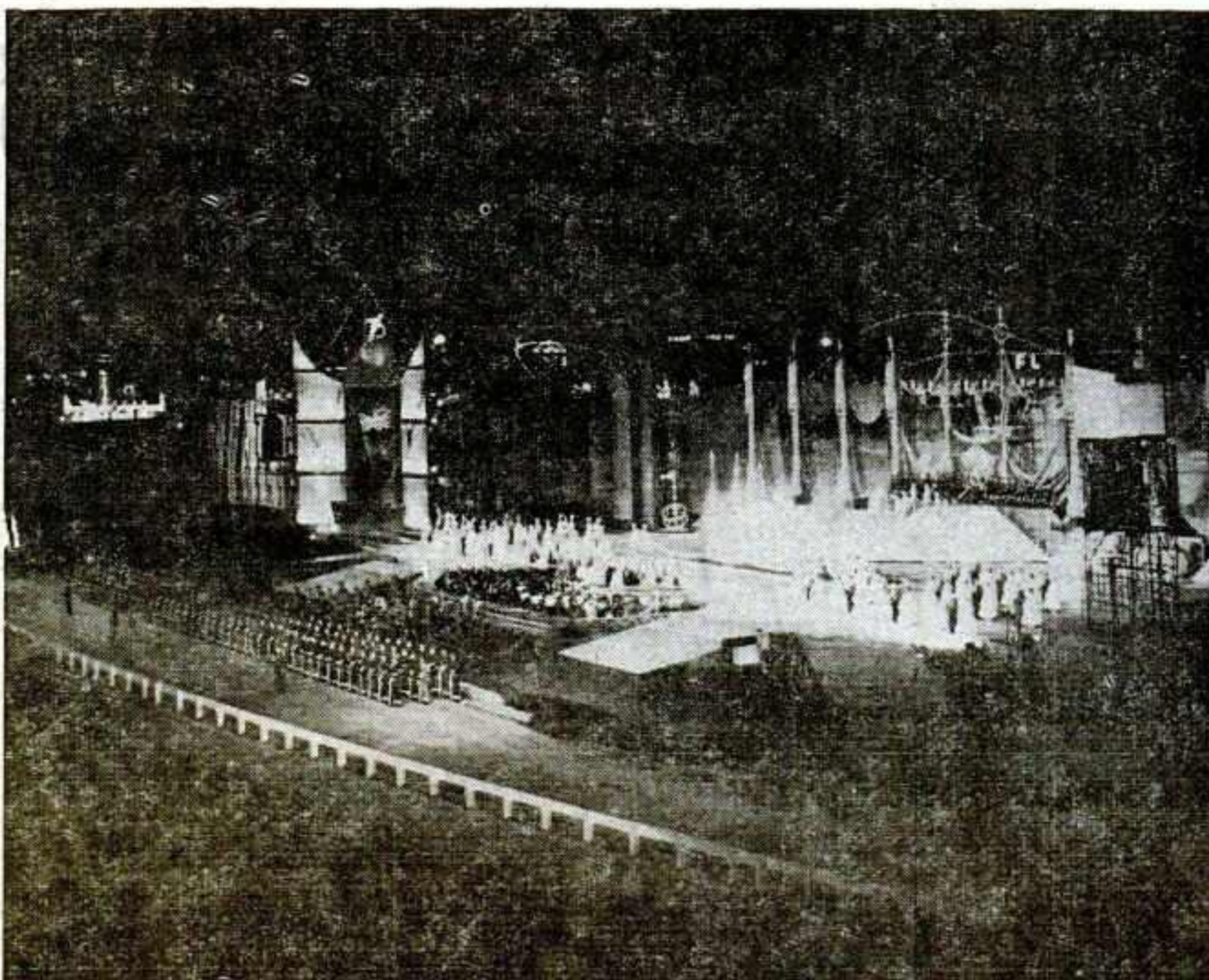
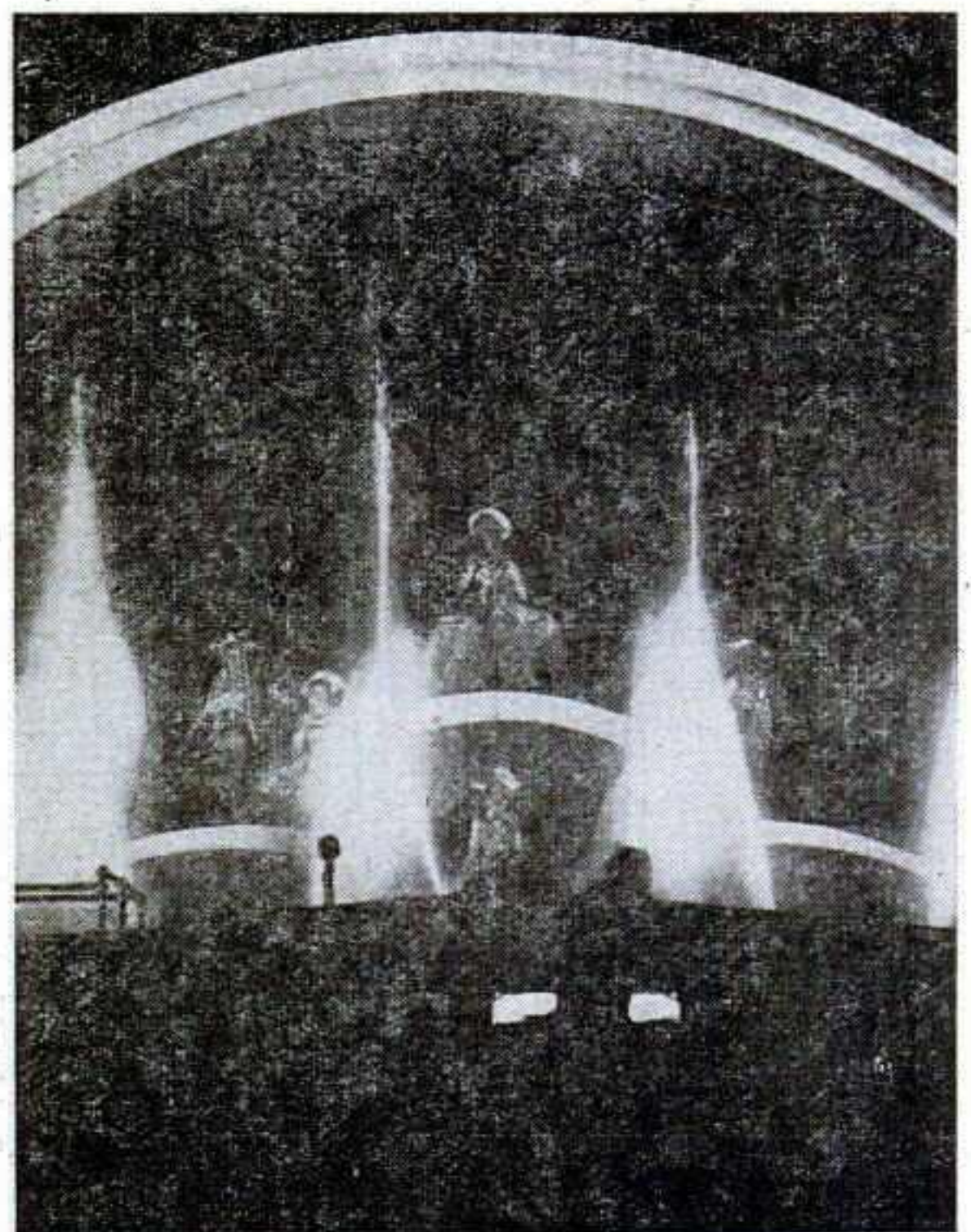
For the past two years Jack Arthur, Canadian showman, has produced the specs. His approach is to build on ideas,

theming it Canadian, and use a name primarily as box-office bait. This year, comic pianist Victor Borge was headlined and credited with a powerful impact at the box office. What's more, Borge was credited with contributing mightily to the show's entertainment.

Staging is a big problem. The stage is 225 by 150 feet, and the scenery is mounted on wheels and rolled on steel tracks imbedded in stage boards. Wind poses threats to the sets, and so they are lashed to poles buried 30 feet. Vents, in the form of flaps, are placed in the flats.

Superb lighting is provided, due largely to the foresight in planning the grandstand's facilities. Ten acres, as well as dynabeams, spotted at the top of the stand and controlled from the back of the stage, are supplemented by a row of footlights upstage, two sets of fixed lights on towers, lights on set pieces and in the proscenium.

Superlative production, outstanding choreography, striking costuming, ingenious staging effects, excellent sound, and a solid name, are added to the striking scenery and brilliant lighting to make the show virtually sure-fire. And, in the making, the sound vision of those who pushed for a 25,000-capacity grandstand with the finest of staging facilities is evident to the most doubting of the former doubters.



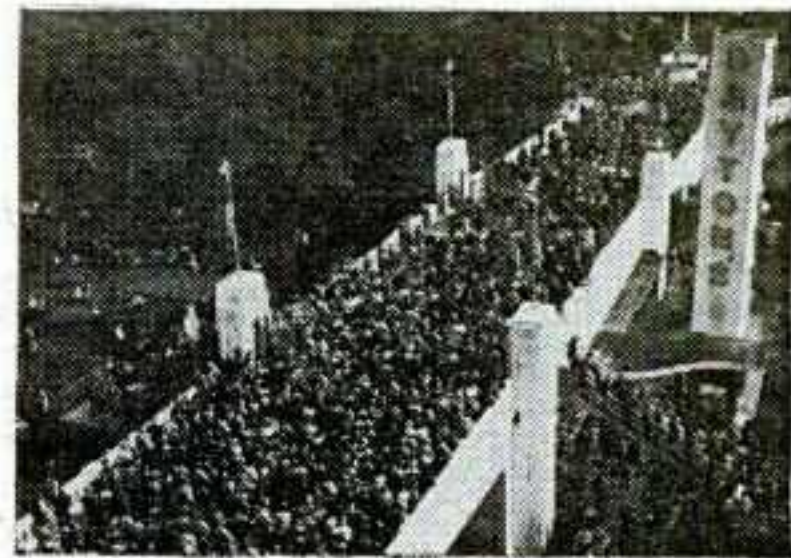
King-sized grandstand of the Canadian National Exhibition seats 25,000. It is either a sellout or near-sellout for all of the 14 night shows. Long the top feature of the CNE, the massive night spec offers such spectacular numbers as "Dancing Waters," precision dancers, and striking lighting, as shown in other pictures.

sell more

sell better
at the...

MINNESOTA STATE FAIR

ST. PAUL



THE TEN biggest selling days in Minnesota are yours when you exhibit at this Showcase of Agricultural, Industrial, and Educational Achievements. Minnesota State Fair Visitors Are Important People—they are Leaders in Farming Methods—in adopting new Products, new Services. They come to the Fair looking for Ideas. Watch your sales rise in this vast, progressive Market after you exhibit here.

ADDING APPROXIMATELY 20,000 sq. ft. NEW COMMERCIAL EXHIBIT SPACE IN BUILDINGS FOR 1954 FAIR

We welcome inquiries from new Exhibitors and from those whom we have been unable to serve on account of lack of space.

R. S. THORNTON
President

D. K. BALDWIN
Secretary

1954 DATES
AUGUST 28
to
SEPT. 6
865,523
ATTENDANCE IN 1953
5-YEAR AVERAGE
OVER 864,000



"Old Mother Nature" operated weather machine that caused simulated thundershowers every four and a half minutes during State Fair of Texas. Storm scene was viewed by fairgoers from ramp that circled front of central exhibit of fair's "Agriculturama."

Ma Nature Starred

WHEN an economic situation develops that could hurt business badly, temptation is to say nothing about it and just hope it'll go away. But State Fair of Texas met acute Southwestern drought situation head on, made capital out of it publicity-wise and even tied one of its biggest exhibits—the Agriculture Show—directly to it with a "Water for Texas" theme.

Farm show—tabbed as an "Agriculturama" because of extensive use of three-dimensional stages and theatrical scenic effects—depicted water resources problems and possible solutions in the various regions of Texas. Show was produced by fair with co-operation from Texas A&M College System and its agricultural agents and home demonstration agents thruout the State.

A top scenic designer, Winniford Morton, of Peter Wolf Associates, was employed to design and build the show. Fair's agriculture manager, Ray W. Wilson, and Morton traveled over State some 5,000 miles last spring gathering data and suggestions for show in meetings with A&M System representatives and agricultural experts in various parts of State.

Show in Agriculture Building evolved as giant central exhibit tied in directly to water problems, featuring large relief map of Texas with "Old Mother Nature" mannequin sitting atop artificial cloud. Exhibit, backed by cyclorama and theatrical lighting effects, made it appear to "rain" at intervals as "Mother Nature" figure operated a "weather machine" and lectured on weather and rainfall via tape recording.

Individual stages along wall of Agriculture Building were tied into agricultural situation in each of the 12 A&M System districts of Texas and also feature products from the various regions. Other individual exhibits were for Negro agricultural agents' work, 4-H clubs, Future Farmers, etc. Lavish use was made of animated figures, miniature irrigation systems that really worked, live animals, etc.

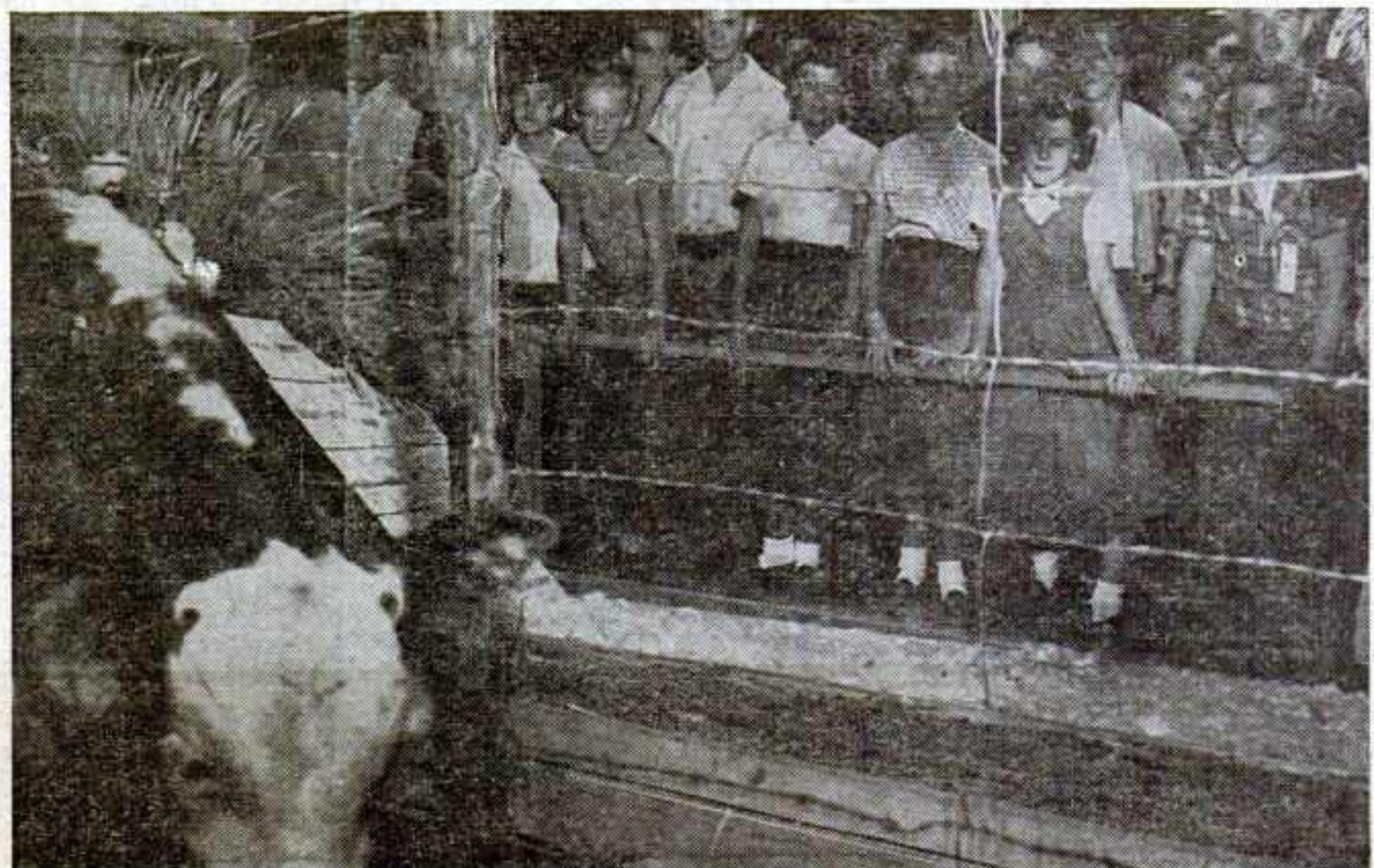
"Mother Nature" lectured every four and a half minutes during fair. About 40,000 pieces of literature explaining Texas' water problems were given out at booth maintained by Texas A&M in building.



District exhibits representing each region of Texas were lined up along one wall of big Agriculture Building at State Fair of Texas "Agriculturama." Conditions typical of each section of State were depicted, along with large array of varied farm products.



This animated "weather man" gave tape-recorded "weather reports" at intervals to fascinate youthful fairgoers at State Fair of Texas. Animated figures were used lavishly in fair's "Agriculturama."



Live animals, like this steer, were employed to put action into individual exhibits of State Fair of Texas "Agriculturama."

Sell More

To People Who

Buy More

AT THE

MISSOURI

State Fair

Sedalia, Missouri

Where top attractions, premiums, prizes, promotion and publicity combined in 1953 to boost attendance to

467,197

An All Time High

1954 DATES
AUG. 21-29

SHOWMEN—CONCESSIONERS

Plan now to attend the Missouri Fair meeting January 14 and 15, 1954
Governor Hotel, Jefferson City, Mo.

Every year more and more firms are bringing their products to the people who constitute one of America's 10 largest retail sales markets—where cash income from farm marketing sales alone top a BILLION DOLLARS according to the U. S. Dept. of Agriculture!

For a bigger share of the mighty Missouri market, plan to incorporate an exhibit at the 1954 State Fair in your merchandising plans.

WRITE

MISSOURI STATE FAIR

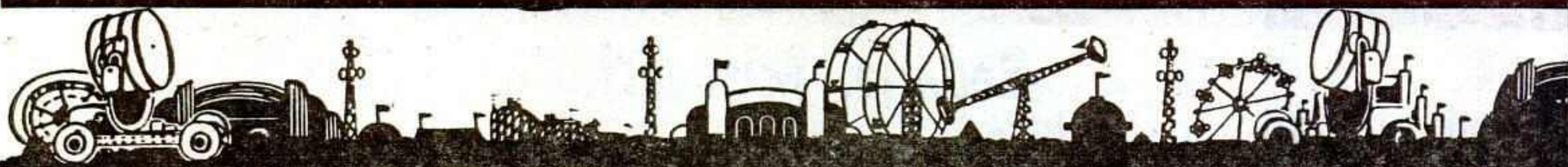
P. O. Box 111, Sedalia, Mo.

ROSS C. EWING, Secretary • PHIL M. DONNELLY, Governor • L. C. CARPENTER, Director of Agriculture

Every Spot
is a Good
One if it's
played by

**A Banner Year in '53 . . .
Carnival Insures a Suc**

20th CENTURY



America's Ultra-Modern



E. D. McCRARY
Co-Owner and Gen. Mgr.



VELMA MARTIN
Co-Owner and Sec'y-Treas.



JESS WRIGLEY
Co-Owner & Gen. Agent

SHOWMEN

WE WOULD LIKE TO HEAR FROM SHOWMEN WITH NEW AND NOVEL IDEAS IN KEEPING WITH THE STANDARDS SET BY OUR ROUTE OF FAIRS.

WE PARTICULARLY WANT TO HEAR FROM TOP-NOTCH MEN TO OPERATE VARIOUS SHOWS AND ATTRACTIONS. WE HAVE COMPLETE AND WELL FRAMED EQUIPMENT FOR SUCH.



A 30-CAR RAILROAD SHOW ON TRUCKS

Permanent Address:
3308 Broadway, San Antonio, Texas
(Phone: Travis 5468)

an Outstanding
Successful Year

SHOWS

AUGUST 15, 1953 Early Fairs Good For 20th Century

LA CROSSE, Wis., Aug. 8.—The 20th Century Shows, owned by E. D. McCrary and Velma Martin, have been hitting pay dirt at their early fairs. Faced with many sturdy fairs to come and totting ample earnings power to make the most of these, the show figures to be the season's money-winner until Working's wind-up.

The fair here is smaller than normal to battery to Wisconsin concession regulations, but the show has a strong line-up of rides and shows and judging by the first day's business, should pile up a satisfying gross here.

Double Wheel On For this spot, the Dowis Sky Wheels (Double Ferris Wheels) are included in the 20th Century line-up. The McGrary-Martin aggregation on its own carries sufficient units to be an added attraction. The Scooter has been booked on here as an old hand among the co-owners; Keith Chapman, business manager; Noble Fairly, lot superintendent; Art and Snake Signor, in charge of the back-end, and Jess Wrigley, who doubles as general agent and special agent.

All of the show's many fair dates had been bagged by Al Martin before his tragic death in a plane crash in February. Besides fairs already played, Minot, N. D., and several others in North Dakota, the show is to play annuals at Menominee, Wis.; Owatonna, Minn.; Albert Lea, Minn.; Fargo, N. D.; Huron, S. D.; Spencer, Ia.; Tulsa, Okla.; Monroe, La.; and Tallulah, La.

The Minot fair played last week yielded a ride and show year's only slightly under last year's takes. The slight difference in grosses for the two years was attributed to tighter spending in part by the effect of



A HEARTY THANKS TO THE FOLLOWING FAIRS AND THEIR EXECUTIVES WHO HAVE MADE 1953 ANOTHER SUCCESSFUL RUN FOR 20TH CENTURY:

- STUTSMAN COUNTY FAIR
Jamestown, North Dakota
- ROLLA FAIR
Rolla, North Dakota
- CAVALIER COUNTY FAIR
Langdon, North Dakota
- PEMBINA COUNTY FAIR
Hamilton, North Dakota
- GREATER GRAND FORKS FAIR
Grand Forks, North Dakota
- NORTH DAKOTA STATE FAIR
Minot, North Dakota
- LA CROSSE INTER-STATE FAIR
La Crosse, Wisconsin
- DUNN COUNTY FAIR
Menomonie, Wisconsin
- STEELE COUNTY FREE FAIR
Owatonna, Minnesota
- RED RIVER VALLEY FAIR
Fargo, North Dakota
- SOUTH DAKOTA STATE FAIR
Huron, South Dakota
- CLAY COUNTY FAIR
Spencer, Iowa
- TULSA STATE FAIR
Tulsa, Oklahoma
- OUACHITA PARISH FAIR
Monroe, Louisiana
- LOUISIANA DELTA FAIR
Tallulah, Louisiana

FAIR MEN

We solicit your inquiries and invite you to visit us at the Chicago Convention and at your State Conventions.

- Searchlights
- Light Towers
- Mobile Sound Equipment for Advance Advertising
- Panel Fronts
- Modern Illumination
- 21 Modern Rides
- 14 Tented Theatres
- Superior Transportation
- Caterpillar Diesel
- Lighting Plants

- ART SIGNOR
Assistant Manager
- KEITH CHAPMAN
Business Manager
- FRED HAMILTON
Supt. of Transportation
- GEORGE GALLO
Advertising Director

OUR GRATITUDE
TO THE COMMITTEES AT
OUR STILL DATES and to
OUR LOYAL EMPLOYEES





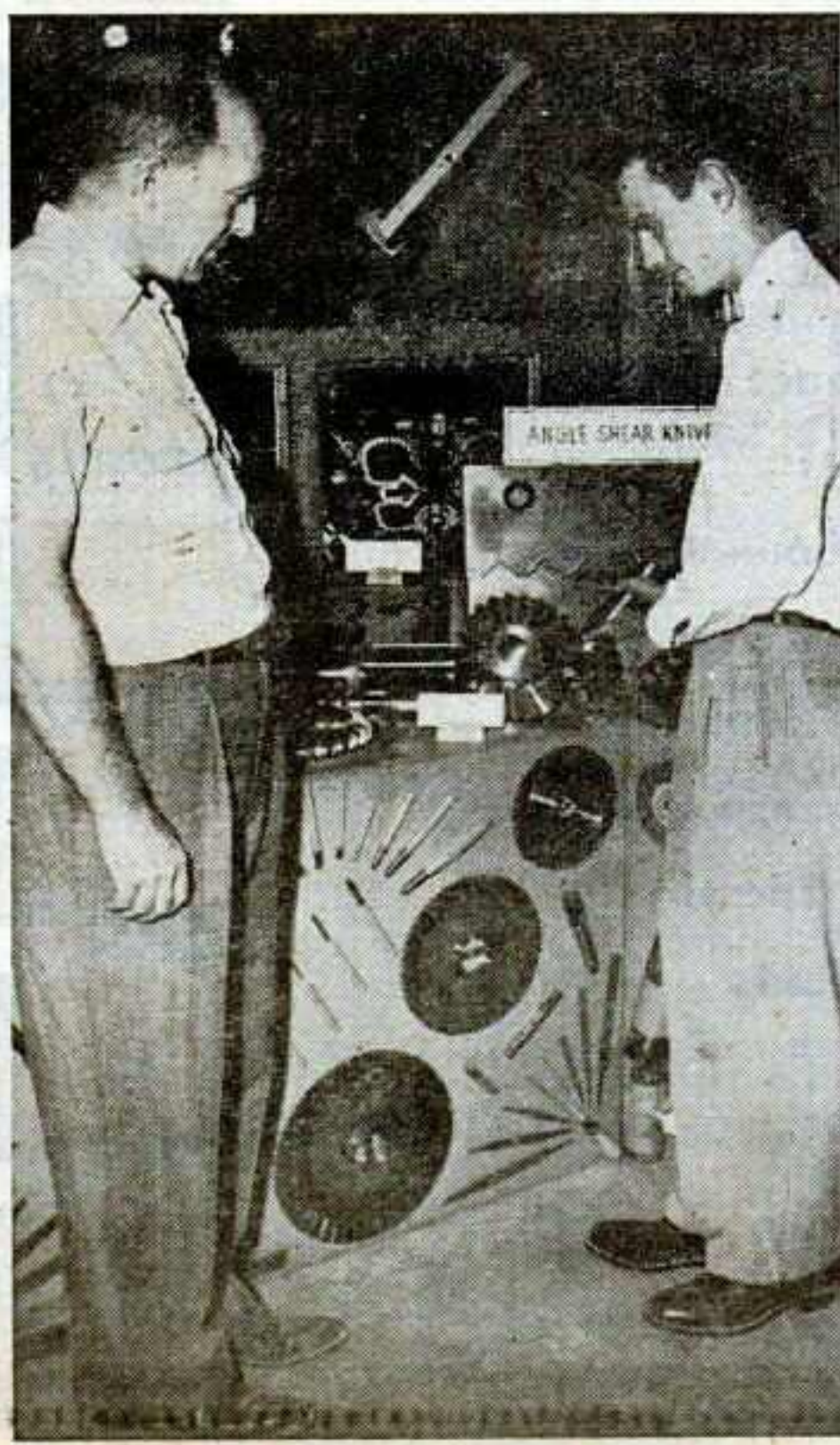
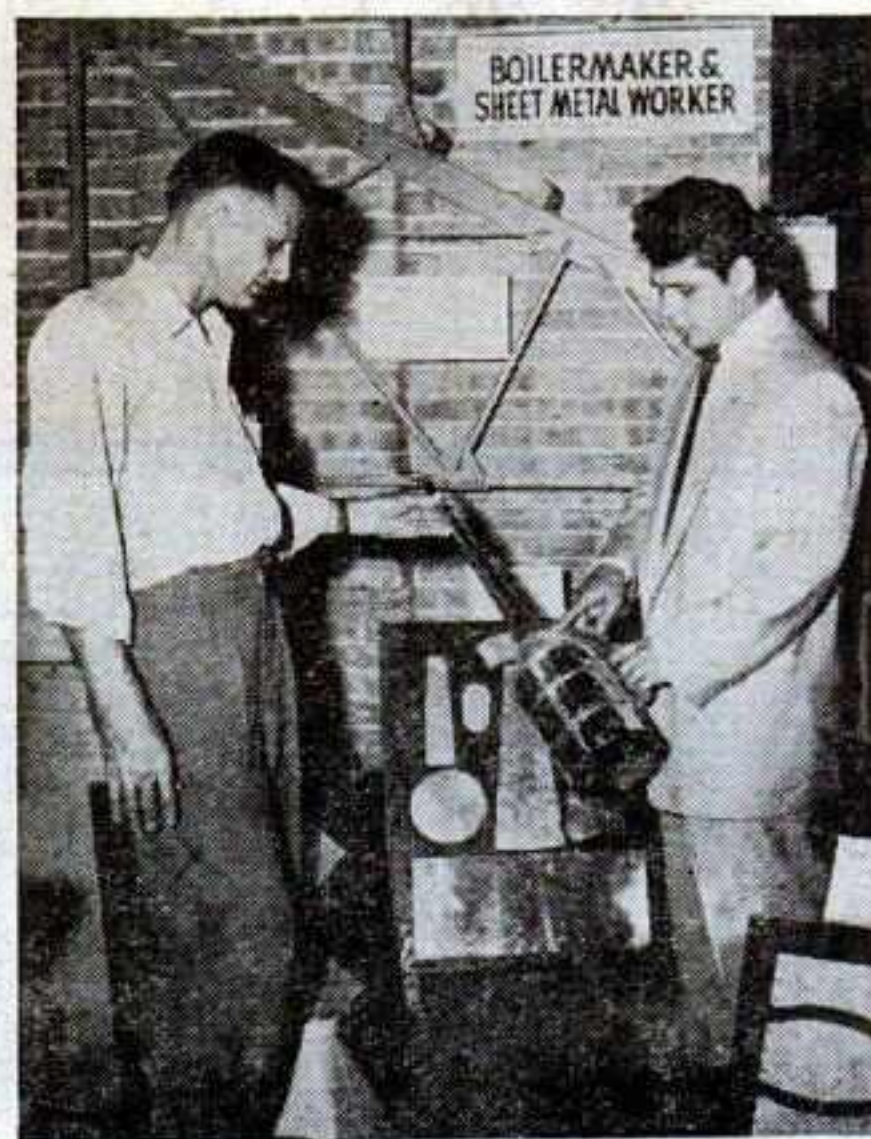
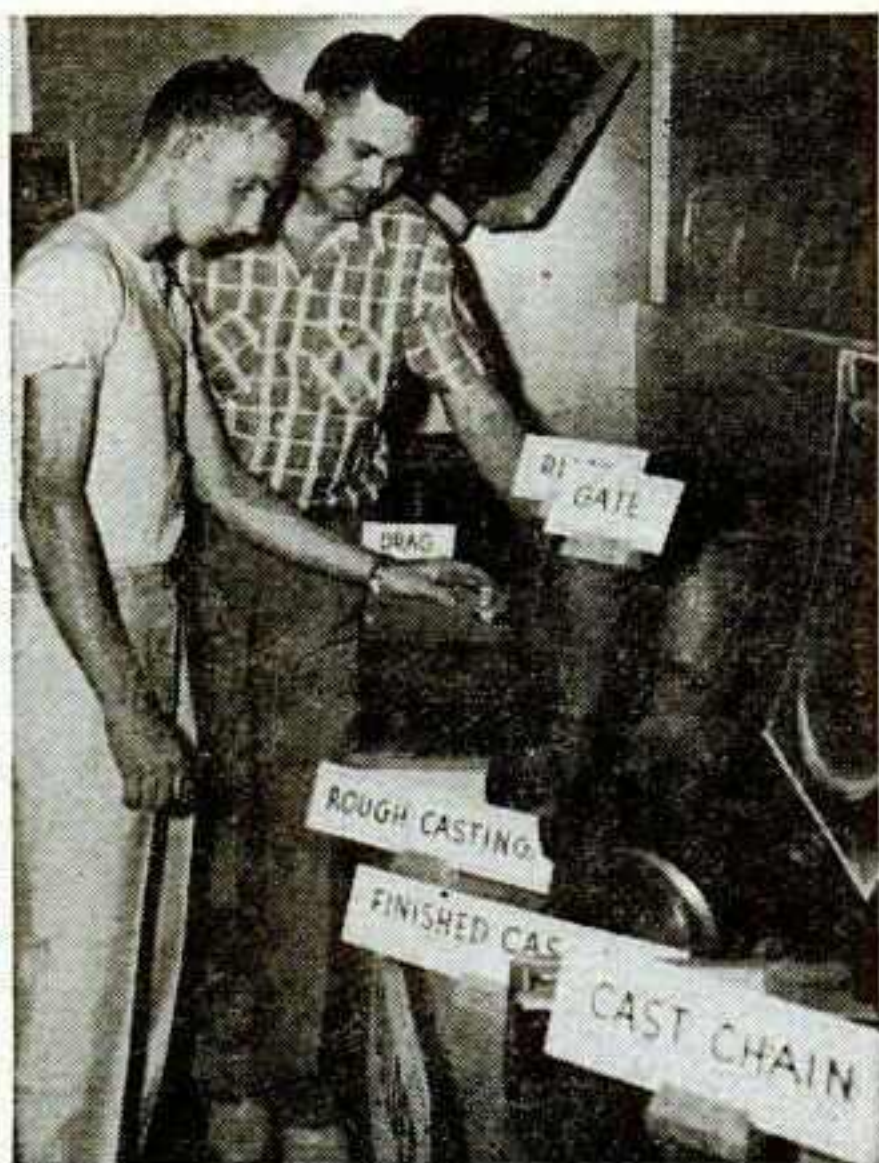
Pitch for Help

THE United States Steel Corporation this year added its name to the growing list of industrial giants that have recognized the value of fairs as a media thru which their message can be carried to the people.

It was the world's largest steel mill, the Gary, Ind., works, that took advantage of the ready-made audience at the Lake County Fair, Crown Point, to reach the steel-conscious populace.

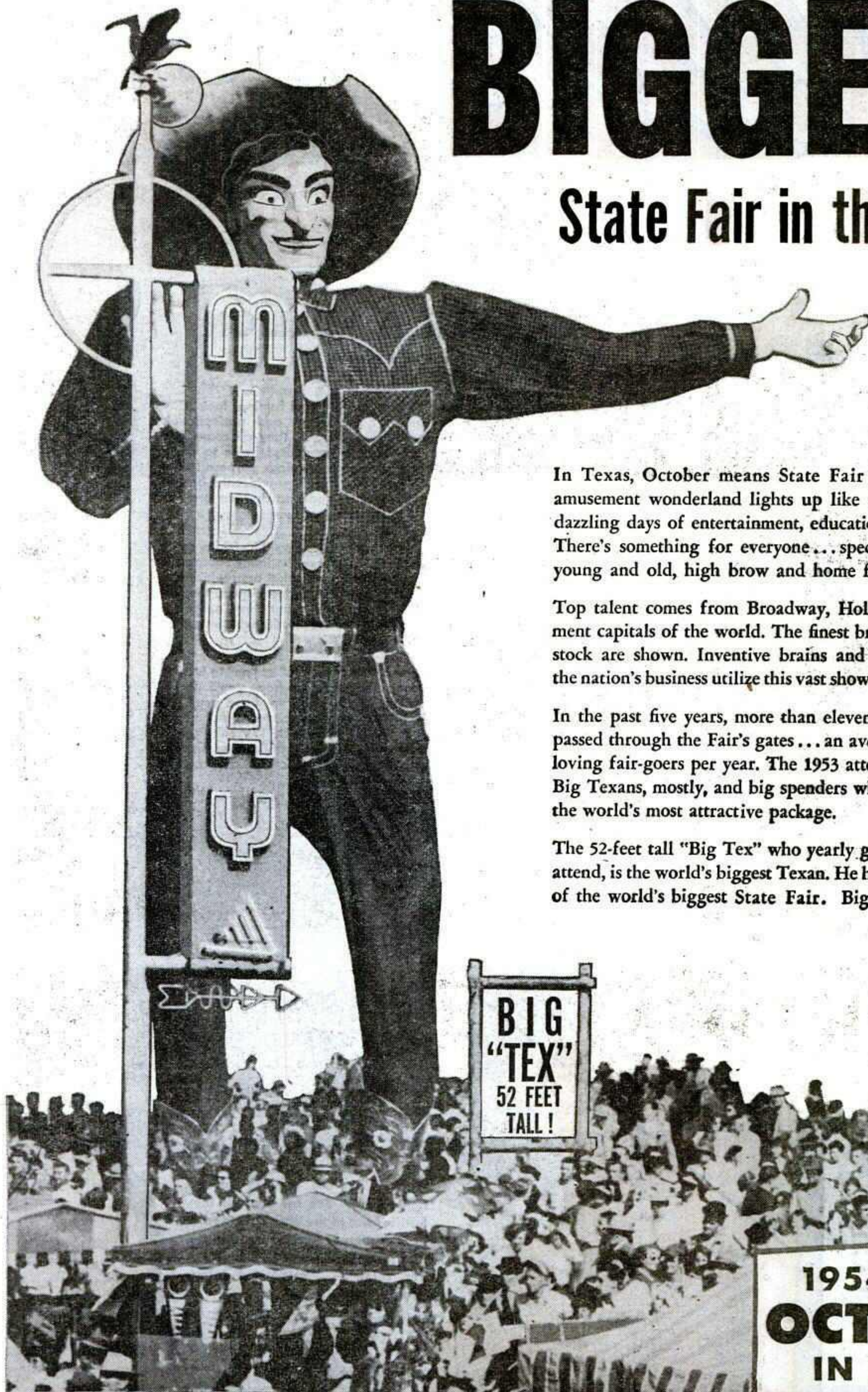
In an elaborate, hard-hitting exhibit outlining the many and varied skills employed in the mills, Big Steel's object was two-fold. One, it sought to interest the county's youth in its trade apprentice training program. Secondly, and of equal importance, was to gain public and labor relations thru participation in its home county's annual fair.

Altho the firm's executives admit results from the exhibit were intangible, they were more than pleased with the interest shown in this first salvo of a long-range program aimed for the betterment of over-all relations in the area.



BIGGEST

State Fair in the World!



In Texas, October means State Fair time. Each year this amusement wonderland lights up like aurora borealis for 16 dazzling days of entertainment, education, and just plain fun. There's something for everyone... spectator and participant, young and old, high brow and home folk.

Top talent comes from Broadway, Hollywood and entertainment capitals of the world. The finest breeds of champion live stock are shown. Inventive brains and production brawn of the nation's business utilize this vast showcase for their products.

In the past five years, more than eleven million persons have passed through the Fair's gates... an average of 2,225,000 fun-loving fair-goers per year. The 1953 attendance was 2,382,712. Big Texans, mostly, and big spenders who demand... and get the world's most attractive package.

The 52-foot tall "Big Tex" who yearly greets the millions who attend, is the world's biggest Texan. He has to be. He's a symbol of the world's biggest State Fair. Big? It's a giant!

**BIG
"TEX"
52 FEET
TALL!**

**1954 DATES
OCT. 9-24
IN DALLAS**

STATE FAIR OF TEXAS

Illinois STATE FAIR

EXHIBITORS

Illinois offers a modern layout with comfortable, spacious buildings capable of handling every type of exhibit . . . whether it's a small "thimble-size" item or a big steam shovel.

With over a million people attending, and your exhibit costs known, it's easy to calculate your cost-per-person-contacted. In any comparison with any type of media you'll find an exhibit at the Illinois State Fair the most economical in contacting the Illinois market.

OVER A MILLION CUSTOMERS!

Playing, yes . . . but learning and buying, too! City fellow and farmer, businessman and professional, schoolteacher and housewife . . . they all come . . . Perhaps the prospect of a good time helps to draw them . . . but they come with a serious purpose to the Illinois State Fair too! Yes, Illinois provides the best in programing, special events and participation projects . . . plus, the best in entertainment.

But, remember, that over one million Illinoisians come to learn the latest techniques, see the latest equipment connected with their jobs. In a market area which has become "adjusted" to usual sales techniques, the Illinois State Fair offers a new stimulating approach which holds interest and builds sales for whatever your product may be.

If you are the person who says "yes" or "no" to having an exhibit at Illinois State Fair, we hope you'll give it strong consideration. And, altho we hope you'll be with us as an exhibitor, we do want to extend an invitation to join us even if you are not. We'd like you to see for yourself how the Illinois State Fair can provide a stimulus for your product, public relation program or idea.

CONCESSIONAIRES

The Illinois State Fairgrounds were designed by men who know every phase of fair and outdoor show business and that's why, year after year, concessionaires report satisfaction with this Great Fair. Certainly, even among good locations there are some that are "better." Contact us early for these better locations.

SPRINGFIELD

THE 1954 ILLINOIS STATE FAIR

Now in its Second Century
of Operation. 1954 Dates:

AUGUST 13 to 22 Inclusive

ENTERTAINMENT

Determination to attract the greatest number of people possible dictates the use of the very best attractions available. We are always looking for the best and the unusual . . . and we invite you to contact us if you believe that you qualify . . . you'll find it pays to check with us.

Whoever you are, come to Springfield in '54. See for yourself the terrific force of the Illinois State Fair in Educational, Agricultural, Industrial and Scientific Achievements. Yes, come . . . come and enjoy yourself, too!

Address All Inquiries to JAMES E. TAYS, Gen. Mgr., ILLINOIS STATE FAIR, Springfield, Ill.

Sam Snyder's WATER FOLLIES



WORLD'S LARGEST TRAVELING WATER AND STAGE MUSICAL REVUE

OF 1954..

WATER FOLLIES IS THE PIONEER OF THIS TYPE OF ENTERTAINMENT! NO OTHER SHOW HAS THE SPEED, GLAMOUR AND QUALITY OF OUR PRODUCTION. AND WITH ALL THIS . . .

We are the most reasonably priced show in America

HIGHLIGHTS OF THE WATER FOLLIES—23 Sensational Water and Stage Acts! WORLD CHAMPION FANCY and STUNT DIVERS and SWIMMERS . . . Side-splitting Diving and Stage Comedians . . . GORGEOUS BATHING BEAUTIES . . . Lovely Stage Ballet . . . Unmatched Water Ballet . . . Evolution of Bathing Suits from 1850-1954 . . . LAVISH COSTUMES and PRODUCTION NUMBERS . . . Original Music and Staging. FIRST TIME ON THIS CONTINENT! BREATH-TAKING REPLICA OF THE STREAMING FOUNTAINS OF VERSAILLES!

Water Follies has broken attendance records throughout the United States and Canada. Ideal entertainment for sponsorship by all types of fairs, civic centers and leading organizations, etc.



EDDIE ROSE

Internationally famous diving comedian. Eddie Rose has left audiences howling with laughter and holding their sides.

"Rose had the crowd roaring with laughter, especially the children, as he hangs on the board and falls into the water in the most ridiculous positions. Rose is a really fine slapstick clown . . . The high points of the show were the diving exhibitions . . . You'll have to see it to believe it."

Fort Wayne News-Sentinel

THE DWIGHT SISTERS

Mary and Frances Synchronized Swimming Champions of the World.

6 OF THE WORLD'S MOST FAMOUS AND ACCOMPLISHED FANCY AND STUNT DIVERS

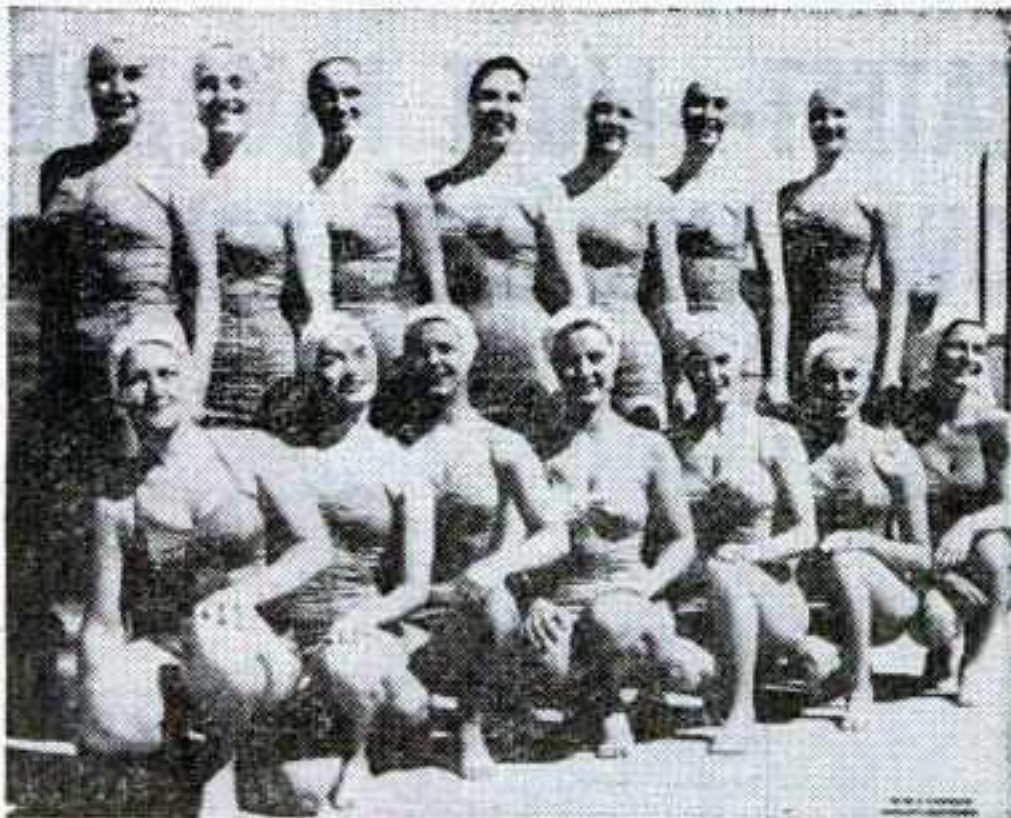
Their diving evokes "Ahs" and "Ohs" from every crowd.



Write, Wire or Phone Our PERMANENT ADDRESS SAM SNYDER'S WATER FOLLIES OF 1954
320-321 Walker Building
120 Boylston Street, Boston 16, Mass.
PHONE: HANcock 6-2245

"The aqua-musical revue blending grace, beauty and sparkling humor is something new for this part of the country and is good entertainment for every member of the family. The 2-hour attraction moves along at a rapid pace with never a let-up in interest."
Montana Standard

"The show was spectacular, is a skillful blend of color, comedy, music and vaudeville that brought a capacity crowd at the arena on its feet, cheering for more. The presentation is so well put together that not a moment drags. The crowd was rocking with laughter within a few minutes of the start of the show . . . For more than two hours of family entertainment the Water Follies is the standout show of its kind to play in this area for some time."
Montreal Star

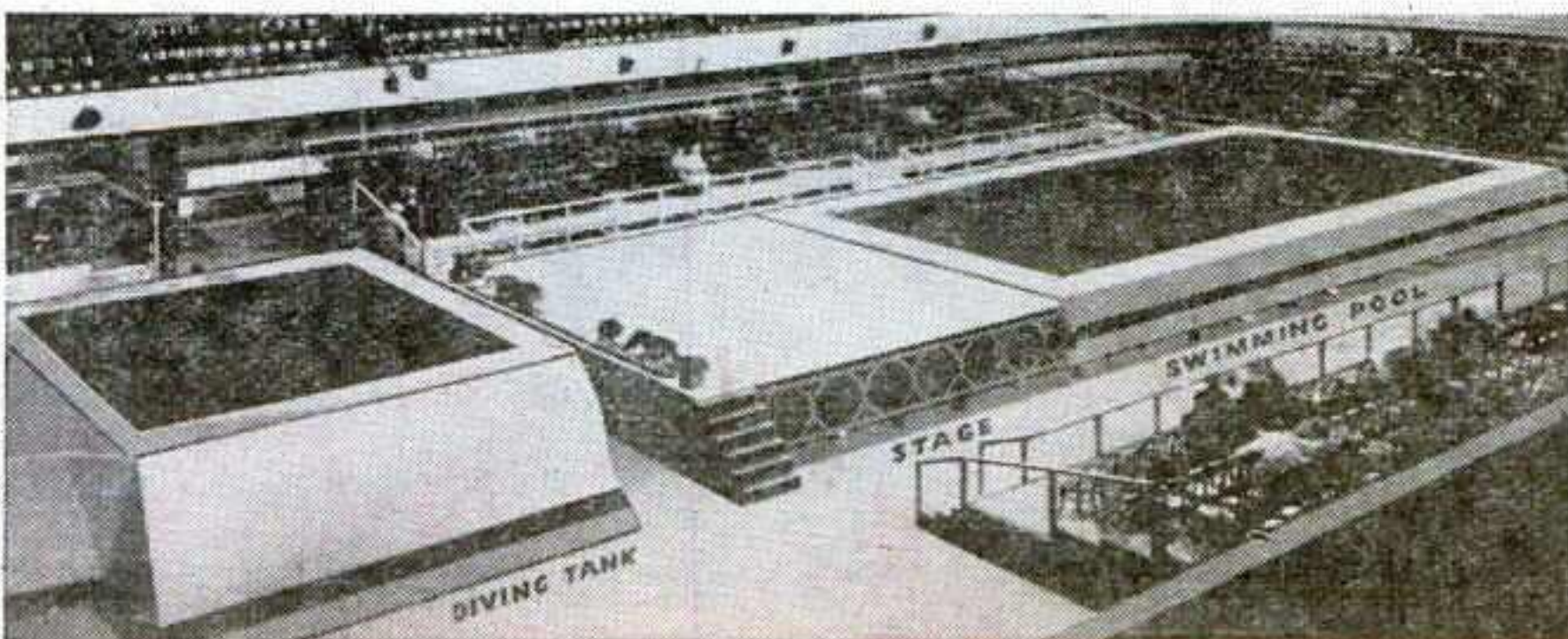
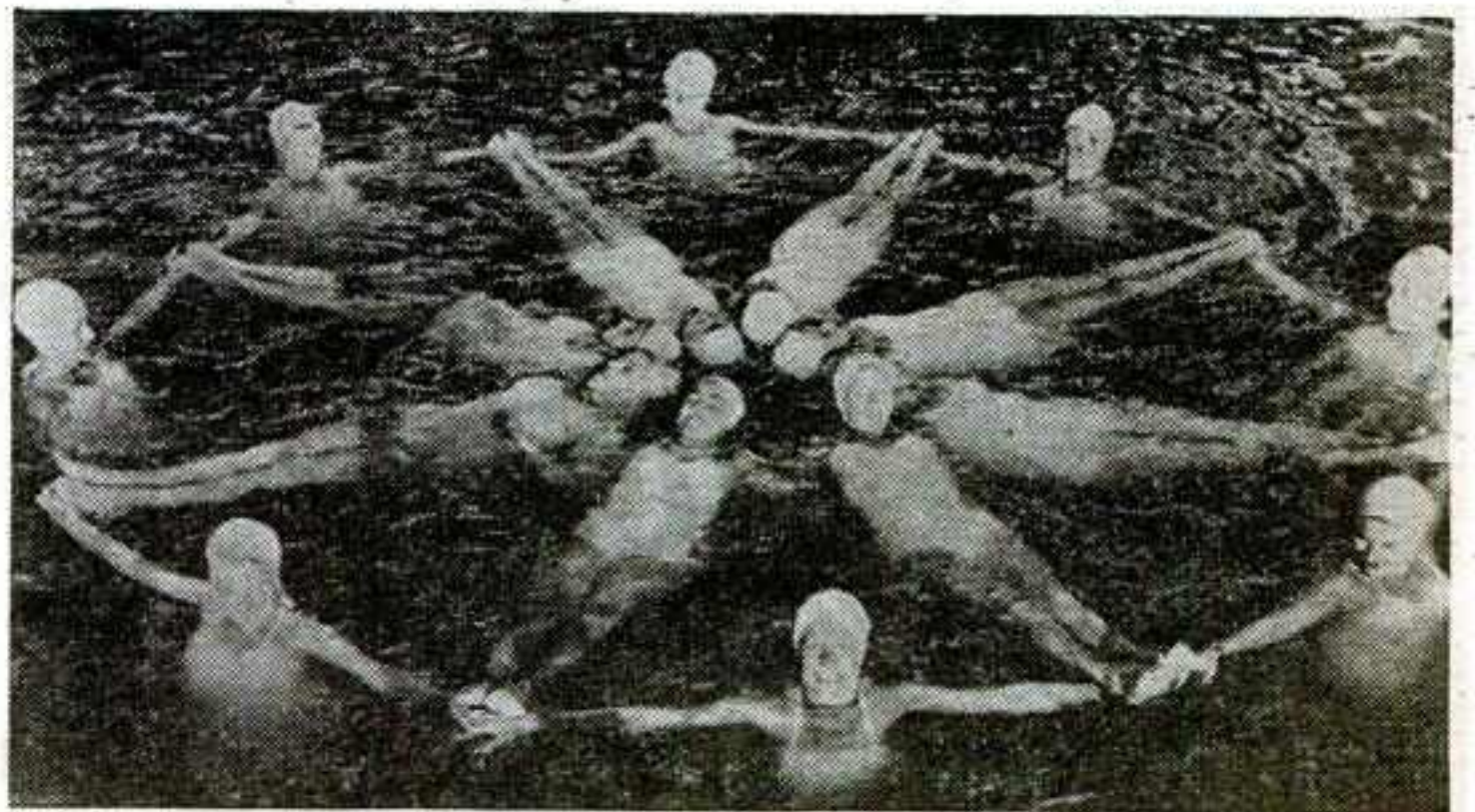


14 OF THE GLAMOROUS WATER FOLLIES AQUABALLERINAS

Unequaled for Speed, Glamour and Skill.

LIGHTS UPON THE WATER

The acclaimed water ballet swims in total darkness, their bathing suits, gloved hands, and bathing caps lighting up with radiant phosphorescent effect.



WORLD'S LARGEST PORTABLE POOLS AND STAGE

Allows Water Follies to play for any length run you wish, NOW AVAILABLE FOR 1954 BOOKINGS.

During the Fair Contact
Sam Snyder's WATER FOLLIES
Representative at SHERMAN HOTEL

All individual Water Follies artists booked through the Daniel White Agency, 80 Boylston Street, Boston, Mass.

AMERICA'S BEST

JAMES E.

STRATES

**GREATEST—MOST FAVORABLY
KNOWN AND BEST EQUIPPED**



*The Ride Midway
of the Nation*

MIDWAY

SHOWS INC.

31ST ANNUAL TOUR

TO OUR FAIRS . . .

Now that our long tour has ended, we want to extend our sincere thanks to fairmen and committeemen, yes, our personal thanks

- . . . for the unrestrained support we have received from you,
 - . . . for the unlimited opportunities you have made available to us,
 - . . . for the many brilliant achievements that have come from your co-operation,
 - . . . for the warm personal welcome given our executives and workers, in each of your cities,
 - . . . for the ardent help extended us, thru you, by your sturdy newspapers, radio and television stations,
 - . . . for the glowing spirit of fellowship shown us by your millions of fun-loving citizens,
 - . . . and to you, individually, for the fullness of your confidence in our efforts to extend, to unqualified limits, the best interest of the Fair Industry as a medium of good fellowship, education and the pursuit of happiness on the parts of all your people.
- In our sincere appreciation for these attributes may we always be alert to our part in the constantly developing institution . . . the Fair.

James E. Strates

JAMES E. STRATES
SHOWS, INC.

JAMES E. STRATES SHOWS INC.



JAMES E. STRATES
President-General Manager



Allan Travers
General Representative



Richard (Dick) O'Brien
Manager



Edward G. Keck
Personal Manager



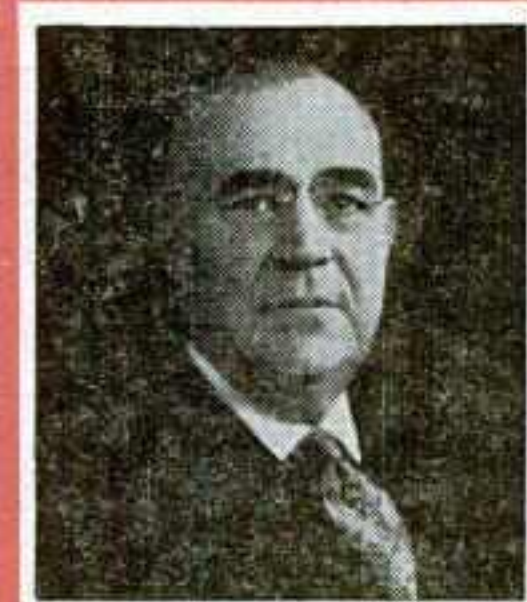
Nick Bozinis
Treasurer



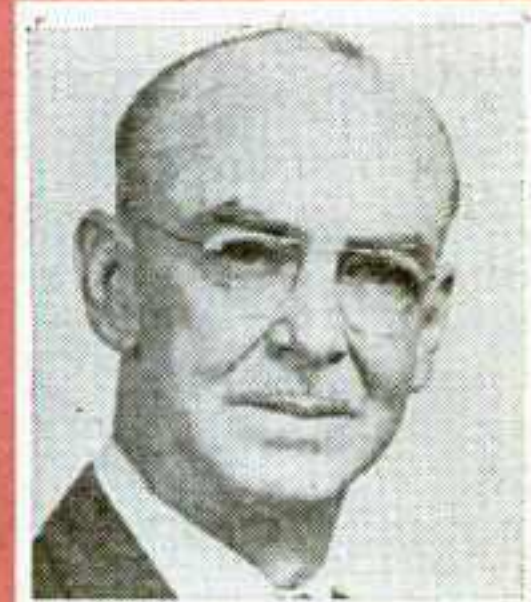
L. James Quinn
Business Manager



E. James Strates
Office Assistant



Harry I. Tong
Vice-President - Gen. Counsel



J. F. McDevitt
Secretary

FISCAL OFFICES
42 Insurance Bldg.
Utica, New York

HOME OFFICES
Elmira, N. Y.

WINTER QUARTERS
Orlando, Fla.
"The City Beautiful"

STARR DE BELLE Press Agent



New York's beauty must be versatile. Farm girl or not, she is sure to wind up posing with prize-winning cattle to the delight of farm editors and the fair publicity staff.

N. Y. Queens It Up!

Beauty Contest Hikes Interest In Syracuse Annual, Provides Photographers With Field Day

A BEAUTY CONTEST, expanded to extend the scope of the New York State Fair, has been doing the job well.

Altho it might be considered an almost elemental approach to the problem of increasing interest in the State event in distant districts, the gauging of a woman's beauty, and the obvious interest in such a competition by both sexes, has notably built up interest in the fair.

The manner in which the contest was conducted did the job. In the beginning it was more or less of a Syracuse competition and probably not too important, except for picture purposes, since the residents of the city have always been aware of the fair and its attractions which are located in its own geographical limits.

Enlist Newspapers

Last year fair publicists Doug Johnson and Hank Russo enlisted the aid of daily newspapers in Albany, Watertown, Rochester, Utica and Syracuse in the staging of preliminaries.

For the newspapers it worked out as a good circulation promotional stunt. The fair benefited in that it was constantly in the minds of the newspaper's readers for several weeks just prior to the staging of the event.

This year newspapers in Schenectady, Endicott and Oneonta joined in staging preliminaries.

Since several of the participating newspapers are located in areas which in the past contributed but slight patronage to the fair, the promotion job was even more important than it might appear on the surface. While difficult to measure, the results can be sufficiently pinpointed to show that the contest did the job expected of it.

Contest Pays Off

The contest paid off handsomely, too, as a straight publicity gimmick. The eight regional winners were judged and a finalist chosen on the Dave Garroway television show immediately preceding the opening of the fair.

Pictures of the winner—and the publicity staff sees that literally dozens are available to show the Queen participating in every fair activity—appeared in newspapers thruout the State.

It isn't a one-sided deal by any means. The lucky girl gets a seven-day vacation in Puerto Rico, plus round trip transportation and many other prizes including clothes, etc. The paper sponsoring the winning candidate gets its own healthy return in promotional value.

Despite the expanded nature of the contest the entire cost to the fair was estimated at a nominal \$900. It can safely be said that it was worth many times that.

As an example, it is pointed out that last year's winner came from Watertown, N. Y. Her selection earned the fair three times as much newspaper space as the event had garnered in that town during the past three years. In addition, patronage from that area, normally weak, was up as a result.



Marible Watts, an Indian princess, and Chief Harry Patterson teamed with the Queen to provide a photograph that was accepted by many newspapers thruout the State. The Queen follows a busy schedule for the first two days of the fair.

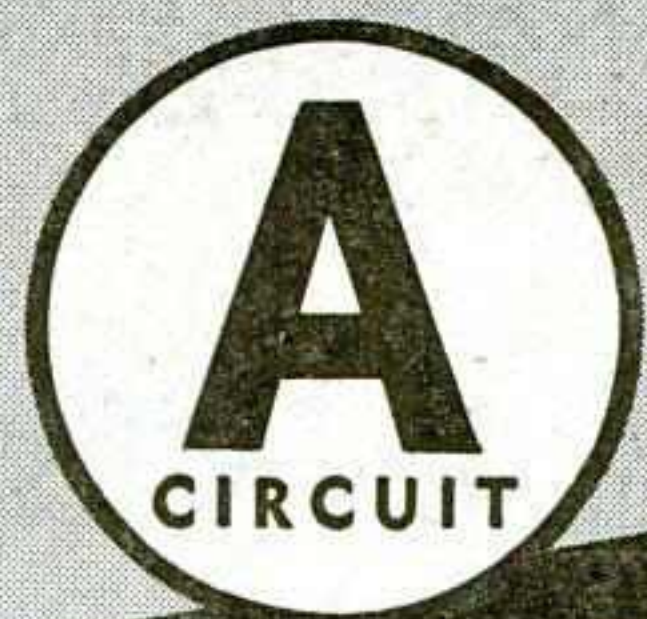


Photographers had a field day when the Queen and her court, escorted by Fair Manager Creal, were driven into the Coliseum for the crowning ceremonies.

TELL AND SELL . . .

the important
Western Canadian
 Market by exhibiting at the . . .

Western Canada
 Association of Exhibitions



5 Important Fairs!

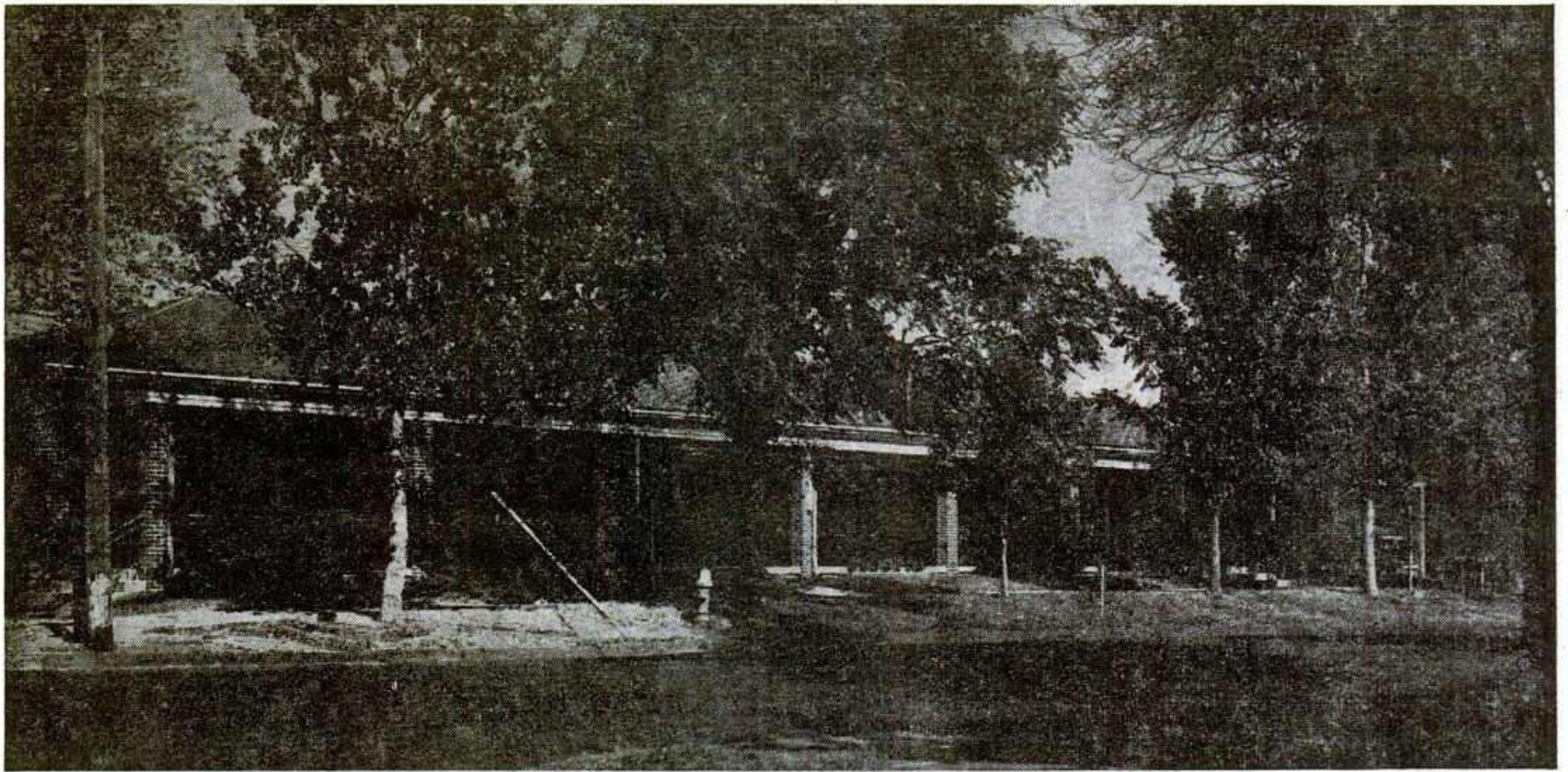
**CLASS "A" CIRCUIT OF
 FAIRS OF WESTERN CANADA**
*cordially invite fair men,
 show men, concessionaires,
 attractions people to
 their annual meeting*

EXHIBITORS
 Here's where one Exhibit does the job of 5 . . . playing a continuous and rewarding circuit of fairs that play to over 1,050,000 able-to-buy Canadians. Join the growing list of America's top sales-wise firms who make this part of their sales promotion job in Western Canada. The cost is small, the results great. No single combination of advertising can do the job.

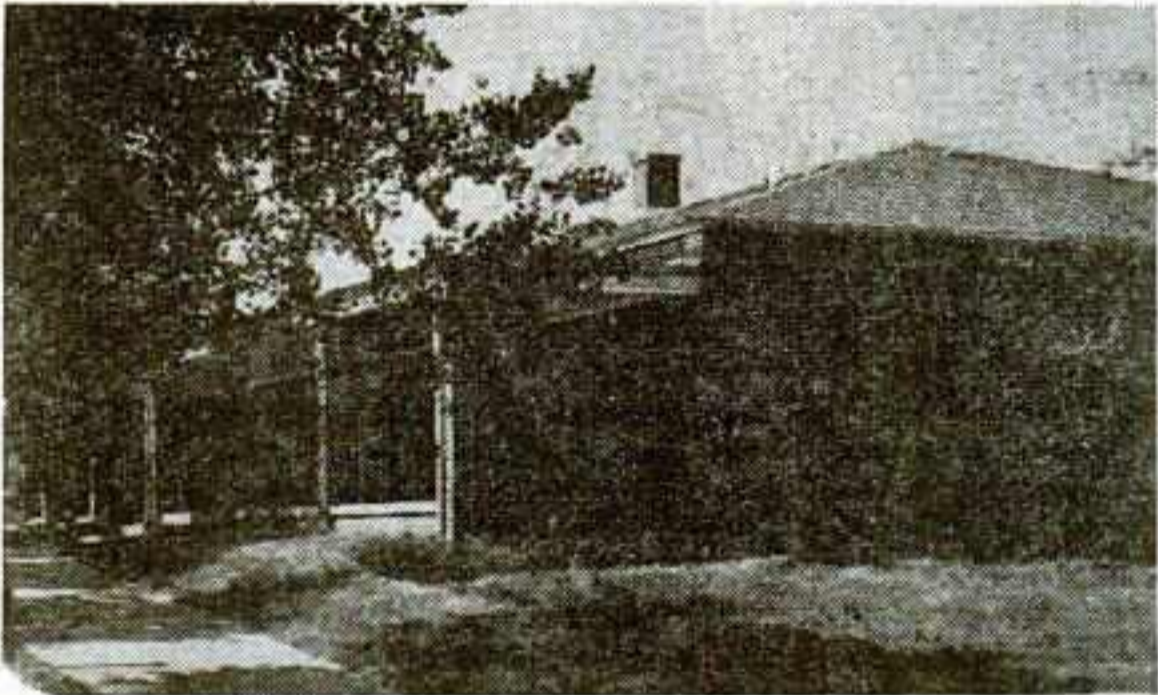
FOR COMPLETE DETAILS WRITE TO

THE PROVINCIAL EXHIBITION OF MANITOBA BRANDON, MANITOBA 1954 June 28 to July 2	CALGARY EXHIBITION AND STAMPEDE CALGARY, ALBERTA 1954 July 5 to July 10	THE EDMONTON EXHIBITION EDMONTON, ALBERTA 1954 July 12 to July 17	SASKATOON INDUSTRIAL EXHIBITION SASKATOON, SASKATCHEWAN 1954 July 19 to July 24	THE REGINA EXHIBITION REGINA, SASKATCHEWAN 1954 July 26 to July 31
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Annual Meeting
Jan. 18-19-20, 1954 **Royal Alexandra Hotel**
Winnipeg, Manitoba



Designs Own Office Building



ED SCHULTZ, secretary of the Nebraska State Fair, Lincoln, is versatile, to say the least. Highly successful as a fair executive, farmer and legislator, Ed this year demonstrated that he is also an able administrator. The new \$75,000 administration building erected at the Lincoln fairgrounds this year is proof of that. Ed designed it and personally supervised its construction.

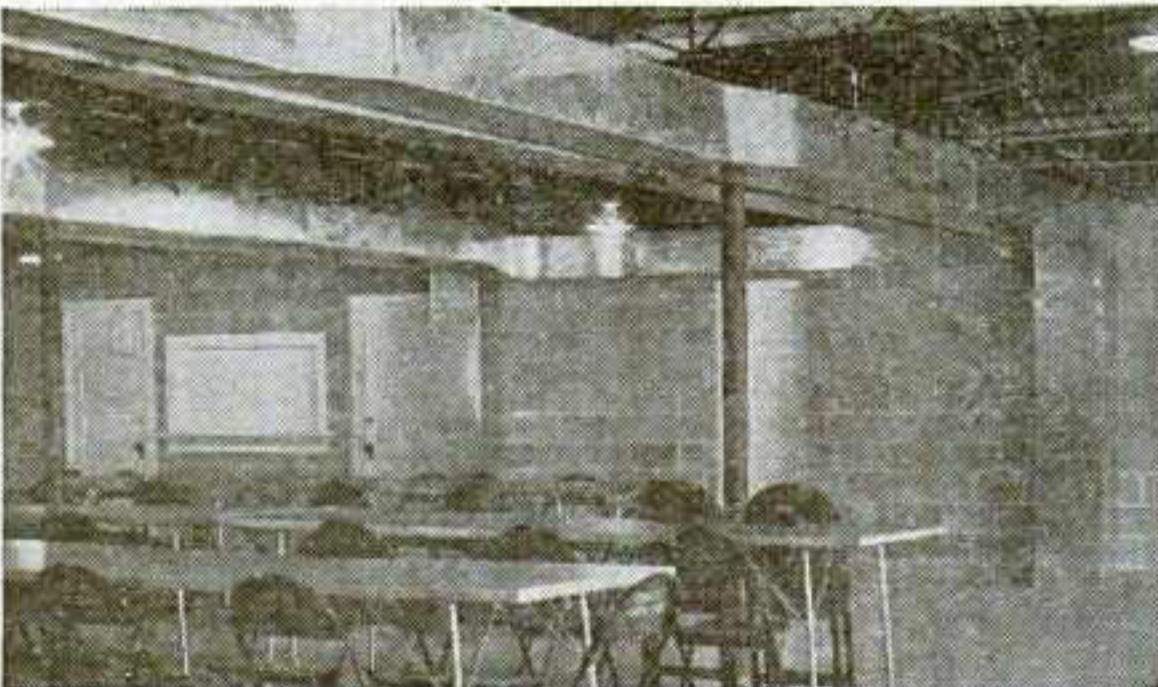
concession department, treasurer, carnival superintendent, and the gates superintendent,

On the lower level there are a 48 by 50 foot meeting and banquet room, kitchen, supply room, veterinarian's office, barber shop and sleeping rooms. Spotted thruout are 12 rest rooms.



ED SCHULTZ

A veranda runs the full length of the structure, while a 30-foot wide driveway skirts the back. Constructed of red brick, the design is pleasing, its straight lines and one-story height at the front being enhanced by the long-standing trees fronting it. There is no gingerbread, but delightful touches are provided by flowers spotted immediately in front of the building.

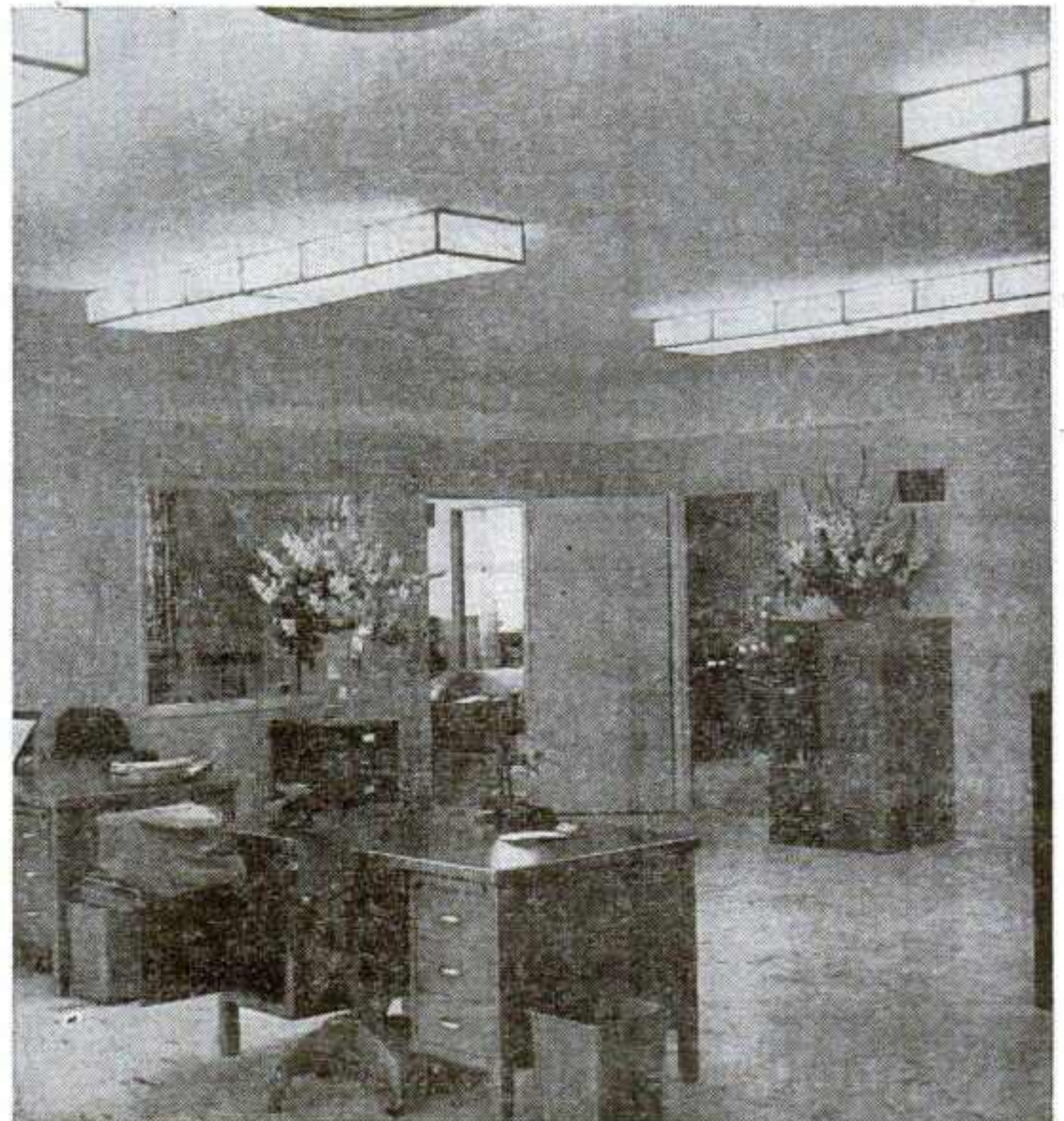


Built at a cost of \$75,000, it incorporates features which only an experienced fair executive would know are needed. Part of it is air-conditioned. All of it is well-lighted.

Built on sharply sloping land, the two-level structure is 50 by 150 feet. On the first level, which is a few feet off the ground, are situated spacious offices for the secretary, the fair's staff and for meetings and banquets. Also on this floor are offices for the

plus a postal sub-station, safety patrol room, and press-radio headquarters.

Showplace of the building is the large secretary's office, done in mahogany-finished plywood and decorated with bright drapes. Folding doors separate this office from the 20 by 34-foot mahogany-finished board room.



New \$75,000 administration building at the Nebraska State Fair, Lincoln, was designed by Ed Schultz, fair secretary. Top photo shows full length of the 150-foot long building, with picture below showing front from an angle. Other photos show 48 by 50 meeting-dining room in lower level, and (bottom left) Schultz's office as seen from the adjoining board meeting room, and (lower right) a portion of the general office. Principal offices are air conditioned. All are well lighted.

Exhibitor's Dream Come True!

New York

STATE FAIR

SYRACUSE, N. Y.



ATTENDANCE

'51 - 397,000

'52 - 417,000

'53 - 423,000

in '54 - MORE

"The Place to Find the Best and Meet the Most"

A fair site of 267 acres on the shore of Lake Onondaga encompasses a shining show window for the agricultural and industrial variety of the Empire State. Lusty young infant entering its 107th edition, the New York State Fair is just beginning to show its muscle.

RESERVE SPACE THROUGH

Harold L. Creal, Director

New York State Fair

Syracuse, N. Y.



THE ULTIMATE IN

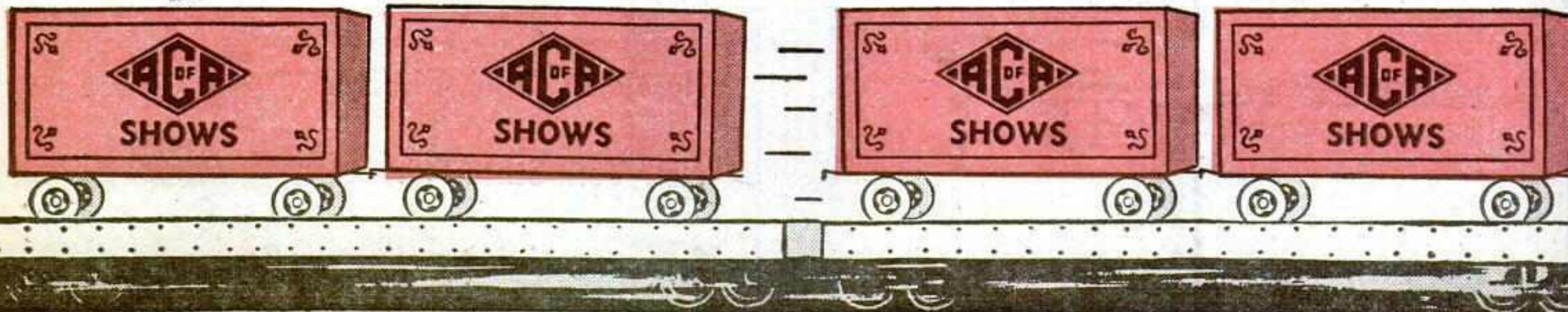
UNEXCELLED IN QUALITY
UNMATCHED IN INTEGRITY
UNSURPASSED IN SINCERITY
UNEQUALLED IN DEPENDABILITY

A BIG ORDER — BUT! —

WE PROUDLY PRESENT OUR REPEAT DATES

- ★ NORTHERN WIS. DISTRICT FAIR
- ★ ILLINOIS STATE FAIR
- ★ IOWA STATE FAIR
- ★ TENNESSEE VALLEY A & I FAIR
- ★ CHATTANOOGA—HAMILTON COUNTY FAIR
- ★ SOUTH MISSISSIPPI FAIR
- ★ ALABAMA STATE FAIR
- ★ SOUTH TEXAS STATE FAIR

★ ★ ★



MIDWAY PERFORMANCE!



SHOWS

**ALREADY THE MOST OUTSTANDING
MIDWAY IN AMERICA WITH—**

EVEN

MORE IN

'54!

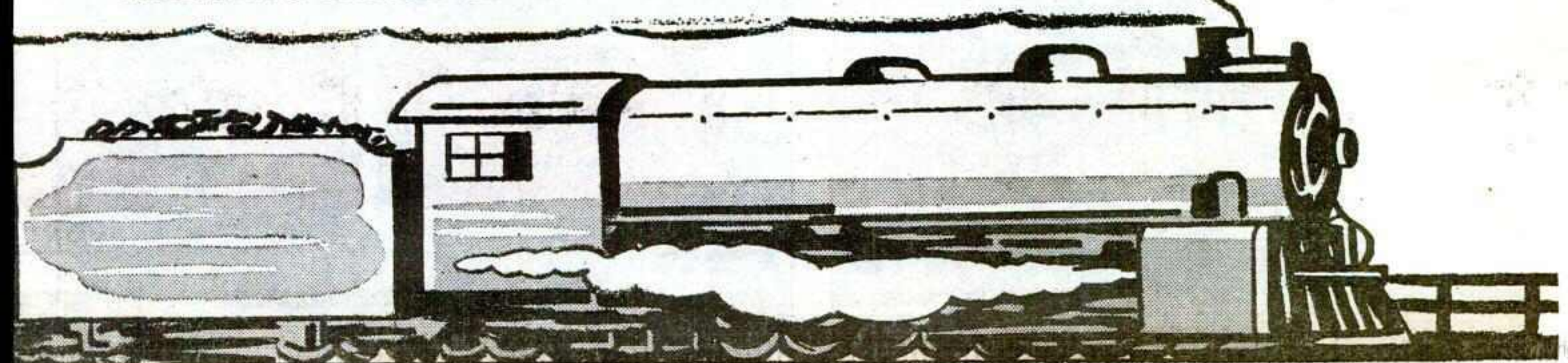
AMUSEMENT COMPANY OF AMERICA

Your Inquiries are Invited
**203 N. WABASH AVE.
CHICAGO, ILLINOIS**

**J. C. McCAFFERY Gen. Agt.
PAUL OLSON Mgr.**

**WINTER QUARTERS:
P. O. BOX 414, HOT SPRINGS, ARK.**

AMERICA'S MOST DISTINCTIVE RAILROAD SHOW





The Indiana State Fair's new \$300,000 Service Building not only serves to centralize functions of many of the annual's utilities but proves a popular eating place for thousands of patrons. The long waiting line attests to the quick acceptance accorded the unique cafeteria which operated on a pay-before-you-eat basis. The Red Cross emergency hospital and the Indiana State Police quarters, two of the service units in the center, are also shown.



Typical of the meals served in the cafeteria is this trayful of food held by a gracious waitress. For a flat \$1.35 hungry Hoosiers were served chicken pie, potatoes, peas, salad, roll and butter, pie and coffee.

Super Service: Hoosier Style

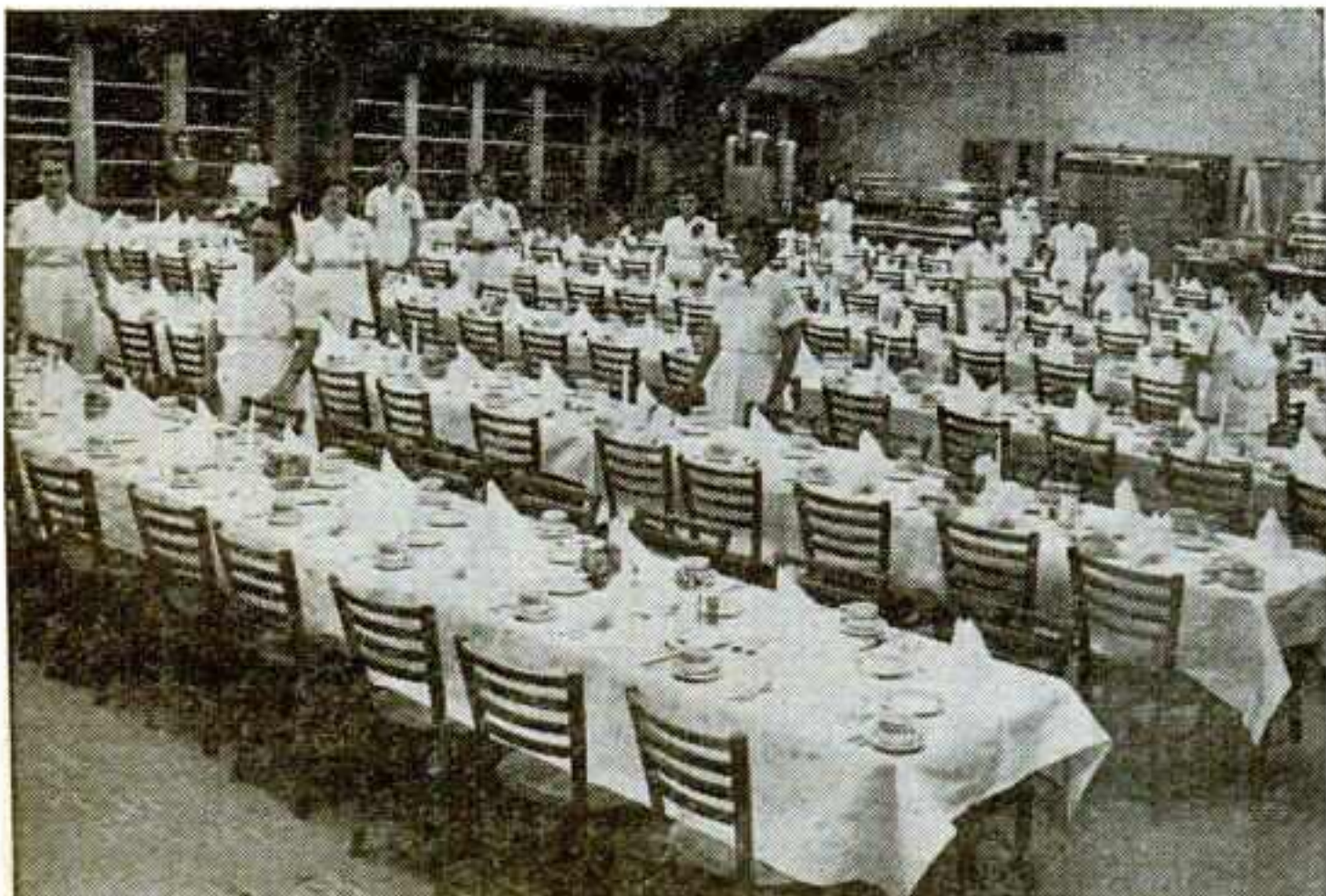
**New Building Fills Dual Role
As Utility Center, Eating Spot**

THE Indiana State Fair this year added to its laurels as one of the "buildingest" annuals when it unveiled its new \$300,000 Service Building, a structure designed to centralize utility operations. Constructed of brick and concrete, the two-story Gothic building provides housing for the State Police, fairgrounds police, fire department and Red Cross emergency hospital in addition to one of the largest cafeterias in the State.

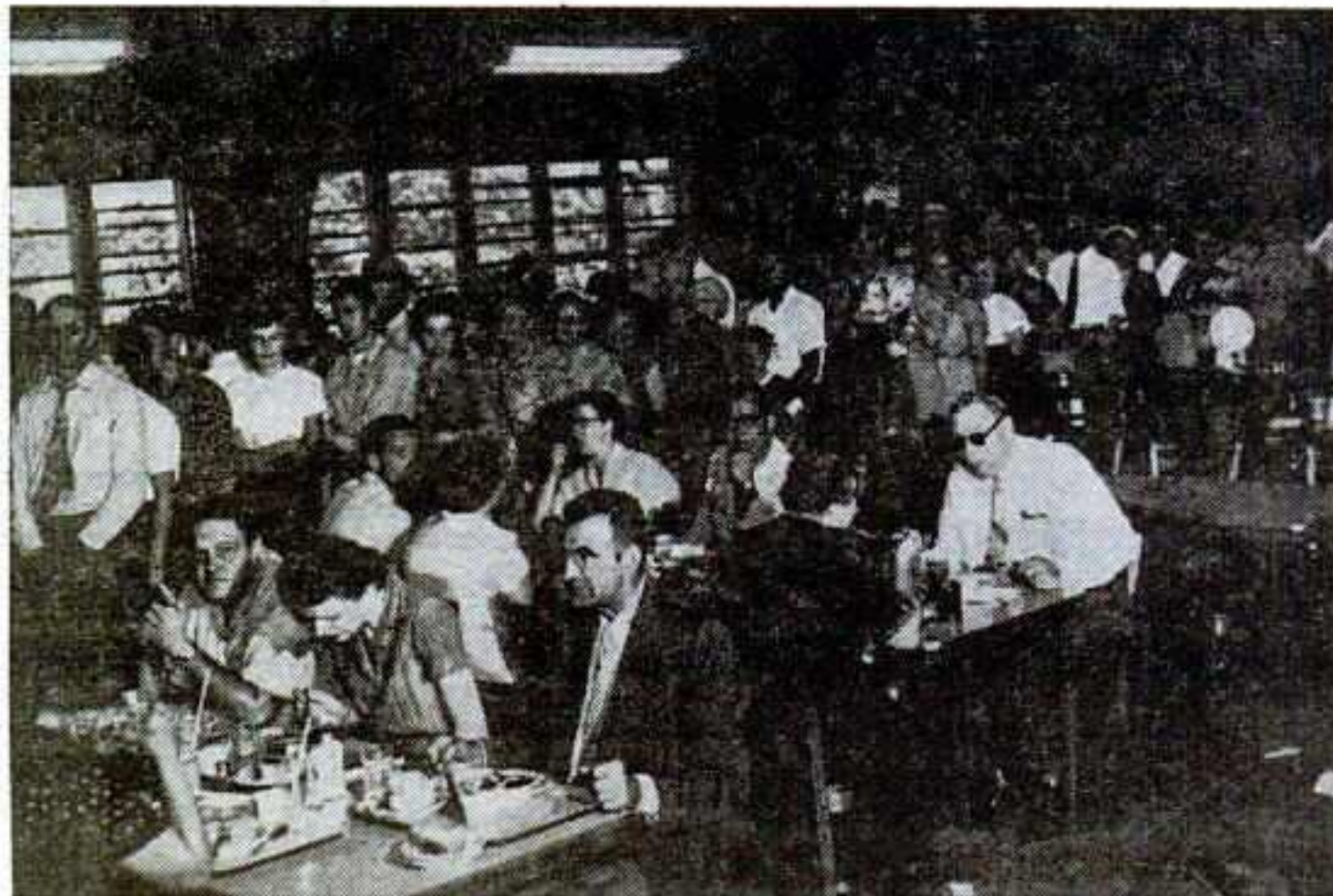
Thru centralization of these services in a location free of traffic congestion, better access was gained to various parts of the fairgrounds, and at the same time several small scattered buildings were eliminated to make way for future fair projects.

Outstanding feature of the new center is 400-seat cafeteria on the second floor. During the nine days of the fair an estimated 21,000 were fed. Unique in the eatery operation is advance payment for meals, an innovation introduced by its operator, Indianapolis restaurateur Merrill Cohen, to speed up service. A limited menu, featuring popular basic items, was served during the fair. Prices were reasonable, with adult servings of lunch and dinner costing \$1.35, with children's portions at 75 cents and all breakfasts at 75 cents.

The building, in addition to its fair-time use, will be utilized all year for the storage of equipment, a residence for the superintendent of grounds and as a banquet hall with Cohen as caterer.



During the non-fair season the 400-seat State Fair Cafeteria can be used for banquets and parties. Above, the dining room is set up for one of these special functions.



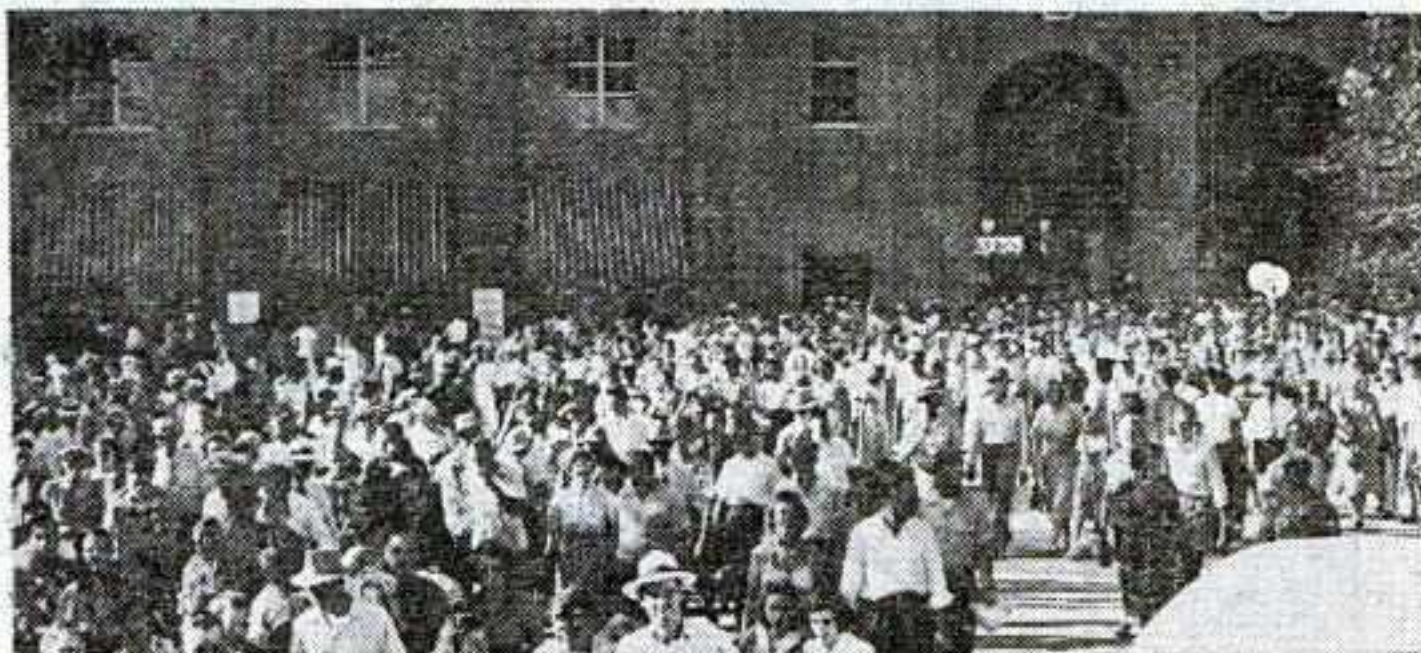
Supper hour was a busy time at the eatery. The system of paying before being served, however, made it possible to feed close to 1,000 in an hour.

Nebraska

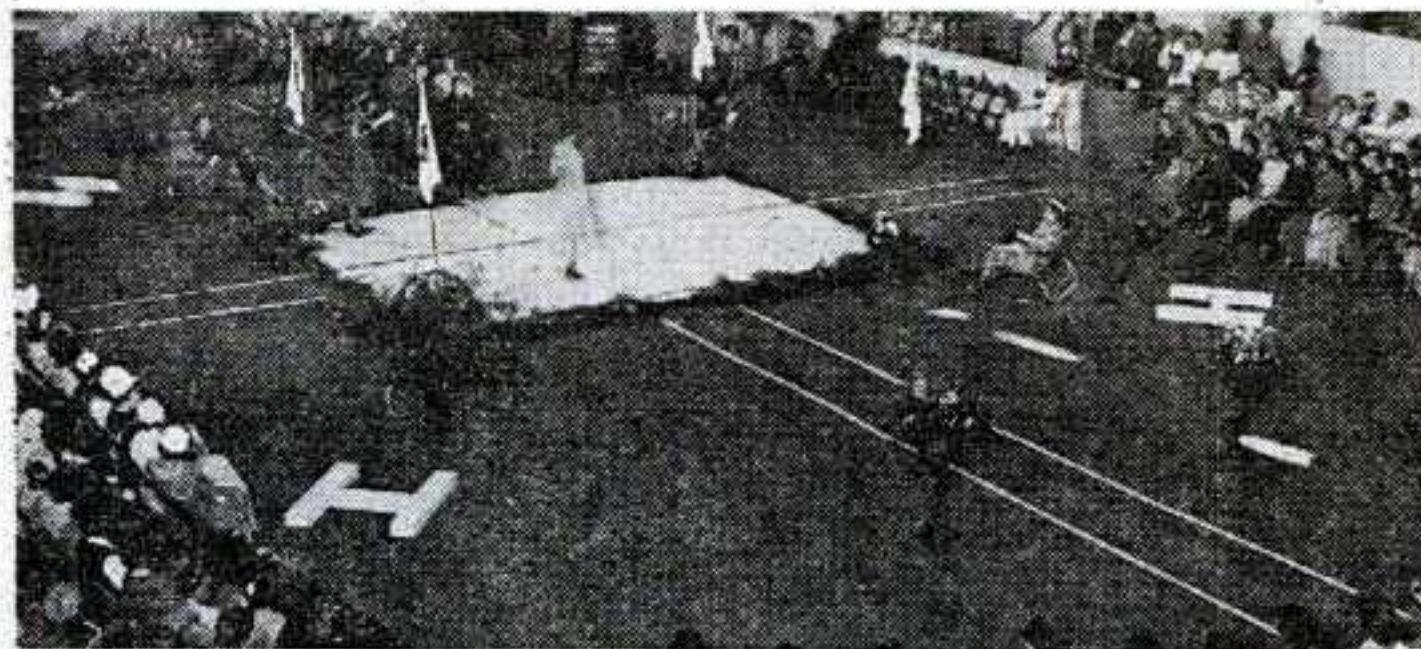
STATE FAIR

Lincoln, Nebraska

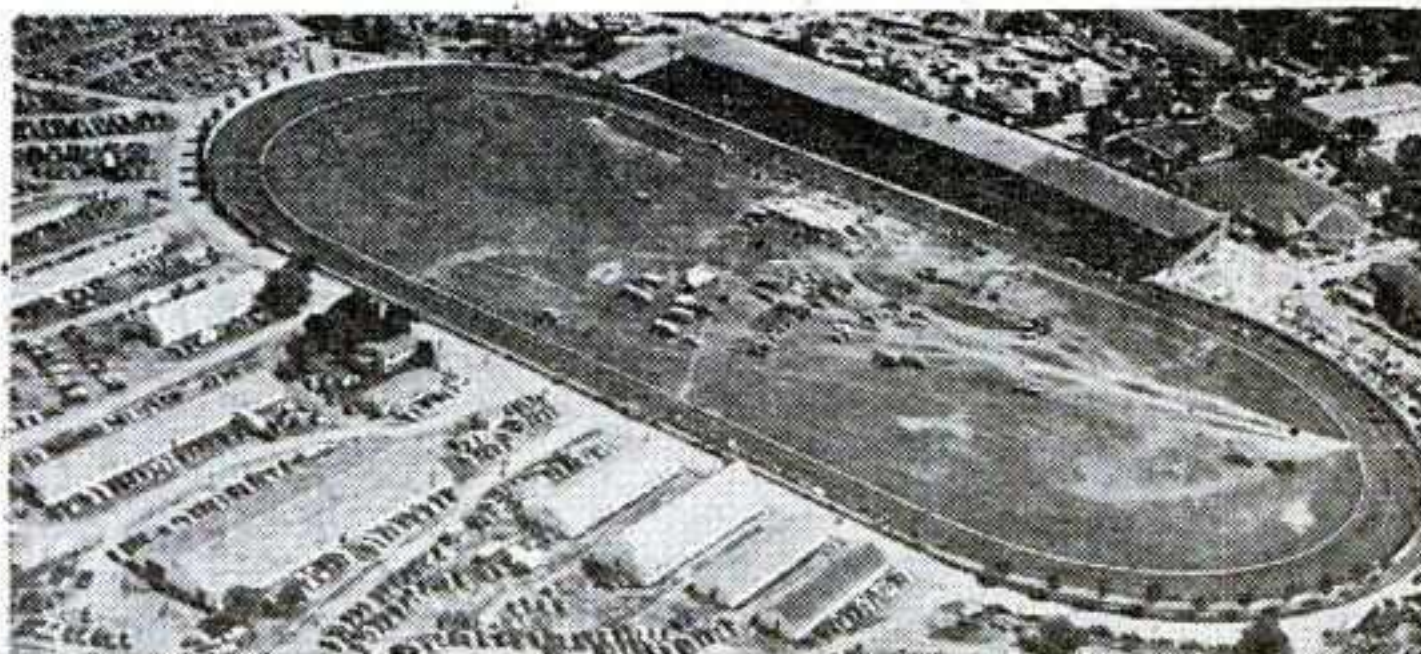
the biggest show of the year for more than 276,000 cornhuskers



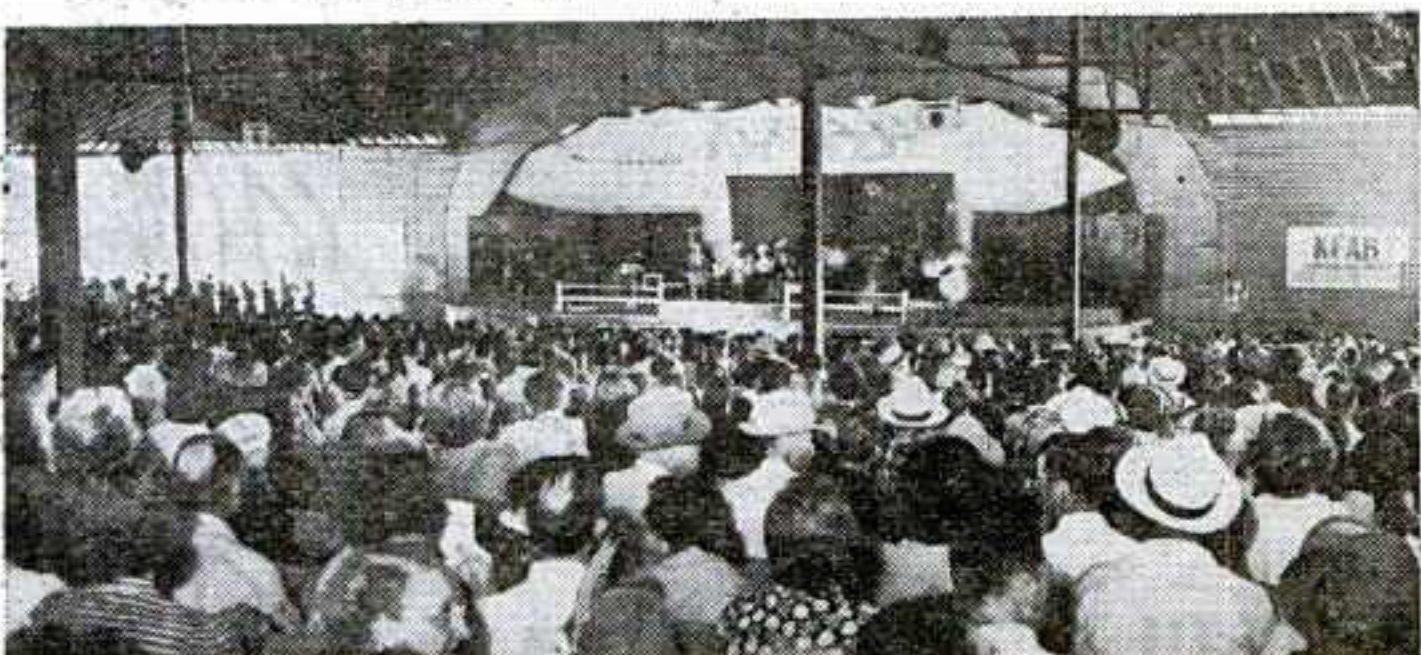
Main entrance to Grandstand



Interior of 4-H Building



Aerial view Nebraska State Fairgrounds



4,800-capacity open-sided Auditorium

Exhibitors... Concessioners... Participate in the only event of its kind in this fast-moving State... Meet the heart of the Nebraska Market here in 6 short days.



A \$5,000,000 plant where the products of America's richest agricultural and industrial might are showcased.



1954 Dates
Sept. 5-10
 inclusive
 FOR DETAILS WRITE

EDWIN SCHULTZ, Secretary
 Main P. O. Box 1966
 LINCOLN, NEBRASKA



**BIG
GLAMOROUS
COLORFUL
EXCITING**

DIXIE GORDON'S Nationally Famous

CLUB 18

a spectacle of beauty in the true tradition of Broadway

Featured for the entire 1953 season
on the greatest Midway of them all...
**FRANK BERGEN'S
WORLD OF MIRTH SHOWS**

A complete revue featuring gorgeous
girls in lavish costumes and brilliant
sets designed exclusively for us!

Glamour, youth, talent and real honest-to-goodness
showmanship helped Club 18 rack up new record
grosses at the biggest Eastern American and Ca-
nadian Fairs last year.

More innovations — more all-around
crowd-pleasing attractions already being
planned for 1954.

with the same great **WORLD OF MIRTH MIDWAY IN 1954**





ACTION!

We're booming in Vancouver — in all British Columbia! Over a billion dollars in industrial development alone has vastly increased purchasing power. To reach this MUST market, you belong in the . . .

PACIFIC NATIONAL EXHIBITION
VANCOUVER, B.C. CANADA

Over 835,000 attended this great and growing Fair in 1953—a gain of more than 118,000 over the previous year. To accommodate new exhibitors and visitors, two new buildings were provided in 1953 for commercial exhibits.

The P. N. E., annually, is host to the top buying prospects in Western Canada and thousands of U. S. Pacific Coast visitors. Vancouver, site of the Fair, is Canada's largest seaport, air gateway to the Pacific and transcontinental rail and bus terminal. Visitors represent every phase of Canadian and international business. Exciting new chapters of progress are being written daily in British Columbia as well-financed development groups open new areas to mining, oil, hydro, smelting and other projects.

The financial pages of Life, Time, Saturday Evening Post, Wall Street Journal, Collier's, Fortune and others have told and continue to tell of Canada and British Columbia's great growth and even greater potential.

Nowhere can you find a more effective medium for showing your product in a fantastically expanding market.

For proof of the selling power of an exhibit at the annual Pacific National Exhibition...and for space costs, etc., contact D. A. Grout, Supervisor of Exhibits, Pacific National Exhibition, Exhibition Park, Vancouver 6, B. C., Canada.

PACIFIC NATIONAL EXHIBITION

J. S. C. Moffitt
President

VANCOUVER, B. C., CANADA

V. Ben Williams
General Manager

WHAT MAKES FAIRGOERS GO?

California Firm Gives Answers on Patrons' Preference in Attractions, Advertising Mediums That Produce Biggest Crowds

By SAM ABBOTT

WHAT is a fair's total attendance? How many attended more than once? What type of act is preferred? How many hours did the visitors spend on the grounds? What percentage visits the carnival area? From what area does the fair draw its largest attendance? What is the best advertising medium? What is the average income of the fairgoer? How can an exhibitor sell more merchandise? Are more benches or rest rooms needed?

These questions and others are answered for the fairs in California by the John B. Knight Company, a firm in Hollywood that specializes in customer opinion and audience analysis surveys. To obtain pertinent information by use of both the fair management and exhibitors—present and prospective—the concern headed by John B. Knight has made 29 surveys at 16 different fairs since 1947 when only two, the California State Fair in Sacramento and the Santa Clara County Fair in San Jose became the first expositions in the United States to offer audited information to their clients.

Survey Findings

The information Knight supplies reveals that everyone is not in the mind to attend a fair. In checking one of California's largest events in 1951, to learn why more people didn't see the exposition, he found by asking the question, "About how often do you like to see a fair (if you can)?" that 10.8 per cent said they never like to attend. Another 17.1 per cent answered that they liked to go more than once a year; 54.2 per cent once a year; 11.9 per cent once every two or three years, and 6 per cent once every four years or less often.

While these figures apply to one fair in particular, they might well indicate the feeling of Californians generally. They do show that fairs still have a selling job to do despite the wide acceptance of expositions throught the State.

The program of learning what makes a fair tick is



John B. Knight, whose Hollywood firm has conducted customer opinion and audience analysis surveys at 16 fairs in California.

financed on a 50-50 basis by the Department of Finance, State of California, and the individual fair. Because the exposition pays half the cost, it is necessary for the director of each annual to vote upon the project. A report of the findings at all fairs is made to the State Legislature and printed in the official records for examination and review. For a small additional cost, fairs may obtain copies of the report in brochure form.

Knight draws his experienced personnel from a pool of researchers. Usually they are women for the simple reason that more of them than men apply for this type of work. When an exposition in an outlying area is checked, the interviewers are sent from the nearest large city.

Hollywood Staff

Making surveys of this kind for 15 years, Knight maintains a staff of five in his Hollywood headquarters. He started in 1938, when, he remarks, few people knew anything about polls. With a background of law, he attributes his success in this field to the fact that he is able to analyze the work and in-

terpret the findings so that they are of the greatest value to a client.

He points out that in order to keep informed of new methods of polling, his wife is now attending the University of California, Los Angeles campus, to get her doctor's degree in market research. The office manager, Louis Fisher, has his master's degree in business administration from Cornell University. The surveys—to give exhibitors an honest appraisal of the fair's attendance—are opposed by some secretary-managers and directors, Knight admits.

Some Fair Tactics

"Some fairs do not like the idea of revealing the number of net individuals that attend," Knight says. "They want to post gross admissions. And I have been told there are fairs at which people are instructed to go thru the turnstiles as many as ten times a day—to boost the total."

Three purposes are kept in mind during the surveys of the turnstile clickers. These are: First, to provide management with a means of examining the source of its customers and allocate its advertising budget to obtain the greatest number of people or increase attendance; second, obtain actual information to prove to exhibitors as well as prospective exhibitors that advertising in the fair is worthwhile and of value, and third, to gain information as to how fairgoers feel about the exhibits, facilities, entertainment and other features. Actually, the main objective is to help managers stage more successful fairs from the customer's standpoint.

Breakdown Figures

To carry out the program, Knight breaks the fairs down into three categories on the basis of attendance. Class 1 includes those with a gross attendance of 350,000 or more; class 2, fairs with a gross attendance of 100,000 to 350,000, and class 3, those with an attendance of less than 100,000.

He explains that "gross attendance" is the same as total gate and includes everyone who comes to the exposition whether by buying a ticket or on a pass. Later the figures are broken down to distinguish between paid admissions and passes or participant admissions.

"We try to select fairs on a

geographical basis," Knight declares. "Of course, it is a matter of selling them. If they will not buy the program, then the geographical representation to that extent can not be completed."

Cross Section Check

The surveys are made by interviewing what Knight terms a representative cross section of the people who attend. There are two questionnaires—one called the "before-the-fair" and the other the "after-the-fair." These refer to the fairgoer's visits to the event.

Of the two separate forms, the "before" includes questions that should be answered prior to the visit. Were this form used upon leaving the event, the answers, the pollster points out, might be distorted. And this form includes such questions as "How did you learn of the fair?" and "How did you come to the fair?"

The "after" form is designed to find the reaction of

against obtaining forms that would all be from the same type of visitor—say all of one group. About one out of every five is interviewed.

If a man of 35 is polled, there is no reason to question his wife and children. The interviews are done methodically with the form designating whether it is to be a man or a woman—the age bracket is also specified. In this manner the interviewer must turn in forms as directed.

No False Reports

A check is run on the interview as letters are sent to 20 per cent of the respondents. They are asked if they were polled at such and such a fair. To date no instance of a false report has been received.

Knight explains the method of checking this way, "Actually and contrary to general opinion held by the public as a whole, there is no magic percentage of people interviewed. We do not have 1, 2, 10 or any given percentage for that matter. Inter-



Maxine Hirsch, secretary, and Louis Fisher, office manager, punch and assort cards for tabulating results at fairs for the John B. Knight Company. The cards, which are punched on the basis of forms filed by interviewers, will tell fair managers and exhibitors the pulling power of their events and booths.

the people to the event. Included here are questions pertaining to the things they saw and did while there. It is obvious that these points could not be answered unless the interviewee had been thru the grounds.

Some Questions Similar

Knight explains that on both questionnaires there are certain questions that are similar. For example, the income. To answer this would make no difference whether the fairgoer was going or leaving it. And to prevent this question from embarrassing the interviewee, Knight has the respondent indicate his yearly earnings by checking the bracket into which he most nearly fits. In this way, the answer is not given so anyone might hear it. Only 2 or 3 per cent of the people questioned on this point refuse this information.

Interviewers are controlled to a point in their questioning by having the type of fairgoer to be polled designated. This is done as a safeguard

viewing is done every day, every hour at the fair until we arrive at a point beyond which further interviews would make no material difference.

"A stabilization chart is kept in which we take the answers from certain questions and compile them in groups of 25 or 50 and until there would be no material deviation from the answers already obtained. This decides whether we have numerically a sufficient sample."

Count Children

The surveys have been helpful in ascertaining the number of children attending a fair, a factor of importance to exhibitors, concessionaires and carnival owners. In 1951, Knight found, the Humboldt County Fair showed an increase of 154 per cent over the previous year because Duncan Renaldo, the Cisco Kid, was featured and the kids were admitted free.

As there was no gate check, it was difficult to weed the number of kids from that of



Mary Carlson, an interviewer for the John B. Knight Company, seeks information of a visitor at the San Diego County Fair, Del Mar, Calif. The checkers are recruited from a pool of researchers. She will fill out the form from which Knight will tabulate his findings. The survey will tell the income, hours spent on the grounds, and whether the carnival area was visited among other pertinent information of value to the fair manager.

the adults. The survey confirmed the increase and gave Dr. J. N. D. Hindley, the exposition's veteran secretary-manager, the necessary breakdown.

A similar checking, Knight claims, afforded Santa Clara County Fair the opportunity of increasing its ratio of children's admissions from 29 per cent in 1941 to 41 in 1952. The interviewers asked the number in the party and the age group. As it is recognized that a small percentage of children attend unescorted by an adult—this usually covering the age bracket from 11 to 17 or 18 years and actually representing 5 or 6 per cent—the computation job is comparatively simple.

Fair Attendance

The area from which a fair draws its attendance is of primary importance to the managers, too. And this is one of the first things a survey reveals.

Knight declares, "The manager wants to know from where the people are coming so that he may allocate his advertising dollar to that section from which he is not drawing or to attract more people in the event he is already getting good representation.

"For example, thru our surveys we advised the California State Fair in 1950 that it was getting a certain percentage of representation from the San Francisco Bay area. We suggested that inasmuch as they were already getting that many people, by shifting more of the advertising dollar there the number could be increased. This was done and in two years since that time the representative crowd from San Francisco and its environs has doubled."

Gross Admissions

To explain the separation of repeat from gross admissions requires a bit of tongue-twisting language. Knight finds on occasion that a fair has a smaller take at the gate or less total admissions one year than the year before, yet shows an increase in net admissions. This is due to the fact that while fewer people went thru the turnstiles, the number of different people to attend the fair was higher.

To explain it further, in previous years the same people came back more often than the following year when more other people attended. A case of this kind occurred at the Merced County Fair and was reflected in the 1952 survey. It was shown that the total admissions were 19 per cent over the 1951 mark, yet there was actually an increase of 54.4 per cent in the number of different individuals attending.

Knight explains this paradox by pointing out that the same people did not go thru the turnstiles as often as they did in 1951. To know this was important, he says, to the management because in 1951 only one out of every four people in that county attended the fair and it was increased to two out of every five the following year. The fair, he adds, did a better job of serving the county in 1952 than in 1951. The report showed comparisons in sources of revenue that the gate receipts failed to do.

Increasing Attendance

Knight emphasizes that this follows the established methods of increasing attendance—to get the same people to come back more often or to get more other people to attend. He adds that both are desirable and take work.

"To arrive at the number of people a fair is getting from a certain area, we have to find the percentage of the total attendance that is repeat business," Knight tells of his approach to this situation. "So we ask these respondents how many days they have attended the fair and that gives us an average. In other words, if we had 400,000 total attendance and they told us they attended two days, we have 200,000 different individual admissions.

"We can also determine the number of hours a visitor spends on the grounds. This is important for when a number of people attend, take a quick look and leave, it is reasonable to assume they will not be back next year. And our surveys give a definite report on the number of hours people stay and reveal an increase or decrease in the time.

"For instance, the Santa Clara County Fair increased its number of hours from 3.5 to 4.85 on the basis of information we received from individual visitors."

"Stay All Day"

When Russell E. Pettit, manager of the fair, learned the time, he set out to increase it. The slogan "Come and Play and Stay All Day" was hammered across in all advertising.

Knight's checking also revealed the best advertising media for a particular event. Managers, he states, want to know from which—newspapers, radio, and posters—they are getting the best results.

As an example of this feature of his work in determining the best medium, Knight cites this incident, "In the case of the Merced County Fair, we showed them they were not getting as much good from poster advertising as they should in proportion to the amount of money being spent. There was a solution to it, however. The size of the posters was changed and the type made larger and more effective by changing the colors to orange and black. The following year the number of people who saw the posters and attended because of them doubled over the previous run.

Advertising Analyzed

"We also go into the matter of advertising copy to show the kind a fair should use. We remind the fair managers that some 55 per cent of the people in California attend an event of this kind primarily for the education features or exhibits. A much smaller percentage—less than half—comes for the entertainment and even a smaller portion to bring the children."

Knight finds that one of the sections of prime importance to fair managers is that concerning exhibit space. Results of the surveys, he contends, help in selling space. However, he prefaces his report on this part of his checking by pointing out that exhibitors may show for one of several reasons or a combination of them.

Their attitudes are explained in this manner, "The exhibitor might be a civic minded person who thinks he should patronize the fair regardless of the good he will get from it. And there is the fellow who wants to get something out of the fair—to sell merchandise.

Classes—Two Parts

"Classifications may be divided into two parts—those who make sales or get orders at the fairs and those who do

(Continued on page 60)

when it's Fair Time in Kansas all roads lead to

The Official State Fair of Kansas



MAKE your sales grow like sunflowers — by planting the seeds at the Kansas State Fair.

This is the fair 4-H Clubs, High School Bands, Livestock and Agricultural Associations await all year long.

Featuring
AN INDEPENDENT MIDWAY
 Now booking space for 1954
SEPTEMBER 18 - 23

Make your reservations for profitable exhibit and concession space now... Contact.

KANSAS STATE FAIR

WILLIAM CONDELL, President

VIRGIL C. MILLER, Secretary

WILLIAM H. WEGENER, Asst. Sec. & Con. Mgr.



**NOW
COAST TO COAST**

Harry A. Illions
PRESENTS

**3 GREAT
AMUSEMENT
CENTERS**

Beautiful
**CELORON
PARK**

ON LAKE
CHAUTAUQUA
JAMESTOWN, N. Y.

NEW
**LIBERTY
PARK**

UNION ROAD AT
WILLIAMSON ST.
BUFFALO

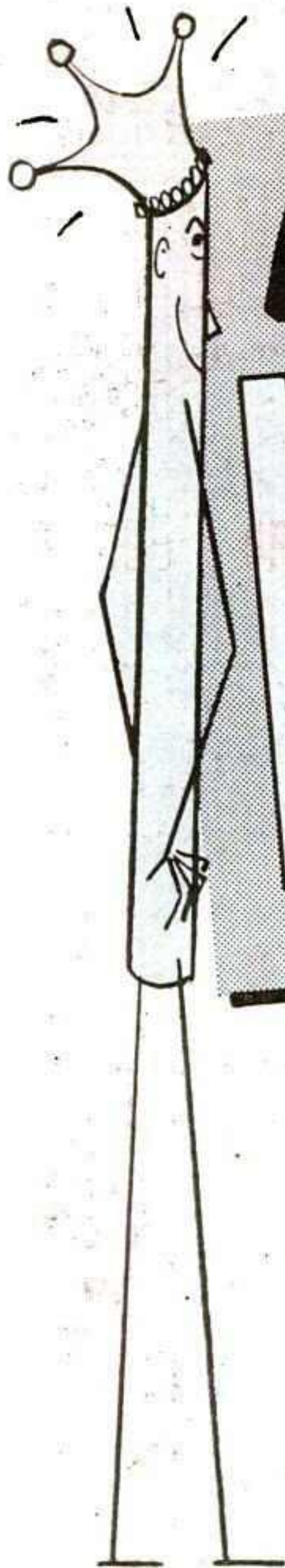
The Gigantic
WORLD'S FAIR MIDWAY
**LOS ANGELES
COUNTY FAIR**

POMONA, CALIF.

All Address

HARRY A. ILLIONS

Los Angeles County Fairgrounds
Pomona, Calif.



KENTUCKY'S GONE KING SIZED

★ Over \$2 BILLION in New Plant Investments since 1951

★ General Electric's \$200 Million "Appliance Park" in Louisville.

★ Billion-dollar Atomic Energy Plant at Paducah.

Now the "power capital" of America with over 5,500,000 kw.'s of new power facilities.

★ Richest livestock and general farming region in the South.

★ Now ranks sixth in total number of farms electrified.

★ Fastest growing tourist state in the country.

ALL THIS SPELLS INCOME

And the people who have it are visitors to the biggest outdoor event of the year in the Blue Grass State . . . Over 340,000 attendance in 1953.

Plan Your Exhibit Now...

But Hurry! We Sold Out in June This Year

1954 DATES

Sept. 10

to

Sept. 18

THE KENTUCKY State FAIR

J. DAN BALDWIN Manager

KENTUCKY STATE FAIR
Louisville, Kentucky

Fabulous Puyallup Differs!

Western Washington Annual Disregards Generally Accepted Regulations, Sets Own Pattern, Grows Greatly in Stature

By SAM ABBOTT

DURING the 50th Western Washington Fair in Puyallup this year, a woman show operator approached Fred E. Pyfer, director in charge of the midway. She wanted to drive her car off the grounds and back again.

"Certainly, you can take your car off the lot," Pyfer said. "But be sure you are back before we open. No cars are allowed to come in after 9."

"I don't think I can be back by 9," she explained. "I drive my car in and out of other fairs as I please."

"Well, lady, this is one fair where you don't do as you please," Pyfer answered determinedly.

And the Western Washington Fair, managed by John H. McMurray, is one place where exhibitors, concessionaires, pitchmen and ride equipment owners are told what they are to do. These orders include what they will pay for the privilege of playing the event, how they will operate and what they will charge for merchandise or services. But coupled with this sternness, there is a warmth of understanding, and a sincere, yet painstaking, enforcement of the long-standing policies. And the fair has cut its fees when the run has been a little rough. Concessionaires have come up with bonus money for the office when it has been good.

Fair Different

While these actions may be different from those at other fairs, Western Washington Fair itself is different. It prides itself on this fact, tho some of the policies have been openly blasted, without effect, in association meetings.

Western Washington is in contrast with other fairs even in its basic organizational plan. It receives no money from any source, neither State, county nor city. While some expositions set a talent budget as a secondary move, this event spends over \$75,000 for

performers alone for the 18 shows presented during the nine-day run.

The "difference" has its good points, for the fair is not subject to the whims of politicians at any level. The board of directors meets monthly with Manager McMurray and the plans are discussed. From then on McMurray follows thru, working on his own initiative.

The records show this to be a successful fair, despite the paradoxes. The fair plant has a value of \$1,281,054.47. On the same basis of valuation, the 44-acre grounds, located within the city's limits, are worth \$152,393. And the way the fertile Puyallup Valley, located between Seattle and Tacoma, is growing, the acreage valuation alone is far above that carried on the books.

Combined Value

The combined value of nearly \$1,500,000 was built from an original investment of \$1,000 that was later stretched to \$3,600 by the selling of stock at \$1 per share early in the days of the fair's organization. Those owning these certificates hold onto them more securely than some of those bought on the stock market. However, their value is strictly sentimental. For the early directors decreed, perhaps wisely, that were the fair to be discontinued or changed from anything but an educational event, the stockholders are to be paid dollar for dollar, with the remainder of the money to be turned over to a charity or eleemosynary institution designated by the then board of directors. The stock bears no interest. In sum and substance this means that those who acquired a share actually gave \$1 to support the event.

The sentimental value of the stock is high. With no more issues available, loyal Puyallupans hold these certificates. One of the workers at the fair had four shares offered him on

an if and when they were found basis. The owner discovered them deep in the mire of yellowing papers in his safe. But, once resurrected, they were framed and placed on the wall in his place of business. An additional value is the conversational one.

The board members all hold stock and they are elected by the stockholders. The holders are issued passes. But beyond this they have only the pride of helping a growing project get on its feet.

Board Vacancies

When a vacancy occurs on the board, it is generally caused by death. While they receive no pay, the directors, all of whom have other businesses from which they take time to serve, consider their elections one of trust. Each is assigned a definite department of the fair. Dr. J. H. Corliss, the president, is today retired from the medical profession, and he handles a general directing assignment, as does the vice-president, A. G. Gross. Gross is retired. McMurray is on a full-time basis and is, of course, paid for his services.

The directors include Burr Gregory, a semi-retired dealer in paints and wallpaper in Puyallup. He serves as treasurer and handles the financial end of the fair along with L. O. Elvins, department store owner and a second generation director. Floyd K. Chase is an executive in the Hunt Foods Corporation and his fair assignment is the parking lots. Fred Pyfer, of whom the request was made to get a car off the grounds, is a chicken rancher, but during the fair he is in charge of the area designated as the fairway. C. A. Hogan leaves his duties as a chain food store executive to act as honorary racing steward, director of the restaurant operations and assistant superintendent of the entertainment committee. While not too sincerely, some claim that R. D. Campbell, the attorney, has the soft touch. Inter-



Two of the team of 12 that runs the Western Washington Fair Association at Puyallup, Wash. Left, Secretary-Manager J. H. McMurray, Puyallup, who rose to the managerial post from the job of chief clerk. Right, 86-year-old Dr. J. H. Corliss, of Sumner, president of the annual fair. Corliss has seen every fair held at Puyallup, participating in the first one in 1900 as an exhibitor. Both men are wearing the fair directors' suits, with the official seal embroidered on the handkerchief pocket. Stockmen's hats, Western ties complete the natty outfits.

ested in fishing and hunting, he is right at home in his direction of the Fish and Game Department. S. W. Staatz, now in Europe, is a successful bulb grower. When at the fair, he keeps a close eye on the livestock entries.

Execs Give Time

James M. Blair devotes several weeks each year to his fair duties, for he takes time away from his insurance business to audition talent and then stage the shows as his assignment of entertainment director. A. L. Myers finds his work at WWF similar to that of his regular business. An automobile dealer, he is in charge of transportation and new buildings.

These men, by virtue of their election by the stockholders and the fact that the fair earns its own way, have no pass obligations. Yet free passes are distributed much the same way as for State supported expositions. In addition to the usual courtesies, free admission is given school children and teachers for any day, Monday thru Friday, provided the school will close so that the children may attend. This year nearly 85,000 tickets were sent to schools.

There is another difference between WWF and other fairs. This one tries to hold down its exhibit space cost and has been taken to task and accused of selling it too cheap. At an event of similar size and drawing power, a 10-by-10-foot exhibit space might sell for \$250 or \$300. Here this space costs only \$85. McMurray explains that with the low rental and the standard list of prospects, the exhibitors can be picked. He contends, too, that it is the fair's duty 'o have something to show the people who come thru the gates. He would rather, than increase the rates, have the exhibitors spend the money they might have been

charged to dress up their booths.

Strict on Rules

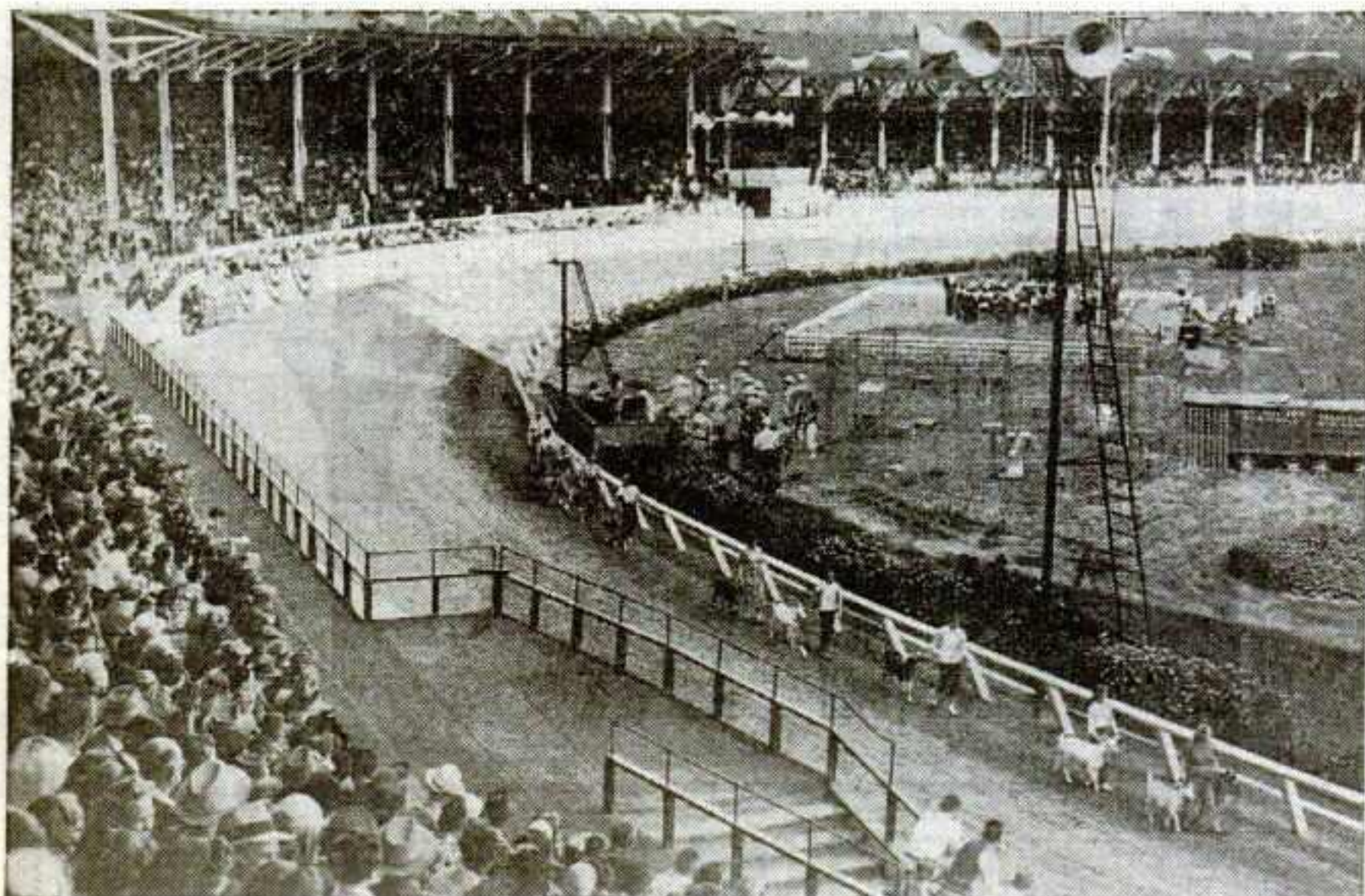
While Puyallup, as the fair is known in the trade, has comparatively low exhibit rates, the manager and directors see to it that the stands are run according to WWF rules. But here again it is with understanding and fairness. There are no term contracts and the exhibitors, as well as concessionaires, are on a year-to-year basis.

George Cicovitch, a Tacoma restaurateur, who has George's Model Cafeteria on the grounds, spent \$23,000 to equip the building the fair had constructed. He had no contract, but he knew that as long as he did a good job he could return.

The same thing is true of Smitty's, the fair branch of a downtown eating spot. The fair put up the building, paid for the plumbing and electrical work. The Smitty management installed \$6,000 worth of equipment to modernize a hamburger stand. Nettie Peterson, who has Nettie's on Meridian Street in Puyallup, and Nettie's Farmhouse on the fairgrounds, also brought in a large amount of silverware, pots and pans to supplement the equipment. All are costly installations—modern as any cafe in the Loop—and unsecured by any written agreement. Word means much in Puyallup.

A story is told of a concessionaire who for years had a relative manage his operation at the fair. The owner sold his business with the buyer believing, so he said, that the deal included the right to play WWF. Upon advising McMurray that he held the "contract," the new owner was soon to learn that contracts are not handed down with escrows.

It is common talk that once in at Puyallup, one is allowed



Part of Puyallup's infield spectacle, showing a section of the 12,500 seats under cover. Photo, taken at the start of the afternoon show with one of the junior exhibitor's livestock parades passing the stands, was shot from the fair's big steel grandstand, looking across at the old sections, which will eventually be replaced with modern structures. The fair is constantly improving grounds and buildings, a compulsory requirement of its bylaws. Visible is the announcer's stand just inside the racetrack rail. The elevated stand near the emcee booth is the race announcer's point of vantage. Public-address-system horns encircle the one-third mile track, placed in clusters at intervals.

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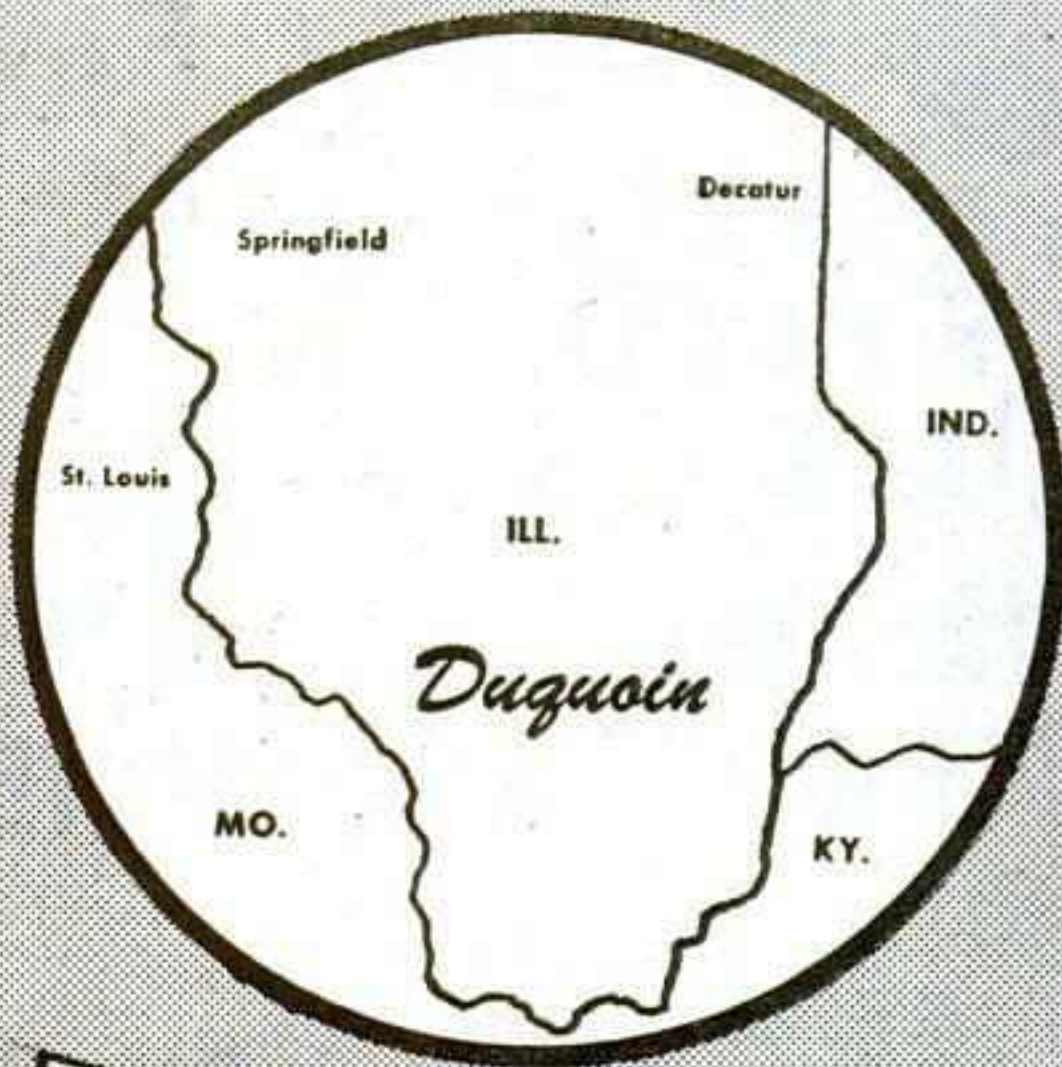
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to stay as long as the job done is satisfactory. "The fair deals with personalities," McMurray says. "We are on a year-to-year basis. Once a concessionaire, exhibitor or ride man is in, we want him to stay. And he will as long as his services are satisfactory."

Stern Management

The fair management can be stern. There are cases to substantiate this. But on the friendly side of its dealings is the fact that Earl O. Douglas, who has the Douglas Greater Shows on the midway, has played the spot for 21 years. He was there long before that but his "contract" goes back that far. M. (Whitey) Monette has had the specialties since 1933, and Harry Susman, a veteran novelty man, has been handling merchandise for over 30 years. Bob Bollinger, of Portland, put 25 rides on the midway this year. He assumed the assignment upon the death of his father, who played the spot for years and was instrumental in the construction of the full-size Roller Coaster that remains inactive 355 days a year.

When it was felt that a Roller Coaster could make money at the event, the elder Bollinger built it. A reduced percentage was taken by the fair until the investment had been recovered. With this accomplished, the percentage rate was restored to the usual figure and the equipment became the property of the fair. The Old Mill, Fun House and the permanently installed Skooter are also in this category.

Harry Susman tells the story that years ago the midway was crowded with game concessions. They were so close together that people had trouble walking in that area. The fair demolished the section and with the new building greatly reduced the space. Susman ventured the thought that a lot of money was being overlooked. He was told, in a friendly way, that the fair wanted its visitors to have room to move around.

Midway Procedure

Today, as in the past, the carnival midway area is sold to Earl Douglas at a specified price. He sublets it—at a price set by the fair. As the area is "sold" to Douglas, he has preference over any other operator in bringing in rides, which are on a percentage basis. Bollinger is on the midway, as is A. J. Johanns, a part owner in the Mount Hood Amusement Company. Johanns has the Pretzel, Skooter, Crazy House and Fun House.

Altho Douglas may be considered the owner of the midway during fair time, his big job is seeing that everything is operated according to agreement. The fair supplies the cashiers or it will assign both cashier and ticket taker, but Douglas pays the ticket taker. The money goes into the office and a report is given him as to his earnings. The financial set-up here is a story within itself.

While the fair sets the per foot rate, it also sees to it that food concessionaires do a good job. Actually, food on the grounds is better than that served outside.

Concession Requirements

Here are some of the requirements: A hamburger stand operator signs a contract that specifies that not more than 8½ patties may be made from a pound of beef. That beef must be government graded "good or better" and

contain at least 65 per cent bull meat, 35 per cent cow meat and not have an over-all content of more than 15 per cent fat. The government specifies fat content not to exceed 30 per cent. The concessionaire must sell for the price set by the fair. Last year, hamburgers were 30 cents, but this year the price was cut to 25 cents, following a drop in the cost of meat.

Meat, milk, cream, ice cream, soda pop, pie, bread and bun contracts are let on an exclusive basis with a minor charge for the privilege. Operators must not and cannot buy outside of these services.

There are also restrictions governing the handling of the products when bought from the prescribed sources. The fair employs a woman, whose only duty it is to inspect restaurants periodically thruout the day. She checks cleanliness. And no stock is allowed to be carried overnight. Fred Weber, a former butcher who joined the staff three years ago, keeps a close tab on the meat supplies to see that they meet specifications.

Food Specifications

Food concessionaires are limited to not more than six slices from a 9-inch pie.

McMurray declares that it is the duty of the fair to see that only quality food is served. He points out that fair patrons come and stay all day and that their welfare is the fair's responsibility.

The fair assumes responsibility, McMurray claims, on the basis that these people pay admission. The fair charges an entrance admission of \$1. Of this amount, the U. S. Government gets 20 per cent and the city of Puyallup 5 per cent. The tax was taken over by the city after a similar levy was dropped by the State. WWF also pays city and county ad valorem taxes. Altho the fairgrounds are located within the city limits, the exposition pays the fire department for standing by on the grounds and half the weekly city traffic police payroll for services. The Washington Highway Patrol sends in a contingent of patrolmen to take care of the traffic and those imported from other regions have their living expenses paid by the exposition. All taxes are paid except Federal income, for it is a non-profit organization.

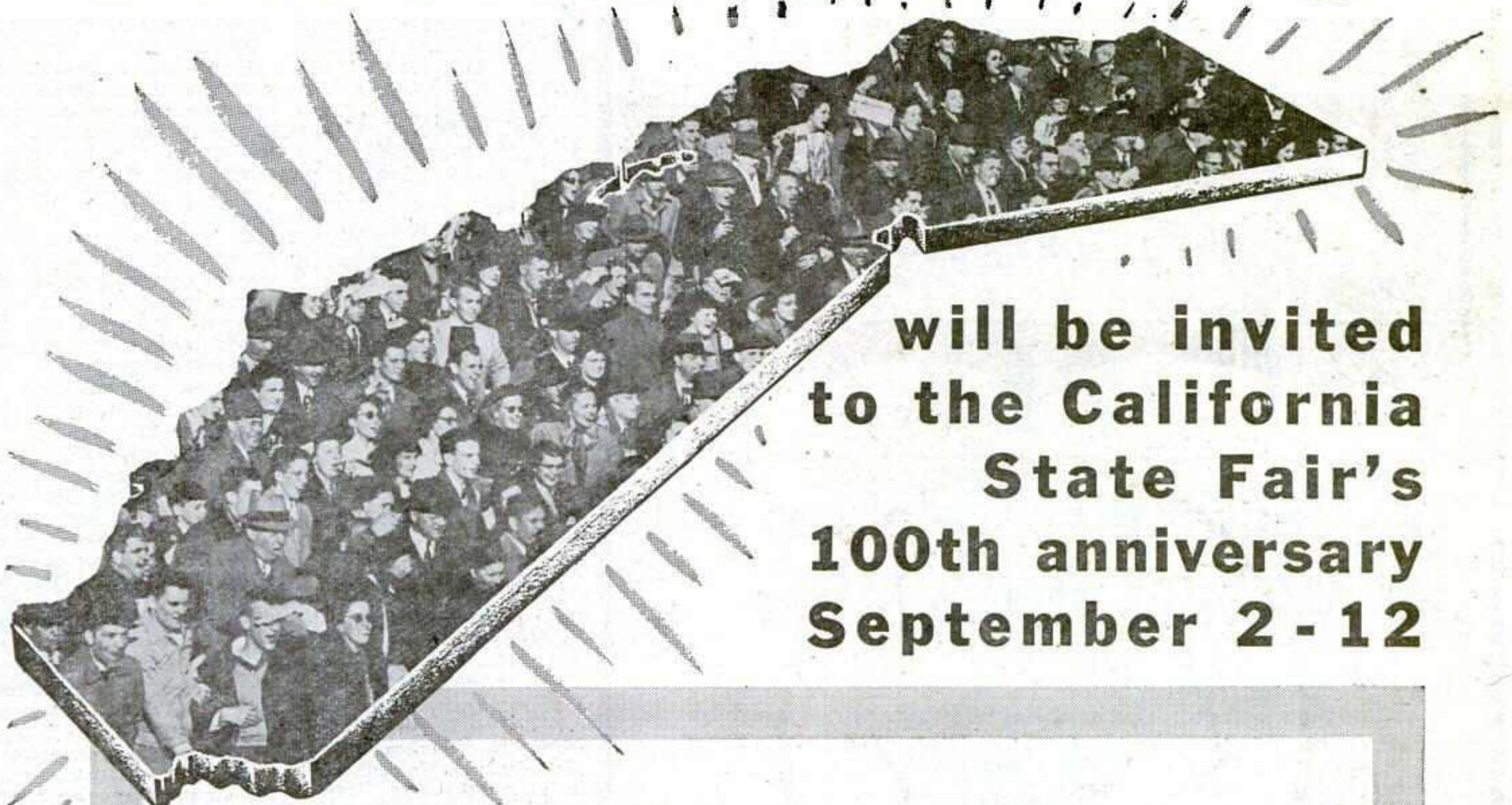
No Subsidies

There is no complaint about the taxes, however. It strengthens the pitch that the fair is not subsidized. In fact, it is a community project. During the nine-day run the payroll includes between 700 and 800 people. To employ these people, the fair pays the city a retail business assessment of \$150, the maximum, based upon the number of workers on the list.

The fair does not consider its "workers" in the true sense of the word, but that people are generous and gracious enough to help them put on a successful run. Some of the key people take their vacations at fair time so they can work there. Bob Marshall, former Tacoma chief of police, directs the ground's patrolmen. Glenn Goodman, who handled the tickets at the San Francisco Exposition in 1916, spends his time off from the State Liquor Control Board directing the ticket takers.

Goodman has been "helping" the fair since 1933. And, he said, that when the fair was closed during the war, he felt

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lost. He took the job after attending several times and admiring the operation. Upon deciding that he wanted to be with it, he asked for the job. Each August the fair invites him to come and help. The fair even goes a step further to assure Goodman he is "with it." The Goodmans always observe their wedding anniversary during fair time. Opening day, Septemebr 19, was their 43d year and they were McMurray's guests for dinner at a fairgrounds restaurant.

Finance Department

One of the departments particularly strengthened by the work-during-vacation move is that of finance. Burr Gregory is the director in charge, but the key people there are so efficient that the section practically runs itself. Acting as cashier is Lester Brobeck, who knows his dollars and cents from years of experience as the manager of the Puyallup branch of the Seattle-First National Bank. Backing him up are cashiers from banks and the accountants. Change making and money handling is similar to their every day work. When someone was needed for the Brobeck spot, several names were mentioned, including Brobeck. As he is the manager, there was some misgivings as to whether he would take it. McMurray volunteered to approach him. When Brobeck accepted, he added that he would have felt badly had he not been asked.

But the void that Goodman felt in his life began a week after Pearl Harbor in 1941. McMurray and his board president, Dr. Corliss, were in Los Angeles at the annual meeting of the Western Fairs' Association. Dr. Corliss left a day ahead of schedule to return home. Upon arrival December 14, he received a telephone call at his home to come to the grounds, that the Army was taking over. And, take over it did. Soon bulldozers were ripping up the grounds. Engineers filed in and turned cubby-holes into rooms; barracks were built all over the grounds. The Army moved out and interned Japs were sent there. About six months later, they were replaced by more Army.

War's End

When the war ended, the fair sought restoration charges. Adequate action dragged on and on with the directors accepting \$8,500 in lieu of work. And in 1946, McMurray, who had by then become secretary and manager, began working to put on that year's show. After much effort, amid confusion, it was held and pulled its greatest attendance so far—404,244. The run was also increased that year from seven to nine days.

The 1953 dates, September 19-27, are the latest that the fair can be held. When there was a seven-day stretch, the policy was to open on the third Monday in September. Now it is the Saturday before the third Monday. But the nine-day run gives the fair two weekends. And this is important today, for during the interim that the fair was closed during the war many industries moved into the area.

The lateness, such as this year, offers a certain gamble because of rain. In both 1946 and 1947 there were ideal weather conditions. But in 1948, five days were inclement with downpours on the last two. The following year was good and in 1950 it turned warm, but not quite as much

as 1951. Last year's run could not have been under better conditions. And this year there was the promise of rain, but it came after 10:30 at night and the next morning was clear.

Satisfactory Biz

The fair did satisfactory business this year. For the first three days it was ahead of the same period in 1946 by nearly 300. The fourth day dropped in attendance so that it fell behind the peak year, but attendance over 1952 for the comparative stanza was nearly 13,000.

And now that 1953's run is behind them, McMurray, accompanied by Jim Blair, director in charge of entertainment; C. A. Hogan, assistant in that fair department, and perhaps, Dr. Corliss, are planning their spring country trek to check talent. All of the acts that play here have been "caught" by at least two of the fair's staff. The traveling schedule calls for them to attend the Barnes Circus in Chicago, then the Police Show in St. Louis and on to Madison Square Garden for the Ringling Bros. and Barnum & Bailey Circus. In the fall a trip is made thru the South. When an act impresses the fair's representatives, they investigate the possibilities of open time. The fair buys acts from any agent who represents the ones they want. Sometimes as many as three or four bookers may have acts in a single show. In recent years the majority of performers have been bought thru Hans Lederer at the Lew and Leslie Grade office in New York.

Basic Principles

McMurray and Blair agree on the basic principle of their bookings. They try to offer a varied show and in viewing these acts, while on tour, try to visualize how they will appear on the infield stages. Because of the vastness of the grandstand—the seating capacity is 12,500—pantomime and monologists are out. Sight acts are preferred when it is believed that they will appeal to the greatest number of people. And for this reason, the more than \$8,000 per day program includes vaudeville acts, rodeo events and horse racing. However, the racing is without pari-mutuels, a ruling laid down early in the fair's history by its directors.

While a Westerner would think that the betting is necessary, the lack of it has not seemingly hurt here. But, Puyallup does things as it pleases. Another taboo on the fairgrounds is beer. There are no stands selling this or hard liquor.

The fair is not without its stories concerning some of its headliners. One of these regards Hoot Gibson when he was at the height of his career. When he arrived to give his performance, it was pointed out that he was a very, very valuable property. Because of this and the restrictions laid down by his studio, he was not permitted to ride a horse, merely make a gracious bow. No one at the fair dared to put him on a steed. Were he to get hurt the Hollywood studio might own a fair in Washington.

Roy Rogers' Start

Another cowboy performer was in Seattle at the Palomar. As he was just starting on his way up to a top spot today, his agents asked if he could appear in front of the grandstand. It was agreed with the

fair to supply the horse. When Roy Rogers arrived, the horse that was brought up had an English saddle. A couple of agents immediately became prospects for amphojel and Rogers rode around the track in an automobile.

The appearance of Graham McNamee, then a top radio announcer, proved somewhat of a problem. Upon being met in Spokane by Bob Sconce, who has handled the fair's press section since 1933, McNamee loudly proclaimed his stand upon entering the gates. "I am not going to announce a cow show," he yelled.

McNamee held to his opinion of Western Washington Fair's status and Harry Hensen, who is racing secretary and announcer, had to take over. A former jockey, Henson had never as much as yelled "Boo" thru a microphone. However, he took over and now is considered one of the top event talkers in the country. He does the races with Cy Taillon emseeing the shows, a chore he has handled for 17 years.

Organized in 1900

Western Washington had its beginning in 1900 when L. A. Chamberlain organized and opened the first Valley Fair. It was a two-day event with a small premium book. In 1901, the fair featured its first floral exhibit and the run was increased to three days. The 1902 event seems to have been the one to set the pace, for the fair opened October 1 for four days.

Chamberlain retired as president with W. H. Paulhamus named to succeed him in 1906. He served until his death in 1925. During his administration, the first grandstand was constructed and Paulhamus acted as announcer and master of ceremonies for shows staged there. Among the top acts appearing at that time were a group of Hawaiian musicians against a background of fir boughs and fall leaves instead of palms and bamboo, and an Arabian tumbling act in which a lad by the name of George Hamid appeared.

Paulhamus was colorful and many of the concessionaires who had stands during his administration, recall stories of his exploits. One concerns his actions in closing the fair after a busy day. They say that he would walk thru the grounds, waving his hands, and urging everyone to go home so that he could lock up. Another story is that he liked to be a winner. However, his livestock entry placed second that particular year. He accepted the judges decision but went immediately to the farm to buy the blue ribbon stock. This gave him the claim to owning a winner.

Veteran Executive

On hand for the first fair was Dr. Corliss. Born in Minnesota, Dr. Corliss was the physician for the Royal Canadian Mounted Police in Skagway in 1898. Retiring from the medical profession in 1916, he is today also retired from a successful sand and gravel business operated by his sons. His interest in the fair from its inception was recognized and years ago Dr. Corliss became a director. In 1938 he was named president of the fair and has served without remuneration.

Dr. Corliss, who was 84 for several years, is, perhaps, 87. He recalls dates, names and incidents in details generally backing up the anecdote with a quote from the Scottish poet,

Robert Burns. His stories, told with a unique twist of dry wit, never fail to get a laugh.

Following the death of Paulhamus, W. A. Linklater was elected president and manager. He held this dual post until his death in 1937.

In 1938, when Dr. Corliss was named president of the board, A. E. Bartel, who had served as a director for several years and has been secretary of the fair association since 1926, became manager.

Depression Hits

The depression that hit the East was late coming to the Northwest and in 1938, too, a young Puyallup native was looking for a job. Following graduation from the local high school, college training in business administration, McMurray was looking for a place to light. He had held jobs with produce firms, canneries and similar concerns. But he wanted something with more stability and a future. News that Bartel wanted a girl for a secretary prompted McMurray to discuss the matter of having a male secretary instead. Upon becoming the clerk in the office in April, 1938, McMurray did Bartel's secretarial work. And the following year McMurray moved up to the post officially designated as chief clerk. The position was newly created and the title picked from the air to allow the one of "assistant to the president" to remain with Frank Marty, who held the job. Marty became ill and was forced to leave his post. Until his death later that year, McMurray took care of the chores while Marty sought recovery in his home. During his illness the fair association continued to pay Marty his salary.

Since assuming the topmost post in 1946, McMurray has worked to continue the traditions and work for the progress of the exposition. Two years ago, a new cafeteria building was constructed and for the 1953 event five new buildings, each 45 by 240 feet, were used for the first time. Two were devoted to an automobile exhibit, one each for 4-H, Education, and Agriculture. There is a plan soon to be launched that will modernize the grandstand set-up.

Follows Traditions

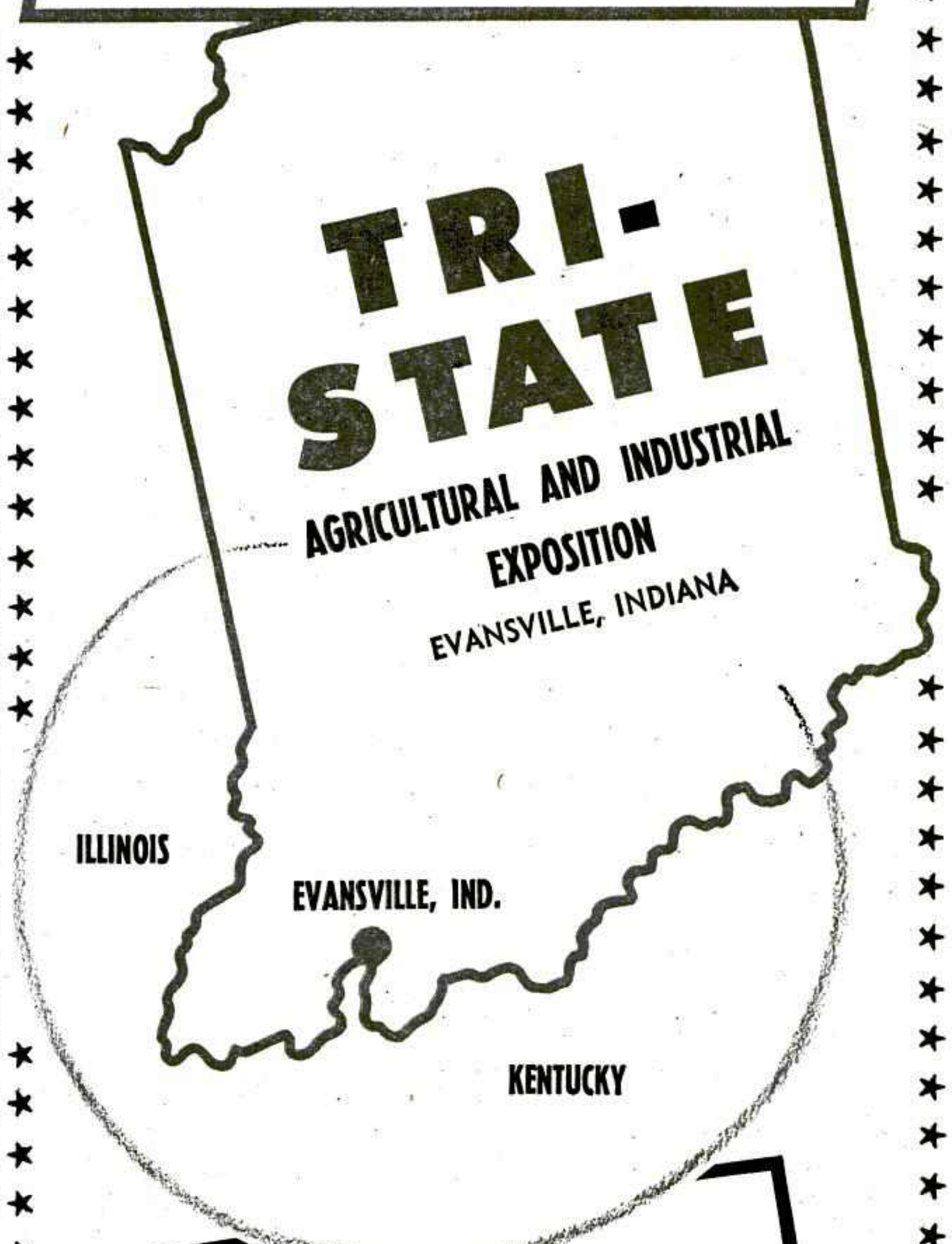
While some of the decisions may seem harsh, they are enforced with reason and on the basis of good judgment. Concessionaires are told what to sell, how to sell it and how much to charge. Yet when the fair extended its run from seven to nine days, each was approached with the proposition that the charge for the extra two days be charged on a pro-rata basis. Then one year when there was rain, the fair returned some of the privilege to the concessionaires, who had not made as much money as they would had the skies been clear. By the same token, concession operators generally give the fair extra money when the run is good.

On Wednesday, September 19, 1937, Bunny Dryden, an aerialist, fell 45 feet and died later in the Puyallup General Hospital from his injuries. The fair paid its contracted price for the act, which included Mrs. Dryden; the hospital bill, funeral expenses, and the widow's fare when she accompanied her husband's body to its last resting place in Texas.

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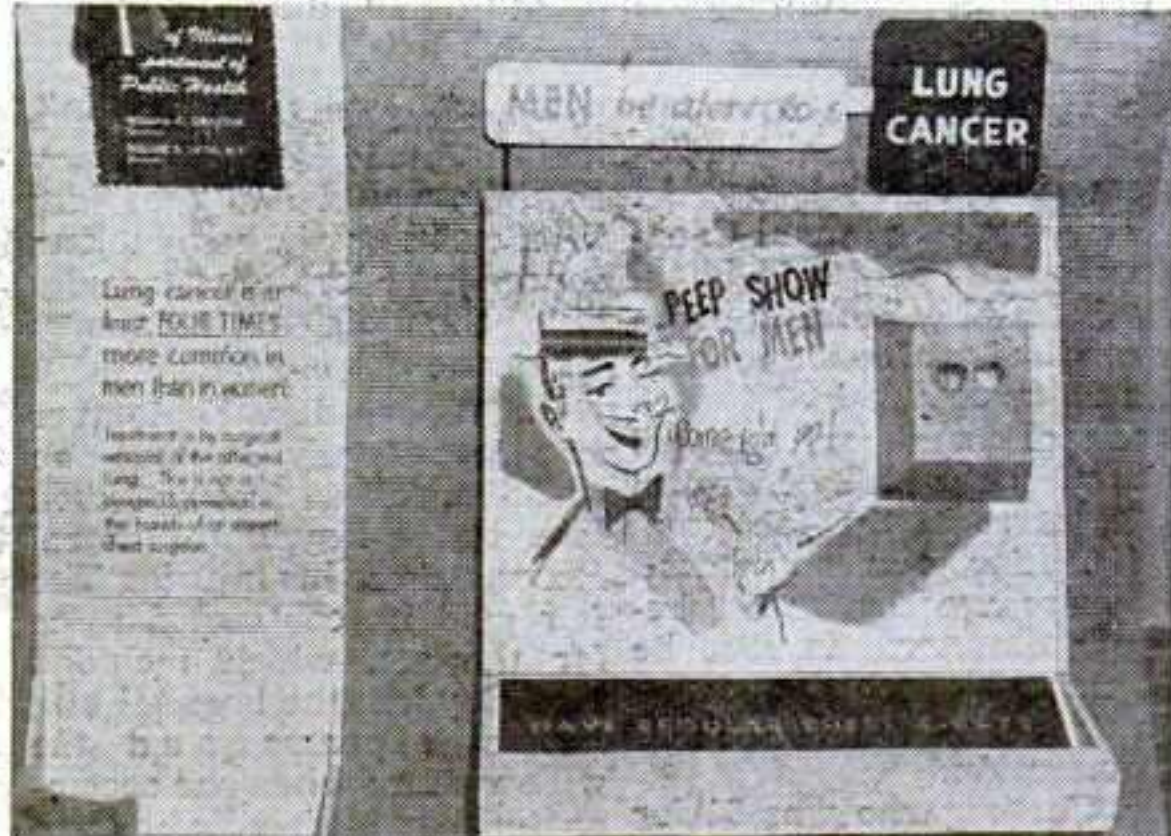
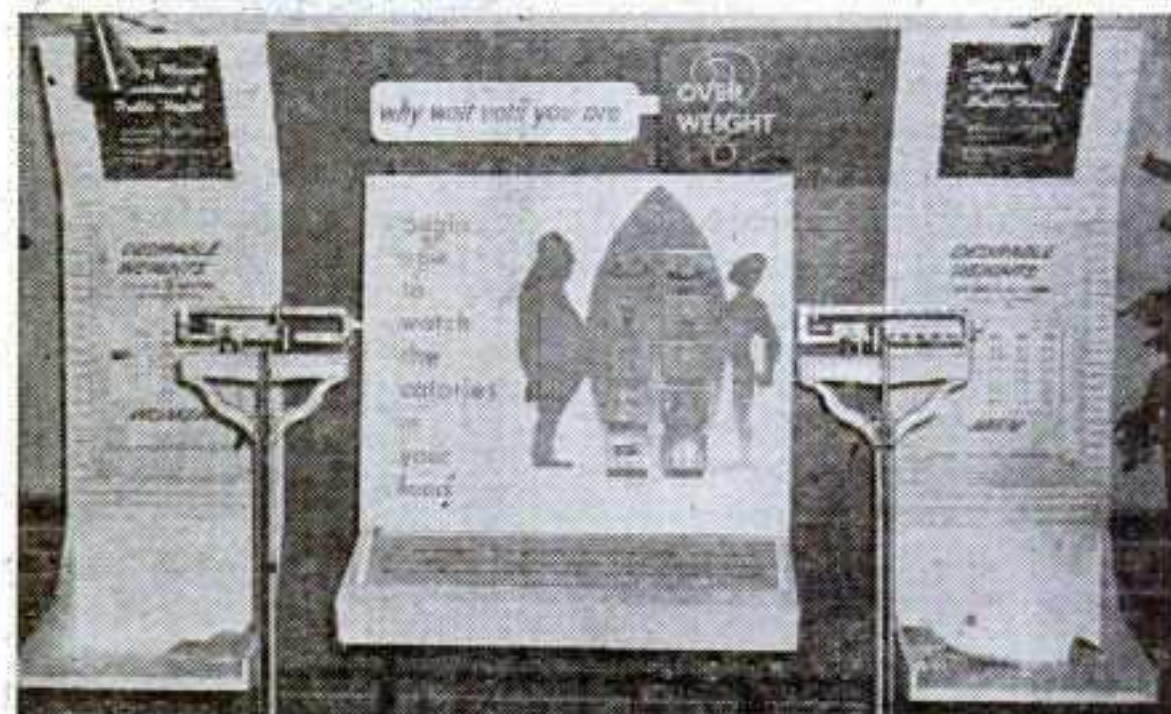
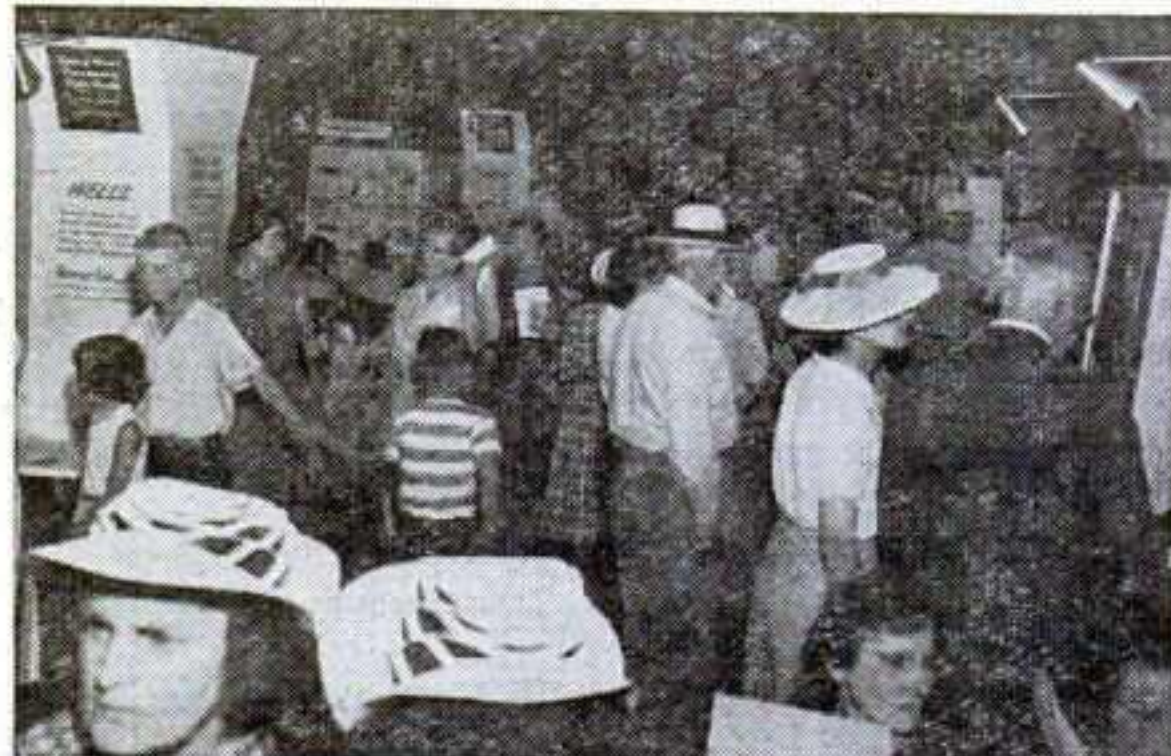
HEALTH exhibits can grip and hold interest. The Illinois Department of Health, working with the Illinois State Fair, demonstrated that at the Springfield exposition in '53. The fair turned over a large section of the Illinois Building to the health department. And the latter utilized it with marked effectiveness.

Wherever possible, the health division used animation, or something that invited action to snare attention. And, wherever possible, it injected humor into its presentation—thus making it fun to find out one's health.

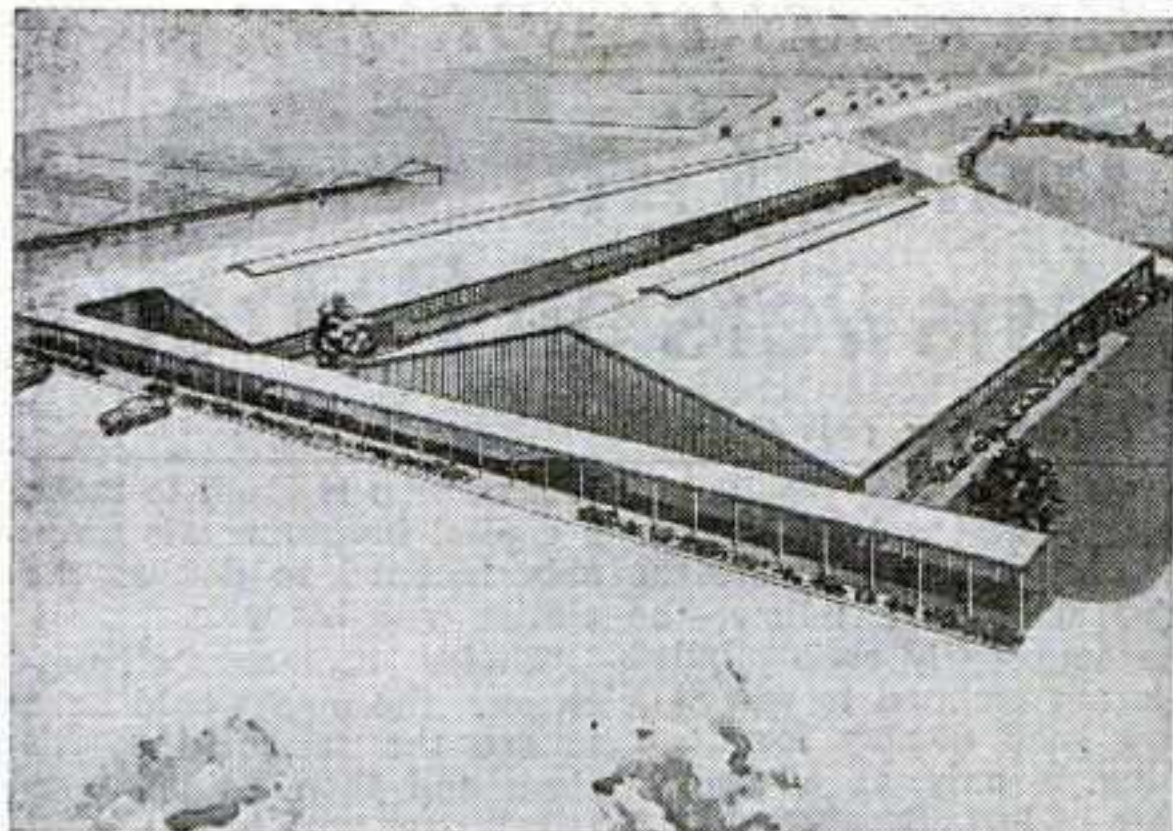
It grabbed male attention and alerted men to lung cancer with a section that featured a "peep-show for men." It cautioned, "Don't act like an ostrich if you are overweight and 40" with attention-arresting, comic depictions of ostriches. And, it posed the query, "Why wait until you are overweight?" on a humorous sign, placed between two scales on which fair-goers could be weighed free.

These and similar approaches made the exhibits inviting and fair-goers responded enthusiastically. Crowds availed themselves of the free-testing devices, literature, etc.

For the fair, the health show proved a sound feature—educational, yet gay. For the health department, the show was one of the most effective ways it had to get across to the public not only the department's functions but also some vital tips on health and an awareness of all the tests and aids which the department provides.



Crowds thronged the well-executed health exhibits at the 1953 Illinois State Fair. Uses of a light, humorous touch livened up displays. Testing devices, such as free scales, and use of such devices as a peep-hole greatly heightened interest.



When completed the Tulsa State Fair's new combined FFA and 4-H Club dormitory (left) and the Agriculture Education Building will match this artist's conception.

Building Boom

Sooner State Events' Bill for Five-Year Building Period Approaches \$1,000,000 Mark

WHEN the Tulsa State Fair was organized in 1949 and granted legislative permission to lease its present fairgrounds, one of the qualifications stipulated by the solons was that all profits be plowed back into plant improvements. A look at the record shows the fair has more than lived up to the ruling and during the past five years has spent close to a million dollars on buildings and improving the plant.

And additional projects, already under way or in the formative stage, indicate that many more thousands of dollars will be poured into the grounds to keep pace with the annual's rapid growth.

First step in the building program came as a necessity when in 1950 the fair and the Tulsa Livestock Exposition merged and found that facilities were inadequate for the two-pronged operation. Most immediate need was for livestock housing, and thru public subscription a new 200 by 464-foot barn, costing \$112,000, was erected. Since that time two extensions have been added and the building is now one of the world's largest barns, 1,100 by 200 feet and covers close to six acres.

This year the first phase of a two-year building program that will cost \$655,000 was launched. A new FFA and 4-H Club dormitory was

erected for \$185,000. The second phase is already under way and will result in an adjoining agriculture education building that will cost \$470,000.

Further evidence that the Tulsa annual plans to continue

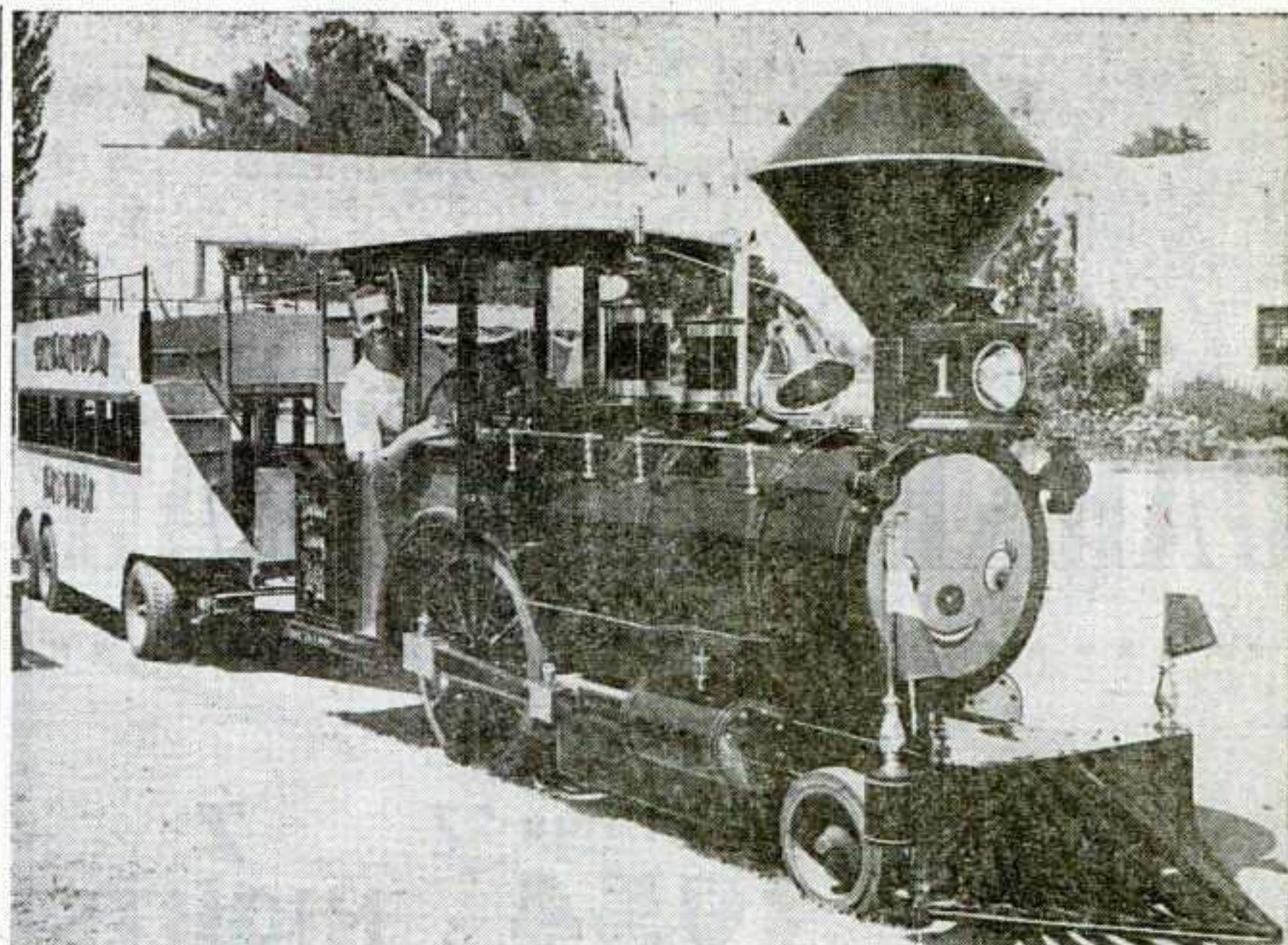


Clarence C. Lester, manager of the Tulsa Expo since 1950, when the huge building program was launched.

its building ways was this year's post-fair announcement that construction will soon get under way on a new 3,500-seat auditorium, 140 by 223 feet. The new aud will not only expand the fair's attraction potential but will also result in increased profits which again will be put back into additional improvements.



The Tulsa annual has one of the world's largest livestock exhibition barns. This aerial view was taken just before the latest extension (d) was added. Horses, sheep and swine are housed in (c), while (a) is devoted to cattle. Also shown are (a) and (b), the new dormitory and education buildings as outlined prior to construction.



Ted Bowers, who with his partner, Bill Leggewise, operates the Tinkertown Carnival Company which supplies kid rides to West Coast events, pilots the train he designed. The locomotive is a reproduction of the San Gabriel engine, the first to operate in Southern California about 1850. Train has plenty of motors and smoke can be sent from the stack and music played as it moves along.

THE MARKET PLACE of the EAST

OUR DEEPEST THANKS to
PRESIDENT EISENHOWER
for his honored visit to

EASTERN STATES EXPOSITION

8
Big Days
and Nights
September 19-26,
1954
(tentative)

A
New
Record
456,370
Attendance

for all details write
JACK REYNOLDS, General Manager
EASTERN STATES EXPOSITION
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In the Center of the Rich Farmlands of
WESTERN OHIO and EASTERN INDIANA
Midway between COLUMBUS and INDIANAPOLIS



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DARKE COUNTY FAIR

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ Greenville, Ohio ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"The Largest County Fair on Earth"

7 August 21 thru 27 **7**
DAYS **1954** **NIGHTS**

OVER 300,000 Attendance in 1953



featuring

HARNESS RACING
THRILL SHOW

GRAND STAND SHOWS
YOUTH PROGRAMS

COMPLETE MIDWAY OF FUN



For Exhibit Space contact

GILBERT A. LEASE, Pres.
Route 5, Greenville, Ohio

or

ROBERT BRUMBAUGH, Secy.
Greenville, Ohio

WHAT MAKES 'EM GO?

Calif. Firm Gives Answers on Patrons

Continued from page 49

not get immediate results but depend upon a later visit to their store to consummate the sale. The first fellow—the one supposedly civic minded—is not inclined to put in a very good display for he is doing it only as a gesture more or less. Because of this, he will not spend the necessary time or money in getting an effective and attractive booth.

"The fair suffers because of this attitude. It can be shown that the fair is an excellent place to advertise, much better than the average. We provide management with data on the county in which the fair is located. We show the number of people in the county, their income, the number of automobiles, the sales of various merchandise both hard and soft. In short, the market.

"In this connection we have already determined that the people who attend the fair have more money to spend than those who do not. On this premise, the fair presents the exhibitor with an opportunity to show to more people with more money.

Family Units

"The surveys show, too, that people come to the fair as a family unit. This is important for women buy 85 per cent of the merchandise purchased and probably influence the other 15 per cent.

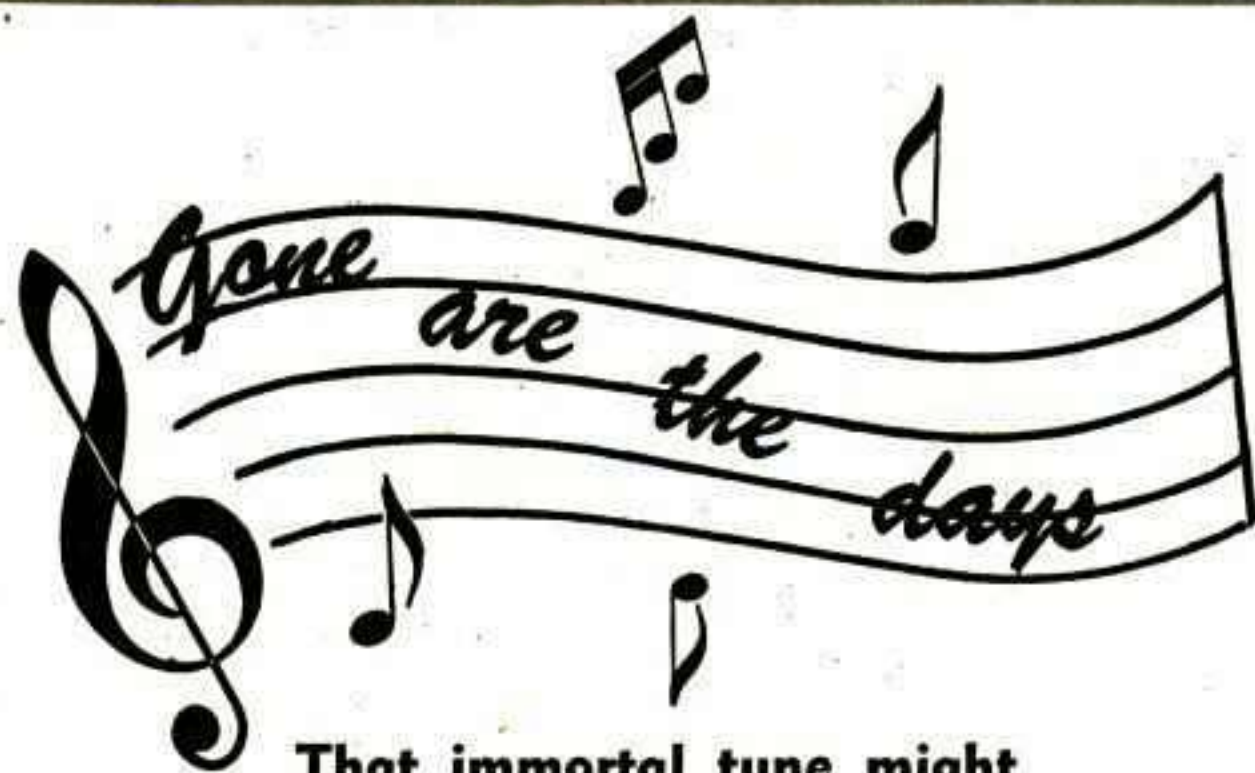
A man who is about to make a capital investment is probably inclined to discuss the matter with his wife.

"Under ordinary circumstances, the man would have to see the salesman at his store and then go home to talk it over with his wife. At the fair, all three are together. The merchandise is there on display, the deal outlines and a decision may be made right on the spot. At a fair there is a better chance to sell."

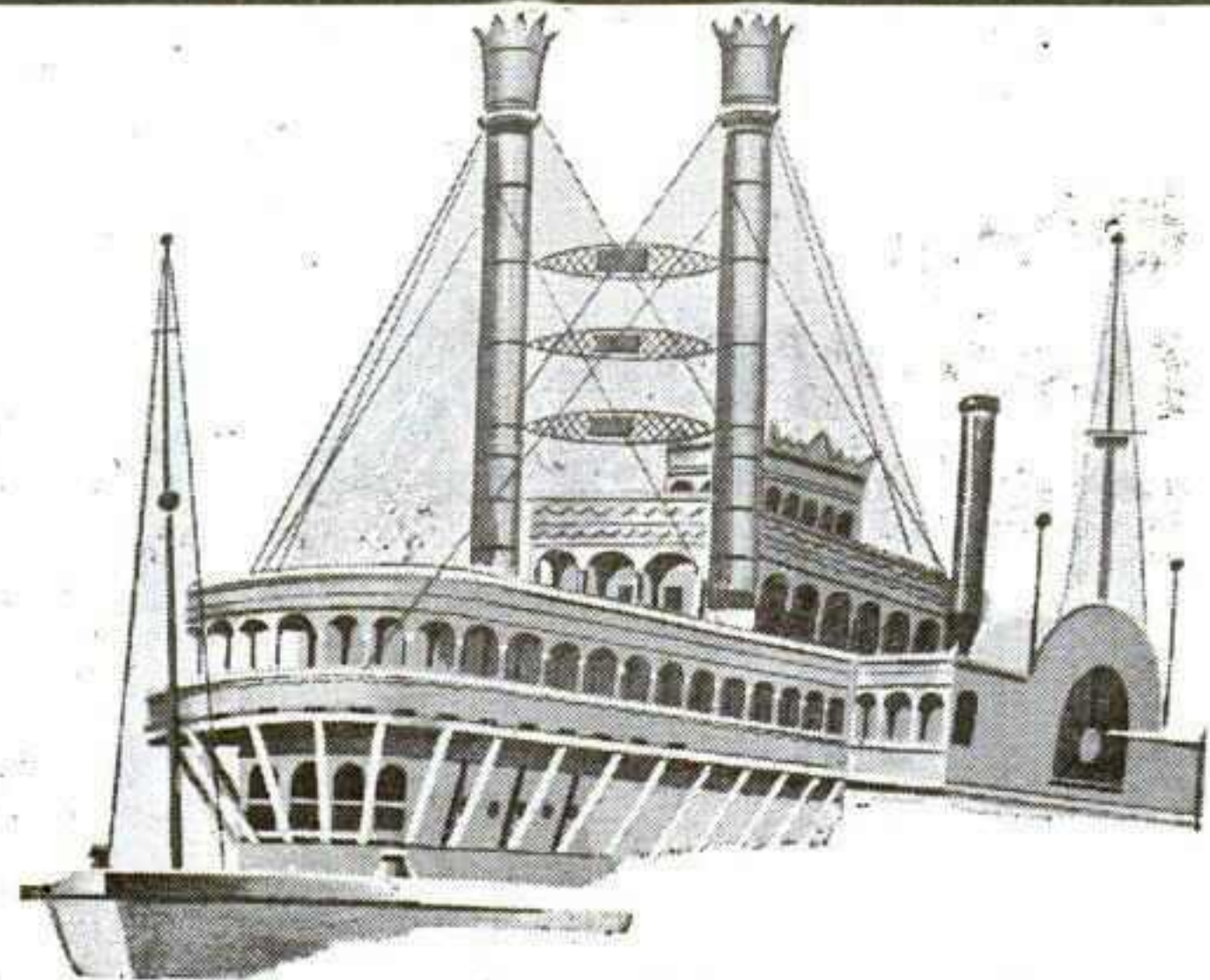
The scope of the surveys is being expanded to obtain an idea as to the influence fairs have on the purchase of items that are on display. One of the greatest problems confronting managers, Knight declares, is to trace sales to a display. The polls do offer firms opportunities, for it is determined that fairgoers spend a given sum for certain items. While it is unlikely that the same people will return the next year and make the same purchases, they will be replaced by another group, approximately the same size, to spend the equivalent for the same items.

Furnishes Analysis

Knight's firm supplies fairs with a copy of its analysis. And for a small additional cost a brochure designed to sell exhibit space will be prepared. One fair in particular found these helpful in interesting more exhibitors to

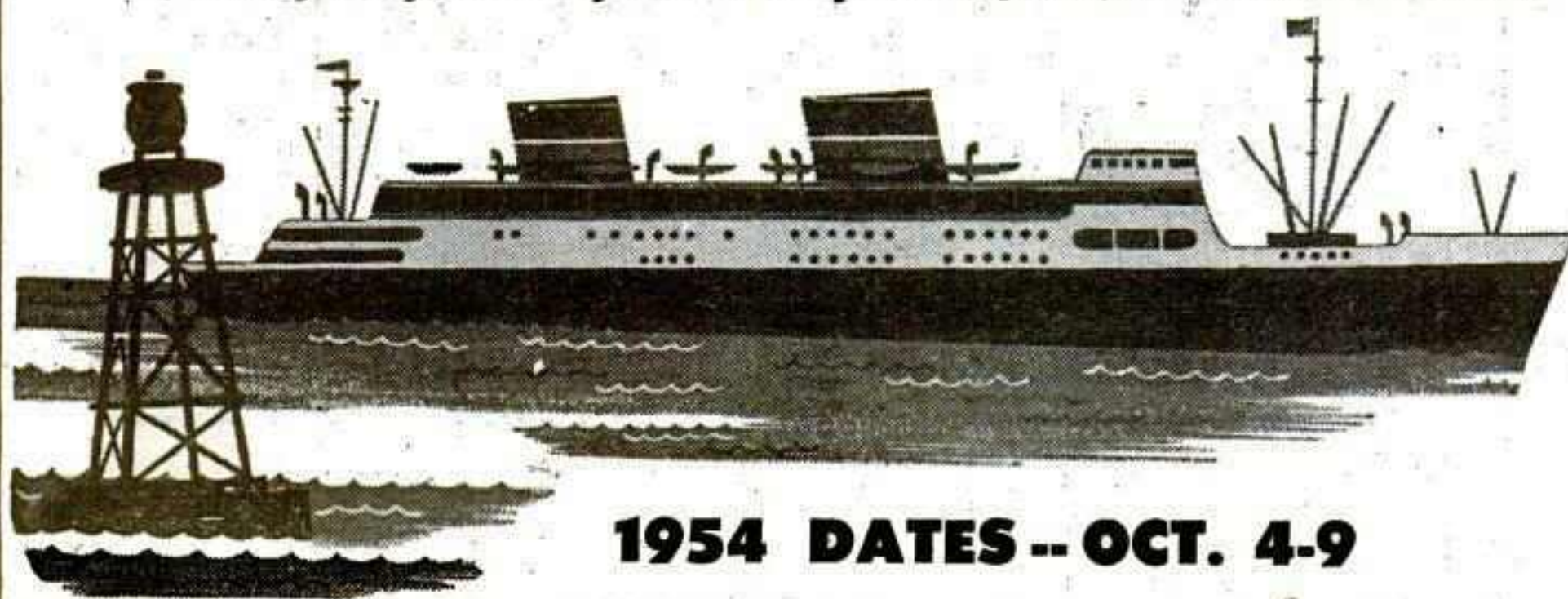


That immortal tune might well be applied to the changes in the South . . . and at the



ALABAMA STATE FAIR

Beginning during the war years and accelerated in the prosperous post-war period, a new South is here!



1954 DATES -- OCT. 4-9

Come to the Alabama State Fair with your exhibit for the Biggest 6-Day Fair in the South, if not in all America. Concessionaires, too, should look into the big days for them in Birmingham at the State Fair.

R. H. McINTOSH
General Manager
Alabama State Fair
Birmingham 8, Ala.

J. C. McCAFFERY
Concession Manager
203 N. Wabash Ave.
Chicago, Illinois

show and others to increase their display sizes.

Paul T. Mannen, secretary-manager of the San Diego County Fair, wrote the California Department of Finance, which has jurisdiction over the State's annuals, Knight says, that 2,000 of these brochures on his event increased the revenue last year from exhibit space sales by approximately 40 per cent over 1951. And this year a month and a half before the annual opened on June 28 the revenue was hiked \$20,000 over the 1952 figure.

Knight claims this was largely made possible by the availability of information produced by the survey showing how the exhibitor could make money at the fair. And the pollster adds, "One would think by that large an increase of revenue that the fair did not have any exhibitors to start with, but this is not true.

"What he did was to upgrade his exhibitors. He brought in larger exhibitors who took larger space. He had to make room for additional booths to accommodate the smaller space buyers. He also was able to charge more for the footage."

According to Knight, Merced County Fair reported its experience in using the brochure and W. C. Woxberg, secretary-manager, was credited with this statement, "The brochure we used for the fair for the first time this year facilitated the selling of space. The exhibitor contacted us before we had the opportunity of calling upon him. It stimulated the demand for space to the point that the fair had no soliciting to do."

Space Selling

While this fair has always

sold out its display space, it had been forced in prior years to seek buyers. This was unnecessary in 1952. Knight adds, "I was also told that Woxberg and the president of the board sat down with innumerable people who were going to withdraw from the fair. After the facts were presented to show the large number of people interested in the event and in the market for farm equipment, they came back to show in 1952.

This definitely presents the splendid results of the survey information is having in increasing the exhibits, upgrading the quality and making displays easier to sell."

Non-commercial exhibits are also checked and their values appraised. In dealing with this phase, Knight sometimes finds that a particular building might draw more people than any other but the displays there are not sufficiently interesting or attractive to make it popular. On the other hand, a structure with less people visiting it may be more of a favorite.

In this connection Knight says, "The same number of people do not go thru all buildings in all areas. There is quite a difference between them. It is difficult for an exhibitor to determine what percentage he will get or how many people will enter that particular structure.

Booth Problems

"It also is a problem to know just where to place a booth. On the basis of our findings, it stands to reason that space in the more popular building will be more valuable than in a less popular one.

"One of the reasons for ascertaining the popularity of a building rather than the

Mississippi STATE FAIR

Jackson

1954
DATES
OCTOBER
11-16

(TENTATIVE)

Mississippi's Greatest Agricultural and Industrial Exposition

LOOK . . . and you'll see that Ole Miss is really NEW in the progressive farming and industrial expansion. Pride in the many State achievements is reflected by the Mississippi State Fair and the throngs who attend the event.

LOOK . . . and you'll agree that the MISSISSIPPI STATE FAIR is the place for your exhibit to put a "punch" in your sales effort for the Mississippi Market.

Many improvements and new buildings added recently make this one of the most modern plants in the U. S. The Mississippi State Fair is State Owned and Operated.

For Exhibit and Concession Space Details write to
J. M. DEAN, Executive Secretary
MISSISSIPPI STATE FAIR JACKSON, MISSISSIPPI

our newest addition



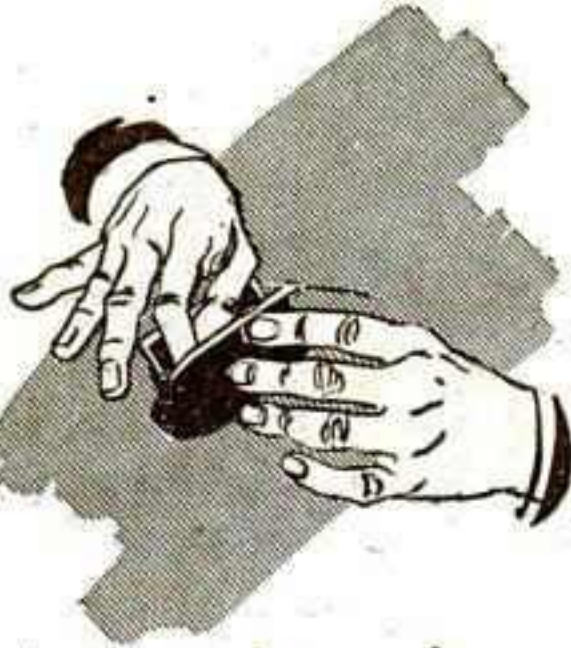
our service building!

housing a modern cafeteria, police and safety headquarters, red cross hospital and fire dept.



Kenneth F. Blackwell, Sec. Mgr.

The **indiana state fair** *Sept. 2-10*
for reservations write: INDIANA STATE FAIR BOARD, Indianapolis 5, Indiana



**HERE'S WHERE
YOU GET MORE
FOR YOUR
ADVERTISING
DOLLAR...**

ALL-IOWA FAIR

CEDAR RAPIDS, IOWA

Where more than 175,000 had fun in 1953!

Strategically located in Iowa's most diversified market where farming and manufacturing combine to produce one of America's highest "per capita" earning groups.

Check the retail sales tax figures and you'll find that this is the top market area of the State. It's . . . Here, too, excellent transportation facilities, modern exhibition facilities plus the finest in entertainment combine to assure you top crowds daily.

1954 DATES AUGUST 15 TO 22

Learn all the reasons why you should exhibit here next year . . . write to:

Andy Hanson, Mgr. Hawkeye Downs, Cedar Rapids, Ia.

attendance is to spur the exhibitor to devote more effort to improve his display. For example, the flower show might attract the greatest number of people and be of the greatest interest to fairgoers at five fairs, yet be sixth in importance and seventh in the number of people who see it at another exposition. This shows that the fair should spend more time and effort on that particular show to bring it up.

"I know of a case at the San Diego County Fair where they had the same type of semi-commercial exhibit two years in succession. The first year it rated high, being the most interesting to 12.1 per cent who saw it. The next year its popularity dropped low with only 1.3 per cent claiming interest. This indicates that perhaps this exhibit should not have accepted that particular display for there was not enough change in it.

Improving Exhibits

"If the management can get each department manager to improve his exhibit so that it will require each person to spend an additional ten minutes in that building, it will increase the number of hours on the fairgrounds and might cause people to come back as they did not see all on the first visit.

"This way the exhibitor gets a second chance to sell them. The concessionaire gets more for his money and the fair another gate admission. On this basis, the fair should put the various departmental heads in competition with one another. While more people will see a floriculture display than one of farm implements, they should be just as interested in both."

The carnival, Knight admits, is a "touchy subject." And, he contends, that playing a fair is not always beer and skittles for the shows. After checking unidentified expositions, he gives this picture, "At one fair only 41 per cent of the adults went to the midway. At another event the percentage was 78 per cent. This shows a tremendous loss for the carnival owner at the fair that drew 41 per cent of the people.

"The tendency is the smaller the fair, the larger the percentage of people to visit the amusement area. The fact is that the larger the event, the more competition there is for the fairgoer's attention.

Point Out Spenders

"We also point out the percentage of people, adults, in this case, that spend money. This percentage is small—about 6 per cent. It is one thing for a man or woman to go thru the amusement zone and another to spend money."

In regard to stagershow acts at fairs, Knight finds that musical acts are the most popular, with humorous ones second. Acrobats place third and animal acts are fourth. Clowns, he says, are the least popular. But, he adds, "We have to consider these things by broad classifications. When you get into individual acts, you have the quality of the performer entering into it."

The last section of the report deals with the facilities, such as eating places, benches and rest rooms. And here Knight's pollsters run into some interesting things. At one fair in the San Joaquin Valley, over 25 per cent of the fairgoers were unhappy

(Continued on page 67)

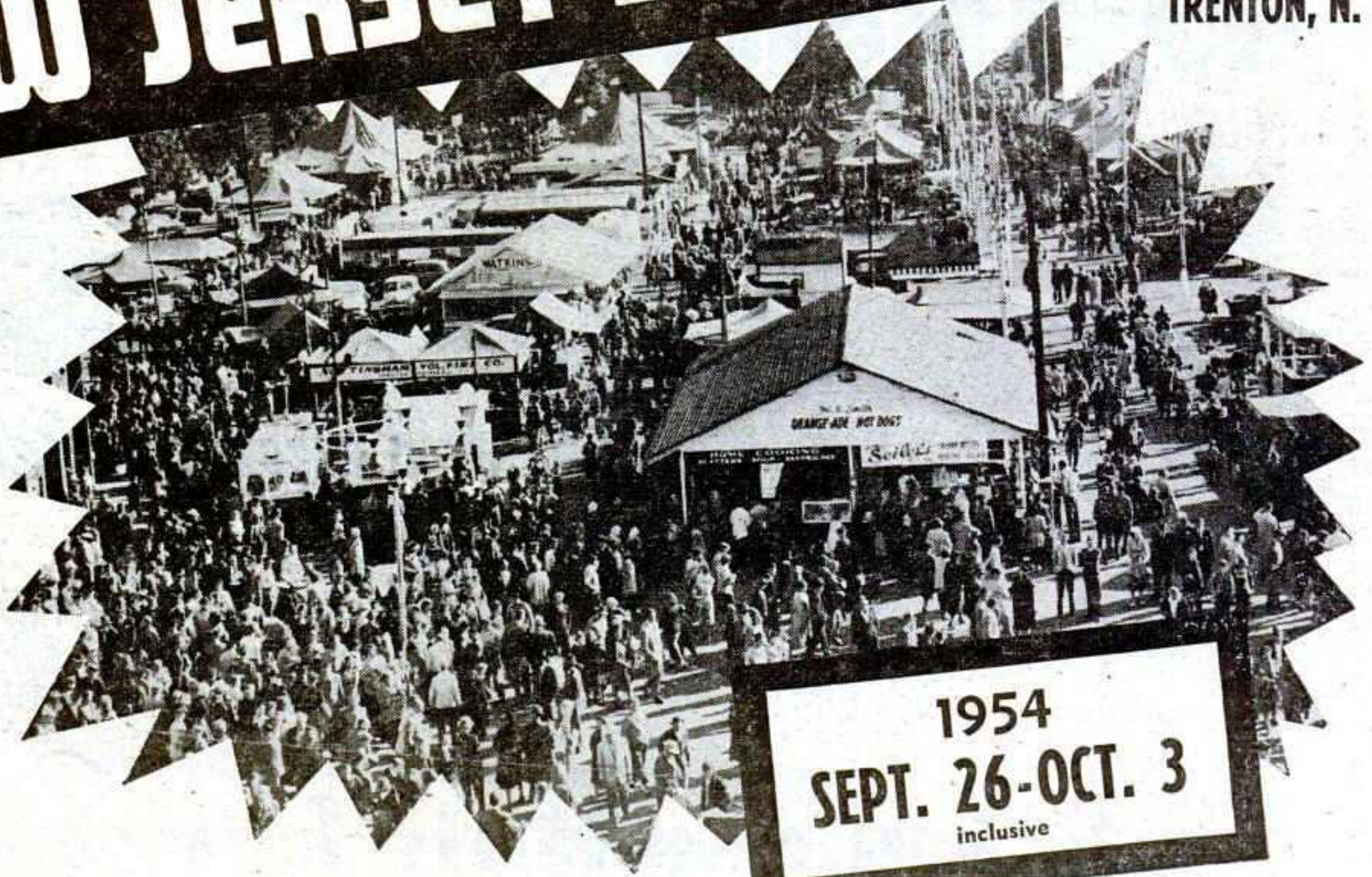
The Oldest Fair in America...

NEW JERSEY STATE FAIR

TRENTON, N. J.

**Over 400,000
ATTENDANCE
in 1953, our
greatest year**

Thanks to
the many exhibitors
who helped make
this great new attendance record possible.



**1954
SEPT. 26-OCT. 3
inclusive**

For further information: **NORMAN L. MARSHALL** Sec'y-Mgr.
P. O. Box 669, Trenton 4, N. Jer.

THE HOTTEST AND STRONGEST ATTRACTIONS IN SHOWBUSINESS

ATOM BOMBED AUTOMOBILES



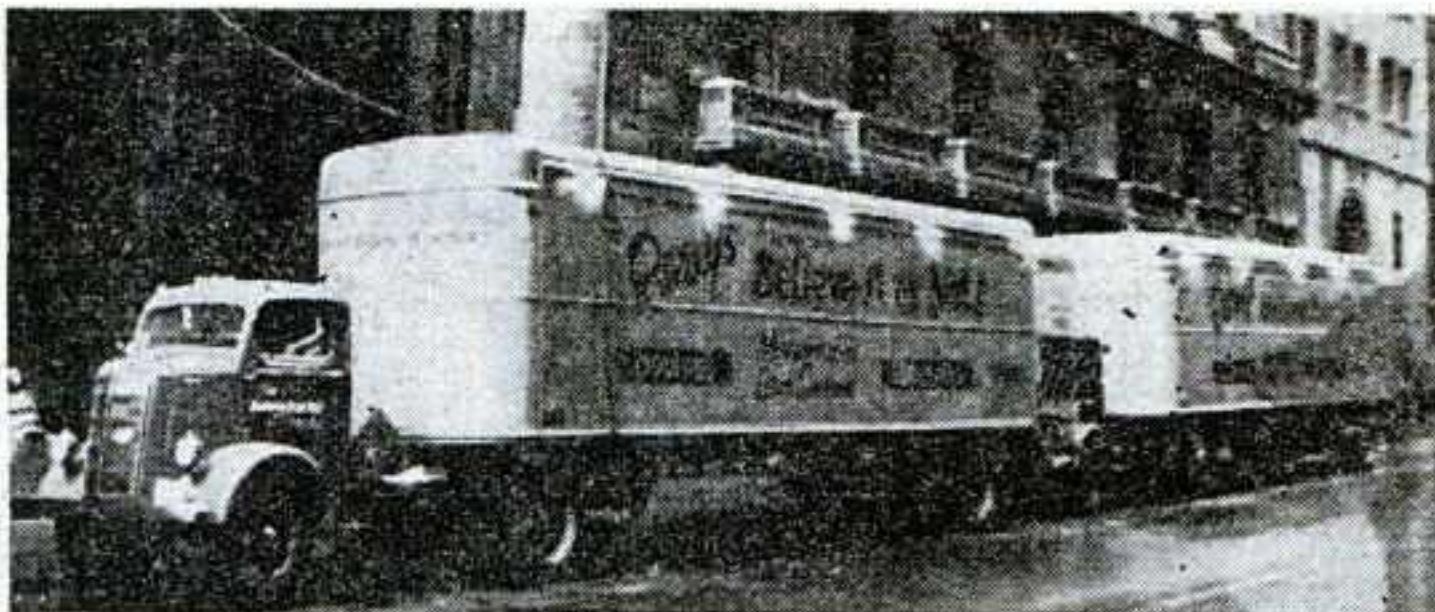
EXTERIOR PHOTO OF EXHIBIT—Steel Pier, Atlantic City, N. J.

World's most timely and spectacular exhibit—the authentic automobiles with official Damage Reports, original Mannequins—all used in Government Atom Bomb Tests, Yucca Flats, Nevada, Spring 1953.

Will contract complete exhibit together with background material (panel blow-ups of official photographs of tests, etc.) available to Traveling Shows, Fairs, Expositions, etc. Can be operated as admission or donation show, or free feature attraction for traffic building.

RIPLEY Believe It or Not!

Exhibitions, including permanent museums in St. Augustine, Fla.; Steel Pier, Atlantic City, N. J., and Las Vegas, Nev., since 1950 have had attendance of more than 10,500,000 visitors



MOBILE EXHIBITS

Six units (trucks, trailers, generators, RCA sound systems) completely installed with "Believe It or Not" oddities and curiosities, available January, 1954.

Will contract one or more units and territory to responsible operators for United States and foreign countries.

WILL CONTRACT

Permanent museum with exclusive State rights, except Florida, Nevada and New Jersey—will furnish complete installation of "Believe It or Not" oddities, curiosities and display material.

ALSO AVAILABLE

Seasonal installations for Fairs, Amusement Parks, Expositions, etc.



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New York 1, N. Y.

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Holder of Exclusive World Rights for RIPLEY BELIEVE IT OR NOT Exhibitions and Owners of original Atom-Bombed Automobiles

Presenting the 1953 Galaxy of FAIRS...

CENTRAL
CANADA EXPOSITION
OTTAWA
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NEW JERSEY
STATE FAIR
TRENTON
NEW JERSEY

COASTAL EMPIRE FAIR
SAVANNAH
GEORGIA

GREENSBORO FAIR
GREENSBORO
NORTH CAROLINA

GREAT
ALLENTOWN FAIR
ALLENTOWN
PENNSYLVANIA

CHAMPLAIN
VALLEY EXPOSITION
**ESSEX
JUNCTION**
VERMONT

RUTLAND FAIR
RUTLAND
VERMONT

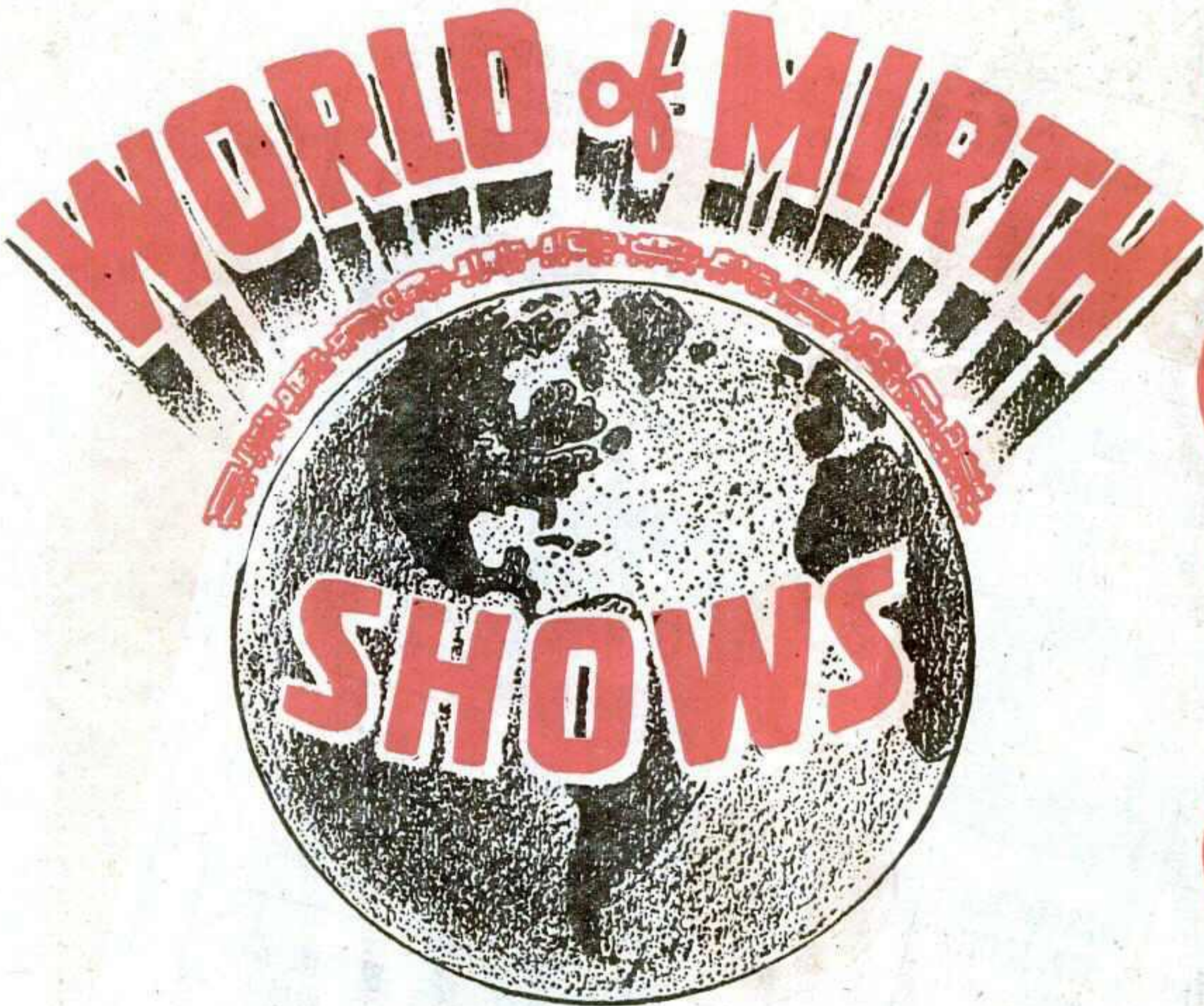
The Largest

Midway

on Earth

**40 DOUBLE RAILROAD CARS
OF UNIQUE MIDWAY
ATTRACTIONS**

...serviced by WORLD OF MIRTH SHOWS



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PRESQUE ISLE
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BROCKTON FAIR
BROCKTON
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BANGOR FAIR
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SOUTH CAROLINA STATE FAIR
COLUMBIA
 SOUTH CAROLINA

FRANK BERGEN
 General Manager

BERNARD ALLEN
 (Bucky)
 Concession Manager

10 ROCKEFELLER PLAZA, SUITE 1029,
 RADIO CITY, N. Y.
 WILLIAM BYRD HOTEL, RICHMOND, VIRGINIA

VALLEY FIELD FAIR
VALLEYFIELD
 QUEBEC, CAN.

EXCHANGE CLUB FAIR
AUGUSTA
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WINSTON-SALEM FAIR
WINSTON-SALEM
 NORTH CAROLINA

Bennie Goes to the Fair



BIG-HEARTED BENNIE

MARYLAND STATE FAIR
Timonium, Md.
11 Days and Nites
(New in 1953)

WEST VIRGINIA STATE FAIR
Lewisburg-Ronceverte, W. Va.
6 Days and Nites
(New in 1953)

P

PIEDMONT INTERSTATE FAIR
Spartanburg, S. C.
6 Days and Nites

W

NEW JERSEY STATE FAIR
Trenton, N. J.
8 Days and Nites

O

ALLENTOWN FAIR
Allentown, Pa.
6 Days and Nites

R

E

L

FLEMINGTON FAIR
Flemington, N. J.
7 Days and Nites

YORK INTERSTATE FAIR
York, Pa.
5 Days and Nites

ORANGE COUNTY AGR. SOCIETY
Middletown, N. Y.
7 Days and Nites

I

CENTRE HALL FAIR
Centre Hall, Pa.
9 Days and Nites

READING FAIR
Reading, Pa.
8 Days and Nites

LEHIGHTON FAIR
Lehighton, Pa.
6 Days and Nites

K

S

Z

BLOOMSBURG FAIR
Bloomsburg, Pa.
6 Days and Nites

S

GEORGIA STATE FAIR
Macon, Ga.
6 Days and Nites

S

ORANGEBURG COUNTY FAIR
Orangeburg, S. C.
6 Days and Nites

E

THE BEST MERCHANDISE ALL THE TIME



Thanks
FAIR OFFICIALS FOR A
PLEASANT 1953 SEASON

BEN WEISS & SON CONCESSION COMPANY

OFFICE AND COMMUNICATIONS:

418 MARKET STREET, PHILADELPHIA, PA.

What Makes 'Em?

• Continued from page 62

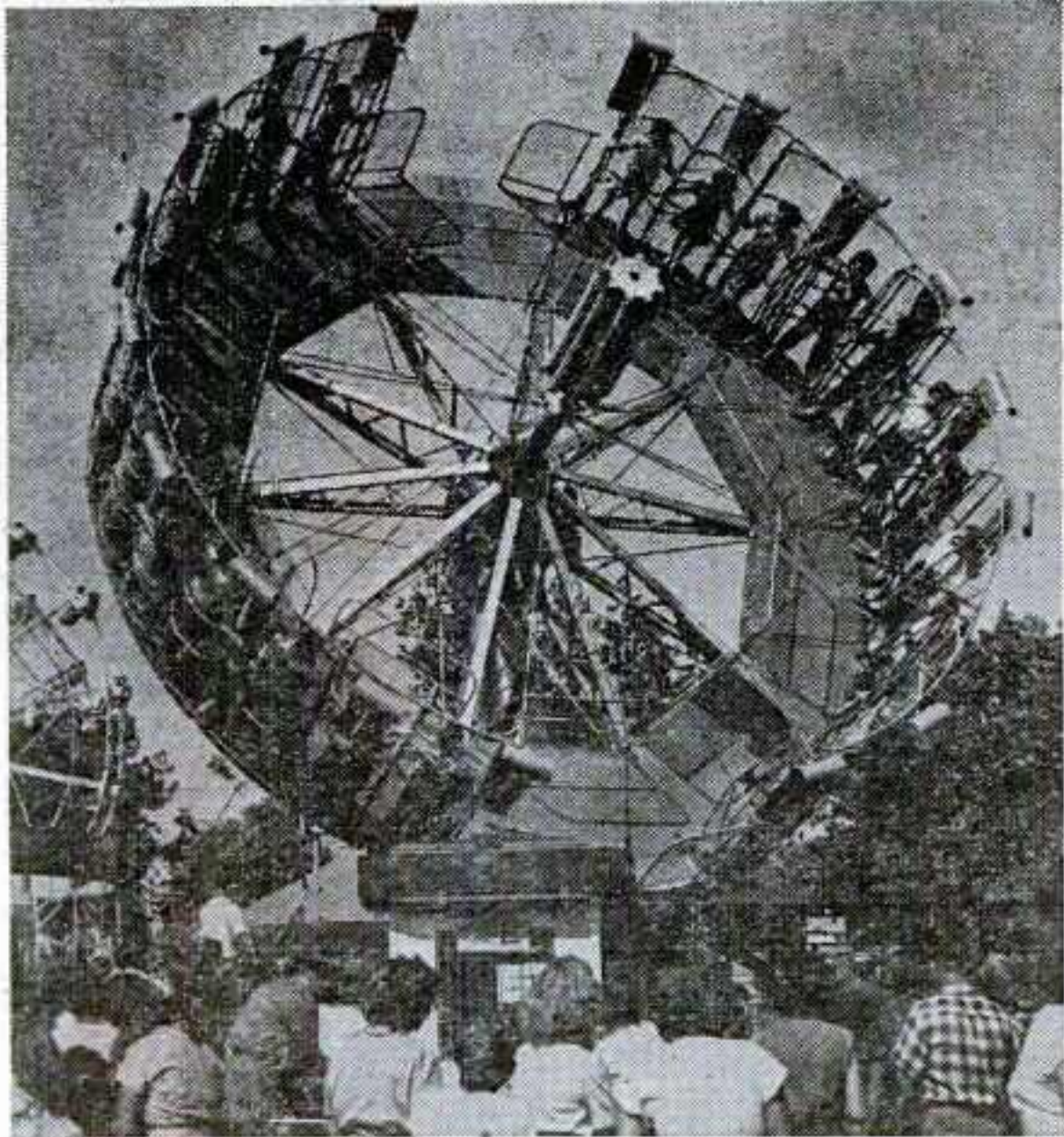
with the rest rooms and the facilities for feeding.

However, the following year, because the complaint was pointed out in the survey, this was offset by increasing the number of these facilities, and the complaints dropped to nothing. At the San Diego County Fair the number of people who were disgruntled because of the lack of resting places, was greatly decreased by painting the benches various colors. There were ample benches. However, when

painted one color, the people overlooked them.

At the Sonoma County Fair there also were complaints that benches were needed. When the fair manager read this report, he was surprised as a number of them had just been added. Knight explained that he did not know why the people complained, but here was the finding.

Upon checking the facilities it was found that enough benches had been placed, but the fellows from the horse barns had hi-jacked them to that area and they were not available for the paying patrons.



New "Round-Up" thrill ride, introduced at California State Fair and State Fair of Texas this year, proved popular midway attraction at Dallas fair. Ride carried approximately 30,000 in Texas. Passengers are strapped into individual "cages" while circular contraption lies flat, then beam raises and tilts contrivance and passengers, while whole ride spins.

**For 80 Years—Eastern New England's
Greatest Outdoor Event**

BROCKTON FAIR

BROCKTON, MASS.

Sept. 11 - 18, 1954

Tentative

Represented Nationally by

May & Woodhouse, 82 W. Washington St., Chicago Ill.

Frank H. Kingman, MANAGER

TULSA

State Fair

Tulsa, Oklahoma

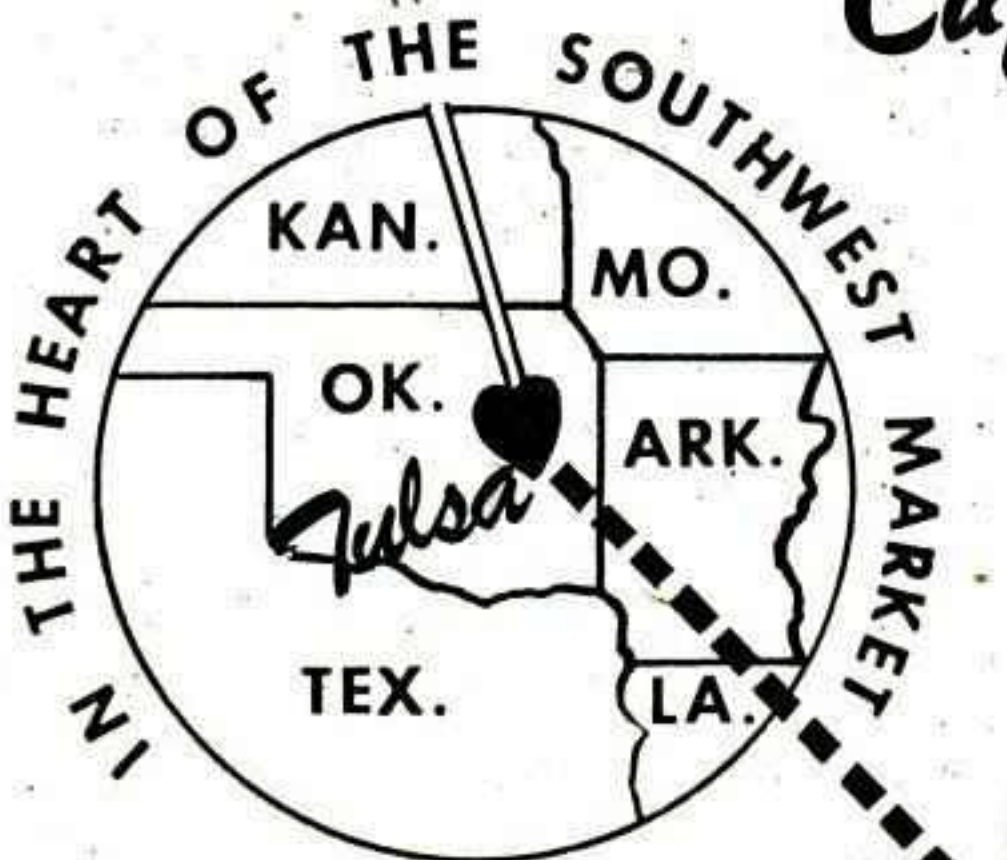
1954 DATES

OCT. 2 - 8 INCL.

THE

*Livestock
Capitol of the
World*

AMERICA'S
FASTEST
GROWING
FAIR



**387,000 Attended
in 1953**

TO SELL your share of the Southwest Market you should be represented in the Tulsa State Fair. It has shown remarkable growth in five years of operation by a non-profit corporation of Northeastern Oklahoma business, agricultural and civic leaders.

OKLAHOMA'S GREATEST SHOW is now a model exposition, devoted to displaying the progress of the great southwest. To sell the Southwesterners you will find the Tulsa State Fair an ideal medium. If the Southwest Market Area is one in which you intend to concentrate sales effort, the Tulsa State Fair is a "MUST" for you. For details on the market and for exhibit and concession space contracts, write today.

CLARENCE C. LESTER MGR.
P.O. BOX 5175, Tulsa, Oklahoma

CALIFORNIA MID-WINTER FAIR

★ ★ ★

**The Largest Mid-Winter Fair Display
of California Products**

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**FEBRUARY 27 to MARCH 7, 1954
Inclusive**

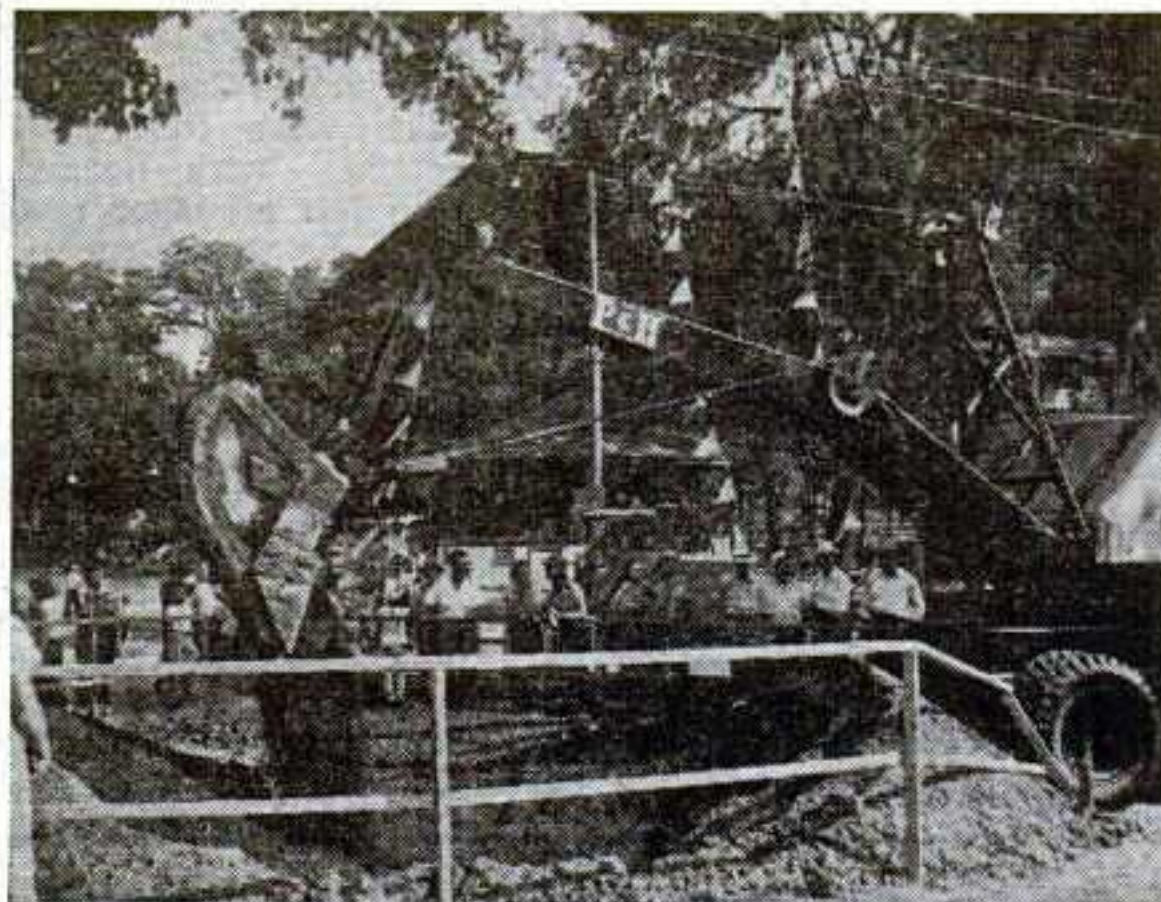
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**NINE DAYS AND NINE NIGHTS
OF EDUCATION AND ENTERTAINMENT
WITH THE GREAT INTERNATIONAL SETTLEMENT**

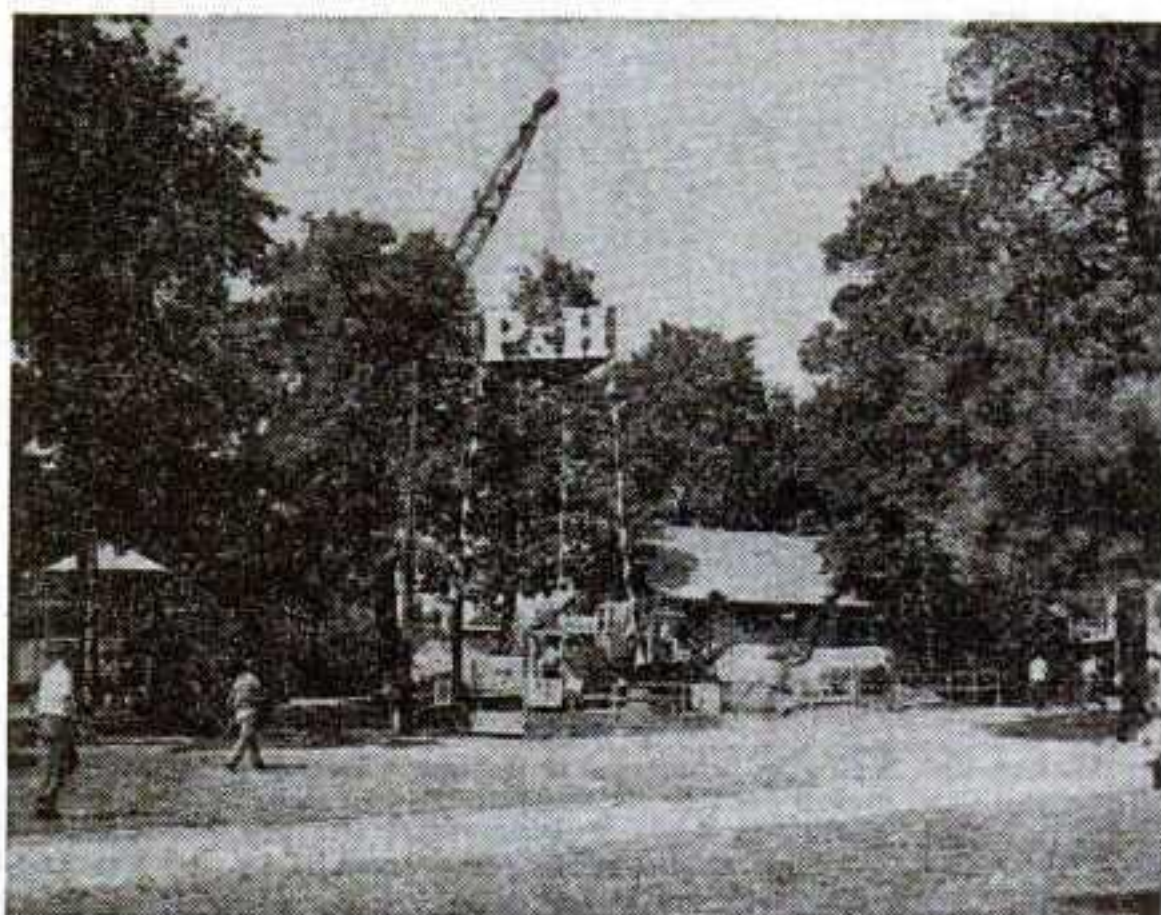
★ ★ ★

D. V. STEWART Secretary-Manager

IMPERIAL, CALIFORNIA



Wisconsin State Fair kid patrons got a real thrill at the exhibit of digging machinery. They participated by driving one of the big devices. In the top photo the youngster-driven machine, which rode over 5,000 kids during the nine-day fair, may be seen revolving in the background. An over-all view of the display, exhibited by the Harnischfeger Corporation, Milwaukee, is shown below.



**PEOPLE
WITH A
PURPOSE**

UTAH *State* FAIR and INDUSTRIAL EXPOSITION

**THEY SEE
AND YOU
WILL SELL**

Salt Lake City, Utah

WHY IS THE UTAH STATE FAIR THE FOCAL POINT FOR RESULTS?

If you've traveled this area you know that Salt Lake City is the geographical, railroad, medical and ecclesiastical center towards which business and people in the "Inter Mountain Market" gravitate. Too, you'll know that the State Fair is the big "Social Event" of the year for the buyers in this important area. And, we've grown too! Here's the story:

FROM 60,000 IN 1948 TO 225,000 IN 1953!

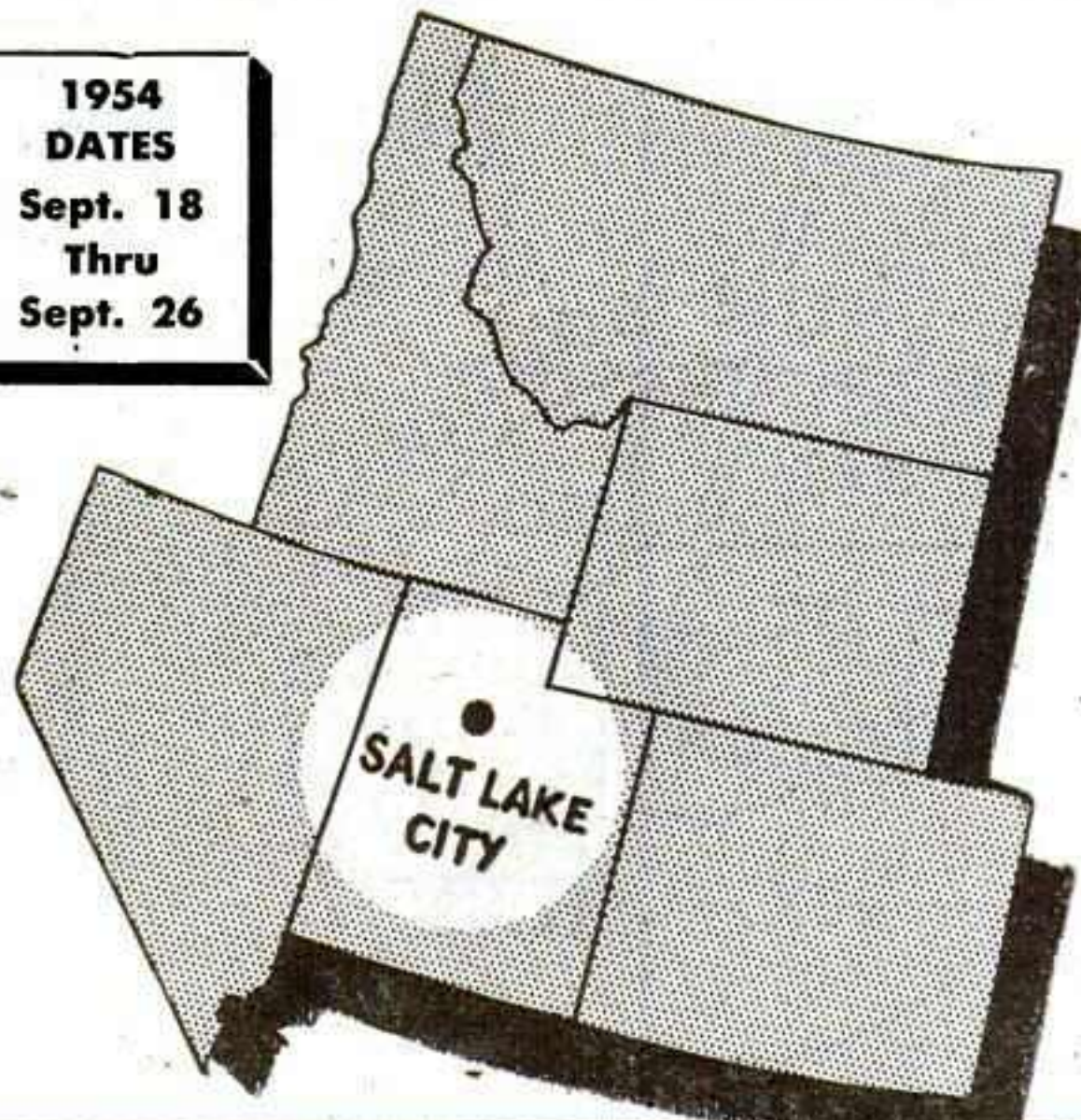
AS WE'VE GROWN we've developed the most Beautiful Fairgrounds in the United States with Facilities and Accommodations the Best!

- ★ Paved Grounds and Streets
- ★ Beautiful permanent Buildings
- ★ 30,000 Square Feet of Industrial Exhibits and Displays

IN 1954 WE'LL AGAIN HAVE A TOP PROGRAM to insure that there'll be maximum attendance. Here's what drew those big Crowds to the '53 Event:

- ★ Holiday On Ice
- ★ Championship Wrestling
- ★ Summer Ski Jumping Tournament
- ★ Outstanding 4-H and F.F.A. programs
- ★ Farm Bureau Talent Find contest
- ★ Outstanding Industrial Exhibits
- ★ The greatest array of cattle exhibits in the history of the inter mountain area

**1954
DATES
Sept. 18
Thru
Sept. 26**



for exhibition space write to:

**J. A. THEOBALD, Secretary-Manager
BOX 2136
SALT LAKE CITY, UTAH**

TELEVISION "STAR POWER"

Fills the Stands!

Book WLW's top-rated

MIDWESTERN HAYRIDE

*and cash in on the terrific appeal
of this galaxy of television stars:*

Vic Bellamy

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Pine Mountain Boys

Freddie Langdon

Slim King

Jack Rogers

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WLW PROMOTIONS, INC.

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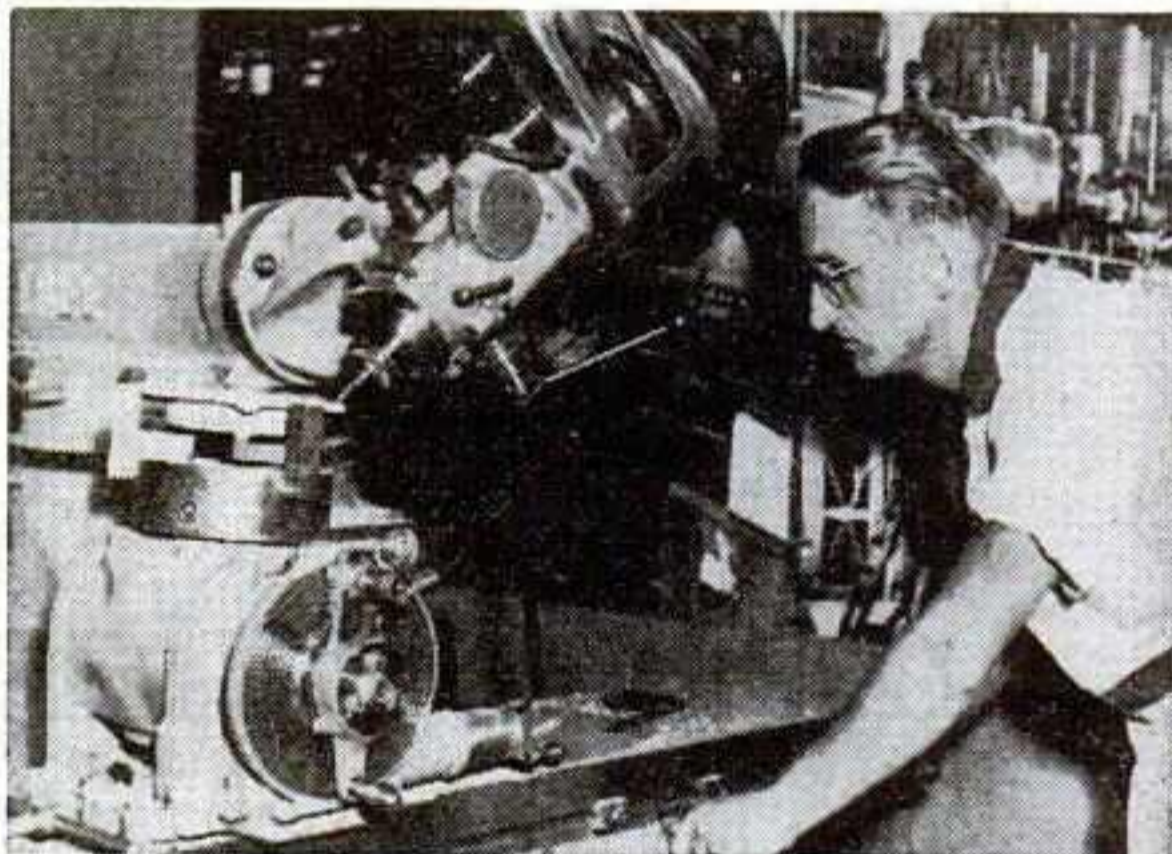
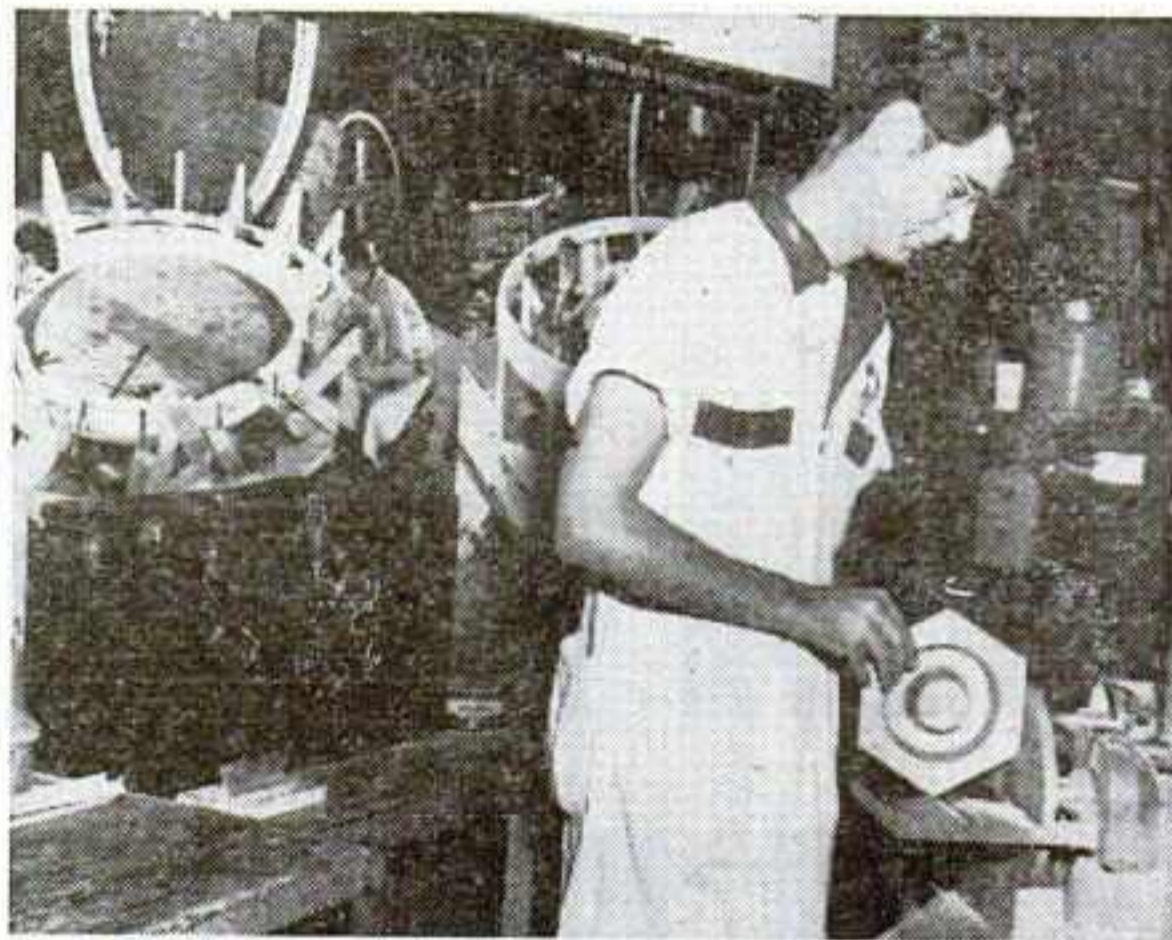
Woos Workers

Milwaukee Area Industry Aims Apprentice Pitch At Potential Labor Market

THE Wisconsin State Fair, long a recognized sales aid for the Badger State's varied industrial and agricultural products, this year was given a new role by Milwaukee industry, that of interesting school-age youngsters in becoming metal trade apprentices.

Faced with a growing shortage of journeymen metal workers, the Wisconsin Manufacturers' Association, the Wisconsin Industrial Commission and 28 manufacturers took their story to the youngsters in an exhibit that demonstrated on-the-scene fabrication of metal products.

Located in the annual's popular Wisconsin at Work Building, the exhibit included fully equipped pattern-making, foundry and machine shops. It provided an attraction not only to the large number of industrial workers, who make up the fair's patronage, but to thousands of rural fair-goers.



Three phases of the worker-training program. Top scene demonstrates pattern making; center photo a machine shop operation, and the foundry.

IONIA FREE FAIR

YOUR GREATEST SALES MEDIUM FOR COVERING THE CENTRAL MICHIGAN MARKET

400,000 annual attendance in a trading area of only 25,000 is uncontestable proof of Ionia's power to pull. That's why over 1,100 commercial exhibitors displayed their products to the prosperous central Michigan market at the 1953 annual. Get the facts on how you can fit this great event into your 1954 sales program.

1954 (Tentative) DATES AUGUST 7 to 14

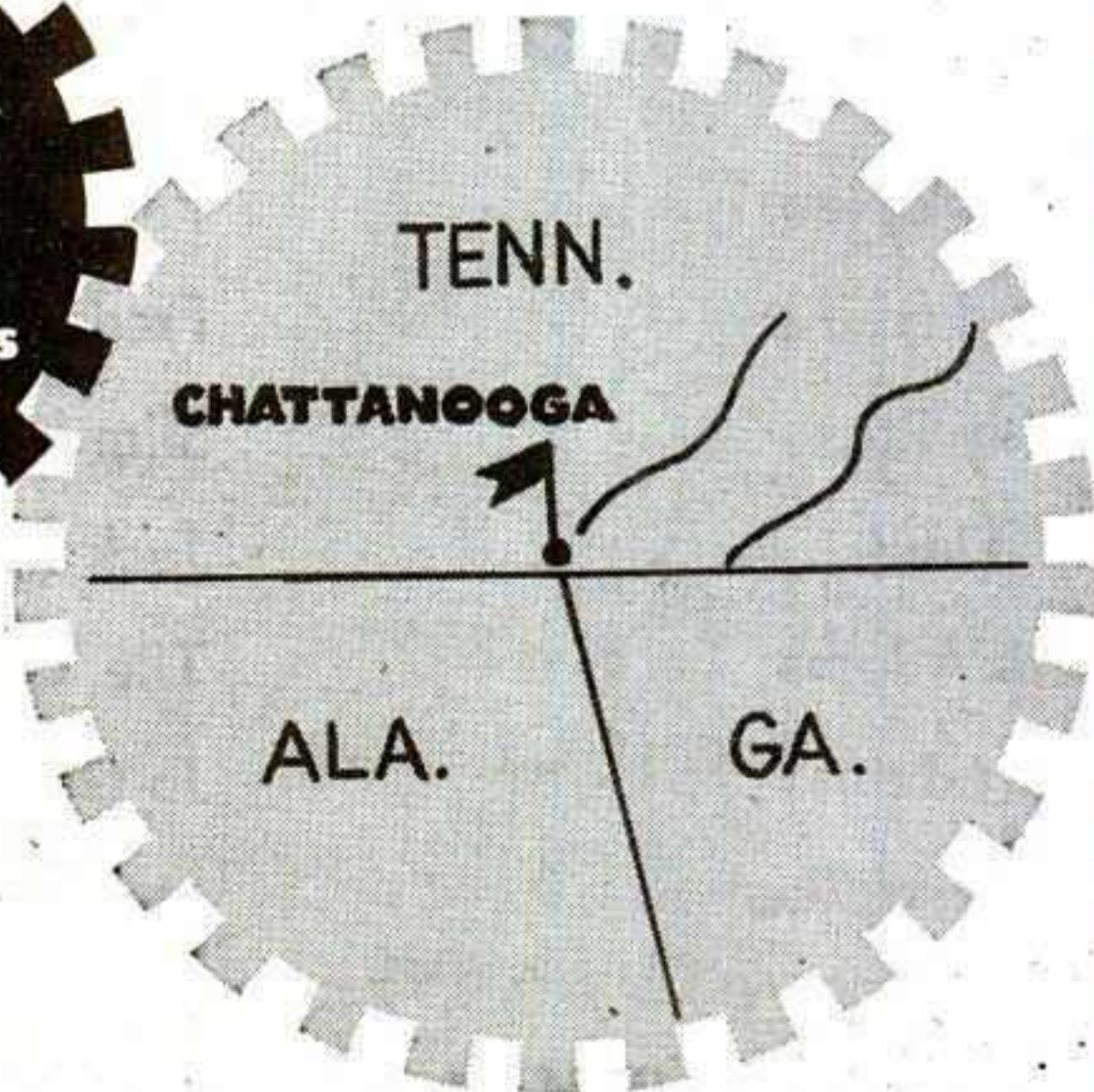
ALLAN WILLIAMS, President ROSE SARLOW, Secretary
IONIA FREE FAIR, IONIA, MICHIGAN

GEARED

SEPT. 27-OCT. 2, 1954
(Tentative Dates)



TENNESSEE'S
MOST POPULAR



All advertising helps you to sell your products and ideas. BUT, NOWHERE ELSE CAN YOU MEET AS MANY CUSTOMERS FACE-TO-FACE in this important market area. And when you can do it at a cost comparable or lower-per-customer at this Great Fair than in any printed media . . . it's an opportunity*that you shouldn't miss!

We're prosperous here in this Tri-State area. We need your product and we hope you want to sell us. We've arranged this Fair so that you can show us what you have to offer. Write today and we'll give you a complete package of information on WHY, WHEN and HOW to make sales in this area.

SHOWMEN - CONCESSIONAIRES

We are always interested in new ideas — it will pay you to consult us. Free Outdoor Show Every Afternoon and Evening. Check With Us Now!

Chattanooga-Hamilton County • INTERSTATE FAIR •

Contact MAUDE H. ATWOOD, Secretary Room 926 Volunteer Building, Chattanooga, Tennessee



Entertaining America's millions of fair-goers is a privilege and a challenge that Barnes-Carruthers Theatrical Enterprises enjoys more each year.

We look back on the past season in a spirit of thankfulness to our many friends for entrusting the entertainment of their patrons to us.

We promise that we will even surpass our 1953 efforts in 1954.

BARNES - CARRUTHERS
THEATRICAL ENTERPRISES, INC.

159 N. Dearborn St.

Chicago 1, Illinois

WORLD'S GREATEST



from the largest producers
of Ice Skating Spectacles

ICE HOLIDAY ON ICE and VOGUES

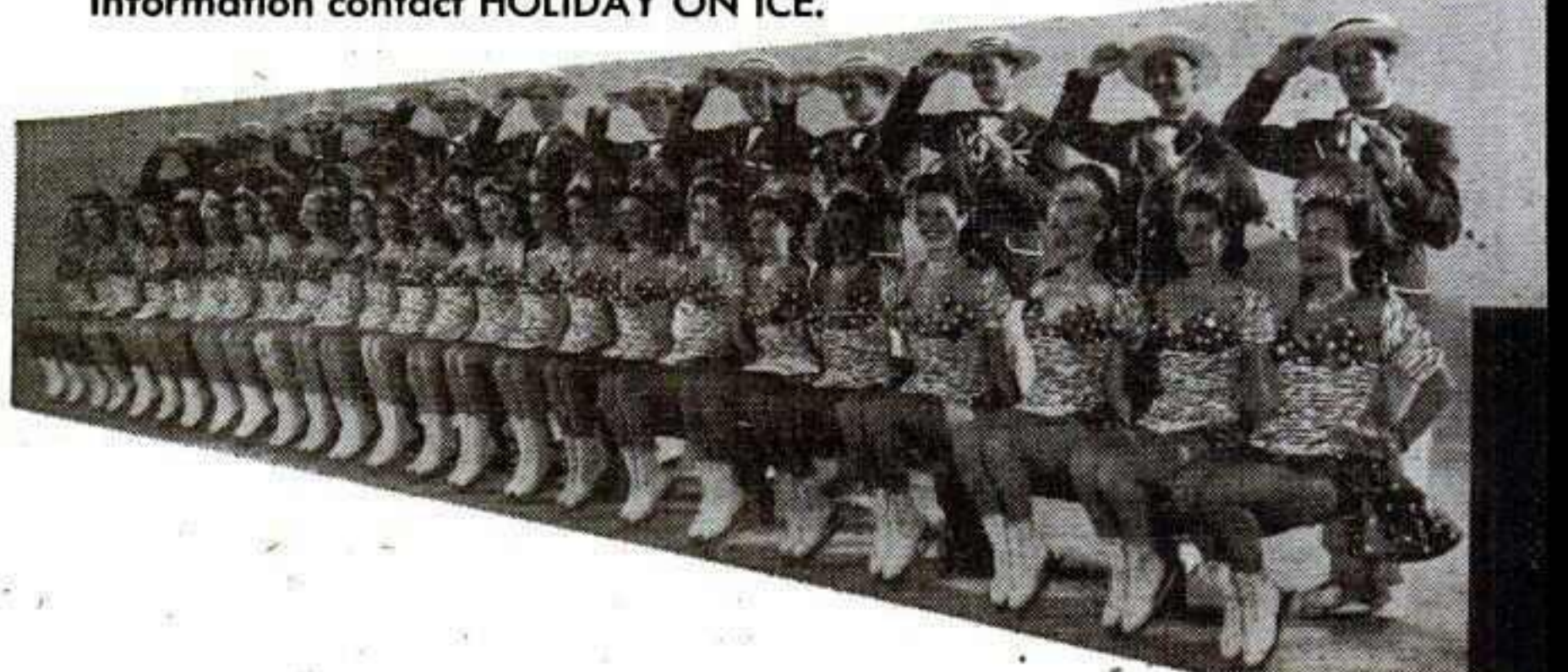
TOTIN' ICE AROUND THE WORLD!

NORTH AMERICA — EUROPE — JAPAN — SOUTH & CENTRAL AMERICA, Anyplace "UNDER THE SUN," you'll find a HOLIDAY ON ICE Super-Spectacle! FIVE Giant Ice Shows, with over 475 artists, spread 'round the World, are ready to fill your 1954-'55 requirements, INDOOR OR OUTDOOR!

Record-breaking grosses everywhere attest the powerful box-office pull of these famous frozen extravaganzas. HOLIDAY ON ICE has 12 mammoth portable ice rinks, capable of making ice for Arenas, Auditoriums, Stadiums, and Fairs. Inquiries accepted now for 1954-'55. For further information contact HOLIDAY ON ICE.

FAIRS SMASHED ALL RECORDS!

- CNE, Toronto
- UTAH STATE FAIR, Salt Lake City
- ILLINOIS STATE FAIR, Springfield
- LOS ANGELES COUNTY FAIR, Pomona
- WISCONSIN STATE FAIR, Milwaukee
- KANSAS STATE FAIR, Hutchinson
- CENTRAL FLORIDA EXPOSITION, Orlando
- ALLENTOWN FAIR, Allentown, Pa.
- NEW JERSEY STATE FAIR, Trenton
- DUTCHESS COUNTY FAIR, Rhinebeck, N. Y.
- NEW YORK STATE FAIR, Syracuse
- JAMESTOWN FAIR, Jamestown, N. Y.
- MASON CITY, IOWA FAIR
- W. VA. STATE FAIR, Lewisburg, W. Va.
- TRI-STATE FAIR, Amarillo, Texas



ICE ATTRACTIONS

NOW BOOKING
ICEDOM'S GOLDEN GIRL
World's Greatest Skater

SONJA HENIE

IN PERSON

and her **1954**

ICE REVUE



TOOK EUROPE BY STORM!
GREATEST INVASION SINCE D-DAY!

All existing box-office records shattered in PARIS, LONDON, BERLIN, DORTMUND, OSLO, and STOCKHOLM. Thousands upon thousands turned away everywhere! No other individual star has ever attracted such crowds in all of modern show business. NOW SONJA HENIE—The World's Greatest Skater—has a brand new, sparkling Ice Spectacle for the 1954-'55 season. The great new production will present a company of 179 Artists, a fabulous wardrobe of exquisite costumes, a breath-taking wonderland of scenic creations, and starring SONJA HENIE. Arenas, Stadiums, Fairgrounds, Coliseums, INDOOR or OUTDOOR, will be given careful consideration. For further information contact HOLIDAY ON ICE.

**For Booking
Information
Contact**

**Al Grant
Holiday On Ice
Shows, Inc.**

1442 Hayden Ave.
Cleveland, Ohio
Phone: Glenville 1-8505

or

**John Finley
Holiday On Ice
Shows, Inc.**

1775 Broadway
New York, N. Y.
Circle 6-8660

HOLIDAY ON ICE SHOWS, INC.

NEW YORK, N. Y.
1775 Broadway
Phone: Circle 6-8660

CORAL GABLES, FLA.
1500 Douglas Road

CLEVELAND, O.
1442 Hayden Ave.

MINNEAPOLIS, MINN.
323 Plymouth Bldg.

MORRIS CHALFEN, President

EXPOSITION PROVINCIALE de QUEBEC

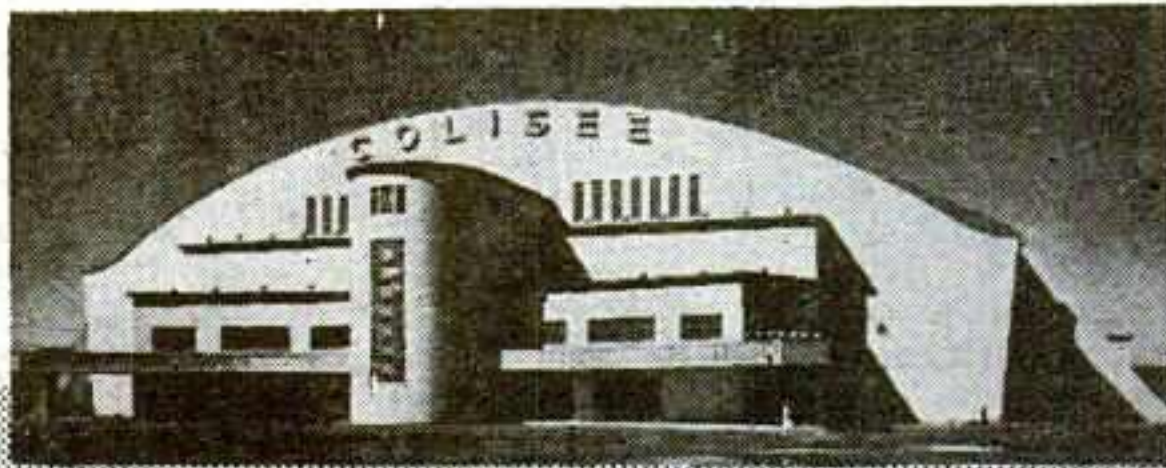
IN CANADA . . .

it takes local promotion to build strong markets. This is particularly true for firms looking for the French Canadian Market centered in Quebec Province.

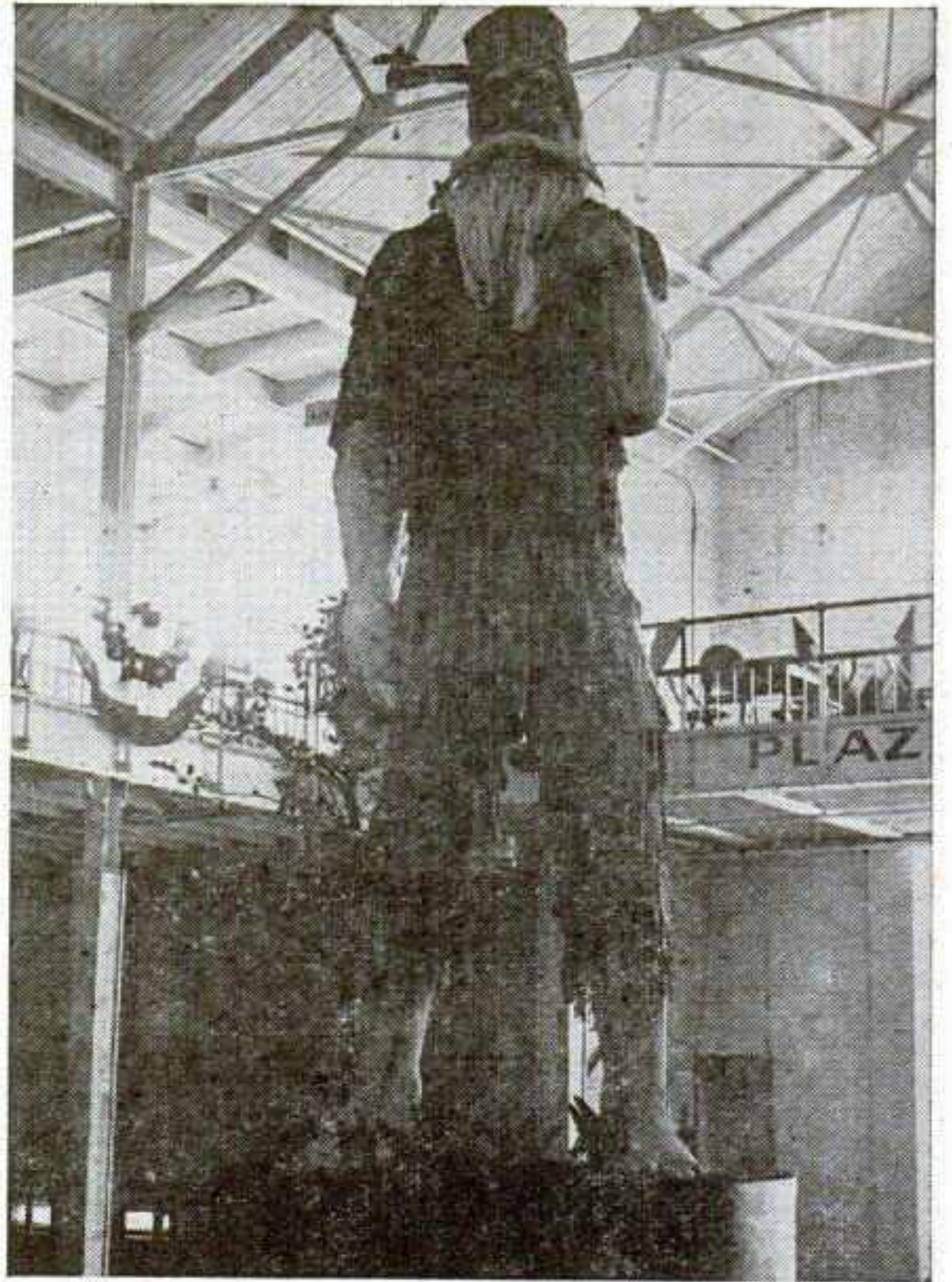
87% ★ ★ ★ ★ OF OUR EXHIBITORS RETURN EVERY YEAR

The measure of satisfaction with any exhibition can be obtained by determining the number of firms who return year-after-year. Among those who do utilize exhibit space at this important Canadian Fair are Canadian and American firms who more than ever realize the potentiality of the Canadian Market . . . and are using the Exposition Provinciale to acquaint our people with their products and services.

INQUIRIES are invited from exhibition managers and other worth-while promotions.



Contact: **EXPOSITION PROVINCIALE de QUEBEC**
Exhibition Park, Quebec, Canada • **EMERY BOUCHER—Managing Director**



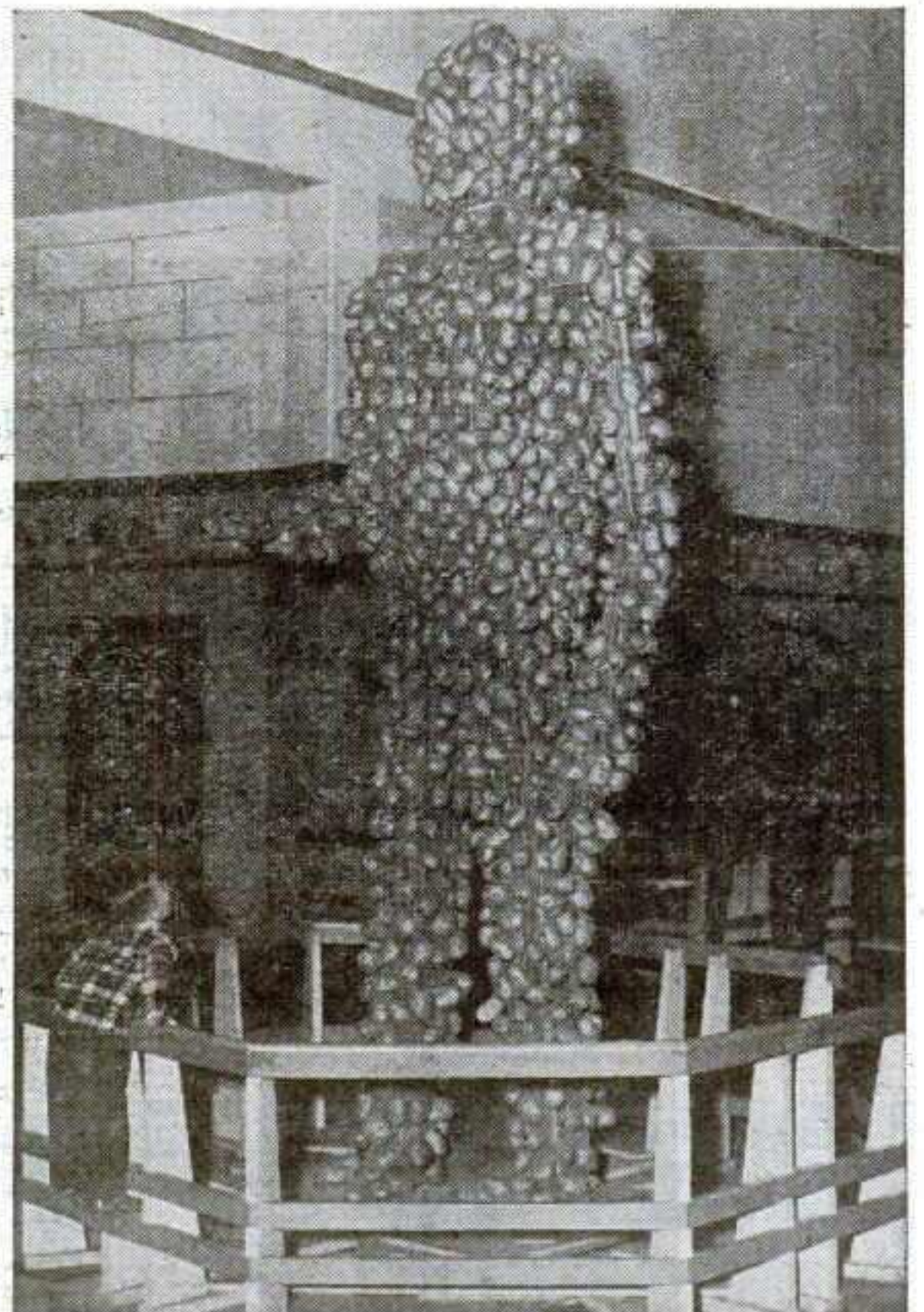
Johnny Appleseed, Ohio's legendary character, was depicted at the Ohio State Fair, reviving tales of the seed-strewer and pointing up the State's Sesquicentennial.

Giants on Increase!

KING-SIZED figures of legendary or symbolic characters are growing in popularity at major fairs. Big Tex, the huge, bejeaned Texan who has become a landmark at the State Fair of Texas, again was back at the Dallas fair in '53. But he was no longer the silent type. Given a new mouth that moved and hid a p.a. system, Big Tex made periodic announcements on attractions at the fair.

Ohio's State Fair tied in with the State's Sesquicentennial and came up with a towering Johnny Appleseed, Ohio's fabled character. Johnny dominated the interior of the fair's horticulture building, and his appearance revived stories of the Bible-quoting seed-strewer.

At Minnesota's State Fair, a Paul Bunyanesque Potato Man was the center piece in the rotunda of the Agriculture-Horticulture Building. Made of Minnesota-grown potatoes, he underscored Minnesota's role as a potato-growing State.

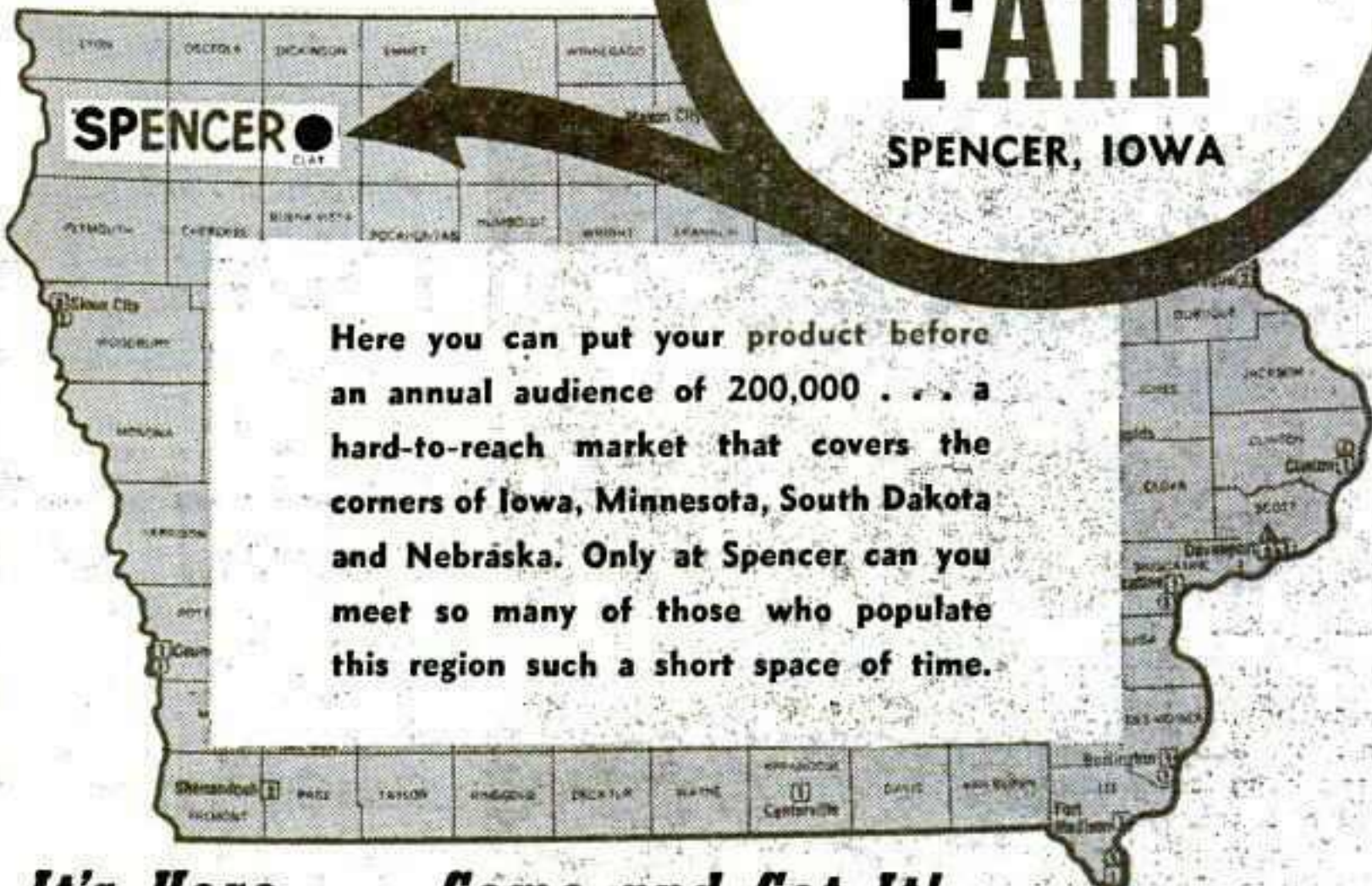


A Paul Bunyanesque Potato Man, made of Minnesota potatoes, was the towering center piece in the rotunda of the Minnesota State Fair's Agriculture-Horticulture Building. The king-sized figure snared the eyes of all who entered the building.

America's
Outstanding
County
Fair

CLAY COUNTY FAIR

SPENCER, IOWA



Here you can put your product before an annual audience of 200,000 . . . a hard-to-reach market that covers the corners of Iowa, Minnesota, South Dakota and Nebraska. Only at Spencer can you meet so many of those who populate this region such a short space of time.

It's Here . . . Come and Get It!

1954 DATES (tentative)
Sept. 13 to 18 (inclusive)

Get the facts and see for yourself . . . write:

BILL WOODS, Secretary
Clay County Fair, Spencer, Iowa

STATISTICAL DIRECTORY OF FAIRS

Facts, Figures Serve as Guide

Each year The Billboard Statistical Directory of Fairs has proved of increasing importance as a guide to concessionaires, exhibitors, attractions, suppliers and fair executives.

The number of fairs covered in the directory has grown since its inception, reflecting the mounting value placed upon it by fairs which respond to survey questionnaires from The Billboard.

Used along with the compilation of Still-Date Facilities, which appears elsewhere in this issue, the directory is an important source thru which fairs obtain attractions for time other than during their fair operations.

Generally, concessionaires rely heavily upon

the two listings in determining still-date possibilities. Others concerned with showings, working, performing or supplying fairs find the directory a workable gauge in determining the relative strength of fairs.

Fair executives find the directory useful, too. To them it affords facts and figures containing suggestions for adaptation at their own annual events.

The compilation of the directory is a special service rendered by The Billboard, which each week thruout the year strives to serve the betterment of the fair movement in the United States and Canada.

ALABAMA

Alabama State Fair, Birmingham
TOTAL ATTENDANCE: 275,000. Operated 6 days, 6 nights.

WEATHER: Good 4 days, 4 nights; cold or cloudy 2 days, 2 nights.

CARNIVAL: Amusement Company of America.

ATTRACTIONS: Barnes-Carruthers revue, 6 nights; Thearle-Duffield fireworks, 6 nights; auto races, 2 days, National Speedways, Inc.; Joie Chitwood thrill show, 2 days.

AID, PREMIUMS: State aid \$15,000. Total estimated premiums paid out (excluding races) \$40,000.

ADMINISTRATION: Chairman B. F. Seale; general manager R. H. McIntosh; superintendent of concessions J. C. McCaffery; publicity director Virgil Pierson. 1954 DATES: October 4-9, tentative.

Lexington Community Fair, Lexington

TOTAL ATTENDANCE: Paid 2,500; free 8,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Tennessee Valley Amusements; ride and show gross, total amount, less federal tax, \$1,750.

ATTRACTIONS: Local variety show in auditorium, 2 nights; horse show, 1 night.

ADMINISTRATION: President, S. F. Ledbetter; secretary, Jeanette Newton. 1954 DATES: September 30-October 2, tentative.

Limestone County Fair, Athens

TOTAL ATTENDANCE: Paid 25,000; free 1,500. Operated 6 days, 6 nights.

WEATHER: Good, 6 days, 6 nights.

RECEIPTS: Gate & grandstand \$12,000.

CARNIVAL: Johnny's United Shows; ride and show gross, total amount, less federal tax \$7,300.

ATTRACTIONS: Gus Sun Agency Show.

AID, PREMIUMS: State aid \$496. Total estimated premiums paid out (excluding races) \$2,578.

ADMINISTRATION: President Dr. C. H. Jones; secretary, Allen Beasley; superintendent of concessions, W. A. Owens.

North Alabama State Fair, Florence

TOTAL ATTENDANCE: Paid 58,000. Operated 6 days, 6 nights.

WEATHER: Cold or cloudy 6 days, 6 nights.

CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Circus & vaudeville acts booked through Gus Sun.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,400.

ADMINISTRATION: President, B. F. O'Steen; secretary, C. H. Jackson; superintendent of concessions, B. L. Nabors; publicity director, O. D. Lewis.

1954 DATES: September 13-18, tentative.

Northwest Alabama Fair, Jasper

TOTAL ATTENDANCE: Paid 13,649; free 4,000. Operated 6 days, 6 nights.

WEATHER: Good, 6 days, 6 nights.

CARNIVAL: W. G. Wade Shows.

ATTRACTIONS: Walker County Cattle-men's Association Breeders Show and Sale.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,000.

ADMINISTRATION: Chairman, Neil Kilgore; secretary, C. W. Summers.

ARKANSAS

Calhoun County Fair, Hampton

OPERATED: 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

CARNIVAL: Floyd O. Kile Shows.

AID, PREMIUMS: State aid \$500; county aid \$500. Total estimated premiums paid out (excluding races) \$1,000.

ADMINISTRATION: President, Kenneth Dunn; secretary, Anna Lou Martin.

Franklin County Fair, Ozark

TOTAL ATTENDANCE: Free 6,000. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

CARNIVAL: Pauls Amusement Company.

ATTRACTIONS: The Ozark Riding Club had a rodeo two nights.

AID, PREMIUMS: State aid \$500; county aid \$7,000. Other aid \$800.

ADMINISTRATION: President, Reid Glover; secretary, C. C. Wooten; superintendent of concessions, J. J. Hopper.

Northeast Arkansas District Fair, Blytheville

TOTAL ATTENDANCE: Paid 23,641; free 20,000 (est.). Operated 6 days, 6 nights.

WEATHER: Good 6 days, 5 nights. Cold 1 night.

RECEIPTS: Gate \$10,312.

CARNIVAL: United Exposition Shows.

ATTRACTIONS: Barnes-Carruthers revue, 10 performances; 1 day and 1 night of horse racing.

AID, PREMIUMS: State aid \$3,000.

Sevier County Fair and Livestock Show, De Queen

TOTAL ATTENDANCE: Free 3,500. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

RECEIPTS: Night grandstand total (less tax) \$1,800.

Carnival: Floyd O. Kile Shows.

AID, PREMIUMS: State aid \$500; county aid \$600. Total estimated premiums paid out (excluding races) \$1,100.

ADMINISTRATION: President, George Davis; secretary, John Tutt. 1954 DATES: September 8-10, tentative.

South Arkansas Livestock Show, Pine Bluff

OPERATED: 5 days, 3 nights.

WEATHER: Good 5 days, 5 nights.

CARNIVAL: Tivoli Exposition Shows.

ATTRACTIONS: Rodeo, 4 nights, 1 afternoon.

AID, PREMIUMS: State aid \$3,500.

ADMINISTRATION: Manager, George Hestand; treasurer, R. A. Martin. 1954 DATES: September 20-25, tentative.

Third District Livestock Show, Hope

TOTAL ATTENDANCE: Paid 40,000; free 2,000. Operated 6 days, 6 nights.

WEATHER: Good, 6 days, 6 nights.

CARNIVAL: United Exposition Shows.

ATTRACTIONS: Revue (MCA), 2 nights; rodeo 4 nights.

AID, PREMIUMS: State aid \$5,000. Other aid \$6,000.

ADMINISTRATION: President, Worth Matteson; secretary, Bob Shivers. 1954 DATES: Last week in September, official.

Van Buren County Fair, Clinton

TOTAL ATTENDANCE: Free 15,000. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

CARNIVAL: Fidler Shows.

ATTRACTIONS: Rodeo.

AID, PREMIUMS: State aid \$500. Total estimated premiums paid out (excluding races) \$750.

ADMINISTRATION: President, Jim Tumlinson; secretary, Jay Jackson; superintendent of concessions, Tom Bradley. 1954 DATES: Second week in September, tentative.

CALIFORNIA

Antelope Valley Fair and Alfalfa Festival, Lancaster

TOTAL ATTENDANCE: Paid, 25,000; free, 20,000. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights.

RECEIPTS: Gate \$15,000; day grandstand total (less tax) \$2,000; night grandstand total (less tax) \$5,000.

CARNIVAL: Craft Shows; ride and show gross, total amount, less federal tax \$9,000.

ATTRACTIONS: Rural Olympics, Desert Horse Show, locally produced historical pageant "Roaring Guns".

AID, PREMIUMS: State aid, \$16,000.

ADMINISTRATION: President, A. G. Oneck; Secretary, A. G. Marquardt. 1954 DATES: September 9-12, official.

California Mid-Winter Fair, Imperial

TOTAL ATTENDANCE: Paid, 30,808; free, 32,946. Operated 9 days, 9 nights.

WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night; windy and cold, 4 days, 4 nights.

CARNIVAL: Pan American Shows.

ATTRACTIONS: Hunt & Webb night stage show; 6 days horse racing and horse show; auto racing, 3 days.

AID, PREMIUMS: State aid \$27,882.55; other aid \$68,652.00.

ADMINISTRATION: President, J. R. Snyder; Secretary, D. V. Stewart; Superintendent of concessions, K. Hofman; Publicity Director, Dick Washburne. 1954 DATES: February 27-March 7, official.

California State Fair and Exposition, Sacramento

TOTAL ATTENDANCE: Paid 473,099; free 294,152. Operated 11 days, 11 nights.

Weather: Good 11 days, 11 nights.

RECEIPTS: Gate \$236,846.50; day grandstand total (less tax) \$81,800.65; night grandstand total (less tax) \$70,455.10.

CARNIVAL: Babcock Shows.

ATTRACTIONS: Spike Jones, Phil Harris, 9 days horse racing.

AID, PREMIUMS: State aid \$125,000. Total estimated premiums paid out (excluding races) \$206,498.58.

ADMINISTRATION: President, W. C. Wright; secretary, E. P. Green; superintendent of concessions, Ted Rosequist; publicity director, Bert Williams. 1954 DATES: September 2-12, official.

Calveras County Fair and Jumping Frog Jubilee, Angeles Camp

TOTAL ATTENDANCE: Paid, 24,388; free, 3,105. Operated 3 days, 3 nights.

WEATHER: Good, 1 day, 1 night; cold or cloudy, 2 days, 2 nights.

RECEIPTS: Gate \$18,571.

CARNIVAL: West Coast Shows.

ATTRACTIONS: International Frog Jump, 1 day; Variety show, 1 night; Rodeo, 1 day; Horse show, 2 days; Joe Chitwood's thrill show, 1 day; Palomino show's, 1 day.

AID, PREMIUMS: State aid \$65,000. Total estimated premiums paid out (excluding races) \$19,877.00.

ADMINISTRATION: President, John Guttinger; Secretary, C. T. Mills. 1954 DATES: May 21-23, official.

Contra Costa County Fair, Antioch

TOTAL ATTENDANCE: 40,000. Operated 4 days, 4 nights.

WEATHER: Good 2 days, 1 night; cold or cloudy 2 days, 3 nights.

CARNIVAL: Crafts Shows.

ATTRACTIONS: Harry Owens Stage-show, 4 days and nights; Horse Show, 2 nights; Rodeo 2 days and 2 nights.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$22,000.

ADMINISTRATION: President, A. M. French; secretary, N. Sundborg; superintendent of concessions, N. Sundborg; publicity director, R. Draper. 1954 DATES: July 29-August 1, tentative.

Lake County District Fair, Lakeport

TOTAL ATTENDANCE: Paid, 8,000; free, 3,200. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

CARNIVAL: Gold Coast Show.

ATTRACTIONS: Two horse shows, paid attractions, amateur hour.

AID, PREMIUMS: State aid \$13,000. Total estimated premiums paid out (excluding races) \$12,885.

ADMINISTRATION: President, H. G. Crawford; Secretary, C. P. Lewis. 1954 DATES: September 3-5, official.

Lassen County Livestock Show, Susanville

TOTAL ATTENDANCE: Free, 27,480. Operated 6 days, 2 nights.

WEATHER: Good, 6 days, 2 nights.

CARNIVAL: Superior Shows.

ATTRACTIONS: Horse show, 2 nights; rodeo, 2 days.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$22,860.

ADMINISTRATION: Secretary, A. A. Jensen. 1954 DATES: August 17-22, official.

Los Angeles County Fair, Pomona

TOTAL ATTENDANCE: 1,065,149. Operated 17 days, 17 nights.

ATTRACTIONS: Ice Vogues of 1953, first 9 nights; Fair Follies of 1953, last 8 nights; running, harness and quarter horse races every afternoon on week days, harness races only on Sunday.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$113,383.

ADMINISTRATION: President, C. B. Afferbaugh; superintendent of concessions, C. B. Afferbaugh; publicity director, R. L. Driscoll. 1954 DATES: September 17-October 3, official.

Madera District Fair, Madera

TOTAL ATTENDANCE: Paid 19,500; free 12,400. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate \$8,700; day grandstand total (less tax) \$1,500; night grandstand total (less tax) \$1,500.

ATTRACTIONS: Horse shows, rodeo, horse racing, staghows.

AID, PREMIUMS: State aid \$18,600.

ADMINISTRATION: President, O. L. Baker; secretary, J. T. O'Shaughnessy; superintendent of concessions, J. T. O'Shaughnessy; publicity director, J. T. O'Shaughnessy. 1954 DATES: September 23-26, tentative.

Mariposa County Fair, Mariposa

TOTAL ATTENDANCE: Paid, 7,713; free, 3,727. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

RECEIPTS: Gate \$4,200; day grandstand total (less tax) \$2,435; night grandstand total (less tax) \$1,860.50.

CARNIVAL: Wright's Shows.

ATTRACTIONS: Free acts, horse pulling horse shoeing, free dances, Western horse show, motorcycle polo and racing, jalopy races, rodeo.

AID, PREMIUMS: State aid \$65,000. Total estimated premiums paid out (excluding races) \$13,000.

ADMINISTRATION: President, Stanley Fiske; Secretary, Dale K. Campbell; Publicity Director Juanita Dawson. 1954 DATES: September 4-6, official.

Monterey County Fair, Monterey

OPERATED: 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights.

CARNIVAL: West Coast Shows.

ATTRACTIONS: Horse show, variety shows.

ADMINISTRATION: President, Corum B. Jackson; Secretary, Geo. Wise; Publicity Director, Sy Moubert. 1954 DATES: August 27-30, official.

Mother Lode Fair, Sonora

TOTAL ATTENDANCE: Paid, 858,640; free, 5,998. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights.

RECEIPTS: Gate \$8,586.40.

CARNIVAL: Crafts Exposition Shows; ride and show gross, total amount, less federal tax \$6,300.

ATTRACTIONS: Stage show, horse show, rodeo.

AID, PREMIUMS: State aid \$19,315.50. ADMINISTRATION: President, A. C. Hender; Secretary, C. B. Mathews; Publicity Director, Eric Johnson. 1954 DATES: August 7-10, official.

Napa District Fair, Napa

TOTAL ATTENDANCE: 42,000. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

CARNIVAL: West Coast Shows.

ATTRACTIONS: All amateur shows with exception of Thomas Handforth, organist, and Shavo Sherman, comedy act.

AID, PREMIUMS: State aid \$20,000. Total estimated premiums paid out (excluding races) \$20,000.

ADMINISTRATION: President, George Moskowitz; secretary, Lowell Edington; publicity director, Astrid Eby. 1954 DATES: August 11-15, tentative.

Orange County Fair, Santa Ana

TOTAL ATTENDANCE: Paid 62,507; free 40,157. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate \$37,427.85; day & night grandstand total (less tax) \$1,349.50.

CARNIVAL: Babcock Greater Shows; ride and show gross, total amount, less federal tax \$8,438.45.

ATTRACTIONS: Local Amateur Musical, ostrich races.

AID, PREMIUMS: State aid \$25,211.80; other aid \$7,158.55; total estimated premiums paid out (excluding races) \$32,370.35.

ADMINISTRATION: President, Roy Edwards; secretary, R. M. C. Fullenwider; superintendent of concessions, S. W. Yost; publicity director, Bob Maxwell. 1954 DATES: August 10-15, tentative.

Placer County Fair, Roseville

TOTAL ATTENDANCE: Paid 12,570; free 6,900. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate \$5,300. Night grandstand total (less tax) \$1,700.

CARNIVAL: West Coast Shows.

ATTRACTIONS: Variety staghows, 8 acts.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$18,800.

ADMINISTRATION: President, Louis E. Jones; secretary, Nic Huddleston. 1954 DATES: July 8-11, tentative.

Plumas County Fair, Quincy

TOTAL ATTENDANCE: Paid 9,317; free 12,967. Operated 4 days, 4 nights.

WEATHER: Good 2 days, 1 night; rain 1 day, 1 night; cold or cloudy 1 day, 2 nights.

RECEIPTS: Gate \$4,658.50; day grandstand total (less tax) \$2,391.34; night grandstand total (less tax) \$4,045.

CARNIVAL: Superior Shows.

ATTRACTIONS: Horse show, 2 rodeo performances, Pacific

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Jack



KOCHMAN

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HELL DRIVERS

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Neil Hamilton
George Patton
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Jake Plumstead
Marty Stepka
Louis Owens

This show has played 94% of the same Fairs for the 11 consecutive years that it has been in operation. A record unmatched by any other show endeavor created specifically for **FAIRS**.

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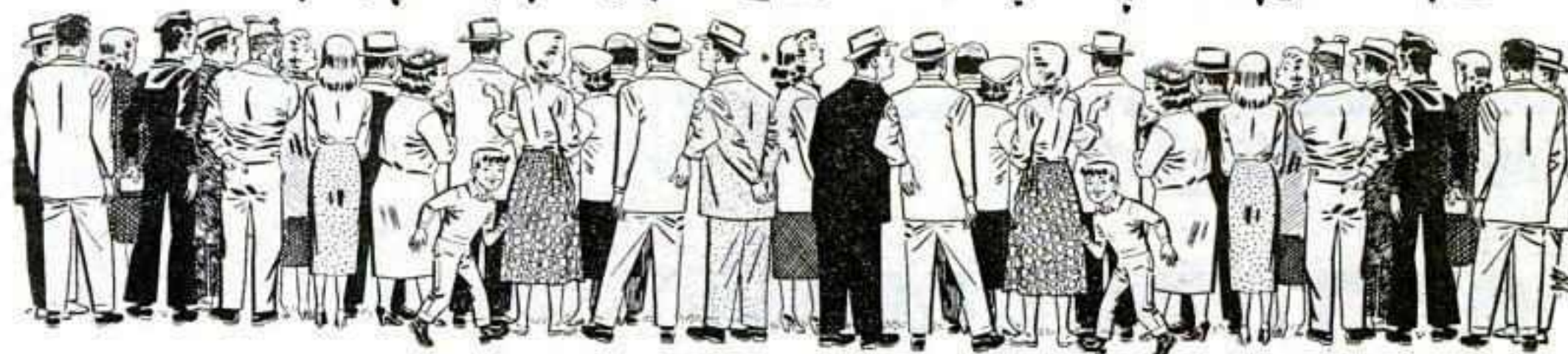
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ESCANABA, MICHIGAN

1954 DATES
AUGUST 24
THRU
AUGUST 29

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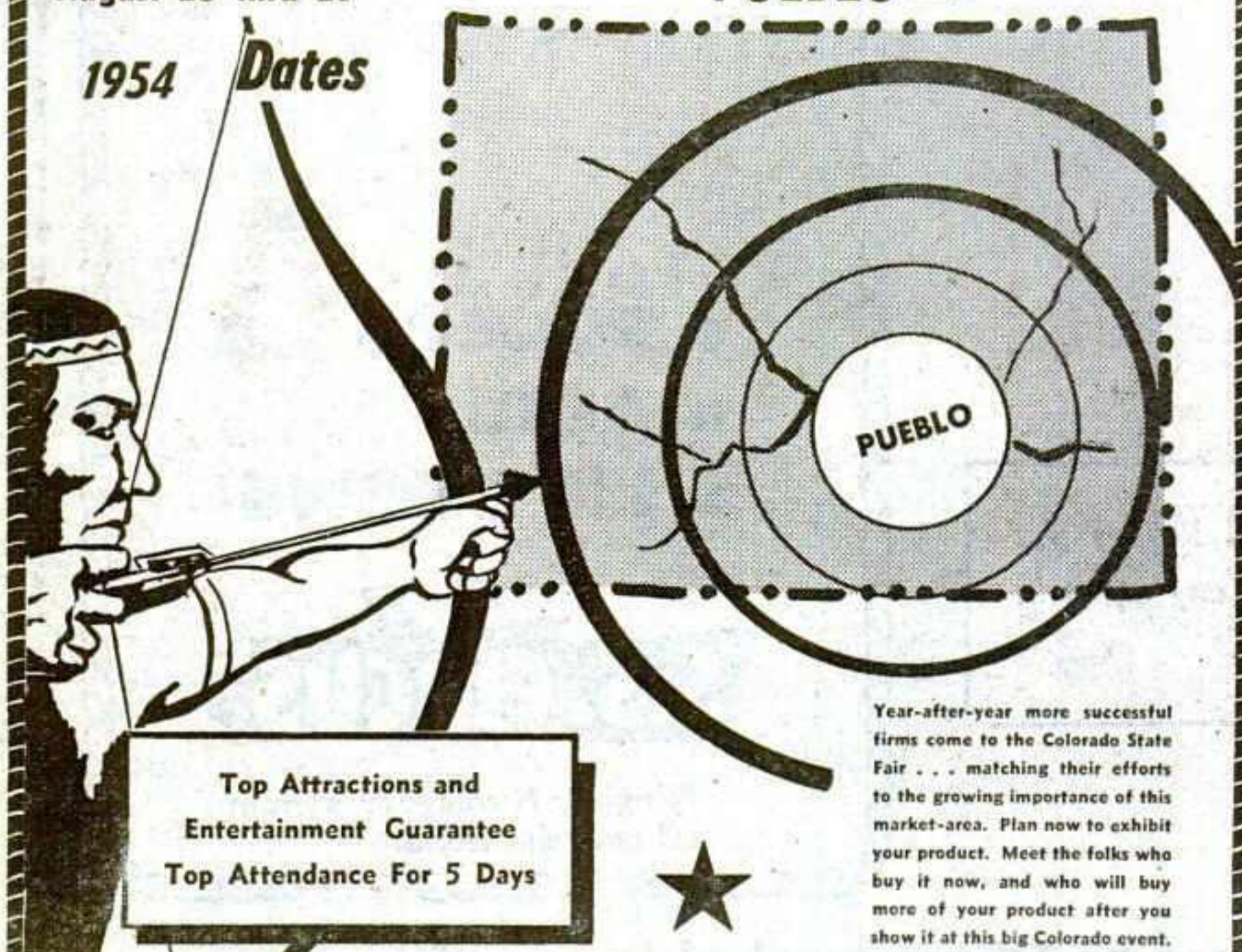
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W. H. (BILL) KITTLE, Mgr.
COLORADO STATE FAIR PUEBLO, COLORADO

Continued from page 75

San Diego County Fair, Del Mar

TOTAL ATTENDANCE: Paid, 163,124. Operated 10 days, 10 nights. WEATHER: Good, 10 days, 10 nights. RECEIPTS: Gate \$21,215.40. CARNIVAL: Frank Babcock Shows. ATTRACTIONS: Andy Jaurequi's rodeo, 3 days; Lawrence Welk, 1 day; Spade Cooley, 1 day; Della and Andy Russell, 4 days; Joie Chitwood Dare Devils, 1 day. AID, PREMIUMS: State aid \$65,000. Total estimated premiums paid out (excluding races) \$12,500. ADMINISTRATION: President, Chaffee Young; Secretary, Paul T. Mannen; Publicity Director, Ed Read. 1954 DATES: June 25-July 5, official.

San Joaquin County Fair, Stockton

TOTAL ATTENDANCE: Paid, 187,729. Operated 9 days, 9 nights. WEATHER: Good, 7 days, 4 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 4 nights. CARNIVAL: Foley & Burk Shows. ATTRACTIONS: Rodeo, horse show, vaudeville, six days' harness and running races. AID, PREMIUMS: Total estimated premiums paid out (excluding races); \$50,000. ADMINISTRATION: President, C. C. Moorehead; Secretary, E. G. Vollmann; Superintendent of concessions, Wayne Courtwright; Publicity Director, Frank Ross. 1954 DATES: August 20-28, tentative.

Santa Clara County Fair, San Jose

TOTAL ATTENDANCE: Paid 128,870; free 95,757. Operated 6 days, 7 nights. WEATHER: Good 4 days, 5 nights; cold or cloudy 2 days, 2 nights. RECEIPTS: Gate \$74,627; day grandstand total (less tax) \$3,112; night grandstand total (less tax) \$5,967. Carnival: West Coast Shows; ride and show gross, total amount, less federal tax \$30,807. ATTRACTIONS: Stageshow (variety of acts & chorus) four days harness racing and quarter horse racing. AID, PREMIUMS: State aid \$46,000; county aid \$500; total estimated premiums paid out (excluding races) \$47,000. ADMINISTRATION: President, Frank C. Mitchell; secretary, Russell E. Pettitt; superintendent of concessions, Terry E. Rowe; publicity director, Al Buhot. 1954 DATES: September 13-19, tentative.

Silver Dollar Fair, Chico

TOTAL ATTENDANCE: Paid 20,000; free 29,000. Operated 4 days, 4 nights. WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights. CARNIVAL: West Coast Shows. ATTRACTIONS: Christenson Bros.' Rodeo, 2 nights; Joie Chitwood Auto Dare-devils, 1 night; horse show, 2 days. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$23,000. ADMINISTRATION: President, R. R. McEnespy; secretary, Ed Warriner. 1954 DATES: May 20-23, tentative.

Tehama County Fair, Red Bluff

TOTAL ATTENDANCE: Paid, 9,279; free, 1,037. Operated 3 days, 2 nights. WEATHER: Good, 3 days, 2 nights. RECEIPTS: Gate \$4,541.90. CARNIVAL: Superior Shows. ATTRACTIONS: Vaudeville show, 2 nights by Jack Reese Jr.; horse show and amateur rodeo, 1 afternoon by Dick Hemsted. AID, PREMIUMS: State aid \$21,919.65. ADMINISTRATION: President, J. P. Burton; Secretary, Joseph A. Soares; Publicity Director, Al Pryor. 1954 DATES: August 6-8, tentative.

Tulare County Fair, Tulare

TOTAL ATTENDANCE: Paid 40,147; free 28,581. WEATHER: Good 6 days, 6 nights. RECEIPTS: Gate \$9,188.75; day and night grandstand total (less tax) \$6,137.93. CARNIVAL: Foley and Burk Shows. Ride and show gross, total amount less federal tax \$7,510. ATTRACTIONS: Horse show, harness and running races, greyhound races, band concerts, Moto-polo, livestock parade, midjet car races, non-professional rodeo, free vaudeville and fireworks. AID, PREMIUMS: State aid \$28,411. Other aid \$313.50; total estimated premiums paid out (excluding races) \$28,724.50. ADMINISTRATION: President, Clarence L. Fraser; secretary, A. J. Elliott. 1954 DATES: September 21-26, official.

Ventura County Fair, Ventura

TOTAL ATTENDANCE: 94,500. Operated 5 days, 5 nights. WEATHER: Good, 5 days, 5 nights. CARNIVAL: Foley & Burk. ATTRACTIONS: Combined English & Western Horse Show, ice revue, Hilo Hattie & Her Night in Hawaii, rodeo (2 days, 3 performances). ADMINISTRATION: President, L. Leon PRESSEY; Secretary, L. E. Ver Husen; Superintendent of concessions, Howard Young; Publicity Director, Leavitt Dudley. 1954 DATES: October 6-10, tentative.

COLORADO

Colorado State Fair, Pueblo

TOTAL ATTENDANCE: Paid, 120,795; free, 11,000. Operated 5 days, 5 nights. WEATHER: Good, 5 days, 4 nights; rain, 1 night. ATTRACTIONS: Rodeo, 4 days, 4 nights; Thrill Show, 1 day, 1 night. AID, PREMIUMS: State aid \$50,000. Total estimated premiums paid out (excluding races) \$40,000. ADMINISTRATION: Carl M. Gilbert; Manager, W. H. Kittle; Superintendent of concessions, A. C. Vitullo. 1954 DATES: August 25-29, official.

Logan County Fair, Sterling

TOTAL ATTENDANCE: Paid, 5,000; free, 1,000. Operated 3 days, 1 night. WEATHER: Good, 3 days, 2 nights; cold or cloudy 1 night. RECEIPTS: Gate \$1,800; night grandstand total (less tax) \$1,100. CARNIVAL: Dowis Rides; ride and show gross, total amount, less federal tax \$1,400.

ATTRACTIONS: Pomeroy Rodeo, Tommy Holden Thrill Show. AID, PREMIUMS: County aid \$2,500.

Sedgwick County Fair, Julesburg

TOTAL ATTENDANCE: Paid, 2,000; free, 1,000. Operated 3 days, 2 nights. WEATHER: Good, 3 days, 2 nights. RECEIPTS: Gate \$1,000; day grandstand total (less tax) \$1,000; night grandstand total (less tax) \$500. CARNIVAL: Golden Nugget Shows. ATTRACTIONS: 1 day AMA Motorcycle Races; Baseball game, 1 day. AID, PREMIUMS: County aid \$1,500. ADMINISTRATION: Secretary, C. W. McMillan.

Weld County Fair, Greeley

TOTAL ATTENDANCE: Paid, 15,562. Operated 2 days, 2 nights. WEATHER: Good, 2 days, 2 nights. RECEIPTS: Gate, \$19,685.50; day grandstand total (less tax) \$4,775.50. CARNIVAL: Forsyth and Dowis. ATTRACTIONS: Horse Show, 2 nights; Rodeo, 2 days; Races, with rodeo. AID, PREMIUMS: County aid \$1,000; other aid \$750; total estimated premiums paid out (excluding races) \$8,175. ADMINISTRATION: Chairman, James Ellis; Secretary, C. J. Mayer; Publicity Director, Truman Hall.

CONNECTICUT

Durham Fair, Durham

TOTAL ATTENDANCE: Paid 10,000; free 4,000. Operated 3 days, 2 nights. WEATHER: Good 3 days, 2 nights. RECEIPTS: Gate \$7,500. AID, PREMIUMS: State aid \$1,200; total estimated premiums paid out (excluding races) \$2,600. ADMINISTRATION: President, Walter Stevens; secretary, Lillian White; superintendent of concessions, Robert Hall; publicity director, Lucy Hall.

Great Danbury Fair, Danbury

TOTAL ATTENDANCE: Paid 145,730; free 16,200. Operated 9 days. WEATHER: Good 6 days; rain 1 day; cold or cloudy 2 days. CARNIVAL: IT Shows and Rides. ATTRACTIONS: Irish Horan thrill show, stock car auto races, free grandstand show. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$12,800. ADMINISTRATION: President, John W. Leahy; secretary, Fred Fearn; superintendent of concessions, C. Irving Jarvis; publicity director, LeRoy Paltrowitz. 1954 DATES: October 2-10, tentative.

North Haven Fair and Exposition, North Haven

TOTAL ATTENDANCE: Paid 19,000; free 6,000. Operated 4 days, 4 nights. WEATHER: Good 4 days, 3 nights; rain 1 night. RECEIPTS: Gate \$18,000; day and night grandstand total (less tax) \$3,000. ATTRACTIONS: Border Legion Rodeo. AID, PREMIUMS: State aid \$2,000. ADMINISTRATION: President, William G. Kielwasser; secretary, Harry W. Woodring; publicity director, Franklin E. Ferguson. 1954 DATES: September 9-12, official.

Riverton Fair, Riverton

TOTAL ATTENDANCE: Paid 9,362; free 1,000. Operated 2 days. WEATHER: Good, 2 days. RECEIPTS: Gate \$6,279.50. ATTRACTIONS: Vaudeville 2 days. AID, PREMIUMS: Total estimated premiums paid out \$2,400. ADMINISTRATION: President, Casil Beecher; secretary, Grace D. Seymour; superintendent of concessions, William L. Wright. 1954 DATES: Second week-end in October, official.

FLORIDA

Florida State Fair & Gasparilla Association, Inc., Tampa

OPERATED 11 days, 11 nights. WEATHER: Good, 9 days, 8 nights; rain, 1 day, 2 nights; cold or cloudy, 1 day, 1 night. RECEIPTS: Gate, \$125,000; day and night grandstand total (less tax) \$50,000. CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax \$55,000. ATTRACTIONS: Grandstand acts, independently booked, 11 days and nights; Joie Chitwood auto thrill show, 4 performances; 3 days auto racing, National Speedways, Inc. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$45,300. ADMINISTRATION: Manager, J. C. Huskisson. 1954 DATES: February 2-13, official.

Sugarland Exposition, Clewiston

TOTAL ATTENDANCE: 12,000. Operated 1 day, 5 nights. WEATHER: Good. CARNIVAL: Florida Bazaar. ATTRACTIONS: Capt. Jamieson, high diver, Hollywood in miniature. ADMINISTRATION: President, Frank Cox; secretary, D. G. Peary. 1954 DATES: January 26-30, official.

GEORGIA

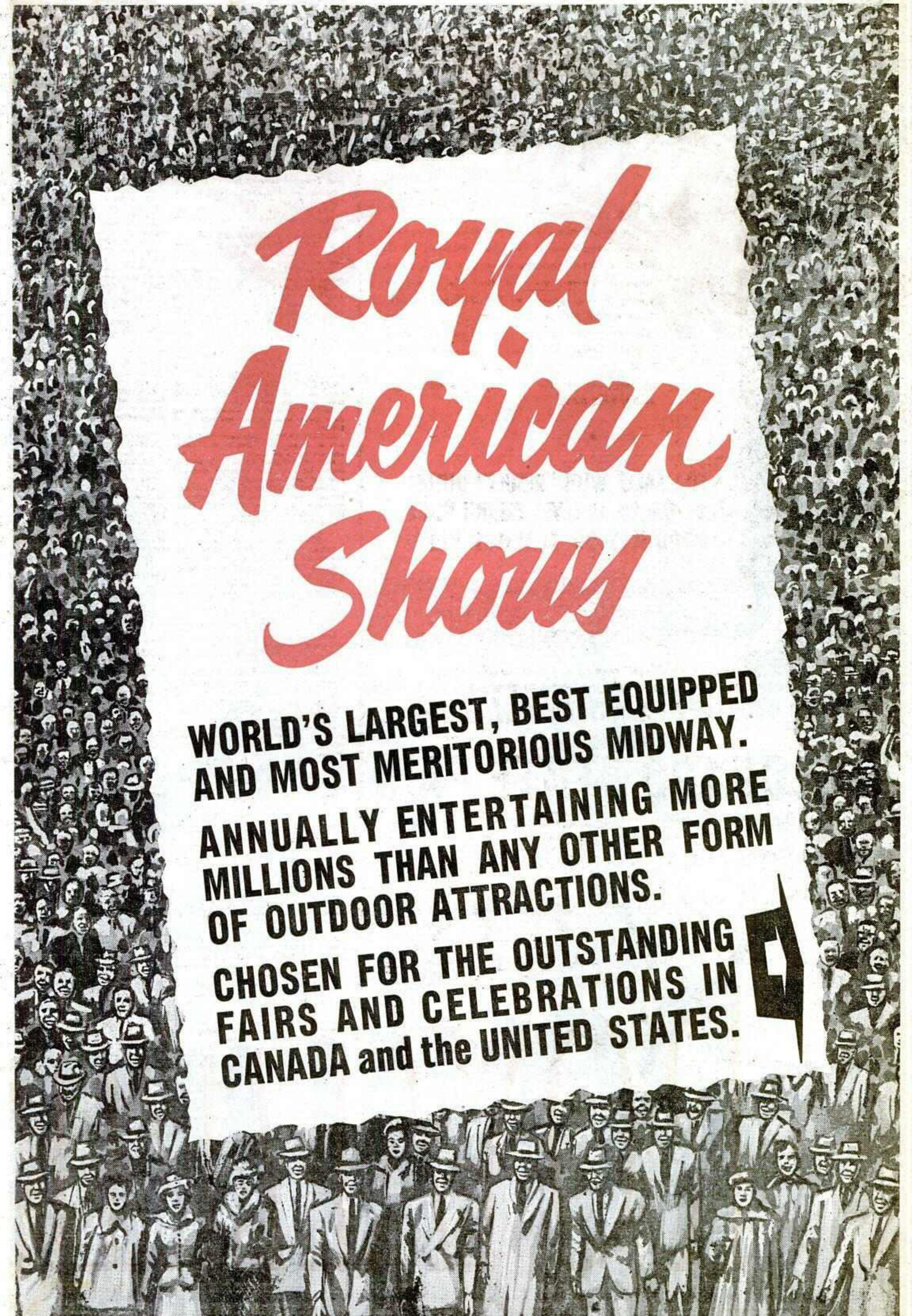
Americus Civic Fair, Americus

OPERATED: 6 days, 6 nights. WEATHER: Good, 6 days, 5 nights; rain, 1 night. RECEIPTS: Gate \$3,000. CARNIVAL: Blue Grass Shows; ride and show gross, total amount, less federal tax \$8,000. ADMINISTRATION: President, I. H. Griffin; secretary, W. E. Smith. 1954 DATES: October 12-17, tentative.

Bartow County American Legion Fair, Cartersville

TOTAL ATTENDANCE: Paid 6,000; free 1,000. Operated 6 nights. WEATHER: Good, 2 nights; rain 4 nights. RECEIPTS: Gate \$3,000. CARNIVAL: Shan Brothers Shows. ADMINISTRATION: Victor H. Waldrop. 1954 DATES: September 20-25, official.

(Continued on page 84)



Royal American Shows

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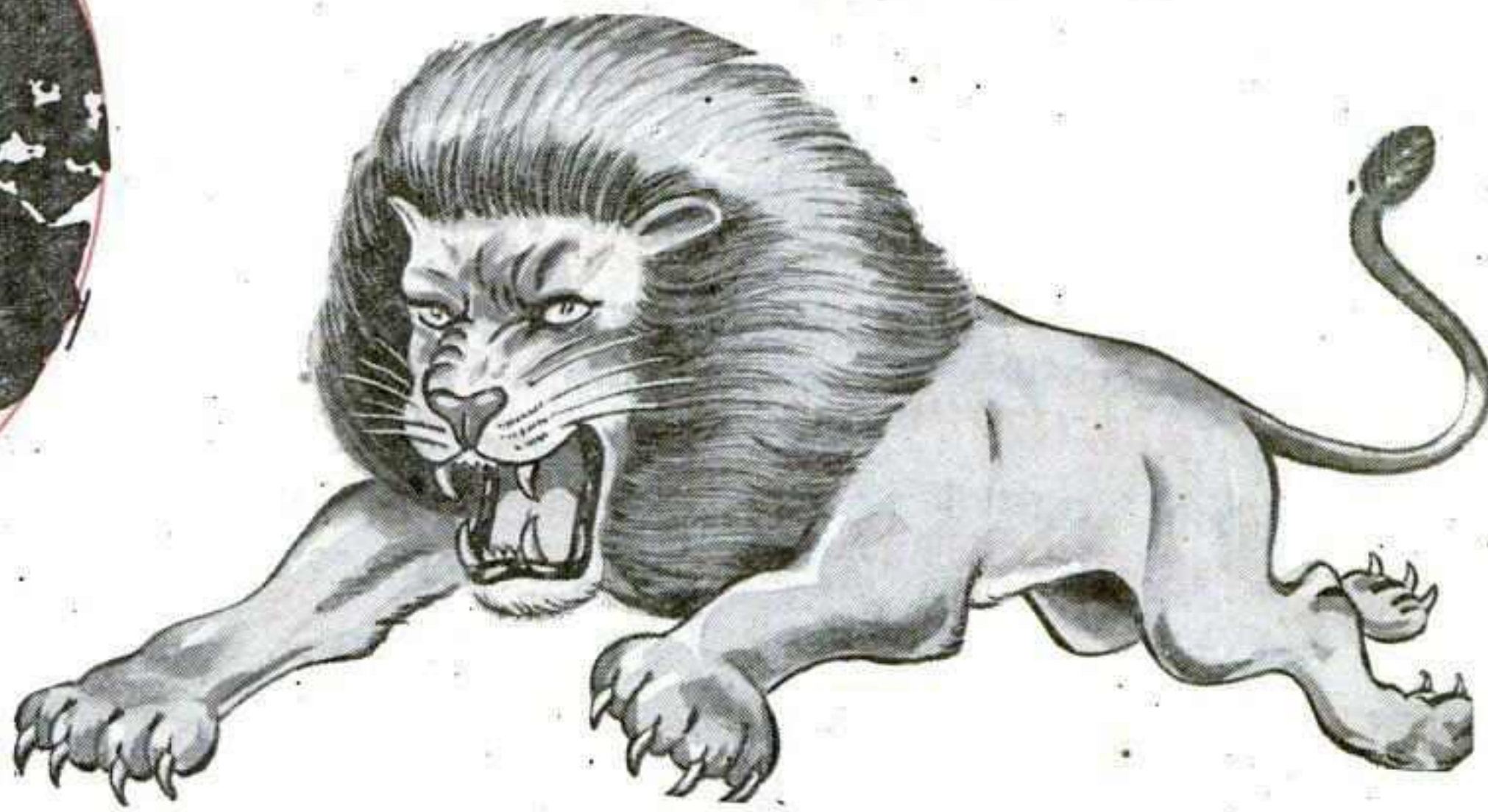
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General Manager

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Assistant Manager

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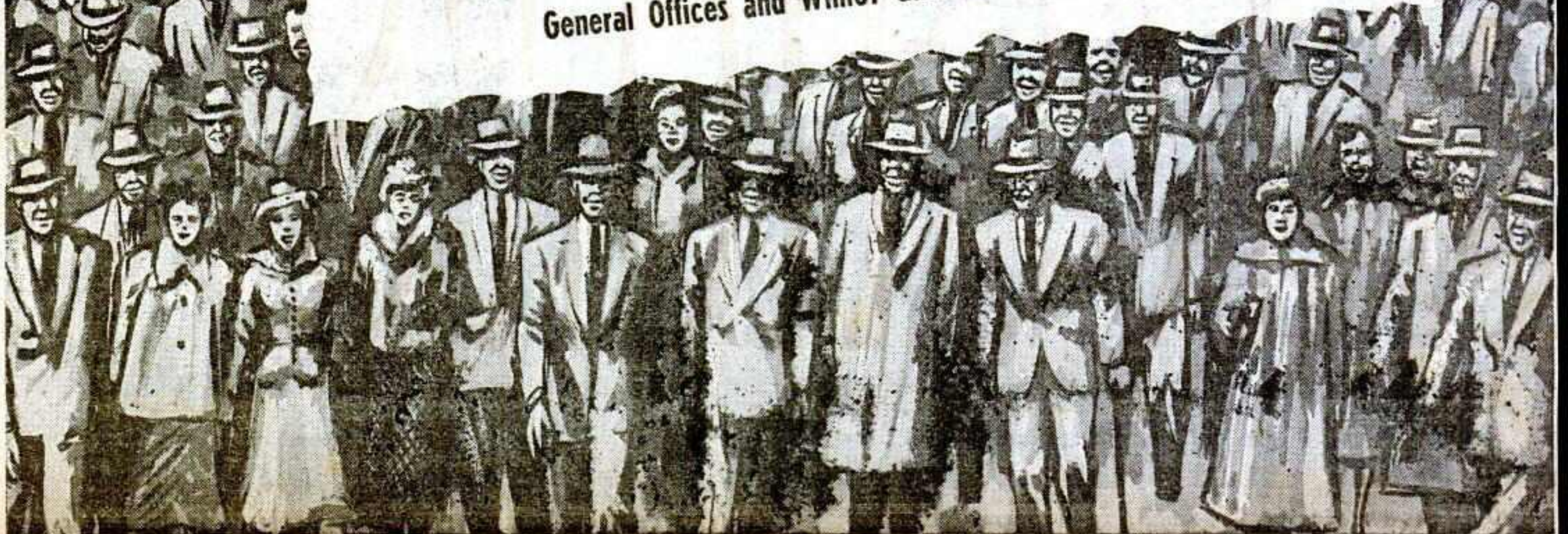
MISSISSIPPI STATE FAIR

JACKSON, MISSISSIPPI

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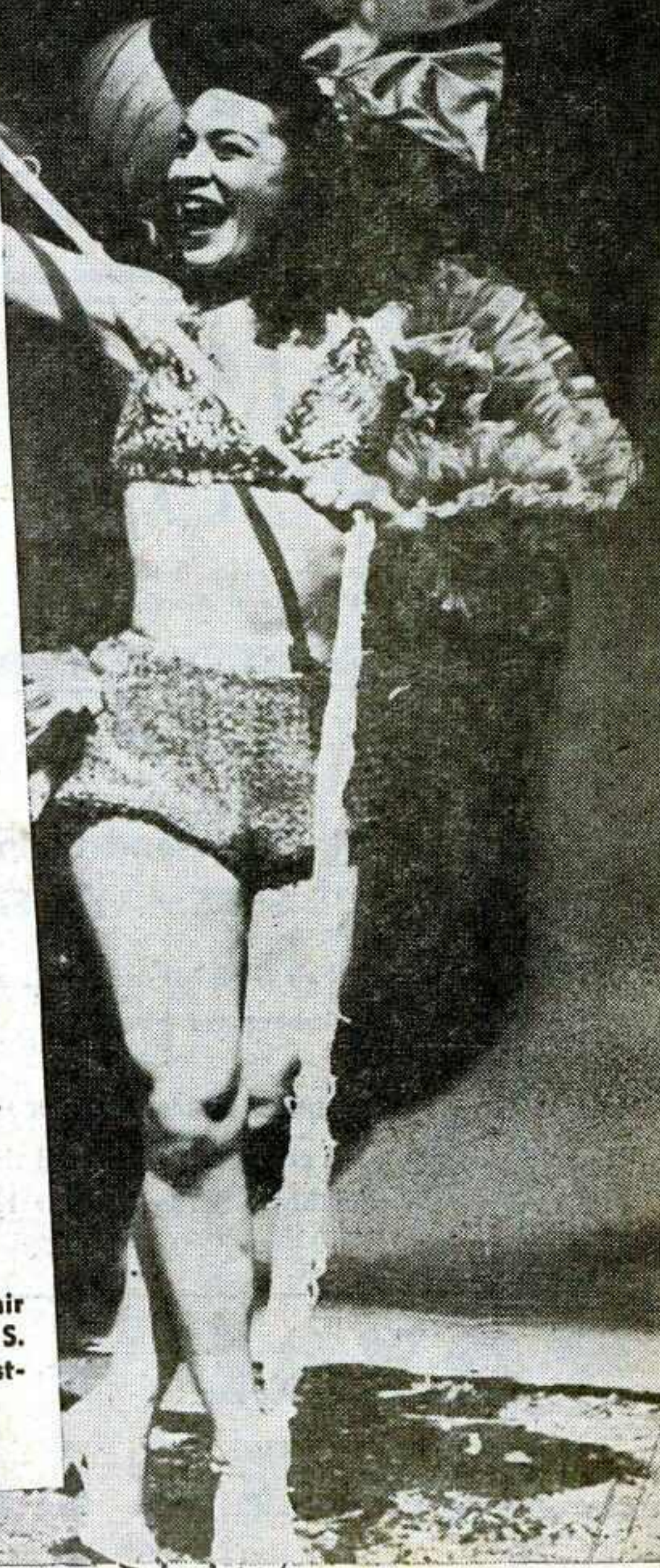
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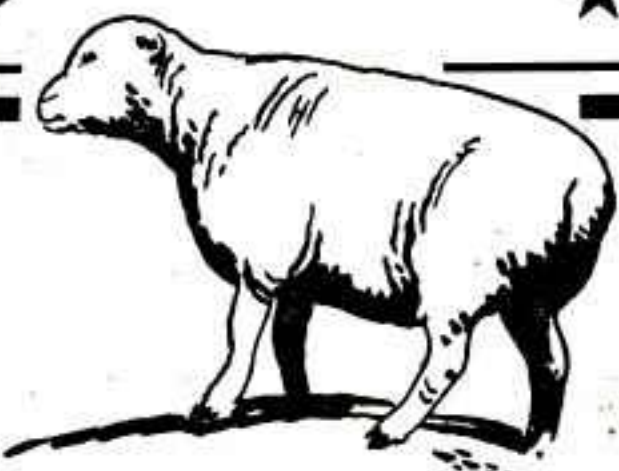


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ROYAL ★ AMERICAN ★ SHOWS

Continued from page 78

IDAHO

Bonner County Fair, Sandpoint
 TOTAL ATTENDANCE: Free 16,000. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 ATTRACTIONS: Local talent shows.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,500.
 ADMINISTRATION: President, Don Engler; secretary, Walt McPherson.

Cassia County Fair and Rodeo, Burley
 TOTAL ATTENDANCE: Paid 16,000; free 1,000. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 CARNIVAL: Siebrand Brothers. Ride and show gross, total amount, less federal tax, \$10,450.
 ATTRACTIONS: Races, 2 afternoons; rodeo, 3 nights; 2 days running races.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,150.
 ADMINISTRATION: President, Joe Carlson; secretary, Truman Bradley.
 1954 DATES: August 26-28, tentative.

Clearwater County Fair, Orofino
 TOTAL ATTENDANCE: Free 8,000. Operated 3 days, 2 nights.
 WEATHER: Good, 3 days, 2 nights.
 CARNIVAL: Tim Shows.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$3,000.
 ADMINISTRATION: President, Wayne Johnson; secretary, Arlen Bruce; publicity director, Bob Werner.
 1954 DATES: September 17-19, tentative.

Eastern Idaho State Fair, Blackfoot
 TOTAL ATTENDANCE: Paid and free 112,240. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 Carnival: Siebrand Bros. Circus & Carnival.
 ATTRACTIONS: "State Fair Revue of 1953," five nights, produced by Barnes-Carruthers of Chicago; Joie Chitwood Auto Daredevils 2 afternoons, running races, 3 afternoons; horse pulling, horse show, 4-H and FFA Talent Contests, 3 afternoons; two, four and six-horse hitch and Indian Dancers every night.
 AID, PREMIUMS: Dist. aid \$19,400; total estimated premiums paid out (excluding races) \$16,000.
 ADMINISTRATION: President, Jack Moir; secretary, Ruth C. Hartkopf.
 1954 DATES: September 14 to 18, official.

Lewis County Fair, Nezperce
 TOTAL ATTENDANCE: Free 2,400. Operated 3 days, 1 night.
 WEATHER: Good, 3 days, 1 night.
 CARNIVAL: Timmerman Shows; ride and show gross, total amount, less federal tax, \$1,910.
 ATTRACTIONS: 1 day horse show and gymnastics events.
 ADMINISTRATION: President, Lester Meiners; secretary, Gordon Dailey; superintendent of concessions, Glen Miller; publicity director, Earnest Conger.
 1954 DATES: September 23-25, tentative.

Weiser Round-Up, Weiser
 TOTAL ATTENDANCE: Paid 8,000. Operated 3 nights.
 RECEIPTS: Gate \$8,500.
 CARNIVAL: Monte Young Shows.
 ADMINISTRATION: President Eldon Camper; secretary, Claude Wade; publicity director, Jerry Wray.
 1954 DATES: First week in August.

ILLINOIS

Anna Fair, Anna
 TOTAL ATTENDANCE: Free and paid, 4,500. Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 4 nights.
 RECEIPTS: Gate, \$2,000; day grandstand total (less tax) \$1,000; night grandstand total (less tax) \$1,500.
 CARNIVAL: Tivoli Exposition Shows.
 ATTRACTIONS: Hoaglan's Equestrienne Revue, 2 nights; 4-day harness, running race.
 AID, PREMIUMS: State aid, \$12,000. Total estimated premiums paid out (excluding races) \$20,000.
 ADMINISTRATION: President, E. C. Owen; secretary, Robert Brown.
 1954 DATES: August 23-27, tentative.

County Fair, Milford
 TOTAL ATTENDANCE: Paid 8,500. Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 3 nights; rain 1 night.
 RECEIPTS: Gate \$4,784.01.
 CARNIVAL: Tatham Bros Shows.
 ATTRACTIONS: Dancers, dog acts, tumbling, balancing, etc., Zemeter Theatrical Agency, 3 days, 3 nights; Lucky Lott Hell Drivers, 1 night.
 AID, PREMIUMS: State aid \$5,328; county aid \$1,500. Other aid \$250. Total estimated premiums paid out (excluding races) \$8,259.00.
 ADMINISTRATION: President, G. C. Silfe; secretary, K. T. Rickart; superintendent of concessions, O. E. Glover.
 1954 DATES: August 3-6, tentative.

Effingham County Fair, Altamont
 OPERATED: 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 RECEIPTS: Gate, \$10,981; day grandstand total (less tax) \$3,200; night grandstand total (less tax) \$4,200.
 CARNIVAL: L. J. Heth Shows.
 ATTRACTIONS: Fleckles International Revue, 2 nights; Ward Beam's Thrill Show 2 performances; 4 days of harness races; Pee Wee Kings.
 AID, PREMIUMS: State aid, \$24,563.45. Total estimated premiums paid out (excluding races) \$41,126.90.
 ADMINISTRATION: President, Ben Reiss; Secretary, M. C. Alwert; Superintendent of concessions, Milton Smith; Publicity Director, Robert Dunlap.
 1954 DATES: August 8-13, tentative.

Fairbury Fair, Fairbury
 TOTAL ATTENDANCE: Paid, 21,000; free, 700. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 CARNIVAL: Imperial Shows.

ATTRACTIONS: B. Ward Beam thrill show, two performances; 4 afternoons of running races; 1 night midget auto race; 1 night stock car races; Boyle Woolfolk revue, 1 night.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$8,339.50.
 ADMINISTRATION: President, Joe U. Slagell; Secretary, R. J. Maurer; Superintendent of concessions, Duane Morris; Publicity Director, John P. Wade.
 1954 DATES: August 24-28, tentative.

Fulton County Fair, Lewistown
 TOTAL ATTENDANCE: Paid 10,000. Operated 4 days, 4 nights.
 WEATHER: Good 3 days, 2 nights; rain 1 day, 2 nights.
 RECEIPTS: Gate \$9,576.98; day and night grandstand total (less tax) \$5,597.80.
 CARNIVAL: Wilson Famous Shows.
 ATTRACTIONS: Lou Brees and Band, vaudeville, booked through L. N. Fleckles; auto races rained out; 3 days and nights of running races.
 AID, PREMIUMS: State aid \$10,359. Total estimated premiums paid out (excluding races) \$9,717.63.
 ADMINISTRATION: President, J. Clyde Ewan; secretary, Chester Boone; superintendent of concessions, Earl Coleman; publicity director, H. D. McMillan.

Henry County Fair, Cambridge
 TOTAL ATTENDANCE: Paid 27,000. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 CARNIVAL: Wilson Shows.
 ATTRACTIONS: Thrill show; revues; circus; 3 days harness racing.
 ADMINISTRATION: President, C. H. Stackhouse; secretary, E. B. Werbach; superintendent of concessions, Ray Falloun.
 1954 DATES: Week before Illinois State Fair.

Illinois State Fair, Springfield
 OPERATED: 10 days, 10 nights.
 WEATHER: Good, 8 days, 8 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night.
 CARNIVAL: Amusement Company of America.
 ATTRACTIONS: Harness races, 6 days; Barnes-Carruthers night revue, five nights; Denise Darcel and Jan Garber's orchestra revue, 1 night; A.A.U. Junior Olympics, 1 day; WLS Barn Dance, 1 night; revue featuring Eddie Fisher, Les Paul and Mary Ford, 1 night; 100-mile AAA auto race, 1 day; motorcycle races, 1 day; society horse show, 7 nights, 1 day; Western horse show, 2 nights, 2 days; Ladies' First Show, 4 days.
 ADMINISTRATION: General Manager, James E. Tays; Superintendent of concessions, V. J. Heuer; Publicity Director, George Schuppe.
 1954 DATES: August 13-22, tentative.

Kankakee Fair, Kankakee
 TOTAL ATTENDANCE: Paid, 23,000. Operated 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 RECEIPTS: Gate, \$23,700; night grandstand total (less tax) \$8,800.
 CARNIVAL: Royal Crown Shows.
 ATTRACTIONS: Horse Show, Rodeo, Horse and tractor Pulling Contest, Stock Car Racing.
 AID, PREMIUMS: State aid, \$10,400; other aid \$7,931.65; total estimated premiums paid out (excluding races) \$18,331.65.
 ADMINISTRATION: President, Percy F. Loiseille; Secretary, R. Robinson; Superintendent of concessions, Troy Shultz.
 1954 DATES: August 8-13, official.

Laurence County Fair, Bridgeport
 TOTAL ATTENDANCE: Paid 12,000; free 2,000. Operated 4 days, 5 nights.
 WEATHER: Good 4 days, 5 nights.
 RECEIPTS: Gate \$4,994.70; day grandstand total (less tax) \$165.05; night grandstand total (less tax) \$1,519.40.
 CARNIVAL: Buff Hottle Shows.
 ATTRACTIONS: Barnes-Carruthers variety show.
 AID: State aid, \$12,104.
 ADMINISTRATION: President, Harley Neal; secretary, Grover Gross; superintendent of concessions, C. C. Gray; publicity director, Mary Hamilton.
 1954 DATES: August 23-27, official.

Livingston County Agricultural Fair, Pontiac
 TOTAL ATTENDANCE: Paid 5,597; free 2,500. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Gate \$4,487.56.
 ATTRACTIONS: Stageshow, 2 days & 2 nights.
 AID, PREMIUMS: State aid \$1,900; other aid \$1,500; total estimated premiums paid out (excluding races) \$3,500.
 ADMINISTRATION: President, John Gayardo; secretary, Guy K. Gee; superintendent of concessions, Horace Roth.
 1954 DATES: August 3-5, tentative.

Logan County Fair, Lincoln
 TOTAL ATTENDANCE: Paid, 40,000; free, 10,000. Operated 6 days, 6 nights.
 WEATHER: Good, 5 days, 6 nights; rain 1 day.
 CARNIVAL: Buff Hottle Shows.
 ATTRACTIONS: 4 days harness races; 4 nights Society Horse Show; 1 day Swenson Thrillcade; 1 day Grand Old Opry (Gus Sun Agency); free acts (Boyle Woolfolk Agency).
 AID, PREMIUMS: State aid, \$18,000; county aid, \$300; total estimated premiums paid out (excluding races) \$30,000.
 ADMINISTRATION: President, J. C. Sparks; Secretary, W. E. Laymon; Superintendent of concessions, Jack Bushell.
 1954 DATES: August 8-13, tentative.

Martinsville Fair, Martinsville
 TOTAL ATTENDANCE: Paid 31,563; free 15,000. Operated 6 days, 6 nights.
 WEATHER: Good, 5 days, 4 nights; rain 1 night; cold or cloudy 1 day, 1 night.
 RECEIPTS: Gate \$12,000. Night grandstand total (less tax) \$7,000.
 CARNIVAL: Gem City Shows.
 ATTRACTIONS: WLS National Barn Dance; Tournament of Thrills Auto Show; Jimmy Downey Revue, 3 nights; Jimmy Downey Band, 5 days and nights; harness racing, 5 days; running races, 6 days.
 AID, PREMIUMS: State aid \$21,000.
 ADMINISTRATION: President, Dr. R. H. Cooper; secretary, H. T. Bennett;

Superintendent of concessions Dr. H. L. Downey.
1954 DATES: July 18-24, official.

McLean County Fair, Bloomington

TOTAL ATTENDANCE: Paid, 32,000; free, 2,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate, \$13,197.
CARNIVAL: Tatham Bros.' Shows.
AID, PREMIUMS: State aid, \$1,785; other aid, \$3,270.
ADMINISTRATION: President, Kenneth Benjamin; Secretary, Charles Beeler; Superintendent of concessions, Bill Gronemier; Publicity Director, Delbert Scheider.
1954 DATES: August 9-12, tentative.

Richland County Fair, Olney

TOTAL ATTENDANCE: Paid, 15,000; free, 10,000. Operated 4 days, 4 nights.
WEATHER: Good, 3 days, 2 nights; rain, 1 night; cold or cloudy, 1 day, 1 night.
RECEIPTS: Gate, \$7,500; day grandstand total (less tax), \$4,000; night grandstand total (less tax), \$1,000.
CARNIVAL: Tri-State Shows; ride and show gross, total amount, less federal tax, \$2,400.
ATTRACTIONS: Horse racing, auto racing, Barnes-Carruthers night show, three nights.
AID, PREMIUMS: State aid, \$12,300.
ADMINISTRATION: President, Bob Byrne; Superintendent of concessions, M. Michels.

Sandwich Fair, Sandwich

TOTAL ATTENDANCE: Paid 35,000; free 875. Operated 5 days, 5 nights.
WEATHER: Good, 4 days, 4 nights. Rain 1 day, 1 night.
Receipts: Gate \$20,662. Day grandstand total (less tax) \$5,246. Night grandstand total (less tax) \$6,923.
CARNIVAL: Wilson's Shows; ride and show gross, total amount, less federal tax \$2,546.
ATTRACTIONS: 1 night rodeo; 1 night combination acts & track show; 1 night WLS; 1 day & 1 night Ward Beams' Thrill Show; 3 days harness races.
AID, PREMIUMS: State aid \$12,000. Total estimated premiums paid out (excluding races) \$18,000.
ADMINISTRATION: President, H. J. White; secretary, C. R. Brady; superintendent of concessions, L. P. Brady.
1954 September 8-12, official.

Schuyler County Fair, Rushville

TOTAL ATTENDANCE: Paid, 15,000; free, 1,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate, \$7,000; day grandstand total (less tax), \$1,000; night grandstand total (less tax), \$1,200.
CARNIVAL: Peck Amusement.
ATTRACTIONS: Jimmy Downy Show; 4 days harness racing.
AID, PREMIUMS: State aid, \$11,000. Total estimated premiums paid out (excluding races), \$19,000.

ADMINISTRATION: President, Eugene Nell; Secretary, Harvey Settler; Superintendent of concessions, Karl Strong.
1954 DATES: July 1-4, tentative.

Warren Fair, Warren

OPERATED: 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights.
CARNIVAL: Imperial Shows.
ATTRACTIONS: Vaudeville, Cow Boy Copas & South of the Border booked thru Boyle Woolfolk Agency; 3 days running races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,500.
ADMINISTRATION: President, C. W. Bartell; secretary, J. W. Richardson.

Will County Fair, Peotone

TOTAL ATTENDANCE: Paid 9,700; free 7,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate \$9,700.
CARNIVAL: McDermotte Rides; ride and show gross, total amount, less federal tax \$10,000.
ATTRACTIONS: Baton twirling contest, 1 day; musical show, local talent, 1 night; WLS-Stars, 1 day; 1 day and 2 nights, Bob McKinley's Rodeo.
AID, PREMIUMS: State aid \$5,400; county aid \$300. Other aid \$1,000. Total estimated premiums paid out (excluding races) \$7,600.
ADMINISTRATION: President, Clarence Cann; secretary, Robert W. Klipp.
1954 DATES: August 27-29, tentative.

Winnebago County Fair, Pecatonica

OPERATED: 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate, \$5,000.
CARNIVAL: Buff Hottle Shows.
ATTRACTIONS: Barnes - Carruthers package show; 2 days harness races; horse pulling contest; fireworks; amateur show.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$6,000.
ADMINISTRATION: President, J. J. Meyers; Secretary, Wallace Belshaw; Superintendent of concessions, Tom Rafferty; Publicity Director, Louis Dolan.
1954 DATES: August 24-26, tentative.

Indiana State Fair, Indianapolis
TOTAL ATTENDANCE: Paid 585,000; free 7,000. Operated 10 days, 10 nights.
WEATHER: Good, 9 days, 9 nights. Rain 1 day, 1 night.
RECEIPTS: Day grandstand total (less tax) \$99,930.86. Night grandstand total (less tax) \$48,984.10.
CARNIVAL: Cetlin & Wilson Shows; ride and show gross, total amount, less federal tax \$42,640.42.
ATTRACTIONS: Texas Rangers' Rodeo, 1 day, 2 performances; Irish Horan Thrill Show, 3 days, 2 night performances and 1 afternoon performance; Guy Lombardo, Patti Page, Ink Spots, etc., 4 nights; Barnes & Carruthers Follies, 7 nights; Horse Show with Jan Garber's orchestra, 6 nights. Harness races, 7 days; motorcycle racing, 1 day; auto race, 1 day.
ADMINISTRATION: President, John Schermerhorn; secretary, K. F. Blackwell; superintendent of concessions, Francis Overstreet; publicity director, Roger G. Wolcott.
1954 DATES: September 2 to 10, tentative.

Jennings County Fair, North Vernon

OPERATED: 6 days, 6 nights.
WEATHER: Good, 4 days, 4 nights. Rain 2 days, 2 nights.
TOTAL RECEIPTS: \$14,000.
CARNIVAL: Gooding Amusement Company; ride and show gross, total amount, less federal tax \$5,000.
ATTRACTIONS: Lucky Lott Thrill Show; Bob Steele's Western show; 2 nights harness racing.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,000.
ADMINISTRATION: President, Cecil Schuyler; secretary, Charles Wiley; superintendent of concessions, Archie Day; publicity director, Dudley Childs.

Marion County Fair, Indianapolis

TOTAL ATTENDANCE: Free 120,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Thomas Joyland Shows; ride and show gross, total amount, less federal tax, \$20,000.
AID, PREMIUMS: County aid \$1,500.
ADMINISTRATION: President, Ray Fisher; secretary, M. W. Rabourin; publicity director, Dr. G. P. Silver.
1954 DATES: August 9-14, tentative.

Owen County Fair, Spencer

TOTAL ATTENDANCE: Free, 10,000 (est.). Operated 5 days, 6 nights.
WEATHER: Good, 5 days, 3 nights; cold 3 nights.
CARNIVAL: Johnny's United Shows; Ride and show gross, total amount, less federal tax, approximately \$3,500.
ATTRACTIONS: Horse Pulling Contests, 3 nights; Band Concert, 1 night; Square Dance, 1 night.
AID, PREMIUMS: County aid, \$1,000. Total estimated premiums paid out (excluding races), \$2,000.
ADMINISTRATION: President, Harry Long; Secretary, DeLois Dayhuff; Superintendent of concessions, Kenneth Thompson.
1954 DATES: August 16-21, tentative.

INDIANA

Big Boonville Fair, Boonville

OPERATED: 4 days, 4 nights.
RECEIPTS: Gate \$12,000; night grandstand total (less tax) \$5,700.
CARNIVAL: L. J. Heth Shows; ride and show gross, total amount, less federal tax, \$5,580.48.
ATTRACTIONS: Jack Kochman Dare Devils, 2 nights; Hoaglan's Hippodrome, 2 nights; horse racing, 3 days.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,018.
ADMINISTRATION: President, H. F. Metz; secretary, A. C. Derr; publicity director, Harold Griffith.
1954 DATES: Week of July 28, tentative.

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FEB. 2-13, 1954



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- Boy Scout Day on Feb. 4. Future Farmers Day, Feb. 6. Governor's Day and Children's Day, Feb. 9. 4-H Clubs Day, Feb. 13.
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SANTA CLARA COUNTY FAIR ASSOCIATION

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Putnam County Fair, Greencastle
 OPERATED: 6 days, 6 nights.
 WEATHER: Good, 5 days, 5 nights. Rain 1 day, 1 night.
 CARNIVAL: Johnny's United Shows; ride and show gross, total amount, less federal tax \$3,800.
 AID, PREMIUMS: County aid \$2,200. Total estimated premiums paid out (excluding races) \$3,300.
 ADMINISTRATION: President, H. L. Knoll; secretary, Thomas R. Hendricks; superintendent of concessions, N. L. Donaldson.
 1954 DATES: August 2-7, official.

Rush County Fair, Rushville
 OPERATED: 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 CARNIVAL: Gooding Amusement Company.
 ATTRACTIONS: Horse show, horse pulling, midget race.
 ADMINISTRATION: President, Erth Price; secretary, E. E. Pruet; publicity director, Van Knight.
 1954 DATES: July 26-30, tentative.

Wabash County 4-H Fair, Wabash
 OPERATED: 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 CARNIVAL: Baker Shows.
 ADMINISTRATION: President, Walter Downey; secretary, Dale Miller; Publicity Director, Dick Neher.
 1954 DATES: August 23-28, tentative.

IOWA

All-Iowa Fair, Cedar Rapids
 TOTAL ATTENDANCE: Paid, 113,619; free, 61,835. Operated 8 days, 8 nights.
 WEATHER: Good, 8 days, 8 nights.
 RECEIPTS: Gate, \$26,016.70; day grandstand total (less tax), \$26,088; night grandstand total (less tax) \$24,020.95.
 CARNIVAL: Cavalcade of Amusements; Ride and show gross, total amount, less federal tax, \$29,988.61.
 ATTRACTIONS: Barnes-Carruthers Revue, 5 nights; George Stichka Rodbo, 3 afternoons, 1 night; John Gerber midget auto races, 1 night; horse show, 1 night; AAA big car races, Sam Nunis; IMCA big car and stock car races, Frank Winkley; Swenson Thrillcade, 1 afternoon.
 AID, PREMIUMS: State aid, \$1,800; county aid, \$24,000. Total estimated premiums paid out (excluding races) \$20,485.82.
 ADMINISTRATION: President, Charles Penningroth; Manager-Secretary, Andrew C. Hanson; Superintendent of concessions, Ed Chamberlain; Publicity Director, Carl Kane.
 1954 DATES: August 15-22, official.

Appanoose County Fair, Centerville
 TOTAL ATTENDANCE: Paid, 3,400; free, 8,000. Operated 4 days, 3 nights.
 WEATHER: Good, 4 days, 3 nights.
 RECEIPTS: Night grandstand total (less tax), \$2,200.
 ATTRACTIONS: Soapcreek Hill Billies, 1 night; Grand Ole Opry, 1 night; Centerville Boots & Saddle Club Horse Show, 1 night.

Calhoun County Fair, Manson
 OPERATED: 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.

Audubon County Fair, Audubon
 TOTAL ATTENDANCE: Paid, 15,000. Operated 4 days, 4 nights.
 WEATHER: Good, 1 day, 2 nights; rain 1 day; cold or cloudy 1 day, 1 night.
 RECEIPTS: Gate, \$7,798; day grandstand total (less tax) \$4,496; night grandstand total (less tax) \$3,486.
 CARNIVAL: John L. Robinson Shows.
 ATTRACTIONS: Ward Beam's Thrill show, Barnes-Carruthers revue; running races, 3 days.
 AID, PREMIUMS: State aid, \$2,100; county aid, \$2,500. Total estimated premiums paid out (excluding races) \$4,000.
 ADMINISTRATION: President, W. P. Manatt; Secretary, D. C. Perley.

Big-4 Fair, Postville
 TOTAL ATTENDANCE: Paid, 7,000; free, 1,500. Operated 3 days, 4 nights.
 WEATHER: Good, 3 days, 4 nights.
 RECEIPTS: Gate, \$3,100.
 CARNIVAL: Wolf Greater Show.
 ATTRACTIONS: Circus Acts, Vaudeville, Home Talent.
 AID, PREMIUMS: County aid, \$2,000.
 ADMINISTRATION: President, Lyle Zleman; Secretary, Charles Hott.
 1954 DATES: September 3-6, official.

Buena Vista County Fair, Alta
 TOTAL ATTENDANCE: Paid, 26,870; free, 730. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 CARNIVAL: Sunset Amusement Company.
 ATTRACTIONS: Barnes-Carruthers' revue and acts, 2 days and nights; Swenson Thrillcade, 1 night; 2 days harness races.
 AID, PREMIUMS: State aid, \$2,100; county aid, \$12,000. Total estimated premiums paid out (excluding races) \$5,200.
 ADMINISTRATION: President, B. A. Warne; Secretary, G. A. Soderquist; Superintendent of concessions, H. A. Ruppel; Publicity Director, Alvin Smit.
 1954 DATES: August 9-14, tentative.

Burlington Hawkeye Fair, Burlington
 TOTAL ATTENDANCE: Paid 32,000. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Gate \$4,894.75; night grandstand total (less tax) \$11,017.50.
 CARNIVAL: Gold Medal Shows.
 ATTRACTIONS: Grand Ole Opry, thrill show, harness races.
 AID, PREMIUMS: State aid \$2,100; county aid \$12,000.
 ADMINISTRATION: President, Charles Hutcherolt; secretary, James Bright; superintendent of concessions, Joe Tomkinson.

Dickinson County Club Congress, Spirit Lake
 TOTAL ATTENDANCE: Free, 6,000. Operated 3 days, 2 nights.
 WEATHER: Good, 3 days, 2 nights.
 AID, PREMIUMS: State aid \$2,100; County aid \$2,500; other aid \$275; total estimated premiums paid out (excluding races) \$3,118.
 ADMINISTRATION: President, V. Johnson; secretary, L. E. Hendricks.

Eagle Grove District Junior Fair, Eagle Grove
 OPERATED: 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 ATTRACTIONS: Barnes-Carruthers acts.
 AID, PREMIUMS: State aid \$1,515.75; County aid \$2,000; other aid \$2,000; total estimated premiums paid out (excluding races) \$2,624.69.
 ADMINISTRATION: President, Dr. B. E. McCulloch; secretary, Gerhard Hanson.
 1954 DATES: August 18-20, tentative.

Emmet County Fair, Estherville
 TOTAL ATTENDANCE: Free 2,500; operated 3 days, 2 nights.
 WEATHER: Good 3 days, 2 nights.
 RECEIPTS: Gate \$803.50; night grandstand total (less tax) \$627.33.
 CARNIVAL: George W. Nelson Shows.
 ATTRACTIONS: Barnes-Carruthers Revue, 2 nights.
 AID, PREMIUMS: State aid, \$1,917.84; county aid, \$4,600; total estimated premiums paid out (excluding races) \$2,696.40.
 ADMINISTRATION: President, Rudy Christiansen; secretary, Donn W. Carnal; publicity director, Ken Kautz.
 1954 DATES: August 24-26, tentative.

Denton County Fair, Vinton
 TOTAL ATTENDANCE: Paid, 12,838; free, 3,300. Operated 3 days, 4 nights.
 WEATHER: Good, 1 day, 1 night; rain 2 days, 1 night; cold or cloudy, 2 nights.
 RECEIPTS: Gate, \$4,964; day grandstand total (less tax) \$1,825; night grandstand total (less tax) \$3,095.25.
 ATTRACTIONS: Circle Double M Rodeo (1 day, 1 night); Ward Beam Thrill Show (1 day, 1 night); Barnes-Carruthers Show (2 nights); Stock Car Races (1 afternoon).
 AID, PREMIUMS: State aid, \$2,100; county aid, \$12,723. Total estimated premiums paid out (excluding races), \$4,023.62.
 ADMINISTRATION: President, David H. Hibbs; Secretary, K. B. Spaulding; Superintendent of concessions, K. B. Spaulding; Publicity Director, Bob Burrows, Jr.
 1954 DATES: August 2-5, tentative.



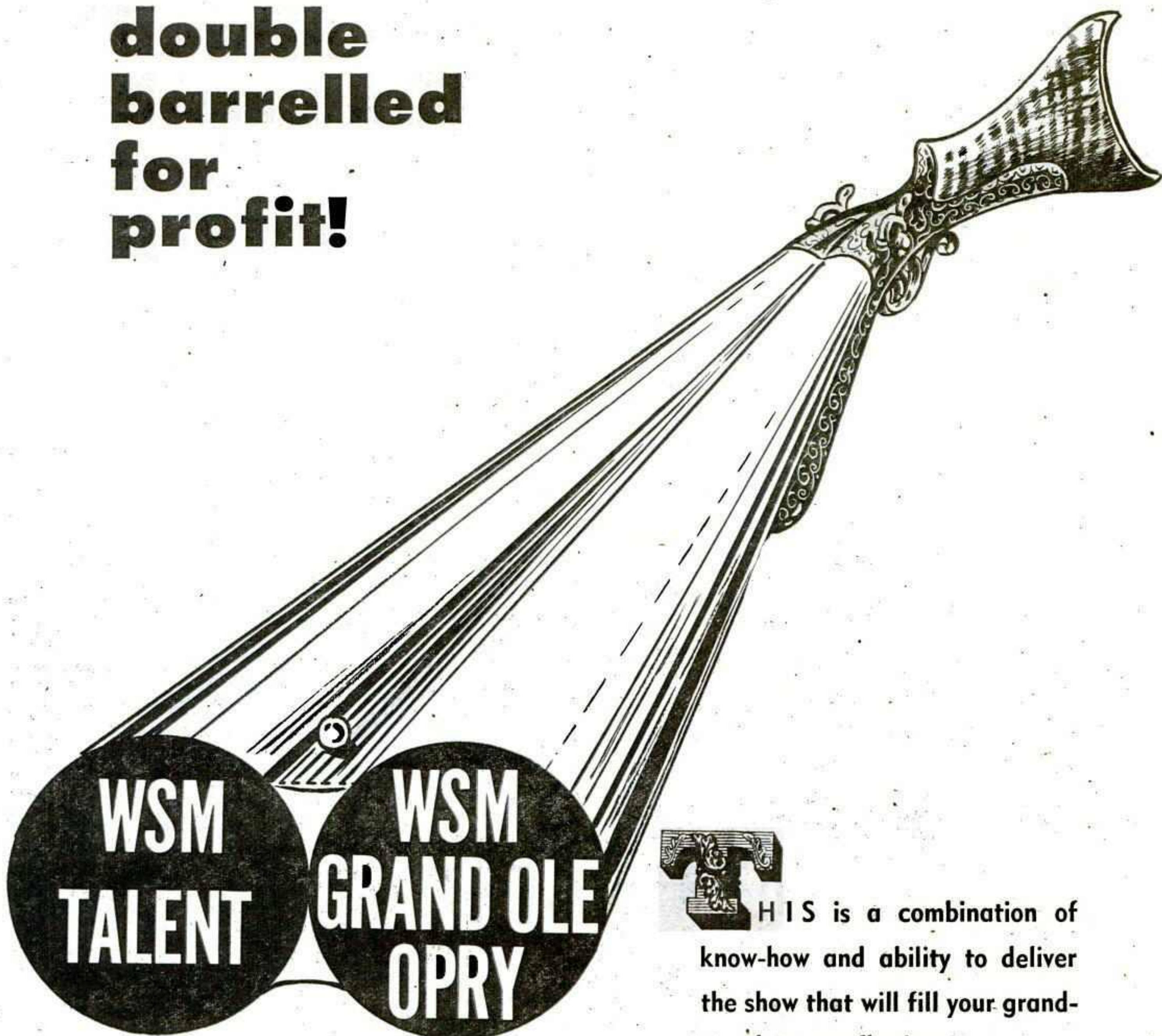
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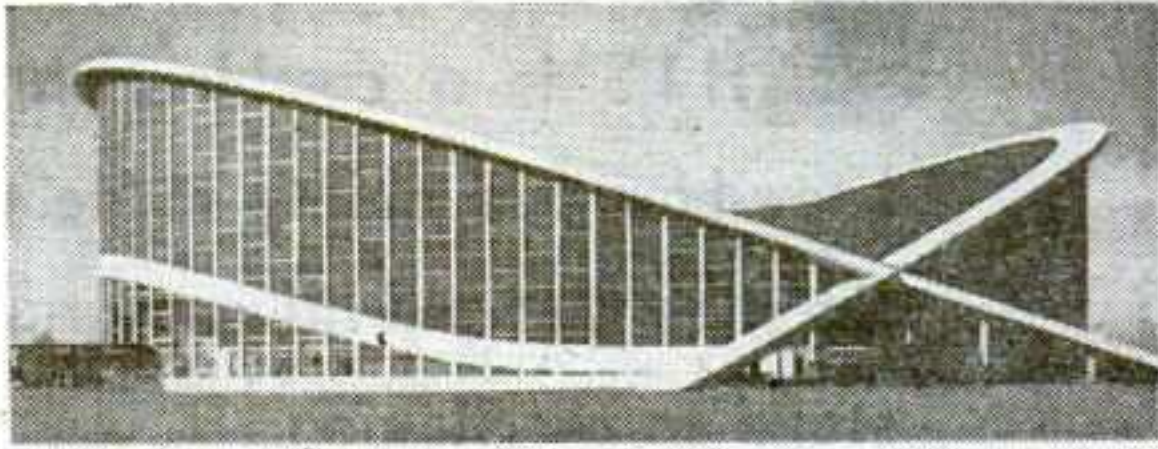
1954 DATES
September 25
thru
October 3

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1954 DATES: OCT. 19 TO 23

For All Details Write

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P. O. Box 1388

Raleigh, N. C.

Fayette County Fair, West Union

TOTAL ATTENDANCE: Paid 23,500; free, 8,500. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
RECEIPTS: Gate \$9,895.30; day grandstand total (less tax) \$2,238.50; night grandstand total (less tax) \$6,203.60.
CARNIVAL: Don Franklin Shows; Ride and show gross, total amount, less federal tax \$5,500.
ATTRACTIONS: Boyle Woolfolk revue and acts, 2 days; Greater Olympia Circus, 1 day; Swenson Thrillcade, 1 day; Bob Steele's Frontier Days, 1 day.
AID, PREMIUMS: State aid \$2,100; county aid \$4,000. Total estimated premiums paid out (excluding races) \$3,851.50.
ADMINISTRATION: President, Grant Louer; secretary, Ed Bauder.
1954 DATES: August 23-27, official.

Four-County Fair, Coon Rapids

OPERATED: 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$3,171.48.
CARNIVAL: George Nelson Shows.
ATTRACTIONS: DeWaldo acts.
AID, PREMIUMS: State aid \$1,988; county aid \$3,500.
ADMINISTRATION: President, Floyd Kretzinger; secretary, Boise McLaughlin.
1954 DATES: August 18-21, tentative.

Franklin County Fair, Hampton

TOTAL ATTENDANCE: Paid, 9,000; free, 3,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate \$3,918.75; day grandstand total (less tax) \$564; night grandstand total (less tax) \$1,218.25.
CARNIVAL: Greater Dixieland Shows.
ATTRACTIONS: Horse show, acts.
AID, PREMIUMS: State aid \$2,000; county aid \$3,000. Total estimated premiums paid out (excluding races) \$5,958.
ADMINISTRATION: President, Ted Heineking; secretary, Ken Showalter.

Greene County Fair, Jefferson

TOTAL ATTENDANCE: Paid, 10,081; free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate \$2,463.30; day grandstand total (less tax) \$1,176; night grandstand total (less tax) \$1,918.75.
CARNIVAL: Boone Valley Shows.
ATTRACTIONS: Mario Stage Revue, first day and evening; Ward Beam Thrill Show, second day and evening; Central Iowa Hot Rod Racing Assn., third afternoon; Flying Hoofs of Iowa and fireworks, last evening.
AID, PREMIUMS: State aid \$2,015.13; county aid \$5,500. Total estimated premiums paid out (excluding races) \$6,846.13.
ADMINISTRATION: President, C. Brandon Cox; secretary, R. K. Richardson; publicity director, John Cassell.
1954 DATES: August 9-12, official.

Hardin County Fair, Eldora

TOTAL ATTENDANCE: Paid, 7,500; free, 500. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights.
RECEIPTS: Gate \$3,227.75; day grandstand total (less tax) \$792.50; night grandstand total (less tax) \$3,213.50.
CARNIVAL: George Nelson Shows; ride and show gross, total amount, less federal tax \$2,500.
ATTRACTIONS: Harness races, 2 nights; motorcycle races, 1 afternoon; hot rod races, 1 afternoon; Diamond Horseshoe Rodeo, 1 afternoon and 2 nights.
AID, PREMIUMS: State aid \$2,100; county aid \$7,000; total estimated premiums paid out (excluding races) \$5,356.50.
ADMINISTRATION: President, Cecil Rooks; secretary, Wilson Hadley; publicity director, Herb Allen.
1954 DATES: August 10-14, tentative.

Howard County Fair, Cresco

TOTAL ATTENDANCE: Paid, 15,922; free, 3,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$7,076.30; day grandstand total (less tax) \$983.40; night grandstand total (less tax) \$5,171.60.
CARNIVAL: Greater Dixieland Shows.
ATTRACTIONS: Swenson's Thrillcade, 1 night; Sam Howard's Aqua-Thrills thru Ernie Young Agency, 3 nights; midget races by Speed Unlimited, 2 afternoons; team pulling contests.
AID, PREMIUMS: State aid \$2,100; county aid \$5,000; total estimated premiums paid out (excluding races) \$3,934.93.
ADMINISTRATION: President, Louis Byrnes; secretary, R. Fitzgerald.
1954 DATES: August 26-29, official.

Iowa State Fair, Des Moines

TOTAL ATTENDANCE: Paid 513,861. Operated 10 days; 10 nights.
WEATHER: Good 8 days, 8 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
RECEIPTS: Gate \$238,188.50; day grandstand total (less tax) \$113,231.18; night grandstand total (less tax) \$91,983.64.
CARNIVAL: Amusement Company of America.
ATTRACTIONS: Big 'car races, 2 days and 1 night; stock car races, 2 days; thrill show, 2 afternoons (1 afternoon rained out) and 1 Sunday morning; rodeo, 2 afternoons and 3 nights; presentation show, 6 nights; fireworks at the close of each night show.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$165,000.
ADMINISTRATION: President, H. L. Pike; secretary, L. B. Cunningham; superintendent of concessions, W. J. Campbell; publicity director, L. R. Fairall.
1954 DATES: August 28-September 6, official.

Linn County Fair, Central City

TOTAL ATTENDANCE: Paid, 6,412; free, 98. Operated 3 days, 3 nights.
RECEIPTS: Gate \$4,097; day grandstand total (less tax) \$621; night grandstand total (less tax) \$830.
CARNIVAL: George W. Nelson Shows.
ATTRACTIONS: Acts and 2 days harness racing.
AID, PREMIUMS: State aid \$300; county aid \$10,500.
ADMINISTRATION: Secretary, T. W. Lewis.
1954 DATES: August 6-8, tentative.

Mitchell County Fair, Osage

TOTAL ATTENDANCE: Paid, 4,579; free, 4,000. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights.

RECEIPTS: Gate \$2,289.50; day and night grandstand total (less tax) \$1,500.75.
CARNIVAL: Boone Valley Shows.
ATTRACTIONS: Vaudeville, 3 days, 3 nights, booked thru Boyle Woolfolk.
AID, PREMIUMS: State aid \$2,100; county aid \$6,624.68; total estimated premiums paid out (excluding races) \$3,328.
ADMINISTRATION: President, Al Christianson; secretary, H. D. Hedrick.
1954 DATES: Second week in August, tentative.

National Dairy Cattle Congress, Waterloo

TOTAL ATTENDANCE: Paid, 225,592. Operated 8 days, 8 nights.
WEATHER: Good, 8 days, 8 nights.
CARNIVAL: Royal United Shows.
ATTRACTIONS: Barnes-Carruthers provided circus acts for Hippodrome arena; horse show, arena contests.
AID, PREMIUMS: State aid \$2,000; county aid \$3,000; total estimated premiums paid out (excluding races) \$80,000.
ADMINISTRATION: President, H. B. Plumb; secretary, E. S. Estel; publicity director, Win F. Hanssen.
1954 DATES: October 2-9, official.

North Iowa Fair, Mason City

TOTAL ATTENDANCE: Paid, 47,796; free, 56,249. Operated 6 days, 6 nights.
WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night.
RECEIPTS: Gate \$19,810; day grandstand total (less tax) \$10,765.84; night grandstand total (less tax) \$8,140.00.
CARNIVAL: Gold Medal Shows; ride and show gross, total amount, less federal tax \$4,445.
ATTRACTIONS: Sam Howard water show plus acts, 6 nights, 6 days; Greater Olympia Circus, 2 days; Tournament of Thrills, 2 days; stock car and big car races, Auto Racing, Inc., 1 day each.
AID, PREMIUMS: State aid \$2,000; county aid \$10,000; total estimated premiums paid out (excluding races) \$11,997.50.
ADMINISTRATION: President, Leigh R. Curran; secretary, M. C. Lawson.
1954 DATES: August 10-15, official.

Pottawattamie County Fair, Avoca

TOTAL ATTENDANCE: Paid, 5,604; free, 1,276. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$1,502.17; day grandstand total (less tax) \$335; night grandstand total (less tax) \$3,489.42.
CARNIVAL: Sonny Myers Amusements.
ATTRACTIONS: Wrestling; Greater Olympia Circus; Buck Steele Frontier Days; South-of-the-Border Fiesta.
AID, PREMIUMS: State aid \$2,100; county aid \$8,500; total estimated premiums paid out (excluding races) \$3,237.21.
ADMINISTRATION: President, Norman D. West; secretary, H. E. True.
1954 DATES: August 10-13, tentative.

Ringgold County Fair, Mount Ayr

TOTAL ATTENDANCE: Paid, 2,500; free, 2,500. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
RECEIPTS: Gate \$1,500.
CARNIVAL: Ideal Rides.
ATTRACTIONS: Horse pulling contest, county talent show, free acts thru Barnes-Carruthers.
AID, PREMIUMS: State aid \$2,000; county aid \$3,400; total estimated premiums paid out (excluding races) \$4,500.
ADMINISTRATION: President, John D. Warin; Secretary, Stuart W. Hoover; superintendent of concessions, Frank Clarke.
1954 DATES: August 12-16, tentative.

Shelley County Fair, Harlan

TOTAL ATTENDANCE: 5,200. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.

Southern Iowa Fair, Oskaloosa

TOTAL ATTENDANCE: Paid, 25,000; free, 10,000. Operated 6 days, 6 nights.
RECEIPTS: Gate \$10,631.50; day grandstand total (less tax) \$1,931.75; night grandstand total (less tax) \$10,135.
CARNIVAL: American Beauty Shows.
ATTRACTIONS: Greater Olympia Circus, 1 day, 1 night; Tournament of Thrills, 1 day, 1 night; Flying Hoofs of Iowa, 1 day; late model stock car races, Auto Racing, Inc.; old model stock car races; 2 days of harness racing.
AID, PREMIUMS: State aid \$2,000; county aid \$5,000; total estimated premiums paid out (excluding races) \$4,806.50.
ADMINISTRATION: President, D. H. Matier; secretary, Clyde Hanna; superintendent of concessions, Leo Broerman.
1954 DATES: August 2-7, tentative.

Van Buren County Fair, Keosauqua

TOTAL ATTENDANCE: Paid 6,242; free 3,202. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$3,656; day grandstand total (less tax) \$1,019.35. Night grandstand total (less tax) \$750.35.
CARNIVAL: Nelson Shows.
ATTRACTIONS: Barnes-Carruthers variety show; harness racing 2 days; stock car racing 1 day.
AID, PREMIUMS: State aid \$2,100; county aid \$4,157.25; other aid \$321.78; total estimated premiums paid out (excluding races) \$3,204.65.
ADMINISTRATION: President, Hugh S. Barker; secretary, Arthur J., Secon; superintendent of concessions, Robert Vickerman.
1954 DATES: August 3-6, official.

Wapello County Fair, Eldon

TOTAL ATTENDANCE: Paid, 2,000; free, 8,000. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights.
RECEIPTS: Gate \$12,900; day grandstand total (less tax) \$5,800; night grandstand total (less tax) \$6,700.
CARNIVAL: American Beauty Shows.
ATTRACTIONS: Rodeo, 1 night; horse racing, 2 days; WHO barn dance, 1 night; circus, 1 night; big car auto races, 1 day; thrill show, 1 night.
AID, PREMIUMS: State aid \$2,100; county aid \$7,000; total estimated premiums paid out (excluding races) \$4,500.
ADMINISTRATION: President, H. F. Gilbert; secretary, L. A. Hall.
1954 DATES: August 23-26, official.

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Wayne County Fair, Corydon
TOTAL ATTENDANCE: Paid, 3,600; free, 1,400. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$1,880; day grandstand total (less tax) \$134; night grandstand total (less tax) \$300.20.
CARNIVAL: Hufft Greater Shows; ride and show gross, total amount, less federal tax \$1,800.
ATTRACTIONS: 105 Ranch Rodeo, 1 afternoon and 1 night.
AID, PREMIUMS: State aid \$2,096.70.
ADMINISTRATION: President, Roy Patterson; secretary, A. L. Cobel.

West Liberty Fair, West Liberty
TOTAL ATTENDANCE: Paid, 25,000 (est.). Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate \$12,200; day grandstand total (less tax) \$4,000; night grandstand total (less tax) \$4,000.
ATTRACTIONS: "Varieties of 1953" presented by Charles Zemater Theatrical Agency, 2 days and 2 nights; Buck Steele Frontier Days, 1 day and 1 night; harness racing, 2 afternoons.
AID, PREMIUMS: State aid \$2,000; county aid \$5,000.
ADMINISTRATION: President, George Gordon; secretary, Robert Barclay; superintendent of concessions, Fred Lehman; publicity director, W. G. Eichenauer.

KANSAS

Barber County Fair, Hardtner
OPERATED: 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Night grandstand total (less tax) \$3,760.
CARNIVAL: Big State Shows.
ATTRACTIONS: Auto races, thrill show, Station WKY acts.
AID, PREMIUMS: County aid \$2,000; total estimated premiums paid out (excluding races) \$2,000.
ADMINISTRATION: President, H. L. McCoy; secretary, J. M. Molz.

Belle Plaine Fall Fair, Belle Plaine
OPERATED: 1 day, 1 night.
WEATHER: Good, 1 day, 1 night.
CARNIVAL: Gifford Carnival.
ATTRACTIONS: Horse shodeo, concert, pulling contest, talent show.
AID, PREMIUMS: County aid \$500; total estimated premiums paid out (excluding races) \$1,200.
ADMINISTRATION: President, P. R. Sanders; secretary, D. D. Davis.
1954 DATES: September 12, tentative.

Central Kansas Free Fair, Abilene
TOTAL ATTENDANCE: Paid, 4,265; free, 2,700 (est.). Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 days.
RECEIPTS: Night grandstand total (less tax) \$15,005.17.
CARNIVAL: Central States Shows.
ATTRACTIONS: Rodeo, 4 nights, produced by the George Stichka Company; Hollywood Dare Devil Show, 1 night; Pete Bailey.
AID, PREMIUMS: County aid \$8,000; total estimated premiums paid out (excluding races) \$3,500.
ADMINISTRATION: President, Kenneth Olson; secretary, C. S. Peck; superintendent of concessions, D. V. Romine; publicity director, Howard Sparks.
1954 DATES: August 23-27, official.

Cowley County Free Fair, Winfield
TOTAL ATTENDANCE: Free, 16,000. Operated 4 days, 4 nights.
WEATHER: Good, 3 days, 3 nights; rain, 1 day; cold or cloudy 1 night.
RECEIPTS: Night grandstand total (less tax) \$6,000.
CARNIVAL: Rockwell Shows.
ATTRACTIONS: Thrill show night; rodeo, 3 nights.
AID, PREMIUMS: County aid \$2,000; other aid \$750.
ADMINISTRATION: President, Loyd Hittle; secretary, Noble Bradbury.
1954 DATES: August 31-September 3, tentative.

Five-State Fair, Liberal
TOTAL ATTENDANCE: Paid, 14,000; free, 15,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain, 1 day, 1 night; cold or cloudy 1 day, 1 night.
CARNIVAL: F. C. Boyle Shows.
ATTRACTIONS: Wheeler-Pitman Revue, Pete Bailey thrill show; 4-H style show, 6 days running races.
ADMINISTRATION: President, Earl Simmons; secretary, Charles E. Kulom.

Harper County Fair, Harper
TOTAL ATTENDANCE: Free, 4,500 (estimated). Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
ATTRACTIONS: Home talent.
AID, PREMIUMS: County aid \$2,000; other aid \$1,000; total estimated premiums paid out (excluding races) \$1,200.
ADMINISTRATION: President, F. M. Scarlett; secretary, R. E. Dresser; superintendent of concessions, James R. Thompson; publicity director, Bert Carlyle.

Harvey County and 4-H Fair, Newton
TOTAL ATTENDANCE: Free, 30,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
CARNIVAL: Maddox Bros. Shows; ride and show gross, total amount, less federal tax \$1,724.29.
ATTRACTIONS: All grandstand entertainment local amateur talent.
AID, PREMIUMS: County aid \$2,000; other aid \$6,000; total estimated premiums paid out (excluding races) \$2,700.
ADMINISTRATION: President, Harold Smith; secretary, Jack Turman.

Horton Tri-County Fair, Horton
TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights.
WEATHER: Good, 1 day, 2 nights; rain, 1 day; cold or cloudy, 1 day, 1 night.
CARNIVAL: Evans United Shows.
ATTRACTIONS: Corky Adminster & Group of Wichita.
AID, PREMIUMS: County aid \$2,000;

total estimated premiums paid out (excluding races) \$2,000.
ADMINISTRATION: President, William T. Knouse; secretary, J. A. Bourquin.

Inter-State Fair, Coffeyville
TOTAL ATTENDANCE: Free, 30,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
CARNIVAL: American Beauty Shows.
ATTRACTIONS: R.C.A. approved rodeo, 3 nights, produced by Ken Roberts and W. E. O'Conner; stock car races, 1 night.
AID, PREMIUMS: County aid \$2,000.
ADMINISTRATION: President, George Ledermann; secretary, Laurence M. Smith; superintendent of concessions, Albert Reiter; publicity director, Maurice Weinberg.
1954 DATES: 4 days, ending Labor Day, tentative.

Johnson County Free Fair, Gardner
TOTAL ATTENDANCE: Paid, 1,200; free, 200. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Night grandstand total (less tax) \$450.
CARNIVAL: Cattlett Shows.
AID, PREMIUMS: State aid \$1,500. Total estimated premiums paid out (excluding races) \$1,350.
ADMINISTRATION: President, Ray Green; secretary, C. Roy Gay; superintendent of concessions, Dale Dorst; publicity director, Eldon Moore.

Kansas Free Fair, Topeka
TOTAL ATTENDANCE: Free 392,000 (est.). Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Day grandstand total (less tax) \$32,000; night grandstand total (less tax) \$45,000.
CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax \$82,000.
ATTRACTIONS: Barnes-Carruthers night show; National Speedways Big Car races, 2 days; stock cars, 2 days; Aut Swenson thrill show, 2 days; running horse races, 1 day.
AID, PREMIUMS: County aid \$15,000. Total estimated premiums paid out (excluding races) \$26,000.
ADMINISTRATION: President, D. E. Ackers; secretary, Maurice E. Fager; superintendent of concessions, R. R. Brown; publicity director, Clive Lane.
1954 DATES: September 10-16, tentative.

Kansas State Fair, Hutchinson
TOTAL ATTENDANCE: 365,800. Operated 6 days, 7 nights.
WEATHER: Good, 6 days, 7 nights.
RECEIPTS: Gate \$65,305.50; total grandstand total (less tax) \$87,923.05.
CARNIVAL: Independent; ride and show gross, total amount, less federal tax, \$42,543.
ATTRACTIONS: Barnes & Carruther State Fair Revue, 7 nights; 1 day stock car races thru Verne Hamilton; 1 day big car races, Auto Racing, Inc.; 1 day thrill show, Aut Swenson; 2 days rodeo, George Stichka Company.
AID, PREMIUMS: State aid, \$18,500; total estimated premiums paid out (excluding races) \$59,400.
ADMINISTRATION: President, Wm. Condel; secretary, Virgil C. Miller; superintendent of concessions, Wm. H. Wegener; publicity director, Max Wales.
1954 DATES: September 18-23, official.

Kineaid Free Fair, Kineaid
OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Amateur contest, tractor derby, football, children's races.
ADMINISTRATION: President, Paul Evans; secretary, Marion Dryden; superintendent of concessions, M. C. Booher; publicity director, Irel Green.
1954 DATES: September 23-25, official.

Kingman County and 4-H Fair, Kingman
TOTAL ATTENDANCE: Free, 8,000. Operated 3 days, 2 nights.
WEATHER: Good, 3 days, 2 nights.
AID, PREMIUMS: County aid \$2,000; total estimated premiums paid out (excluding races) \$2,189.
ADMINISTRATION: President, Wilbur Sloan.
1954 DATES: August 27-29, tentative.

Linn County Fair, Mound City
TOTAL ATTENDANCE: Free, 7,500. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Night grandstand total (less tax) \$1,800.
CARNIVAL: Parada Shows; ride and show gross, total amount (less federal tax), \$1,400.
ATTRACTIONS: Rodeo 2 nights (local promotion—stock contractors, Chas. Worthington & Jack Bennett).
AID, PREMIUMS: County aid \$2,000; total estimated premiums paid out (excluding races) \$2,500.
ADMINISTRATION: President, Charles Murray; secretary, John H. Morse; superintendent of concessions, J. F. Bacon.
1954 DATES: August 19-21, tentative.

Osborne County Fair, Osborne
TOTAL ATTENDANCE: Paid, 10,000. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
RECEIPTS: Gate \$6,000; day grandstand total (less tax) \$2,000; night grandstand total (less tax) \$4,000.
CARNIVAL: Tidwell Shows; ride and show gross, total amount, less federal tax \$4,000.
ATTRACTIONS: Auto races, 2 afternoons; Pete Bailey Hollywood Thrill Show, 1 night; horse races, 1 afternoon; exhibition ball game, 1 night; horse show, 1 night; 4-H night, 1 night; home talent show, 1 night.
AID, PREMIUMS: County aid \$2,000; total estimated premiums paid out (excluding races) \$2,300.
ADMINISTRATION: President, Harold Carswell; secretary, L. E. Woolley.
1954 DATES: Third week in August, official.

Rooks County Free Fair, Stockton
TOTAL ATTENDANCE: Paid, 15,000; free, 240. Operated 4 days, 4 nights.
RECEIPTS: Gate \$10,577; day grandstand total (less tax) \$4,900; night grandstand total (less tax) \$5,677.

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1954 DATES
Sept. 4-10

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NORTHWEST MISSOURI STATE FAIR
Bethany, Missouri

CARNIVAL: T. J. Tidwell Shows; ride and show gross, total amount, less federal tax \$7,764.

ATTRACTIONS: J. C. Michaels Attractions, KFRM, Kansas City, 2 days running races, 2 days motorcycle races.

AID, PREMIUMS: County aid \$6,715.76; total estimated premiums paid out (excluding races) \$6,000.

ADMINISTRATION: President, Leon McCombs; secretary, G. T. Ostmyer. 1954 DATES: August 24-27, official.

Sedgwick County Fair, Cheney

TOTAL ATTENDANCE: Free, 8,500. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights. CARNIVAL: Brodbeck and Ottaway Amusement Company.

ATTRACTIONS: Radio show, 4-H tractor derby, dance.

AID, PREMIUMS: County aid \$2,500; other aid \$250; total estimated premiums paid out (excluding races) \$2,750.

ADMINISTRATION: President, Floyd Souder; secretary, Frank A. Ryniker; publicity director, Norma Souder. 1954 DATES: Last week in August, tentative.

Sumner County Fair, Caldwell

TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights. CARNIVAL: Mike Rockwell Shows.

ATTRACTIONS: Local talent. AID, PREMIUMS: County aid \$1,800; other aid \$1,000; total estimated premiums paid out (excluding races) \$2,200.

ADMINISTRATION: President, George Reeder; secretary, C. Herer. 1954 DATES: Weed-end following Labor Day, tentative.

Sylvan Grove-Lincoln County Free Fair, Sylvan Grove

TOTAL ATTENDANCE: Paid, 4,500; free, 100. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 3 nights; rain, 1 night.

RECEIPTS: Day grandstand total (less tax) \$400; night grandstand total (less tax) \$3,700.

CARNIVAL: Big State Shows. ATTRACTIONS: J. C. Michaels acts, baseball.

AID, PREMIUMS: State aid \$1,000; county aid \$1,700.

ADMINISTRATION: Superintendent of concessions, W. A. Buzick.

Thayer Home Coming Picnic & Fair, Thayer

TOTAL ATTENDANCE: Free 5,000. Operated 3 days, 3 nights.

WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.

CARNIVAL: United Exposition Shows. ATTRACTIONS: Rodeo, 1 day.

AID, PREMIUMS: County aid, \$200; total estimated premiums paid out (excluding races) \$271.95.

ADMINISTRATION: President, E. P. Johnston; secretary, H. M. Minnish; publicity director, Kern Powers. 1954 DATES: September 1-3, official.

Thomas County Free Fair, Colby

TOTAL ATTENDANCE: Free, 8,000. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights. RECEIPTS: Day grandstand total (less tax) \$2,507.20; night grandstand total (less tax) \$2,403.30.

CARNIVAL: F. C. Bogle Shows. ATTRACTIONS: Revue 2 nights and circus acts 2 nights by J. C. Michaels, Kansas City, Mo.; fireworks 1 night; professional auto races 2 afternoons by Ben C. Truex; thrill show 1 afternoon, Tommy Holden.

AID, PREMIUMS: County aid \$7,500; other aid \$756; total estimated premiums paid out (excluding races) \$2,500.

ADMINISTRATION: President, H. C. Thompson; secretary, J. B. Kuska. 1954 DATES: Third week in August, tentative.

Trego County Free Fair, Wakeeney

OPERATED: 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights.

RECEIPTS: Day grandstand total (less tax) \$2,394.50; night grandstand total (less tax) \$2,922.50.

CARNIVAL: F. C. Boyle Shows; ride and show gross, total amount, less federal tax \$4,958.13.

ATTRACTIONS: Pete Bailey thrill show, 1 day, circus acts, 3 nights; stock car races, 2 days; midjet auto races, 1 night.

AID, PREMIUMS: County aid \$1,700; total estimated premiums paid out (excluding races) \$1,700.

ADMINISTRATION: President, Pete Ziegler; secretary, Lew H. Galloway. 1954 DATES: August 19-22, tentative.

KENTUCKY

Adair County Fair, Columbia

TOTAL ATTENDANCE: Paid 14,653; free 1,000. Operated 4 days, 4 nights.

WEATHER: Good 3 days, 4 nights; rain 1 day.

RECEIPTS: Gate \$11,153. CARNIVAL: Bee's Old Reliable; ride and show gross, total amount, less federal tax, \$2,511.14.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,000.

ADMINISTRATION: President, Ivan Shively; secretary, L. H. Gore; publicity director, Coy Rice. 1954 DATES: July 28-31, official.

Alexandria Fair, Alexandria

TOTAL ATTENDANCE: Paid, 20,000. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights. ADMINISTRATION: President, Sol Youtsey; secretary, J. W. Shaw; publicity director, Bob Rankin. 1954 DATES: September 4-6, official.

Barren County American Legion Fair, Glasgow

TOTAL ATTENDANCE: Paid, 8,500; free, 800. Operated 3 days, 4 nights.

WEATHER: Good, 3 days, 3 nights. RECEIPTS: Gate \$5,000.

CARNIVAL: Gladstone Exposition Shows. ATTRACTIONS: Horse shows.

ADMINISTRATION: President, William B. Jones; secretary, Brents Dickinson; superintendent of concessions, W. D. Aspley; publicity director, William B. Jones.

Kentucky State Fair, Louisville

TOTAL ATTENDANCE: 340,000. Operated 9 days, 9 nights.

WEATHER: Good 8 days, 9 nights; rain 1 day.

RECEIPTS: Gate \$104,780. CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Barnes-Carruthers Revue; Gene Holters racing ostriches; numerous special events and contests.

AID, PREMIUMS: State aid \$67,500; total estimated premiums paid out (excluding races) \$113,000.

ADMINISTRATION: Manager, J. Dan Baldwin; superintendent of concessions, Ed Brooks; publicity director, L. (Doc) Cassidy. 1954 DATES: September 10-18, official.

Lawrenceburg Fair and Horse Show, Lawrenceburg

TOTAL ATTENDANCE: Paid, 20,000; free, 2,000. Operated 6 nights.

WEATHER: Good, 5 days, rain, 1 night. CARNIVAL: Bee's Old Reliable Shows.

ATTRACTIONS: Professional wrestling, 1 night.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$7,000.

ADMINISTRATION: President, Walter Patrick; secretary, Allan Hanks; publicity director, Elliott Garrison.

Owen County Fair, Owenton

TOTAL ATTENDANCE: Paid, 5,300. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate \$3,500; night grandstand total (less tax) \$1,600.

CARNIVAL: Brown Novelty Company. ATTRACTIONS: Horse show, 3 nights.

AID, PREMIUMS: State aid \$495; total estimated premiums paid out (excluding races) \$3,100.

ADMINISTRATION: President, W. L. Cammack Jr.; secretary, Ray E. Williams. 1954 DATES: July 21-24, tentative.

Owsley County Fair, Booneville

TOTAL ATTENDANCE: Free, 4,000. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights. CARNIVAL: Bee's Old Reliable.

ATTRACTIONS: Square Dance, Hillbilly Jamboree.

ADMINISTRATION: President, J. M. King; secretary, F. W. Gobbar. 1954 DATES: September 16-18, official.

Washington County Fair and Horse Show, Springfield

TOTAL ATTENDANCE: Paid, 8,000. Operated 4 nights.

WEATHER: Good, 4 nights. RECEIPTS: Gate \$6,000.

CARNIVAL: Gladstone Shows. ADMINISTRATION: President, Hugh Brown Gregory; secretary, Charles E. Montgomery.

LOUISIANA

Grant Parish Fair, New Verda

OPERATED: 3 days, 3 nights. WEATHER: Good, 3 days, 3 nights.

CARNIVAL: Floyd O'Kile Shows. AID, PREMIUMS: State aid \$2,000; county aid \$500.

ADMINISTRATION: President, M. M. Swor; secretary, Odelia Purvis.

Jackson Parish Fair, Jonesboro

OPERATED: 6 days, 6 nights. WEATHER: Good, 6 days, 6 nights.

CARNIVAL: Groves Greater Shows. AID, PREMIUMS: State aid \$2,000; total estimated premiums paid out (excluding races) \$3,000.

ADMINISTRATION: President, Cecil H. Garrett; secretary, W. W. McDonald Jr.

MAINE

Cherryfield Fair, Cherryfield

TOTAL ATTENDANCE: Paid 6,000; free 500. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 4 nights. RECEIPTS: Gate \$5,500; day grandstand total (less tax) \$300; night grandstand total (less tax) \$200.

CARNIVAL: Dick Wilcox Shows. ATTRACTIONS: Harness racing, 2 days; vaudeville stage and high pole, 1 night; 2 days harness racing; pig scramble; 2 days horse pulling; 3 days baseball.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,000.

ADMINISTRATION: President, Palmer Hart; secretary, C. H. Small; superintendent of concessions, Earl Worcester. 1954 DATES: August 31-September 2, tentative.

Skowhegan State Fair, Skowhegan

TOTAL ATTENDANCE: Paid, 98,000. Operated 8 days, 8 nights.

WEATHER: Good, 8 days, 8 nights. CARNIVAL: King Reid Shows.

ATTRACTIONS: Cherokee - Oklahoma Ranch Rodeo, 2 days, 2 nights; Nick Falzone; musical revue and vaudeville acts, 6 days, 6 nights; George A. Hamid & Son; harness racing, pari-mutuel wagering, 6 days.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$16,000.

ADMINISTRATION: President, J. Walton Neil; treasurer-manager, Roy E. Symons. 1954 DATES: August 14-21, official.

MASSACHUSETTS

Brockton Fair, Brockton

OPERATED: 8 days, 8 nights. CARNIVAL: World of Mirth Shows.

ATTRACTIONS: Pari-mutuel harness racing, 6 afternoons; Joie Chitwood Thrill Show, 2 afternoons; Al Martin revue, 8 evenings.

ADMINISTRATION: President, G. A. Buckley; secretary, F. H. Kingman. 1954 DATES: September 11-18, tentative.

Marshfield Fair, Marshfield

TOTAL ATTENDANCE: Paid, 28,500; free, 8,000. Operated 7 days, 7 nights.

WEATHER: Good, 5 days, 6 nights; hot 2 days, 1 night.
RECEIPTS: Gate \$21,000; day grandstand total (less tax) \$300; night grandstand total (less tax) \$300.
CARNIVAL: Playtime Amusements.
ATTRACTIONS: Harness horse racing, horse show, boxing, wrestling, beauty contest, stage show every night.
AID, PREMIUMS: State aid \$4,000; total estimated premiums paid out (excluding races) \$6,800.
ADMINISTRATION: Manager, Charles Langille.
1954 DATES: August 8-14, tentative.

Three-County Fair, Northampton
TOTAL ATTENDANCE: Paid, 45,600; free 25,000. Operated 7 days, 6 nights.
WEATHER: Good 7 days; cold 6 nights.
RECEIPTS: Gate \$25,000; day grandstand total (less tax) \$4,707.
CARNIVAL: Lagasse Amusement Company.
ATTRACTIONS: Tobacco Queen Contest, 2 nights; wrestling, 2 nights; Nationality night, parade of barber shop quartets; 6 days running races.
ADMINISTRATION: President, Brice-land W. Nash; secretary, John L. Banner; superintendent of concessions, Henry L. Johnson.
1954 DATES: September 5-11, tentative.

Weymouth-Massachusetts State Fair, Weymouth
TOTAL ATTENDANCE: Paid, 175,543. OPERATED: 7 days, 7 nights.
WEATHER: Good, 7 days, 7 nights.
CARNIVAL: Lagasse Amusement Company.
ATTRACTIONS: Pari-mutuel running races 6 afternoons; horse and buggy frolics (Hamid), 7 nights; square dancing, Sweet Adelines. Special events: Plough horse derby, tin cup derby, corn-on-the-cob eating contest, pipe smoking contest, national cranberry pie contest.
AID, PREMIUMS: State aid \$4,000; total estimated premiums paid out (excluding races) \$12,000.
ADMINISTRATION: Vice-president and general manager, Milton Danziger.
1954 DATES: August 14-21, official.

MICHIGAN

Armanda Fair, Armanda
WEATHER: Good, 2 days, 2 nights.
ATTRACTIONS: Gus Sun Agency acts.
ADMINISTRATION: President, Paul Russ; secretary, Roy Conner.

Berlin Fair, Marne
TOTAL ATTENDANCE: Paid 18,000. free 6,000. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate \$9,000; day grandstand total (less tax) \$1,875; night grandstand total (less tax) \$2,316.
CARNIVAL: Wade Shows.
ATTRACTIONS: Wrestling, horse pulling, horse racing.
AID, PREMIUMS: State aid, \$1,295; county aid, \$300.
ADMINISTRATION: President, A. P. Edison; secretary, R. M. Ossewaarde; publicity director, Jack Bronkuna.
1954 DATES: August 30-September 3, official.

Eaton County 4-H Fair, Charlotte
TOTAL ATTENDANCE: Paid 36,000. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 5 nights; rain 1 day.
RECEIPTS: Gate, \$8,065; day grandstand total (less tax) \$975; night grandstand total (less tax) \$2,837.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Wrestling one night; a show booked thru United Booking Association; 3 days of harness racing.
AID, PREMIUMS: State aid, \$2,400; county aid \$3,600; total estimated premiums paid out (excluding races) \$6,000.
ADMINISTRATION: President, John Strange; manager, Sidney Phillips.
1954 DATES: August 31-September 4, tentative.

Gratiot County Fair, Alma
TOTAL ATTENDANCE: Free, 20,000. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights.
RECEIPTS: Night grandstand total (less tax) \$2,500.
CARNIVAL: Wade Shows.
AID, PREMIUMS: State aid \$700; county aid \$1,000; other aid \$200; total estimated premiums paid out (excluding races) \$1,900.
ADMINISTRATION: President Harry Densmore; secretary, John W. Baker; superintendent of concessions, Glen Munsel; publicity director, Mert Dean.

Ionia Free Fair, Ionia
OPERATED: 8 days, 8 nights.
WEATHER: Good, 7 days, 8 nights; rain, 1 day.
CARNIVAL: Cetlin & Wilson Shows.
ATTRACTIONS: B. Ward Beam Thrill Show, 3 afternoons; harness racing, 4 afternoons; automobile races by Central State Racing Assn., 2 afternoons; night show produced by Barnes-Carruthers Theatrical Enterprises.
AID, PREMIUMS: State aid \$5,112.30; total estimated premiums paid out (excluding races) \$12,792.
ADMINISTRATION: President, Allan Williams; secretary, Rose Sarlow.
1954 DATES: August 7-14, tentative.

Jackson County Fair, Jackson
TOTAL ATTENDANCE: Paid, 45,000; free, 32,000. Operated 5 days, 6 nights.
WEATHER: Good, 4 days, 6 nights; rain, 1 day.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Gus Sun acts.
AID, PREMIUMS: State aid \$8,000; total estimated premiums paid out (excluding races) \$20,000.
ADMINISTRATION: President, Roy M. Hatt; secretary, I. Storms.
1954 DATES: August 29-September 3, tentative.

Michigan State Fair, Detroit
TOTAL ATTENDANCE: Paid, 475,798; free, 278,380. Operated 10 days, 10 nights.
WEATHER: Good, 8 days, 8 nights; rain, 1 night; cold or cloudy 2 days, 1 night.

RECEIPTS: Gate \$284,478.80; grandstand total (less tax) \$52,643.70; coliseum total (less tax) \$72,872.36.
CARNIVAL: W. G. Wade Shows; ride and show gross, total amount (less federal tax), \$169,074.
ATTRACTIONS: Coliseum, Eddie Fisher, Teresa Brewer, Louie Armstrong, musical show, 7 days, 3 shows a day. Grandstand, thrill show, 2 days; outdoor circus, 7 days, booked by Val Campbell Agency; stock car race, H. E. Redkey Associates.
ADMINISTRATION: President, Harry Wright; general manager, James M. Hare; assistant manager, C. J. Wasung; superintendent of concessions, Gerard Lacey; publicity director, Dick Frederick.
1954 DATES: September 3-12, tentative.

Saginaw County Fair, Saginaw
WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Barnes-Carruthers night show.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$24,300.
ADMINISTRATION: President, J. J. Marthey; secretary, C. H. Harnden; superintendent of concessions, B. B. Sawyer; publicity director, Jack Parker.
1954 DATES: September 12-18, official.

St. Joseph County Fair, Centerville
TOTAL ATTENDANCE: Paid, 71,236; free, 26,735. Operated 5 days, 6 nights.
WEATHER: Good, 2 days, 2 nights; rain, 1 day; cold or cloudy, 2 days, 4 nights.
RECEIPTS: Gate \$35,618; night grandstand total (less tax) \$27,187.15.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Barnes-Carruthers Revue, 6 nights; 4 days harness racing.
AID, PREMIUMS: State aid \$7,200; other aid \$1,450; total estimated premiums paid out (excluding races) \$14,400.
ADMINISTRATION: President, H. C. Bucknell; secretary, V. Schaeffer; superintendent of concessions, L. R. Schrader.
1954 DATES: Third week of September, official.

Shiawassee County Free Fair, Corunna
TOTAL ATTENDANCE: Free, 45,000. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Night grandstand total (less tax) \$2,800.
CARNIVAL: Gooding Amusement Company. Ride and show gross, total amount, less federal tax \$3,300.
ATTRACTIONS: Circus, horse pulling, home talent.
AID, PREMIUMS: State aid \$1,800; county aid \$2,500.
ADMINISTRATION: President, Elmo White; secretary, Blair Woodman; superintendent of concessions, Clark Ross.
1954 DATES: August 16-21, tentative.

Upper Peninsula State Fair,
TOTAL ATTENDANCE: Free, 100,000. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
CARNIVAL: Blue Ribbon Shows.
ATTRACTIONS: Novelty acts, plus different name attractions, auto races.
AID, PREMIUMS: State aid \$23,000; total estimated premiums paid out (excluding races) \$23,000.
ADMINISTRATION: Chairman, Ben D. Miller; secretary, Ray La Porte; superintendent of concessions, Tom McDonough; publicity director, Ken Gunderman.
1954 DATES: August 18-23, official.

MINNESOTA

Becker County Fair, Detroit Lakes
TOTAL ATTENDANCE: Paid, 10,000; free, 3,000. Operated 3 days, 3 nights.
WEATHER: Good, 1 day, 2 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 2 nights.
CARNIVAL: Rogers Bros. Shows.
ATTRACTIONS: Ernie Young Agency acts.
AID, PREMIUMS: State aid \$1,475; other aid \$160; total premiums paid out (excluding races) \$1,897.
ADMINISTRATION: President, L. C. Enfield; secretary, G. W. Peoples; superintendent of concessions, T. E. Vigen Sr.
1954 DATES: August 19-21, tentative.

Brown County Fair, New Ulm
TOTAL ATTENDANCE: Paid, 35,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
CARNIVAL: Don Franklin Shows.
ATTRACTIONS: Barnes-Carruthers acts, 3 nights; Tournament of Thrills, 1 day; stock car races, 1 day; 4-H program, 1 afternoon.
ADMINISTRATION: President, W. H. Huevelmann; executive secretary, E. J. Herriges; superintendent of concessions, Joe Vogel.
1954 DATES: August 17-22, tentative.

Dodge County Fair, Kasson
OPERATED: 3 days, 4 nights.
WEATHER: Good, 2 days, 2 nights; rain, 1 day, 2 nights.
RECEIPTS: Day grandstand total (less tax) \$800; night grandstand total (less tax) \$1,500.
CARNIVAL: Wolf's Greater Shows.
ATTRACTIONS: Marlo Production, 3 nights; 1 day harness races; 1 day auto races; 1 night wrestling.
AID, PREMIUMS: State aid \$1,800; county aid \$4,000; total estimated premiums paid out (excluding races) \$2,900.
ADMINISTRATION: President, Al Engelstrie; secreta. aid Lynam.

Fillmore County Fair, Preston
TOTAL ATTENDANCE: Paid 8,600; free 1,000. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
RECEIPTS: Gate \$4,442.81; day grandstand total (less tax) \$3,487.95.
CARNIVAL: Gold Bond Shows.
ATTRACTIONS: Boyle Woolfolk Revue, 3 nights; 105 Ranch Rodeo, 1 night and 1 afternoon; horse show, 1 afternoon.
AID, PREMIUMS: State aid, \$1,928.08; county aid, \$7,297.06; other aid, \$153.97; total estimated premiums paid out (excluding races), \$3,239.95.

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Lewisburg, W. Va.

ADMINISTRATION: President, Temen Thompson; secretary, Ernest Wubbels. 1954 DATES: August 26-29, tentative.

Goodhue County Fair, Zumbrota

TOTAL ATTENDANCE: Paid, 15,000. Operated 4 days, 3 nights. WEATHER: Good, 4 days, 3 nights. CARNIVAL: Royal United Shows. ADMINISTRATION: President, George Freeman; secretary, A. E. Colling, Jr.; publicity director, M. C. Rockne.

Jackson County Fair, Jackson

TOTAL ATTENDANCE: Paid 11,000; free 14,500. Operated 3 days, 4 nights. WEATHER: Good 3 days, 4 nights. RECEIPTS: Gate \$4,605; day grandstand total \$3,650; night grandstand total \$1,850.50. CARNIVAL: William T. Collins Shows. ATTRACTIONS: Duke of Paducah (Whitey Ford) 1 night; "Rhythm Revels," Barnes-Carruthers Theatrical Enterprise, Inc., 2 nights; auto races, National Speedways, Inc., 2 afternoons; Thrillcade, Aut Swenson, 1 afternoon and 1 night. AID, PREMIUMS: State aid \$2,102.94; county aid \$1,500; total estimated premiums paid out (excluding races) \$4,247.20. ADMINISTRATION: President, A. F. Scheppmann; secretary, A. C. Geiger; superintendent of concessions, George B. Peterson. 1954 DATES: August 19-22, official.

Lincoln County Fair, Tyler

TOTAL ATTENDANCE: Paid, 7,500. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate \$4,000; day grandstand total (less tax) \$1,500; night grandstand total (less tax) \$2,000. CARNIVAL: Veteran United Shows; ride and show gross, total amount, less federal tax \$2,000. ATTRACTIONS: 4-H talent show, 1 day; midget auto racing, 1 day; free acts booked thru Hal Garvin, 3 shows. AID, PREMIUMS: State aid, \$1,500; county aid, \$1,250; total estimated premiums paid out (excluding races) \$1,800. ADMINISTRATION: President, William Holm; secretary, T. Jorgensen.

Martin County Free Fair, Fairmont

TOTAL ATTENDANCE: Free, 82,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. CARNIVAL: William T. Collins Shows. ATTRACTIONS: Barnes-Carruthers Olympia Circus. AID, PREMIUMS: State aid \$3,424; county aid \$1,000. ADMINISTRATION: President, George Meschke; secretary, John S. Livermore.

Minnesota State Fair, St. Paul

TOTAL ATTENDANCE: Paid, 865,523. Operated 10 days, 10 nights. WEATHER: Good 5 days, 5 nights; cold or cloudy, 5 days, 5 nights. CARNIVAL: Royal American Shows. ATTRACTIONS: Barnes-Carruthers revue, 9 nights; Swenson Thrillcade, 1 night, 2 matinees; motorcycle races, 1 afternoon; AAA big car races thru Sam Nunis, 3 matinees; IMCA big car races, thru Frank Winkley, 3 afternoons; IMCA stock car

races booked thru Frank Winkley, 2 afternoons; horse show, 10 performances.

AID, PREMIUMS: Total premiums paid out, \$165,142.03.

ADMINISTRATION: President, R. S. Thornton; secretary, Douglas K. Baldwin; superintendent of concessions, Harry Frost; publicity director, Ray Speer.

1954 DATES: August 28-September 6, official.

Mower County Fair and Midwest Livestock Show, Austin

TOTAL ATTENDANCE: Paid 110,000. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 5 nights; rain 1 night.

RECEIPTS: Night grandstand total (less tax) \$20,175.

CARNIVAL: World of Today Shows.

ATTRACTIONS: Barnes - Carruthers Show; National Speedway big cars; Frontier Days, two afternoons; horse show, stock cars.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$15,560.

ADMINISTRATION: President, Richard Rahilly; secretary, P. J. Holand.

1954 DATES: August 10-15.

Nicollet County Fair, St. Peter

TOTAL ATTENDANCE: Paid, 2,500; free, 1,000. Operated 3 days, 3 nights.

WEATHER: Good, 2 days, 3 nights; rain, 1 day.

RECEIPTS: Gate \$4,640; day grandstand total (less tax) \$2,112; night grandstand total (less tax) \$2,427.

CARNIVAL: Arrowhead Shows; ride and show gross, total amount, less federal tax \$3,400.

ATTRACTIONS: Chitwood thrill show, 2 performances; Barnes-Carruthers Revue; horse and pony races.

AID, PREMIUMS: State aid \$1,650; county aid \$2,647; other aid \$1,000; total estimated premiums paid out (excluding races) \$3,700.

ADMINISTRATION: President, Ernest Odoff; secretary, Roy A. Dean; superintendent of concessions, Hilton Miller.

1954 DATES: August 26-29, tentative.

Otter Tail County Fair, Fergus Falls

TOTAL ATTENDANCE: Paid 15,434; free 7,500. Operated 3 days, 4 nights.

WEATHER: Good 2 days, 3 nights; rain 1 day; cold or cloudy 1 night.

RECEIPTS: Gate \$7,716.75; day and night grandstand total (less tax) \$4,784.88.

CARNIVAL: Art B. Thomas shows; ride and show gross, total amount, less federal tax \$8,477.35.

ATTRACTIONS: Stageshow by Barnes-Carruthers; big car race by Auto Racing Inc.

AID, PREMIUMS: State aid \$2,757.55; county aid \$3,288.98. Total estimated premiums paid out (excluding races) \$5,150.15.

ADMINISTRATION: President, Theodore M. Thompson; secretary, Knute Hanson.

1954 DATES: August 25-28, tentative.

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Pope County Fair, Glenwood
TOTAL ATTENDANCE: Paid 5,500; free 4,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$2,700; night grandstand total (less tax) \$1,350.
CARNIVAL: Don Franklin Shows; ride and show gross, total amount, less federal tax \$2,327.21.
ATTRACTIONS: 4 nights of variety acts produced by Gus Sun Agency; 3 afternoon baseball games; 4-H Show.
AID, PREMIUMS: State aid \$1,100; county aid \$600; other aid \$500; total estimated premiums paid out (excluding races) \$1,200.
ADMINISTRATION: President, Albin Johnson; secretary, Reynold Erickson; publicity director, Owen Knudsen.
1954 DATES: July 11-14, official.

Pope County Fair, Glenwood
TOTAL ATTENDANCE: Paid 3,086.
RECEIPTS: Day grandstand total (less tax) \$1,206.17; night grandstand total (less tax) \$713.71.
CARNIVAL: Rogers Bros. Shows.
ATTRACTIONS: Juanita Keldahl Show, 2 days and 2 nights; 4-H Home Talent Show - first night and horse show last evening; harness racing, 2 afternoons.
AID, PREMIUMS: State aid \$1,621.20; county aid in total; total estimated premiums paid out (excluding races) \$2,343.65.
ADMINISTRATION: President, N. P. Hanson; secretary, Gilman P. Gandrud.
1954 DATES: September 17-19, official.

Renville County Fair, Bird Island
CARNIVAL: William T. Collins Shows.
ATTRACTIONS: Williams & Lee show, 2 days, 2 nights; harness races, 1 day; stock car races, 1 day.
ADMINISTRATION: President, E. Jungers; secretary, Harold Baumgartner; superintendent of concessions, Dale Donnewety.
1954 DATES: August 22-24, tentative.

Sibley County Fair, Arlington
TOTAL ATTENDANCE: Paid, 10,000; free, 500. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$3,500; day grandstand total (less tax) \$1,550; night grandstand total (less tax) \$2,000.
CARNIVAL: United Veterans Shows.
ATTRACTIONS: DeWaldo stagershow; harness races, 1 day.
AID, PREMIUMS: State aid \$17,000; county aid \$8,000; total estimated premiums paid out (excluding races) \$1,900.
ADMINISTRATION: President, Fred Springeler; secretary, Louis Kill.

Steele County Free Fair, Owatonna
TOTAL ATTENDANCE: Free, 133,977. Operated 5 days, 6 nights.
WEATHER: Good, 5 days, 6 nights.
CARNIVAL: 20th Century Shows.
ATTRACTIONS: Grandstand show, Charles Zemater Agency, 4 nights; 1 day of big car, 1 day of stock car racing by Auto Racing Inc.; 1 day of modified stock car races, St. Cloud Speedway; thrill show, Aut Swenson, 1 day, 1 night.
AID, PREMIUMS: State aid \$1,500;

county aid \$6,215.61; total estimated premiums paid out (excluding races) \$9,734.
ADMINISTRATION: President, H. B. Theimer; secretary, Stan Muckle.
1954 DATES: August 17-22, official.

Swift County Fair, Appleton
TOTAL ATTENDANCE: Paid, 8,000; free, 6,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
CARNIVAL: Badger State Shows.
ATTRACTIONS: Gus Sun - Grossman night show.
AID, PREMIUMS: State aid \$2,200; county aid \$4,200; total estimated premiums paid out (excluding races) \$2,900.
ADMINISTRATION: President, G. L. Haugland; secretary, J. G. Anderson.
1954 DATES: August 26-29, official.

Wabasha County Free Fair, Wabasha
TOTAL ATTENDANCE: Free, 47,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
CARNIVAL: Rainey Shows.
ATTRACTIONS: Gus Sun free acts, 3 days, 3 nights.
AID, PREMIUMS: State aid \$903.60; county aid \$1,000; other aid \$425; total estimated premiums paid out (excluding races) \$990.
ADMINISTRATION: President, Clem Noll; secretary, Doug Mossberg; superintendent of concessions, Edward Malone; publicity director, Ray Young.
1954 DATES: Last week-end in July, tentative.

Waseca County Fair, Waseca
TOTAL ATTENDANCE: Free, 10,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Night grandstand total (less tax) \$2,500.
CARNIVAL: Badger State Shows.
ATTRACTIONS: Home talent show, Steele's Frontier Days; Marlo circus acts, 1 day of running races.
AID, PREMIUMS: State aid \$1,500; county aid \$3,000.
ADMINISTRATION: President, B. J. Knauss; secretary, Leon J. B. Sexton; superintendent of concessions, Elnor Iverson; publicity director, D. C. Brown.
1954 DATES: First week-end in August, tentative.

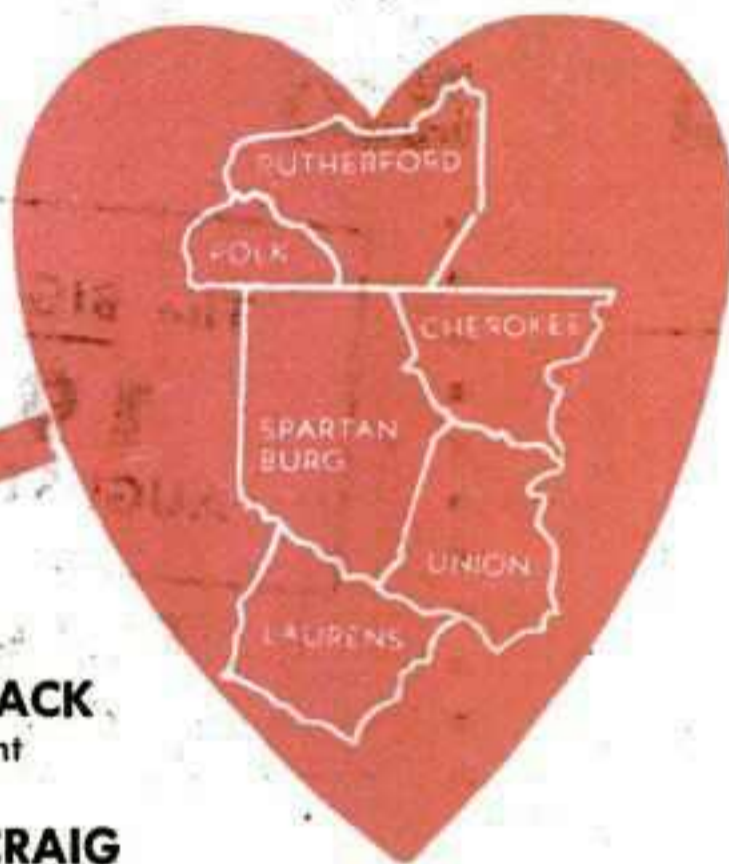
MISSISSIPPI
Clay County Fair, Westpoint
TOTAL ATTENDANCE: Paid, 7,500; free, 4,000. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Gate \$3,000.
CARNIVAL: Buff Hottle Shows.
ATTRACTIONS: Free grandstand act each night.
AID, PREMIUMS: State aid \$275; total estimated premiums paid out (excluding races) \$781.
ADMINISTRATION: President, R. G. Millard; secretary, R. Fakert.

(Continued on page 99)

THE HEART OF THE PIEDMONT in the CAROLINAS

PIEDMONT INTERSTATE FAIR

SPARTANBURG, SOUTH CAROLINA



1954 DATES
OCTOBER
11th-
16th

PAUL BLACK
President

TOM M. CRAIG
Secretary-Treasurer

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Charles A. Lenz



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SHOWMEN! Our new insurance plan has been tailored to your needs. It is the result of my many years of experience in writing show business insurance. I will be in Chicago for the convention . . . plan to talk over your insurance problems and see how this plan can help you.

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The Showmen's Insurance Man

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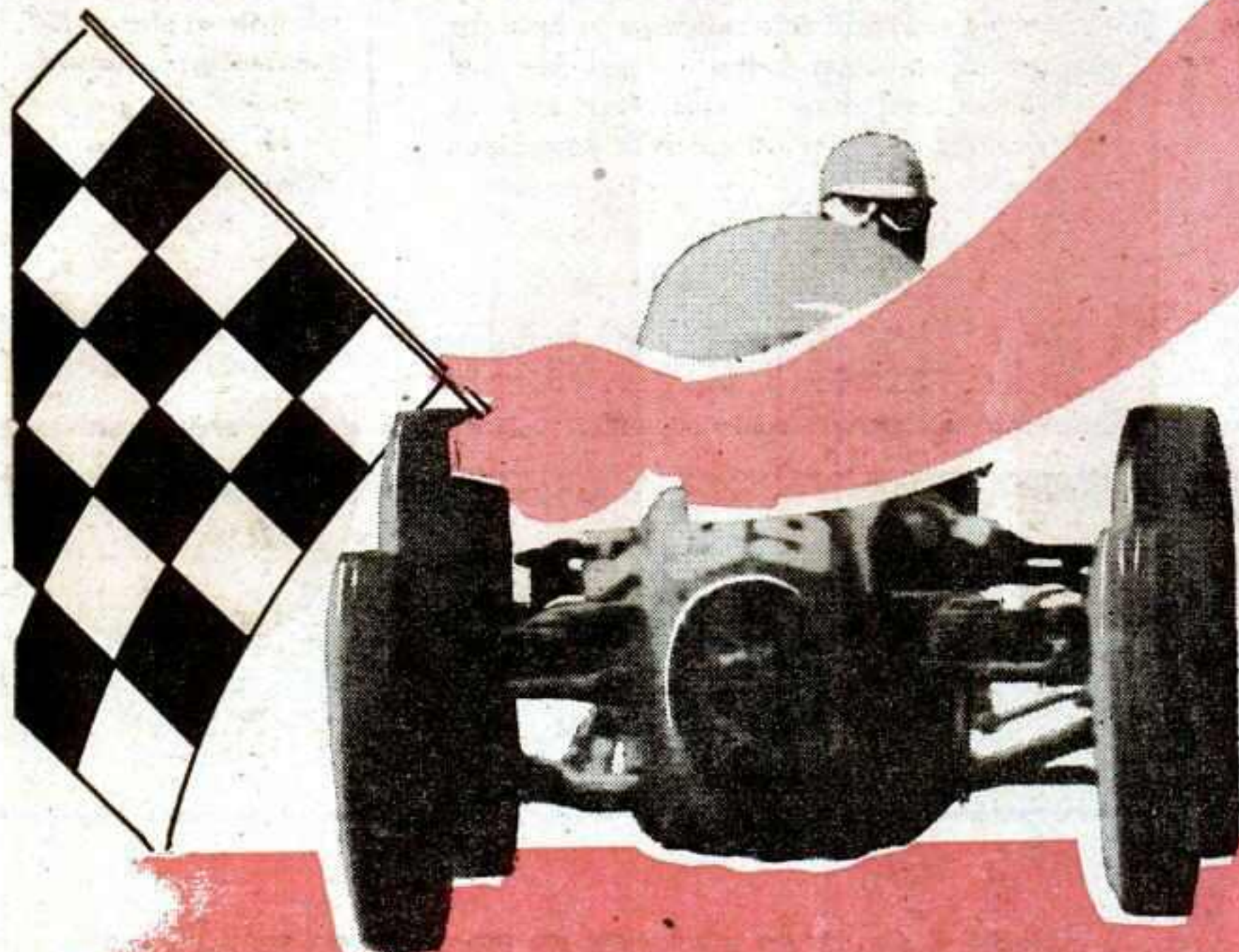
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1953 FAIRS**

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Auto Racing



The Nation's Largest Racing Organization

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Continued from page 95

Itawamba Fair, Fulton
 TOTAL ATTENDANCE: Paid, 4,500; free, 800. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Gate \$2,300.
 CARNIVAL: Ray Williams Shows.
 ATTRACTIONS: Free acts.
 AID, PREMIUMS: State aid \$136; county aid \$1,000; total estimated premiums paid out (excluding races) \$2,200.
 ADMINISTRATION: President, A. J. Mattox; secretary, H. L. Holland.
 1954 DATES: Last week in September, tentative.

Mississippi A. & I. State Fair, Jackson
 TOTAL ATTENDANCE: 325,000. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 RECEIPTS: Night grandstand total (less tax) \$20,461.90.
 CARNIVAL: Royal American Shows; ride and show gross, total amount, including federal tax, \$68,569.26.
 AID, PREMIUMS: County aid \$1,000; other aid, \$4,500; total estimated premiums paid out (excluding races) \$25,000.
 ADMINISTRATION: Secretary, J. M. Dean; superintendent of concessions, M. M. Bedenbaugh.
 1954 DATES: October 11-16, official.

Mississippi-Alabama Fair and Dairy Show, Tupelo
 TOTAL ATTENDANCE: Paid, 126,400; free, 20,000. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 CARNIVAL: Gold Medal Shows.
 ATTRACTIONS: Bob Steele's Frontier Days.
 ADMINISTRATION: President-manager, James M. Savery; publicity director, Gene Gratz.

Pontotoc County Fair, Pontotoc
 TOTAL ATTENDANCE: Paid, 10,000. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Gate \$2,500.
 CARNIVAL: Merry Midway Shows.
 AID, PREMIUMS: State aid \$650; total estimated premiums paid out (excluding races) \$2,500.
 ADMINISTRATION: President, L. G. Simmons; secretary, C. F. Randle.
 1954 DATES: Third week in September, tentative.

MISSOURI

Aurora Tri-County Fair, Aurora
 OPERATED: 3 days, 4 nights.
 WEATHER: Good, 2 days, 3 nights; rain, 1 day, 1 night.
 CARNIVAL: American Beauty Shows.
 ATTRACTIONS: Acts.
 ADMINISTRATION: President, W. G. Medlin; secretary, R. A. Buffalo.
 1954 DATES: October 1-3, tentative.

Eldon Community Fair, Eldon
 TOTAL ATTENDANCE: Free 13,000.
 Operated 1 day, 4 nights.
 WEATHER: Good, 1 day, 4 nights.
 CARNIVAL: Mound City Shows; ride and show gross, total amount, less federal tax, \$2,500.
 ATTRACTIONS: Ted Tillman Enterprises, stagshow.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,200.
 ADMINISTRATION: President, Donn Harrison Jr.; secretary, Roy Clement; superintendent of concessions, Rea Snodgrass; publicity director, Armin Reagan.

Galt Community Fair, Galt
 OPERATED: 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 CARNIVAL: Sonny Meyers Shows; ride and show gross, total amount, less federal tax \$1,600.
 ATTRACTIONS: Amateur and professional dancers.
 ADMINISTRATION: President, F. Shatto; secretary, W. B. Huffine.
 1954 DATES: September 9-11, official.

Hickory County Free Fair, Hermitage
Hickory County Free Fair, Hermitage
 OPERATED: 3 days, 3 nights.
 WEATHER: Good, 3 days, 2 nights; rain, 1 night.
 CARNIVAL: Pauls Amusement Company.
 ATTRACTIONS: Free horse act by Ray Spurgeon.
 AID, PREMIUMS: State aid \$160; county aid \$150; total estimated premiums paid out (excluding races) \$525.
 ADMINISTRATION: President, M. F. Taylor; secretary, James B. Hart.

Lamar's Farm and Industrial Exposition, Lamar
 TOTAL ATTENDANCE: Free, 20,000 (est.). Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 2 nights; rain, 1 night.
 CARNIVAL: American Beauty Shows.
 ATTRACTIONS: KWTO Radio stars, first afternoon; free act each afternoon and night booked thru Tommy Sacco.
 AID, PREMIUMS: State aid \$950; other aid \$3,000; total estimated premiums paid out (excluding races) \$3,950.
 ADMINISTRATION: President and secretary, Bud Moore; publicity director, Wayne Rowland.
 1954 DATES: Third week in September, official.

Missouri State Fair, Sedalia
 TOTAL ATTENDANCE: Paid, 467,197. Operated 9 days, 9 nights.
 WEATHER: Good, 9 days, 9 nights.
 RECEIPTS: Gate \$68,388.90; day grandstand total (less tax) \$57,815.50; night grandstand total (less tax) \$47,148.71.
 CARNIVAL: Cettin & Wilson Shows.
 ATTRACTIONS: Sam Howard's Aqua Thrills, 6 nights; Barnes-Carruthers stage and musical revue, 6 nights; Tournament of Thrills (Leo Overland) 1 night; Aut Swenson thrill show, 1 night and 1 afternoon; auto races (Gaylor White); harness

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 1954 DATES
 (Tentative)
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WESTERN FAIRS ASSOCIATION

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racess. 5 days, horse show, 6 nights; motorcycle races (Gaylor White) 1 day. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$59,460.50. ADMINISTRATION: Secretary, Ross C. Ewing; superintendent of concessions, Robert E. Kahn; publicity director, W. H. Ritzenthaler. 1954 DATES: October 21-29, official.

North Central Missouri Fair, Trenton

TOTAL ATTENDANCE: 32,162. Operated 6 days, 6 nights. WEATHER: Good 6 days, 4 nights; cold 2 nights.

RECEIPTS: Gate \$9,464.80; total grandstand gross (less tax) \$8,884.

CARNIVAL: United Exposition Shows. ATTRACTIONS: Jimmie Lynch Death Dodgers, afternoon and night; Mitigwa Indian Dancers, 1 night; fox hound bench show; horse racing, 2 afternoons; 1 night stock car racing; grandstand variety show, 2 nights; acts by Barnes-Carruthers; short track motorcycle, National Speedway, 1 afternoon; Hollywood Daredevil Thrill Show, 1 night.

AID, PREMIUMS: State aid \$910; other aid \$600; total estimated premiums paid out (excluding races) \$4,250.

ADMINISTRATION: President, Alfred Witten; superintendent of concessions, Leland McMullen. 1954 DATES: August 15-20, tentative.

Ozark Empire Fair, Springfield

TOTAL ATTENDANCE: Paid, 161,613; free, 20,000. Operated 7 days, 7 nights.

WEATHER: Good, 6 days, 5 nights; rain, 1 day; cold or cloudy, 2 nights.

RECEIPTS: Gate \$34,956.10; grandstand total (less tax) \$21,850.50.

CARNIVAL: Gem City Shows; ride and show gross; total amount, less federal tax \$21,620.80. ATTRACTIONS: Tournament of Thrills, 1 day, 1 night; big car races, Auto Racing, Inc., 2 days; Ernie Young revue, 3 nights; Swenson Thrillcade, 1 day, 1 night; Ozark Speedway stock car races, 1 night; horse show, 1 night; running races, 3 afternoons.

AID, PREMIUMS: State aid \$6,500; county aid \$10,000; total estimated premiums paid out (excluding races) \$22,000.

ADMINISTRATION: President, W. A. Delzell; secretary, Glen B. Boyd; superintendent of concessions, Ivan Hurto; publicity director, Eddie Bass and Dale Freeman. 1954 DATES: August 14-20, official.

Pike County Fair, Bowling Green

TOTAL ATTENDANCE: Paid, 9,000; free, 1,000. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate \$4,000; night grandstand total (less tax) \$2,300.

ADMINISTRATION: President, V. Williams; secretary, A. E. Boise; superintendent of concessions, Ed Porter; publicity director, Raymond Bond. 1954 DATES: August 11-14, tentative.

St. Charles County Fair, St. Charles

TOTAL ATTENDANCE: Paid, 25,800; free, 25,000. Operated 5 days, 5 nights.

WEATHER: Good, 5 days, 3 nights; cool 2 nights. RECEIPTS: Gate \$6,200; grandstand total (less tax) \$2,000.

CARNIVAL: Mound City Shows. ATTRACTIONS: Horse Show. AID, PREMIUMS: State aid \$1,000; total estimated premiums paid out (excluding races) \$3,000.

ADMINISTRATION: President, H. Ordelheide; secretary, K. E. Schnedler; superintendent of concessions, R. Ryan. 1954 DATES: September 8-12, tentative.

MONTANA

Central Montana Fair and Rodeo, Lewistown

TOTAL ATTENDANCE: Paid 5,282. Operated 3 days, 3 nights.

RECEIPTS: Gate \$2,574.25; day grandstand total (less tax) \$6,853; night grandstand total (less tax) \$4,377.50.

CARNIVAL: Northern Exposition Shows. ATTRACTIONS: Williams and Lee Productions; Palmer oxen; JTX rodeo stock; three local races each day. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,100.

ADMINISTRATION: President, C. W. Cooley; secretary, Henry J. Otten. 1954 DATES: July 29-31.

Fallon County Fair, Baker

TOTAL ATTENDANCE: Paid, 3,148; free, 800. Operated 2 days, 3 nights.

WEATHER: Good, 2 days, 1 night; rain, 1 night; cold or cloudy, 1 night. RECEIPTS: Gate \$3,148.

CARNIVAL: Northern Exposition Shows. ATTRACTIONS: Rodeo and races, 2 days; night show, Clarence Smith, 3 nights. AID, PREMIUMS: County aid \$6,200; total estimated premiums paid out (excluding races) \$2,300.

ADMINISTRATION: President, H. B. French; secretary, E. R. Hoff; superintendent of concessions, Roy McClain. 1954 DATES: September 3-5.

Marias Fair, Shelby

TOTAL ATTENDANCE: Paid, 19,500; free, 1,000. Operated 4 days, 4 nights.

WEATHER: Good, 3 days, 3 nights; rain, 1 day; cold or cloudy, 1 night. RECEIPTS: Gate \$5,433.55; day grandstand total (less tax) \$6,222.50; night grandstand total (less tax) \$5,926.50.

ADMINISTRATION: President, Amil Kleinert; secretary, Clifford D. Coover. 1954 DATES: July 22-25, tentative.

North Montana State Fair, Great Falls

TOTAL ATTENDANCE: Paid, 121,470. Operated 6 days, 6 nights.

WEATHER: Good 5 1/2 days, 6 nights; rain, 1/2 day.

RECEIPTS: Gate \$35,000; day grandstand total (less tax) \$40,000; night grandstand total (less tax) \$50,000.

CARNIVAL: Siebrand Bros.; ride and show gross, total amount, less federal tax \$38,000.

ADMINISTRATION: President, E. F. Galt; secretary, Leo C. Dailey. 1954 DATES: August 2-7, tentative.

Rosebud County Fair, Forsyth

TOTAL ATTENDANCE: Paid, 2,275; free, 325. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights. RECEIPTS: Gate \$1,127.80; day grandstand total (less tax) \$4,250.50; night grandstand total (less tax) \$3,152.50.

ADMINISTRATION: President, Henry Larsen; secretary, Harley W. Rooth. 1954 DATES: Third week in August, tentative.

NEBRASKA

Buffalo County Fair, Kearney

TOTAL ATTENDANCE: Paid 5,629. Operated 5 days, 5 nights.

WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.

RECEIPTS: Gate \$2,774.23; night grandstand total (less tax) \$3,313.15.

ADMINISTRATION: President, Fred Knobel; secretary, W. S. Wimberley; superintendent of concessions, Earl Ramsay. 1954 DATES: August 30-September 3, official.

Cuming County Fair, West Point

TOTAL ATTENDANCE: Paid 6,401; free, 23,700. Operated 5 days, 5 nights.

WEATHER: Good, 4 days, 4 nights; cold or cloudy, 1 day, 1 night.

RECEIPTS: Gate \$6,229.05; day grandstand total (less tax) \$801.80; night grandstand total (less tax) \$2,011.20.

ADMINISTRATION: President, H. C. Horst; secretary, Ed. M. Baumann. 1954 DATES: August 29-September 2, official.

Dawson County Fair, Lexington

TOTAL ATTENDANCE: Free 15,000. Operated 4 days, 4 nights.

WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.

RECEIPTS: Day and night grandstand total (less tax) \$4,800.

ADMINISTRATION: President, Forrest Fagot; secretary, Monte Kiffin. 1954 DATES: August 31-September 3, tentative.

Douglas County Fair, Waterloo

TOTAL ATTENDANCE: Paid, 22,000; free, 8,000. Operated 4 days, 4 nights.

WEATHER: Good, 3 days, 2 nights; cold or cloudy, 1 night.

ADMINISTRATION: President, Albert Hablitzel; secretary, Dean Hueffle. 1954 DATES: August 18-20, tentative.

Gage County Fair, Beatrice

OPERATED: 3 days, 4 nights.

RECEIPTS: Gate \$927; day and night grandstand total (less tax) \$3,153.10.

ADMINISTRATION: President G. E. Switzer; secretary, E. F. Goble. 1954 DATES: Third week in August, tentative.

Gasper County Free Fair, Elwood

OPERATED: 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

ADMINISTRATION: President, George I. Burt; secretary, M. R. Morgan; superintendent of concessions, Harry Swanson. 1954 DATES: August 17-19, official.

Keya Paha County Fair, Norden

TOTAL ATTENDANCE: Paid, 300; free, 200. Operated 3 days.

WEATHER: Good, 3 days. RECEIPTS: Gate \$800.

AID, PREMIUMS: State aid \$590.

county aid \$1,800; total estimated premiums paid out (excluding races), \$1,600.

ADMINISTRATION: President, J. A. Rossband; secretary, Leonard McCormick.

1954 DATES: September 10-12, tentative.

Knox County Fair, Bloomfield
 OPERATED: 3 days.
 WEATHER: Good, 3 days.
 CARNIVAL: Merriman Shows.
 ATTRACTIONS: Baseball, 3 games, and Wheeler Pittman Stars on Parade.
 AID, PREMIUMS: County aid \$2,000; other aid \$500.
 ADMINISTRATION: President, Otto Hansen; secretary, F. E. Stepp.
 1954 DATES: August 29-31, tentative.

Lincoln County Fair, North Platte
 TOTAL ATTENDANCE: Free, 23,000.
 Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Day grandstand total (less tax) \$2,500; night grandstand total (less tax) \$3,000.

CARNIVAL: Maddox Bros. Shows.
 ATTRACTIONS: Stock car races, horse show, Grand Ole Opry, rodeo, 4-H show, KRVN radio show.
 AID, PREMIUMS: State aid \$560; county aid \$7,000; total estimated premiums paid out (excluding races) \$3,500.
 ADMINISTRATION: President, Paul J. Thomson; secretary, H. B. Manners.
 1954 DATES: August 15-19, official.

Nebraska State Fair, Lincoln
 TOTAL ATTENDANCE: Paid, 275,000; free, 9,000. Operated 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 CARNIVAL: William T. Collins Shows.
 ATTRACTIONS: Barnes-Carruthers show 6 nights; 2 days big car races, 1 day stock car races, 1 day motorcycle races, all thru National Speedways, Inc.; Tournament of Thrills, 2 days; horse show, 2 evenings; 17 days of running races; kids' pony jamboree.
 ADMINISTRATION: President, Henry F. Brandt; secretary, Edwin Schultz.
 1954 DATES: September 5-10, official.

Nuckolls Country Fair, Nelson
 TOTAL ATTENDANCE: Paid, 3,500; free, 300. Operated 1 day, 3 nights.
 WEATHER: Good, 1 day, 3 nights.
 RECEIPTS: Night grandstand total (less tax) \$2,800.
 ATTRACTIONS: Pete Bailey Thrill Show 1 night; home talent, 1 night; horse show, 1 night; 4-H show and program, 1 afternoon.
 AID, PREMIUMS: State aid \$575; county aid \$2,500; total estimated premiums paid out (excluding races) \$2,500.
 ADMINISTRATION: President, Lawson Wehrman; secretary, H. McAdamson.
 1954 DATES: First week in August, tentative.

Platte County Fair, Columbus
 TOTAL ATTENDANCE: Free, 10,000.
 Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 3 nights; rain, 1 night.
 RECEIPTS: Day and night grandstand total (less tax) \$4,500.
 CARNIVAL: Merriman Shows.
 ATTRACTIONS: Circus; rodeo thru Barnes-Carruthers.
 AID, PREMIUMS: County aid \$4,000; other aid \$562.50.
 ADMINISTRATION: President, John B. Preston; secretary, W. L. Boettcher; superintendent of concessions, Forrest L. Corn.
 1954 DATES: August 31-September 3, tentative.

Richardson County Free Fair, Humboldt
 TOTAL ATTENDANCE: Free, 60,000.
 Operated 3 days, 4 nights.
 WEATHER: Good, 3 days, 4 nights.
 CARNIVAL: Hales Rides.
 ATTRACTIONS: Barnes-Carruthers stage show.
 AID, PREMIUMS: County aid \$4,000; other aid \$500; total estimated premiums paid out (excluding races) \$1,500.
 ADMINISTRATION: President, Frank J. Rist; secretary, L. E. Watson; superintendent of concessions, Henry Kroese; publicity director, Ben Mitchell.
 1954 DATES: September 15-17, official.

Scotts Bluff County Fair, Mitchell
 TOTAL ATTENDANCE: Paid 10,000; free 280. Operated 9 days, 5 nights.
 WEATHER: Good 9 days, 5 nights.
 RECEIPTS: Gate \$15,500; day grandstand total (less tax) \$11,000; night grandstand total (less tax) \$4,500.
 CARNIVAL: Hills Greater Shows; ride and show gross, total amount, less federal tax, \$4,000.
 ATTRACTIONS: Coronation Revue (Gus Sun Booking Agency) presented 5 nights; 9 days running horse races.
 AID, PREMIUMS: County aid \$4,400.
 ADMINISTRATION: President, Harold Ledingham; secretary, W. W. Hickman; superintendent of concessions, C. J. Sanderson.

Stanton County Fair, Stanton
 OPERATED: 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 CARNIVAL: Merriam's Midway.
 ATTRACTIONS: Tournament of thrills, 1 day, 1 night; Barnes-Carruthers revue & acts, 2 days, 2 nights.
 AID, PREMIUMS: State aid \$521; county aid \$2,000; total estimated premiums paid out (excluding races) \$2,500.
 ADMINISTRATION: President, Gus Bremer; secretary, William Beyer.

Thurston County Fair, Walthill
 TOTAL ATTENDANCE: Paid, 5,000.
 Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Gate \$2,000; day and night grandstand total (less tax) \$1,000.
 ATTRACTIONS: DeWaldo attractions, 3 nights; stock car races; horse races.

NEVADA

Elko County Fair and Show, Elko
 TOTAL ATTENDANCE: Paid, 8,000; free, 300. Operated 4 days.
 WEATHER: Good, 4 days.
 RECEIPTS: Gate \$10,000.
 CARNIVAL: Liberty Shows.

ATTRACTIONS: 8 races daily and stock horse contest in arena; also acts between events.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,000.

ADMINISTRATION: President, Tom Kane; secretary, James M. Olin.
 1954 DATES: September 3-6, official.

NEW HAMPSHIRE

Hopkinton Fair, Contoocook
 TOTAL ATTENDANCE: Paid, 13,040; free, 1,500. Operated 3 days, 4 nights.
 WEATHER: Good, 2 days, 3 nights; rain, 1 night; cold or cloudy 1 day.
 TOTAL RECEIPTS: \$8,204.
 ATTRACTIONS: 2 days of harness races.
 ADMINISTRATION: President, Frank M. Kimball; secretary, Charles A. Jones; superintendent of concessions, Joseph H. Young; publicity director, John Brock.

NEW JERSEY

Cumberland County Co-Op Fair, Bridgeton
 TOTAL ATTENDANCE: Paid, 25,862; free, 5,000. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Gate \$14,299.25; day grandstand total (less tax) \$1,100; night grandstand total (less tax) \$1,819.05.
 CARNIVAL: Metropolitan Shows; ride and show gross, total amount, less federal tax \$15,000 (approximate).
 ATTRACTIONS: Cumberland County Girl Scout show, 1 night; Miss Bridgeton Pageant, 1 night; Miss Vineland, 1 night; musical review, 1 night.
 AID, PREMIUMS: State aid \$2,700; total estimated premiums paid out (excluding races) \$6,534.50.
 ADMINISTRATION: President, Horace B. Miller; assistant secretary, Raymond R. Riley; superintendent of concessions, Raymond R. Riley; publicity director, Samuel Brown.
 1954 DATES: September 14-18, official.

NEW MEXICO

New Mexico State Fair, Albuquerque
 TOTAL ATTENDANCE: 362,000. Operated 9 days, 9 nights.
 WEATHER: Good, 7 days, 7 nights; storm, 2 days, 2 nights.
 CARNIVAL: Siebrand Shows Circus and Carnival.
 ATTRACTIONS: Pari-mutuel horse races, night rodeo.
 ADMINISTRATION: President, Clyde Tingley; secretary, Leon H. Harms.
 1954 DATES: September 25-October 3, tentative.

Otero County Fair, Alamogordo
 TOTAL ATTENDANCE: Paid 4,000; free 150. Operated 2 days, 1 night.
 RECEIPTS: Gate \$850.
 CARNIVAL: Alfieri Amusement Shows.
 ATTRACTIONS: Kiddie rides.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$500.
 ADMINISTRATION: President, Walter Wode; secretary, J. Roessler; publicity director, Wayne Phelps.

Valencia County Fair, Belen
 OPERATED: 3 days, 2 nights.
 WEATHER: Good 3 days, 2 nights.
 CARNIVAL: T. J. Tidwell Shows.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,250.
 ADMINISTRATION: President, K. L. Bradshaw; secretary, F. D. Heving Jr.
 1954 DATES: First week in September, tentative.

NEW YORK

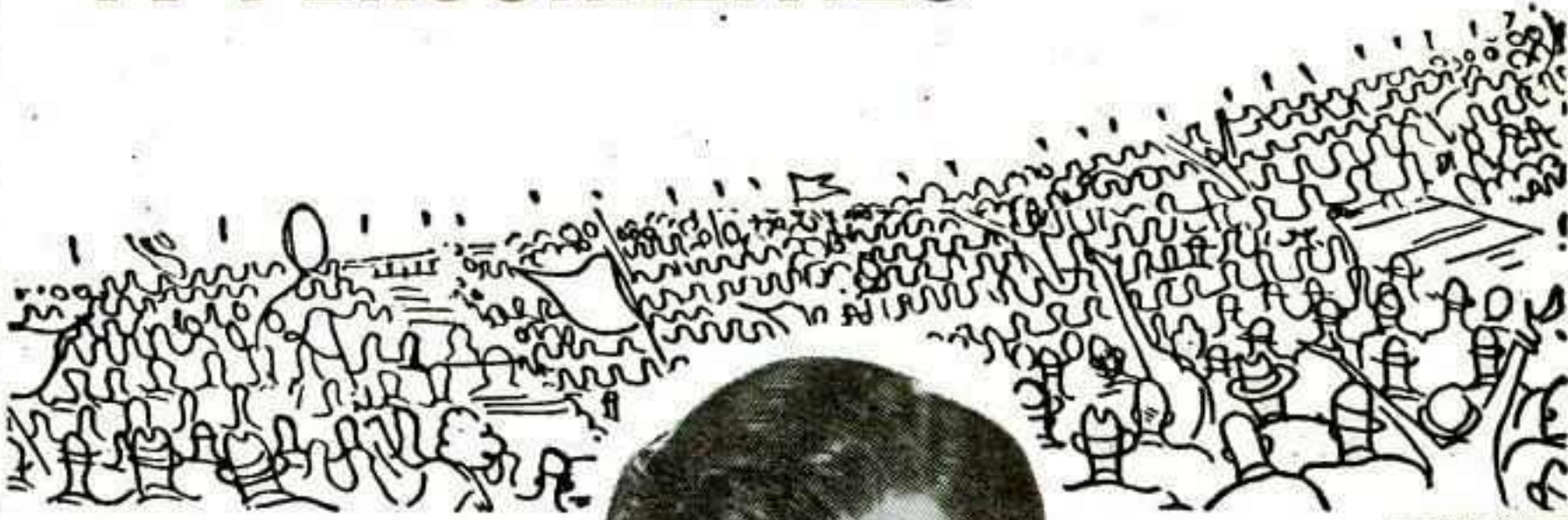
Afton Fair, Afton
 TOTAL ATTENDANCE: Paid, 13,204; free, 3,000 (est.). Operated 5 days, 6 nights.
 WEATHER: Good, 5 days, 1 night; cold or cloudy, 5 nights.
 RECEIPTS: Gate \$7,604.40; day grandstand total (less tax) \$1,305.60; night grandstand total (less tax) \$1,639.40.
 CARNIVAL: Reithoffer rides.
 ATTRACTIONS: Quartet, stage acts, horse pulling, harness racing, Joe Chitwood, thrill show, fireworks.
 AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$6,322.
 ADMINISTRATION: President, Fred Drachler; secretary, Fred Crane.

Chautauqua County Fair, Dunkirk
 OPERATED: 6 days, 6 nights.
 WEATHER: Good, 4 days, 4 nights; rain, 2 days, 2 nights.
 CARNIVAL: Carl D. Ferris Shows.
 ATTRACTIONS: Hamid Fantasies Revue; Clarabell, 1 day; Kochman Thrill Show, 2 performances; Chitwood Thrill Show, 1 performance; public wedding; quarter horse racing, 1 day; Grange pageant, 1 night.
 AID, PREMIUMS: State aid \$10,000; county aid \$7,500.
 ADMINISTRATION: President, C. D. Sessions; secretary, C. J. Larson; publicity director, A. C. Gent.
 1954 DATES: September 6-11, official.

Dutchess County Fair, Rhinebeck
 TOTAL ATTENDANCE: Paid, 49,983; free, 25,368. Operated 5 days, 5 nights.
 WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night.
 CARNIVAL: O. C. Buck Shows.
 ATTRACTIONS: Ice show and hill billy show 5 nights, 1 matinee; George A. Hamid; 2 days of harness races.
 AID, PREMIUMS: State aid \$10,000; county aid \$4,500; total estimated premiums paid out (excluding races) \$19,980.
 ADMINISTRATION: President, A. L. Shephard; secretary, R. C. Murray.
 1954 DATES: August 31-September 4, official.

Erie County Fair, Hamburg
 OPERATED: 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 CARNIVAL: James E. Strates Shows.
 ATTRACTIONS: George Hamid stage acts; 4 nights, thrill shows; 1 night, veterans parade; 1 night, volunteer firemen; 3 days, harness racing; 1 day, big car auto race.

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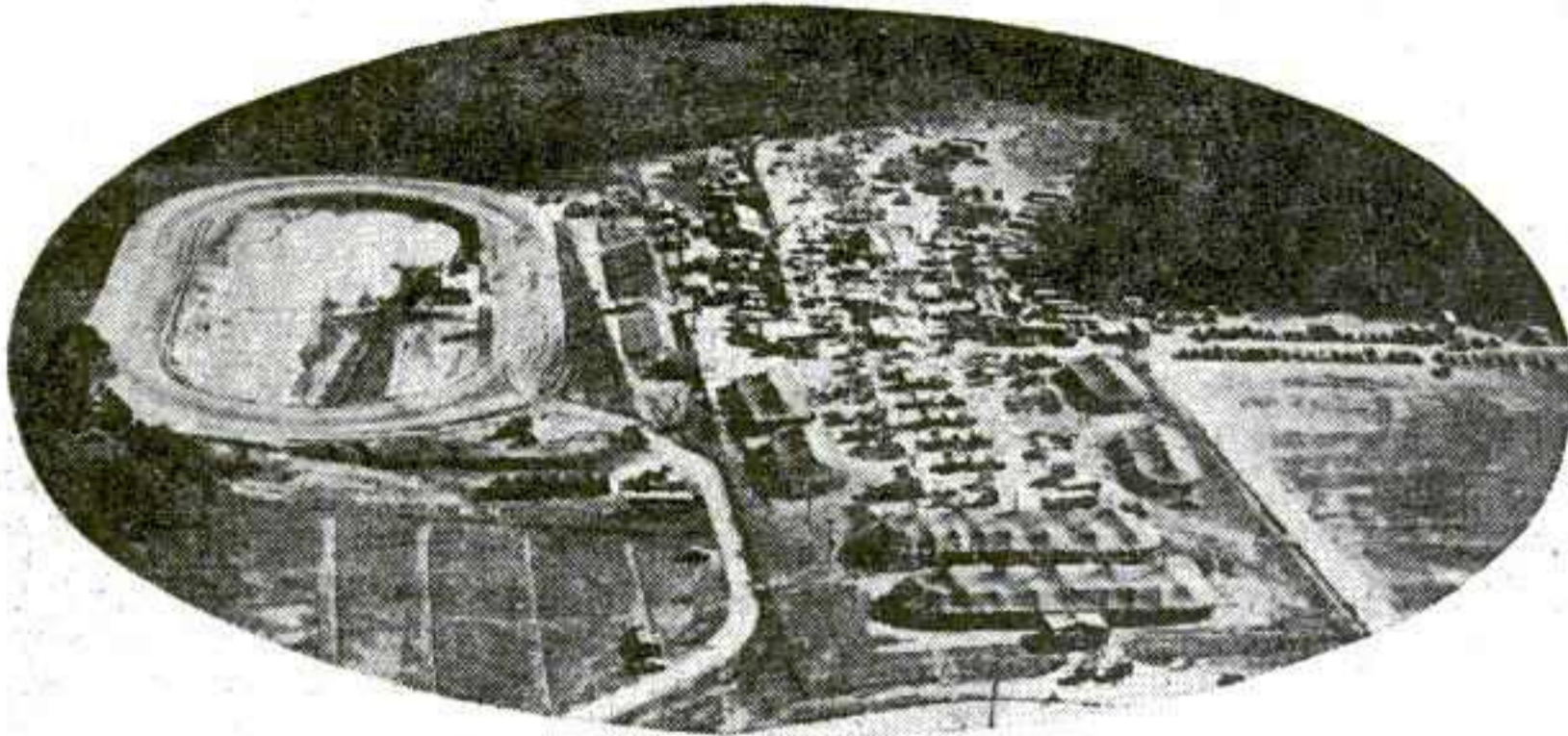
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1954 DATES
OCT. 21-31

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Louisiana State Fair, Shreveport, La.

AID PREMIUMS: State aid, \$10,000; county aid, \$20,000.

ADMINISTRATION: President, Eugene Forrester; secretary, Frank Slade; superintendent of concessions, Warren Gressman; publicity director, Richard Allen.
1954 DATES: August 16-21, official.

Franklin County Fair, Malone

TOTAL ATTENDANCE: Paid, 50,000; free, 8,000. Operated 7 days, 6 nights.
WEATHER: Good, 7 days, 6 nights.
RECEIPTS: Gate \$22,000; day grandstand total (less tax) \$8,000; night grandstand total (less tax) \$7,000.

CARNIVAL: King Reid Shows.
ATTRIBUTES: Hamid show, 6 days, 6 nights; Irish Horan thrill show, 2 afternoons; 4 days of harness racing.
AID, PREMIUMS: State aid \$10,000, total estimated premiums paid out (excluding races) \$8,500.

ADMINISTRATION: President, Elmer McCann; secretary, S. A. Child; superintendent of concessions, Ray Hall; publicity director, Bernard Duquette.
1954 DATES: August 23-28, tentative.

Genesee Valley Breeders' Association Fall Colt Show, Avon

OPERATED: 2 days.
WEATHER: Good, 1 day; rain, 1 day.
RECEIPTS: Gate \$302.

ATTRIBUTES: Breeders show of thorobred horses, mares and foals, stallions.
ADMINISTRATION: President, Mark F. Welch; secretary, John Steele.
1954 DATES: September 3-4, tentative.

The Great Palmyra Fair, Palmyra

TOTAL ATTENDANCE: Paid, 45,000; free, 2,500. Operated 4 days, 5 nights.
WEATHER: Good, 4 days, 5 nights.
RECEIPTS: Gate \$15,912.20; day grandstand total (less tax) \$2,451.75; night grandstand total (less tax) \$4,622.75.

ATTRIBUTES: Harness races, 2 afternoons; firemen's parade, servicemen's parade; Hamid circus; Kochman thrill show.
AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$10,900.

ADMINISTRATION: President, Charles McLooth; secretary, W. R. Conyers; publicity director, John D. Meyers.
1954 DATES: August 24-28, tentative.

New York State Fair, Syracuse

TOTAL ATTENDANCE: 423,472. Operated 8 days, 8 nights.
WEATHER: Good 6 days, 6 nights; rain 2 days, 2 nights.

CARNIVAL: James E. Strates Shows.
ATTRIBUTES: George Hamid Rodeo in Coliseum; George Hamid act in front of grandstand; Jack Kochman and Irish Horan thrill shows.
ADMINISTRATION: Secretary, Harold L. Creal; publicity director, Henry Russo.

Steuben County Fair, Bath

OPERATED: 5 days, 6 nights.
WEATHER: Good, 5 days, 6 nights.
CARNIVAL: James E. Strates Shows.
ATTRIBUTES: Frank Wirth Revue; B. Ward Beam Thrill Show; 3 days harness racing.

ADMINISTRATION: President, Allison Mann; secretary, J. Victor Faucett; superintendent of concessions, Harry Burlingame.

Tri-County Fair, Altamont

TOTAL ATTENDANCE: Paid, 52,000; free, 22,000. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
CARNIVAL: Coleman Bros.' Shows.
ATTRIBUTES: Al Martin Agency Show 5 days, 5 nights; Joie Chitwood thrill show, 1 night.

AID, PREMIUMS: State aid \$10,000; county aid \$5,000; total estimated premiums paid out (excluding races) \$15,000.
1954 DATES: Third week in August, tentative.

Washington County Fair, Greenwich

TOTAL ATTENDANCE: Paid 23,000; free children under 12. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate \$6,900.
CARNIVAL: Bell Form Show; ride and show gross, total amount, less federal tax, \$1,900.

ATTRIBUTES: Variety Show by Jimmy Daley Attractions.
AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$9,993.75.

ADMINISTRATION: President, M. Russell Dock; secretary, P. J. Houlton; publicity director, E. C. Holden.
1954 DATES: August 16-21, tentative.

NORTH CAROLINA

Catawba Fair, Hickory

TOTAL ATTENDANCE: Paid, 42,905; free, 12,000. Operated 5 days, 6 nights.
WEATHER: Good, 5 days, 6 nights.
RECEIPTS: Gate \$21,181.20; night grandstand total (less tax) \$1,552.55.

CARNIVAL: O. C. Buck Model Shows.
ATTRIBUTES: George A. Hamid acts.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,043.75.

ADMINISTRATION: President, Gordon Shuford; secretary, Corbin Green.
1954 DATES: September 27-October 2, official.

Center of North Carolina Fair, Asheboro

TOTAL ATTENDANCE: Paid, 20,000; free, 10,000. Operated 5 days, 5 nights.
WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night.

CARNIVAL: Vivona Bros. Shows.
ATTRIBUTES: Free acts, 5 nights.
ADMINISTRATION: President, J. G. Haskins; secretary, W. C. York; superintendent of concessions, Vivona Morris.

Davidson County Agricultural and Industrial Fair, Lexington

TOTAL ATTENDANCE: Paid, 36,000; free, 16,800. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 5 nights; cold or cloudy, 1 night.

CARNIVAL: Penn Premier Shows.
AID, PREMIUMS: State aid \$4,000.
ADMINISTRATION: President, Curtis A. Leonard.

Firemen's Agricultural Fair, Enfield

TOTAL ATTENDANCE: Paid, 11,388; free, 3,500 (estimate). Operated 4 days, 6 nights.

WEATHER: Good, 5 days, 5 nights; rain, 1 day, 1 night.
RECEIPTS: Gate \$4,396.40.
CARNIVAL: George Clyde Smith Shows.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$959.
ADMINISTRATION: President, H. H. Burrows; secretary, W. B. Burchette.

Littleton Tri-County Fair, Littleton

OPERATED: 5 days, 6 nights.
WEATHER: Good, 3 days, 2 nights; rain, 1 night; cold or cloudy, 2 days, 3 nights.

CARNIVAL: Dumont Shows.
ATTRIBUTES: Valentine flying act.
ADMINISTRATION: Secretary, T. R. Walker.
1954 DATES: October 4-9, official.

Wilson County Fair, Wilson

TOTAL ATTENDANCE: Paid, 22,912; free, 15,943. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.

RECEIPTS: Gate \$16,655.05; day grandstand total (less tax) \$1,253.60; night grandstand total (less tax) \$2,055.30.
CARNIVAL: John H. Marks Shows; ride and show gross, total amount, less federal tax \$13,154.10.

ATTRIBUTES: Frank Melville Show, 4 nights, 4 afternoons; Irish Horan, thrill show, 1 night and 1 afternoon.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,905.15.

ADMINISTRATION: President, Z. V. Morgan; secretary, E. P. Batton.

NORTH DAKOTA

Bottineau County Free Fair, Bottineau

TOTAL ATTENDANCE: Paid, 7,000; free, 75. Operated 3 days, 3 nights.
WEATHER: Cold or cloudy 3 days, 3 nights.

RECEIPTS: Night grandstand total (less tax) \$3,700.
CARNIVAL: William T. Collins shows.
ATTRIBUTES: Barnes-Carruthers acts, 3 nights; running races, 1 day.

AID, PREMIUMS: County aid \$3,000; total estimated premiums paid out (excluding races) \$985.
ADMINISTRATION: President, Alfred Gray.
1954 DATES: July 19-21, official.

Greater Grand Forks State Fair, Grand Forks

OPERATED: 6 days, 6 nights.
WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night.

CARNIVAL: 20th Century Shows.
ATTRIBUTES: Barnes-Carruthers' Revue; Frank Winkley auto races; Tournament of Thrills.

AID, PREMIUMS: County aid \$5,000; total estimated premiums paid out (excluding races) \$10,000.
ADMINISTRATION: Secretary, Ralph Lynch; superintendent of concessions, Cliff Britland.
1954 DATES: July 18-24, tentative.

North Dakota State Fair, Minot

TOTAL ATTENDANCE: Paid and free, 84,978. Operated 6 days, 6 nights.
WEATHER: Good, 5 days, 5 nights; rain, 1 day; cold or cloudy, 1 night.

RECEIPTS: Gate \$21,728.70; day grandstand total (less tax) \$12,144.10; night grandstand total (less tax) \$18,799.32.
CARNIVAL: 20th Century Shows; ride and show gross, total amount, less federal tax \$25,586.64.

ATTRIBUTES: Tournament of Thrills, 1 afternoon; running races and horse show, 1 afternoon; big car and stock car races, Auto Racing, Inc., 3 afternoons; Barnes-Carruthers night show, 6 nights.

AID, PREMIUMS: County aid \$5,596.07; total estimated premiums paid out (excluding races) \$8,293.83.
ADMINISTRATION: Dahl; secretary, Bob Finke; superintendent of concessions, Gordon director, Robert Garrison.
1954 DATES: July 26-31, tentative.

Rugby Fair, Rugby

TOTAL ATTENDANCE: Paid, 10,000; free, 200. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.

CARNIVAL: William T. Collins Shows.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$500.
ADMINISTRATION: President, Elmo Anderson; secretary, A. F. Schneibel.

Wells County Free Fair, Fessenden

TOTAL ATTENDANCE: Free approximately 8,000. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; cloudy 2 days.

RECEIPTS: Day and night grandstand total (with tax) \$9,817.
CARNIVAL: William T. Collins Shows; ride and show gross, total amount, less federal tax and State tax, \$6,294.04.

ATTRIBUTES: Williams and Lee Show; Black Hills Rodeo; Aut Swenson Thrill Show; Andrew Mule Act; 4 days of horse races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,146.

ADMINISTRATION: Secretary, Tony Lill; superintendent of concessions, Ben Rogelstad.

OHIO

Adams County Fair, West Union

TOTAL ATTENDANCE: Paid, 9,000; free, 1,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.

RECEIPTS: Gate \$4,156.90; night grandstand total (less tax) \$2,073.
CARNIVAL: Happy Attractions.
ATTRIBUTES: Stageshow, 2 nights; presented by Rotoff Attractions; amateur show, 1 night; horse show, 2 days.

AID, PREMIUMS: State aid \$1,300; county aid \$2,000; other aid \$400; total estimated premiums paid out (excluding races) \$4,500.
ADMINISTRATION: President, Roy Mosier; secretary, Charles S. Kicker.
1954 DATES: August 24-27, tentative.

Ashland County Fair, Ashland
OPERATED: 4 days, 5 nights.
WEATHER: Good, 4 days, 5 nights.
RECEIPTS: Gate \$13,517.75; day grandstand total (less tax) \$1,683.80; night grandstand total (less tax) \$3,781.20.
CARNIVAL: Happy Attractions; ride and show gross, total amount, less federal tax \$7,864.
ATTRACTIONS: Scout show; horse show tractor pull; horse pull; Lott Thrill Show; 2 days harness races.
AID, PREMIUMS: State aid \$375; county aid \$2,800; total estimated premiums paid out (excluding races) \$12,900.
ADMINISTRATION: President, R. C. Richey; secretary, H. G. Dotson; superintendent of concessions, John Welch.
1954 DATES: September 28-October 2, tentative.

Great Darke County Fair, Greenville
TOTAL ATTENDANCE: Paid, 300,000; free, 5,000. Operated 7 days, 7 nights.
WEATHER: Good, 7 days, 7 nights.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: WLW Promotions, Inc., and Hetzer Theatrical Agency. Al Haft Sports, Wrestling Show and Joie Chitwood Thrill Show; 6 afternoons of harness racing.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$10,000.
ADMINISTRATION: President, Gilbert A. Lease; secretary, Robert L. Brumbaugh; superintendent of concessions, Frank J. Stebbins.
1954 DATES: August 21-27, tentative.

Greene County Agricultural Society, Xenia
OPERATED: 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Gus Sun Booking Company night show; Lucky Lott thrill show; 5 days harness racing.
ADMINISTRATION: President, R. K. Haines; secretary, Mrs. J. Robert Bryson; superintendent of concessions, Gerald Bock.

Holmes County Junior Fair, Millersburg
OPERATED: 2 days, 3 nights.
WEATHER: Good, 2 days, 3 nights.
ATTRACTIONS: Horse pulling; tractor pulling; local talent.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,000.
ADMINISTRATION: President, John Wisefall; secretary, Verle Spring.
1954 DATES: August 21-23, tentative.

Loudonville Free Street Fair, Loudonville
TOTAL ATTENDANCE: Free, 75,000. Operated 3 days, 3 nights.
WEATHER: Good, 1 day, 3 nights; rain, 1 day; cold or cloudy, 1 day.
CARNIVAL: Gooding Amusement Company; ride and show gross, total amount (less federal tax), \$4,869.66.
ATTRACTIONS: Stage acts and high wire act, 3 days and 3 nights.
AID, PREMIUMS: State aid \$1,300; county aid \$2,000; other aid \$2,000; total estimated premiums paid out (excluding races) \$3,000.
ADMINISTRATION: President, Rex Long; secretary, D. L. Nash.

Montgomery County Fair, Dayton
TOTAL ATTENDANCE: Paid, 65,375; free, 35,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$32,687.50; day and night grandstand total \$5,727.50.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Pan American variety show, 4 days and 4 nights; harness racing, 4 afternoons, 3 evenings.
AID, PREMIUMS: State aid \$500; county aid \$3,300; total estimated premiums paid out (excluding races) \$11,430.
ADMINISTRATION: President, H. K. Raney; secretary-manager, Goldie V. Scheible.
1954 DATES: September 6-9, official.

Morgan County Fair, McConnellsville
TOTAL ATTENDANCE: Paid, 9,227; free, 2,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 3 nights; rain, 1 night.
RECEIPTS: Gate \$4,613.50; day grandstand total (less tax) \$504.57; night grandstand total (less tax) \$1,322.75.
CARNIVAL: Happy Attractions.
ATTRACTIONS: County tractor pull; wrestling match sponsored by Legion; horse pulling contest; Kleins Attractions show.
AID, PREMIUMS: County aid \$1,500; total estimated premiums paid out (excluding races) \$2,400.
ADMINISTRATION: President, O. D. Ferguson; secretary, Ray G. Smith.
1954 DATES: September 8-11, tentative.

Ohio State Fair, Columbus
OPERATED: 8 days, 8 nights.
WEATHER: Hot 8 days, 8 nights.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Historical pageant; 6 days of harness racing.
ADMINISTRATION: Secretary, H. S. Foust; superintendent of concessions, H. J.

Swain; publicity director, Byer Bowman Agency.
1954 DATES: August 27-September 3, official.

Scioto County Fair, Lucasville
TOTAL ATTENDANCE: Paid, 26,000; free, 3,000. Operated 4 days, 4 nights.
WEATHER: Rain, 3 days, 1 night.
RECEIPTS: Gates \$1,200.
ATTRACTIONS: Horse show, night races wrestling.
AID, PREMIUMS: State aid \$1,300; county aid \$2,000.
ADMINISTRATION: A. S. Moulton, secretary.

Williams County Fair, Montpelier
TOTAL ATTENDANCE: Paid, 30,000; free, 10,000. Operated 5 days, 4 nights.
WEATHER: Good, 5 days, 4 nights.
RECEIPTS: Gate \$7,000; day grandstand total (less tax) \$1,750; night grandstand total (less tax) \$4,700.
CARNIVAL: Thomas Joy Land Shows; rides and show gross, total amount, less federal tax, \$4,000.
ATTRACTIONS: Thrill show (Joie Chitwood); 105 rodeo (Wolfolk); wrestling (Bob Otto); 2 days of horse racing.
AID, PREMIUMS: State aid \$500; county aid \$3,300; other aid \$4,000; total estimated premiums paid out (excluding races) \$6,700.
ADMINISTRATION: President, E. J. Masters; secretary, Woody Schlegel.
1954 DATES: September 12-18, tentative.

OKLAHOMA

Beaver County Free Fair, Beaver
CARNIVAL: Starlight Shows.
ATTRACTIONS: Rodeo, 3 performances.
ADMINISTRATION: President, Fred Chockley; secretary, Alice Shook.
1954 DATES: September 15-18, tentative.

Cimarron County Free Fair, Boise City
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Night grandstand total (less tax) \$524.40.
ATTRACTIONS: Tommie Holden and His Motor Maniacs.
AID, PREMIUMS: County aid \$2,100.
ADMINISTRATION: President, Frank Garrett; secretary, Eugene Williams; superintendent of concessions, Cap Williams; publicity director, Roy Butterbaugh.

Cleveland County Free Fair, Norman
TOTAL ATTENDANCE: Free, 7,000. Operated 3 1/2 days, 3 nights.
WEATHER: Good, 2 1/2 days, 2 nights; rain, 1 day; cold or cloudy, 1 night.
CARNIVAL: Hammond Shows.
AID, PREMIUMS: County aid \$2,000;

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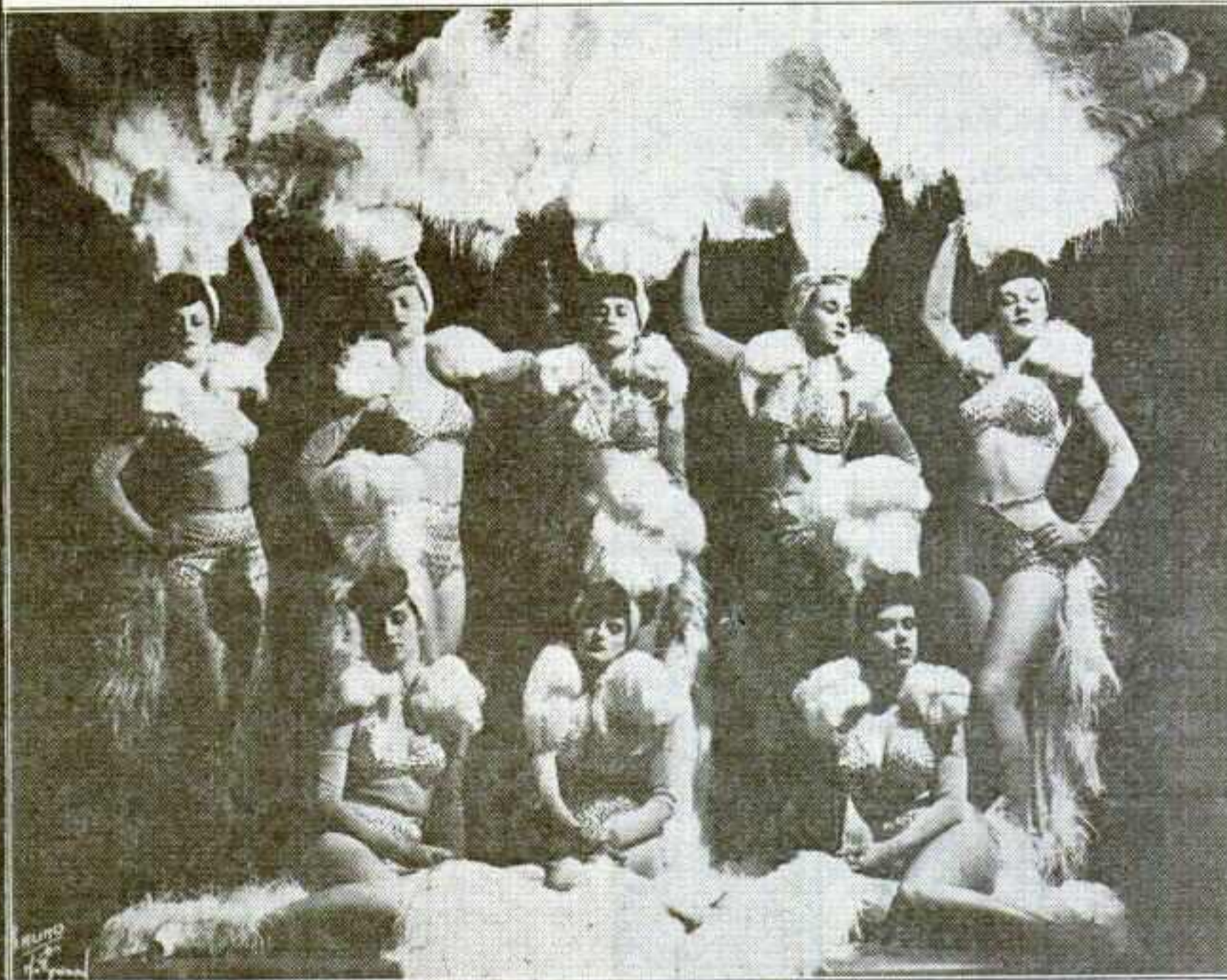
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ADMINISTRATION: President, W. L. Williamson; secretary, V. J. Fry.
 1954 DATES: September 11-14, tentative.

Kay County Free Fair, Blackwell

OPERATED: 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Night grandstand total (less tax) \$2,600.
 CARNIVAL: Brodbeck-Schrader; ride and show gross, total amount, less federal tax \$9,000.

ATTRACTIONS: Hagen Bros.' Circus.
 AID, PREMIUMS: County aid \$15,000.
 ADMINISTRATION: President, E. W. Higgins; secretary, W. R. Hutchison; superintendent of concessions, Marsh B. Woodruff.
 1954 DATES: Second week in September, tentative.

Lincoln County Free Fair, Chandler

TOTAL ATTENDANCE: Free, 6,000.
 Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 4 nights.
 CARNIVAL: Cherokee Amusement Company.
 AID, PREMIUMS: County aid \$3,500.
 ADMINISTRATION: President, A. L. Ball; secretary, Oran Stipe; publicity director, O. O. Donnell.
 1954 DATES: September 15-18, tentative.

McClain County Fall Festival, Purcell

TOTAL ATTENDANCE: Paid 1,200; free 800. Operated 2 days, 2 nights.
 WEATHER: Good 2 days, 2 nights.
 RECEIPTS: Night grandstand total (less tax) \$1,050.
 ATTRACTIONS: Junior Rodeo.
 AID, PREMIUMS: County aid \$800; other aid \$600.
 ADMINISTRATION: Secretary, L. J. James.
 1954 DATES: September 10-12, tentative.

Oklahoma State Fair, Oklahoma City

TOTAL ATTENDANCE: Paid 372,157. Operated 8 days, 8 nights.
 WEATHER: Good 2 days, 7 nights; rain 1 day, 1 night; heat 5 days.
 ATTRACTIONS: Swenson Thrillcade, Winkley auto races, running horse races.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$65,000.
 ADMINISTRATION: President, L. A. Macklenburg; secretary, C. G. Baker; superintendent of concessions, Lem Jones; publicity director, Roscoe Belcher.
 1954 DATES: September 25-October 3, official.

Seminole Free Fair, Wewoka

TOTAL ATTENDANCE: Free 36,000. Operated 3 days, 2 nights.
 WEATHER: Good 3 days, 2 nights.
 CARNIVAL: Cherokee Amusement Company.
 ATTRACTIONS: Carnival; rodeo; thrill show.
 ADMINISTRATION: Secretary, H. Dale Martin.
 1954 DATES: September 13-16, official.

Tulsa State Fair and Exposition, Tulsa

TOTAL ATTENDANCE: Paid 303,000; free 84,000. Operated 7 days, 7 nights.
 WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night; cold or cloudy 3 days, 3 nights.
 CARNIVAL: 20th Century Shows; ride and show gross, total amount, less federal tax, \$48,000.
 ATTRACTIONS: Joie Chitwood thrill show, Frank Winkley auto races, Grand Ole Opry show, MCA pavilion show.
 AID, PREMIUMS: County aid \$28,000; other aid \$55,000. Total estimated premiums paid out \$70,000.
 ADMINISTRATION: President, Jay P. Walke; secretary, Clarence C. Lester; superintendent of concessions, Scott Ferris; publicity director, Lester A. Young.
 1954 DATES: October 2-8, tentative.

Washita County Free Fair, Cordell
 TOTAL ATTENDANCE: Free 7,500. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.
 CARNIVAL: Big State shows; ride and show gross, total amount, less federal tax \$3,200.

AID, PREMIUMS: County aid \$4,000; total estimated premiums paid out (excluding races) \$2,700.
 ADMINISTRATION: President, Albert Lenberg; secretary, James V. Son.

OREGON

Deschutes County Fair, Redmond

TOTAL ATTENDANCE: Paid 6,000; free 20. Operated 3 days, 2 nights.
 WEATHER: Good 3 days, 2 nights.
 RECEIPTS: Gate \$9,210.91.
 CARNIVAL: Browning Bros.' Shows.
 ATTRACTIONS: Rodeo 2 days, 1 night.
 AID, PREMIUMS: County aid, \$5,300.
 ADMINISTRATION: President, Roy Newell; secretary, Darrrell Smith; superintendent of concessions, Andy Ward; publicity directors, M. A. Lynch and Wade West.

Jefferson County Fair, Madras

TOTAL ATTENDANCE: Free 4,000. Operated 3 days, 2 nights.
 WEATHER: Good 2 days, 2 nights.
 AID, PREMIUMS: State aid \$12,000; total estimated premiums paid out (excluding races) \$2,500.
 ADMINISTRATION: President, Kenneth Green; secretary, Steve Stivers; superintendent of concessions, John Chinnock; publicity director, Bill Robinson.

Multnomah County Fair, Gresham

TOTAL ATTENDANCE: 141,000 (est.). Operated 7 days, 7 nights.
 WEATHER: Good, 6 days, 6 nights; rain, 1 day, 1 night.
 CARNIVAL: West Coast Shows; ride and show gross, total amount, less federal tax \$30,000.
 ATTRACTIONS: Free vaudeville; night horse races; Joie Chitwood Thrill Show, 2 days.
 AID, PREMIUMS: State aid \$5,000; total estimated premiums paid out (excluding races) \$15,000.
 ADMINISTRATION: Secretary, Duane Hennessy.
 1954 DATES: August 16-22, tentative.

Oregon State Fair, Salem

TOTAL ATTENDANCE: Paid, 188,329; free, 125,552. Operated 8 days, 8 nights.
 WEATHER: Good, 6 days, 6 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night.
 RECEIPTS: Gate \$77,987.75; night grandstand total (less tax) \$22,808.
 CARNIVAL: Rainier Shows; ride and show gross, total amount, less federal tax \$36,066.44.
 ATTRACTIONS: Christenson Bros.' Rodeo, Helene Hughes Revue, 6 days running races; 1 day auto races.
 AID, PREMIUMS: State aid \$35,000; county aid \$3,250.
 ADMINISTRATION: President, Leo Spitzbart; secretary, Delma Callahan; superintendent of concessions, John Kelly; publicity director, George McMurphey.
 1954 DATES: September 4-11, official.

Union County Fair, LaGrande

TOTAL ATTENDANCE: Paid, 10,000; free, 1,000. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Gate \$3,200.
 ATTRACTIONS: Tractor contest, horse show, acts.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,000.
 ADMINISTRATION: President, Ray C. Baum; secretary, Mrs. Vivian Hartel; superintendent of concessions, David C. Baum.

PENNSYLVANIA

Albion Community Fair, Albion
 TOTAL ATTENDANCE: Paid 7,000; free 3,000. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 RECEIPTS: Day grandstand total (less tax) \$2,200.
 ATTRACTIONS: Horse riding acts; hill-billy band.
 AID, PREMIUMS: State aid \$200; coun-

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ty aid \$100; total estimated premiums paid out (excluding races) \$1,000.
 ADMINISTRATION: President, Chester Harrington; secretary, C. C. Harry; superintendent of concessions, Bruce C. Major; publicity director, Floyd McClymonds.
 1954 DATES: September 16-18, tentative.

Bedford County Fair, Bedford
 TOTAL ATTENDANCE: Paid, 31,453; free, 15,200. Operated 5 days, 6 nights.
 WEATHER: Good, 5 days, 6 nights.
 RECEIPTS: Gate \$17,785; day grandstand total \$6,534; night grandstand total (less tax) \$7,110.
 CARNIVAL: Prell's Broadway Shows; ride and show gross, total amount, less federal tax \$17,000.
 ATTRACTIONS: Hamid's Grand Stand Follies, 5 nights; W-W-V-A Hillbillies, 1 night; Nunis AAA Auto Races, 1 day; Irish Horan Daredevils, 1 day; 3 afternoons harness racing.
 AID, PREMIUMS: State aid \$1,000; county aid \$750; total estimated premiums paid out (excluding races) \$3,600.
 ADMINISTRATION: President, R. Richard Eichelberg; secretary, John H. Jordan.
 1954 DATES: First week in August, tentative.

Clearfield County Fair, Clearfield
 TOTAL ATTENDANCE: Paid 60,000; free 10,000. Operated 6 days, 6 nights.
 WEATHER: Good 1 day, 1 night; rain 5 days, 5 nights.
 CARNIVAL: James E. Strates Shows.
 ATTRACTIONS: Stageshow, 5 nights; Irish Horan thrill show, 2 performances; harness races, 4 days.
 AID, PREMIUMS: State aid \$18,000; county aid \$750; total estimated premiums paid out (excluding races) \$7,000.
 ADMINISTRATION: President, Edward A. Clark; secretary, J. Hogintogler; superintendent of concessions, Edward A. Clark.
 1954 DATES: First week in August, tentative.

Greene County Free Fair, Waynesburg
 TOTAL ATTENDANCE: Free, 50,000 (est.). Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 4 nights.
 RECEIPTS: Day grandstand total (less tax) \$500; night grandstand total (less tax) \$500.
 CARNIVAL: Ken-Penn Shows.
 ATTRACTIONS: Klins acts; 4 days running races.
 AID, PREMIUMS: State aid \$1,000; total estimated premiums paid out (excluding races) \$4,000.
 ADMINISTRATION: President Bert Titus; secretary, C. R. Clark.


Great Grangers Picnic Fair, Mechanicsburg
 TOTAL ATTENDANCE: Free, 100,000. Operated 9 days, 9 nights.
 WEATHER: Good, 7 days, 7 nights; rain, 2 days, 2 nights.
 ATTRACTIONS: 9-day hillbilly "m-boree."
 ADMINISTRATION: President, Roy Richwine; superintendent of concessions, Robert Richwine.
 1954 DATES: August 29-September 6, official.

Huntingdon County Fair, Huntingdon
 TOTAL ATTENDANCE: Paid 48,000; free 6,000. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 RECEIPTS: Gate \$14,000; day and night grandstand total (less tax) \$9,000.
 CARNIVAL: Penn Premier Shows; ride and show gross, total amount, less federal tax \$17,500.
 ATTRACTIONS: Thrill show; auto racing; night revue.
 AID, PREMIUMS: State aid \$875. Total estimated premiums paid out \$2,500.
 ADMINISTRATION: President, C. Johnson; secretary, J. Nevin Fouse.

Jacktown Fair, Wind Ridge
 TOTAL ATTENDANCE: Paid 10,000. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 ATTRACTIONS: Klein's Attractions.
 AID, PREMIUMS: County aid \$500; total estimated premiums paid out (excluding races) \$1,200.
 ADMINISTRATION: President, Ross Burns; secretary, Floyd Campbell; superintendent of concessions, O. D. Dillie.
 1954 DATES: First week in August, tentative.

Juniata County Agricultural Society, Port Royal
 TOTAL ATTENDANCE: Paid 42,000; free 12,000. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
 RECEIPTS: Gate \$12,714.25; day grandstand total (less tax) \$3,007.15; night grandstand total (less tax) \$5,175.
 CARNIVAL: Penn Premier Shows.
 ATTRACTIONS: Mixed acts every day

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★ Skowhegan Fair..... Skowhegan, Me.	★ Winston-Salem Fair..... Winston-Salem, N. C.
★ Champlain Valley Expo..... Essex Junction, Vt.	★ Columbia State Fair..... Columbia, S. C.
★ Rutland Fair..... Rutland, Vt.	★ Orangeburg County Fair..... Orangeburg, S. C.
★ Franklin County Fair..... Malone, N. Y.	★ Sumter Fair..... Sumter, S. C.
★ Cobleskill Agr. Fair..... Cobleskill, N. Y.	★ Rochester Fair..... Rochester, N. H.
★ Atlantic Rural Expo..... Richmond, Va.	★ Worcester Groffo Circus..... Worcester, Mass.

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and evening; 2 days stock car racing; 2 days harness racing; 1 day running races; 3 nights harness racing; 1 night running races; 1 night ice show; 1 night Grand Ole Opry, Paducah.
AID, PREMIUMS: State aid \$600;

county aid \$200; total estimated premiums paid out (excluding races) \$1,435.
ADMINISTRATION: President, D. E. Smith; secretary, D. B. Hower; superintendent of concessions, John Kohler; publicity director, John W. Wilson.
1954 DATES: September 6-11, official.

Reading Fair, Reading

TOTAL ATTENDANCE: Paid and free, 286,732. Operated 8 days, 7 nights.
WEATHER: Good, 8 days, 7 nights.
CARNIVAL: Cetlin and Wilson Shows.
ATTRIBUTES: Jack Kochman Hell Drivers (1 day), Grand Circuit Harness Races (5 days); Joie Chitwood Tournament of Thrills (1 day); AAA big car auto races (Sam Nunn) (1 day); Miss Reading Fair beauty contest (1 night); Reading Fair talent contest (1 night); George A. Hamid revue (6 nights); Hamid acts (8 days and 7 nights); "Dancing Waters," booked by Hamid (6 nights).
AID, PREMIUMS: State aid, \$1,000. Total estimated premiums paid out (excluding races) \$28,000.
ADMINISTRATION: President John S. Giles; secretary, Charles W. Swoyer; publicity director, Russ Moyer.
1954 DATES: September 12-19, official.

Spring Mill Fair, Conshohocken

TOTAL ATTENDANCE: Free, 68,775. Operated 10 nights.
WEATHER: Good, 10 nights.
CARNIVAL: Morris Hannum Shows.
ATTRIBUTES: George Hamid Show.
ADMINISTRATION: President, R. S. Kilpatrick; secretary, C. H. Johnston Jr.; publicity director, Harold McCuen.
1954 DATES: July 7-17, official.

Stoneycreek School and Community Fair, Shanksville

TOTAL ATTENDANCE: Free, 1,000. Operated 4 days, 3 nights.
WEATHER: Good, 4 days, 3 nights.
AID, PREMIUMS: State aid \$200; county aid, \$200; other aid \$200; total estimated premiums paid out (excluding races) \$325.
ADMINISTRATION: President, C. R. Wetzel; secretary, Mrs. Melva Stull.

Tioga Valley Fair, Tioga

TOTAL ATTENDANCE: Paid 2,500; free 1,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Frames Greater Shows.
ATTRIBUTES: Little Jimmie Dickens; WWVA Show; horse show.
AID, PREMIUMS: State aid \$325; county aid \$100; total estimated premiums paid out (excluding races) \$650.
ADMINISTRATION: President, R. E. Patterson; secretary, Carl H. Forrest.

Union County West End Fair, Laurelton

TOTAL ATTENDANCE: Paid, 9,273; free, 10,000 (est.). Operated 4 days, 4 nights.
WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night.
RECEIPTS: Gate \$2,318.25.
ATTRIBUTES: Juggling act, acrobatic act, trampoline act and horse act, presented 4 days and 4 nights.
AID, PREMIUMS: State aid \$529.05; county aid \$550; total estimated premiums paid out (excluding races) \$1,371.
ADMINISTRATION: President, John Wehr; secretary, Charles Teichman; superintendent of concessions, Kermit Boop; publicity director, David Diehl.
1954 DATES: September 8-11, official.

Wayne County Fair, Honesdale
TOTAL ATTENDANCE: Paid 20,000; free 5,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days; 5 nights.
RECEIPTS: Gate \$12,000; day grandstand total (less tax) \$5,500; night grandstand total (less tax) \$4,500.
ATTRIBUTES: Hamid acts; Horan and Kochman thrill shows; harness races; horse show.
AID, PREMIUMS: State aid \$1,000; county aid \$100; total estimated premiums paid out (excluding races) \$3,200.
ADMINISTRATION: President, W. J. Perkins; secretary, R. W. Gammill; superintendent of concessions, W. Simmons.

SOUTH CAROLINA

Eastern Carolina Agricultural Fair, Florence

TOTAL ATTENDANCE: Paid 30,000; free 10,000. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
RECEIPTS: Night grandstand total (less tax) \$4,000.
ATTRIBUTES: Free acts.
ADMINISTRATION: Chairman, F. H. Barnwell; treasurer, R. N. Jones; manager, E. D. Sallenger Jr.

Greenwood Fair, Greenwood

TOTAL ATTENDANCE: Paid 30,082; free 10,000. Operated 6 days, 6 nights.
RECEIPTS: Gate \$15,142.48; night grandstand total (less tax) \$4,164.
CARNIVAL: O. C. Buck Model Shows.
ATTRIBUTES: Hamid acts; stock car races; horse show.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$5,500.

Kershaw County Fair, Camden

TOTAL ATTENDANCE: Paid 14,500; free 6,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Vivona Brothers.
AID, PREMIUMS: Total premiums paid out (excluding races) \$1,567.40.
1954 DATES: October 11-16, tentative.

SOUTH DAKOTA

Corn Palace Festival, Mitchell

TOTAL ATTENDANCE: Paid 50,000; free 2,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
ATTRIBUTES: Stageshow, 6 days and 6 nights.
ADMINISTRATION: President, L. B. Harmon; superintendent of concessions, W. T. Witt.

Day County Fair, Webster

TOTAL ATTENDANCE: Paid 3,500; RECEIPTS: Gate \$3,645.50; grandstand total (less tax) \$1,003.25.
ATTRIBUTES: Williams and Lee stageshow, 5 shows; some running races.
AID, PREMIUMS: County aid \$1,000; total estimated premiums paid out (excluding races) \$1,200.

Potter County Fair, Gettysburg

TOTAL ATTENDANCE: Paid 3,100; free 600. Operated 3 days.
WEATHER: Good 3 days.
RECEIPTS: Gate \$1,500; day grandstand total (less tax) \$400; night grandstand total (less tax) \$1,500.
CARNIVAL: Fairway Shows.
ATTRIBUTES: Horse races 2 days; Williams and Lee acts.
AID, PREMIUMS: County aid \$1,000; other aid \$700; total estimated premiums paid out (excluding races) \$1,500.
ADMINISTRATION: President, Grover Rauch; secretary, Carl Ryther.
1954 DATES: August 21-23, tentative.

South Dakota State Fair, Huron

OPERATED: 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Gate \$42,041; day grandstand total (less tax) \$24,122; night grandstand total (less tax) \$19,345.
CARNIVAL: 20th Century Shows; ride and show gross, total amount, less federal tax \$7,982.
ATTRIBUTES: 1 afternoon stock car races; 2 afternoons big car races; 2 days harness and running races; 1 day thrill show; revue 6 nights.
ADMINISTRATION: President, James Ramey; secretary, Ken Balgeman; superintendent of concessions, George Olson; publicity director, W. M. Plummer.
1954 DATES: September 6-11, tentative.

TENNESSEE

Decatur County Fair, Parsons-Decaturville

TOTAL ATTENDANCE: Paid 8,500; free 5,000. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate \$3,400.
CARNIVAL: Interstate Shows; ride and show gross, total amount, less federal tax \$1,700.
ATTRIBUTES: Beauty contest; dog show, square dance, mule pulling, fashion show, fireworks.
AID, PREMIUMS: State aid \$600; total estimated premiums paid out (excluding races) \$2,500.
ADMINISTRATION: President, Rog N. McPeake; secretary, B. C. Dalley.

Greene County Fair, Greeneville

TOTAL ATTENDANCE: Paid 4,000; free 200. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights.
RECEIPTS: Gate \$1,800.
CARNIVAL: Mighty Hammonree Shows; ride and show gross, total amount, less federal tax \$4,000.
ATTRIBUTES: Three Fearless Stars, Wolfolk Agency, presented three days and nights; horse show, 1 night.
AID, PREMIUMS: State aid \$450; county aid \$100; total estimated premiums paid out (excluding races) \$300.
ADMINISTRATION: President, James N. Hardin; secretary, Mrs. Bonnabelle Barkley; publicity director, Nolan Houser.
1954 DATES: September 2-4, official.

Jackson County Agricultural Fair, Gainesboro

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.

CARNIVAL: Tennessee Valley Amusements.
AID, PREMIUMS: State aid \$600; county aid \$800.
ADMINISTRATION: President, Sam H. Lynn; secretary, Anna Ruth.

Sumner County Agricultural Fair Association, Gallatin

TOTAL ATTENDANCE: Paid 6,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Tennessee Valley Shows.
ADMINISTRATION: Secretary, Edward V. Anthony.
1954 DATES: August 26-28, official.

Tennessee State Fair, Nashville

TOTAL ATTENDANCE: Paid, 157,000; free, 52,000 (est.) Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day; cold or cloudy 1 day, 2 nights.
RECEIPTS: Gate, \$86,028.90; day and night grandstand total (less tax) \$2,987.75.
CARNIVAL: Cavalcade of Amusements.
ATTRIBUTES: Joie Chitwood thrill show, 2 days; motorcycle races, 1 day; National Speedway big car races, 2 days; Grand Ole Opry, 1 day.
AID, PREMIUMS: State aid, \$7,100; total premiums paid out (excluding races) \$62,000.
ADMINISTRATION: Chairman, Beverly Briley; secretary, L. E. Griffin.
1954 DATES: September 20-25, tentative.

Tennessee Valley Agricultural and Industrial Fair, Knoxville

TOTAL ATTENDANCE: Paid and free 173,350. Operated 6 days, 6 nights.
WEATHER: Good 5 1/2 days, 5 nights; rain 1/2 day, 1 night.
RECEIPTS: Gate \$55,255.50; night grandstand total (less tax) \$16,544.08.
CARNIVAL: Amusement Corporation of America; ride and show gross, total amount, less federal tax \$51,517.70.
AID, PREMIUMS: State aid \$7,100; county aid \$2,500; total estimated premiums paid out (excluding races) \$35,025.75.
ADMINISTRATION: President, A. Carter Myers; secretary, Pat W. Kerr.
1954 DATES: September 13-18, official.

Van Buren County Fair, Spencer

TOTAL ATTENDANCE: Free, 10,000. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
CARNIVAL: Tennessee Valley Amusement Company.
AID, PREMIUMS: State aid, \$234; county aid, \$175; other aid, \$900; total estimated premiums paid out (excluding races) \$1,000.
ADMINISTRATION: President C. L. Russell; secretary, C. B. Rogers.
1954 DATES: First week in September, tentative.

West Tennessee District Fair, Jackson

TOTAL ATTENDANCE: Paid 40,000; free 40,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Gooding Amusement Company.
ATTRIBUTES: Sam Howard's Aqu-Thrills plus variety acts, 5 days, 6 nights booked thru Ernie Young.
AID, PREMIUMS: State aid \$2,300; total estimated premiums paid out (excluding races) \$10,000.
ADMINISTRATION: President, A. S. Johnson; secretary, A. U. Taylor; assistant secretary-manager, Hunter Taylor; promotional director, James L. Doak.
1954 DATES: September 13-18, official.

Wilson County Fair and Horse Show, Lebanon

TOTAL ATTENDANCE: Paid 20,000; free 6,500. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$8,295.50.
CARNIVAL: Blue Grass Shows.
ATTRIBUTES: Illusion show; clowns; square dances; horse show; band concerts.
AID, PREMIUMS: State aid \$552; total estimated premiums paid out (excluding races) \$3,000.
ADMINISTRATION: President, E. Hancock; secretary, A. W. McCartney.
1954 DATES: September 7-11, tentative.

TEXAS

Brazoria County Fair, Angleton

TOTAL ATTENDANCE: Paid 150,000. Operated 5 days; 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate \$86,038.
CARNIVAL: Don Franklin Shows.
ATTRIBUTES: "Brazoria Brevities of 1953," the Hank Thompson Show; Coronation of 1953 Queen; rodeo and wrestling.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,800.
ADMINISTRATION: President, E. L. Boston; secretary, L. E. Bumgarner; superintendent of concessions, W. H. Pierce Jr.; publicity director, L. R. Giese.
1954 DATES: First Tuesday of October, tentative.

Central East Texas Fair, Marshall

TOTAL ATTENDANCE: Paid 40,000; free 24,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate \$9,000.
CARNIVAL: Bill Hames Shows; ride and show gross, total amount, less federal tax \$16,000.
ADMINISTRATION: President, Jack Hale; secretary, Joe L. Mock.
1954 DATES: September 6-11, tentative.

Central East Texas Fair and Livestock Exposition, Marshall

TOTAL ATTENDANCE: Paid, 32,000; free, 35,600. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
CARNIVAL: Bill Hames Shows.
ATTRIBUTES: Wild Life Show and Television by CBS.
ADMINISTRATION: President, Jack Hale; secretary, Joe L. Mock.
1954 DATES: September 6-13, tentative.

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Act 1—Plenty of Happy Nonsense in this fresh, different juggling. Astonishingly adept with balls, hoops, clubs, etc. Acrobatic balancing and comedy tumbling. Juggling on the Roli-Poli and diving through a fourteen inch steel hoop.

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PLUS General Clowning throughout the show with various clown bits and gags. Also the "come-in" in the audience before the regular show.

Available for Indoor Circuses, Harvester Shows, Fairs, etc.

South Texas State Fair, Beaumont
 TOTAL ATTENDANCE: Paid, 187,085; free, 64,000. Operated 10 days, 10 nights.
 WEATHER: Good 9 days, 9 nights; rain 1 day.
 RECEIPTS: Gate \$93,542.50.
 CARNIVAL: Amusement Company of America; ride and show gross, total amount, less federal tax, \$57,395.33.
 ATTRACTIONS: Barnes-Carruthers night show.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$27,803.25.
 ADMINISTRATION: President Claude C. Owens; secretary, Karl Schwartz; superintendent of concessions, Muri C. Davis; publicity director, Ed Van Zandt.

State Fair of Texas, Dallas
 TOTAL ATTENDANCE: Paid and free, 2,382,712. Operated 16 days, 16 nights.
 WEATHER: Good 10 days, 9 nights; rain 1 night, 2 nights; cold or cloudy 5 days, 5 nights.
 ATTRACTIONS: Auditorium Show (Ethel Merman); Ice Cycles; grandstand show (Aut Swenson); football, museums.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$90,000.
 ADMINISTRATION: Exec. vice-president and general manager, James H. Stewart; secretary, S. B. Cox; superintendent of concessions, Fred Tennant Jr.; publicity director, Thad Ricks.
 1954 DATES: October 9-24, official.

Texas-Oklahoma Fair and Southwestern Oil Exposition, Iowa Park
 TOTAL ATTENDANCE: 146,331. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
 CARNIVAL: Victory Exposition Shows.
 ATTRACTIONS: "Top Hat 'n' Spurs," home-produced, booked by Chic Scoggin Agency, Dallas.
 ADMINISTRATION: President, Gordon C. Clark; secretary, Ted Overbey; publicity director, Mrs. D. S. Smith.
 1954 DATES: September 27-October 2, official.

Titus County Fair and Dairy Show, Mount Pleasant
 TOTAL ATTENDANCE: Paid, 20,000. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 RECEIPTS: Gate \$3,500; night grandstand total (less tax) \$8,000.
 CARNIVAL: Bill Hames Shows.
 ATTRACTIONS: Rodeo produced by Burr Andrews, Clarksville, Tex.
 AID, PREMIUMS: Other aid \$2,000.
 ADMINISTRATION: President, A. C. Anderson; secretary, Sam Williams.

UTAH

Cache County Fair, Logan
 TOTAL ATTENDANCE: Paid, 7,500. Operated 3 nights.
 WEATHER: Good, 3 nights.
 RECEIPTS: Gate \$9,171; night grandstand total (less tax) \$7,489.
 CARNIVAL: Utah State Shows.
 ATTRACTIONS: Rodeo, horse racing, 1 afternoon.
 ADMINISTRATION: President, Melvin Hillard; secretary, Kenneth Cordon.
 1954 DATES: August 20-22, tentative.

Ogden Livestock Show, Ogden
 TOTAL ATTENDANCE: Paid 10,000; free 2,500. Operated 6 days, 4 nights.
 ATTRACTIONS: Livestock exhibits and auction sales.
 AID, PREMIUMS: Total estimated premiums paid out \$20,000.
 ADMINISTRATION: President, George S. Eccles; secretary, E. J. Fieldsted; publicity director, L. A. Gladwell.
 1954 DATES: November 12-17, tentative.

VERMONT

Caledonia County Fair, Lyndonville
 TOTAL ATTENDANCE: Paid, 13,000; free, 15,000. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 CARNIVAL: Lagasse Amusement Co.
 ATTRACTIONS: 3 days harness horse racing; 3 days horse pulling; stage show, 3 afternoons, 3 evenings.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,300.
 ADMINISTRATION: President, W. J. Blake; secretary, H. E. Ross; superintendent of concessions, F. W. Bull; publicity director, L. J. Hebert.
 1954 DATES: August 26-28, official.

Orleans County Fair, Barton
 TOTAL ATTENDANCE: Paid 14,000; free 500. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Gate, \$7,337; day and night grandstand total (less tax) \$4,965.
 ATTRACTIONS: Stageshow 3 afternoons and evenings, Joie Chitwood Auto Daredevils, 2 days harness racing.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,837.
 ADMINISTRATION: President, Earl Hackett; secretary, Mildred Baker; superintendent of concessions, J. J. Kimball; publicity director, E. M. Brown.

Rutland Fair, Rutland
 TOTAL ATTENDANCE: 108,000. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
 CARNIVAL: World of Mirth Shows.
 ATTRACTIONS: Harness races, 3 days; big car auto races, 1 day by Sam Nunis; Kochman thrill show, 1 day; Hamid revue and acts nightly; horse drawing and oxen drawing.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$12,781.
 ADMINISTRATION: President, Carleton Wilson; secretary-manager, Arthur B. Porter.
 1954 DATES: September 6-11, official.

VIRGINIA

Alleghany County Fair, Covington
 TOTAL ATTENDANCE: Paid, 21,000; free, 3,000. Operated 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 CARNIVAL: John Marks Shows.
 ATTRACTIONS: All-American Border Legion Rodeo.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,200.50.

Bland County Fair and Horse Show, Bland
 TOTAL ATTENDANCE: Paid 4,600; free 1,000. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Gate \$2,743.25.
 CARNIVAL: I. K. Wallace Shows.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,500.
 ADMINISTRATION: President, G. A. Allen; secretary, T. E. Mallory.

Shenandoah County Fair, Woodstock
 TOTAL ATTENDANCE: Paid, 15,000; free, 2,000. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
 RECEIPTS: Gate, \$7,500; night and day grandstand total (less tax), \$1,600.
 CARNIVAL: Ross Manning Shows.
 ATTRACTIONS: Five grandstand attractions showing 6 days and nights, George A. Hamid & Son, New York; harness races 4 days.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,000.
 ADMINISTRATION: President, A. L. Hamman; secretary, Marvin W. Renalds.

WEST VIRGINIA

State Fair of West Virginia, Lewisburg-Ronceverte
 TOTAL ATTENDANCE: Paid, 175,000; free, 25,000. Operated 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 CARNIVAL: Metropolitan Shows; ride and show gross, total amount, less federal tax \$25,000.
 ATTRACTIONS: George A. Hamid and Son Revue, 5 days, 6 nights.
 AID, PREMIUMS: State aid \$22,500; total estimated premiums paid out (excluding races) \$28,000.
 ADMINISTRATION: President, Ross H. Tuckwiller; secretary, C. T. Sydenstricker.
 1954 DATES: August 23-28, tentative.

WISCONSIN

Basson County Fair, Rice Lake
 TOTAL ATTENDANCE: Paid 7,184; free 5,000. Operated 5 days, 4 nights.
 WEATHER: Good 5 days, 4 nights.
 RECEIPTS: Gate \$3,611.70; day grandstand total (less tax) \$723.55; night grandstand total (less tax) \$1,156.65.
 CARNIVAL: Wallace Bros. Shows; ride and show gross, total amount, less federal tax \$6,051.40.
 ATTRACTIONS: Boyle Woolfolk Vaudeville Units, 3 days and 3 nights; harness racing, 2 days; plug-horse derby, 1 day; baseball game, 2 days.
 AID, PREMIUMS: State aid \$2,757.65; county aid \$1,181.85; total estimated premiums paid out (excluding races) \$3,939.50.
 ADMINISTRATION: President, Harry Vruwink; secretary, Bruce Dalrymple.
 1954 DATES: August 25-29, tentative.

Central Wisconsin Fair, Marshfield
 TOTAL ATTENDANCE: Paid 50,000; free 44,000. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 2 nights; rain 1 day; cold or cloudy 4 nights.
 RECEIPTS: Gate \$19,704; day grandstand total (less tax) \$7,836.65; night grandstand total (less tax) \$9,255.45.
 CARNIVAL: Blue Ribbon Shows; ride and show gross, total amount, less federal tax \$16,000.
 ATTRACTIONS: Swenson Thrillcade, 1 evening; 105 Ranch Rodeo, 2 performances; Tournament of Thrills, 2 matinees; Frank Winkley stock car races, 1 matinee; revue and acts, 4 nights; 2 afternoons of harness racing.
 AID, PREMIUMS: State aid \$4,850. Total estimated premiums paid out (excluding races) \$6,600.
 ADMINISTRATION: President, W. A. Drollinger; secretary, W. A. Uthmeier; superintendent of concessions, W. J. Uthmeier.
 1954 DATES: September 3-7, tentative.

Fond du Lac County Fair, Fond du Lac
 TOTAL ATTENDANCE: Paid, 60,000. Operated 5 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights.
 CARNIVAL: Snapps Shows.
 ATTRACTIONS: Tournament of Thrills; big car races; harness races; State champ motorcycle races.
 ADMINISTRATION: President, William Sefferin; secretary, H. Wills.

Green County Fair, Monroe
 TOTAL ATTENDANCE: Paid 28,751; free 500. Operated 5 days, 4 nights.
 WEATHER: Good 5 days, 2 nights; rain 2 nights.
 RECEIPTS: Gate \$20,763.85; day and night grandstand \$10,845.60.
 CARNIVAL: Blue Ribbon Shows.
 ATTRACTIONS: Running races Saturday and Sunday; horse show, Saturday and Sunday; Jimmy Lynch Daredevils, 1 day and night; WLS radio entertainment, 1 day and night; 4-H program-local talent, 1 night.
 AID, PREMIUMS: State aid \$4,000; county aid \$2,000.
 ADMINISTRATION: President, Louis R. Wolleson; secretary, William A. Brown; superintendent of concessions, Harold Harworth; publicity director, W. R. Schuetze.

Green Lake County Junior Free Fair, Green Lake
 TOTAL ATTENDANCE: Free, 15,000. Operated 3 days, 3 nights.
 WEATHER: Rain 3 days, 3 nights.
 CARNIVAL: Tip-Top Shows; ride and show gross, total amount, less federal tax \$2,214.16.
 ATTRACTIONS: Circus acts.
 AID, PREMIUMS: State aid \$1,500; county aid \$1,000; total estimated premiums paid out (excluding races) \$1,875.15.
 ADMINISTRATION: Secretary, F. J. Ptacek.
 1954 DATES: August 2-4, tentative.

Hodag Fair, Rhinelander
 TOTAL ATTENDANCE: Paid 9,872; free 18,000. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Gate \$2,341; grandstand total (less tax) \$1,838.
 CARNIVAL: Blue Ribbon Shows.
 ATTRACTIONS: South of the Border Fiesta, 1 day, 1 night; Land O' Lakes stock car races, 1 night; station WOBT amateur show, running races, fireworks.
 AID, PREMIUMS: State aid \$2,117.56; total estimated premiums paid out (excluding races) \$2,662.
 ADMINISTRATION: President, Louis Feller; secretary, J. M. Reed; superintendent of concessions, William Johnson; publicity director, Eugene Habel.

Iron County Fair, Saxon
 TOTAL ATTENDANCE: Paid, 5,000. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Gate \$1,200.
 ATTRACTIONS: Talent show; variety grandstand show; local horse races; horse pulling contest.
 AID, PREMIUMS: State aid \$1,600; county aid \$3,900; total estimated premiums paid out (excluding races) \$2,273.
 ADMINISTRATION: President, V. Downey; secretary, Florence Hardie.

Jefferson County Fair, Jefferson
 TOTAL ATTENDANCE: Paid 21,769; free 2,987. Operated 4 days, 5 nights.
 WEATHER: Good 3 days, 4 nights; cloudy 1 day, 1 night.
 RECEIPTS: Gate \$7,061.75; day grandstand total (less tax) \$1,197.50; night grandstand total (less tax) \$1,273.50.
 CARNIVAL: Wallace Bros. Shows.
 ATTRACTIONS: Thursday afternoon, Maggie and Scottie show; Thursday night, wrestling with Maggie and Scottie fill-in; Friday afternoon and night, the Silver Star Rodeo (Barnes-Carruthers); Saturday afternoon and night, Tournament of Thrills;



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1954 DATES
OCT. 2-9

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Sunday afternoon and evening, acts (Barnes-Carruthers).
AID, PREMIUMS: Total premiums paid out (excluding races) \$8,013.85.

La Crosse Inter-State Fair,

La Crosse

TOTAL ATTENDANCE: Paid 47,298; free 10,133. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.

RECEIPTS: Gate \$12,665.15; day grandstand total (less tax) \$1,833; night grandstand total (less tax) \$5,556.62.

CARNIVAL: 20th Century Shows; ride and show gross, total amount, less federal tax \$30,397.26.

ATTRACTIONS: Circus Type Show, 5 days and 5 nights thru Boyle-Woolfolk Agency.

AID, PREMIUMS: State aid \$5,485.63; total estimated premiums paid out (excluding races) \$8,911.58.

ADMINISTRATION: President, N. Nustad; secretary, Joseph W. Frisch; publicity director, A. W. Rice.

1954 DATES: August 11-15, tentative.

La Fayette County Fair, Darlington

TOTAL ATTENDANCE: Paid 5,000; free 3,000. Operated 5 days, 5 nights.

WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights.

RECEIPTS: Gate \$5,000.
CARNIVAL: Wallace Bros.' Shows; ride and show gross, total amount, less federal tax, approximately \$5,000.

ATTRACTIONS: Aut Swenson thrill show rained out 1 night; Buck Steele Western show 3 performances; 2 nights of stock car races rained out.

AID, PREMIUMS: State aid \$3,400; county aid \$1,150; total estimated premiums paid out \$5,222.30.

ADMINISTRATION: President, Charles Stevenson; secretary, Joe Sauer; superintendent of concessions, James Bryan Jr.; publicity director, Bowden Curtiss.

1954 DATES: July 28-August 1, tentative.

Northern Wisconsin District Fair,

Chippewa Falls

TOTAL ATTENDANCE: Paid 140,000; free 35,000. Operated 6 days, 6 nights.

WEATHER: Good, 3 days, 4 nights; rain 3 days, 2 nights.

ATTRACTIONS: Barnes-Carruthers Revue, 6 nights; Earl Newberry Thrill Show 2 afternoons; harness racing, 3 afternoons.

AID, PREMIUMS: State aid \$4,900; total estimated premiums paid out (excluding races) \$7,900.

ADMINISTRATION: President, H. A. White; secretary, A. L. Putnam; superintendent of concessions, Robert O'Neill; publicity director, H. Meyer.

1954 DATES: August 3-8, official.

Outagamie County Fair, Seymour

TOTAL ATTENDANCE: Paid, 24,783; free, 15,000. Operated 4 days, 4 nights.

WEATHER: Good, 2 days, 3 nights; rain, 2 days, 1 night.

RECEIPTS: Gate \$12,391; day and night grandstand total (less tax) \$11,174.
CARNIVAL: Snapp Greater.

ATTRACTIONS: Rodeo, 2 days, 1 night; harness races, 2 days; Ernie Young Revue and acts, 3 nights.

AID, PREMIUMS: State aid \$3,600; county aid \$7,500; other aid \$1,000; total estimated premiums paid out (excluding races) \$5,300.

ADMINISTRATION: President, Alfred Mueller; secretary, M. Burns.

1954 DATES: August 5-8, tentative.

Racine County Fair, Union Grove

TOTAL ATTENDANCE: Paid 17,244. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$8,189.50; day grandstand total (less tax) \$257.25; night grandstand total (less tax) \$442.25.

CARNIVAL: Emshoff Shows; ride and show gross, total amount, less federal tax \$3,446.76.

ATTRACTIONS: Horse show on Sunday.
AID, PREMIUMS: State aid \$3,587.47; total estimated premiums paid out (excluding races) \$5,753.60.

ADMINISTRATION: President, Gilbert Brach; secretary, A. E. Dittbrenner; superintendent of concessions, Vernon Molitor; publicity director, Leo Warren.

1954 DATES: August 5-8, official.

Richland County Fair, Richland Center

TOTAL ATTENDANCE: Paid 9,600; free 2,300. Operated 3 days.

RECEIPTS: Gate \$4,980; day grandstand total (less tax) \$2,960.

ATTRACTIONS: Horse show; horse pulling.

AID, PREMIUMS: State aid \$2,960.50; county aid \$2,000.

ADMINISTRATION: President, Ray Brewer; secretary H. R. Madsen; superintendent of concessions, Otto Stewart; publicity director, S. W. Fogo.

1954 DATES: September 15-18, tentative.

Rosholt Free Community Fair, Rosholt

TOTAL ATTENDANCE: Free, 26,000. Operated 2 days, 3 nights.

WEATHER: Good, 2 days, 3 nights.
CARNIVAL: Dusty Rhodes.

AID, PREMIUMS: State aid \$1,600; county aid \$750.

ADMINISTRATION: President, H. P. Anderson; secretary, R. Wrolstad; superintendent of concessions, Lester Peterson.

1954 DATES: September 4-6, official.

Shawano County Fair, Shawano

TOTAL ATTENDANCE: Paid 20,000; free 3,000. Operated 4 days, 4 nights.

WEATHER: Good, 4 days.
Carnival: Schafer's Shows.

ATTRACTIONS: 105 Ranch Rodeo; Tournament of Thrills; auto races; 2 days harness; 2 days runners.

ADMINISTRATION: President, Hubert Martzke; secretary, Louis Cattiau.

Sheboygan County Fair, Plymouth

TOTAL ATTENDANCE: Paid 40,724; free 10,085. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 1 night; cold or cloudy 3 nights.

RECEIPTS: Gate \$15,644; day grand-

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stand total (less tax) \$3,378.63; night grandstand total (less tax) \$2,955.73.
CARNIVAL: Gold Bond Shows.
ATTRACTIONS: 1 day and evening Thrill Show; 2 afternoons harness horse racing; revue, 2 nights; circus, 1 day and 1 night; 2 afternoons of horse racing.
AID, PREMIUMS: State aid \$4,200; county aid \$3,500; total estimated premiums paid out (excluding races) \$7,088.10.
ADMINISTRATION: President, Homer C. Melvin; secretary, W. H. Eldridge; superintendent of concessions, Chester Westel.
 1954 DATES: September 3-6, tentative.

Southwestern Wisconsin Fair,

Mineral Point

TOTAL ATTENDANCE: Paid 12,000; free 1,000. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 3 nights; rain 1 day; cold 3 nights.
RECEIPTS: Gate \$8,587; day grandstand total (less tax) \$2,564.34; night grandstand total (less tax) \$1,150.38.
CARNIVAL: Dyers Shows.
ATTRACTIONS: Thrill show, 1 night; Revue, 1 night; vaudeville, 1 night; Earl Newberry thrill show, Boyle Woolfolk Revue and acts; 1 day Sunny Burnett and his "Fiesta"; 2 days harness races.
AID, PREMIUMS: State aid \$4,262.77; county aid \$1,000; total estimated premiums paid out (excluding races) \$6,900.
ADMINISTRATION: President, S. C. Severson; secretary, C. L. Winn.
 1954 DATES: September 3-6, official.

Taylor County Co-Operative Youth Fair, Medford

TOTAL ATTENDANCE: Paid, 3,500; free, 10,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$1,800.
CARNIVAL: Tip-Top Show.
ATTRACTIONS: Frontier Days, Buck Steele, 1 day, 1 night.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,845.45.
ADMINISTRATION: President, Hugo DeJoung; secretary, Joe Tuss.

Tri-State Fair, Superior

TOTAL ATTENDANCE: Paid 69,753; free 21,500. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Gate \$17,438.25.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Avery Productions, 5 acts booked thru Barnes-Carruthers.
AID, PREMIUMS: State aid \$5,900; total estimated premiums paid out (excluding races) \$11,500.
ADMINISTRATION: President, Ford S. Campbell; secretary, Seegar Swanson; superintendent of concessions, Elmer Hard.
 1954 DATES: August 24-29, tentative.

Vilas County Free Fair, Eagle River

TOTAL ATTENDANCE: Free 15,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days.
ATTRACTIONS: Herber Family; Carter magical show; Downings musical show; Gatewood Flying X Rodeo.
ADMINISTRATION: President, A. J. Denoyer; secretary, H. M. Smith.

Wisconsin State Fair, Milwaukee

TOTAL ATTENDANCE: Paid, 824,311. Operated 9 days, 9 nights.
WEATHER: Good, 4 days, 9 nights; hot 5 days.
ATTRACTIONS: Barnes-Carruthers night revue; AAA big car and stock car races; harness races; horse show; AMA motorcycle races, Swenson Thrillcade; modified stock car races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$150,000.
ADMINISTRATION: Manager, Willard Masterson; superintendent of concessions, George C. Henderson; publicity director, Pete Walch.
 1954 DATES: August 21-29, official.

WYOMING

Central Wyoming Fair, Casper

TOTAL ATTENDANCE: Paid, 35,000; free, 6,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
CARNIVAL: Rocky Mountain Empire Shows.
ATTRACTIONS: 4 nights of rodeo by Leo Cremer; 3 afternoons of Matinee Varieties booked by Wheeler-Pittman.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$13,970.
ADMINISTRATION: President, James Speas; secretary, R. S. Latta; superintendent of concessions, Blaine Coolbaugh; publicity director, Mills Astin.
 1954 DATES: August 11-14, tentative.

CANADA

ALBERTA

Calgary Exhibition and Stampede, Calgary

TOTAL ATTENDANCE: 451,837. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: 6 afternoons, rodeo and running races; 6 evenings, chuck wagon races; stage show and fireworks.
ADMINISTRATION: President, George Edworthy; secretary, I. W. Parsons; general manager, Maurice E. Hartnett.
 1954 DATES: July 5-10, official.

Edmonton Exhibition, Edmonton

TOTAL ATTENDANCE: Paid, 296,984; free, 95,011. Operated 6 days, 6 nights.
WEATHER: Good, 3 days, 5 nights; rain, 3 days, 1 night.
RECEIPTS: Gate \$99,460.75; day grandstand total (less tax) \$24,886.25; night grandstand total (less tax) \$84,655.25.
CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax \$127,026.12.
ATTRACTIONS: Barnes-Carruthers Theatrical Enterprise revue; 6 days running races.
AID, PREMIUMS: Province aid \$3,300; other aid \$6,700.

ADMINISTRATION: President, L. M. Rye; secretary, Miss B. Bannerman; superintendent of concessions, W. G. Montgomery; publicity director, F. N. Miller.
 1954 DATES: July 12-17.

BRITISH COLUMBIA

Central Fraser Valley Fair, Abbotsford

TOTAL ATTENDANCE: Paid, 4,000; free, 500. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate, \$2,000; night grandstand total (less tax), \$200.
CARNIVAL: Shamrock Shows.
ATTRACTIONS: Evening entertainment.
AID, PREMIUMS: Province aid, \$475; municipal aid, \$600.
ADMINISTRATION: President, J. W. Reid; secretary, H. F. Harms; superintendent of concessions, M. A. Keys; publicity director, C. T. Onions.

Pacific National Exhibition, Vancouver

TOTAL ATTENDANCE: Paid, 725,000; free, 110,000. Operated 11 days, 11 nights.
WEATHER: Good, 10 days, 11 nights; rain, 1 day.
RECEIPTS: Gate 300,000 (approx.).
CARNIVAL: Sundry rides and shows; ride and show gross, total amount, less federal tax \$95,000.
ATTRACTIONS: Shrine-PNE Circus (Polack Bros.); Aerial Charltons; 11 days horse racing.
AID, PREMIUMS: State aid \$25,000; total estimated premiums paid out (excluding races), \$60,000.
ADMINISTRATION: President, J. S. C. Moffitt; general manager, V. Ben Williams; superintendent of concessions, D. Dauphinee; publicity director, C. Defieux.
 1954 DATES: August 25-September 6, tentative.

MANITOBA

Carman Fair, Carman

OPERATED: 3 days 3 nights.
WEATHER: Good 2 1/2 days, 3 nights; rain 1/2 day.
CARNIVAL: Wallace Bros.' shows; ride and show gross, total amount, less federal tax \$1,500.
ATTRACTIONS: Grossman variety show; harness races.
ADMINISTRATION: President, E. L. McGill; secretary, A. J. Hand.
 1954 DATES: July 11-13, tentative.

ONTARIO

Canadian National Exhibition, Toronto

TOTAL ATTENDANCE: Paid, 2,619,500. Operated 14 days, 14 nights.
CARNIVAL: Conklin Shows.
ATTRACTIONS: Night revue featuring Victor Borge.
ADMINISTRATION: President, J. A. Northey; secretary, R. J. Dixon; publicity director, L. C. Powell.
 1954 DATES: August 27-September 11, tentative.

Great Northern Exhibition, Collingwood

TOTAL ATTENDANCE: Paid 10,365; free 1,700. Operated 2 days, 2 nights.
WEATHER: Good 1 day, 1 night; rain 1 night; cold or cloudy 1 day.
RECEIPTS: Gate \$4,950.
CARNIVAL: Model Shows of Canada.
ATTRACTIONS: Bands and free rodeo show; 2 days harness races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$6,000.
ADMINISTRATION: President, John D. Currie; secretary, V. A. Ellis.
 1954 DATES: September 23-25, tentative.

Owen Sound Agricultural Expo., Owen Sound

TOTAL ATTENDANCE: Paid, 20,000. Operated 2 days, 3 nights.
WEATHER: Good 2 days, 3 nights.
ATTRACTIONS: 2 days harness racing.
ADMINISTRATION: President, James Mitchell; secretary, Arthur Lemon.

South Waterloo Fair, Galt

TOTAL ATTENDANCE: Paid 16,500; free 3,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night.
RECEIPTS: Gate \$7,500; grandstand total (less tax) \$375.
ATTRACTIONS: Stageshow, Preston Scout House Band.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$8,900.
ADMINISTRATION: President, W. H. Skully; secretary, H. C. Elliott.
 1954 DATES: September 23-25, tentative.

Tillsonburg and District Exhibition, Tillsonburg

TOTAL ATTENDANCE: Paid 15,000; free 1,000. Operated 3 days, 2 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy 1 day, 1 night.
CARNIVAL: Motor City Shows.
ATTRACTIONS: Simpson Entertainment Bureau, 2 nights.
AID, PREMIUMS: County aid \$200; other aid \$400.
ADMINISTRATION: President, Charles Allin; secretary, Jack M. Clime.
 1954 DATES: September 22-24, tentative.

Western Fair, London

TOTAL ATTENDANCE: 341,161. Operated 6 days, 6 nights.
WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights; cold or cloudy 3 days, 3 nights.
RECEIPTS: Gate \$84,789.80; day grandstand total (less tax) \$22,190; night grandstand total (less tax) \$53,627.
CARNIVAL: Conklin and Garrett; ride and show gross, total amount, less federal tax, \$15,897.
ATTRACTIONS: Hamid Grandstand Revue, 6 days and 6 nights; Jack Kochman thrill show, 2 afternoons; 4 days harness races.
ADMINISTRATION: President, I. B. Whale; manager, W. D. Jackson; assistant manager, E. D. McGugan; publicity director, P. F. Love.
 1954 DATES: September 13-18, tentative.

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New Buildings and Improvements will make for
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BUCKWALTER STADIUM

1954 DATES
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 (Tentative)

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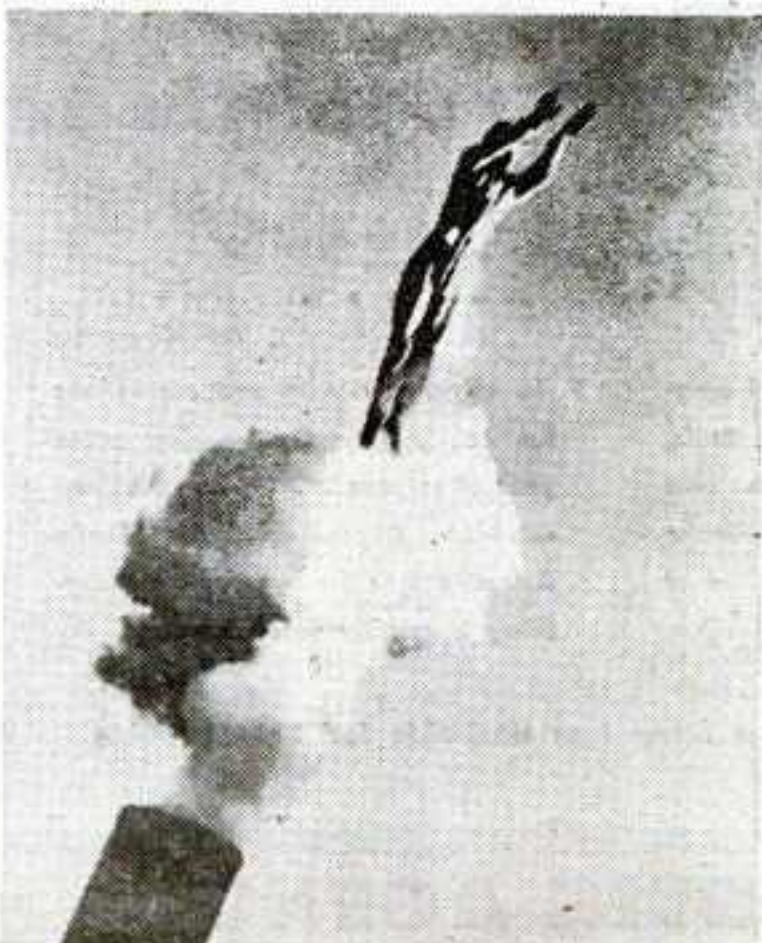
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Western Washington

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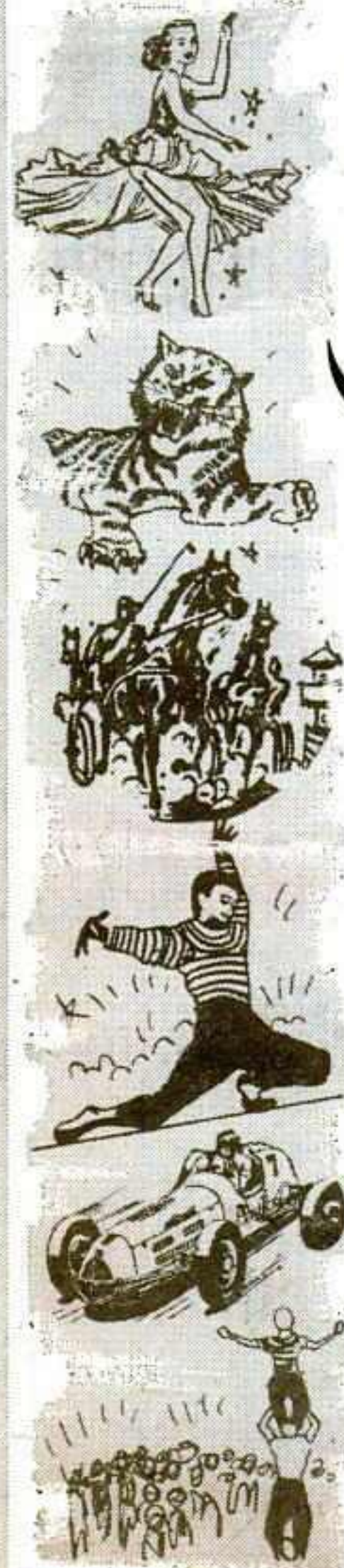
- The Western Washington Fair during its nine days of operation is the largest attended event of any kind in the Pacific Northwest.
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Western Washington Fair Association

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Washington

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- To the owners, managers and operators of the many Fairs, Carnivals, Parks, Circuses, Celebrations and Special Events who helped make 1953 our greatest in a long line of successful seasons.
- To all of our Acts and Attractions for consistently fine performances year after year . . . who've helped establish Dependable Al Martin Attractions as the byword for everything in quality entertainment.

Many sensational new new attractions available for 1954 booking

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SASKATCHEWAN

Woodbridge Agricultural Society, Woodbridge

TOTAL ATTENDANCE: Paid 12,000; free 6,000. Operated 2 days.
WEATHER: Good 1 day; cold or cloudy 1 day.
RECEIPTS: Gate \$6,000; day grandstand total (less tax) \$200.
CARNIVAL: Green Amusement Company.
ATTRACTIONS: Races; horse round-up.
AID, PREMIUMS: State aid \$1,000; county aid \$600; other aid \$500; total estimated premiums paid out (excluding races) \$4,000.
ADMINISTRATION: Secretary, W. M. Myers; superintendent of concessions, R. N. Mitchell.
1954 DATES: October 8-11, official.

QUEBEC

Bedford Fair, Bedford

TOTAL ATTENDANCE: Paid, 7,000; free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
ATTRACTIONS: Acrobats; roller skating; clown; 3 days of harness horse races.
AID, PREMIUMS: State aid \$1,000; county aid \$1,000; other aid \$800.
ADMINISTRATION: President, Art Besette; secretary, Alfred Rousseau; superintendent of concessions, Archie Sager.

Canadian Lakehead Exposition, Fort William-Port Arthur

TOTAL ATTENDANCE: Paid 145,747. Operated 6 days, 6 nights.
WEATHER: Good 5 days; 5 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$54,316; day grandstand total (less tax) \$8,000; night grandstand total (less tax) \$17,500.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Thrill show; stock car races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,000.
ADMINISTRATION: President, W. R. Coslett; secretary W. Walker.
1954 DATES: Second week August, tentative.

Exposition Regional De Roberval, Roberval

TOTAL ATTENDANCE: Paid, 30,000; free, 2,225. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights.
RECEIPTS: Gate \$15,000.
CARNIVAL: Green Shows.
ATTRACTIONS: One day car races; 1 day harness horse races.
ADMINISTRATION: Secretary-manager, B. Levesque.

Yamaska Agricultural Society, St. Francois du Lac

TOTAL ATTENDANCE: Paid 9,000; free 700. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$4,000.
CARNIVAL: Green Amusement Company.
AID, PREMIUMS: State aid \$1,000; county aid \$100; total estimated premiums paid out (excluding races) \$2,000.
ADMINISTRATION: President, J. B. Morrisette; secretary, A. Trudeau.

Estevan Agricultural Society, Estevan

TOTAL ATTENDANCE: Paid, 11,122; free, 250. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate, \$4,875; day grandstand total (less tax), \$1,637.30; night grandstand total (less tax) \$4,654.50.
CARNIVAL: Wallace Brothers Shows; ride and show gross, total amount, less federal tax \$8,655.70.
ATTRACTIONS: Grandstand attractions, 3 nights; running races, 3 days.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$5,300.
ADMINISTRATION: President, E. P. Rae; secretary, W. R. Cantlon.

Prince Albert Exhibition, Prince Albert

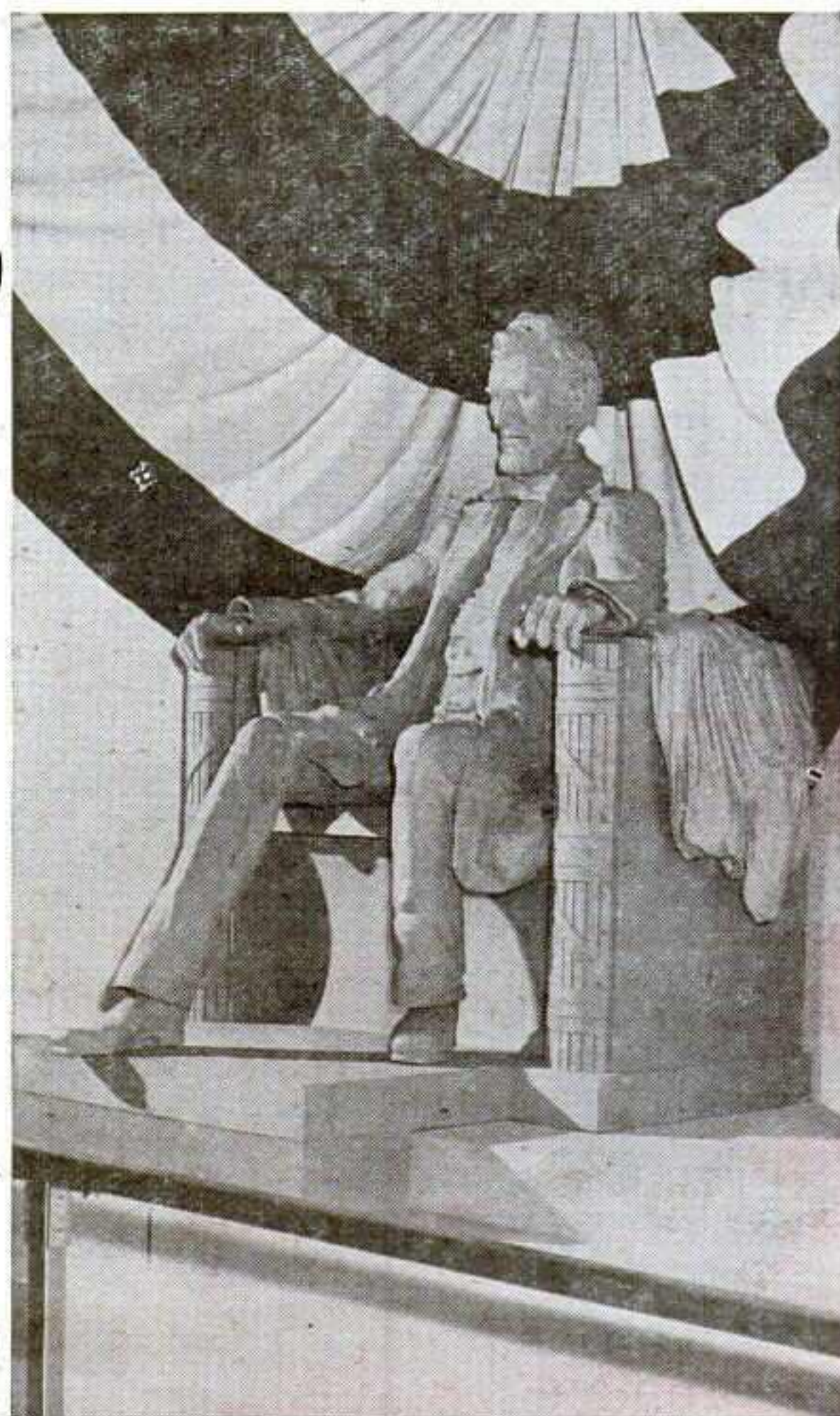
TOTAL ATTENDANCE: Paid, 39,000; free, 1,760. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
CARNIVAL: Wallace Bros. Shows.
ATTRACTIONS: Irving Grossman Show; 2 afternoon running and harness races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$7,000.
ADMINISTRATION: President, J. H. Kezar; manager, D. F. Kelly; secretary, Miss D. Read.

Provincial Exhibition, Regina

TOTAL ATTENDANCE: Paid, 186,287. Operated 6 days, 6 nights.
WEATHER: Good, 4 days, 5 nights; rain, 1 day, 1 night; cold and cloudy, 1 day.
RECEIPTS: Gate \$40,931.40; day grandstand total (less tax) \$21,641; night grandstand total (less tax) \$57,497.60.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Variety Show, 6 nights produced by Barnes-Carruthers; 6 days running races with pari-mutuels.
AID, PREMIUMS: Provincial aid \$19,000; federal aid \$4,000; total estimated premiums paid out (excluding races) \$23,000.
ADMINISTRATION: President, R. L. Hutchinson; secretary, T. H. McLeod; superintendent of concessions, C. H. Leech.
1954 DATES: July 26-31, official.

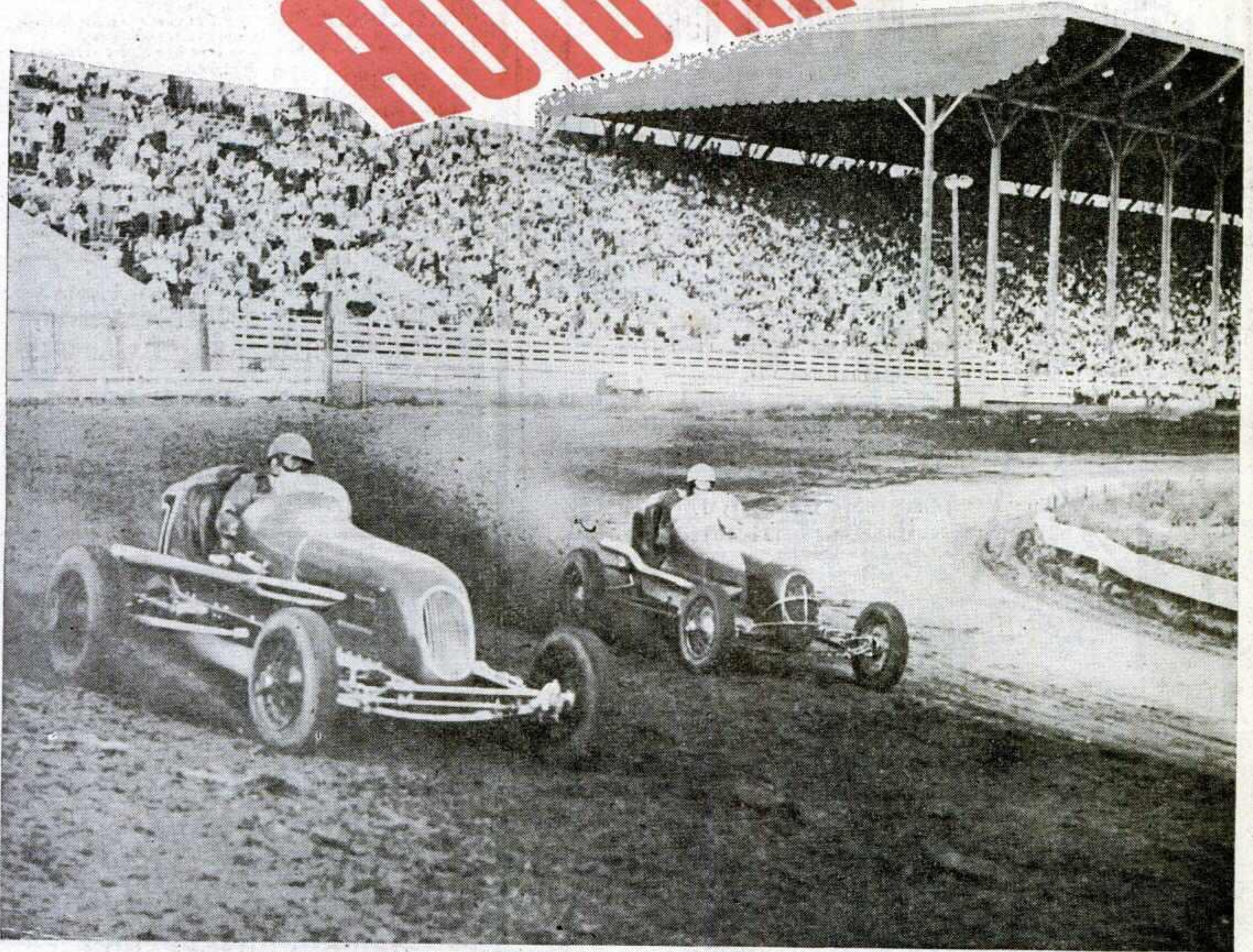
Saskatoon Industrial Exhibition, Saskatoon

TOTAL ATTENDANCE: Paid 128,680. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days; cold or cloudy 2 nights.
RECEIPTS: Gate \$30,548; day grandstand total (less tax) \$17,467; night grandstand total (less tax) \$53,544.20.
CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax \$60,750.16.
ATTRACTIONS: Revue, 6 nights, booker Barnes-Carruthers Theatrical Enterprises; 6 days running races.
AID, PREMIUMS: Government aid \$17,458.37; total estimated premiums paid out (excluding races) \$12,707.40.
ADMINISTRATION: President, Dr. F. G. Salisbury; manager, S. N. MacEachern; superintendent of concessions, A. M. Dundan; publicity director, E. Bell.
1954 DATES: July 19-24, official.



Life-sized figure of Abe Lincoln, done in rubber, attracted much attention at the Illinois State Fair, Springfield, as the lips moved to the accompaniment of a hidden recording of the Gettysburg Address.

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SOUTHERN IOWA FAIR—1 Day
NORTH IOWA FAIR—2 Days
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CENTRAL WISCONSIN ST. FAIR—1 Day

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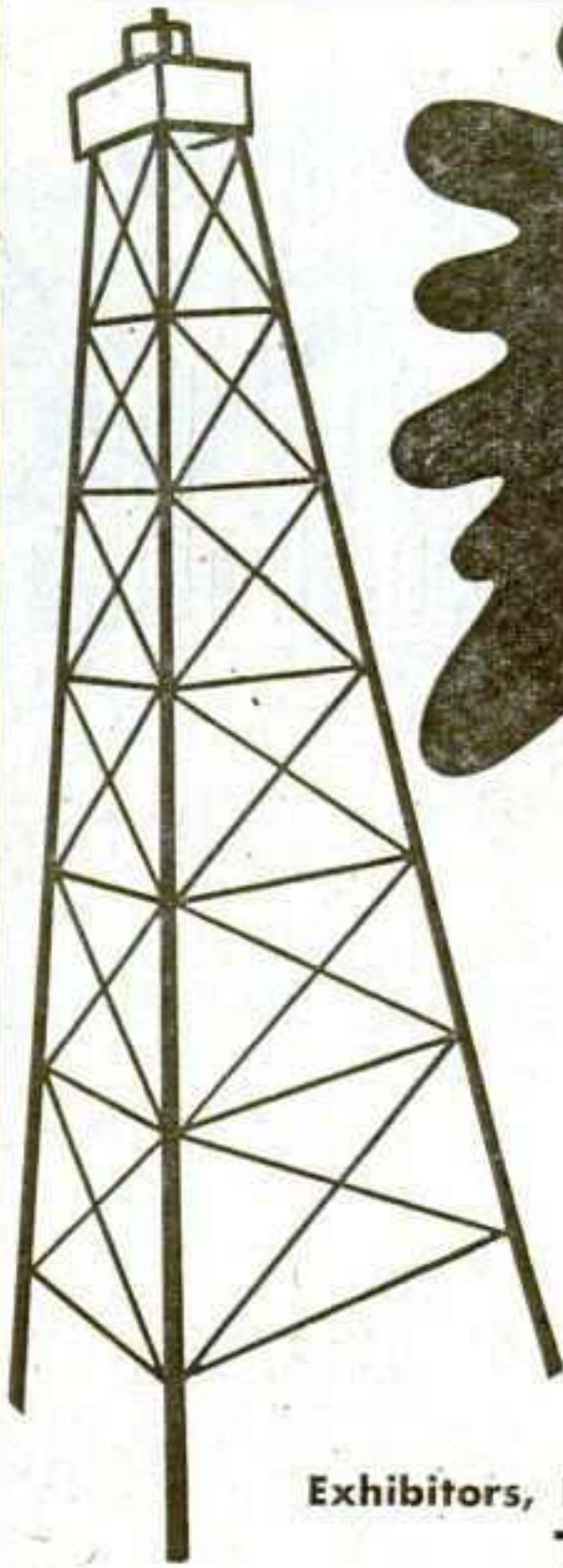
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SEPT. 27 to OCT. 2**



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Twenty-five years of serving the educational interest of two Great States. Now we head toward the Golden Anniversary, determined to increase each year, as we have in the past, the effectiveness of this annual event. Exhibitors find the Texas Oklahoma Fair a boon towards boosting sales in this area. If YOU can't come in person . . . make sure that your local representative is here to promote your product.

Exhibitors, Demonstrators and Concessionaires, write to
TED OVERBEY, Manager
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Game Concessionaires and Showmen Contact: **ALVIN VANDIKE** 231 Kendalia San Antonio, Texas OR **T. LEO MOORE** Electra, Texas

In Dixie it's the

**39th ANNUAL
ALLEGHANY COUNTY FAIR
COVINGTON, VIRGINIA
AUGUST, 1954**

**3rd ANNUAL
NORFOLK TIDELANDS-5 COUNTY FAIR
NORFOLK, VIRGINIA
SEPTEMBER, 1954**

AND ONE NEW ONE

**EASTERN GEORGIA COLORED STATE FAIR
SAVANNAH, GEORGIA**

LOOK FOR ANNOUNCEMENTS
FOR THESE DATES

WANTED: Indoor and Outdoor Exhibits, Concessions, Aerial and Free Acts
For full particulars contact:

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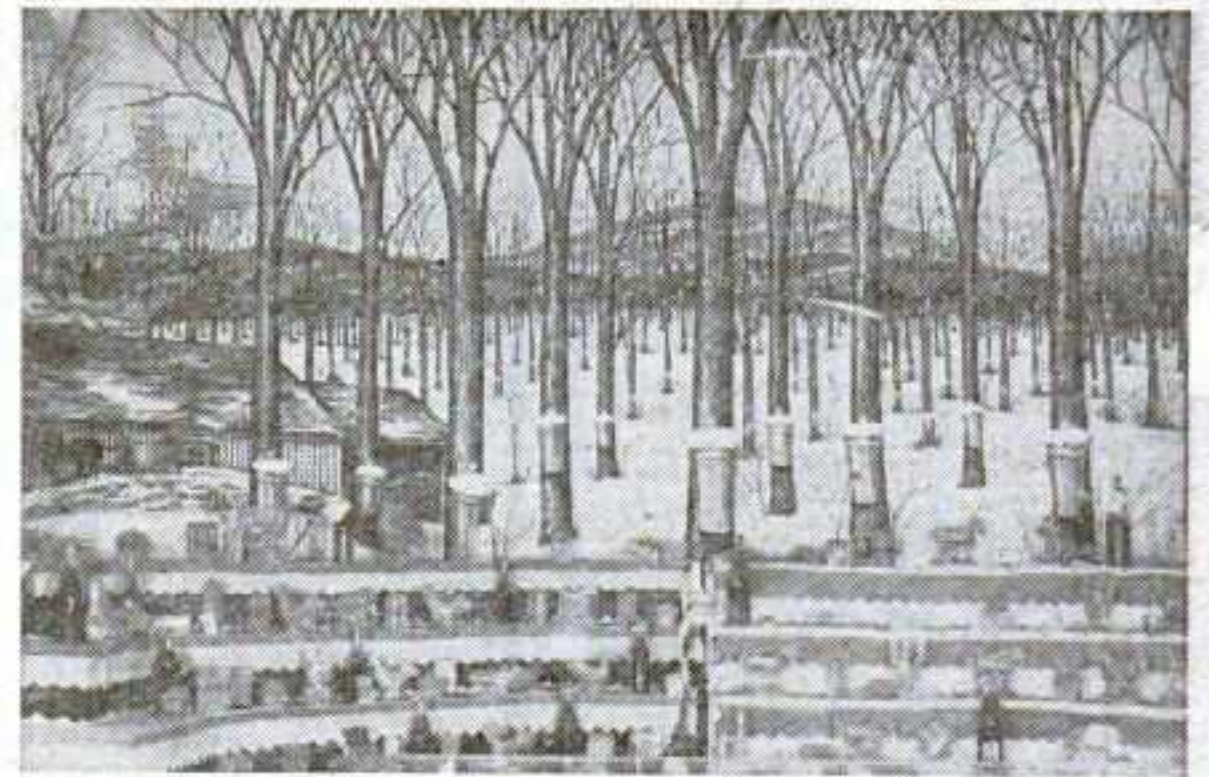
Old, New Worlds Meet

A BLEND of the old world and the new highlighted exhibits at the Exposition Provinciale, Quebec, mirroring with fidelity life in the province. All signs and legends on the displays were in French, reflecting the fact that the province is predominately French.

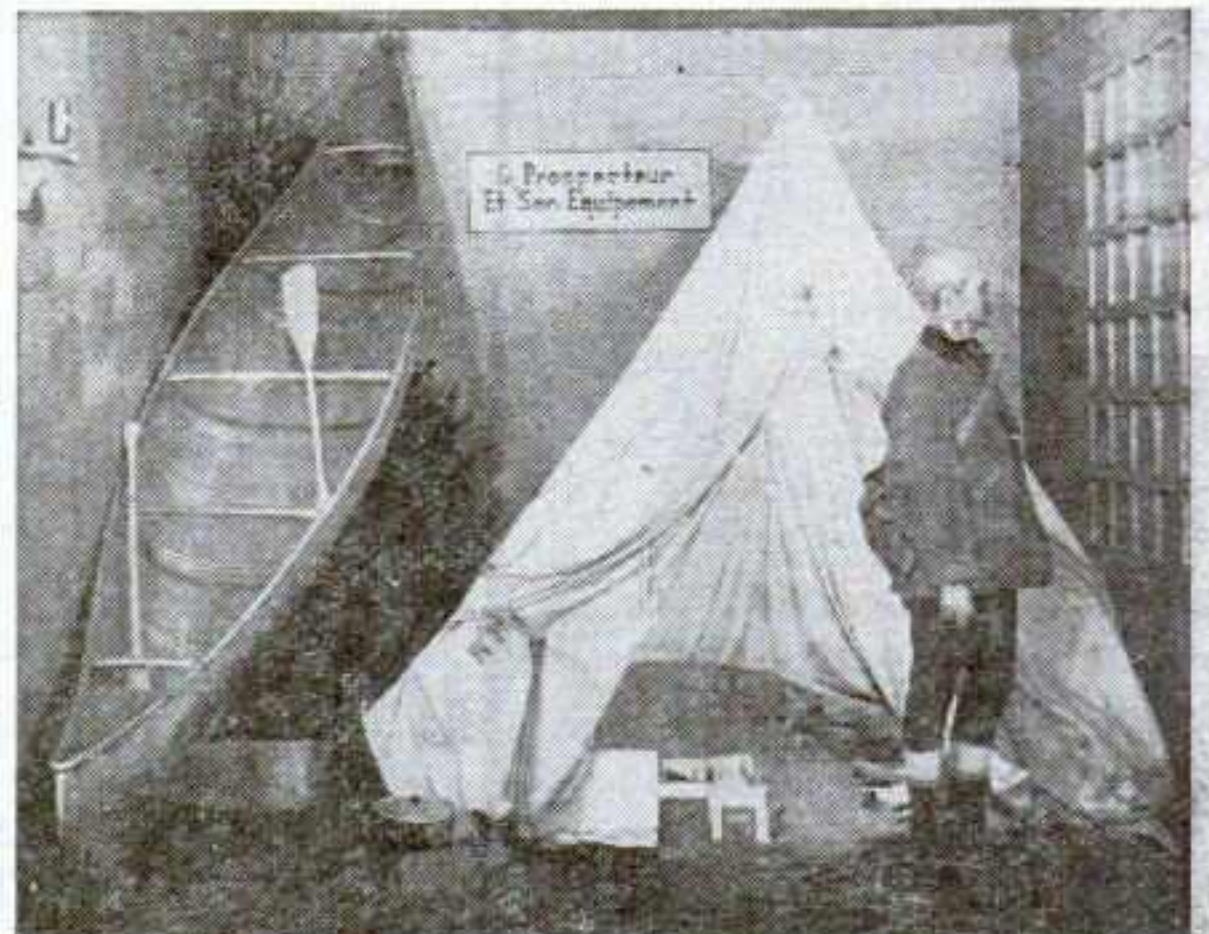
This touch of the old world contrasted sharply with other exhibits, depicting the up-and-coming industries of the province.

Prominent were displays of provincial agencies, which not only spell out the role they play but also convey an accurate picture of life in the province.

Hunting, fishing and other outdoor sports were represented strongly in both commercial and governmental exhibits. Opportunities that lie ahead for the province were also projected. But the strongest spotlight was placed upon the province's resources and its principal industries.



Highly typical of Quebec is its maple sugar industry. The Department of Agriculture annually fashions an attractive display on the industry as well as many other endeavors.



The increasing importance of mining has Quebec residents conscious of the mineral wealth, much of it still untapped, within their province. The Ministry of Mines fashions several exhibits that are both interesting and instructive.



Fine arts department rates high with Quebec patrons. Exhibits are of top quality.



The fact that Quebec is predominately a French-speaking city is underscored by exhibit signs and legends; all of which are in French.

W. G. WADE SHOWS

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One of the Largest Outdoor
Amusement Operators Since 1912



OUTSTANDING UNITS AVAILABLE FOR THE LARGEST STATE, DISTRICT AND COUNTY FAIRS AS WELL AS HOME COMINGS AND CELEBRATIONS

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★ Complete Midways, Consisting of Rides, Shows and Concessions or Just Ride Units, as Your Needs May Require.

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THANKS TO THE FOLLOWING FAIRS WITH WHOM WE ENJOYED PLEASANT RELATIONSHIPS AND SPLENDID BUSINESS DURING THE 1953 SEASON:

- Delaware County Fair, Muncie, Ind.
- Lagrange County Corn-School Fair, Lagrange, Ind.
- Cass County Fair, Cassopolis, Mich.
- Great La Porte County Fair, La Porte, Ind.
- Kalamazoo County Fair, Kalamazoo, Mich.
- Michigan Street Fair, Detroit, Mich.
- Northeast Indiana Fair, Ft. Wayne, Ind.
- Mid-South Fair, Memphis, Tenn.
- Northwest Alabama Fair, Jasper, Ala.
- Covington County Fair, Andalusia, Ala.
- Nassau County & Northeast Fla. Fair, Callahan, Fla.

AND THE MANY OTHERS TOO NUMEROUS TO MENTION.

INDEPENDENT SHOW, RIDE AND CONCESSION OPERATORS

We cordially invite you to contact us or visit us in person at the various Fair Meetings or at our Detroit Office, relative to placing your attractions for our full season's routing, or for any one particular date.

We cater to new outstanding attractions, as well as those proven and reliable midway attractions. Percentage and privilege rates — fair and equitable.

Stop and see us at the Sherman Hotel during the I.A.F.E. Convention, and at your State Fair Meetings, to see what we can do for your Fair and what an attractive proposition we have to offer.

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CIRCUS
★

—1954—
"BOB" STEEL'S FRONTIER DAYS
—1954—
BORDER LEGION RODEO
—1954—
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—1954—
"DUKE OF PADUCAH" SHOW
—1954—
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MANY OTHER OUTSTANDING
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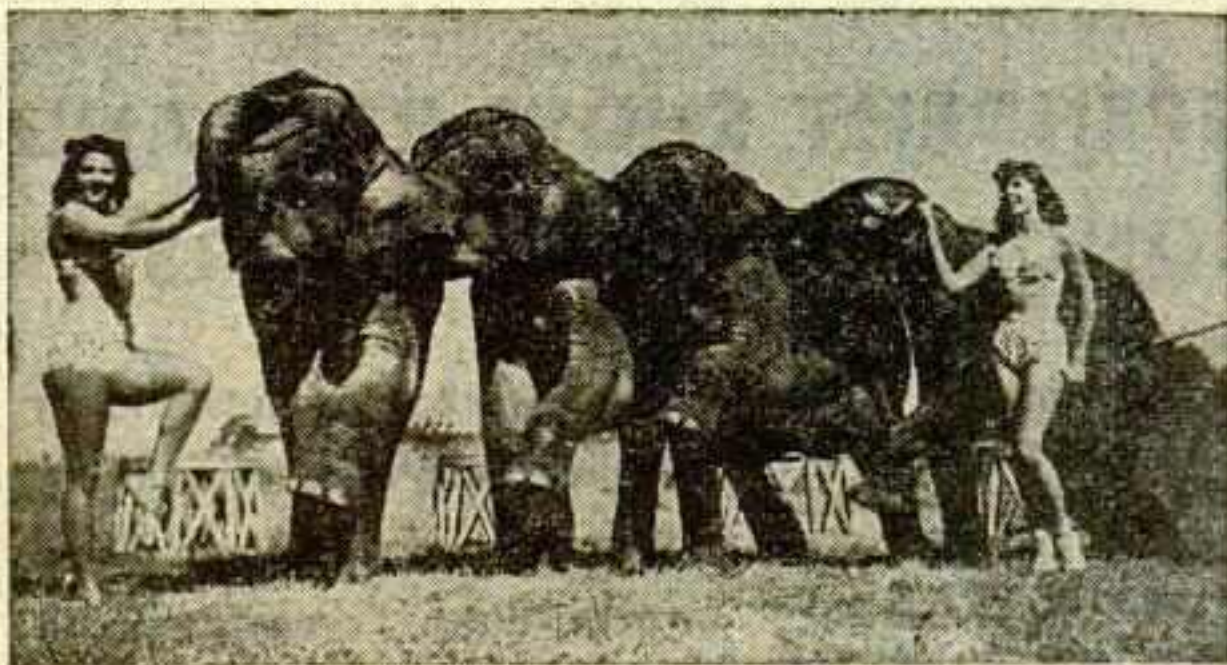
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"The Hit of Every Show"

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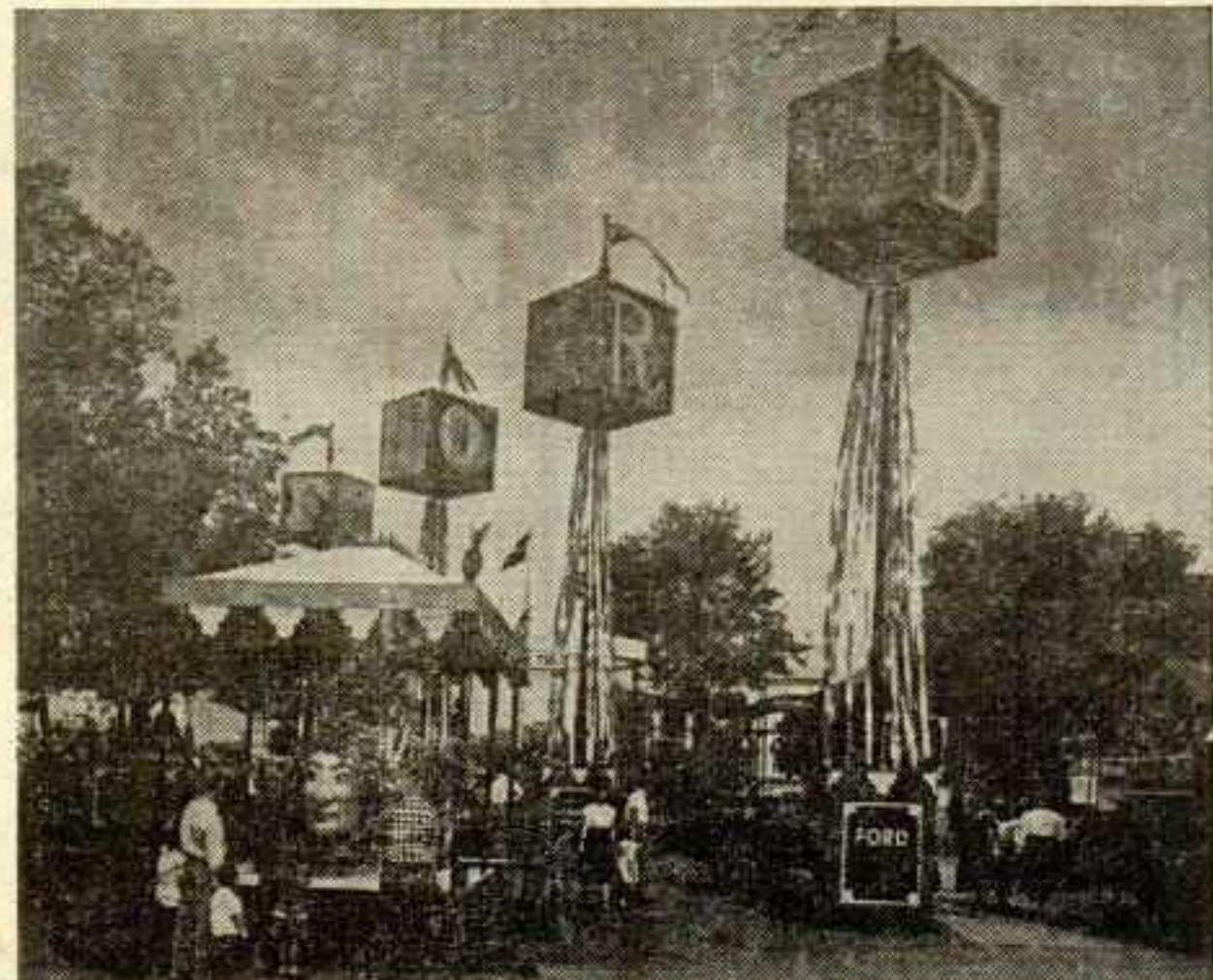
elephants



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ST. LOUIS 1, MO.



Imaginative Stewart Company—Ford tractor exhibit at State Fair of Texas drew attention by action-packed front featuring large revolving, inside-illuminated blocks on pylons decorated with silver streamers. Colorful blocks were lettered in "antique" type.

Showmanship!

SMART showmanship was uncovered at many '53 fairs by a large number of farm machinery manufacturers and their distributors or dealers as intensive competition for sales gripped the farm machinery industry.

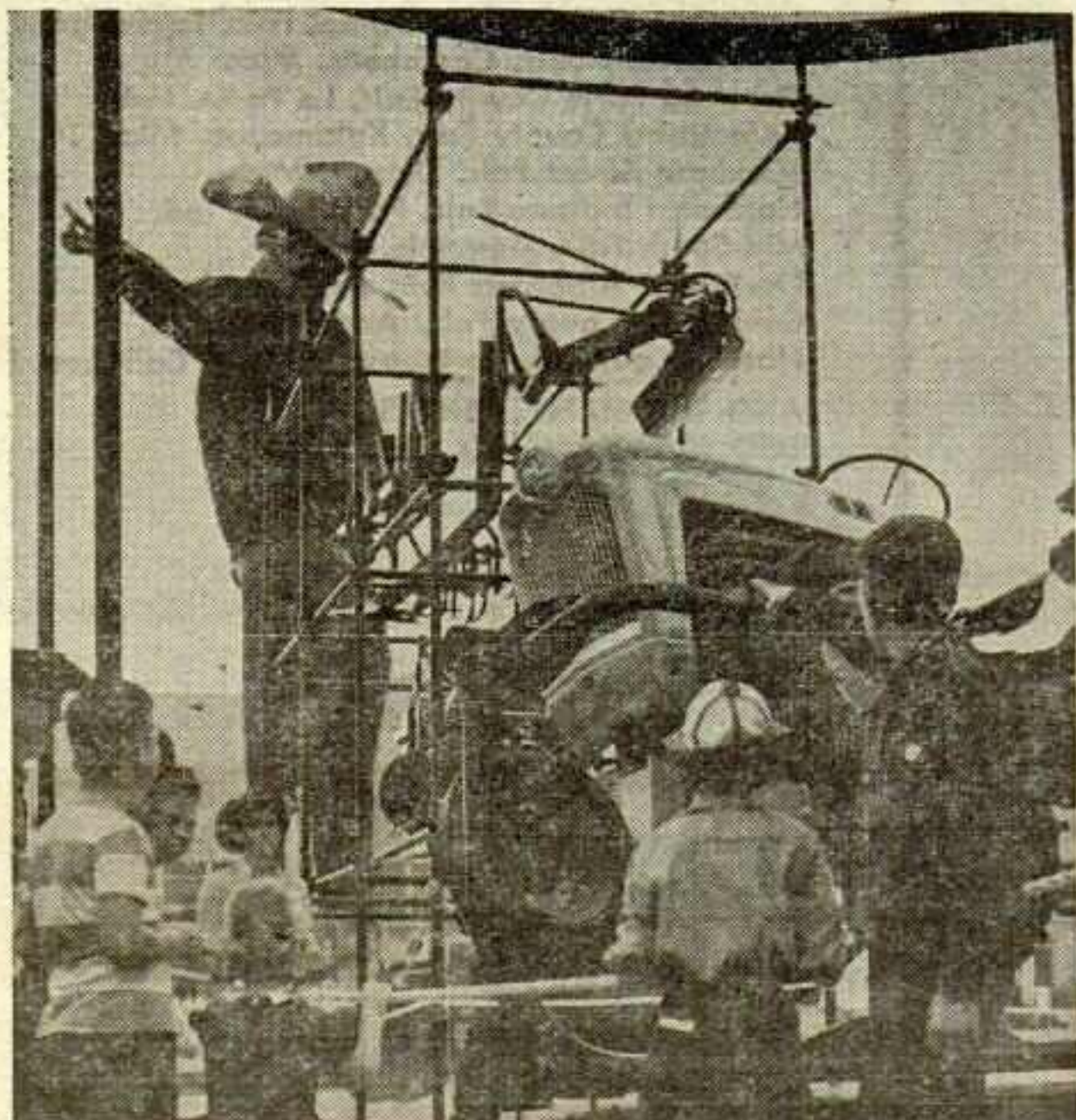
Of sales outlets, the Stewart Company of Dallas, Ford tractor representative, came up with one of, if not the outstanding exhibit. Its bid for potential buyers at the State Fair of Texas was distinguished by much imagination and the use of some sure-fire attention-getters.

As the front for its exhibit, it used four large revolving blocks, which were illuminated from the inside and mounted on pylons flagged with silver streamers. The blocks each bore one letter of the Ford name, and as the blocks revolved in unison they spelled out the company's name.

Inside the exhibit the Stewart company used such devices as a "talking tractor" and a "tumbling tractor." The result was that the exhibit not only snared much interest but also held patrons as they listened to a description of the merits of the Ford line or eyed tractors from all possible angles.

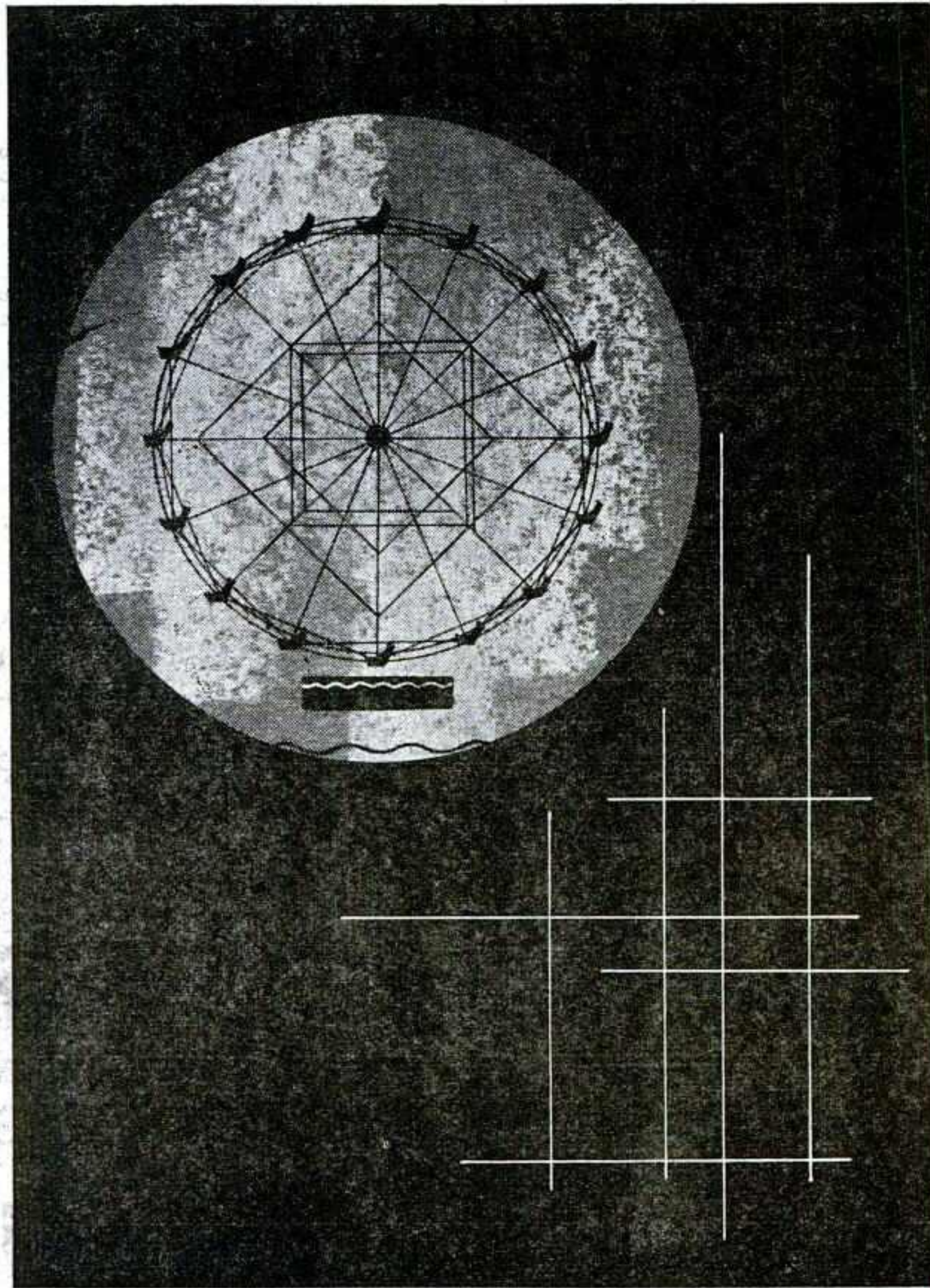
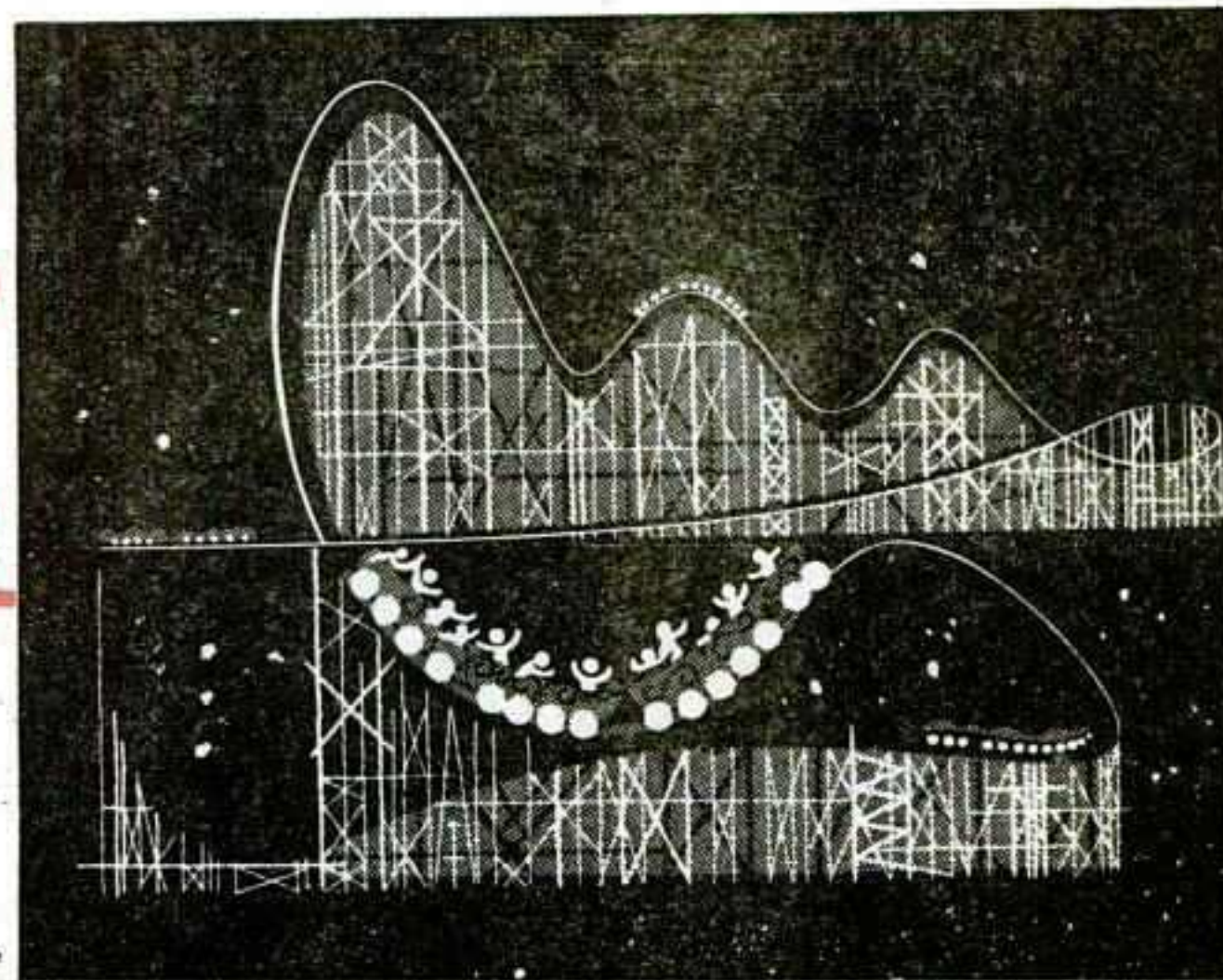


Popular talking tractor featured by Ford tractor exhibit at the Dallas fair was redesigned with a face and mouth that moved in unison to his "speech" this year. Talking tractor with concealed "talker" has been high point of exhibit for last few years. Stewart Company officials estimated tractor "talked" to visitors about 160 hours during the fair.



Along with its "talking tractor" of preceding years, Stewart Company of Dallas featured a "tumbling tractor" in its Ford exhibit. Full-size tractor was mounted in pivoted framework and revolved twice a minute, or 24,960 times during the fair. Stewart exhibit, designed by famed theatrical scenic artist Peter Wolf, showed great deal of imagination plus a lot of sell.

SCHAFER'S Just for fun shows



NOW ONE OF AMERICA'S LARGEST & MOST BEAUTIFUL MOTORIZED SHOWS

FEATURING: 18 Up-To-Date Rides, including our New Dodgem Ride, 10 Outstanding Shows, 40 High-Class Concessions, 30 New Tractors and Trucks (ours is conceded to be the best rolling equipment on the road today), 3 Sound Cars, All Neon-Lighted Fronts, Antf-Aircraft Searchlights, Mammoth New Aluminum Light Towers, 4 Diesel Light Plants.

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Our thanks to you Progressive Fairmen whom we have had the privilege of working with during 1953. In furnishing what we sincerely believe to be one of the finest Midways available, we have appreciated your fine Co-Operation.

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W. A. SCHAFER
Owner-Manager

JOHN FRANCIS
General Agent



Thanks

Once a year we take this opportunity to thank everyone who has "smiled upon us." A Heartfelt wish to each of you!

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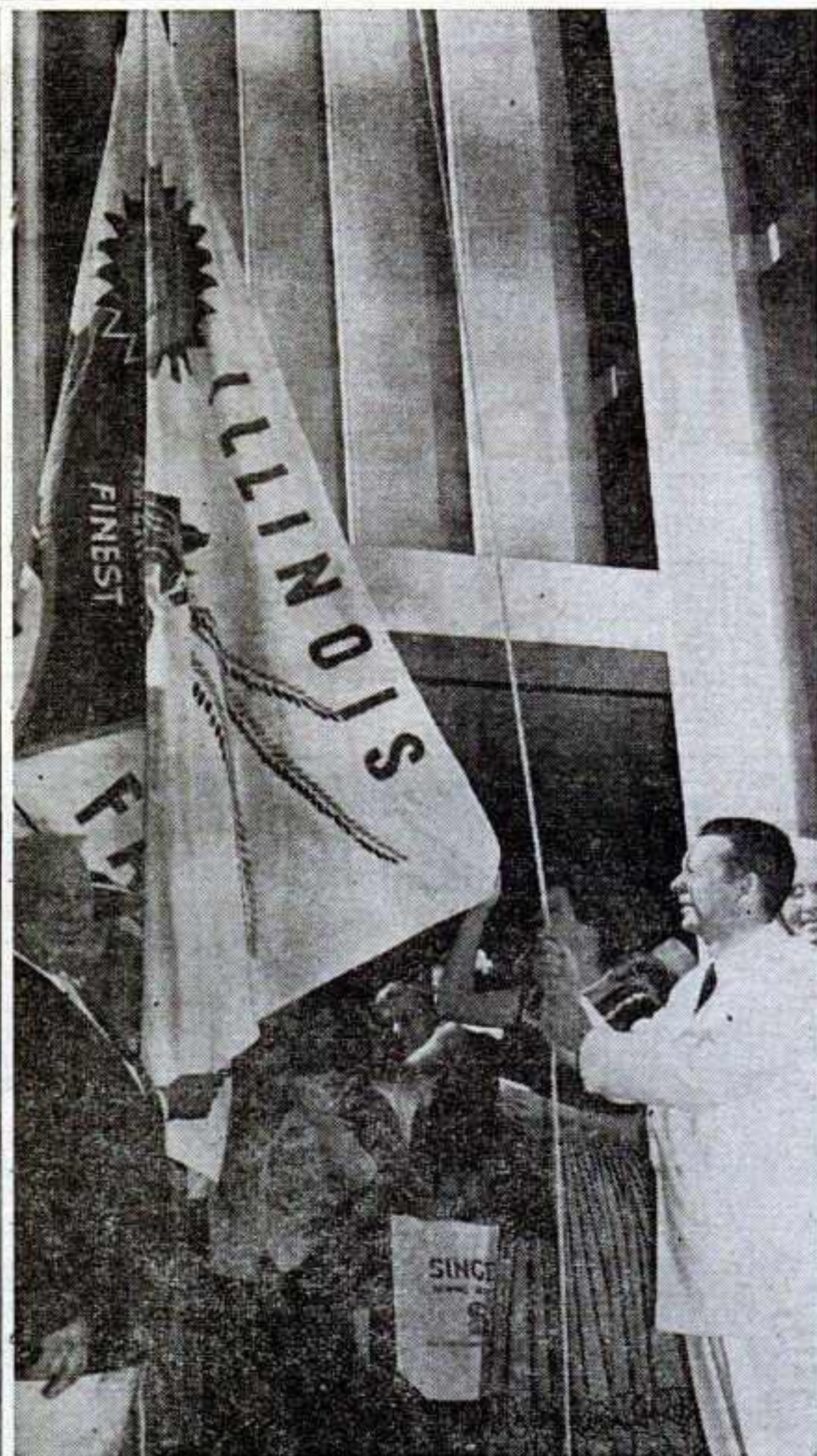
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AND STOCK CAR RACES

Integrity—Efficiency—Dependability . . .

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A contest for the best design for a new official Illinois State Fair flag sparked many entries and gave the Springfield event a springboard for much pre-opening publicity, as well as newspaper space opening day. Prize-winner, who received \$500, was Dolores Clayton, 17-year-old high school student, shown holding the corner of the new flag as Governor Stratton prepares to raise it. James R. Tays, fair manager, looks on.

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MANY thanks to those folks who have used our insurance services. If you're not among them, we extend a cordial invitation to "get together" for a discussion of your particular problems.

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ALABAMA

Athens, Limestone County Fair
GRANDSTAND CAPACITY: 1,000.
Size of race track: one-half mile. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
W. A. OWENS.

Birmingham, Alabama State Fair
GRANDSTAND CAPACITY: 10,000.
Size of race track: one-half mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.
1953 STILL DATES: Stock car racing, fat stock show, cattle sales.
R. H. McINTOSH.

Florence, North Alabama State Fair
GRANDSTAND CAPACITY: 8,000.
Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Trade shows.
1953 STILL DATES: Baseball games, cattle shows, trade shows.
C. H. JACKSON.

Jasper, Northwest Alabama Fair
PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows.
1953 STILL DATES: 2 circuses, 4-H fat calf show, breeders shows.
C. W. SUMMERS.

ARIZONA

Phoenix, Arizona State Fair
GRANDSTAND CAPACITY: 7,200.
Size of race tracks: mile dirt and five-eighths mile paved. Small track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, circus show lot.
1953 STILL DATES: Rodeo, horse racing, auto racing, home show, stock show, appliance show.
GEORGE W. BLAKE.

ARKANSAS

Blytheville, Northeast Arkansas District Fair
GRANDSTAND CAPACITY: 2,300.
Size of race track: one-half mile and one-quarter mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 800. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
1953 STILL DATES: Stock car races each Sunday & Friday night; Clyde Beatty Circus.
R. E. BLAYFORD.

Clinton, Van Buren County Fair
GRANDSTAND CAPACITY: 5,000.
PLANT IS AVAILABLE FOR: Midget auto races, rodeos, motorcycle races.
1953 STILL DATES: July 4 picnic.
JIM TUMLISON.

De Queen, Sevier County Fair
GRANDSTAND CAPACITY: 2,000.
Plant is available for: Rodeos, carnival show lot, circus show lot.
1953 STILL DATES: Baseball games.
MIKE B. CARROLL JR.

Hampton, Calhoun County Fair
PLANT IS AVAILABLE FOR: Circus show lot.
1953 STILL DATES: Circus.
KENNETH DUNN.

Hope, Third District Livestock Show
GRANDSTAND CAPACITY: 5,000.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,000. Coliseum available for rental for: Dances, rodeos, ice show, circuses, stage shows, trade shows, sports shows.
1953 STILL DATES: Clyde Beatty Circus, wrestling, rides and shows, ice shows, style revue, roller skating.
BOB SHIVERS.

Pine Bluff, South Arkansas Livestock Show
ARENA CAPACITY: 47,660.
Plant is available for: Midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.
GEORGE HESTAND.

CALIFORNIA

Angels Camp, Calaveras County Frog Jubilee
GRANDSTAND CAPACITY: 15,000.
Size of race tracks: one-half and one-fifth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
1953 STILL DATES: Gem and Mineral Show, dances, basketball games, school plays, music recital, funeral, weddings.
CARL T. MILLS, P.O. Box 197.

Guide to Greater Income

Year-round use of fairground facilities has grown and is continuing to grow with each passing year.
To fairs, still dates mean increased revenue. They also enable many fairs to maintain their plants better because the greater activity and added income permit the maintenance of larger, more efficient staffs and caretakers. Still dates, moreover, serve to build the fair in the eyes of the public, for the greater activity at fair-

grounds the greater is the attention focused upon the fair.

Attractions, ever alert for new dates, find the compilation of Still-Date Facilities of great importance. Nowhere can attractions determine fair facilities. Thus, the listing, together with the facts and figures contained in the Statistical Directory of Fairs, which appears elsewhere in this issue, serves vitally in the contracting and routing of attractions.

Antioch, Contra Costa County Fair
BLEACHER CAPACITY: 3,000. Size of race track: three-eighths mile. Track is equipped for night racing. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Dances, circuses, trade shows.
1953 STILL DATES: Wrestling matches, dances, indoor-circus, hardtop races, Boy Scouts Camporee, 4-H Field Day, Church Revival Meeting, basketball.
NORMAN D. SUNDBORG.

Chico, Silver Dollar Fair
GRANDSTAND CAPACITY: 1,600.
BLEACHER CAPACITY: 2,000. Size of race track: half mile. Plant is available for: Big car races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Baseball and circus.
EDWARD WARRENER.

Del Mar, San Diego County Fair
GRANDSTAND CAPACITY: 6,500.
BLEACHER CAPACITY: 3,500. Size of race track: 1 mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
1953 STILL DATES: San Diego National Home Show, Del Mar Turf Club racing season, Consolidated-Vultee Aircraft Picnic.
PAUL T. MANNON.

Eureka, Redwood Acres Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 2,000. Size of race tracks: one-half and one-quarter mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Shrine Circus, hardtop races-every week.
RALPH H. BARNES.

Imperial, California Mid-Winter Fair
GRANDSTAND CAPACITY: 5,000.
Size of race tracks: one-half and one-eighth mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,000 and 2,000. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.
1953 STILL DATES: Hot rods, thrill shows, auto races, barbecues, church meeting, 4-H meeting, stage shows, junior horse show, political meetings, picnics.
D. V. STEWART.

King City, Salinas Valley Fair
GRANDSTAND CAPACITY: 2,400.
BLEACHER CAPACITY: 1,500. Size of race track: half mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stagershow, trade shows, sports shows.
1953 STILL DATES: Community barbecues, dances, one circus.
L. H. BURNS.

Lakeport, Lake County Dist. Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 1,000. Size of race track: one-quarter mile. Plant is available for: Midget auto races, stock car races, thrill shows, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, trade shows, sports shows.
1953 STILL DATES: Night baseball, night football, community concerts, spring track meets, agricultural shows (4-H), graduation, square dances, etc.
C. P. LEWIS.

Lancaster, Antelope Valley Fair and Alfalfa Festival
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 1,000. Size of race track: three-eighth mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, circuses, stage shows, trade shows, sports shows.
1953 STILL DATES: Chitwood show, moto-polo, rodeo, name bands.
A. G. MARQUARDT.

Madera, Madera District Fair
GRANDSTAND CAPACITY: 1,250.
BLEACHER CAPACITY: 1,250. Size of race track: half mile. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Carnival, horse races, sales.
J. T. O'SHAUGHNESSY.

Mariposa, Mariposa County Fair
GRANDSTAND CAPACITY: 1,640.
BLEACHER CAPACITY: 450. Size of race track: seven-thirty-seconds. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: Dances, stage shows, trade shows, sports shows.
1953 STILL DATES: Annual picnics, junior organization spring show, 27 dances, high school football games, 30 banquets, motorcycle races, weekly steer roping.
DALE K. CAMPBELL, P.O. Box 333.

Napa, Napa District Fair
GRANDSTAND CAPACITY: 2,000.
Size of race track: three-eighths mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races,

stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, circuses, stage shows, trade shows, sports shows.
1953 STILL DATES: Dances, wrestling, boxing, baseball tournaments, conventions, circuses, carnivals, flower shows, picnics.
LOWELL EDINGTON.

Pomona, Los Angeles County Fair
GRANDSTAND CAPACITY: 10,500.
Size of race track: half mile.
1953 STILL DATES: California Thoroughbred Breeders Assn. auction sale, Young Farmers and Young Homemakers Convention, rabbit shows, poultry clinic, San Gabriel Valley 4-H Club Fair, High School Breakfast, dog obedience classes, Boy Scouts overnight encampments, Camp Fire Girls, and Girl Scout overnight encampments, picnics of churches and organizations.

Quincy, Plumas County Fair
GRANDSTAND CAPACITY: 580.
BLEACHER CAPACITY: 1,620. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 800. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
1953 STILL DATES: Joie Chitwoods Auto Daredevils, hard top races, baseball, football.
TULSA E. SCOTT.

Roseville, Placer County Fair
GRANDSTAND CAPACITY: 1,850.
BLEACHER CAPACITY: 1,000.
PLANT IS AVAILABLE FOR: Rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Dances, stagershow, trade shows, sports shows.
1953 STILL DATES: Auto show, horse show, cattle sale, fire department show.
NIC HUDDLESTON, Secretary-Manager, P.O. Box 710, Roseville.

Sacramento, California State Fair
GRANDSTAND CAPACITY: 8,120.
BLEACHER CAPACITY: 2,000. Size of race track: 1 mile. Plant is suitable for: Big car races, hot rod races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Livestock sales, dances, clubs, Shrine, dog and cat shows, storage.
E. P. GREEN.

San Jose, Santa Clara County Fair
GRANDSTAND CAPACITY: 5,500.
Size of race tracks: mile and one-quarter mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,800. Coliseum available for rental for: Dances, circuses, trade shows, sports shows.

1953 STILL DATES: Fashion show, rabbit show, R-H Clubs Field Day, conventions, horse show.
RUSSELL E. PETTIT.

Santa Ana, Orange County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 3,000. Plant is available for: Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows.
R. M. C. FULLENWIDER.

Sonora, Mother Lode Fair
GRANDSTAND CAPACITY: 3,200.
BLEACHER CAPACITY: 1,000. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,500. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
C. B. MATHEWS.

Stockton, San Joaquin County Fair
GRANDSTAND AND BLEACHER CAPACITY: 4,000. Size of race tracks: three-fourth and one-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for sports shows.
E. G. VOLLMANN.

Susansville, Lassen County Livestock Show
GRANDSTAND CAPACITY: 2,256.
BLEACHER CAPACITY: 500. Size of race track: three-quarter mile. Plant is available for: Hot rod races, rodeos, carnival show lot.
A. A. SENSEN.

Tulare, Tulare County Fair
GRANDSTAND CAPACITY: 1,640.
BLEACHER CAPACITY: 3,200. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stagershow, trade shows, sports shows.
1953 STILL DATES: 4-H Club Fair, livestock sales, dances, banquets, shows, private dinners and parties, camp meeting, motorcycle races, Shrine circus.
A. J. ELLIOTT.

COLORADO

Greeley, Weld County Junior Fair
GRANDSTAND CAPACITY: 5,550.
BLEACHER CAPACITY: 4,000. Size of race track: one-half mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot.
1953 STILL DATES: Joie Chitwood Daredevils, cutting horse contest, calf roping club, Arabian horse show, teen-age road-e-o.
WELD COUNTY COMMISSIONERS, Court House.

Julesburg, Sedgwick County Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 1,000. Size of race track: one-half mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
SEDGWICK COUNTY BOARD OF COMMISSIONERS.

Sterling, Logan County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,200. Size of race track: one-half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot.
HAROLD STERN.

CONNECTICUT

Danbury, The Great Danbury Fair
GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 3,000. Size of race tracks: one-third mile dirt and one-fifth mile hard track. Track is equipped for night racing. Plant is available for: Big car races, midget auto races, stock car races, thrill shows, rodeos.
1953 STILL DATES: Stock car auto races every Saturday, May to October.
JOHN W. LEAHY.

Durham, Durham Fair
BLEACHER CAPACITY: 500. Plant is available for: Carnival show lot, circus show lot.
1953 STILL DATES: Stock sales.
WALTER I. STEVENS.

Stafford Springs, Stafford Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 2,000. Size of race tracks: one-fifth and one-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum available for rental for: Dances, stagershow, trade shows, sports shows.
1953 STILL DATES: Thrill shows, motorcycle races, midget races, stock car races, harness horse races.
C. D. BENTON.

DELAWARE

Harrington, Kent and Sussex County Fair
GRANDSTAND CAPACITY: 3,800.
BLEACHER CAPACITY: 600. Size of race track: one-half mile. Track is equipped for night racing. Plant is available for:
Continued on page 120



Aerial view of the Clay County Fair, Spencer, Ia., on one of its big days in '53 is potent evidence of why the Spencer fair holds its reputation of being one of the largest and best county fairs in the U. S. Spencer is of a size comparable to that in which many county fairs are held, but the Clay County Fair approaches some State fairs in quality of exhibits, plant facilities and attractions. Its patronage, drawn from a wide area, is of near State-fair proportions.

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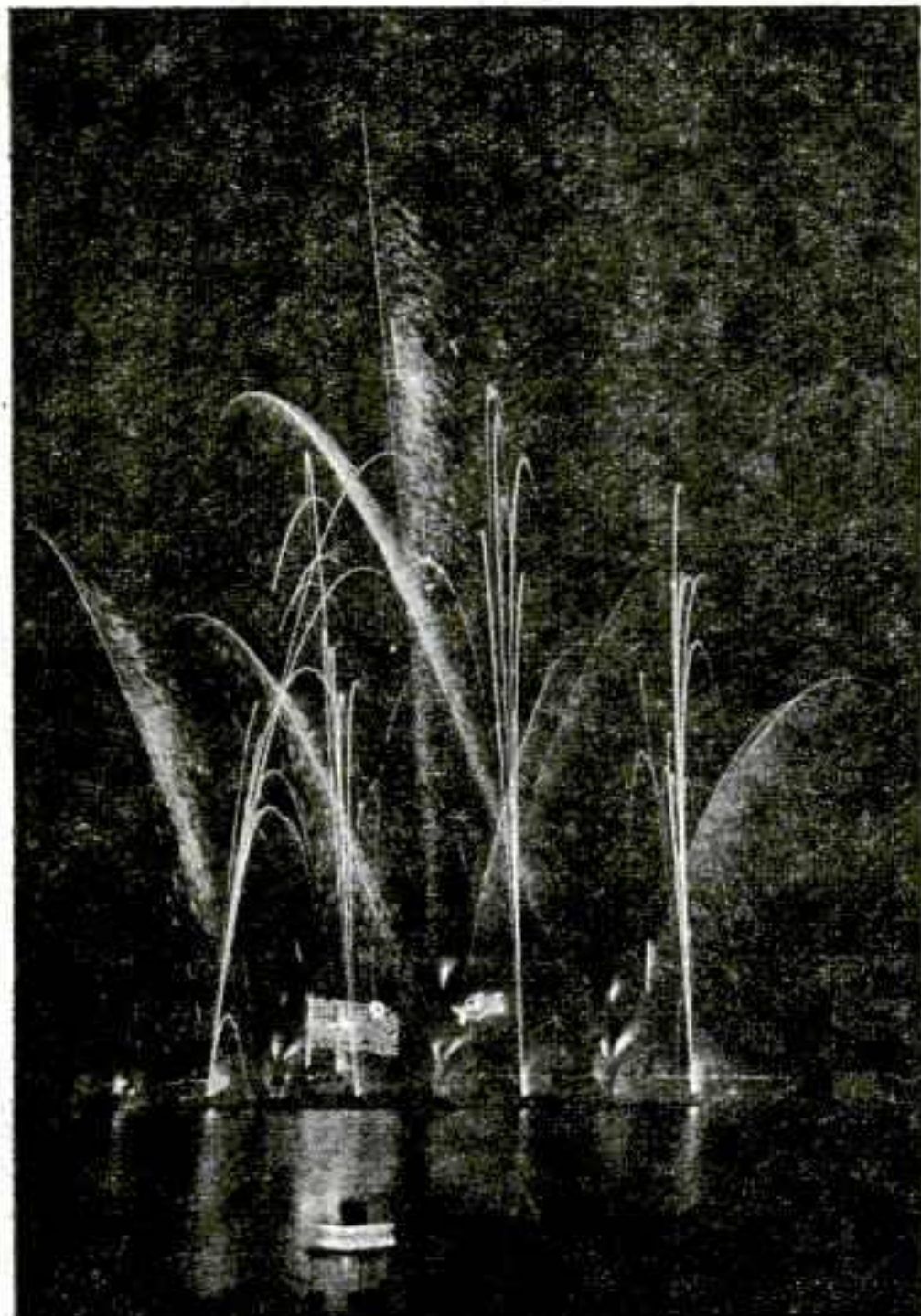
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• Continued from page 117

Big car races, harness races, thrill shows, carnival show lot.
1953 STILL DATES: 20 nights pari-mutuel harness racing.
T. B. HOLLOWAY.

FLORIDA

Tampa, Florida State Fair and Gasparilla Association
GRANDSTAND CAPACITY: 3,850.
BLEACHER CAPACITY: 3,751. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, motorcycle races.
Special Building available for rental for: Trade shows, sports shows.
1953 STILL DATES: Baseball, stock car races, trade show, flower show.
J. C. HUSKISSON.

GEORGIA

Americus, Americus Civic Fair
PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
L. H. GRIFFIN.

IDAHO

Blackfoot, Eastern Idaho State Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,800. Size of race track: one-half mile. Plant is available for: Thrill shows, rodeos.
1953 STILL DATES: Blackfoot Stampede, June, 1953; 4-H County Fair, Aug., 1953; various livestock sales.
RUTH C. HARTKOPF.

Burley, Cassia County Fair and Rodeo

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 3,500. Size of race track: half mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
1953 STILL DATES: Circus.
TRUMAN BRADLEY.

Nezperce, Lewis County Fair

GRANDSTAND CAPACITY: 1,100.
Size of race track: one-quarter mile. Plant is available for: Rodeos, carnival show lot, circus show lot.
1953 STILL DATES: Baseball.
LESTER MEINER.

Orofino, Clearwater County Fair

GRANDSTAND CAPACITY: 500.
BLEACHER CAPACITY: 4,000. Plant is available for: Carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for rental for: Dances, stage shows.
WAYNE JOHNSON.

Sandpoint, Bonner County Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum available for rental for: Trade shows, sports shows.
1953 STILL DATES: Picnic.
WALT McPHERSON.

Weiser, Weiser Round-Up

GRANDSTAND CAPACITY: 6,000.
Plant is available for: Carnival show lot, circus show lot.
1953 STILL DATES: Horse show, pulling contest.
E. W. HORNER.

ILLINOIS

Anna, Anna Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
1953 STILL DATES: Local functions, Shrine circus, American Legion 4th of July, 4-H show.
ANNA CITY PARK BOARD.

Altamont, Effingham County Fair

GRANDSTAND CAPACITY: 2,500.
Size of race track: half mile. Plant is available for: Harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
M. C. ALWERT, Altamont.

Bridgeport, Laurence County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 400.
CHARLES WILLIAMS.

Fairbury, Fairbury Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,500. Size of race tracks: one-fifth and one-half mile. Fifth mile track is equipped for night racing. Plant is available for: Big car races, midget auto races, harness races, stock car races.
1953 STILL DATES: 2 nights of midget racing.
JOE N. SLAGELL.

Kankakee, Kankakee Fair Assn.

GRANDSTAND CAPACITY: 4,000.
Size of race tracks: one-quarter and one-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car racing every Friday night, one thrill show.
PERCY F. LOISELLE.

Lewistown, Fulton County Fair

GRANDSTAND CAPACITY: 1,400.
BLEACHER CAPACITY: 1,000. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: McKinley rodeo, Lynch's Death Dodgers, big car auto races.
CHESTER BOONE or EARL COLEMAN.

Lincoln, Logan County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 750. Size of race track: half mile. Plant is available for: Big car races, midget auto races, harness

races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1953 STILL DATES: Lincoln Centennial Production, motorcycle races, Legion Fish Fry, Eagles Barbecue.

W. E. LAYMAN, 131 10th St., Lincoln.

Martinsville, Martinsville

Agricultural Fair Association
GRANDSTAND CAPACITY: 2,500.
Size of race track: one-half mile. Plant is available for: Harness races, circus show lot.
OSCAR M. JACO.

Milford, Iroquois County

Agricultural and 4-H Fair
BLEACHER CAPACITY: 2,500.
WARREN DAVIS.

Pecatonica, Winnebago County Fair

GRANDSTAND CAPACITY: 1,600.
Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for dances.
1953 STILL DATES: Motorcycle races, picnics.

Peotone, Will County Fair

GRANDSTAND CAPACITY: 2,300.
Size of race track: fifth mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1953 STILL DATES: 4-H Show and Sportsmen and Firemen picnic.
CLARENCE CANN.

Pontiac, Livingston County Fair

BLEACHER CAPACITY: 2,500. Plant is available for: Thrill shows, rodeos, circus show lot.
1953 STILL DATES: Steam engine show.

Sandwich, Sandwich Fair

GRANDSTAND CAPACITY: 3,000.
Size of race track: one-half mile. Plant is available for: Thrill shows, harness races, rodeos, circus show lot.
1953 STILL DATES: Youth and sports shows, sales, picnics.
C. R. BRADY.

Springfield, Illinois State Fair

GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 5,000. Size of race track: one mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, motorcycle races, COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,500. Coliseum available for rental for ice shows.
1953 STILL DATES: Mid-West Horse Show, automobile races, pony races.
JAMES E. TAYS.

Warren, Warren Fair

GRANDSTAND CAPACITY: 2,800.
Size of race track: half-mile. Plant is available for: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
J. W. RICHARDSON.

INDIANA

Anderson, Anderson Free Fair

GRANDSTAND CAPACITY: 3,500.
Size of race track: half mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
PARK DEPARTMENT City of Anderson.

Boonville, Big Boonville Fair

GRANDSTAND CAPACITY: 1,540.
BLEACHER CAPACITY: 500. Size of track: half mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Auto and motorcycle races.
A. C. DERR.

Indianapolis, Indiana State Fair

GRANDSTAND CAPACITY: 9,392.
Size of race track: one-mile and half-mile tracks. Plant is available for: Big car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot, COLISEUM (INDOOR ARENA) SEATING CAPACITY: 11,759. Coliseum available for rental for: Rodeos, ice shows, circuses stage shows, trade shows, sports shows.
1953 STILL DATES: AAA 100-mile Auto Race, September 26.
KENNETH F. BLACKWELL.

Indianapolis, Marion County Fair

Association
PLANT IS AVAILABLE FOR: Carnival show lot.
M. W. RABURN.

North Vernon, Jennings County

Fair
GRANDSTAND CAPACITY: 1,300.
Size of race track: half-mile. Track is equipped for night racing. Plant is available for: Harness races, carnival show lot.

Rushville, Schuyler County Fair

BLEACHER CAPACITY: 2,600. Size of race track: half mile. Plant is available for: Winter stalls, carnival show lot, circus show lot.
HARVEY SETTLES.

Spencer, Owen County Fair

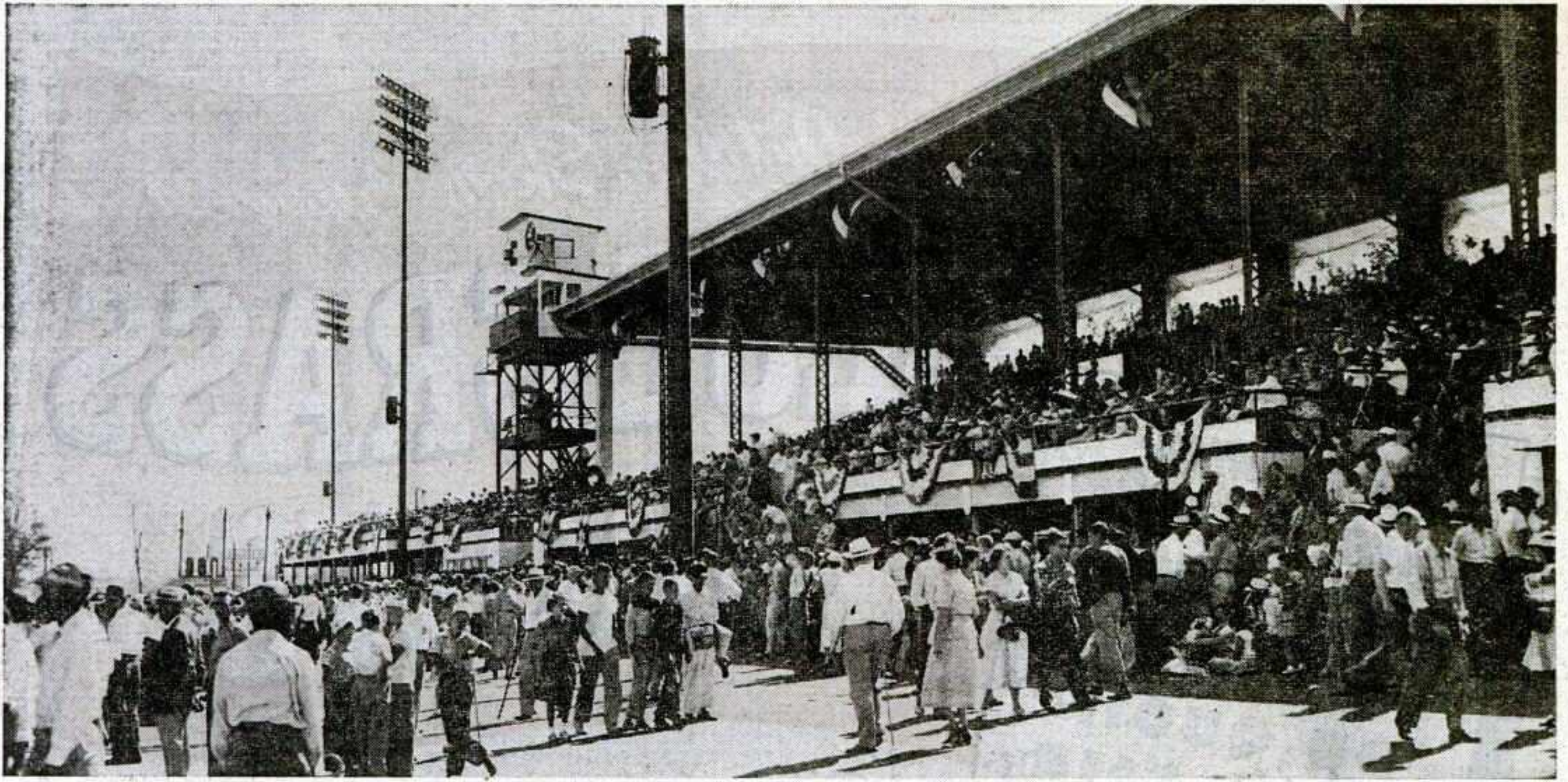
BLEACHER CAPACITY: 1,000. Plant is available for: Carnival show lot, circus show lot.
1953 STILL DATES: American Legion Carnival, Barnes Bros. Circus.

IOWA

Alta, Buena Vista County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 1,080. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival

(Continued on page 124)



Special Events Hike Gate

A HAPPY wedding of special events and the Kentucky State Fair continues to give the Louisville event bigger attendance, broader participation and wider recognition.

Dan Baldwin, fair secretary, enthusiastically supports the special events which have become as much a part of the fair as its famed horse show.

Imaginative, hard-working L. (Doc) Cassidy has headed the special events department since its inception. Doc contrives to dream up some new contest or special event each year, and, in addition, to broaden the scope of the carry-overs.

The Louisville grandstand had failed to draw when it operated behind paid admission charges. Special events, however, when presented in front of the stand,

pulled. This, in part, caused the fair to shift to a free grandstand, and the change-over was a huge success, as indicated by the picture of a typical 1953 day-time crowd.

Some of the contests, special events and tie-ins worked out by Cassidy are shown on this page. To the left, bespectacled Doc is shown presenting Freddie Langdon with a plaque for winning the international fiddle championship. Bottom picture shows ostrich races, which enabled the fair to crash national news magazines and news and picture services. Other pictures show a few of the many contestants in the Junior Fisherman's Contest and some of the 22 couples who attended the fair in celebration of their golden wedding anniversaries and the 50th anniversary of the fair.



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To the Celebration Committees . . .
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Continued from page 120

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show lot, circus show lot.
G. A. SODERQUIST.

Audubon, Audubon County Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 600. Size of race track: half mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
D. C. PERLEY.

Avoca, Pottawattamie County Fair
GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 600. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
H. E. TRUE.

Burlington, Burlington Hawkeye Fair
GRANDSTAND CAPACITY: 4,200.
Size of race track: quarter-mile and half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade show.
1953 STILL DATES: Carnival, circus.
JAMES H. BRIGHT.

Central City, Linn County Fair
GRANDSTAND CAPACITY: 2,000.
Size of race track: half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Horse show.
F. J. LEWIS.

Cedar Rapids, All-Iowa Fair
GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 5,000. Size of race tracks: one-half and one-quarter mile. Quarter mile track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, circus show lot.
1953 STILL DATES: Memorial Day celebration, July 4th celebration, State and National Livestock shows and sales.
ANDREW C. HANSON, Chamber of Commerce Bldg.

Centerville, Appanoose County Fair
BLEACHER CAPACITY: 2,000. Plant is available for: Rodeos, carnival show lot.
JOHN M. ELLIOTT, Box 291, Centerville.

Coon Rapids, Four-County Fair
GRANDSTAND CAPACITY: 3,000.
Plant is available for: Midget auto races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, stage shows, trade shows.
FLOYD KRETZINGER.

Corydon, Wayne County Fair
GRANDSTAND CAPACITY: 1,300.
BLEACHER CAPACITY: 1,000. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car races.
FLOYD MIDDLEBROOK.

Cresco, Howard County Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car and midget auto races.
R. FITZGERALD, Box 157.

Eagle Grove, Eagle Grove District Junior Fair
GRANDSTAND CAPACITY: 2,200.
Size of race track: half mile.
GERHARD HANSON.

Eldon, Wapello County Fair
GRANDSTAND CAPACITY: 2,400.
BLEACHER CAPACITY: 800. Size of race track: one-half mile. Plant is available for: Harness races.
1953 STILL DATES: Harness races.
L. W. HALL.

Eldora, Hardin County Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: Dances, trade shows.
1953 STILL DATES: One harness racing program, three hot rod events.
WILSON H. HADLEY.

Estherville, Emmet County Fair
BLEACHER CAPACITY: 2,000.
PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot, circus show lot.
DONN W. CARNAL, Estherville, Iowa.

Hampton, Franklin County Fair
GRANDSTAND CAPACITY: 1,020.
BLEACHER CAPACITY: 500. Size of race track: half-mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
KENNETH SHOWALTER.

Harlan, Shelby County Fair
GRANDSTAND AND BLEACHER CAPACITY: 2,000. Size of race track: half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, carnival show lot, circus show lot.
1953 STILL DATES: Barbecue.

Jefferson, Greene County Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 250. Size of

race track: half-mile. Plant is available for: hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Hot rod races July 12; Tilton Shows July 16-19.
R. K. RICHARDSON.

Keosauqua, Van Buren County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 300. Size of race track: half mile. Plant is available for: Midget auto races, harness races, stock car races, carnival show lot, circus show lot.
1953 STILL DATES: 4th of July celebration.
HUGH S. BARKER.

Manson, Calhoun County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) available for rental for: Dances, trade shows, sports shows.
1953 STILL DATES: Circus, horse show.
BILL PARTLOW.

Mason City, North Iowa Fair
GRANDSTAND CAPACITY: 3,132.
BLEACHER CAPACITY: 2,500. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Carnival, 6 days; big car races, 2 days; stock car races, 2 days; swine and cattle sales, 6.
M. C. LAWSON, 821 Brick & Tile Bldg.

Mount Ayr, Ringgold County Fair
BLEACHER AND CHAIR CAPACITY: 1,000. Plant is available for: Carnival show lot, circus show lot.
GRANDSTAND CAPACITY: 1,200.
Plant is available for: Thrill shows, carnival show lot, circus show lot.
1953 STILL DATES: Local community events.
STUART W. HOOVER.

Osage, Mitchell County Fair
GRANDSTAND CAPACITY: 1,200.
Size of race track: half-mile. Plant is available for: Thrill shows, rodeos, carnivals show lot, circus show lot.
H. D. HEDRICKS.

Osaloosa, Southern Iowa Fair
GRANDSTAND CAPACITY: 2,200.
BLEACHER CAPACITY: 1,500. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car races.
CLYDE A. HANNA.

(Continued on page 128)

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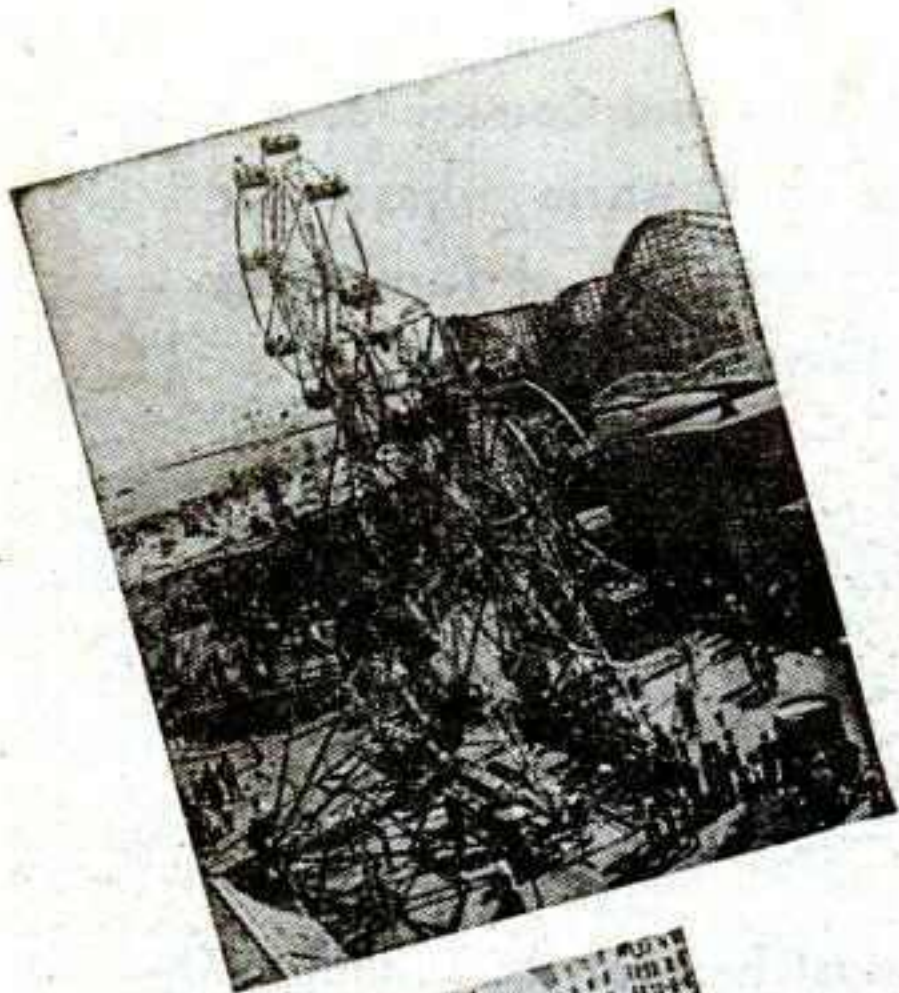
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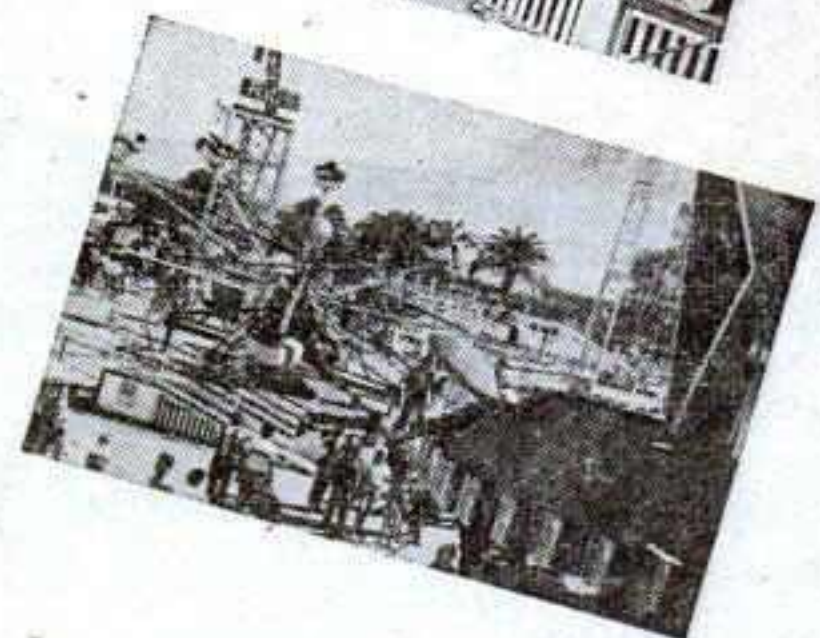
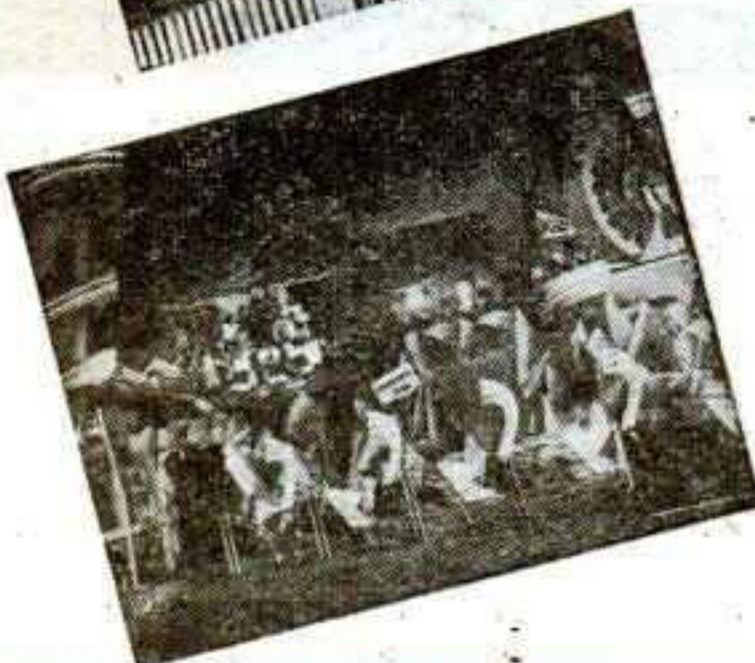
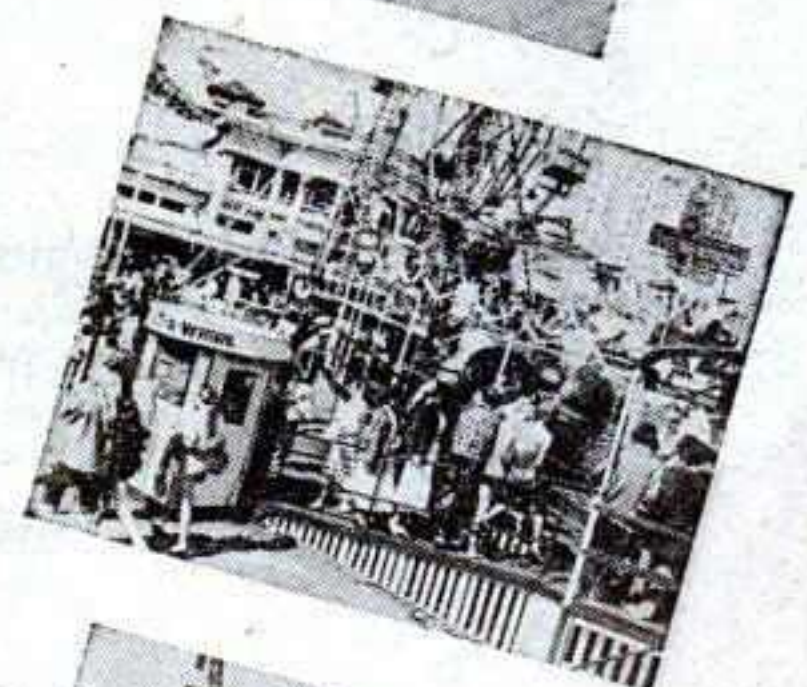
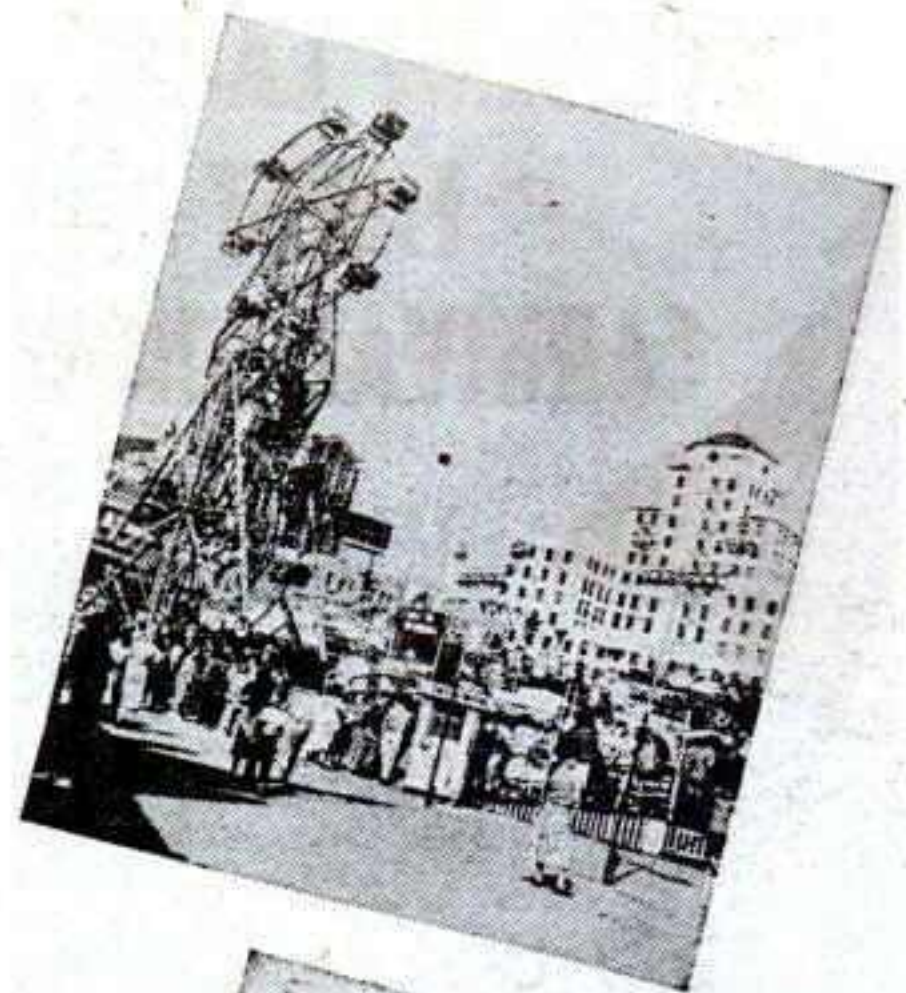
●
Honeymoon Trail

●
Octopus

●
Roll-O and
Loop-O Planes

●
Laugh in the Dark

●



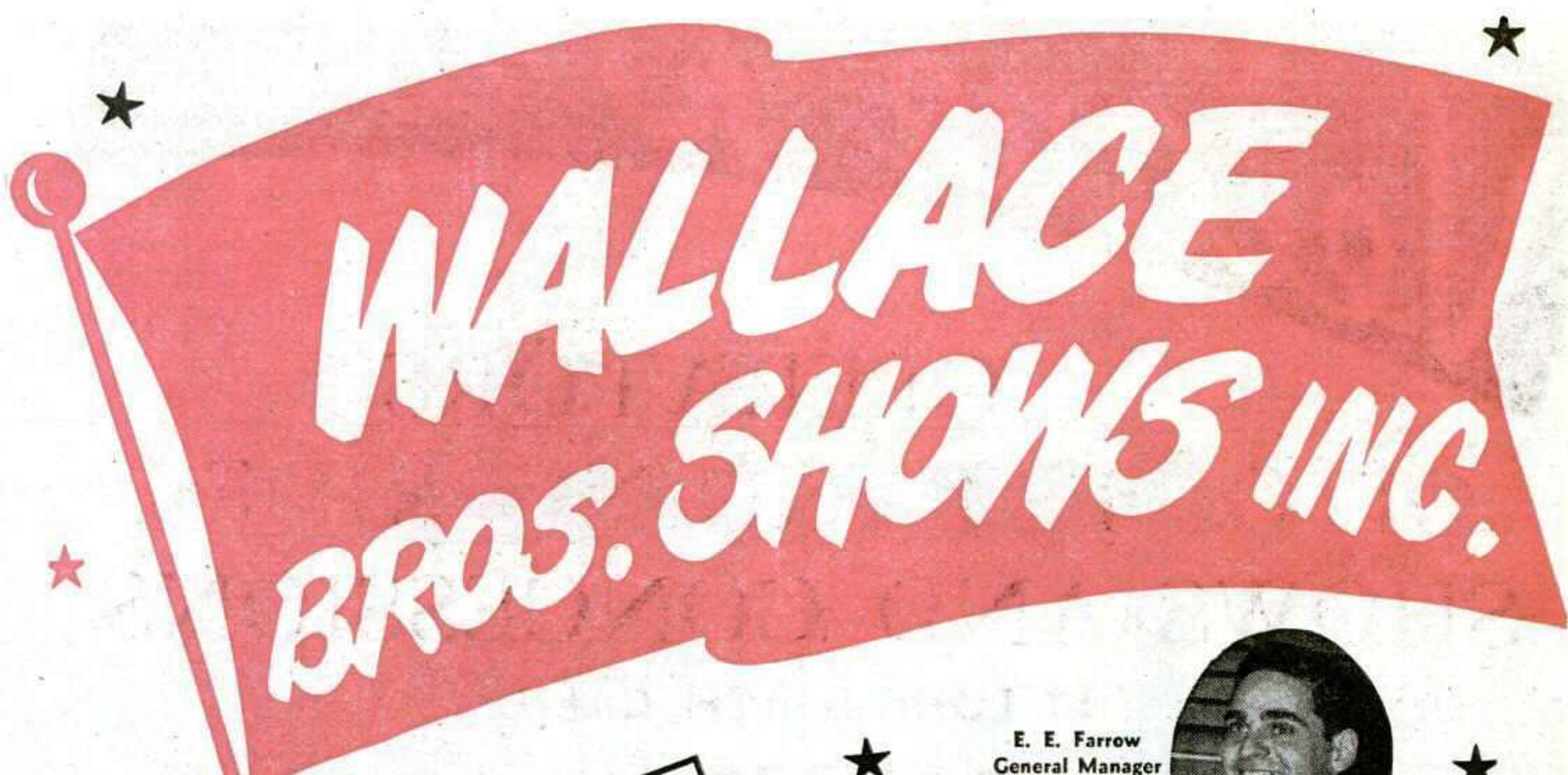
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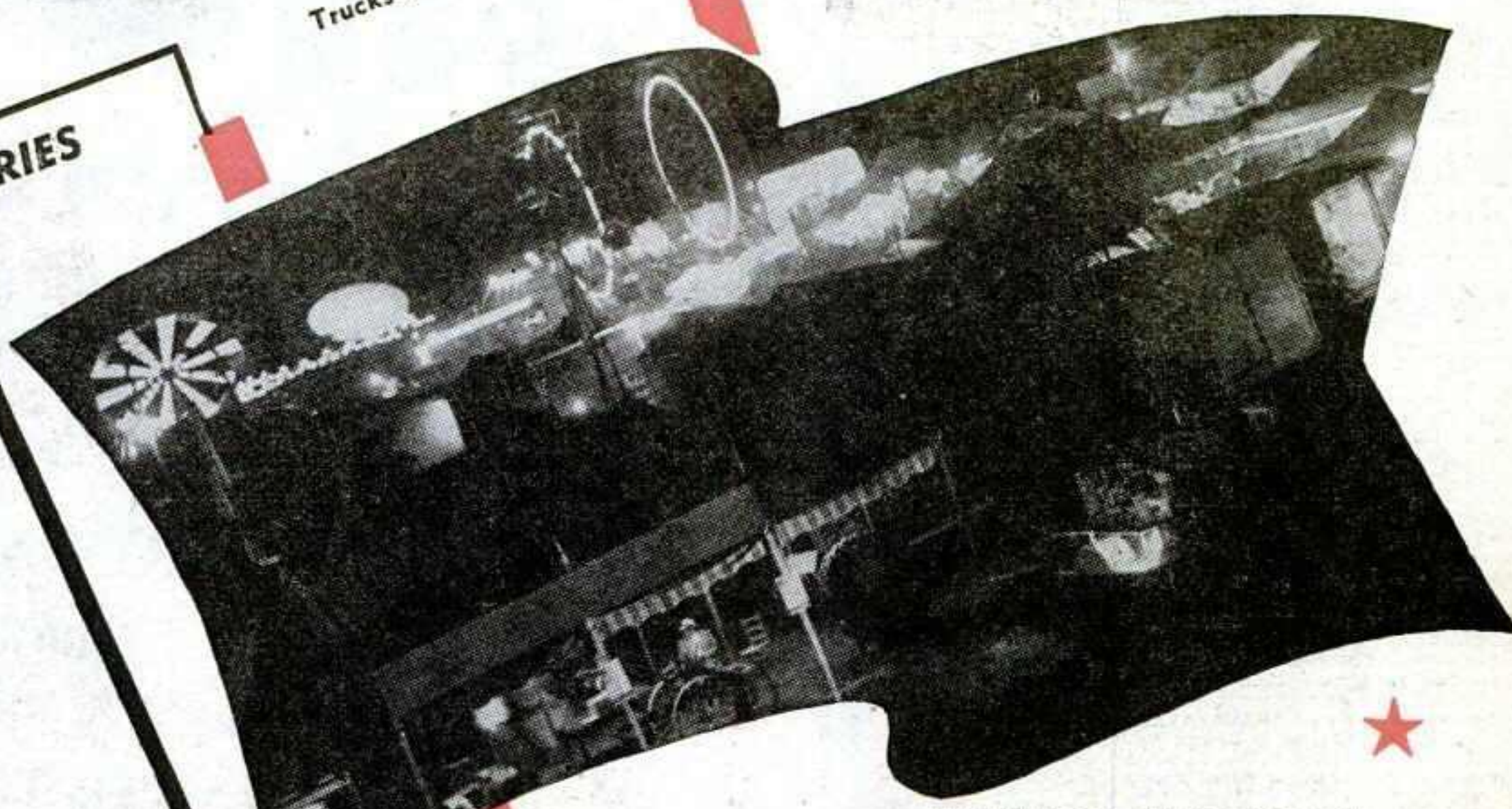
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Continued from page 124

Postville, Big 4 Fair
COLISEUM (INDOOR ARENA) available for rental for: Dances, stagershow, 1953 STILL DATES: Diano Bros. Circus. CHARLES HOLT.

Vinton, Benton County Fair
GRANDSTAND CAPACITY: 1,700. BLEACHER CAPACITY: 300. Size of race track: one-quarter mile. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1953 STILL DATES: Motorcycle races, stock car races, tractor rodeo, baseball, Wallace & Clark Circus, 4-H rally and party. DR. DAVID H. HIBBS.

Waterloo, National Dairy Cattle Congress
PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 8,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows. 1953 STILL DATES: High school basketball, sub-State basketball tournaments, home show, dog show, square dances, Boy Scout circus, national stallion show, North East Iowa Band Jubilee, Policeman's Ball, Billy Graham, Shrine Ceremonial, John Deere sales meetings, Dorothy Lamour, Waterloo Meat Animal Show, Ice Vogues, Waterloo Food Show, Shrine Circus, Chamberlain Corp annual party, Fred Waring. WIN F. HANSEN.

West Liberty, West Liberty Fair
GRANDSTAND CAPACITY: 2,750. BLEACHER CAPACITY: 250. Size of race track: half mile. Plant is available for: Carnival show lot, circus show lot. 1953 STILL DATES: One circus. ROBERT F. BARCLAY.

West Union, Fayette County Fair
GRANDSTAND CAPACITY: 3,200. BLEACHER CAPACITY: 550. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, midget auto races, stock car races, thrill shows, rodeos. 1953 STILL DATES: Stock car races.

KANSAS

Abilene, Central Kansas Free Fair
GRANDSTAND CAPACITY: 2,500. Size of race track: half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races. 1953 STILL DATES: Horse races, big car races. ABILENE CITY MANAGER.

Belle Plaine, Belle Plaine Fall Fair
BLEACHER CAPACITY: 2,000. Plant is available for: Horse shows, thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows. 1953 STILL DATES: Horse shows, ball games. P. R. SANDERS.

Galdwell, Sumner County Fair
Plant is available for carnival show lot. COLISEUM (INDOOR ARENA) available for rental for dances. CHESTER C. HEIZER.

Cheney, Sedgwick County Fair
BLEACHER CAPACITY: 2,500. Plant is available for: Midget auto races, carnival show lot, circus show lot. 1953 STILL DATES: Baseball and softball tournaments, football games. FLOYD SOUDERS.

Coffeyville, The Inter-State Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 750. Size of race track: half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1953 STILL DATES: Hot rod races each week. DENVER D. HARGER.

Colby, Thomas County Free Fair
GRANDSTAND CAPACITY: 2,500. Size of race track: half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 200. Coliseum available for rental for: Dances, trade shows, sports shows. 1953 STILL DATES: Rifle Club shoots, stock car races, rodeo, thrill show, Chamber of Commerce, Farmer Dinner, Tex Beneke dance. HAROLD C. THOMPSON.

Gardner, Johnson County Free Fair
BLEACHER CAPACITY: 600. Size of race track: eighth-mile. Plant is available for: Carnival show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances. 1953 STILL DATES: V. A. Picnic & Carnival, sheep sale, tractor driving demonstration. RAY GREEN.

Hardtner, Barber County Fair
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 800. Size of race track: fifth-mile. Track is equipped for night racing. Plant is available for: Big car races, stock car races, thrill shows, carnival show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, sports shows. 1953 STILL DATES: Stock car races all summer. H. L. MCCOY.

Harper, Harper County Fair
Plant is available for: Carnival show lot, circus show lot. W. C. ELLIOTT, Harper.

Hutchinson, Kansas State Fair
GRANDSTAND CAPACITY: 12,500. BLEACHER CAPACITY: 2,000. Size of race track, half mile. PLANT IS AVAILABLE FOR: Big car races, hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1953 STILL DATES: Four dates, big car auto races; 3 dates, stock car races; bucking horse contest; 2 dates, horse show. VIRGIL C. MILLER, Kansas State Fair, Hutchinson, Kan.

Kincaid, Kincaid Free Fair
PLANT IS AVAILABLE FOR: Circus show lot. PAUL EVANS.

Kingman, Kingman County 4-H Fair
BLEACHER CAPACITY: 3,000. Plant is available for rodeos.

Newton, Harvey County Fair
GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 500. Plant is available for carnival show lot. 1953 STILL DATES: 3 spring purebred cattle shows, 1 pigeon show. JACK R. TURMAN, 500 1/2 Main, Newton.

Liberal, Five-State Fair
GRANDSTAND CAPACITY: 3,000. Size of race track: half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows. C. E. KULOW.

Mound City, Linn County Fair
BLEACHER CAPACITY: 1,000. Size of race track half-mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for rental for: Dances, trade shows, sports shows. 1953 STILL DATES: Night baseball, night football, picnics. JOHN H. MORSE.

Osborne, Osborne County Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Big car races, hot rod races, stock car

races, thrill shows, motorcycle races, carnival show lot. 1953 STILL DATES: Stock car races, Junior Legion Baseball Tournament. L. E. WOOLLEY.

Stockton, Rooks County Free Fair
GRANDSTAND CAPACITY: 4,500. BLEACHER CAPACITY: 400. Size of race track: half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1953 STILL DATES: Thrill show. G. F. OSTMYER.

Sylvan Grove, Sylvan Grove-Lincoln County Free Fair
GRANDSTAND CAPACITY: 1,500. PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot, circus show lot. 1953 STILL DATES: Baseball, football. C. A. DIERS.

Topeka, Kansas Free Fair
GRANDSTAND CAPACITY: 10,000. Size of race track: one-quarter mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.

1953 STILL DATES: Auto races, rodeo. MAURICE E. FAGER.

Wakeeney, Trago County Free Fair
GRANDSTAND CAPACITY: 1,600. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1953 STILL DATES: Tommy Holden Thrill Show, Russell Racing Association stock car races. LEW H. GALLOWAY.

Winfield, Cowley County Free Fair
GRANDSTAND CAPACITY: 4,500. Size of race track: half mile. Plant is available for: Hot rod races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot. 1953 STILL DATES: Stock car races.

KENTUCKY

Alexandria, Alexandria Fair
GRANDSTAND CAPACITY: 5,000. Size of race track: one-eighth mile. Track is equipped for night racing. Plant is available for: Thrill shows, rodeos, carnival show lot.

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A HAPPY & PROSPEROUS
NEW YEAR TO ALL OUR
FRIENDS EVERYWHERE

COLISEUM (INDOOR ARENA) available for rental for: Rodeos, ice shows, staghows, sports shows.
 1953 STILL DATES: Horse show.
J. W. SHAW.

Booneville, Owsley County Fair
 Plant is available for carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 450. Coliseum available for rental for: Dances, staghows, trade shows.
F. W. GABBARD.

Columbia, Adair County Fair
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Circus, carnivals, baseball, cattle show, softball.
COY RICE.

Glasgow, Barren County American Legion Fair
GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 400. Size of race track: two-tenth mile. Track is equipped for night racing. Plant is available

for: Midget auto races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Carnival, wrestling match, State beauty show.
WILLIAM BEATY JONES, Glasgow.

Lawrenceburg, Lawrenceburg Fair and Horse Show
GRANDSTAND CAPACITY: 8,000.
PLANT IS AVAILABLE FOR: Midget auto races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows.
 1953 STILL DATES: Skeet shoot, coon drag, weekly dances, 4-H Club and Agricultural Fair, REA Show, baseball-weekly.
WALTER PATRICK.

Lebanon, Marion County Fair
GRANDSTAND CAPACITY: 1,200.
 Size of race tracks: one-half mile and three-eighth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Carnival, circus, hardtop and stock car racing every Sunday from May to October.
SAM C. HILL.

Louisville, Kentucky State Fair
SIZE OF RACE TRACK: One-quarter mile. Track is equipped for night racing.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, staghows, trade shows, sports shows.
 1953 STILL DATES: 31 nights of harness racing, Louisville Home Show, wrestling, Hillbilly Jamboree.
J. DAN BALDWIN.

Owenton, Owen County Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 200. Plant is available for: Carnival show lot, circus show lot.
WILLIAM LOCKETT or JACK WELCH.

Clinton, East Feliciana Parish Fair
GRANDSTAND CAPACITY: 1,500.
 Size of race track: half mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: Dances, staghows,

sports shows.
JAKE BREITUNG.

Jonesboro, Jackson Parish Fair
PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: One minstrel show and one circus.
W. W. McDONALD JR.

MAINE

Cherryfield, Cherryfield Fair
GRANDSTAND CAPACITY: 400.
 Size of race-track: half mile. Plant is available for: Harness races, circus show lot.
PALMER HART.

MASSACHUSETTS

Brockton, Brockton Fair
GRANDSTAND CAPACITY: 2,560.
 Size of race track: half-mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
FRANK H. KINGMAN.

Marshfield, Marshfield Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 200. Size of race track: half mile. Plant is not available.

Northampton, Three-County Fair
GRANDSTAND CAPACITY: 1,700.
 Size of race track: half mile. Plant is available for: Carnival show lot, circus show lot.
 1953 STILL DATES: Livestock auctions, religious festivals, horse shows, celebrations.
HENRY L. JOHNSON.

Weymouth, Weymouth-Massachusetts State Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 8,000. Size of race track: half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Horse shows, field dog trials, clam bakes, field days.
MILTON DANZIGER.

MICHIGAN

Armada, Armada Fair
BLEACHER CAPACITY: 3,000.

Centerville, St. Joseph County Fair
GRANDSTAND CAPACITY: 3,650.
BLEACHERS CAPACITY: 1,200 plus 1,500 race track chairs. Size of race track: half-mile. Plant is available for: Harness races, circus show lot.
LESTER R. SCHRADER.

Charlotte, Eaton County 4-H Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 300. Size of race track: half mile. Plant is available for: Rodeos, carnival show lot.
 1953 STILL DATES: State swine type conference, Kelley-Miller Circus.
SIDNEY PHILLIPS, Route 4, Charlotte.

Detroit, Michigan State Fair
GRANDSTAND CAPACITY: 9,600.
 Size of race track: one-mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,000. Coliseum available for rental for: Dances, circuses, trade shows, sports shows.
 1953 STILL DATES: Shrine Circus, builders show, flower show, sportsman's show, dances, basketball games, food show, dog shows.
GEORGE McINTYRE, Lewis Cass Bldg., Lansing, Mich.

Escanaba, Upper Peninsula State Fair
GRANDSTAND CAPACITY: 4,700.
BLEACHER CAPACITY: 5,000. Size of race track: quarter-mile and half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Ice shows, trade shows, sports shows.
 1953 STILL DATES: Stock car racing, hockey, ice carnival.
RAY LA PORTE.

Ionina, Ionina Free Fair
GRANDSTAND AND BLEACHER CAPACITY: 8,500. Size of race track: half-mile. Plant is available for: Big car races, harness races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: One motorcycle race in June, circus in August.
IONINA FREE FAIR.

Jackson, Jackson County Fair
GRANDSTAND CAPACITY: 8,000.
 Size of race tracks: one-half and one-quarter mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
 1953 STILL DATES: Night harness races, stock car races, rodeo, thrill show, circus.
I. STORMS.

Marne, Berlin Fair
GRANDSTAND CAPACITY: 1,400.
BLEACHER CAPACITY: 1,800. Size of race tracks, half mile, also third mile. Track is equipped for night racing.
 1953 STILL DATES: Stock car races, horse show, thrill show.
R. M. OSSEWAARDE, Cooperville, Mich.

Saginaw, Saginaw Fair
GRANDSTAND CAPACITY: 5,500.
BLEACHER CAPACITY: 900. Size of race track: half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Thrill show, automobile races, motorcycle races.
C. H. HARNDEN, Fairgrounds, Saginaw, Mich.

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 just completed another terrific season

LOOKING AHEAD TO AN EVEN BIGGER 1954

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J. W. "PATTY" CONKLIN
 P. O. BOX 31
 BRANTFORD, CANADA.

IONIA FREE FAIR
GRANDSTAND AND BLEACHER CAPACITY: 8,500. Size of race track: half-mile. Plant is available for: Big car races, harness races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: One motorcycle race in June, circus in August.
IONINA FREE FAIR.

Jackson, Jackson County Fair
GRANDSTAND CAPACITY: 8,000.
 Size of race tracks: one-half and one-quarter mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
 1953 STILL DATES: Night harness races, stock car races, rodeo, thrill show, circus.
I. STORMS.

Marne, Berlin Fair
GRANDSTAND CAPACITY: 1,400.
BLEACHER CAPACITY: 1,800. Size of race tracks, half mile, also third mile. Track is equipped for night racing.
 1953 STILL DATES: Stock car races, horse show, thrill show.
R. M. OSSEWAARDE, Cooperville, Mich.

Saginaw, Saginaw Fair
GRANDSTAND CAPACITY: 5,500.
BLEACHER CAPACITY: 900. Size of race track: half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Thrill show, automobile races, motorcycle races.
C. H. HARNDEN, Fairgrounds, Saginaw, Mich.

MINNESOTA

Appleton, Swift County Fair
GRANDSTAND CAPACITY: 2,500.
 Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: dances.
 1953 STILL DATES: Circus.
J. G. ANDERSON.

Arlington, Sibley County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track: half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
LOUIS KILL.

Austin, Mower County Fair
GRANDSTAND CAPACITY: 5,500.
 Size of race track: half mile. Plant is

(Continued on page 132)

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FRED HERRIN JR., General Manager

PARAMOUNT FIREWORKS CO.

St. Charles, St. Charles County Fair
GRANDSTAND CAPACITY: 3,500.
Plant is available for: Horse shows, thrill shows, rodeos, carnival show lot, circus show lot.
KURT SCHNEDLER.

Sedalia, Missouri State Fair
GRANDSTAND CAPACITY: 4,800.
BLEACHER CAPACITY: 3,000. Size of race tracks: mile and half-mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,500. Coliseum available for rental for: Rodeos.
1953 STILL DATES: Rodeo.
ROSS EWING.

Springfield, Ozark Empire Fair
GRANDSTAND CAPACITY: 4,500.
BLEACHER CAPACITY: 500. Size of race tracks: one-half and one-fifth mile. Fifth mile track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,500. Coliseum available for rental for: Rodeos, circuses, trade shows, sports shows.
1953 STILL DATES: Horse shows, rodeo, stock car races, Boy Scout Circus, sports show, kennel show, numerous livestock shows and sales.
GLEN R. BOYD, Manager, P.O. Box 630.

Trenton, North Central Missouri Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 2,000. Size of race track: one-quarter mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
1953 STILL DATES: Stock car races, midget auto races, thrill show, carnivals.
LELAND I. MCMULLEN.

Versailles, Morgan County Fair
GRANDSTAND CAPACITY: 5,000.
Size of race track: quarter-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Rodeos, home talent shows, horse shows.
REED MOORE.

MONTANA

Baker, Fallon County Fair
GRANDSTAND CAPACITY: 848.
BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Harness races, rodeos, motorcycles races, carnival show lot, circus show lot.
H. B. FRENCH.

Forsyth, Rosebud County Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500. Size of race track: seven-eighth mile. Plant is available for: Harness races, rodeos.
1953 STILL DATES: Horse show June 4 and 5.
HARLEY W. ROATH.

Great Falls, North Montana State Fair
GRANDSTAND CAPACITY: 5,300.
BLEACHER CAPACITY: 3,000. Size of race track: half mile. Plant is available for: Rodeos, carnival show lot.
LEO C. DAILEY.

Lewistown, Central Montana Fair and Rodeo
GRANDSTAND CAPACITY: 1,152.
BLEACHER CAPACITY: 1,000.
1953 STILL DATES: Shrine circus, district track meet, picnics.

Shelby, Marias Fair
GRANDSTAND CAPACITY: 1,818.
BLEACHER CAPACITY: 1,000. Size of race track: half-mile. Plant is available for: Harness races, rodeos, carnival show lot.
1953 STILL DATES: None except school activities.
CLIFFORD D. COOVER.

NEBRASKA

Beatrice, Gage County Fair
GRANDSTAND CAPACITY: 1,250.
BLEACHER CAPACITY: 600. Size of race track: half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000 main floor. Coliseum (indoor arena) available for rental for: Dances, circuses, stagshows, trade shows, sports shows.
1953 STILL DATES: Races, purebred sales and shows.
G. E. SWITZER, 323 So. 6th St., Beatrice, Neb.

Columbus, Platte County Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Size of race track: half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1953 STILL DATES: 15 days pari-mutuel horse racing, 5 day carnival.
W. L. BOETTCHER.

Eustis, Eustis Corn Show
GRANDSTAND CAPACITY: 250.
Size of race track: half-mile. Plant is available for: Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows.
1953 STILL DATES: Band concert, radio show.
DEAN HUETTLE.

Kearney, Buffalo County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 300. Plant is available for: Carnival show lot, circus show lot.
EARL RAMSAY, Box 74, Kearney.

Lexington, Dawson County Fair
GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 1,200. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car racing, baseball, horse cutting contest, Plum Creek celebration with amateur horse show.
MONTE KIFFIN.

Lincoln, Nebraska State Fair
GRANDSTAND CAPACITY: 14,000.
Size of race track: half-mile. Plant is available for: Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,300. Coliseum available for rental for: Rodeos, ice show, circuses, trade shows.
1953 STILL DATES: Auto racing, July 4; Shrine Circus, wrestling every Tuesday, roller skating all year, cattle sales, horse show, church meeting, home show, hobby show, Golden Gloves, boxing, running races—17 days with mutuels.
EDWIN SCHULTZ.

Mitchell, Scotts Bluff County Fair
GRANDSTAND CAPACITY: 7,000.
BLEACHER CAPACITY: 2,000. Size of race track: half mile.
1953 STILL DATES: Dairy show, miscellaneous 4-H events.
HAROLD LEDINGHAM.

Nelson, Nuckolls County Fair
GRANDSTAND CAPACITY: 2,000.
Size of race track: half-mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car races.
H. McADAMSON.

Norden, Keya Paha County Fair
BLEACHER CAPACITY: 300. Size of race track: half-mile. Plant is available for: Stock car races, rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for: Dances.
LEONARD McCORMICK.

North Platte, Lincoln County Fair
GRANDSTAND CAPACITY: 3,750.
BLEACHER CAPACITY: 300. Size of race tracks: half-mile and quarter-mile. Small track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,200. Available for rental for: Trade shows.
1953 STILL DATES: Stock car racing weekly, rodeo, thrill shows, Horace Heidt show, water show.
H. B. MANNERS.

Pawnee City, Pawnee County Fair
GRANDSTAND CAPACITY: 2,100.
BLEACHER CAPACITY: 800. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Rodeo.
GORDON R. BERTHELESEN, Pawnee City.

Stanton, Stanton County Fair
GRANDSTAND CAPACITY: 1,100.
BLEACHER CAPACITY: 300. Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
WILLIAM F. H. BRYER.

Waterloo Douglas County Fair
GRANDSTAND CAPACITY: 1,600.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: Dances, stagshows, trade shows.
R. D. HERRINGTON, Waterloo.

Walthill, Thurston County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 750. Size of race track: half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot.
1953 STILL DATES: Several horse shows.
RONALD SAMUELSON.

West Point, Cuming County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Plant is available for: Rodeos.
ED. BAUMANN.

NEVADA

Elko, Elko County Fair
GRANDSTAND CAPACITY: 4,000.
Size of race track: half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 900.
1953 STILL DATES: 3-day rodeo; 1-day thrill show; 2 days of horse show.
JAMES M. OLIN, P.O. Box 648.

NEW HAMPSHIRE

Contoocook, Hopkinton Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,500. Size of race track: half mile.
1953 STILL DATES: Several cattle shows.



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50 EUROPEAN SCENES IN OPERATION. CRIST MILL OF 1740, BLACKSMITH SHOP, LUMBER MILL, CHURCH SCENE, FARM SCENE, CIRCUS PARADE, CIRCUS WITH CLOWNS, ACROBATS, JUGGLERS, BAREBACK RIDERS, TRAPEZE PERFORMERS, BRASS BAND, SHIPS, TRAINS. 100 OTHERS.

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W. G. and J. Doug Wade, W. G. Wade Shows, for our Engagements at Michigan State Fair, Detroit, and the LaPorte, Ind., Fair.
Al Wagner, Cavalcade of Amusements, for our week at the Tennessee State Fair, Nashville.
Cliff Wilson, for our 5th successive year at the State Fair of Texas, Dallas.

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NEW JERSEY

Bridgeton, Cumberland County Fair
 GRANDSTAND CAPACITY: 800.
 BLEACHER CAPACITY: 200. Size of race track: half-mile. Plant is available for: Harness races, rodeos, carnival show lot, carnival, Hunt Bros. Circus, fireworks, Ringling Bros. and Barnum & Bailey Circus.
 RAYMOND R. RILEY.

NEW MEXICO

Almogordo, Otero County Fair
 PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.
 1953 STILL DATES: Shows and dances.
 WALTER WADE.

Belen, Valencia County Fair
 PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
 1953 STILL DATES: Rodeo, carnival.

NEW YORK

Afton, Afton Fair
 GRANDSTAND CAPACITY: 1,000.
 BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Harness races, wrestling matches, rabbit show.
 FREDERICK CRANE.

Altamont, Tri-County Fair
 GRANDSTAND CAPACITY: 2,200.
 BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 STUART T. ROMBOUGH.

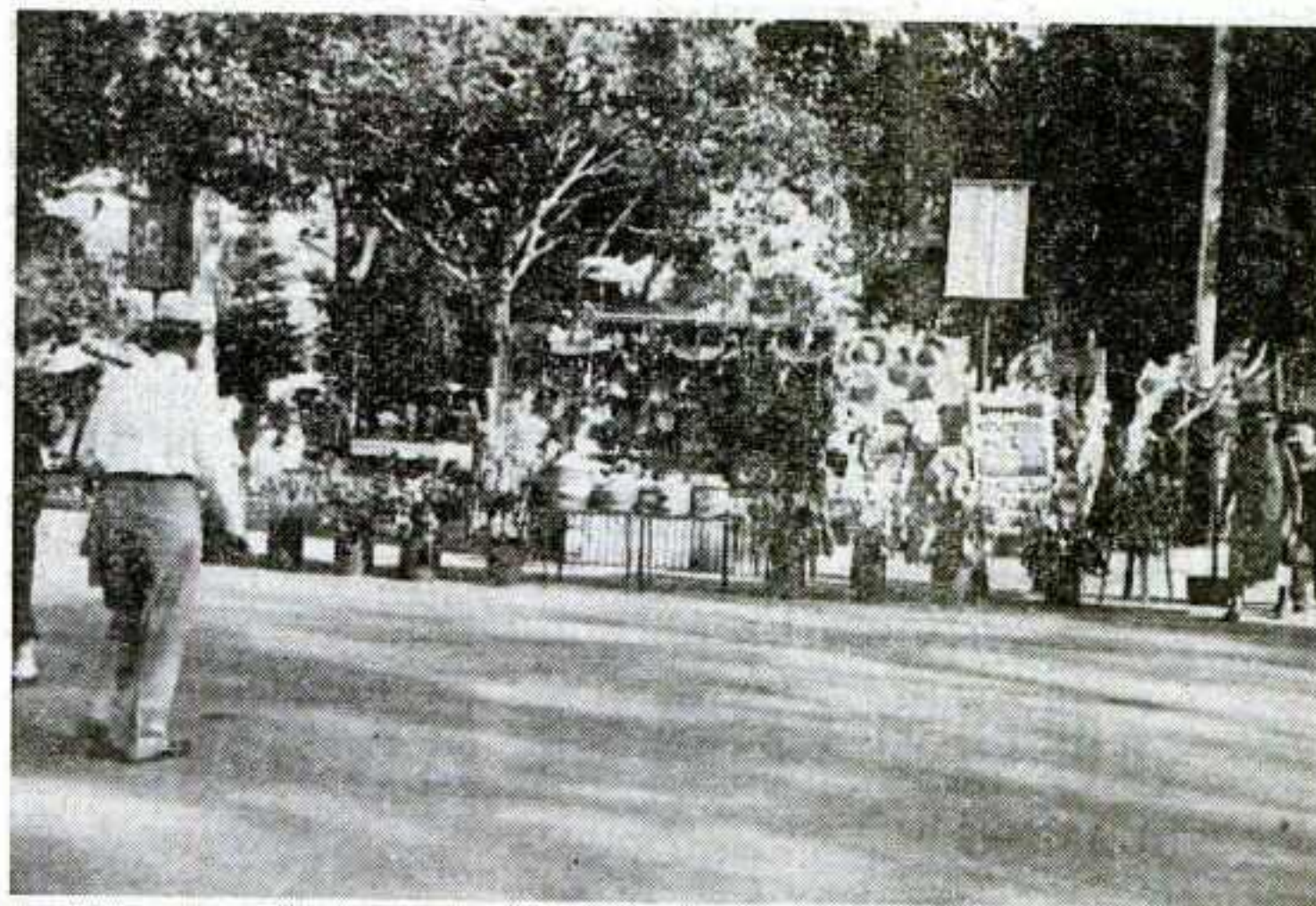
Avon, Genesee Valley Breeders' Association Fall Colt Show
 SIZE OF RACE TRACK: Half mile.
 JOHN STEELE.

Bath, Steuben County Fair
 GRANDSTAND CAPACITY: 2,400.
 BLEACHER CAPACITY: 200. Size of race track: half-mile. Plant is available for: Big car races, midget auto races.
 J. VICTOR FAUCET.

Dunkirk, Chautauqua County Fair
 BLEACHER CAPACITY: 1,800. Size of race tracks: half and third-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,150. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
 1953 STILL DATES: Carnival picnics, home show, name bands, conventions, banquets, meetings.
 C. J. LARSON.

Hamburg, Erie County Fair
 GRANDSTAND CAPACITY: 3,300.
 BLEACHER CAPACITY: 5,000. Size of

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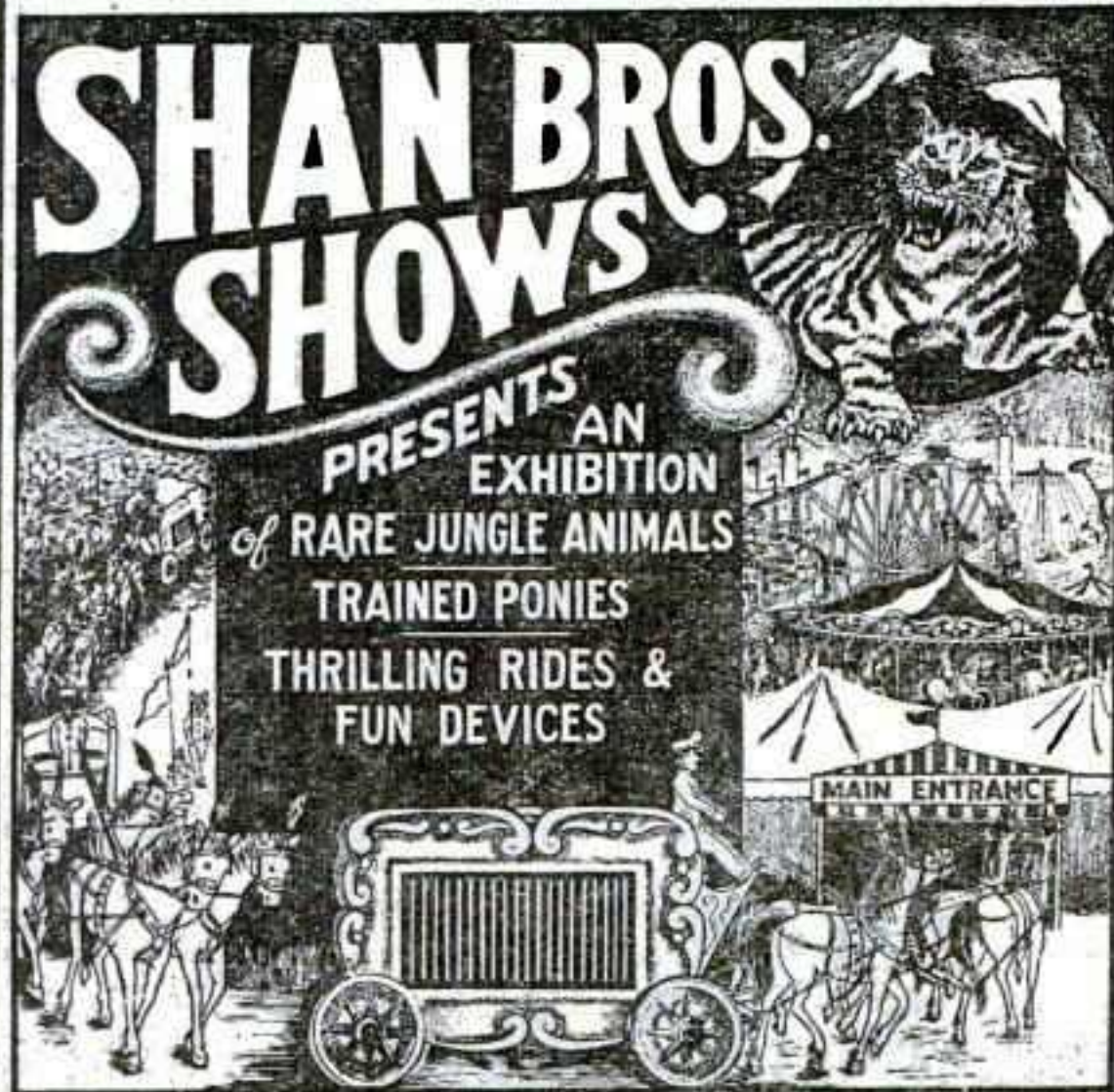
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HAVE FOR SALE

One complete Bingo with or without Tractor and Semi. Also one set of Forshner Scales.

WILL BUY

Will pay cash for a 28' or 30' Low-Boy Semi in good shape.

HELP WANTED

We will enlarge our operations in 1954, and have openings for capable Bingo Managers, Counter Men, Callers and Help. (Joe Sesher, contact me).

Managers for Concessions who can produce and stand prosperity and Hanky Pank Agents.

JOHN GALLAGAN

2803 E. 5TH AVENUE KNOXVILLE, TENN.

race tracks: half and one-quarter miles. Track is equipped for night racing.
1953 STILL DATES: Buffalo Raceway harness racing, 70 days; political picnic. FRANK SLADE, County Hall, Buffalo.

Malone, Franklin County Fair
GRANDSTAND CAPACITY: 3,700. Size of race track: half mile. Plant is available for: Harness races, thrill shows, carnival show lot.
ELMER MCCANN.

Palmyra, The Great Palmyra Fair
GRANDSTAND CAPACITY: 1,300. BLEACHER CAPACITY: 700. Size of race track: half-mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 300.
1953 STILL DATES: Cattle sales, baseball games, football games, track meets, soft ball.
W. B. CONVERSE.

Rhinebeck, Dutchess County Fair
GRANDSTAND CAPACITY: 5,500. BLEACHER CAPACITY: 2,500. Size of race tracks: one-half mile dirt and one-quarter mile blacktop. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: 4 horse shows, 1 dog show, 20 stock car races, 2 donkey baseball, 2 community days, 5 dances, 2 harness races, 2 clambakes, 6 cattle sales, 2 barbecues.
RICHARD C. MURRAY.

NORTH CAROLINA

Asheboro, Center of North Carolina Fair
PLANT IS AVAILABLE FOR: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.
1953 STILL DATES: Spring carnival, summer rodeo and fall circus and rodeo.
W. C. YORK.

Enfield, Firemen's Agricultural Fair
PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
1953 STILL DATES: Dances and roller skating.
W. B. BURCHETTE.

Hickory, Catawba Fair
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 400. Plant is available for: Midget auto races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Circus, rodeo, carnival.
CORBIN GREEN.

Lexington, Davidson County Agricultural & Industrial Fair, Inc.
Plant is available for: Carnival show lot, circus show lot.
1953 STILL DATES: Cattle shows and sales, rabbit shows and dog shows.
CURTIS A. LEONARD, P.O. Box 158, Lexington.

Wilson, Wilson County Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Modified and late model stock car racing every other Sunday King-Cristiani Circus.
ERNEST P. BATTON.

NORTH DAKOTA


Bottineau, Bottineau County Free Fair
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Midget auto races, harness races, stock car races, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Stock car races.
A. E. STUART.

Fessenden, Wells County Free Fair
GRANDSTAND CAPACITY: 3,000. Size of race track: half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 650. Coliseum available for rental for: Dances, stagshows.
1953 STILL DATES: Baseball, football.
TONY LILL.

Grand Forks, Greater Grand Forks State Fair
GRANDSTAND CAPACITY: 2,600. BLEACHER CAPACITY: 2,300. Size of race track: half-mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, carnival show lot, circus show lot.
1953 STILL DATES: Auto races, circus, carnival.
RALPH LYNCH.

Minot, North Dakota State Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 2,545. Size of race track: half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for dances.
1953 STILL DATES: Auto races, carnival, Ringling Bros. Circus, livestock sale picnics, demonstrations.
BOB FINKE.

Rugby, Rugby Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 2,000. Size of



H. V. Peterson

**TIVOLI
EXPOSITION**

**THANKS TO FAIRS AND CELEBRATIONS
WHICH WE HAVE BEEN PRIVILEGED TO PLAY**

Yes, success of fairs and other events breeds success for our ever-growing show. For 1954 we expect to play more stellar fairs. Contact us now for complete information on how we can make your affair even more successful.

We'll See You at the Chicago Convention. Representatives will also be at your State Fair Meetings.

**GROWING
BIGGER
EVERY
YEAR**

**A COMPLETE
"SHOWMANSHIP"
AGGREGATION**

H. V. Petersen
Manager

Permanent Address: P. O. Box 742
JOPLIN, MISSOURI
(Phone: 1272)

Mary Petersen
Secretary

*You've got to
produce
to be a
winner*

and here's the winner

JAMES H. DREW

Shows



JAMES H. DREW, JR.
General Manager



MRS. EULA DREW
Secretary-Treasurer

Here's the show that year after year boasts a record of providing top value for every dollar spent on its midway. Check the towns we play, the repeat engagements along our route year after year. Prove to yourself how this show draws. Before you contract for your 1954 date, let us show you what we have to offer.

TO SHOWMEN-CONCESSIONAIRES

Again we will open in April and play busy manufacturing cities until June. Then a solid route of celebrations and fairs until mid-November. We are always interested in new ideas and are prepared to help back you if you have something worthwhile for us.

As always, we will continue to bring only clean, modern and unusual amusements to every city we play . . . to leave them with the feeling that they are glad we came and are hoping we'll return again.

A good show to be with!

NOW CONTRACTING FOR 1954 SEASON

NOTICE, FAIRMEN & COMMITTEES:

We are now booking Fairs and preparing our 1954 route. Our show is big enough, always clean and an asset to any Fair or Celebration. Your inquiries are invited.

James H. Drew, Jr.

THANKS TO ALL

Who helped to make our
1953 season so very
Successful.

JAMES H. DREW Jr., GENERAL MANAGER

109 - 9th St.

Waynesboro, Georgia

race track: quarter mile. Plant is available for: Stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: Dances, stagershow.
 1953 STILL DATES: Stock car races, horse show.
RUGBY PARK BOARD.

OHIO

Ashland, Ashland County Fair
GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 400. Size of race track half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
 1953 STILL DATES: 3 horse shows.
H. G. DOTSON.

Columbus, Ohio State Fair
GRANDSTAND CAPACITY: 10,516.
BLEACHER CAPACITY: 2,300. Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,067. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
 1953 STILL DATES: Home show, motor-

cycle race, thrill show, circus, horse show, basketball, amateur show, cattle sales, turkey show.
H. S. FOUST.

Dayton, Montgomery County Fair
GRANDSTAND CAPACITY: 3,000.
 Size of race track half-mile. Track is equipped for night racing. Plant is available for: Harness races, rodeos, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.

1953 STILL DATES: Ringling Bros. Circus; General Motors Parade of Progress; Shrine Circus; motorcycle races, rodeo, saddle horse show, home show, automobile show, dances, basketball games, dog show, poultry show.
MISS GOLDIE V. SCHEIBLE, 709-710 Reibold Bldg.

Greenville, Great Darke County Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 500. Size of race track half-mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
 1953 STILL DATES: Diano Bros.' Circus, Jimmie Chanos Shows; winter quarters for Mills Bros.' Circus.
GILBERT A. LEASE, P.O. Box 234.

Lucasville, Scioto County Fair
GRANDSTAND CAPACITY: 800.

BLEACHER CAPACITY: 600. Size of race track: half mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.

1953 STILL DATES: Motorcycle and midget auto races.
A. S. MOULTON, Lucasville.

McConnelsville, Morgan County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 350. Size of race track half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Horse show.
RAY G. SMITH.

Montpelier, Williams County Fair
GRANDSTAND CAPACITY: 2,480.
 Size of race track half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: National Thrashers Reunion.
WOODY SCHLEGEL.

Wapakonet, Auglaize County Fair
GRANDSTAND CAPACITY: 3,200.
BLEACHER CAPACITY: 5,000. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos.
 1953 STILL DATES: Stock sales, picnics.
HARRY KAHN.

West Union, Adams County Fair
GRANDSTAND CAPACITY: 1,500.

Plant is available for: Carnival show lot, circus show lot.
ROY MOSIER.

OKLAHOMA

Beaver, Beaver County Free Fair
SIZE OF RACE TRACK: One-mile.
 Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Rodeos, motor thrill show, ball games, horse races.
OTTO C. BARLEY.

Blackwell, Kay County Free Fair
GRANDSTAND CAPACITY: 2,200.
BLEACHER CAPACITY: 1,000. Plant is available for: Thrill shows, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 900 and 1,500. Coliseum available for rental for: Circuses, stage shows, trade shows.
 1953 STILL DATES: Hereford show and sale, Angus show and sale, rabbit show.
CITY CLERK, Blackwell.

Boise City, Cimarron County Free Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 600. Plant is available for: Thrill shows, carnival show lot, circus show lot.
FRANK GARRETT.

Chandler, Lincoln County Free Fair
BLEACHER CAPACITY: 2,500. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Football, rodeo, fireworks.
ORAN STIPE.

Cordell, Washington County Free Fair
PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000.
 1953 STILL DATES: Local talent show, pet parade, horse show.
JAMES V. SON.

Norman, Cleveland County Free Fair
 Plant is available for: Carnival show lot, circus show lot.
 1953 STILL DATES: Dairy show, stock shows and sales, meetings.
W. A. CORBETT.

Oklahoma City, Oklahoma State Fair
GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 5,000. Size of race track: Five-eighths mile, half mile, quarter mile. Track is equipped for night racing.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, stagershow, trade shows, sports shows.
C. G. BAKER, P. O. Box 974, Oklahoma City, Okla.

Purcell, McClain County Fall Festival
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 3,000. Plant is available for: Rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Junior rodeo, rodeo, stock show.
L. J. JAMES.

Tulsa, Tulsa State Fair
GRANDSTAND CAPACITY: 6,500.
 Size of race tracks quarter and half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 7,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
 1953 STILL DATES: Basketball, rodeo, home show, Shrine Circus, stock car races.
CLARENCE C. LESTER, P.O. Box 5175.

Wewoka, Seminole County Free Fair
GRANDSTAND CAPACITY: 2,500.
 Size of race track quarter-mile. Track is equipped for night racing. Plant is available for: Thrill shows.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Stage shows.
H. DALE MARTIN.

OREGON

Gresham, Multnomah County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,000. Size of race track: seven-eighth mile. Track is equipped for night racing. Plant is available for: Hot rod races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Rodeos.
DUANNE HENNESSY.

LaGrande, Union County Fair
BLEACHER CAPACITY: 1,200. Size of race track: one-quarter mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Hereford sales.
RAY C. BAUM.

Madras, Jefferson County Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: VFW 4th of July Fireworks; Central Oregon Saddle Club Play Day.
STEVE STIVERS.

Redmond, Deschutes County Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,500. Size of

race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1953 STILL DATES: Football, riding clubs, and local events.
DARRELL W. SMITH.

PENNSYLVANIA

Albion, Albion Community Fair
GRANDSTAND CAPACITY: 300.
BLEACHER CAPACITY: 500. Plant is available for: Thrill shows, carnival show lot.
 1953 STILL DATES: Labor Day or roast, community picnic.

Bedford, Bedford County Fair
GRANDSTAND CAPACITY: 2,500.
 Size of race track: half mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Circus.
R. RICHARD EICHELBERGER.

Clearfield, Clearfield County Fair
GRANDSTAND CAPACITY: 3,300.
BLEACHER CAPACITY: 1,500. Size of race track half-mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
DAVID YOCUM.

Honesdale, Wayne County Fair
GRANDSTAND CAPACITY: 2,400.
 Size of race track: half mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Stagershow, sports shows.
R. W. GAMMELL.

Huntingdon, Huntingdon County Fair
GRANDSTAND CAPACITY: 2,800.
 Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Two circuses, 6 stock car races.
J. NEVIN FOUSE.

Laurelton, Union County West End Fair
 Plant is available for: Carnival show lot, circus show lot.
DAVID W. DIEHL.

Mechanicsburg, Grangers Picnic Fair
GRANDSTAND CAPACITY: 5,000.
BLEACHER CAPACITY: 1,000. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, midget auto races, stock car races, thrill shows, motorcycle races.
 1953 STILL DATES: Big car, motorcycle, midget auto and stock car races; thrill shows.
 Plant is not rented.

Port Royal, Juniata County Fair
GRANDSTAND CAPACITY: 1,440.
BLEACHER CAPACITY: 835. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows; rodeos, motorcycle races, carnival show lot.
 1953 STILL DATES: Stock car racing.
DWIGHT B. HOWER.

Reading, Reading Fair
GRANDSTAND CAPACITY: 3,474.
BLEACHER CAPACITY: 2,500. Size of race track: half mile. Track is equipped for night racing.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
SKATING RINK (INDOOR ARENA) SEATING CAPACITY: 1,200. Skating rink available for rental for: Dances, ice shows, circuses, stagershow, trade shows, sports shows.
 1953 STILL DATES: AAA Big Car Auto Races, AMA Motorcycle Races, ARDC Midget and Stock Car Races.
CHARLES W. SWOYER, secretary, Reading Fair, 522 Court Street, Reading, Pa.

Tioga, Tioga Valley Fair
GRANDSTAND CAPACITY: 500.
 Size of race track: one-quarter mile. Plant is available for: Stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
CARL H. FORREST.

Waynesburg, Greene County Free Fair
GRANDSTAND CAPACITY: 2,500.
 Size of race track: half mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Circus, live stock show.
GREENE COUNTY COMMISSIONERS, Waynesburg.

Wind Ridge, Jacktown Fair
BLEACHER CAPACITY: 700.
O. S. DILLIE.

SOUTH CAROLINA

Florence, Eastern Carolina Agricultural Fair
 Plant is available for: Thrill shows, carnival show lot, circus show lot.
 1953 STILL DATES: Fireworks, band festival, 3 agricultural shows, 2 carnivals.
FRED SCHIPMAN.

Greenwood, Greenwood Fair
GRANDSTAND CAPACITY: 4,500.

SNAPP GREATER SHOWS inc.



★ FOR 1954 FEATURING:

The finest and most modern rides, new top-flight shows and attractions . . . all keyed into our brilliantly lighted midway. For an attractive show, contract with Snapp.

★ FAIR SECRETARIES AND CELEBRATION COMMITTEES:

Why not contact us before booking your midway attractions. We'd like to have you check with others on their satisfaction with Snapp Shows.

★ SHOWMEN:

For the 1954 season we plan on new and unusual shows and attractions. We will finance you and help you produce any high-class show. Will also consider booking reliable shows.

★ CONCESSIONS: will book

Cookhouse, also a few well-flashed legitimate concessions.

★ SEE WILLIAM R. SNAPP at the CHICAGO CONVENTION OR AT YOUR STATE ASSOCIATION MEETING.

Winterquarters Address

SNAPP GREATER SHOWS

118-28 Virginia Ave.

(Phone 4748)

Joplin, Mo.

YOU CAN DEPEND ON

THE WILLIAM T. COLLINS

SHOWS...

THANKS

TO THE FAIRS and CELEBRATION COMMITTEES, Also all of our PERSONNEL for Making 1953 a Pleasant and Profitable Season.

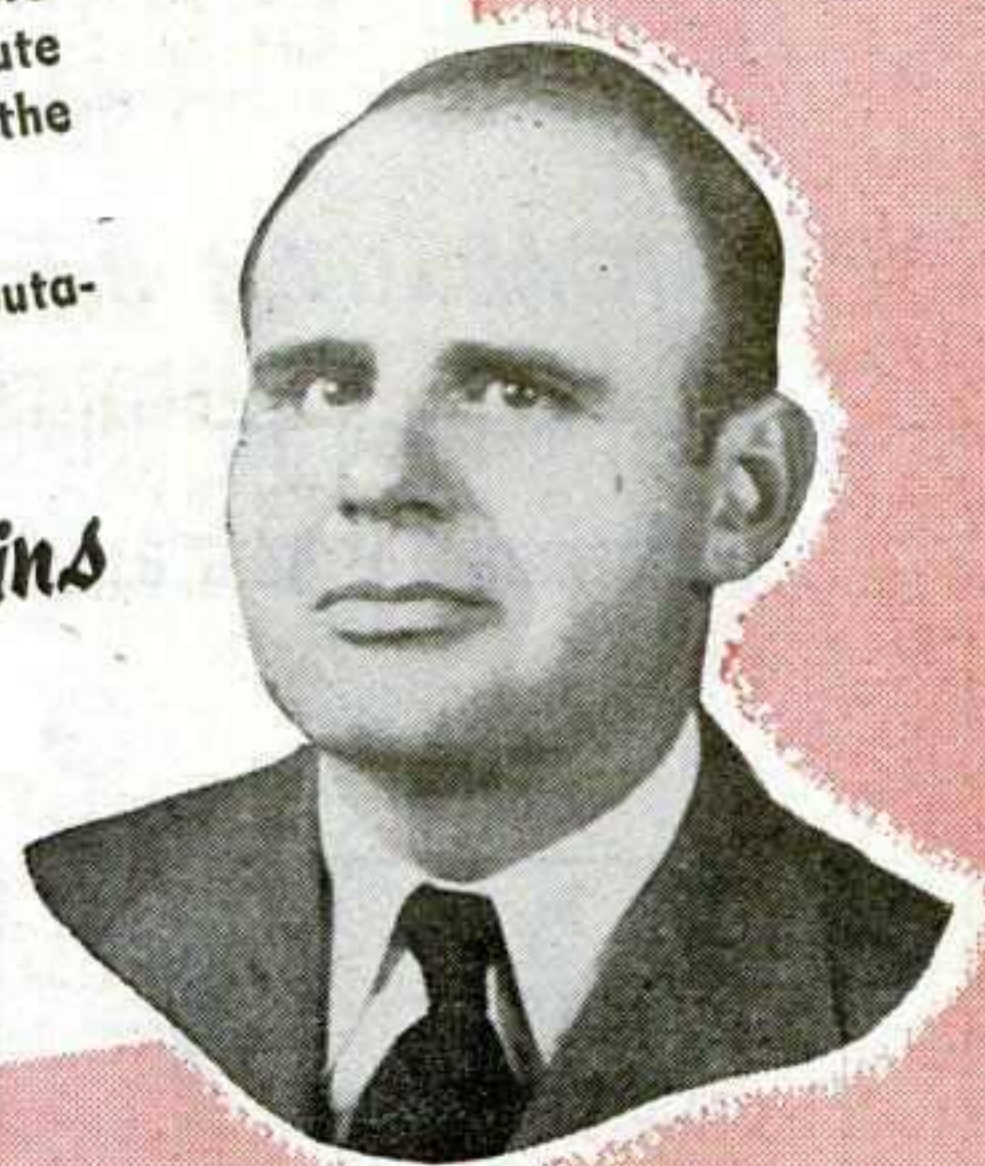
It takes more than rides, shows and concessions to build a successful show. It takes a certain spirit of teamwork . . . a love of the business . . . that gets a show off a hub-deep muddy lot; or "in the air" after a blow-down.

It's this same spirit that's your assurance that come "heaven — hell — or high water," the William T. Collins show will deliver what it promises when it's promised!

Before you book your 1954 carnival, check our record of dependability. Check our reputation for living up to our word that has earned us renewals at key fairs all along our route thru Minnesota, Wisconsin, Nebraska, Iowa and the Dakotas.

You'll discover that we have built an unparalleled reputation for dependability.

William T. Collins



AMERICA'S FINEST MOTORIZED SHOW

A Midway Packed with Crowd Appeal

FEATURING

- ★ 18 Modern Rides
- ★ 6 New Up-to-Date Kiddie Rides
- ★ 12 Wagon Type Shows
- ★ 8 Neon Light Towers
- ★ Anti-Aircraft Searchlights
- ★ The Show It takes 55 Modern Trucks and Semis to transport

NOW BOOKING FOR 1954

Can use good, reliable Shows. Want Manager for Girl Revue and Posing. Must have own Wardrobe and Sound System.

WANT CONCESSIONS OF ALL KINDS

Ride Help—Foreman and Second Men on all Rides, A-1 Electrician and Mechanic, Foreman for Light Towers and Front Entrance Arch, General Help in all departments.

Winterquarters and Permanent Address: 801 E. 78th Street, Minneapolis, Minnesota

WM. T. COLLINS, Owner-Mgr.

MRS. WM. T. COLLINS, Treas.

GUS PAPPAS, Concession Mgr.

E. W. (Slim) WELLS, Gen. Agt.

BESSIE PAPPAS, Secretary



Presenting...
**THE FINEST MOTORIZED
 MIDWAY IN THE MIDWEST**



Top Quality Since 1934

- ★ MODERN RIDES
- ★ TOP CONCESSIONS
- ★ FINEST SHOWS
- ★ 50 FT. LIGHT TOWERS.
- ★ GIANT TWIN SEARCHLIGHTS

DEPENDABILITY • INTEGRITY • QUALITY

**Our reputation for delivering an outstanding
 performance is your assurance of a top midway**

**ATTENTION,
 FAIR SECRETARIES**

Montana, Wyoming, Colorado,
 South Dakota, North Dakota,
 Minnesota, Iowa, Nebraska,
 Missouri, Kansas, Arkansas,
 Oklahoma, Texas and Louisiana:
 If you think it is time for a
 change, be sure to investigate
 this Midway.

**NOW BOOKING
 FOR 1954**

Visit us during the
 Convention at Chi-
 cago or at your State
 Meetings.

SECRETARIES; SHOWMEN AND CONCESSIONAIRES, WRITE:

CENTRAL STATES SHOWS

W. W. MOSER, Mgr.
 Winter Address:
 Box 1296, Aransas Pass, Texas



M. M. MOSER, Assl. Mgr.
 Winterquarters:
 Hazelton, Kansas

BLEACHER CAPACITY: 4,000. Size of race tracks, quarter and half-mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 800. Coliseum available for rental for: Trade shows, stock shows.
1953 STILL DATES: Hagan-Wallace Circus, Rogers Rodeo, stock car races weekly, motorcycle thrill show, exhibition big league baseball game, American Legion Jr. baseball games, football game, horse show, cattle shows, pigeon and rabbit shows.
C. R. DENT.

SOUTH DAKOTA

Huron, South Dakota State Fair
GRANDSTAND CAPACITY: 3,800.
BLEACHER CAPACITY: 3,600. Size of race-track: half mile.
1953 STILL DATES: Rodeo, July 2-4.
KENNETH BALGEMAN.

Mitchell, Corn Palace Festival
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,500. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows.
LEO B. HARMON.

Webster, Day County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.

TENNESSEE

Greeneville, Greene County Fair
BLEACHER CAPACITY: 2,000. Plant is available for: Thrill shows, carnival show lot, circus show lot.
1953 STILL DATES: Horse show.
JAMES N. HARDIN.

Jackson, West Tennessee District Fair
GRANDSTAND CAPACITY: 3,500.
 Size of race track: half mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1953 STILL DATES: Lucky Lott Thrill Show, Dodge Bros.' dealers show, Class D baseball, exhibition baseball.
HUNTER TAYLOR, care of Chamber of Commerce.

Knoxville, Tennessee Valley Agricultural and Industrial Fair
GRANDSTAND CAPACITY: 4,500.
 Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Ice shows, stage shows, sports shows.
PAT W. KERR.

Lebanon, Wilson County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track, eighth-mile. Track is equipped for night racing. Plant is available for: Midget auto races, rodeos, circus show lot.
1953 STILL DATES: Spring horse show.
A. W. McCARTNEY.

Parson-Decaturville, Decatur County Fair
GRANDSTAND CAPACITY: 500.
 Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for rental for: Dances, stage shows, sports shows.
1953 STILL DATES: Livestock shows & sales, political rallies, Wallace Bros.' Circus, civic gatherings.
R. N. McPEAKE.

Callatin, Sumner County Fair
GRANDSTAND CAPACITY: 2,000.
 Plant is available for: Carnival show lot, circus show lot.
EDWARD V. ANTHONY SR.

TEXAS

Angleton, Brazoria County Fair
GRANDSTAND CAPACITY: 3,000.
 Plant is available for: Rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,500. Coliseum available for rental for: Dances, rodeos, circuses, stage shows, trade shows, sports shows.
1953 STILL DATES: Wrestling every Saturday night.
E. L. BOSTON.

Beaumont, South Texas State Fair
BLEACHER CAPACITY: 3,000. Plant is available for: Rodeos, carnival show lot, circus show lot.
COLISEUM SEATING CAPACITY (Show Arena): 3,000. Coliseum (INDOOR ARENA) available for rental for: Dances, ice shows, stagshows, trade shows.
1953 STILL DATES: Rodeo.
FRENCHY HEIDECCKER, City Hall, Beaumont.

Dallas, State Fair of Texas
GRANDSTAND CAPACITY: 3,500.
BLEACHER CAPACITY: 1,000. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,285. Coliseum available for rental for: Ice shows, stage shows, sports shows.
D. A. McMINN.

Iowa Park, Texas-Oklahoma Fair
GRANDSTAND CAPACITY: 3,000.
 Plant is available for: Hot rod races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
DR. GORDON G. CLARK.

Mt. Pleasant, Titus County Fair
GRANDSTAND CAPACITY: 1,500.
 Plant is available for: Rodeos, carn show lot, circus show lot.

UTAH

Logan, Cache County Fair
GRANDSTAND CAPACITY: 1,100.
BLEACHER CAPACITY: 3,200. Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, carn show lot, circus show lot.
1953 STILL DATES: Circus, ama rodeo.
COUNTY COMMISSIONERS, C House.

VERMONT

Barton, Orlean County Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 300. Size of race track: half mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
J. J. KIMBALL, Glover.

VIRGINIA

Petersburg, The Petersburg Fair Inc.
GRANDSTAND CAPACITY: 3,000.
 Size of race track: half mile. Plant available for: Harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, stagshows, sports shows.
1953 STILL DATES: Stock car races, dances.
R. WILLARD EANES.

Woodstock, Shenandoah County Fair
GRANDSTAND CAPACITY: 1,000.
 Size of race track: half mile. Plant available for: Harness races, carnival show lot, circus show lot.

WEST VIRGINIA

Lewisburg-Ronceverte, State Fair of West Virginia
GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Harness races, rodeos, carn show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for trade shows.
1953 STILL DATES: Thrill shows, stock sales.
C. T. SYDENSTRICKER, Lewisburg.

WISCONSIN

Chippewa Falls, Northern Wisconsin District Fair
GRANDSTAND CAPACITY: 5,400.
 Size of race track, half-mile. Plant available for: Harness races, thrill show motorcycle races, circus show lot.
1953 STILL DATES: Circus, foot games.
A. L. PUTNAM.

Darlington, La Fayette County Fair
BLEACHER CAPACITY: 3,000. Size of race track: half mile. Track is equip for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carn show lot, circus show lot.
1953 STILL DATES: Stock car races every Sunday night from May to October.
A. L. Kelley & Miller Bros.' Circus.
PALMER EVENSTED.

Eagle River, Vilas County Fair
BLEACHER CAPACITY: 1,800. Size of race track: one-fifth mile. Track is equip for night racing. Plant is available for: Hot rod races, stock car races, thrill show, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Circus, thrill show wrestling, horse show and races, stock races.
H. M. SMITH.

Fon du Lac, Fon du Lac County Fair
GRANDSTAND CAPACITY: 5,000.
BLEACHER CAPACITY: 2,000. Size of race tracks: one-quarter and one-half mile. Track is equipped for night racing. Plant available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Baseball, stock car races, motor cycles, circus, harness racing, thrill shows, rodeo.
H. J. WILLS.

Jefferson, Jefferson County Fair
GRANDSTAND CAPACITY: 1,300.
 Size of race track: half mile. Plant available for: Stock car races, thrill show, rodeos, motorcycle races, carnival show lot, circus show lot.
1953 STILL DATES: Motorcycle races, cattle and swine sales.

La Crosse, La Crosse Inter-State Fair
GRANDSTAND CAPACITY: 3,769.
JOSEPH W. FRISCH.

Luxemburg, Kewaunee County Fair
GRANDSTAND CAPACITY: 2,800.
 Size of race tracks, half and fifth-mile. Track is equipped for night racing. Plant is available for: Harness races, stock car races, thrill shows, rodeos, carnival show lot.
1953 STILL DATES: Legion celebrat stock car races, steam engine rodeo.
E. L. HOPPE.

Marshfield, Central Wisconsin Fair
GRANDSTAND CAPACITY: 2,600.
BLEACHER CAPACITY: 2,200. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.

FRANK W. BABCOCK

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20 RIDES 20
10 SHOWS 10
40 CONCESSIONS 40

Light Towers • Diesel Plants • Completely Fluorescent Lighted

THANKS

TO THE FAIRS
and CELEBRATIONS

Where we had the pleasure of furnishing the Midway Attractions for their co-operation in making the Season of 1953 so Very Successful.

TO OUR STAFF
and SHOW PEOPLE

Who made it possible for us to accomplish this end.

NOW BOOKING

ATTENTION, FAIR SECRETARIES AND COMMITTEEMEN

In Montana, Wyoming, Idaho, Minnesota, North Dakota, South Dakota, New Mexico and late dates in Texas. We are now arranging our 1954 route and will be more than happy to give you full particulars on our quality Midway Attractions . . . Don't SIGN UNTIL YOU'VE SEEN HILL'S GREATER SHOWS.

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 Permanent Address: P. O. BOX 1106 ARANSAS PASS, TEXAS

Visit us in our Suite at the Sherman Hotel, Chicago, during the Convention, or see us at your State Fair Meetings.

Permanent Address: P. O. BOX 1106, ARANSAS PASS, TEXAS

carnival show lot, circus show lot.
 1953 STILL DATES: Diano Circus.
 W. A. UTHMEIER.

Medford, Taylor County Co-Op Youth Fair
 GRANDSTAND CAPACITY: 450.
 BLEACHER CAPACITY: 1,400. Size of race track: one-quarter mile. Track is equipped for night racing. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Weekly stock car races, midget races, motorcycle races, ball games.
 JOE TUSS.

Milwaukee, Wisconsin State Fair
 GRANDSTAND CAPACITY: 14,500.
 BLEACHER CAPACITY: 16,000. Size of race tracks: one-quarter and mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, any new show that will draw in the afternoon, thrill shows, rodeos, motorcycle races, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stagshows, trade shows, sports shows.
 1953 STILL DATES: Roller Derby, Thrill Enterprises Show, spring horse show, 100-mile national championship big car race, Ward Beam thrill show, 200 mile stock car race, stock car races each Tuesday evening.
 WILLARD M. MASTERSON.

Mineral Point, Southwestern Wisconsin Fair
 GRANDSTAND CAPACITY: 1,600.
 Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, circus show lot.
 1953 STILL DATES: Harness race meet, two days.
 C. L. WINN.

Monroe, Green County Fair
 GRANDSTAND CAPACITY: 1,750.
 BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Circus, wrestling match.
 WILLIAM A. BROWN.

Plymouth, Sheboygan County Fair
 GRANDSTAND CAPACITY: 3,000.
 Size of race tracks: one-fifth mile and one-half mile. Small track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Carnival, stock car races, circus.
 W. H. ELDRIDGE.

Rhineland, The Hodag Fair
 GRANDSTAND CAPACITY: 1,600.
 Size of race tracks: one-half and one-eighth mile. Eighth mile track is equipped for night racing. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, carnival show lot, circus show lot.
 1953 STILL DATES: Clyde Beatty Circus, stock car races, eight-State Logging Congress.
 EUGENE KABEL.

Rice Lake, Barron County Fair
 GRANDSTAND CAPACITY: 1,400.
 BLEACHER CAPACITY: 500. Size of race track: half mile. Plant is available for: Harness races, carnival show lot, circus show lot.
 1953 STILL DATES: Circus, baseball games, Boy Scout exhibitions.
 HARRY VRUWINK.

Richland Center, Richland County Fair
 Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Circus, horse show.
 OTTO STEWART.

Saxon, Iron County Fair
 BLEACHER CAPACITY: 600. Plant is available for: Rodeos, carnival show lot.
 MRS. FLORENCE HARDIE.

Seymour, Outagamie County Fair
 GRANDSTAND CAPACITY: 3,600.
 BLEACHER CAPACITY: 500. Size of race track: half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Weekly stock car races, celebrations.
 MICHAEL BURNS.

Union Grove, Racine County Fair
 GRANDSTAND CAPACITY: 1,500.
 Plant is available for: Rodeos, horse shows.
 VERNON MOLITOR.

WYOMING

Casper, Central Wyoming Fair
 GRANDSTAND CAPACITY: 3,000.
 BLEACHER CAPACITY: 2,500. Size of race track, half-mile. Plant is available for: Stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, trade shows, sports shows.
 1953 STILL DATES: Big car races, 4-H rodeo, dog show, ram sale, banquets, 4-H achievement day.
 R. S. LATTA.

CANADA
ALBERTA

Calgary, Calgary Exhibition and Stampede
 GRANDSTAND CAPACITY: 8,800.
 BLEACHER CAPACITY: 9,000. Size of race track, half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
 1953 STILL DATES: Running horse races, ice shows, water shows, boxing, wrestling, livestock shows and sales, hockey, ice skating, curling, variety shows, concerts, dances, automobile shows, home shows, meetings.
 MAURICE E. HARTNETT.

Edmonton, Edmonton Exhibition
 GRANDSTAND CAPACITY: 8,000.
 BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Harness races.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,700. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
 1953 STILL DATES: Edmonton rodeo, Edmonton harness races.
 JAMES PAUL.

BRITISH COLUMBIA

Abbotsford, Central Fraser Valley
 BLEACHER CAPACITY: 1,000. Plant is available for: Carnival show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
 1953 STILL DATES: Barn dance.

Vancouver, Pacific National Exhibition
 GRANDSTAND CAPACITY: 2,700.
 Size of race track, five-eighth-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
 INDOOR ARENA SEATING CAPACITY: 7,000. Available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
 1953 STILL DATES: Hockey, soccer, ice shows, sports shows, dance bands, lacrosse, roller skating, boxing, wrestling, fun parade, Spike Jones, International Horse Show.
 V. BEN WILLIAMS.

MANITOBA

Carman, Carman Fair
 GRANDSTAND CAPACITY: 3,000.
 BLEACHER CAPACITY: 1,200. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Rodeos, circuses, stage shows.
 1953 STILL DATES: Baseball, stock car racing, thrill show.
 A. J. HAND.

ONTARIO

Fort William-Port Arthur, Canadian Lakehead Exposition
 GRANDSTAND CAPACITY: 2,500.
 BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
 W. WALKER.

Galt, South Waterloo Fair
 GRANDSTAND CAPACITY: 800.
 BLEACHER CAPACITY: 900. Plant is available for: Carnival show lot.
 1953 STILL DATES: Horse show, athletic events.

London, Western Fair
 GRANDSTAND CAPACITY: 6,500.
 BLEACHER CAPACITY: 1,500. Size of race track: half mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,200. Coliseum available for rental for: Ice shows.
 1953 STILL DATES: Middlesex Seed Fair, Sports Fair, Wallace Bros.' Carnival, King-Cristiani Circus, Ringling Bros. Circus.
 W. D. JACKSON, Queens Park.

Owen Sound, Owen Sound Agricultural Exposition
 SIZE OF RACE TRACK: Half mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.
 1953 STILL DATES: Circus.
 ARTHUR LEMON.

Tillsonburg, Tillsonburg & District Exhibition
 GRANDSTAND CAPACITY: 2,000.
 Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot.
 1953 STILL DATES: Harness races, carnival, baseball.
 JACK CLIMIE.

Woodbridge, Woodbridge Fair
 GRANDSTAND CAPACITY: 400.
 BLEACHER CAPACITY: 400. Size of race track: half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1953 STILL DATES: Dominion rabbit show, spring championship show, several picnics.
 W. M. MYERS, Box 163.

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Offers you the Finest Motorized Show in the Midwest



K. H. GARMAN

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- ★ SPRINGFIELD, ILL., JAN. 24-26

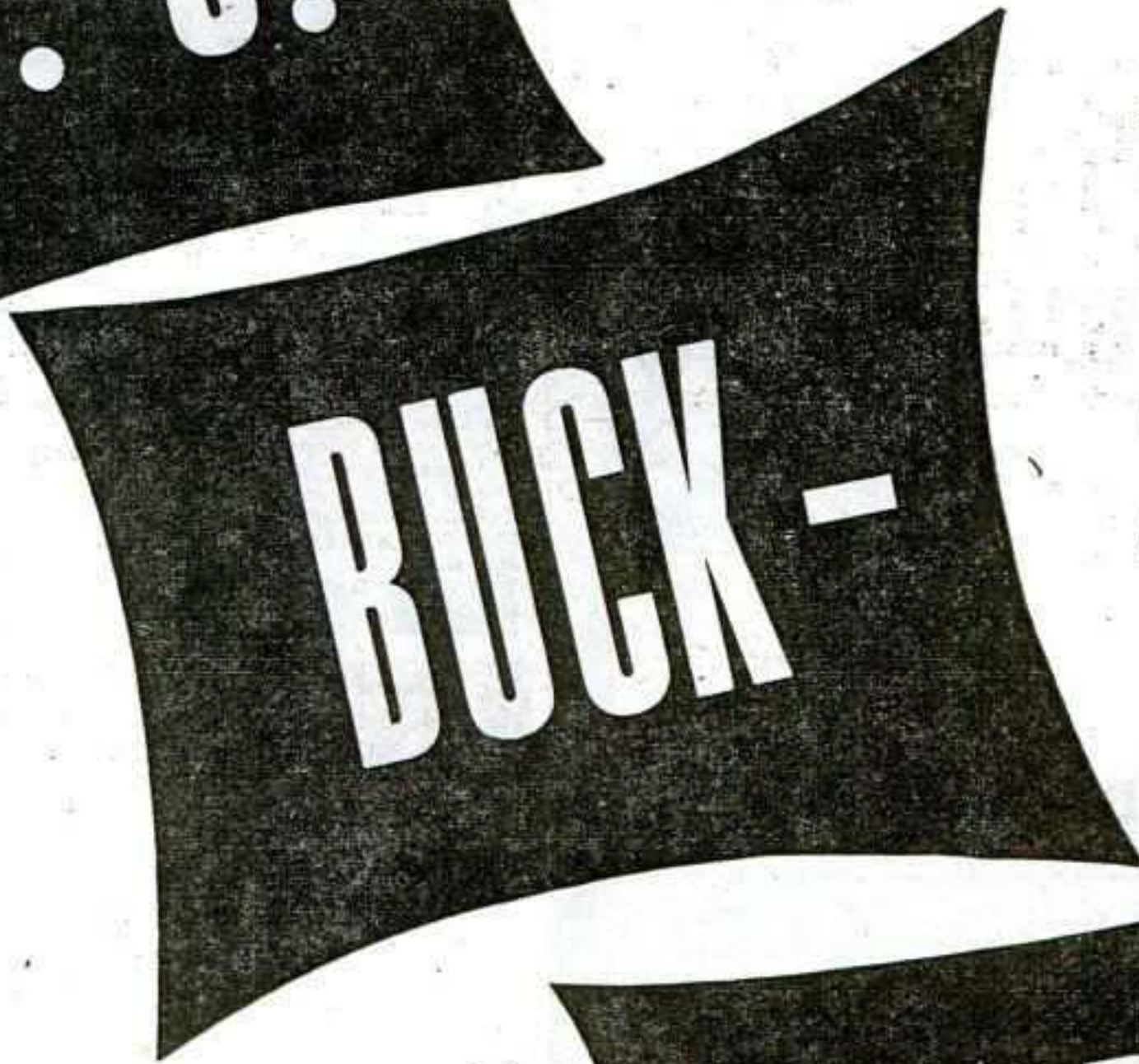
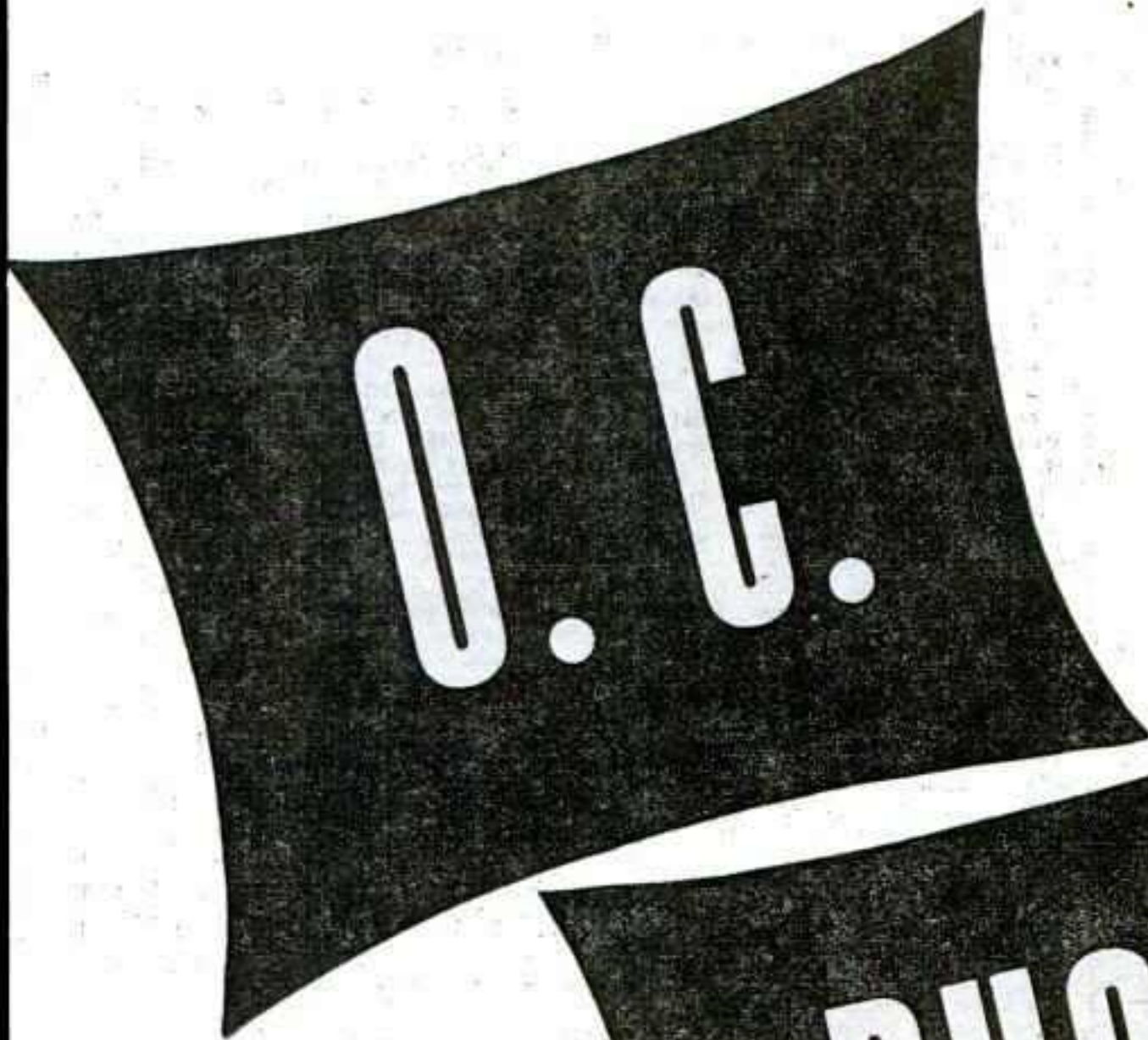
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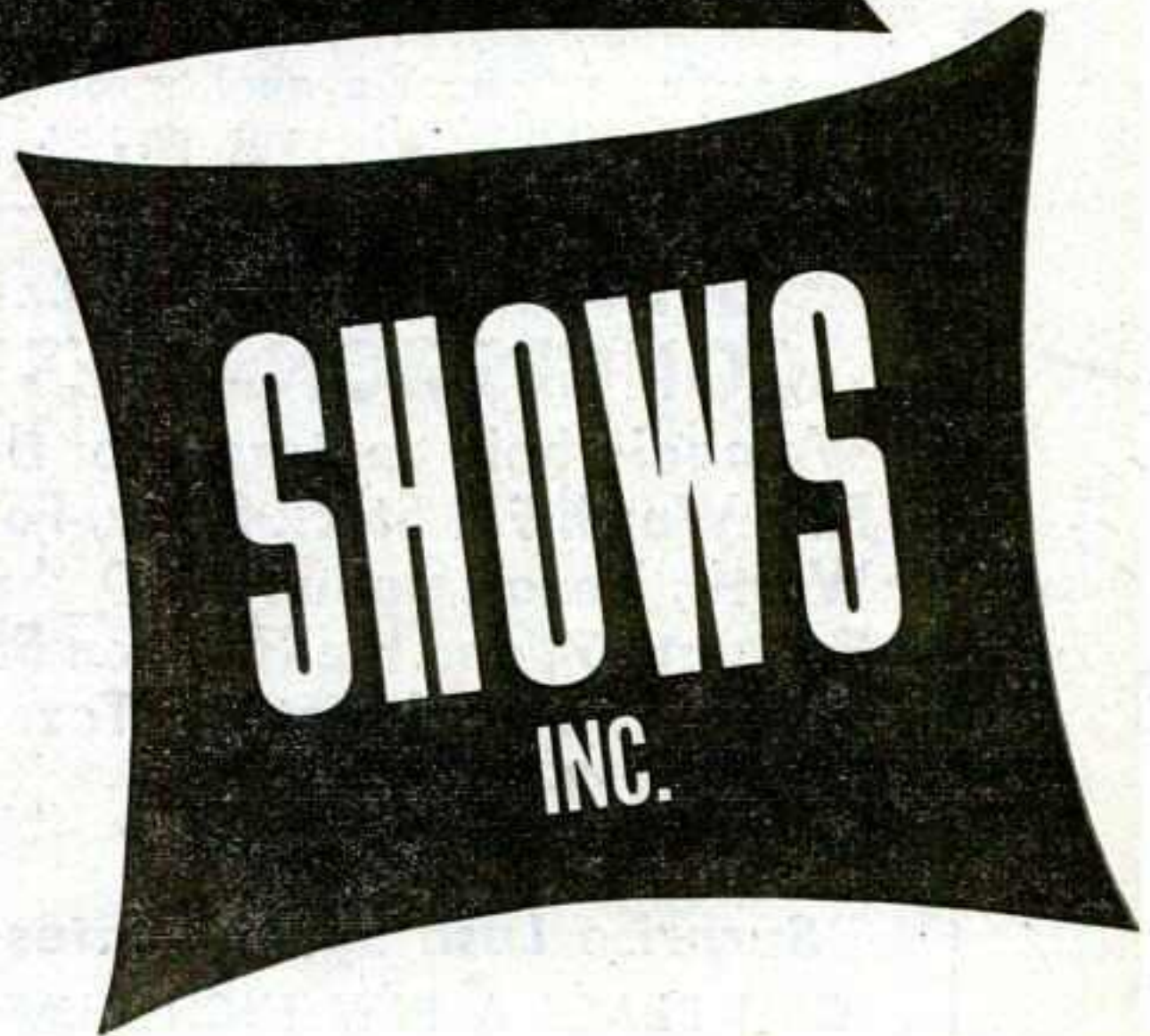
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25 Railroad Cars
of Amusements,
Rides and Shows
★

★
**NOW BOOKING
FOR 1954**
★



THANKS to our Loyal Employees, Fair Committees, our Showmen for the confidence placed in us, which helped bring our 1953 Season to a most successful conclusion with this most Outstanding Railroad Show.

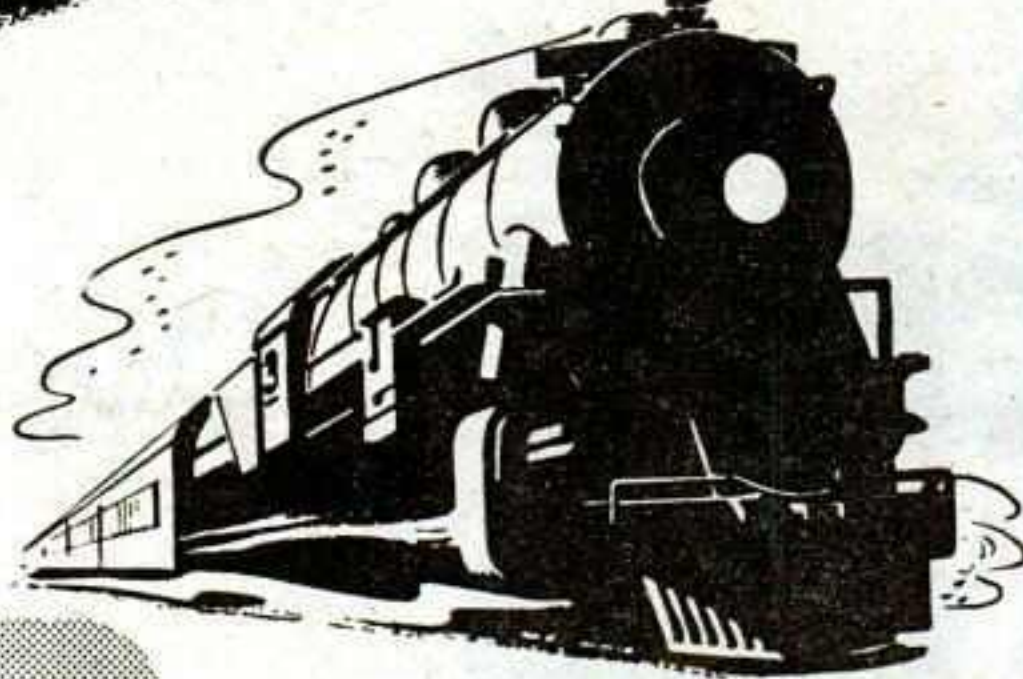
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For years Bill Hames Shows, Inc., has been supplying the best in midway attractions to the Cream of the Texas Fairs and to many excellent fairs and celebrations in the West and Mid-West. We are still available for a few early fairs and celebrations in the West and Mid-West. If you want the earning power of a quality railroad show we invite your inquiry.

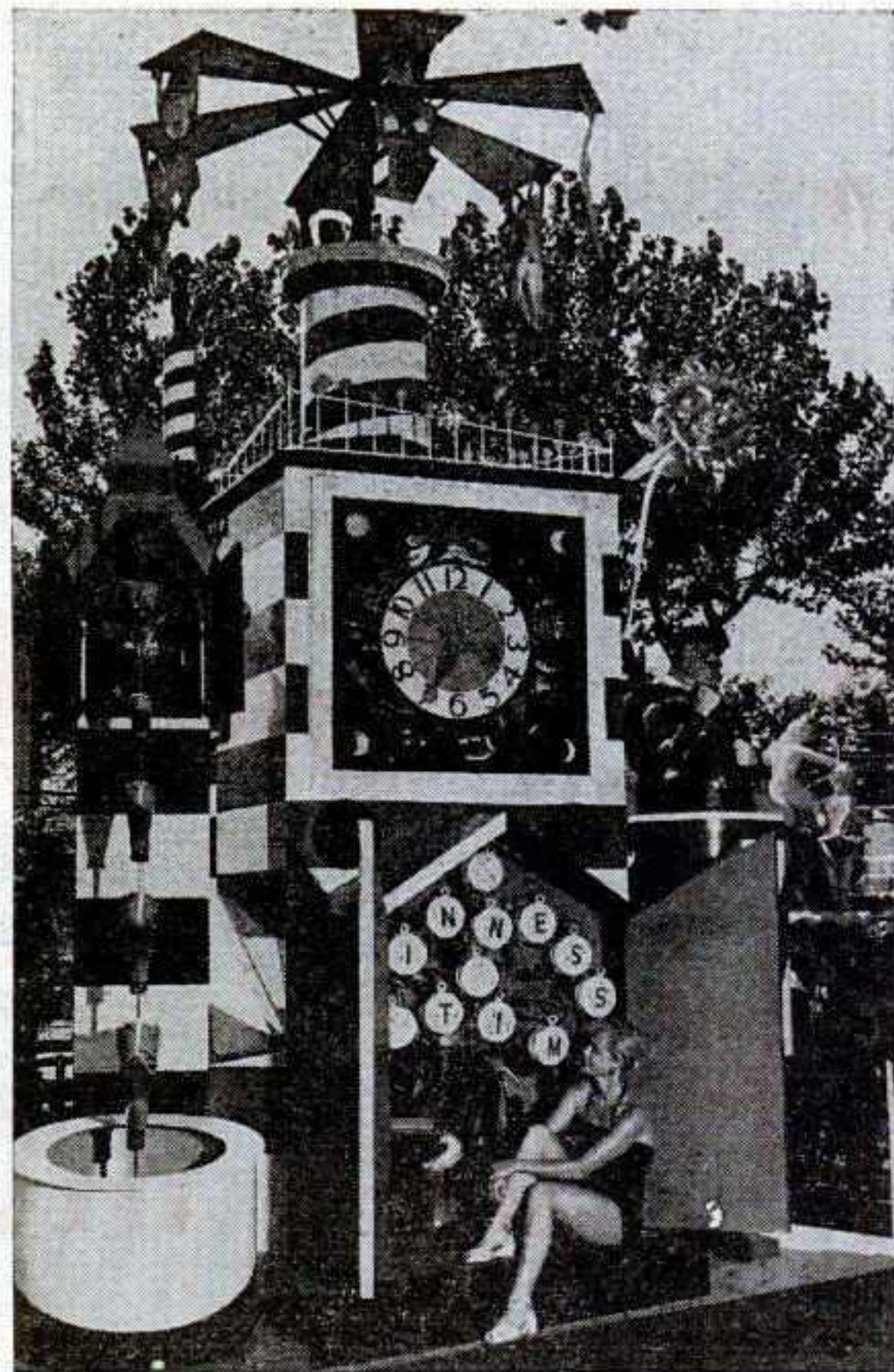
SHOWMEN AND CONCESSIONAIRES

We again hold contracts for the Fort Worth Fat Stock Show, Fort Worth, Texas, January 29 thru February 7, and the Houston Fat Stock Show, Houston, Texas, February 2-13.

Also Several Other
Surprise Lush Spring Dates
CAN PLACE A FEW HIGH CLASS
SHOWS and
LEGITIMATE CONCESSIONS
OF ALL KINDS
for These Early Dates

W. H. (BILL) HAMES, Pres. and Gen. Mgr.

Permanent Mailing Address:
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The Guinness Crazy Clock, apparently like the Curtiss Candy pony hitch and the Budweiser Clydesdale horses, is here to stay as a popular fair attraction. Brewer's interest is confined to showing in areas where it seeks added sales.

Clock to Chime On

A HIGHLY successful, crowd-pleasing display, the Crazy Clock, owned by Guinness Brewers, is to be presented at more major fairs in coming years. In its initial showings in the U. S. in 1953, more than a million and a half persons marveled at the colorful and intricate machine at three locations. Weighing two tons and towering 25 feet, the clock's 100,000-odd moving parts produce a pleasing four-minute animated show every 11 minutes.

Offered to locations at no charge other than for the rigging work needed for setting up, the clock has appeal for all ages. Awareness by Arthur Guinness Son & Company, Inc., that the brewery aspect of its clock must be subdued, the result is attractive, uncommercially. Sole mention of the company is in letters spelling "Guinness time" on 12 of 15 miniature clocks in the display's base.

Brought from England in May, the clock was set up at Steeplechase Park, Coney Island, N. Y., where it was viewed by roughly a million persons. Then it was displayed at two fairs, both within the company's sales area, and that is the rub.

"We're not looking for new fields to conquer," Advertising Manager R. A. Wright says, "so we concentrate on our recognized territory, while offering what we feel is a display of public service.

Good Spots Wanted

At the Eastern States Exposition, West Springfield, Mass., the clock was set up, altho the Ruppert brewers had the beer exclusive on the grounds. Given a good traffic area, a Guinness stipulation, the clock drew its share of a record 456,370 ESE patrons in eight days and of the 145,729 record gate at the Great Danbury (Conn.) Fair.

The company transports the clock on a trailer to and from location. At Coney Island it was set on a permanent-type foundation, but the plan is to exhibit it from the trailer in the future. Locations are expected to provide publicity tie-ins, and any necessary fences, lumber, shoring, etc.

Insured for \$50,000, the timepiece represents years of labor. Its operation is supervised by Philip Scherer, Guinness electrical engineer, who sets it up. A company representative who can offer a good spiel serves as a talker and hands out literature about the attraction. At Danbury Charlie Merkin handled the chore in his Scot brogue, and at ESE the talkers were Jack Morrissey and Jim McGowan.

Wright has been sitting on several fair requests for 1954 and does not intend to confirm arrangements until about five months prior to the events.



GEM CITY SHOWS

COMBINED WITH

DAN RICE CIRCUS

MENAGERIE

"Offering You Far More in '54"



The diamond of the midways, "GEM CITY SHOWS" was born ten years ago in Quincy, Illinois, the Gem City of the Midwest, thereby getting its name. Each year, oftentimes against trying and adverse conditions, THOMAS D. HICKEY, owner-manager, has tried to bring forth a newer and better midway, free of smut, unethical practices and what have you.

The year 1953 just past, his show played to the largest paid attendance of any year in the past. The Fair route enjoyed by the "GEM" was by far the most profitable and best established of any of his routes yet. Many of the dates had been signed as repeats in 1954, other dates of equal caliber will be signed here at the OLD SHERMAN HOUSE. WHY?

Because today "THE GEM CITY SHOW" is the only show of any size, railroad or truck, presenting as a good-will gift each day a \$100,000 Circus Unit of trained and untrained wild and domestic animals FREE! understand FREE! There is everything from chattering monkeys to a 4-ton blood-sweating hippopotamus.

Yes, friend secretaries and brother showmen, this is the bulk of the COLE BROS. CIRCUS menagerie and we have acquired and added to our

GEM CITY SHOW

Still date auspices, fair secretaries, independent showmen, ride operators and concessioners, talk with us before you do business for '54. We know we have more. Listen to our plan for pep, for profit, for all that is new on Fair midways.

160,000,000 people wanted a change, and they got it, now we are going to have to dig for that dollar.

See us in our suite at Hotel Sherman, Chicago, Illinois, during the convention or at your State meetings

RAY MARSH BRYDON Exploitations
THOMAS D. HICKEY Owner-Manager
DON GRECO Concession Mgr.



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Jack Ruback's FAMOUS ALAMO EXPOSITION SHOWS



Equipment and Shows You'll Be Proud to Play:

- 15 RIDES • 10 SHOWS
- 40 CONCESSIONS • LIGHT TOWERS • SEARCHLIGHTS

See me at the Hotel Sherman during the meetings.



JACK RUBACK
Owner-Manager

NOW BOOKING

Rides, Shows, Merchandise Concessions for the Biggest Spring Celebration in the U.S.A.—THE BATTLE OF THE FLOWERS (Streets of San Antonio) in San Antonio, Tex., April 19 to 24, 1954. Also Charro Days, Brownsville, Tex., Feb. 20 to 28, 1954.

FAIR SECRETARIES

We are now arranging our route for 1954. If you are looking for one of the finest Motorized Shows, contact us. Our 1954 Show will be bigger and better than it was in 1953.

Fair Secretaries, take notice: This is our 30th Annual Tour; if we contract your Fair, we will play it.

ALAMO EXPOSITION SHOWS

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RAY WILLIAMS SHOWS

The Show you can depend on for a real performance. Fast becoming one of the finest Motorized Shows in the Midwest and South, with the "Know How" to Increase Your Midway Grosses.

FAIR MEN AND CELEBRATION COMMITTEES

We are now arranging our 1954 Route, and our tour will include Midwestern, Southern and South-eastern States. Contact us before you sign a show for your midway. **OUR THANKS TO THOSE FAIR AND CELEBRATION MANAGERS** where we had the privilege of performing in 1953.

RAY WILLIAMS—Owner

See Us At The Sherman Hotel During The Convention
And At Your State Fair Meetings

RAY WILLIAMS SHOWS

Winterquarters: Jay, Florida

SHOWMEN—CONCESSIONERS

We can use a few top-notch Shows and Attractions for our improved 1954 Route of Fairs and Celebrations. We are interested in booking high-class Merchandise Concessions and will sell the "Exclusive" for the season on certain Concessions to high-class operators.

DAVE PICARD—Manager

Success At Start

A NEW fair, unusual in that it is the only one sponsored by a newspaper, entered the field in 1953. And the event, the Tri-State Exposition, Evansville, Ind., proved a smashing success for commercial exhibitors. The site of the fair is Dade Park, Ky., a scant few miles from downtown Evansville. Actually, too, the sponsoring organization is the Courier Charities, Inc., a branch of the enterprising Evansville Courier, whose function it is to raise funds for charitable work.

Normally, the pattern is for a fair to become firmly established before commercial exhibitors throng in and reap the benefit. But Tri-State's experience was a complete reversal of that thinking.

A large number of companies responded to an energetic sales campaign conducted by the fair. Many had never before exhibited at a fair or anywhere else and the success they scored transformed them into confirmed exhibitors.

An executive of the Wolf Heating & Air Conditioning Company, Evansville contractors-engineers, pointed this up. "We believe that at least 30,000 entered our booth," he said. "We know that some 15,000 signed slips. And we estimate that less than 10,000 visited our store in the past seven years. Thus, we concluded that in six days at the fair we had three times as many people as we had in seven years at our store."

A Swift & Company Evansville representative noted that it was the first experience for his company to exhibit at a fair. He declared, "We had many favorable comments on our exhibit from thousands who visited our booth."

Fabric's Center, a home decorating service, chimed in with this comment: "We had a wonderful reception and were able to make many new friends and customers. We now realize the advantage of having a booth at the exposition."

The Kohler Company, plumbing equipment manufacturer, was delighted with its results. "It was a successful opportunity for us to show our products to a large number and we hope that we will be able to continue to be a part of your annual affair."

If, as the saying goes, success breeds success, the new Hoosier fair will continue to climb as an effective showcase for products of all kinds.

SWIFT'S MEAT PACKING PLANT IN EVANSVILLE

PROVIDES \$ FOR PRODUCERS \$ FOR WAGE EARNERS

HOW SWIFT PROMOTES THE SALE OF TRI-STATE LIVESTOCK PRODUCTS

- 1. LOCAL - Wholesale and retail for Tri-State the Swift Co. market local and western customers.
- 2. STANDARD - Swift's meat products are a standard for quality.
- 3. WIDE - Swift's products are sold in all states.
- 4. COME ORGANIZATION - Swift's products are sold in all states.
- 5. TELEVISION - Swift's products are sold in all states.
- 6. MAILING - Swift's products are sold in all states.

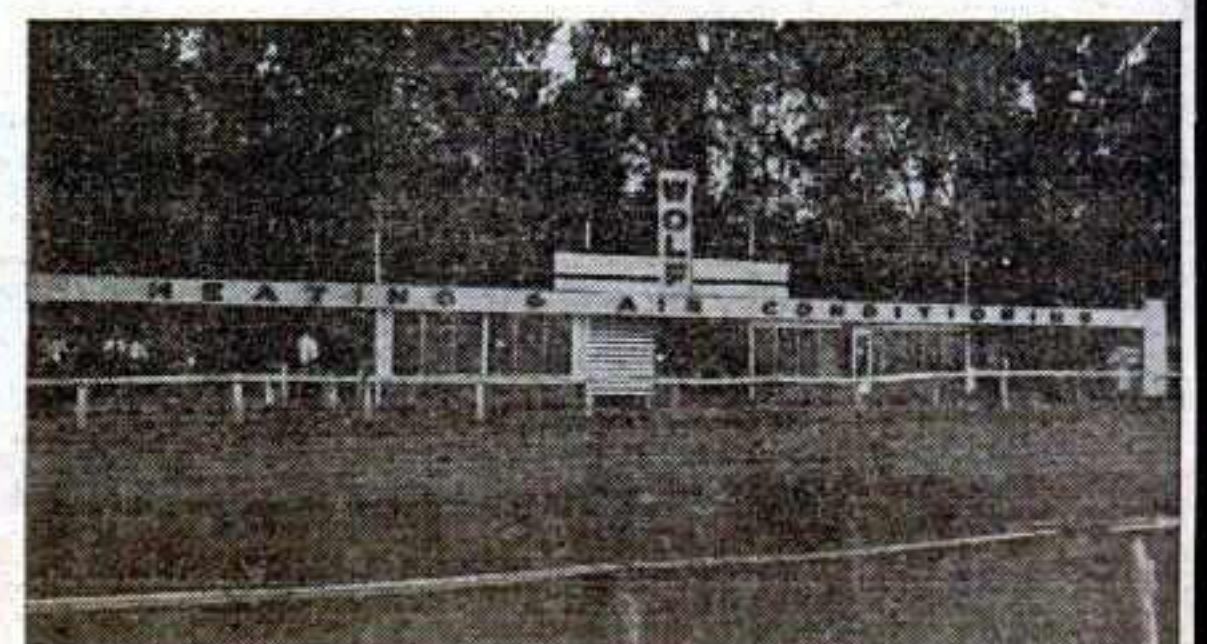
HOW SWIFT'S EVANSVILLE PLANT MATCHES TRI-STATE SUPPLY WITH WEEKEND DEMAND

HOW SWIFT SALES DOLLARS BENEFIT THE TRI-STATE AREA

First time fair exhibitor, Evansville's Swift & Company was "very well pleased" with results at Tri-State Exposition.



Fabric Center reported a "wonderful reception" by fair patrons and that it was "able to make many new friends and customers."



Heating-ventilating contracting company reported its exhibit drew 30,000 in six days, three times as many as were pulled into their store in seven years.

**IN
ALL
THE LAND**

THERE'S NONE BETTER THAN . . .

**WALLACE
BROS. SHOWS OF
CANADA**

"THE SHOW BEAUTIFUL"

SHOWMEN

Now booking for 1954.
Contact me at the Chi-
cago convention or the
address below.

**"JIMMY SULLIVAN"
THE ACCENT IS ON PERFORMANCE!**

There is a reason why Wallace Bros.' Shows of Canada has grown each year in size to the point where 45 72-ft. cars now are required to move it. There is a reason why year after year it has played the choice Western Canadian Fair dates—as well as those in Ontario and Quebec in association with Frank and Patty Conklin.

Consider this record from any angle — the answer is "performance" — combining top rides, entertaining shows, legitimate concessions with "showmanship" that packs the midway every year with satisfied customers.



WALLACE BROS. SHOWS OF CANADA

J.P. SULLIVAN General Manager P.O. Box 442, Toronto Ontario, Canada

DOBSON'S

United Shows

THE QUALITY SHOW YOU WILL BE PROUD TO PLAY

- ★ 10 of the Finest, Newest Rides
- ★ Best of Shows
- ★ First Class Concessions
- ★ Late Model Trucks

FAIR SECRETARIES

Plan now to contact us at the Chicago Convention. We'll also attend the Wisconsin, Minnesota and Iowa Fair Meetings. Let us show you how we can help make your event a success.

THANKS

To all who helped make the
1953 season so successful

DOBSON'S UNITED SHOWS

Winterquarters: Willernie, Minnesota
Phone: Mahtomedi 3888



The new Winston-Salem grandstand, which fronts on one of the best horse racing tracks in the nation, provides excellent viewing. The above photo was taken as the crowd began to build for a thrill show performance.

New Plant Goes Up

ONE of the nation's principal fair rebuilding projects involving a change of location and several millions of dollars is well on its way at Winston-Salem, N. C.

Started only three years ago despite high building costs and the still hard-to-get classification of many needed materials, the fair has already taken shape and gives appearance of having been in existence on its new grounds for more years than it has.

And at the 1953 fair, ground was broken for the erection of a \$1,250,000 arena that will contain permanent seating for 6,340 and temporary seating accommodations for an additional 1,500.

Community Project

It is a community project financed by the Reynolds Foundation, a multi-million dollar heritage that is also playing for the transfer of Wake Forest College from Wake Forest, N. C., to property adjacent to the fairgrounds and eventually for a giant stadium in which the high ranking athletic teams of that institution will play.

While the progress of the fair has been akin to lightning and far beyond the comprehension of annuals which are not endowed, the end of development is not yet in sight, and it may never be, or at least for many years to come, if the public demonstrates its need for the event. If the community, meaning the peoples of North Carolina, show a growing interest in the event, it will continue to expand.

Charles A. Norfleet, trust officer, said that while money is never unlimited he felt that there would be sufficient funds available to carry out all needed projects as they are sanctioned and planned. A proviso in the awarding of Foundation money calls for the matching of the awarded sums. On one occasion a handful of people locally put up \$350,000 in the space of three weeks.

Under Long Study

The Coliseum, planned as a model building, has been under study for some time. Every possible phase of activity has been analyzed so that the building will provide the most good for the most people. It will be used on a year-round basis and professional shows

of all kinds will be booked. The management will be by a three-man commission.

Upon its completion the Coliseum will serve as a commercial exhibit building during fair week thus releasing the new exhibit hall for the stabling of additional cattle. The new beef cattle building, 240 by 60 feet, is overcrowded already. In addition there is a dairy cattle building 60 by 180 feet.

Has Needed Touches

While the building of a fair is a tremendous job, especially in view of its one-week—or in this case five-day—operation each year, the fair management, headed up operationally by Director Jim Graham, has not overlooked the needed relatively small embellishments that help sell such an event to the public.

Decorative ponds well populated with water fowl are already a permanent feature. Restful areas have been provided and some of the most novel entrances seen anywhere constructed. The latter feature huge umbrella-type canopies and gaily decorated panels and tickets boxes.

The exhibit buildings and the grandstand—most of which are constructed of aluminum—have had the bright monotony of their shiny walls relieved by the addition of brightly colored panels and signs. These are so constructed that they can be easily changed or moved about.

Eye More Laid

Modern food stands containing seven units in a bank were built for occupancy by local church and civic groups. They contain complete plumbing, are screened and well lighted. They are painted in white, yellow and gray and all have black counter tops.

Altho the grounds now contain 60 fenced-in acres, Norfleet has his eye on an additional 25 adjoining acres which it appears the fair may acquire before another year is out. The space will be needed for parking, officials believe, especially with the heavy concentration of crowd-attracting events that will soon be taking place throught the year at the fairgrounds and the college and their component coliseums and stadium.

Ambitious tho the program is, there is a bright future ahead. There are a quarter million people within a 25-mile radius. Within 60 miles there are more than a half million. Virtually every last one is a potential patron, fair officials believe. With attendance this year hovering around the 225,000 mark, there is every reason to believe that they are right.

AMERICAN BEAUTY SHOWS

"CONSISTENTLY SUCCESSFUL and satisfactory" are the welcome words which are applied to American Beauty Shows by Fair Secretaries and Auspices Committeemen. These are words of recommendation . . . but, more than that, they reflect a constant attention to the details of successful show operations . . . the details which make any event played a profitable affair.

"THANKS to all" . . . who made our 1953 route a pleasant and mutually profitable one. We are now booking for 1954 and telling our friends about our plans for making our '54 dates even better. We'd appreciate an opportunity to tell YOU, too.

A COMPLETE SHOW

WELL EQUIPPED

WELL MAINTAINED

H. W. BARTHOLOMEW

AND

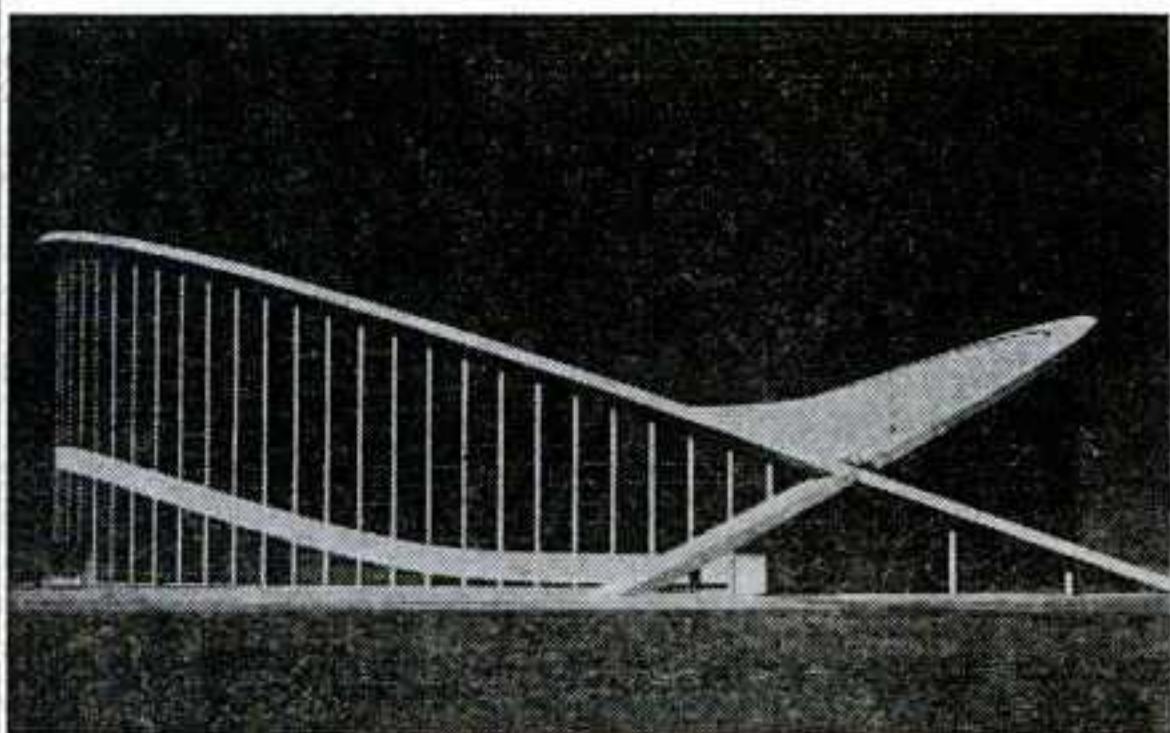
KATHERINE SHARP

Owners and Operators

Permanent address

Box 29, Perryville, Missouri

Telephone Old Appleton, Mo. 2110



The ultra-modern Coliseum of the North Carolina State Fair, completed and dedicated in 1953, is destined to become a symbol of that rapidly expanding event. The structure won numerous prizes for design and construction. Other buildings and expansion plans are in keeping with this modern trend.

Dorton's Doing!

THE completion and dedication this year of the awesome and altogether beautiful Coliseum at the North Carolina State Fair, Raleigh, has given that event a symbol in the form of a highly functional edifice that in publicity value alone may well justify its \$1,800,000 cost.

Even at the sketching stage the edifice was acknowledged for its uniqueness and the course of its final planning and construction was followed with literally world-wide interest in design, architectural and building circles.

Pushed by Dorton

With the parabolic arch construction beyond the ken of many laymen, and indeed many employed in the broad building fields, the structure, nevertheless, had a man equal to the pioneering it represented in Dr. J. S. Dorton, fair manager.

In the face of opposition Dorton wheedled the needed funds from the State Legislature and added to these a big part of the rather considerable surplus of funds built up by the fair under his management. Its dedication marked one part of a dream come true. To round out the happy picture there must yet come a refurbished grandstand, in keeping with the design of the Coliseum, and in the distant future a stadium that will seat 100,000 and hold some of the nation's leading events.

Add Other Bldgs.

Added while the Coliseum was still abuilding, but overshadowed by the dramatic appeal of that edifice, were new buildings to house cattle and other exhibits. They, too, have appeal, for Dorton is not a man to put all of his eggs, or in this instance appeal, in one basket or building.

Even the little things—the countless flags flying at even intervals throught the grounds and the myriad other decorative features fashioned at minor cost—were not overlooked during the hectic building of major units. So when the fair was opened this year it was complete, as it always is, down to minor details.

Dorton and his cohorts have literally moved the earth to make way for bigger and better things. The midway was pushed back half its length to

allow the grandstand to breathe and to allow for the lofty Coliseum to look down benignly on all facets of the fair at more or less equal distance. Before it was created a huge plaza, rough and scarred this year, but destined to be beautified.

New Eateries

The shabby permanent eating stands occupied for years by church and other local groups were demolished and in their stead are modern, attractive units occupied by the same people.

With all of this going on there still was time, manufactured so it seems, for Dorton to arrange for the artificial playing of water on the lake in the grandstand infield and the creation of an old-time exhibit that might well be copied by fairs everywhere. The latter is designed to permanently recapture the nostalgic childhood memories of folks who are now taking their own children to the fair. Many of the exhibits are simple things, such as household items no longer common in modern households. An interesting and more lavish display is the actual making of molasses, something which is very much a part of the heritage of the area and yet something that very few of the fair's patrons have ever seen.

The interest in this exhibit was amply pointed up this year by the hordes of sightseers. It will be perpetuated and changed by adding units which it is expected will be donated. The donor will be rewarded by being credited with the gift.

Sturdy "Puller"

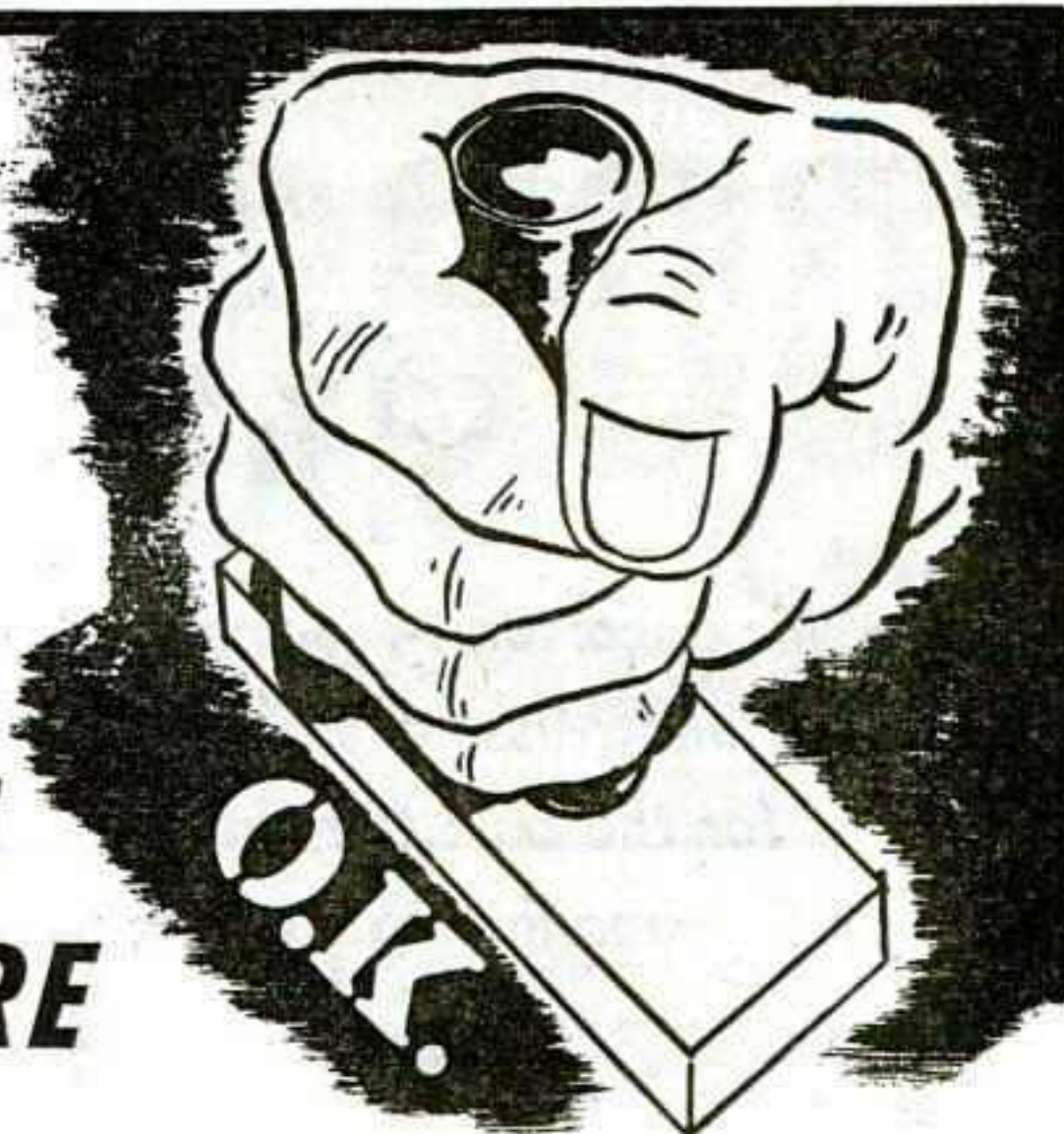
Dorton thinks in terms of "best" and "biggest." That is why he is happy to have the fair run for five days only, opening on a Tuesday and closing on Saturday. In this way he is assured of five of the biggest consecutive days of any fair in the nation. Single day crowds in excess of 100,000 have been reported and the figures are believable when the crowds are seen. The turnout is all the more surprising when the population of the surrounding areas is analyzed. To get the crowds it does the State Fair has to pull folks from its furthest borders and its does.

It is unlikely that there is a person in North Carolina who, shown a sketch or picture of the new Coliseum, would not immediately identify it with the State Fair. Before Dorton and his publicist, John Fox, are thru, it is likely that many folks outside the State's borders will recognize it in the same fashion.

**GOOD CROWDS
STRONG
APPLAUSE**

from

**SHOWMEN &
CUSTOMERS
EVERYWHERE**



**HAPPYLAND
SHOWS**

"THANKS FOR YOUR OK"

We thank the Fair Secretaries and Committeemen who helped to make our 1953 season such a fine success.

NOW BOOKING FOR '54

Fair Secretaries in Michigan, Ohio and Indiana . . . we'll appreciate your consideration for next year, and guarantee you a good show that will make your event a winner in '54.

WANT FOR 1954

Would like to hear now from Showmen and Concessioners interested in joining us for the 1954 season.

JOHN F. REID, Mgr. Permanent Address: 3426 IROQUOIS AVE. Phone WALnut 1-7924 DETROIT 14, MICH.

Mickey Stark's



- ★ **Efficient**
- ★ **Dependable**
- ★ **Considerate**

The Fastest Growing Show in the Midwest

The Most Modern Show on the Road

- ★ Top Rides—Legitimate Concessions — Flashy Penny Arcade—Neon Light Towers
- ★ —Efficient Light Plants—Entertaining Shows — Fun House — Giant Searchlights—Sound Trucks.

Thanks....

To all the fairs and celebrations for which we played in 1953.

Thanks....

To the concessionaires, and our own loyal personnel who made this big season possible. We're looking forward to an even bigger 1954!

NOW CONTRACTING FOR 1954 RIDES—SHOWS—CONCESSIONS

MICKEY STARK
OWNER-MANAGER

RAY SWANNER
GENERAL REPRESENTATIVE

MRS. MARY STARK
SECRETARY-TREASURER

Permanent Winterquarters: P. O. Box 229, Mt. Sterling, Illinois—When Enroute: 390 Arcade Bldg., St. Louis 1, Mo

GRAND AMERICAN SHOWS

Take this opportunity to thank those Iowa and Missouri Fair and Celebration Committees for the part they have played in making 1953 a year of great success.

FOR 1954

WE OFFER FAIR SECRETARIES

"A clean, well-lighted modern midway." 12 of the finest rides • 8 crowd-pleasing shows • 35 reliable concessions plus years of entertainment know-how.

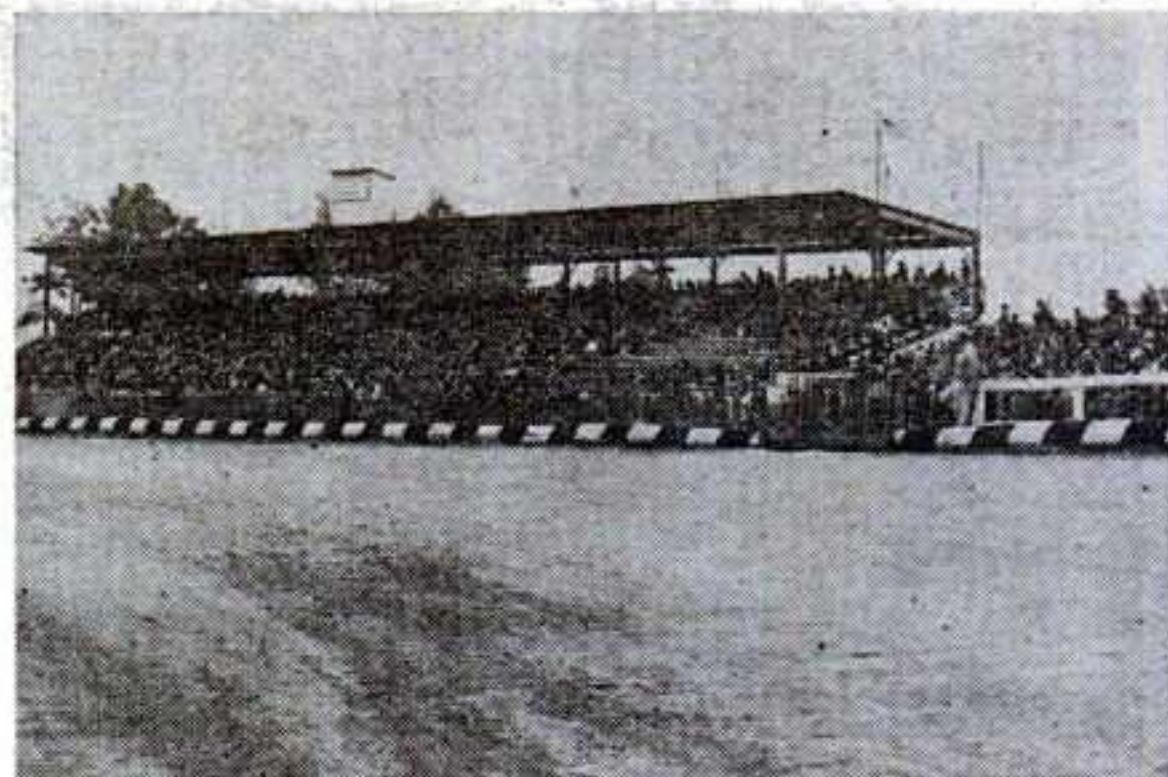
WE OFFER SHOWMEN

A profitable season of big-time still dates, proven fairs and celebrations in the Midwest. Our midway is now open. We are interested in hearing from dependable showmen and concessionaires.

SEE US AT HOTEL SHERMAN, CHICAGO, AND AT YOUR STATE MEETINGS

L. O. WEAVER *Owner-Manager*

PERMANENT ADDRESS: FAIRBANK, IOWA



A modern grandstand and a track suitable for all racing and show events are utilized by the Atlantic Rural Exposition, Richmond, to earn revenue apart from the operation of the annual show. Fair week activities include the usual racing and thrill driving events and a night grandstand show of the revue type.

The Mitchell Touch

A STUTE planning, management and selling has brought the Atlantic Rural Exposition near the top in the Southern hierarchy of fairs in the few short years since the war. An offspring of the old Richmond State Fair, the Atlantic Rural was established on new grounds and built literally from the ground up in a march of progress that defied recurrent sieges of bad weather and the drawback of a new and somewhat isolated location.

decorative features were spread throught the grounds to make for an enticing festive atmosphere.

Special Events Help

Special events, including a weekly barn dance and wrestling shows in the Coliseum, drew good crowds and served to familiarize the location to many thousands of future fair patrons while making extra dollars for the event. This year it was again possible for the event to adopt the State Fair title and everyone connected with selling the show to the public is happy as a result.

In general the reconstruc-



Mitchell's ingenuity is exemplified in the entrance to the Poultry Show. Caricatures of the chicken family adorn the front and seats are provided outside for foot-weary visitors.

This year for the first time since it moved to the Strawberry Hill location, the fair got a good break in the weather and attendance, for the 11-day show soared up around the 400,000 mark. The sights now are on the 500,000 mark and Mitchell, for one, is confident that it will be attained in the not too distant future.

Mitchell's Aim

Setting up a new fair on a virgin tract of land encompassing nearly 400 acres is no small job. Even with the ex-

tion of the event followed the planning of the late Charles A. Somma, long-time head of the Richmond Fair, who had plans for moving the event to the new grounds after the war. The acquisition of the fair property after his death by the Atlantic Rural group made possible the continuance of the event in solid fashion with the backing of public spirited citizens who accepted a non-profit form of ownership.

Injects Showmanship

The initial showings of the revived annual were not what they should have been. The emphasis was almost wholly on cattle. The awesome name perhaps acted as a barrier to some potential fairgoers. Showmanship efforts were feeble.

New life and knowledge of how to attract people came with the appointment of J. A. Mitchell as general manager. Mitchell was known for the building and selling job he had done with the Anderson (S. C.) Fair as an official of the Chamber of Commerce. His specialties were showmanship coupled with a sense of the necessity of making a dollar to insure the continued successful operation of an event.

Mitchell brought with him a knowledge of how to make plain physical presentations beautiful at low cost. False fronts attractively painted and further enhanced by the use of indirect lighting glamorized the otherwise drab hanger-type buildings used to house exhibits. Cheap but attractive



Arch-type sign advertising the grandstand is one of many attention-getters on the grounds. It can be seen from the front of the grounds and serves to remind patrons of the events that will take place in the stand.

penditure of several hundred thousands of dollars and the paving of more than two miles of roadway the job has the appearance of not yet being done. But if the improvements continue at the pace set, it won't be long before the rough edges have disappeared.

Mitchell has a good idea of what he would like to do. A grouping of permanent exhibit buildings constructed by national advertisers and tied in with the anniversary of the Jamestown Exhibition would make for an added worthwhile feature and help populate the spacious grounds.

Mulls Kiddieland

A specialist in earning revenue apart from the actual operation of the fair, Mitchell is currently studying the possibility of creating on the

(Continued on page 157)

J.J. FREDERICK'S MOTOR STATE Shows

THE CLEANEST SHOW ON EARTH

**MICHIGAN
OHIO
INDIANA**

THANKS

To Fair Secretaries and Committeemen who helped make our 1953 tour the most successful in the history of our organization.

FOR 1954

We Offer Fair Secretaries & Committees

12 Rides—Twin Ferris Wheels
3 Shows of MERIT
25 Legitimate Concessions

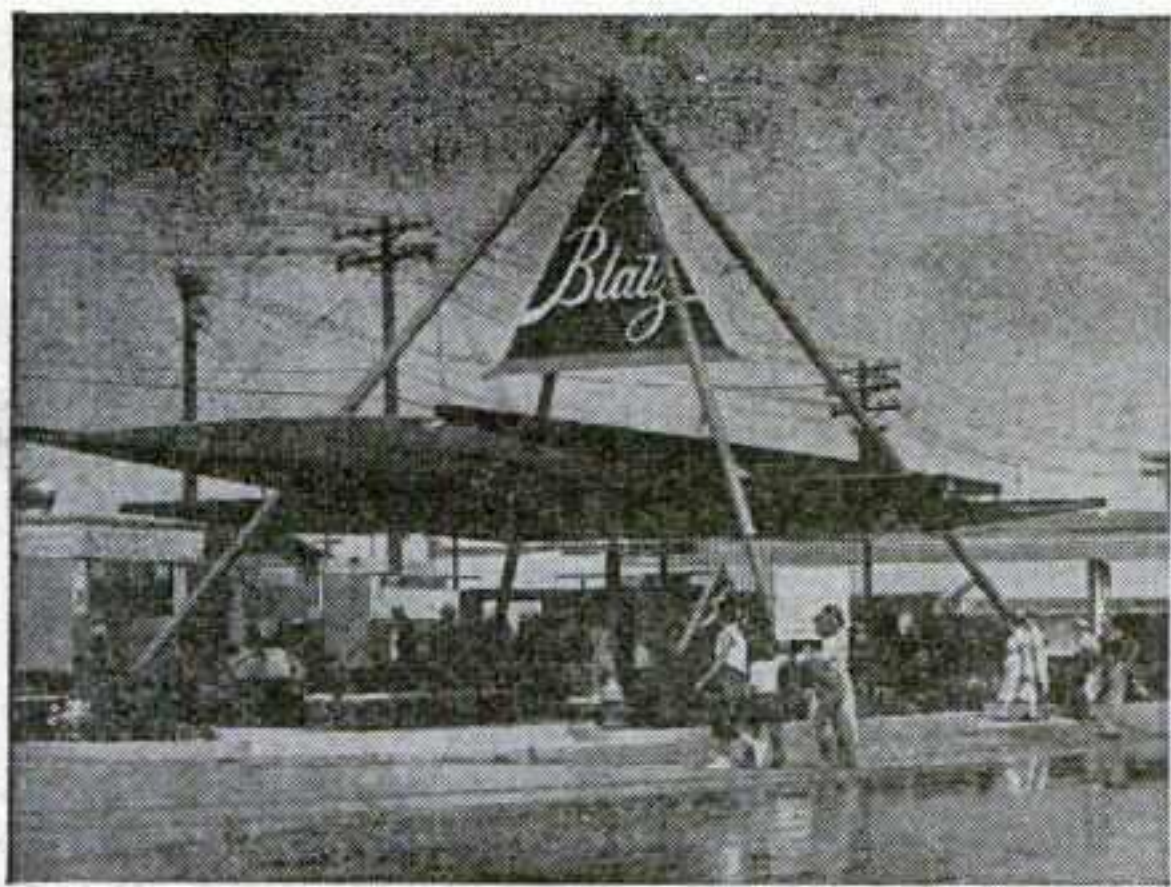
Our past reputation is your best guarantee of future reference and satisfaction.

We Offer Concessioners & Showmen

A long sure season of the best still dates and celebrations, followed by a route of Fairs.

JOE FREDERICK
Owner & Manager

2263 Newton St.
Detroit 11, Mich.



Brewer Provides Comfort For Weary

Colorful, Ultra-Modern Rest Area Creates Good Relations Among Footsore Fair Patrons

DIGNITY in the sale of beer has for years been a long suit at the Wisconsin State Fair, Milwaukee. This was further emphasized this year thru an ultra-modern rest tent built by the Blatz Brewing Company.

A long-time company policy prohibits the serving of food or beer on its premises. But the brewery spared no expense in providing a tent that proved a popular oasis for foot-weary fair-goers and gained the firm an immeasurable quantity of good public relations.

Originated by Design Directors, Inc., Chicago the unique tent consists of four 44-foot steel tubular legs, eight inches in diameter, joined at the top to form a frame for the tent. Suspended from the top, which measured 35 feet high, is a 16-foot Blatz triangular sign. Immediately below the base of the triangle is a double-deck canvas cantilever joined only to the four legs by laminated wood beams which support the canvas decks. The top deck, lemon yellow in color, is 70 feet long and 24 feet wide, while the transversed lower terra cotta deck is 48 feet long and 24 feet wide.

Strategically located opposite the main entrance to the grandstand, the area is backed by welded steel frame fencing with interlaced canvas panels in contrasting colors of lemon yellow, turquoise and terra cotta.

The floor is of reinforced concrete, and 15 benches, complete with sponge rubber cushions, proved lures for the tired patrons. As a point of interest inside the sheltered garden was the valuable collection of beer steins formerly part of Ripley's "Believe-It-or-Not Show," now owned by Blatz. Nearly 100 were on display in glass-enclosed cabinets, ranging in size from some of the smallest up to a 53-inch number that has a capacity of 32 quarts. Also in the tent was a picture series, showing the brewing process.



Johnny Logan, shortstop of the Milwaukee Braves (left), was one of many celebrities who visited the unique tent. Here he is examining the brewery's valuable stein collection with Louis E. Wheeler, Blatz sales director.



LAGASSE AMUSEMENT COMPANY

12 WHITCOMB STREET
HAVERHILL, MASS.
Telephone 4-6461

EVERYTHING IN AMUSEMENT ANYWHERE IN NEW ENGLAND

For 8 years, during the off-season, we have been specializing in street lighting and decorating for the Christmas Season.

The following cities, so far, have contracted for this service with us for the 1953 season:

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|-------------------|-------------------|
| Haverhill, Mass. | Cambridge, Mass. |
| Lowell, Mass. | Newton, Mass. |
| Marlboro, Mass. | Saugus, Mass. |
| Leominster, Mass. | Portsmouth, N. H. |
| Andover, Mass. | Claremont, N. H. |

WRITE, WIRE OR PHONE FOR DETAILS

For the Best in Entertainment You Can't Beat...

GREATER DIXIELAND EXPOSITION

FEATURING
A Solid Lineup of Thrilling Rides, Pleasing Shows, Legitimate Concessions.

FAIR SECRETARIES • COMMITTEE CHAIRMEN

Before you sign up for 1954, check with us. Year after year our route has been growing, our repeat dates increasing. Discover for yourself the reasons. . . .

Greater Dixieland Exposition

WINTER QUARTERS: FOREST HILL, LOUISIANA JIMMIE HENSON
Owner-Manager

BYERS BROS.' Shows

1953 SAW THE REBIRTH OF THE BYERS BROS.' SHOWS

We Came—We Saw—We Conquered to such an extent on our initial Tour, that for 1954 we will emerge from Winter-quarters with a much Better and Larger Show.

FAIR SECRETARIES CELEBRATION COMMITTEES:

When you contract for a Show, you have certain Questions you want to ask . . . You'll always get the assuring answer . . . because Byers Bros. Shows have satisfied everyone . . . everytime.

DEPENDABLE SHOWMANSHIP

See us in Chicago and at your State Fair Meetings, or Contact us at the address below for 1954 engagements.

SHOWMEN RIDE OWNERS CONCESSIONAIRES

Now booking for 1954. Tell us what you have. We can assure you of a Money-winning Route.

Complete

BYERS BROS.' SHOWS

Carl W. and James W. Byers, Owners-Operators

Permanent Address: 302 FOSTER DRIVE, CORPUS CHRISTI, TEXAS



Canadian Climber!

Quebec Expo Continues Rise In Tune With Province; Shifts Accent as Area Goes Industrial

By JIM McHUGH

QUEBEC'S Provincial Exposition has kept pace with the times. In some 30 years it has progressed from an event at which cattle and horse entries were tied to fences, in lieu of proper stalls, to a grouping of large, permanent and modern buildings.

Building and one will be ready for 1954, a structure 200 by 150 feet. Even with the supplemental building, which will take the overflow from the present 300 by 200-foot structure, Boucher is not at all sure that more space will not be needed—if not next year then the one after that.

In the process its attendance has grown from some 50,000 for the length of the run to close to 400,000 paid. It is an unqualified success with institutional prestige. Moreover, the promise of the future is equally bright.

A couple of years ago, adjoining land, having a 700-foot frontage on the highway and 1,200 feet in depth, was acquired. It must be drained and filled. The need for it is great, since now on a clear Sunday or Labor Day the spacious parking facilities are exhausted by early afternoon. Since people from the outlying districts must come by automobile, more room is needed to accommodate them.

Boucher Looks Ahead

The planned future is almost in the present—at least the way Emery Boucher, manager of the event since 1934, views it.

"I'd like to have 10 more years at the exposition," Boucher says. It's obvious that his plans carry at least that far and that their completion would mean a greater plant and crowds larger by 100,000 or more persons.

Quebec Changing

Quebec is in a transitory phase, turning now into an industrial province. The change has just begun and will continue for many years. With it the province will grow and the exposition along with it.

The exposition is operated by the city and this is good in that it has a stability difficult to obtain otherwise and a big percentage of the patrons are thus afforded a small sense of ownership. But its appeal is larger—thruout the province, in fact. Only thus can it hope to top the 400,000 mark, then the 500,000 mark and so on.

Building Need

With the event well aware of the presence of thousands of visitors on the grounds, Boucher is still able to think of and plan for the future. With the exhibits in place, he is even more aware of the need for a new Industrial

Coliseum Lucrative

The current pride and highly lucrative part of the exposition is the Coliseum, a 10,000-seat structure built only a few years ago to replace the building destroyed by fire. Harold Steinman's Hippodrome of 1953 packed the building nightly at this year's fair. Thru the winter months, hockey pulls the same capacity crowds.

Novel Lighting

Hardly a year goes by without some permanent improvements. While buildings must await earnings, the management makes sure that the patrons are greeted by different and appealing attractions each year. Novel lighting does the trick. Literally hundreds of light bulbs are used in intricate designs to catch the eye and to create the impression of newness, or at least change. This year the major buildings, fronting on an attractively landscaped quadrangle, were outlined by the gaily colored bulbs.

In this one respect, only, the exposition is old fashioned. It has so far disdained the use of neon or fluorescent tubing in its decorative lighting.

OUR SINCERE THANKS TO ALL WHO SHARED IN OUR PROGRESS

BUFF HOTTLE SHOWS

THE SHOW YOU'LL BE PROUD TO HAVE AT YOUR FAIR

✓ CHECK THESE FACTS

- ✓ 18 Rides
- ✓ 50 Concessions
- ✓ 8 Shows
- ✓ 6 Light Towers

Plus a record of repeat bookings that averages over 90%.

That's why this is the show you'll be proud to supply your midway.

BUFF HOTTLE, Owner

HAL "ROMEO" DUNN, Mgr.

SEE US...

At Chicago Convention or the Iowa, Indiana, Illinois, Missouri, Tennessee, Kentucky and Louisiana meetings.

SHOWMEN

Plan now to tie-up with a show that plays only the real winning dates. What have you to offer? Only interested in worthwhile attractions and concessions.

BUFF HOTTLE SHOWS

WINTER QUARTERS:
BOX 833
COVINGTON, LOUISIANA

Daisies Do Tell

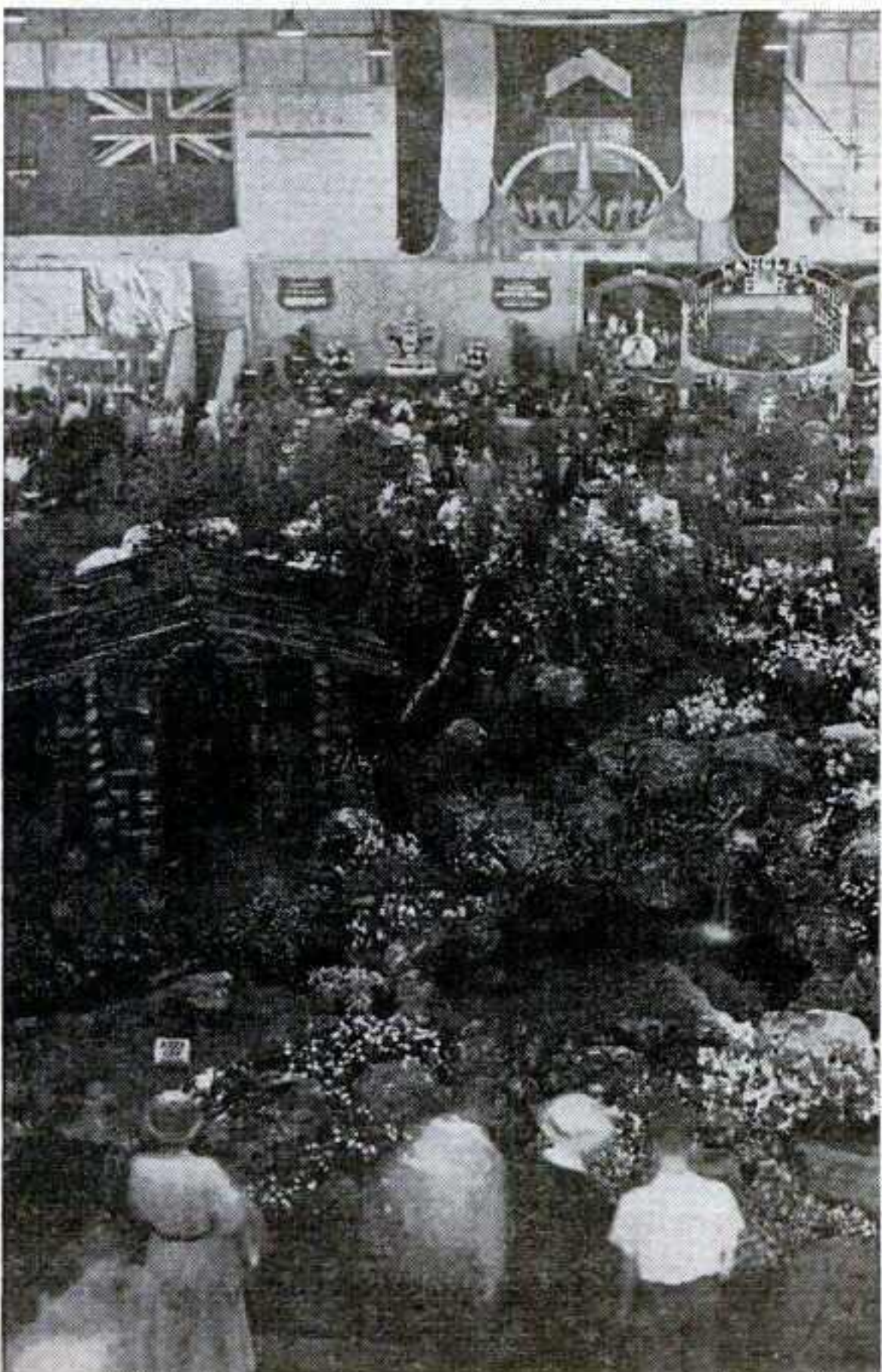
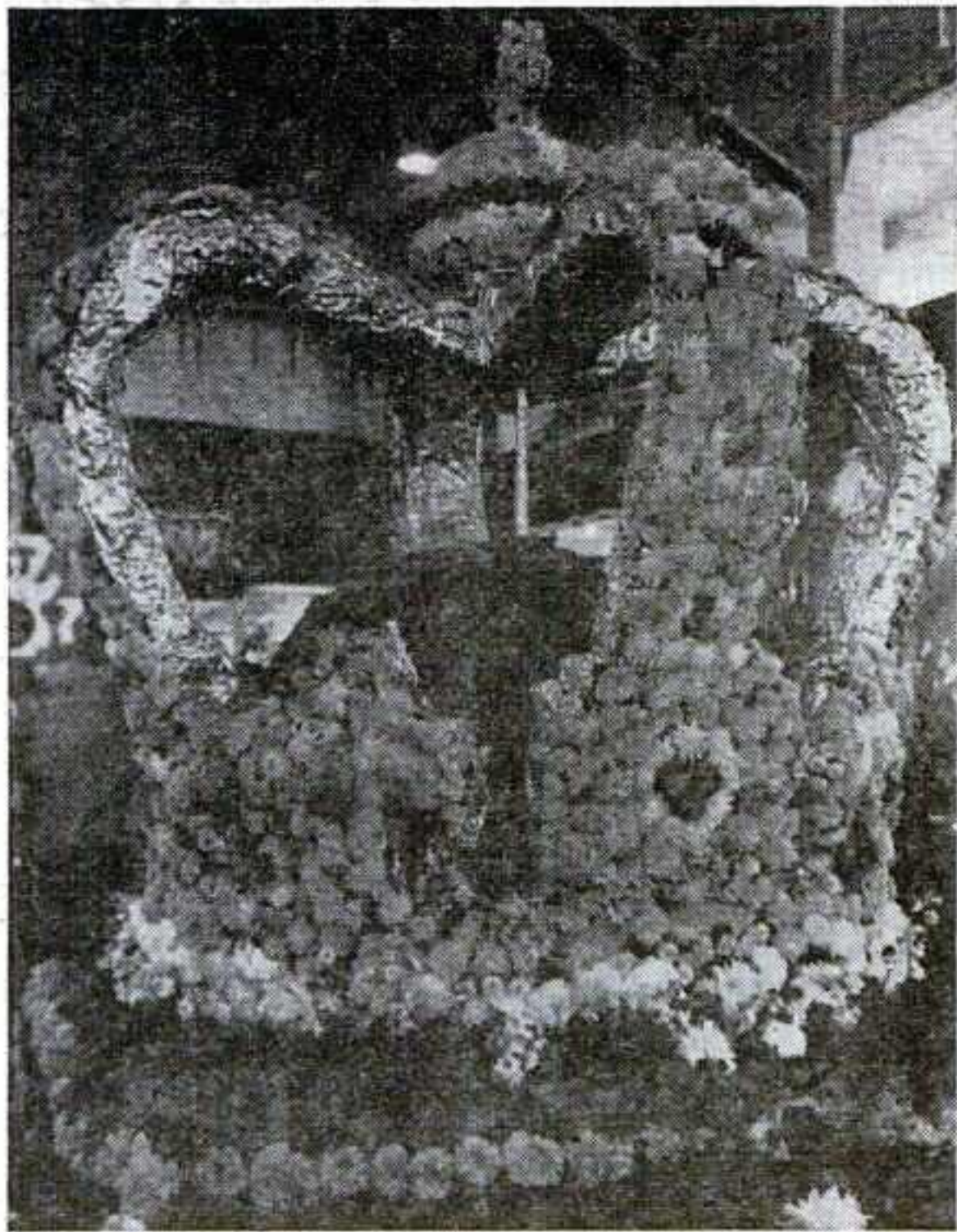
Flower Show at PNE Mirrors Vancouver's Pride in Gardens

CONVINCING proof that a sound fair is a true reflection of its drawing area is emphasized by the superb flower show of the Pacific National Exhibition at Vancouver, B. C.

Year in and out, the floral exhibits are outstanding, not only in execution but also in the gorgeous blooms. In this, the show mirrors the time, effort and money Vancouverites put into their pride and joy—their gardens, public as well as private.

Few major cities can begin to approach the British Columbia city in its gardens, nor in the pride residents take in them. Ideal climate, moderate, both winter and summer, is a big factor. So, too, is the precipitation spread thruout the long growing season and usually neither too heavy nor too light.

The art of the floral designer and flower arranger is evident in the excellent displays and designs at the PNE. Notable this year was a huge informal garden, the high spot of the show. Vying for attention with it was a huge coronation crown, done entirely in flowers.



Enthusiasm of Vancouverites for their gardens is whetted by the superb floral displays at the Pacific National Exhibition. At top, strikingly attractive coronation crown, done entirely of flowers, and, below, the informal garden were high spots of the PNE's outstanding flower show.

HIT THE BULL'S-EYE

WITH...

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

Thrilling Midway Attractions of Big Rides, Shows and Concessions—drawing crowds that spread the news and return again and again.

IT ALL ADDS UP TO GREATER SUCCESS FOR YOUR FAIR OR CELEBRATION.

See you at your Winter Fair Meetings

JOHN H. MARKS

P. O. Box 771 Richmond, Virginia

Southern VALLEY Shows

With the Latest and Best in Rides and Shows . . . including high-quality Concessions . . . and spiced with "know-how" and a "knack" for the new and unique.

NEW SHOWMANSHIP IDEAS

SHOWMEN . . .

We are always interested in quality shows and new, unique, strong attractions. Please let us know what you have.



CONCESSIONAIRES . . .

Opening for good top-grade Concessions. If you want a profitable 1954 Season get in touch with us.

Thanks to

Everyone who helped make our 1953 Season the Best we've ever enjoyed!



IF YOU ARE LOOKING FOR A QUALITY SHOW . . .

Southern Valley Shows can provide it. We'll be at the State conventions in Arkansas, Louisiana, Mississippi, Missouri and Illinois.

EDDIE MORAN, Manager SOUTHERN VALLEY SHOWS

1301 Emerson St.

Monroe, Louisiana

ATTRACTIONS FOR '54 **NEW** **RIDES FOR '54**

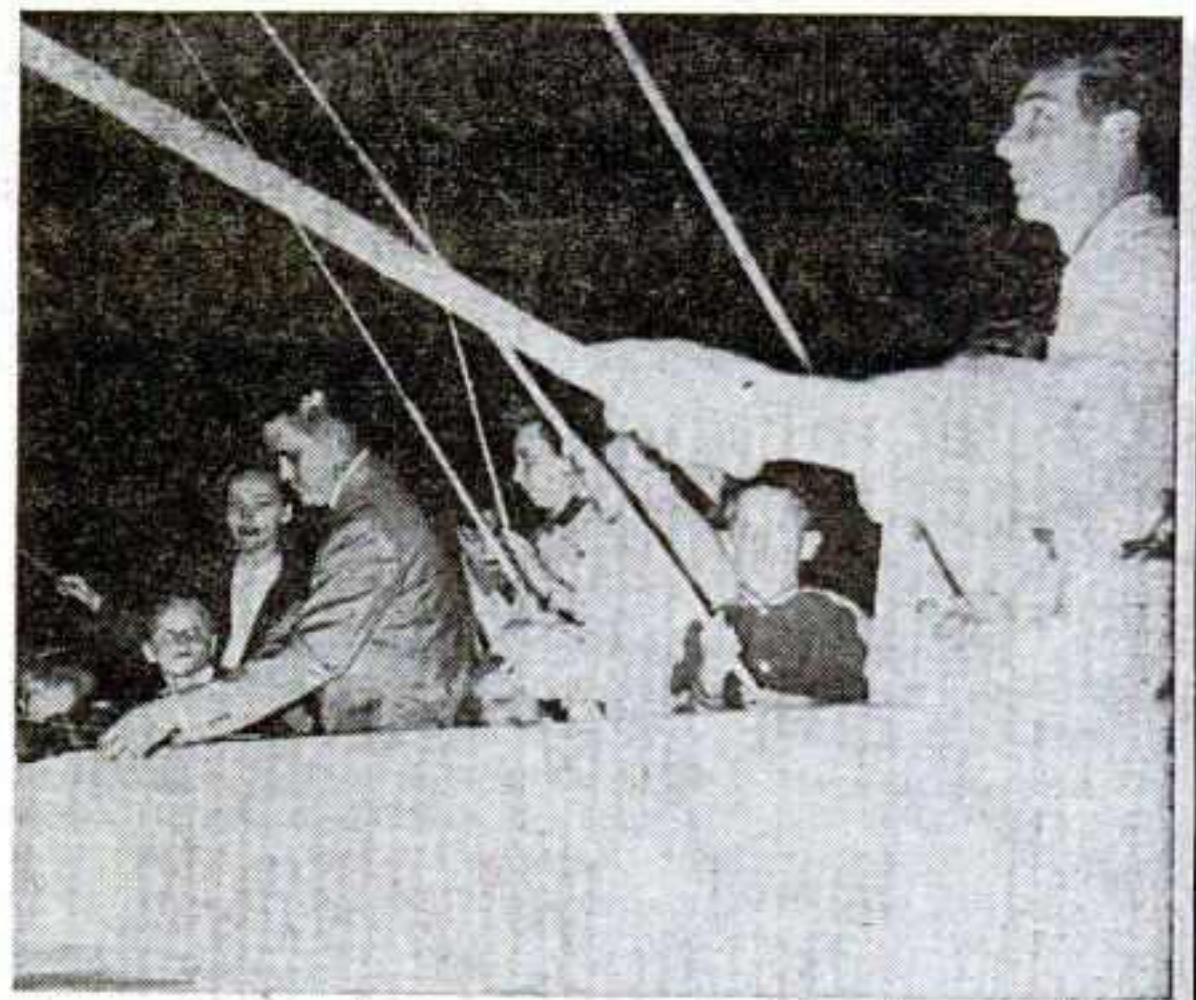
T.J. TIDWELL SHOWS

FAIRMEN AND CELEBRATION COMMITTEES
In the Far West and Southwest
 We Offer you the Finest Motorized Show in your Territory. We promise you a Midway which will please your Patrons. Contact us before contracting for your 1954 Event.

OUR THANKS
 To the Fairs and Celebrations where we had the pleasure of showing the past season. You again made possible a most successful Tour.

SHOWMEN-CONCESSIONAIRES
 We are now booking Shows and Attractions for our 1954 Season. Can place Legitimate Concessions of all kinds.

Address: T. J. TIDWELL, Mgr.
 Permanent Winterquarters: Box 954, Sweetwater, Texas



The trout fishing in a tank was one of the key attractions at the exposition.

Sportsmen's Pitch Clicks, Makes \$\$

Midwest Recreational Expo Bow Draws Outdoor Sports Fans, Yields Profit to Fair Board

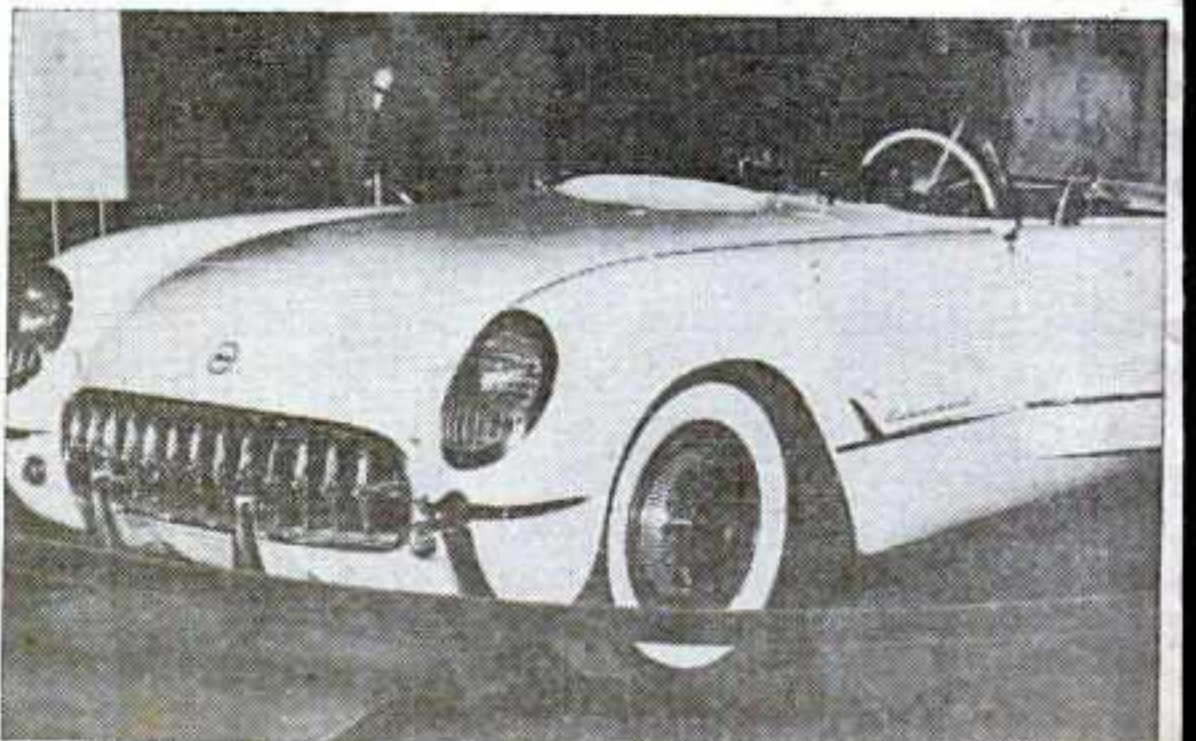
THE TULSA STATE FAIR, aware of an expanded trend toward recreation, this year went all out on its first Midwest Recreational Exposition. The feature not only pulled thousands of outdoor-minded Oklahomans to the fair but proved to be a money-maker.

Located in the fair's big Texas and California buildings, a half-mile of exhibits included some 40 late-model automobiles and sports cars in addition to a vast array of fishing and hunting regalia and the latest in camping gear used at the near-by Ozark playground area.

Most popular attraction of the show was a huge trout tank, where for 50 cents fishermen could pit their angling skill against hundreds of trout brought to the fair from an Arkansas resort.

Also displayed were such items as speed boats, cabins, barbecue pits, archery equipment, hotel and motel furnishings, and plastic swimming pools. Special information on various resorts was available at a number of booths and the State Planning and Resources Board came in with several exhibits that provided detailed and picturesque accounts of the countless spots in the Midwest available for recreation and relaxation.

Fair executives were more than pleased with the unexpected profit and were also confident that the show had accomplished its aim of better acquainting the public with the recreational facilities available to them in the surrounding five-State area.



Hundreds of patrons at the Tulsa fair's sports show gathered lore on camping and cooking at the booth shown in the top photo. Representative of the sports cars on display in the auto show section was this Chevrolet number in the photograph directly above.

QUALITY AND QUANTITY WITHOUT QUESTION

C.A. STEPHENS SHOWS

SECRETARIES AND COMMITTEES
 Pleasing YOU and YOUR PATRONS is our concern . . . and it's done thru quality of shows, rides and concessions and by quantity, having the right numbers of the right kinds of shows, rides and concessions. Let us PROVE TO YOU our reputation . . . and TALK TO YOU about your carnival for 1954.

SHOWMEN-CONCESSION OPERATORS
 We can use a few quality attractions and concessions for the coming season. Get in touch with us early for a long profitable season.

The Show with the Long Profitable Season

★
THANKS, EVERYONE
 from
C. A. STEPHENS
JOE DUNCAN
 and **JOHN TERRY**

★ ★ ★ ★ ★
 Phone 2981 ★

★ ★ **WINTERQUARTERS** ★ ★
Box 1017 Crystal River, Florida



At least 96,000 people were estimated to have filed thru this seven-room house erected in the General Exhibits Building at State Fair of Texas. Modern prefab house was heavily promoted by both exhibitor and the fair.

Prefab Pulls 'Em

A SEVEN-ROOM prefab house completely furnished and landscaped inside the General Exhibits Building at the State Fair of Texas was one of top exhibits in crowd appeal and interest, helped considerably by extensive promotion campaign put on by exhibitor, National Homes, Inc., of La Fayette, Ind.

The three-bedroom house was "The Ranger," exhibited publicly for first time, designed by famous architect Charles E. Goodman and decorated by former Dallasite Beatrice West, now top interior decorator. House was landscaped by Dallas firm, Lambert Associates.

The structure was jammed for almost entire period of fair. National Homes execs figured they could handle a maximum of 10 people per minute thru the house. Total who went thru it was estimated at 143,000.

House was designed to sell for about \$12,500, but National Homes figured to have spent closer to \$30,000 shipping, erecting, furnishing and decorating house at Dallas. Numerous offers to buy house "as is" were received by company from airgoers.

Company sent nine-man team of experts to Dallas to erect house and kept airplane standing by during entire run of fair. Firm ran good-size ad in both Dallas newspapers each day of fair and for several days in advance. This was followed up by airplane trailing streamer which flew over fairgrounds each day.

Both Goodman and West visited Dallas prior to fair and were interviewed for newspapers and on television. In addition, fair plugged house in much pre-fair publicity and distributed story and picture in mat form thruout State.

The Mitchell Touch

Continued from page 152

rounds a kiddieland that could function thruout much of the year. There is ample space, of course, and Mitchell envisions a corner that could be beautified thru landscaping and provide a restful area for picnicking families.

Virtually isolated at the time the Strawberry Hill location was developed, the fair is now virtually in the back yards of some 25,000 Richmond residents and the development of new housing has only begun in the area. It could be a natural since such installations are virtually non-existent in the city.

Josephine M. Shepperson, fair secretary, is the oldest employee of the event having been associated with the old Richmond Fair for many years. Her's is a thoro knowledge of the event and its patrons and her abilities in fair operation have covered virtually every phase of activity.

J. Linwood Rice, fair publicist, has done a top selling job. In only a couple of years knowledge of the event has spread thruout the State and even beyond its borders as the effort continues to make the annual a truly sectorial activity.

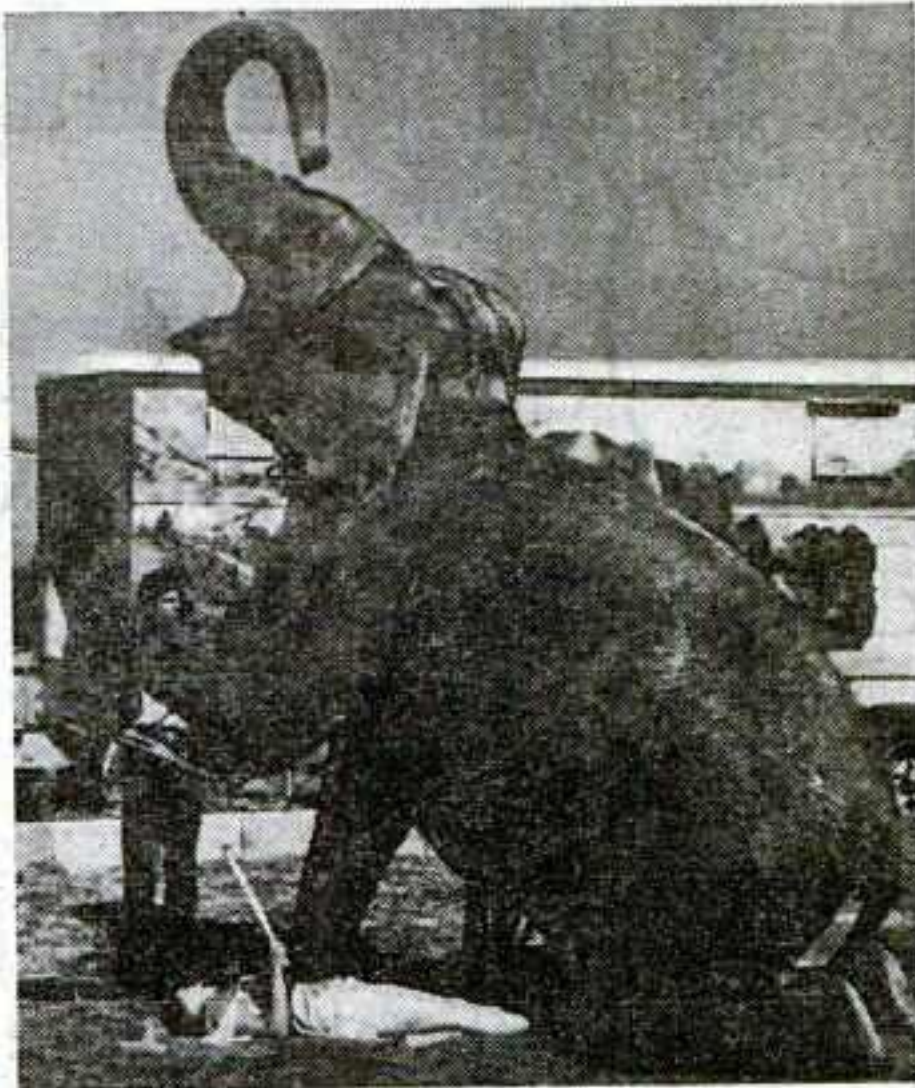
A year ago Rice launched a beauty contest to pick Miss State Fair. The co-operation of many events belonging to the Virginia Association of Fairs made possible the staging of eliminations at annuals running prior to the Richmond show. The eliminations naturally focused attention on the Richmond fair and it will be kept and expanded.

Mitchell, who refers often to his small-town background, found his way in a hurry in a comparatively big town. The big town with its more people merely opened new possibilities for building.

UNITED EXPOSITION SHOWS

"One of America's Most Popular Motorized Shows"

THE ONLY
SHOW THAT
FEATURES
A
5-TON
ELEPHANT
FREE
ACT



- The Finest of Equipment
- 15 Rides
 - 10 Top Shows
 - 50 Concessions
 - Flashy Light Towers
 - Giant Diesel Light Plants
 - 75 Ft. Neon Front

Here's the show that gets the publicity . . . that attracts the crowds . . . that makes money by giving every patron a lot of fun and entertainment for his amusement dollar.

FAIR SECRETARIES CELEBRATION COMMITTEES

Book the show that you know means top business for you. Contact our representative at your meeting or write us at the address below.

SHOWMEN-CONCESSIONERS

We are interested in worthwhile non-conflicting shows for 1954. What have you to offer?

Will sell exclusives on some Concessions. Tell us what you want.

UNITED EXPOSITION SHOWS

C. A. VERNON, Owner-Manager

Winter Quarters, Hope, Ark.

Permanent Mailing Address: 509 N. Washington, Bryan, Texas

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

SETTING NEW STANDARDS IN SHOWMANSHIP

MEN WHO ARE RESPONSIBLE for the Success of an Annual will profit by contacting us for the staging of their Midways.

OUR SINCERE THANKS to the Fairs and Celebrations played by our Shows in 1953. We were grateful for the opportunity to **PROVE** to you that Tinsley Shows can produce the **BEST!**

WE WANT FOR 1954 Concessions and Shows that are worthwhile. We provide an early, money-making route giving you a solid season.

TINSLEY SHOWS

PLAYING THE SOUTHEASTERN STATES OF GEORGIA, TENNESSEE, ALABAMA, NORTH CAROLINA AND SOUTH CAROLINA

JOHNNY T. TINSLEY, Manager

Permanent Address:

Winterquarters: 1209 New Bunkum Road
Greenville, South Carolina

22-A East Court Street
Greenville, South Carolina
Phone: 3-7264

ARIZONA STATE FAIR



HITCH YOUR WAGON TO THE MARE, DO YOUR BRAGGIN' AT THE FAIR!

NOV. 5-14 • PHOENIX 1954

PREMIER MEANS FIRST OR TOPS...

PENN PREMIER SHOWS

world's • cleanest • midway

ALWAYS FIRST AND TOPS WITH NEW IDEAS AND NOVEL PRESENTATIONS FOR YOUR MIDWAY

- TOP** Major Rides
- TOP** Kiddie Rides
- TOP** Midway Shows
- TOP** Concessions

See you at your Winter Fair meetings

PENN PREMIER SHOWS
Lloyd D. Serfass
General Manager
 Tampa, Fla.

Fair Secretaries and Managers

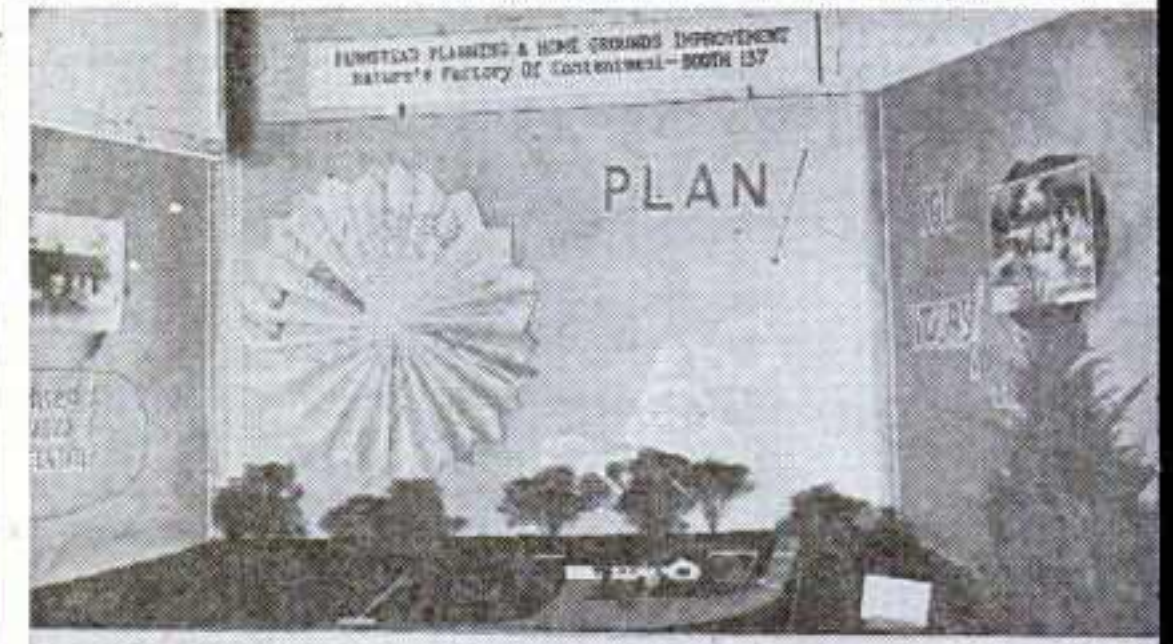
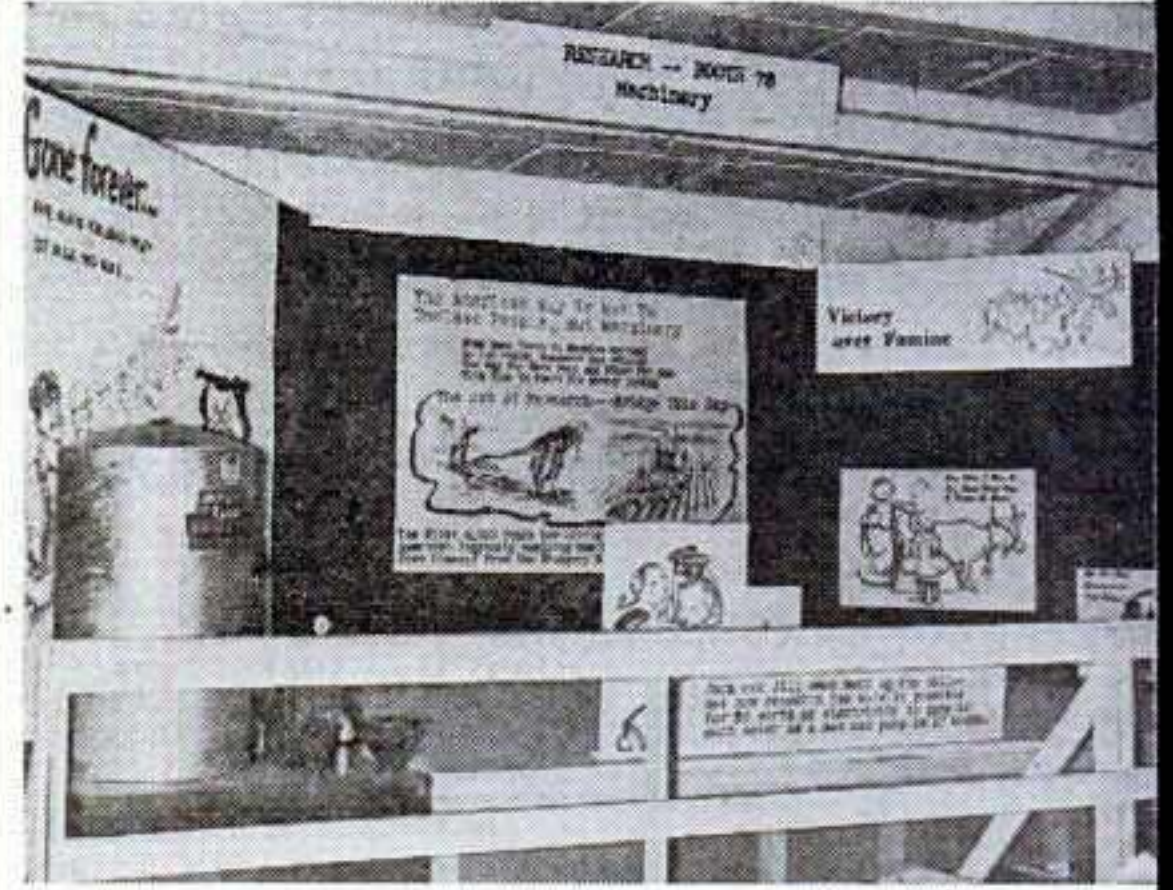
Contact us before you select your 1954 Show.

New Ag Approach

THE TULSA STATE FAIR this year broke all tradition in the presentation of its agricultural exhibits, tossed out the usual rows of vegetables and in their place installed huge, impressive display that better told the story thru series of 150 booths.

Arranged in a circular manner in the fair's big agriculture pavilion, the exhibit was costly, running more than \$20,000, but fair executives said the resulting interest more than made up for the outlay.

The booths, banked by multi-colored flocking, numerous cartoons, signs and decorative trinkets, were divided into four basic divisions. The first was titled "Nature's Original Factory," covering soil, climate, plants and animals. The second division, "Research," illustrated the search for better products, and the third, "Application of Research," told the story of the application of nature's secrets for the betterment of living. The fourth and concluding division summed up the total of the first three under the title "Results."



PREPARED IN 4 DIVISIONS BY OVER 1000 FARMERS AND BUSINESSMEN

1. NATURE'S ORIGINAL FACTORY - Was nature prepared for her as he entered cold country. The full range of raw materials; The Planter-actor and supplier of raw materials; The Planter-conductor of raw materials; the farmer, the farmer and the farmer; and the farmer-conductor and supplier of food and fiber.
2. RESEARCH - Was it intended to bring us to the goal of "Better Living." We seek to see the farmer the farmer and the farmer to see nearly meet his needs and wants.
3. APPLICATION OF RESEARCH - Was it applying the best-known secrets of nature to build a better world for you and me.
4. RESULTS - BETTER LIVING - Many results in making life the best place in the whole wide world for you and me. New ways to improve our lives, new products and better lives, clothing, shelter and the resulting happiness that comes with a healthy, well-kept nation.

THE BIGGEST SHOW OF THE YEAR... ABOUT THE THING CLOSEST TO YOU - YOUR LIFE!

EXTRA COPIES of The Billboard CAVALCADE OF FAIRS and OUTDOOR CONVENTION NUMBER



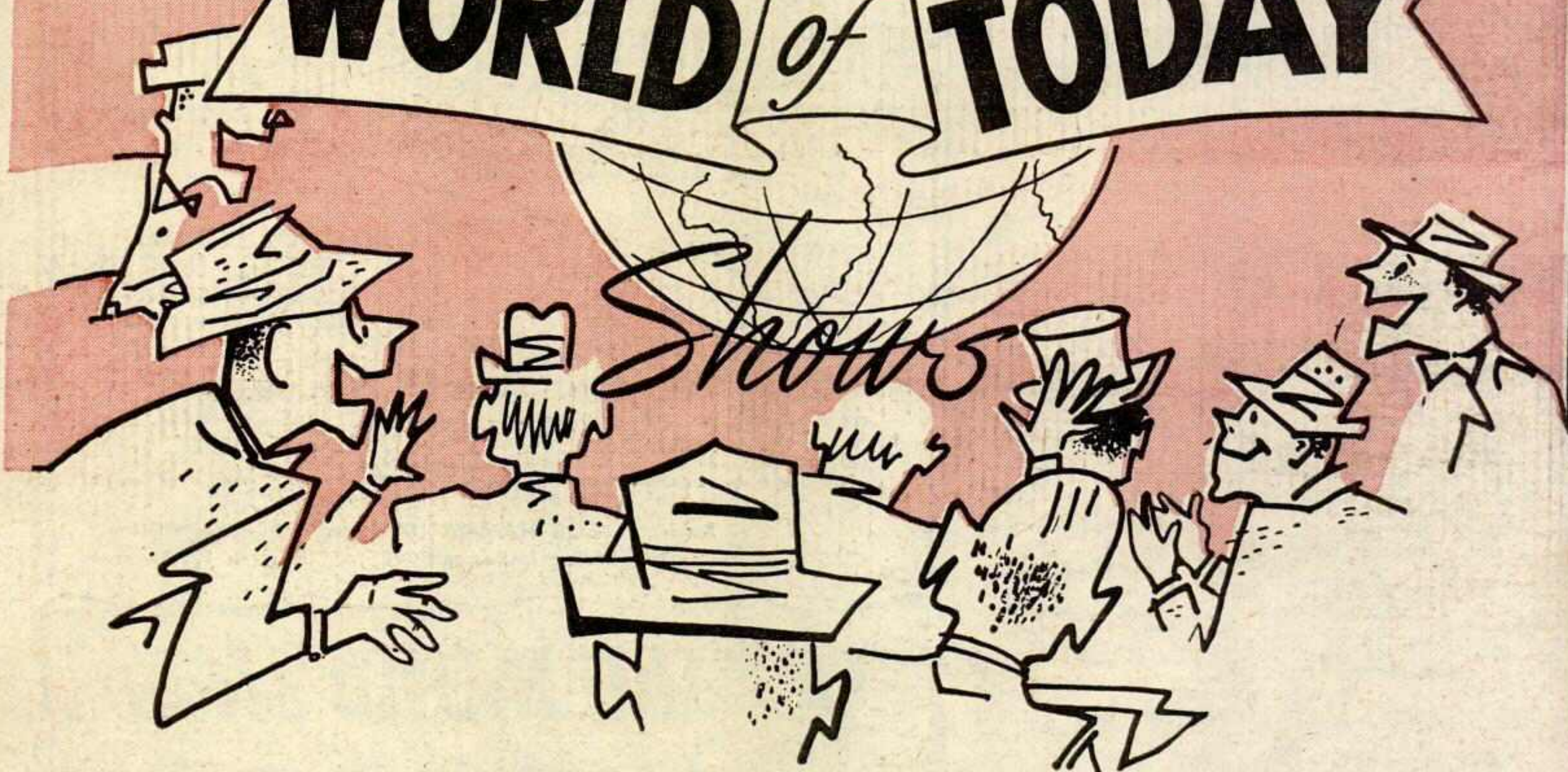
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The Billboard - Circulation Dept
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Name _____
 Address _____
 City _____ Zone _____ State _____

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offering you...



A MIGHTY MIDWAY OF FUN AND AMUSEMENT built on a Mammoth Scale.



A Midway that's a Marvel of Light, Flash and eye-catching Beauty.



A Midway that's thrilled hundreds of thousands of satisfied customers.

SHOW OWNERS—CONCESSIONERS

What have you to offer? The best route in show business is yours if you have what we need.

America's Largest Motorized Carnival Built on Railroad Show Scale and Principal.



WORLD OF TODAY SHOWS

Winterquarters: Muskogee, Oklahoma

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