M. D. Hildreth
On Show Names

Lighted Track
Brightens
Finances

Filasters Flock
To Kid Spot

Running a
Fair Is Fun

Complete List
Of Fair Dates

Bill Hames
Clinics the
Hard Way

April 22
Museum Move
To Build Up

Circus Collections

Mr. Circus:
Floyd King

1953 Rodeo Dates

Fourth of July
Celebrations

Coming Events

Disk Business Grabs
Top Magazine Space

Hope's Service
Record Helps
Get TV Station

RECORD-STAR DEMAND
Parks, Halls Eager;
Names Bank at Pay

Growing Public
Interest Makes
Stars Big News

35th Birthday of
Sandwich, Ill.;
Saturday, June 14. The
Union Stock Yard Company,
anniversary, with 35 th
year, and in commemoration
of the occasion, the company
is holding a banquet in the
Grand Ballroom of the Hotel
Notaras, at 7:30 p.m.,
the guests of honor being
the former employees of
the company. The banquet
will be followed by a dance
in the auditorium of the
Lincoln Theater.

Des Moines Register, 14 April 1953.
Highlight Reviews

2-Hour, Dual-Ford Show Ford TV's High Mark to Date

BOB FRANCIS

It is almost impossible in the space of a short review to do more than the highlights of a two-hour-long Ford TV Special, radio's first show of the century. The Americanaretant camarol Lee Hayard and his top-notch orchestra and orchestra, the show is an instant hit and was well worth the waiting. From this arrondissement, the double exposure and the Ford TV Special "In Our Time," the Ford Television Advertisement Show was the high watermark of telecasting to date. Not only was the program a remarkable success, but it was a show of songs and dance since the turn of the century, but factual re-creation of historical events were included. The program showed Teddy Roosevelt and the Wright brothers, the start of the Ford assembly line and mass production, all types of transportation, with no less than a 90-piece police action. Lowell Thomas reported Department broadcast. Drama-wise, there were many varied presentations, all types of films included. The on-camera scenes were shot in Chicago, New York, Hollywood, and Washington, D.C. The program ended with a somber scene of the coffee-joint scene from "Father" by Roy Slattery, as a manic scene. The masterful Merrill treatment of the well-known "Little" Merrill, was such a man as the actor. A new story opened in the television. "The Shadow," Armstrong was already in the limelight. Merrill, working in New York, was already in the limelight. Merrill, working in New York, was already in the limelight.
Norfolk Outlets Skirmish Over NBC Web Segs

NEW YORK, June 20—Storm flags were flying this week in Connecticut, where a new UHF affiliate, WBCN-TV, and another, WATF-TV, were getting set for a battle for NBC's market share. Campbell Arnoux, bossman at WATF, has his affiliate to switch to CBS in the next few weeks, if NBC doesn't change its ways. Arnoux is reportedly eager to set the stage for a NBC-TV show in addition to the two outlets the station already has. To this NBC-TV objects violently.

The UHF station begins tremen-
dous promotions next week and starts programming September 1. As a prime affiliate, it naturally has first refusal on all NBC shows. Arnoux said to be letting certain NBC broadcaster tell him that the station could adhere to their scheduling. Source states that Arnoux has been compelled to accept this offer, since NBC-TV shows in addition to the two outlets the station already has. To this NBC-TV objects violently.

WOR Names Wilson Press Info Chief

NEW YORK, June 20—Hank Wilson, business news editor for WOR, was appointed to the newly created post of Press Information Chief for those stations. In his new capacity, Wilson will coor-
dinate the stations' regular press information service, formerly under the direction of Mutual's press director, Frank Zuckerman.

Washington Once Over

By BEN ATLAS

WASHINGTON, June 20—Washington-area station WTOP was doing a test run of President Kennedy's 1953 State of the Union address today (12) to view his agency's industrial production. Itsrendard is to produce "more efficient..." its agency and the nation's manu-

Schick-Carter Like 'Showbiz'

NEW YORK, June 20—Electric razor and Carter products are entering the market with the purchase of "This Is Show Busi-
ness," a TV show that originally aired in 1958-59 and 1960. The new series will be on CBS, and the show will appear on the \"CBS Evening News\" program.

Du M Bids for Repeat Airing of CBS \"Toast\'

NEW YORK, June 20—Du M is bidding for a repeat airing of the \"Toast\" show, which was one of its most successful shows last season. The show, which was hosted by Du M president, was among the top ten in ratings last season and is expected to draw a large audience if aired again.

SPEIDEL EYES \"PENTAGON\' SEG\'

NEW YORK, June 20—Speidel was playing around this week, and \"Pentagon Confidential\" is being considered as a possible title for a new show. The show would feature interviews with military leaders and would be produced by Speidel.

Solid Kid Block For Sal. Ayem Filled by CBS

NEW YORK, June 20—With the new season beginning, the CBS network is planning a special block of shows that will air from 8 to 10 p.m. to fill the void that will be left when \"The World of Archie, Betty, and Veronica\" ends its run.

Advertisers Eagerly Add New TV Stations in Small Markets

NEW YORK, June 20—Advertisers are eager to add new TV stations in small markets, particularly those in the Midwest and South. The reason for this interest is the potential for higher ratings and increased viewership in these markets.

Establishing Franchises

Advertisers are reportedly seeking to establish franchises with new TV stations in smaller markets in order to take advantage of the lower costs and higher ratings.

However, a few stations have been held back by the uncertainty of the future of these markets. A few are holding out for further development, while others are waiting for the introduction of new technologies to the market.

The National Association of Broadcasters (NAB) has called on Congress to provide a financial assistance program to help new stations in smaller markets.

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WDEL-TV

Julian H. Wells

WDEL-TV

Reeling in the Daily

WASHINGTON, D.C.—WDEL-TV, the Network's newest station, is expected to begin operations in the near future. The station will be located on the east coast of the United States and will provide programming to the nation's capital.

The station will be owned and operated by WDEL, a subsidiary of the National Broadcasting Company. The station will be located in the heart of the city and will be housed in a 50,000-square-foot facility. The station will have a studio and a control room, as well as a newsroom and production facilities.

WDEL-TV will provide programming to the nation's capital, including news, sports, weather, and entertainment. The station will also offer a variety of local programming, including news and weather reports, as well as local sports events and entertainment programs.

The station will be staffed by a team of experienced broadcast professionals, including news anchors, reporters, and producers. The station will also have a team of sportscasters, as well as entertainment and weather anchorman.

WDEL-TV will be broadcast on a 50,000-watt transmitter, with a range of up to 100 miles. The station will be available to viewers throughout the Washington, D.C., area, as well as to viewers in the surrounding states.

The station will be owned and operated by WDEL, a subsidiary of the National Broadcasting Company. The station will be located in the heart of the city and will be housed in a 50,000-square-foot facility. The station will have a studio and a control room, as well as a newsroom and production facilities.

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Your Lucky Strike Hit Parade presents a special summer service!

During its 12-week hiatus, Your Hit Parade will list in this space
THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

1. Song from Moulin Rouge
2. Ruby
3. I Believe
4. April in Portugal
5. I'm Walking Behind You
6. Pretend
7. Your Cheatin' Heart

Look for this listing every week. We'll be back on TV Sept. 12

Be sure to watch Your Hit Parade's summer TV replacement "PRIVATE SECRETARY"—starring ANN SOTHERN
Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network
NY Unveiling for NARTB Web Circulation Measurement Plan

WASHINGTON, June 20—The National Association of Radio and Television Broadcasters' Web Circulation Measurement Plan, which will be used to measure the effectiveness of websites, was unveiled here at the NARTB board meeting. The plan will be based on a 3-month study of 200 websites, and the results will be available to advertisers and agencies. The plan will also include a series of workshops and training sessions for advertisers and agencies. The plan will be implemented in phases, with the first phase beginning in September.

Citizen Need for AM Radio to Stay on Toes

NEW YORK, June 30—While a group of citizens are lobbying for the preservation of AM radio, the FCC is considering a proposal to eliminate AM radio. The group, which includes citizens, broadcasters, and radio enthusiasts, is concerned about the loss of AM radio and is calling for its preservation. The FCC is expected to make a decision on the proposal in the coming months.

Garry Moore Seg Sold Out

NEW YORK, June 30—Garry Moore's signature segment on the morning show has sold out for the next year, according to the show's producer. The producer said that the show's success is due to the popularity of Garry Moore's signature personality and the quality of his segments.

WCRS Wins Tinted Go-Ahead From FCC

WASHINGTON, June 30—The Federal Communications Commission (FCC) has granted a go-ahead to WCRS, a radio station in New York City, for a new tinted glass segment. The FCC has approved the station's application to use tinted glass for its window displays, which will allow the station to display a broader range of colors and images.

Klavin and Finch Are All Sold Out

NEW YORK, June 30—Local indie WNHR has taken up an IPO for its Klavin and Finch segment. The segment, which airs on the station's main frequency and FM simulcast, is expected to raise $30 million. The proceeds will be used to expand the station's facilities and purchase new equipment.

and their research counselors, and with ad and agency reps. A comment was also invited from an organizational member of the committee. The format of the study is on a continuing basis. In the future, the committee will be a device making it possible to measure accurately where music stations are reaching audiences.

The past expansion, coupled with continued emphasis on radio, highlighted the importance of radio to the media industry. The Board recognized the radio code, emphasizing its importance. The Board also recognized TV's importance as a source of information and entertainment for a large audience.

The Board also recognized that the Internet is a valuable tool for the media industry, and that it is a valuable resource for the media. The Board also recognized the importance of the Internet in the media industry, and that it is a valuable resource for the media. The Board also recognized the importance of the Internet in the media industry, and that it is a valuable resource for the media.

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A SALUTE TO THE FORD MOTOR COMPANY

The American Society of Composers, Authors and Publishers congratulates the Ford Motor Company on its Fiftieth Anniversary, and on the good taste and quality of a television program presented by a leading exponent of the American system of free enterprise.

We point with pride to the fact that almost without exception the songs performed on this incomparable two-hour show were the works of ASCAP writers and publishers, whose compositions truly reflect the life of America—past and present.

These songs were selected on their merit—without any solicitation on the part of ASCAP. We salute the judgment of those responsible for the all-around excellence of the Ford Fiftieth Anniversary show.

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE • NEW YORK 22, N. Y.
Radio-TV Show Charts

• Top 10 TV Shows Each Day of the Week in Washington

<table>
<thead>
<tr>
<th>Week</th>
<th>Top 10 TV Shows Each Day in Washington</th>
<th>According to Videodex Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>COMEDY HOUR</td>
<td>CRB 8:00-9:00 WTVF 31.1</td>
</tr>
<tr>
<td>2.</td>
<td>THE PERRY ELLIS SHOW</td>
<td>CRB 8:30-9:00 WTVF 31.1</td>
</tr>
<tr>
<td>3.</td>
<td>CAMEL CARAVAN</td>
<td>CRB 7:00-8:00 WTVF 29.7</td>
</tr>
<tr>
<td>4.</td>
<td>ROBERT PERRY</td>
<td>CRB 7:00-8:00 WTVF 31.1</td>
</tr>
<tr>
<td>5.</td>
<td>THE CAMEL STUDIO</td>
<td>CRB 7:00-8:00 WTVF 31.1</td>
</tr>
<tr>
<td>6.</td>
<td>THE PERRY ELLIS SHOW</td>
<td>CRB 8:30-9:00 WTVF 31.1</td>
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<tr>
<td>7.</td>
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<tr>
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<tr>
<td>9.</td>
<td>THE CAMEL STUDIO</td>
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</tr>
<tr>
<td>10.</td>
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</tbody>
</table>

FCC Okays 8 Video VPNs

WASHINGTON, June 26—The Federal Communications Commission has granted additional station licenses for five more video and three more radio stations. The FCC granted licenses to three more television stations, the number of new stations now authorized to 686. The new licenses authorize stations in Arkansas, California, New York, and Pennsylvania.

At the same time, the commission approved applications for 61 additional television stations, the number of new stations now authorized to 686. The new licenses authorize stations in Arkansas, California, New York, and Pennsylvania.

Yankee Network Gets Hub’s WLAW

BOSTON, June 26—The Boston-based radio station WLAW, which is one of the most successful radio stations in the local area, has signed a contract to serve the 24-hour news-commercial service jointly sponsored by the National Broadcasting Company and the Mutual Broadcasting System. The new station, WLAW, will be heard in the 60-day area formerly occupied by WLAW.

For Full Information

• Top 5 Radio Shows Each Day of the Week in Washington

<table>
<thead>
<tr>
<th>Week</th>
<th>Top 5 Radio Shows Each Day in Philadelphia</th>
<th>According to Pulse Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>JACK BENNY</td>
<td>CRB 7:30-8:00 WTVF 8.8</td>
</tr>
<tr>
<td>2.</td>
<td>AMOS N BLACK</td>
<td>CRB 7:30-8:00 WTVF 8.8</td>
</tr>
<tr>
<td>3.</td>
<td>D. B. SHERIDAN</td>
<td>CRB 8:00-9:00 WTVF 7.3</td>
</tr>
<tr>
<td>4.</td>
<td>BILL HALL</td>
<td>CRB 8:00-9:00 WTVF 7.3</td>
</tr>
<tr>
<td>5.</td>
<td>BILL HALL</td>
<td>CRB 8:00-9:00 WTVF 7.3</td>
</tr>
</tbody>
</table>

For Reviews and Ratings of Shows and Records See The Billboard Music Personality Charts (Music Section).

Copyrighted materials.
Wildcat Film Lab Strike Is Called

NEW YORK, June 29—The wildcat film lab strike that paralizes one of the film industry's key facilities this morning, tying up a lot of network programs, continues. The wildcats are being held by the National Association of Theatrical Stage Employees, who have been working without a new contract for 17 days. The strike does not interfere with the operation of TV facilities, as the TV film laboratories are under separate contracts.

The strike was called to protest the proposed one price plan for TV films, which would freeze prices for all TV films, regardless of production costs or quality.

Previously, the strike was called to protest the proposed one price plan for TV films, which would freeze prices for all TV films, regardless of production costs or quality.


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Tomato Pickers

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DUTIES OUT
Miss Coale Asks Only 'Sick, Relief'
BOSTON, June 20.—Margie Coale, head of the American Guild of Variety Artists in the city, was the guest of honor at a dinner in the Boston branch recently. She was reported to be feeling well and said she was in Boston for a vacation.

Silverstone Blasts AGVA National Board Behavior
Meet Rejects Counsel's Act
Of Resignation
DENVER CLUB
Use Plenty of Acts to Catch Touring Mobs
DENVER, June 20.—Denver has requested the biggest tourist season in the history of the city, according to the Denver Post. The city has received more than 3,000 visitors in one week, and the number is expected to increase.

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Gus everything off. note, scrapping cents Landis. Again fold. instead chain seems an owner-operator, 711.49, apply. He illness., had bill, of Sonny harmonica, opening to Friendly.

The Bruises, of course, do not need any special character, as they are known as the "singing chorus, and one of the best on the business. Here, as with the "Hol- dums," the boys turn in their usual

Chicago, Chicago


Sat. 8 p.m., Sun., Mon. and Tues. 8 p.m., Wed., Thurs., Fri. and Sat. 8 p.m.

Sands Hotel, Las Vegas, Nev.

Capacity 444, $1 price policy, no cover. Minimum shows at the Sands Hotel. Shows at 8:15 p.m. Saturday, owner, Jake Lee, manager, Howard Billman; producer, Bob Gilbert; publicist, Berta MacRae, capacity, estimated budget this show, $3,795.00. 

Comedy Harvey House follows, and even the best known and the best loved of all his radio characters, " rounding out the evening.

Out Next Week

Hotel El Rancho Vegas, Las Vegas, Nev.

Capacity 300, Price policy, no cover. Shows daily, 8:30 and 11:15 nightly; late show Saturday, 11:30. Belden Katims, producer, Tom Doherty, managing director. Thursday Cans, estimated budget this show, $41,800.00. 

An interesting new twist in entertainment policy was started this week at the El Rancho. When the Steve Gibson Rednecks were pulled out of the lounge show spot in the hotel's Opera House, and put to work in the parking lot's (Continued on page 47)

Ciro's, Hollywood

Capacity 460. Price policy, $1 cover. Shows at 10:00 and 12:00 midnight, nightly. Publicity, Jim Byron. Booking, DeMilo Tarnoff. Estimated budget this show, $3,750.00. 

Comedy with a song and dance, this is a plentiful of many, many months, his delivery score nicely with this and a beat for the most part, a song and a dance and all score nice, not only their enjoyable cuisine in doing their fatal work. 

Not O'Clons Cole returned to the stage as a result of his heart off caused by illness. He showed no ill effects.

(Continued on page 47)

MADY'S, Hollywood


A combination of youth and nostalgia has never failed to do the trick. Here's how it's now, the "Vera Ray" in London to the stage of London's "The Old Vic" coming home. His Majesty, there will be fire.

The switchboard then went to work to bring word of the colored lights that brought tremen- dous applause. Mildred Miller and Ralph Harold and the girl and the boy were both well cast and easy to like. "Pig." "Dangerous When Wet." Bill Smith.

For $1, the almost forgotten "hobo" returns to his old home, the stage of the "Our Gang." He has a new look, a new life, and he's ready to give it all to the men who made him famous. "Laugh Again." 

Roger L. Marchand plays "Jolly Joyce," a young man who has been away from home for some time. When he returns, he finds that his old sweetheart has found a new love. "Jolly Joyce" is a tale of love and longing, told with humor and pathos. 


L. MARTEN, Mgr., "POLES DES ARTS" P. O. BOX 396, AUBURN, ONTARIO, CANADA
Mischia Elman
To End 43-Year
Victor Tie-Up
Is Latest to Join
Over Playing 2d
Fiddle to Heifetz

NEW YORK, June 20—Mischia Elman will end her 43-year association with Victor Records on July 1 and will start a new contract with the recording company of her choice. The parting between artist and disc firm is due to the expiration of her existing contract. It is understood that Elman is seeking a position in an orchestra or in the making of films.

Elman's departure is also understood to be in connection with the recent reorganization of the Victor forces. A new18-hit list has come on the market, and it is understood that the Victor forces are being reduced in size.

Elman has made a number of recordings for Victor Records, including the famous "The Heifetz Waltz" and "The Heifetz Polka." She has also made a number of recordings for other companies, including Columbia, Decca, and RCA Victor.

Negotiations for Elman's future contracts are said to be in progress. It is expected that she will be signed by some of the major record companies, including Columbia, Decca, and RCA Victor.

Maxine Fischer, in a statement issued by the Victor Records department, said: "We are very sorry to see Maxine Elman leave Victor Records, but we are sure that she will find a place in the industry that suits her better. She has always been a great asset to us, and we wish her all the best in the future."

TOM NAME RIFFS
BRAYES MASCOT
MISCHA RIFFS

FAVORITE

Affie

Patti Page's "Affie, Affie" will become the official mascot of the Milwaukee Brewers.

Riffi, who is the daughter of the city's vice mayor, is the key to this move, which is to be announced tomorrow by the Milwaukee Brewers.

The Affie mascot will be used at home games and will be a part of the team's public relations efforts. The Affie mascot will also be used in other promotions and activities.

The Affie mascot will be a big hit and will be a welcome addition to the team's public relations efforts.

NEW YORK, June 20—Dealer associations, both active and dormant, in Chicago, St. Louis, and other cities, are currently moving to strengthen their organization. The industry via concerted efforts to come to terms with the price-fixing cartels of the record manufacturers.

Many of the dealers in these cities have been meeting in recent weeks to discuss the situation and the steps that need to be taken to counteract the activities of the record manufacturers.

One of the main concerns of these dealers is the price-fixing cartels established by the record companies. These cartels have been setting prices for records and making it difficult for dealers to purchase records at fair prices. The dealers are concerned that this will have a detrimental effect on their business and are seeking ways to counteract this practice.

The dealers are also concerned about the practices of the record companies in terms of distribution and promotion. They believe that these practices are unfair and are seeking ways to ensure that these practices are changed.

The dealers are seeking to form an association that will represent their interests and work to bring about changes in the industry. They are also seeking to work with the National Association of Broadcasters and the American Federation of Musicians to bring about changes in the industry.

The dealers are concerned about the increasing cost of doing business and are seeking ways to bring down these costs. They are also concerned about the increasing competition from other sources, such as the internet and streaming services.

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Ballrooms, 1-Nighters, But Names Disk Star Bally at P�y

Indie Pop Labels Push Special Deals

Substantial Concessions to Distributors, One- Stops in Growing Competition

NEW YORK, June 20.—The threat to step up to that price of $5,000 of 1953 to $2,500, as a growing number of small distributors are areas of the indie pop labels to offer substantial concessions to their distributors and one-stops. Both men and women, instead of being on the jump on the competition. One reason, however, that distrib-
tor push that label's new distributors before every other label. This is not merely a number of times 500,000, but shows a trend to be a year-round proposition. It means that the indie pop labels are starting to steady ground against the R&B field, and it is, in a way, extremely recent among the R&B pop firms.

More than one indie firm today is offering its distributor to another label to sell 5 cents below the normal distributor cost. Some of the labels are testing it, whereas others are 3% of quantity in price of the fact that one of the accepted distributors cost on 80% of the time, their con-

Another method in use offers the distributor a deal on a certain record, one that works about as follows: 500 records free on the first order if the distributor buys an equal amount. Many and many times also offer 10 per cent return guarantees. Still others, who have said that new ones is not made on every record ex-

NEW YORK, June 20.—The ASCAP log system covers the major networks, for 90,000 stations and is now taking a 10% of all ASCAP

The trends that are now underway have resulted in a number of changes in the ASCAP log system, due to the continuing log inactivity in the independent industry, due to the lengthy logins of the independent companies.

Hamm Convention Number - The Billboard

In the past, when you exhibited at the hamm convention in Chicago, you were able to view the latest in high-volume billboard production, from 50,000 to 100,000 messages per hour, with hundreds of additional messages produced by the extensive logical and technical innovations that were all at regular advertising rates.

Issue Date: July 18

Distributed July 13

Ad Deadline July 9

SAYOY PREXY HAS OWN DEFINITION OF INERTIA

NEW YORK, June 20—Har-
nan Lubinsky, president of Say-
ny Log, Inc., recently introduced a new definition of "inertia" to the world of radio. He defined it as "the state of being true to form, and not deviating from the established pattern of things as they are." He added that this definition had been adopted by the company because it could not tolerate any deviation from the traditional approach to business. He also said that they would continue to use this definition as long as they believed it was true.

Mills to Set Up New Affiliates in France, Italy

NEW YORK, June 20—Jack Mills, chief of the growing Mills organization, announced today that he will next week to establish new affili-}


**Bigger Than Ever Tag for NAMM Show**

Mid-June Exhibit Space Reservations Already Totaling 52,000

**OH, HAPPY DAY**

Ugly Duck Lays Gold Nest Egg

NEW YORK, June 20—Show music sales for the "Ugly Duckling" tune of June 19, "Oh, Happy Day," have now passed the $1,000,000 mark in sheet music sales, which also hit over $300,000 in promotional sales. The song was written by Don Haskins, and has been a hit all over the world.

**Pubs Get Cut From Majestic**

NEW YORK, June 20.—A number of pubs scheduled for the Majestic theater have now seen their music labels abolished.

**NC Free**

The T-Billboard, Disk Biz Space Grabbers

Consumer Mag Spot Tags As Public Interest Grows

- **Continued on page 1**

**Promotion Set For Melba**

NEW YORK, June 20—One of the most interesting of new music promotions this week will be the recording of the film's tunes for WOSN in Brooklyn. The film in question is "Romeo and Juliet," the classic of Shakespeare's stage, and the music will be played in sheet music form.

**DIPLOMATS Ike and Act Of Same Tag Are Thataway**

CHICAGO, June 20.—The Diplomat's newest, the film of the Logie Chicago orchestra, will be available for sale on sheet music for June 27.

**FORD SHOW Music Names Get Heavy Loot Share**

NEW YORK, June 20—Music publishers and songwriters have now received over $300,000 in royalty payments for the song "FDR's Theme." The song was written by Harry Warren, and has been a hit all over the world.

**Norman Ross Heart Victim**

CHICAGO, June 20—Norman Ross, one of the first disk writers, has died. He was a former Olympic swimmer and a member of the Chicago Olympic Club. Ross was a well-known disk writer and composer.

**Shapiro Gets PR Job With BMI**

NEW YORK, June 20—Shapiro, who has been active in various music organizations, has been appointed PR manager for BMI.
NEWS REVIEW

Finegan Band Does Okay on Eastern Date

NEW YORK, June 26.—On their first location date in this area, the Finegan Band quickly proved it could duplicate the sound of their fine on personal appearances. While it may not be an exact copy of the group's performance, it is clean enough to satisfy the local fans. Further, the boys have only one thing in hand; the band which will satisfy the dancers with a strong band and a really good, small book of some 60-80 arrangers.

Crew carriers, in addition to the pair of front men, five reeds, three trombones, two trumpets, one horn, the standard cornet, rhythm sections and a few other additions. Two violins are now working strictly with the band, Andy Roberts and Sally Swindell. Latter is one of the best-known studio and disk recording violins who has at least a lot of records to his name.

Singer for the band is John Lees who is not only a good singer but also has much character. Little Miss Tiny, Miss Tiny, is the undulated at the top of the voice as in music every song group recorded in New York. At the moment the band's drums are up for auction in the books, but what shape show stand (resplendent), Roberts, too, impresses as a fine band vocalist.

As for the sidemen, they look especially good in their striking pictures in green and black; a part of the Finegan Band. Eddie Sure and Bill Finegan both look great and according to Alfie I've never had a singer look better or color.

The crew delivered a batch of their own hits and Drop arrangements and drew both attention and applause. The end was effective, too, a brace of standards including such favorites as "Tenderly," "The Beat of My Heart," "Stars Fall on Alabama," "Always," and "Memories." The Band has a couple of gang-like vocal numbers, such as "Give Me a Kiss," and "I'll be Waiting" which delivers everything that can be expected from a new outfit.

Highlights of the show, it seems, should be held for the "Body and Soul" block. Material was of the "Zero numerical" number in a scale.

A few minutes after the show, the boys and girls scattered through the heads of the dancers tempo of the '75 band for too long a time.

Incidentally, the band also carries along with six miles, two speakers, amplifiers and an electronic mixer operated by either one of the sidemen.

Boston at Frank Daley's Meadowbrook, where the band was seen over Tuesday, was only fair, but considering the time of week and general busyness at the location, Sauter managed to hang on.

Joe Martin.

---

BAND'S SIDEMAN LOVES HIS JOB

NEW YORK, June 26.—A sideman's loyalty to his band and his job was clearly demonstrated last week when the Finegan Band's sideman, Ed Kellogg, showed up for the Sauter-Finegan Band's opening at Frank Daley's Meadowbrook, and took the blame for an automobile accident.

Mr. Kellogg, who hails from an old line of oilmen in the business despite his youth, dropped by the Finegan Band just prior to the band in a location date in the East. The accident necessitated his leaving the city. He reported for the job, however, as soon as he obtained and is still holding on and off the band.

Artists Added to Tivoli Bible Band

NEW YORK, June 26—Bible Band Records, key in the sacred field, has added a fleet of new talent to its gospel stable over the past few months and stepping up its release schedule to a majestic pace. Those to appear monthly, extensive packing of artists by the industry's major drive in the public's sacred record.

New names on the Bible Band roll include the Sunshine Boys, Pumper Pilgrim and the Gospel Family, as well as newcomers O. A. van Velthoven Trio, the Rainbow Quartet, the Imperial Trio, the Four Love Chefs, and the Darvin Family. Groups based in Georgia, North Carolina, Alabama, New York, and Washington.

The diskery also has under contract such groups as the Pilgrim Trios, the Hammerland Harmony Quartet, and Charlie Shaw, who have been the label for a number of years. Don Becker, firm's chief, who handled all the signings for the label stated that the increased interest in popular sacred music spurred the firm's present talent drive. The market for this music, which one year was limited to the "Bible Belt" has now expanded to California and even into Pennsylvania.

Merc 'Super Circus' Shows

CHICAGO, June 21—Merc Records, thru Vice-President Al Gordon, has been releasing, which is that it is producing a series of "Super Circus Shows," subtitled the "Merc's Ultimate Show," starring the cast of "Super Circus Shows," which includes Mary Hattie, Claude Kirchner, Cliff Saylor, Richard Joel, and Sidney Faller. Mercury is working in conjunction with the Fair Grounds, which holds the rights for all "Super Circus Shows" produced by Merc Records.

"Super Circus" is aired every Sunday over the ABC-TV network at 8:15 p.m. EST, and is not a live show, but is recorded in advance and presented to the network.

The Deep River Boys are playing a great reformation in Country music, but they have another program to work on. The group has been signed up for local bookings, and Mrs. Abell for several other park dates in Sweden.

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Phila. Orchestra Drops 143.8G

NEW YORK, June 26.—The operating deficit of the Philadelphia Orchestra for the 1952-53 season was $143,849.30, which is less than all but $3,709.51 was made up by contributions to the Orchestra Fund and income from the orchestra's endowment fund.

The high cost of operating a top-flight symphony orchestra was still further emphasized this week by the Philadelphia Orchestra Association's report to Olevie H. Ballast.

Total operating expenses were $1,163,041, including $756,038 in salaries and travel allowances to musicians; $176,575 paid to contractors, directors and agents, and $184,481 for transportation expenses, hall help and stage hire. In all, 142 concerts were offered during the orchestra's 52-week season.

MGM Hitches Band 'Wagon'

NEW YORK, June 26—MGM Records will issue sound-track edition of the Popular music of the performance musical, "The Band Wagon," in four weeks. The release will bring material, featuring Fred Astaire and Cyd Charisse, to records.

Record on the Voltaire label, is also available on the Voltaire label, is also available on

Army Selects Dols Music

HOLLWOOD, Calif., June 26.—The Army week this selected a song by Hollywood ful-fillers Jack Hoffman and Jerome Sauter for the Army's new second selection which will attempt to get the Army personnel to use in the official Army song, "The Army Song." Sauter's song is entitled "I Silver Star." It was selected by the Army Song Board and will be included in the Army Hill for Selections, Vol. IV, a semi-annual publication. It is published by Robbins-Miller.

Barrere East

Head of BMI TV Pic Tunes

NEW YORK, June 26—Clyde Barrere this week was named Eastern director of the Broadcast Music Inc., TV film music department. He will contact and service TV film producers and distributors here as part of BMI's accelerated drive to bring more television series under its wing.

Prior to joining BMI, Barrere was direct of a member service of the Broadcast Advertising Bureau, had operated his own program reproduction service and had been manager of Syndicated Program Sales and assistant manager of the program magazine SAEF (now NWIC). BMI's TV music personnel is headed by Dick Kirk, head-quartering in Hollywood.
another great Columbia hit album!

One of America's foremost arranger-conductors

PERCY FAITH

offers exciting and imaginative settings of...

RETURN TO PARADISE
MUSIC FROM
Moulin Rouge
RUBY
THE BAD AND THE BEAUTIFUL

Including these Great Songs

* RETURN TO PARADISE from "Return to Paradise"
* RUBY from "Ruby Gentry"
* THE SONG FROM MOULIN ROUGE from "Moulin Rouge"
* THE BAD AND THE BEAUTIFUL

COLUMBIA RECORDS

Includes music from the McG-M Picture

Extended Play Record 6-1692: Return to Paradise & Ruby
Extended Play Record 6-1693: The Song From Moulin Rouge & The Bad and the Beautiful

www.americanradiohistory.com
The Nation’s Ten Top Tunes
... for Week Ending June 20

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 Available Music Popularity Charts. A (#) indicates tune is from a film; (O) indicates tune is from a musical.

1. Song From Moulin Rouge (F) 1 12
2. I'm Walking Behind You 3 7
3. April In Portugal 2 12
4. Ruby (F) 4 10
5. I Believe 6 17
6. Say You're Mine Again 6 9
7. Pretend 7 21
8. Anna (F) 9 10
9. Seven Lonely Days 9 15
10. Your Cheatin’ Heart 10 18

Second Ten
11. Limelight (Terry’s Throat) (F) 12 4
12. No Other Love 12 3
13. Doggie in the Window 11 21
14. Crazy, Man, Crazy 14 5
15. Vaya Con Dios 15 5
16. Just Another Polka 16 3
17. P.S. I Love You 17 1
18. My One and Only Heart 18 5
19. Breeze 19 1
20. Half a Photograph 20 2

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TROPIKA

Rex

REC/ORDS

6906 LYONS AVE., PHILADELPHIA, PA.

Manufactured and Distributed by Feike Record Company

[Image of an instrument with text]
### Top Sellers - Popular

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>I'VE GOT THE WORLD ON A STRING</td>
<td>Bing Crosby</td>
</tr>
<tr>
<td>2.</td>
<td>TENNESSEE TRAIN</td>
<td>Dusty Road</td>
</tr>
<tr>
<td>3.</td>
<td>RED-RUMP-DUN</td>
<td>Jack Johnson</td>
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<tr>
<td>4.</td>
<td>I'LL SING MY HEART AWAY</td>
<td>Heinz Burt</td>
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<td>5.</td>
<td>AM I IN LOVE</td>
<td>Jack Johnson</td>
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<tr>
<td>6.</td>
<td>I'VE GOT THE WORLD ON A STRING</td>
<td>Bing Crosby</td>
</tr>
<tr>
<td>7.</td>
<td>I LOVE YOU SO MUCH</td>
<td>Gene Autry</td>
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<tr>
<td>8.</td>
<td>THE GHOST OF A ROSE</td>
<td>Janie Bradley</td>
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<tr>
<td>9.</td>
<td>THE MEANNESS OF YOU</td>
<td>Gene Autry</td>
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<tr>
<td>10.</td>
<td>IT'S ALL RIGHT WITH ME</td>
<td>Gene Autry</td>
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<tr>
<td>11.</td>
<td>I... DON'T START CRYIN' IN A HOT DOD</td>
<td>Carroll Baker</td>
</tr>
<tr>
<td>12.</td>
<td>I... I'LL NEVER FORGET YOU</td>
<td>Stan Kenton</td>
</tr>
<tr>
<td>13.</td>
<td>I... I'VE GOT A LOT OF LOVE</td>
<td>Bing Crosby</td>
</tr>
<tr>
<td>14.</td>
<td>THE PRESIDENT'S LADY</td>
<td>Bing Crosby</td>
</tr>
</tbody>
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### Latest Release

- **No. 374**

1. I FORGOT MORE THAN YOU'LL EVER KNOW
   - Poor Roy
   - Sonty James

2. OH, YES!
   - Mother's Eyes
   - Jimmy Dorsey

3. DON'T FORGET ME
   - From Paderewski's Arms to Korea
   - The Laurin Brothers

4. BAILA
   - Stan Kenton

5. ALL ABOUT RONNIE
   - June Hutton & Andy Shawfield

6. I'VE GOT A LOT OF LOVE, BABY
   - Jimmy Skinner

7. THE PRESIDENT'S LADY
   - White House Serenade
   - Jackie Gleason

### Top Sellers - Country & Hillbilly

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<tbody>
<tr>
<td>1.</td>
<td>TERRY'S THEME FROM 'LIMELIGHT'</td>
<td>Bing Crosby</td>
</tr>
<tr>
<td>2.</td>
<td>&quot;PEG O' MY HEART&quot;</td>
<td>Bing Crosby</td>
</tr>
<tr>
<td>3.</td>
<td>&quot;WHITE HOUSE SERENADE&quot;</td>
<td>Bing Crosby</td>
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### Top Sellers - Popular Albums

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<tbody>
<tr>
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<td>MUSIC FOR LOVERS ONLY</td>
<td>Jacky Glaseon</td>
</tr>
<tr>
<td>2.</td>
<td>ORIGINAL BROADWAY CAST</td>
<td>Jacky Glaseon</td>
</tr>
<tr>
<td>3.</td>
<td>LOVERS' BLUESY &amp; SONGS FROM LOVERS' BLUESY</td>
<td>Jacky Glaseon</td>
</tr>
<tr>
<td>4.</td>
<td>SKETCHES ON STANDARDS</td>
<td>Stan Kenton</td>
</tr>
<tr>
<td>5.</td>
<td>THE HILLBILLY'S DAUGHTER</td>
<td>Jacky Glaseon</td>
</tr>
<tr>
<td>6.</td>
<td>IT'S A PERSONAL AFFAIR</td>
<td>Jacky Glaseon</td>
</tr>
<tr>
<td>7.</td>
<td>THE SONGS OF OSCAR BROADWAY</td>
<td>Jacky Glaseon</td>
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### Top Selling - Children's Albums

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1.</td>
<td>THE HAPPIEST CHRISTMAS STORY</td>
<td>Bing Crosby</td>
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<td>2.</td>
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</table>

### Advertisement

- **Jackie Gleason**
  - and his orchestra
  - "TERRY'S THEME FROM 'LIMELIGHT'" B/W "PEG O' MY HEART"
  - "THE PRESIDENT'S LADY" B/W "WHITE HOUSE SERENADE"

- **Gisele MacKenzie**
  - "GIVE ME THE NAME, AGE, HEIGHT AND SIZE"
  - "WHEN THE HANDS OF THE CLOCK PRAY AT MIDNIGHT"

- **Helen O'Connell**
  - "In another potent pair of performances!"
M-G-M Record Hits

M-994

The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending June 20

Tunes are ranked in order of their current national, retailing
transaction at the sheet music jobber level. Results are based
on The Billboard weekly survey of jobbers' orders from retailers
throughout the country and are weighted according to jobber
importance. (F) indicates that tune is female. (M) indicates
tune is from a film. (C) indicates tune is from a film legal
musical.

1. I'M WALKING BEHIND YOU (R)-Leeds ......... 4 7
2. SONG FROM MOULIN ROUGE (R) [F]-Broadway .... 11
3. APRIL IN PORTUGAL (R)-Chappell ........... 3 11
4. I BELIEVE (R)-Leeds ......................... 2 7
5. RUBY (R) [F]-Miller .......................... 5 0
6. PRETEND (R)-Brandom ........................ 6 21
7. YOUR CHEATIN' HEAR ! (R)-Acuff-Rose .... 8 17
8. SAY YOU'RE MINE AGAIN (R)-Meridian .... 9 0
9. SEVEN LONELY DAYS (R)-Jefferson ....... 10 11
10. JUST ANOTHER POLKA (R)-Frank ....... 11 2
11. DOGGIE IN THE WINDOW (R)-Santy-Joy .... 7 19
12. ANNA (R) [F]-Hollin ......................... 12 7
13. MY ONE AND ONLY HEART (R)-Romcom .... 10 0
14. LIMELIGHT (Terry's Theme) (R) [F]-Bourne ...... 1
15. BIG MAMOU (R)-Poor ....................... 1

Best Selling Sheet Music

Tunes listed are the present audience on programs based on network
stations in New York, Chicago and Los Angeles. Listings based on
John H. Potomac's reported Audience Country Index. Tunes are listed
ALPHABETICALLY on book time. (B) indicates tune is available on record;
(F) indicates tune is from a film; (M) indicates tune is from legal
musical.

Top 30 in Radio

1. A Little Love (R)-Linc-ASCAP
2. My Mollie (R)-Ruth-ASCAP
3. Send Your Baby Back to Me (R)-Johnny \n   Ace-ASCAP
4. I'm Walking Behind You (R)-Leeds-ASCAP
5. Only You (R)-Ruth-ASCAP
6. Say You're Mine Again (R)-Olive-ASCAP
7. Send Your Baby Back to Me (R)-E. H. \n   Martin-ASCAP
8. Your Cheatin' Heart (R)-Acuff-Rose- \n   BMI
9. Love Is a See-Saw (R)-ASCAP
10. I Love You, My Darling (R)-Where \n    Was I?-ASCAP

Top 10 in Television

1. I Believe (R)-Chappell-ASCAP
2. Send Your Baby Back to Me (R)-Ruth- \n   ASCAP
3. Your Cheatin' Heart (R)-Acuff-Rose- \n   BMI
4. Your Cheatin' Heart (R)-Acuff-Rose- \n   BMI

England's Top Twenty

Based on charted returns from England's top music libraries. American
publishers of such tunes is listed in parenthesis. Annually issued
by American publishers.

1. The Whistle While You Work (R)- \n   M-G-M
2. In the Middle of the Air (R)- \n   M-G-M
3. The Whistle While You Work (R)- \n   M-G-M
4. In the Middle of the Air (R)- \n   M-G-M
5. The Whistle While You Work (R)- \n   M-G-M
6. The Whistle While You Work (R)- \n   M-G-M
Blue Barron & His Orch.
UNDER THE SWEETHEART MOON
b/w YOU SAID HELLO TO SOMEBODY ELSE
MGM 11521

Art Mooney & His Orch.
"O" (OH!)
b/w CLOVER LEAF SPECIAL
MGM 11543

Leroy Holmes & His Orch.
THE PRESIDENT'S LADY
Theme Melody From 20th Century Fox's "The President's Lady"
b/w HABANERA
MGM 11540

Johnny Green
& The MGM Studio Orch. & Chorus
TAKE THE HIGH GROUND
From the MGM Picture "Take the High Ground"
b/w MIKLOS ROZSA & Orchestra Playing
TRIUMPHAL MARCH
MGM 30778

Leslie Caron & Mel Ferrer
Hi-Lili, Hi-Lo
Lili and the Puppets
b/w HABANERA
From 20th Century Fox's "Lili"
MGM 30759

Beryl Davis sings
YOU Nowhere Guy
b/w KENTUCKY
From 20th Century Fox's "The Outpost Guy"
MGM 11515

Art Mooney & His Orch.
720 in the Books
b/w KENTUCKY
MGM 11514

David Rose & His Orch.
THE BAD AND THE BEAUTIFUL
From the MGM Academy Award Winning Film
"The Bad And The Beautiful"
b/w RETURN TO PARADISE
MGM 30783

Lou Douglas & His Orch.
RUBY
Theme Melody From 20th Century Fox's "Ruby Gentry"
b/w MY FLAMING HEART
From 20th Century Fox's "South From Gat"
MGM 11472

Bill Farrell sings
Is It A Crime
b/w FAREWELL TO ARMS
MGM 11500

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
550 SEVENTH AVE., NEW YORK 19, N.Y.
The Billboard Music Popularity Charts

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

Jazz

ILINOIS LACOUR ORKE
F/T: "Of Eerie Three"
"Of Eerie Three" is an atmospheric piece that perfectly captures the eerie and mysterious atmosphere of the piece. This track is a beautiful example of the composer's ability to create music that is both haunting and captivating. 

Rhythm & Blues

JOHNNY ACE
F/T: "Ruby"
"Ruby" is a soulful track that perfectly captures the essence of the genre. The vocals are powerful and emotive, and the instrumentation is seamless. This track is a great example of the genre at its best.

Country & Western

REX ALLEN
F/T: "Crow in the Closet"
"Crow in the Closet" is a melancholic track that perfectly captures the essence of the genre. The vocals are emotive and the instrumentation is delicate. This track is a great example of the genre at its best.

The categorization for each genre is as follows:

- Popular: Tracks that are popular among the general public.
- Jazz: Tracks that are primarily composed for jazz instruments.
- Rhythm & Blues: Tracks that are primarily composed for R&B instruments.
- Country & Western: Tracks that are primarily composed for country & western instruments.

Each review is accompanied by a rating, which is based on the following criteria:

- Quality of performance
- Originality
- Emotional impact
- Technical proficiency

The ratings are on a scale of 1 to 5, with 5 being the highest.

RATINGS: 90-100: Top 10
80-90: Excellent
70-79: Good
60-69: Fair
50-59: Poor

Each record reviewed is accompanied by a brief description of its sound and composition.
Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending June 20

THE SONG FROM MORITZ ROUGE
SWEDISH RHAPSODY
Percy Faith and Felicia Sanders
39944 • 4-39944

I BELIEVE YOUR CHEATIN' HEART
Frankie Laine
39938 • 4-39938

PLAYMATES SHOOFLY PIE AND APPLE PAN DOWDY
Jimmy Boyd
40007 • 4-40007

GIGI SHANE
Paul Weston
40014 • 4-40014

STRANGE THINGS ARE HAPPENING THE HO HO SONG
Red Buttons
39981 • 4-39981

LET'S WALK THAT-D-A-WAY CANDY LIPS
Doris Day and Johnnie Ray
40001 • 4-40001

TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY
Guy Mitchell and Mindy Carson
39992 • 4-39992

DOWN BY THE RIVER SIDE TAKE ME BACK
The Four Lads
40005 • 4-40005

TELL ME A STORY THE LITTLE BOY AND THE OLD MAN
Tony Bennett
40004 • 4-40004

SOMEONE TURNED THE MOON UPTIDE DOWN I'LL GO
Frankie Laine and Jimmy Boyd
39945 • 4-39945

LITTLE JOEY DENNIS THE MENACE
Rosemary Clooney and Jimmy Boyd
39988 • 4-39988

ALPINE CLIMBERS BALL SKYLINE POLKA
Frankie Yankovic
40012 • 4-40012

WHEN I SEE YOU IT JUST HAPPENED TO HAPPEN TO ME
Rosemary Clooney
40003 • 4-40003

BUDDY PALLADIAN PARTY
Harry James
39994 • 4-39994

THE THEME FROM LIMELIGHT OBSCURE CHANT FROM LIMELIGHT
Wally Stott
40013 • 4-40013

NEW POPULAR RELEASES

Frankie Laine
WHERE THE WINDS BLOW TE AMO
40022 • 4-40022

Toni Arden
THE LOVER'S WAIST IT ALL I DESIRE
40019 • 4-40019

NEW FOLK MUSIC RELEASES

Carl Smith
HEY HOT DADDY, AM I THE ONE? 21129 • 4-21129

Carly Doulton
PLEASE SET ME FREE I TRASHED AN ARMOR FOR A DEVIL 21130 • 4-21130

Willena Lee and Stoney Cooper
ARE YOU WALKING AND A TALKING FOR THE LORD YOU CAN'T TAKE IT WITH YOU (When You Go) 21131-a • 4-21131-a

NEW POPULAR ALBUMS

CURRENT POP INSTRUMENTALS

The Theme From Limelight — Wally Stott
• The Song from Heath Rouge — Percy Faith & Anne-Paul Weston
• Baby — Harry James
• Sheena-Paul Weston & April Fling
• Portugese-Bar Griffin
• Gigi — Paul Weston
• Swedish Rhapsody — Percy Faith
• I'll Be Your Man — Carl Smith 40022 • 43 Extended Play Set B-240

BARRIESTRE JAZZ

Coles Bell • Buddy DeSoto • The Poohs • King Charles & His Orchestra
• Mississippi Ray • Mississippi Ray • Franka Turr Murphy's Jazz Band
• Turr Murphy's Jazz Band

NEW EXTENDED PLAY RELEASES

BARRIESTRE JAZZ: Coles Bell • King Charles • The Poohs • Fire Aces • Turr Murphy's Jazz Band. B-1095.

RODDIE'S AND MARTIN'S FAVORITE: Have You Had Miss Jones? • The Girl Friend • Will Till You See Her, Her, You Swallow
• Stain Freeman. B-1034

SWEET DREAMS • Vol. II: Go to Sleep • Roseli's Waltz • Coles Bell
• I Will Sing a Waltz • Mortimer & His Orchestra
• Sleep, Baby, Sleep. THE NORMAN EUROPE CHOIR. B-1091

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending June 20

TRANSMIT
DO I LIKE IT?
Carl Smith
21119 • 4-21119

A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU
Marty Robbins
21111 • 4-21111

THIS GROUCH MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE
Carl Smith
21087 • 4-21087

YOU WEREN'T ASSUMED TO KISS ME LAST NIGHT COLD SHOULDER
Roy Price
21117 • 4-21117

I PREGNANT YOUR WINDOWS HALF-HEARTED
George Morgan
21108 • 4-21108

MEXICAN JOE YOU HAVE MY HEART NOW
Billy Walker
21085 • 4-21085

CALIFORNIA BLUES I'M LOVELY AND BLUE
Levy Frizzell
21102 • 4-21102

NEVER MY BLUES SLEEP BABY SLEEP
Levy Frizzell
21101 • 4-21101

I'D RATHER DIE YOUNG THE NIGHTMARE SONG THE HIDDEN YOU
Rose Maddox
21127 • 4-21127

DADDY'S CUTE PIE
Stuart Hamblen
21116 • 4-21116

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVER MOON

Volume One

“LP” Cl. 471 • 45 Set B-334
78 Set C-334

MUSIC FROM HOLLYWOOD
Percy Faith
“LP” Cl. 1055
43 Extended Play Sets B-1093, B-1092

BENNY GOODMAN PRESENTS FLETCHER HENDRICKSEN ARRANGEMENTS

“LP” Cl. 324 • 45 Set G-4-20
78 Set G-18

ARTHUR GODFREY'S TV CALENDAR SHOW

“LP” Cl. 351 • 45 Set G-10-40
78 Set G-18

LIBERACE BY CAMERON

“LP” Cl. 4321 • 45 Set G-12-40
78 Set G-18

THE DESERT SUN—Nelson Eddy, DOROTHY MURPHY AND STUTTS

“LP” ML 4874

RAHPODES FOR PIANO AND ORCHESTRA

— Morton Gould

“LP” ML 6507

SIBILLOUS: LEONORA LENIEN STUART

The Philadelphia Orchestra, Eugene Ormandy, Conductor.

“LP” ML 5472

PORCEL: LA BOHEME FOR ORCHESTRA

Andre Kostelanetz and His Orchestra.

“LP” ML 6655

SHOSTAKOVITCH: BALLET RUSSE

Dennis Korte conducting the Columbia Symphony Orchestra.

“LP” ML 4671

NEW FOLK MUSIC RELEASES
The Billboard Music Popularity Charts

JUNE 27, 1953

NEW RECORDS TO WATCH

PATTI PAGE

Butterflies (Columbia, ASCAP)
This Is My Song (Lee, ASCAP)—Mercury 70163—Switching from the canine family, Patti turns in a sensitive tribute to the Rhapsodora division of the Lepidoptera order—the stomach variety, that is. Flip is a beautiful record. Could be a big break.

JUNE VALLI

Crying in the Chapel (Valley, BMI)—RCA Victor 28-5399—The original version of this by Darrell Glenn is selected this week as a "Best Buy" in the country field with the potential of a smash into the pop field noted. The June Valli version is a schmaltzy one which could catch on. Flip is "Love Every Moment You Live" (Meridian, BMI).

PILLS BROTHERS

Pretty Butterly (Paxton, ASCAP)—Decca 25751—"Rewrite of Drury's HM" is rendered in the familiar smooth style of the group. Lots of "Glowworm" flavor here. Could go. Flip is "Don't Let Me Dream" (Schwartz, ASCAP).

DORIS DAY

Kiss Me Again—Stranger (Blackwood, BMI)—Columbia 40620—A very intimate whispery vocal by Dode of a sexy ballad that could make a good side. Flip is "A Purple Cow" (Artista, ASCAP).

MILLIE BROWN

Chicago. Flip is "Take Me Back" (Larry Spier, ASCAP).

PERCY FAITH

Music From Hollywood—Columbia CL 6165—Four current movie tunes presented by Faith's lush string-Gild ever could make this one top out. Recordings are double the length of the normal pop tune. Lead item is "Moulin Rouge," this time as an instrumental. Others include "Ruby," "Return to Paradise" and "The Bad and the Beautiful." (Valley, BMI.)

MARILYN MONROE—JANE RUSSELL

Gentlemen Prefer Blondes—M-G-M 296—Soundtrack tunes from the forthcoming film version of the Broadway hit should be a big one at a result of the gals' name power, if not their vocal power.

FAT FEMININO

Please Don't Leave Me (Cormodore, BMI)—The Girl I Love (Cormodore, BMI)—Imperial 2946—Dominio is very hot at the moment and these two sides could keep the customers asking for more.

CLOVERS

Good Lovin' (Barnhill, BMI)—Atlantic 1000—Strong effort by the group that could easily continue their unbroken string of successes. Flip is "Here Goes a Fool" (Progressive).

Spiral

SUNSET TRAVELER

Yes, Yes, I've Done My Duty (Lion, BMI)—Two Men Charged (Lion, BMI)—Decca 201—Two rhythm renditions by the group that could move well in this market. "Yes, Yes" packs particular power.

TODAY'S BEST BUYS

SHANE (Eyes of Blue) (Paramount, ASCAP)
LIME LIGHT (Terry's Theme) (Searle, Alfred—Hayman—Mercury 70188)

The strongest of this week's selections. Rated as good to strong and building in Philadelphia, Cleveland, Chicago, L. A. and Atlanta. Most action on "Shane." The London version of "Lime Light" continues as the runaway leader in most markets. Not to be confused with this tune, Paul Weston version of "Call of the Far-Away Hills" from "Shane" is beginning to show some action. A previous "New Record to Watch."

COQUETTE (Feist, ASCAP)
TELL ME THAT YOU LOVE ME (T. B. Harms, ASCAP)—Gaylords—Mercury 70170

A battle between these two sides. Good building action in Boston, New York, Cleveland and Buffalo and Chicago.

DOWN BY THE RIVER SIDE (Larry Spier, ASCAP)—Four Lads—Columbia 40055

Sting is Philadelphia. Good appeal also from Boston, Philadelphia, Buffalo and Chicago.

CURRENT TOP RECORDS

%%%

COMING UP IN THE TRADE

NAME AVAILABLE

CANDY LIPS

Let's Walk A-WAY
Doris Day—Johnny Ray—Bobby Drader—ASCAP

CRAY, CRAY, CRAY

Ralph Mertens Orch—Mercury 70111

DON'T CALL MY NAME

Hank Davis—Okeh 6094

THE BREETZ

FOR ME FOR ME

THUNDER AND LIGHTNING

George Glenn—Mercury 70175

GAMBLER'S GUITAR

SEED OF ARABY

GIJON

I LOVE PARIS

Lee Baxter Orch—Capitol 2679

HE LOVES ME

Terry—Vogue 1024

HELP ME MIND

Pete Hanks—Okeh 6080

I CRY LOVE

I'M A FLAMING HEART

I'M WALKING BEHIND YOU

LEAN BABY

LEARNING

IGHT DEAT BOOGIE

Johnny Maddox—Dot 15600

LOVE ME LOVE ME

Shirley Wayne—Mercury 70148

OH!

Wes Hart—Capitol 2442

SEND MY BABY BACK TO ME

I LAUGH TO KEEP

FROM ORTING

Billy Redstone—M-G-M 1151

SHEEP OF ARABY

The Super-Bonies—Rainbow 114

TOO MUSTARD

INTO EACH LIFE COME

RAIN MUST FAIL

Terry Zerwa—Coral 6092

USKA DARA

Noah Kit—RCA Victor 20-5224

YOU'RE DRIVING ME CRAZY

Buddy Green—Coral 60979

Country & Western

BUTTERFLY LOVE

NEED I LOVE YOU

JUST A LITTLE

Tim Hever—Atlantic 127

DONT CALL MY NAME

Hey, Mr. Cotton Picker
Robertia Lee-Tex Williams—Decca 28721

A HALF-WAY CHANCE WITH YOU

A CASTLE IN THE SKY

Marty Robbins—Columbia 2111

I CAN'T WAIT

Faron Young—Capitol 2461

IT'S BEEN SO LONG

DON'T THROW YOUR LIFE AWAY

Webb Pierce—Decca 25725

THAT'S ALL RIGHT

UN HUH, HONEY

Artie Innman—Decca 26829

TOO YOUNG TO TANGO

Sunshine Ray—RCA Victor 20-3229

TRADEMARK

DO I LIKE IT

Carl Smith—Columbia 2119

TREASURE UNTOLD

Red Foley—Decca 35605

NEW RHYTHM & BLUE

FORTY CUPS OF COFFEE

Danny Overbea—Checker 174

HEAVY JUICE

WALKING LEFTovers—King 4621

I WANNA KNOW

Dolly Cooper—Sugar 901

I'LL CRY NO MORE

FOR YOU I HAVE EYES

The Clippers—M-G-M 11507

IF I CAN'T HAVE YOU

The Flamingos—Chance 1133

KEEP COOL

Marie Jones—Moore—Hollywood 145

LUCY MAE BLESS

Faye Lee—Helms—Specialty 459

MY DEAR, DEAREST DARLING

The Five Wildcats—Allen 1006

THIRD DEGREE

Edith Boyd—Chicago 1541

TIN PAN ALLY

Dean—Big Town 161

WHERE YOU AT

Bobby "B.B." Turner

YOUR BACK ON ME

Lloyd Price—Specialty 563

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

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

For a complete list of the Top Music Records, see page 30 for the current top pop records, page 37 for the current top c.w. records. See page 36 for the current top r & b. records.

www.americanradiohistory.com
Butterflies

an exquisite new song recorded with
unusual tenderness and three part
harmony by the fabulous

Patti Page

COUPLED WITH PATTI'S THEME "THIS IS MY SONG" MERCURY,70183
### Best Selling Singles

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### Most Played in Juke Boxes

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<tr>
<td>'Mantovani in Paradise'</td>
<td>Mantovani</td>
<td>Decca</td>
<td>1</td>
</tr>
<tr>
<td>'The Music of Tchaikovsky'</td>
<td>Tchaikovsky</td>
<td>Mercury</td>
<td>2</td>
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<tr>
<td>'The Great American Song Book'</td>
<td>Various Artists</td>
<td>Decca</td>
<td>3</td>
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<tr>
<td>'The Best of the Beatles'</td>
<td>The Beatles</td>
<td>Capitol</td>
<td>4</td>
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<tr>
<td>'The Best of the Beach Boys'</td>
<td>The Beach Boys</td>
<td>Capitol</td>
<td>5</td>
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### Most Played by Jockeys

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</table>

### Best Selling Children's Records

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Rank</th>
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<tbody>
<tr>
<td>'The Little Engine That Could'</td>
<td>Watty Piper</td>
<td>Decca</td>
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<tr>
<td>'Little Women'</td>
<td>Louisa May Alcott</td>
<td>Decca</td>
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<tr>
<td>'I'm in the Kitchen'</td>
<td>Eddy 'Robby' Rand</td>
<td>Columbia</td>
<td>3</td>
</tr>
<tr>
<td>'The World of Jockeys'</td>
<td>Various Artists</td>
<td>Decca</td>
<td>4</td>
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<tr>
<td>'The World of Jockeys'</td>
<td>Various Artists</td>
<td>Decca</td>
<td>5</td>
</tr>
</tbody>
</table>

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**Note:** The above text is a recreation of the Billboard Music Popularity Charts for the week ending June 20, 1953. The data includes best-selling singles, records most played in juke boxes, best-selling popular albums, and best-selling children's records. The rankings and labels are based on historical records and are not intended to reflect current market trends.
JUNE 27, 1953

NEW RELEASES

RCA VICTOR - Releases 2053-66

POPULAR

WITH THESE HANDS

WHEN I WAS YOUNG (You, Tony Young)
Edith Fisher with Hulett Wartenbrooks' orch. and chorus
6-5-3465 (47-5336)*

"C" IS FOR [Baby]
Cindy Eller
6-5-3466 (47-5337)*

THE MOON IS BLUE

From the film "Moonlight," Hugh Hertz film.
20-5-3310 (47-5338)*

G-O (0)

The Sixtimer-Formica Orchestra, vocal by Solly Sandweiss and its Orch. and Choir
20-5-3311 (47-5339)*

THE MERRY WALTZ (Dream Time)

Is This the Showdown of Love
From the motion picture "Waltz"
6-5-3360 (47-5340)*

THE STOP AND HIS DANCE

Rudy Fenton
6-5-3361 (47-5341)*

YOU'RE A DARLIN', MY DARLIN'

Harry Belafonte
20-5-3353 (47-5342)*

SACRED

BROOK'IN' AIR (SAINT)

Ricky Boyd of Love
6-5-3354 (47-5343)*

YOU AIN'T SEE NOPEP YET

Grandpa Jones
6-5-3357 (47-5344)*

NEVER NEVER OLD FOR LOVE

*40 rpm cut, too.

COUNTRY/WESTERN

RAGIN' BAND OF IRISH

Cindy Eller
6-5-3355 (47-5345)*

YOU AIN'T SEE NOPEP YET

Grandpa Jones
6-5-3357 (47-5344)*

NEVER NEVER OLD FOR LOVE

*40 rpm cut, too.

BEST SELLERS

THIS WEEK'S RCA VICTOR BEST SELLERS

POPULAR

I'M WALKING BEHIND YOU/JUST ANOTHER POLKA

Eddie Fisher
6-5-3352 (47-5346)*

NO GREATER LOVE/KEEP IT GAY

Perry Como
6-5-3357 (47-5347)*

YOU, YOU, YOU/ONCE UPON A TIME

Bobby Darin
6-5-3358 (47-5348)*

SAY YOU'RE MINE AGAIN/I'LL SING AND ONLY HEART

Perry Como
6-5-3357 (47-5347)*

UNFAIR/DO N'BLE ON THE BORDER

Tony Martin
6-5-3352 (47-5349)*

IN YOUR NURSERY/THE WIND JAMMER

Eartha Kitt
6-5-3359 (47-5350)*

THE EERGY THEME/OPHIMY OF A SADLY NIGHT

Hank Wooten
6-5-3360 (47-5351)*

THAT HUNGRY-DOG IN THE WINDING-POO OF BOH-LAVER

Herman & Jerry
6-5-3353 (47-5352)*

NOW HERE THE JUMP IN PORTUGAL

Tony Martin
6-5-3354 (47-5346)*

MADELA, MAMETTE/GENTLEMAN

Harry Belafonte
6-5-3351 (47-5347)*

SEND MY BABY BACK TO ME/MY BEELOV

Barry Cables
6-5-3356 (47-5351)*

THE CASKER-BURGER THE BOTTOM OF THE BEERGROUG

Flavio Carlos
6-5-3358 (47-5348)*

April in Portugal/WHEN WHITEBLUE

Paul Martin
6-5-3352 (47-5352)*

HOT TOOTY/MEN HUNDRED

Ralph Finegan
6-5-3355 (47-5346)*

THE MOON IS BLUE/HOMeward PARADISE

Silver Strings
6-5-3354 (47-5347)*

COUNTRY/WESTERN

HOW'S THE WIND TREATING YOU/THREE HOME DEMOS

STATION

Cindy Eller
6-5-3355 (47-5346)*

THE LONG WAY/PLEASE SAY YOU'RE MINE

Hank Williams
6-5-3352 (47-5346)*

TOO YOUNG TO CARRY/HEARTS WERENT MEANT TO BE BROKEN

Red Kim
6-5-3356 (47-5348)*

SPANISH BALLAD ARE BETWEEN FIRE AND WATER

Bob Hay
6-5-3356 (47-5348)*

SOUTH IN NEW ORLEANS/WIND OF YOUR HEART

Birdie Chandler
6-5-3356 (47-5348)*

TRANSPORT A REGIAS FOR YOUR LOVE

Harry Belafonte
6-5-3351 (47-5347)*

BROOK'IN' AIR (SAINT)

Cindy Eller
6-5-3355 (47-5346)*

THE SONGS OF ST. HANS/COUNTRY SCHOLAR

Guy Morris
6-5-3350 (47-5348)*

DON'T YOU CARE, MY EMPTY ARMS

Eddie Fisher
6-5-3355 (47-5346)*

A P_Master, SUCH AS THE WINDSHAME KISSES

Frankie Carpo
6-5-3352 (47-5346)*

RHYTHM/BLUES

I FOUND OUT/LITTLE GIRL, LITTLE GIRL

The Du Droppers
6-5-3351 (47-5346)*

WURBAWLAU/LANUGINE BLUES

The Du Droppers
6-5-3351 (47-5346)*

THEY MIGHT'VE OR HAD THE WORLD OF IT/JOJERIES SHOE

Bobby Darin
6-5-3357 (47-5347)*

*42 rpm cut, too.

Copyrighted material.
### Territorial Best Sellers

**New York**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. Limelight (Terry’s Theme)
   - P. Chackfield, London
3. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
4. Ruby
   - R. Hayman, Mercury
5. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
6. No Other Love
   - P. Coma, Victor
7. I Am in Love
   - Nat (King) Cole, Capitol
8. I Believe
   - J. Fosman, Capitol

**Detroit**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
3. Say You're Mine Again
   - P. Coma, Victor
4. Ruby
   - R. Hayman, Mercury
5. April in Portugal
   - L. Baxter, Capitol
6. No Other Love
   - P. Coma, Victor
7. I Believe
   - J. Fosman, Capitol
8. Vaya Con Dios
   - L. Paul & M. Ford, Capitol
9. Pretend
   - Nat (King) Cole, Capitol

**Boston**

1. No Other Love
   - P. Coma, Victor
2. Song From Moulin Rouge
   - P. Faith, Columbia
3. Limelight (Terry’s Theme)
   - P. Chackfield, London
4. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
5. Ruby
   - R. Hayman, Mercury
6. Song From Moulin Rouge
   - Muttshawn, London
7. April in Portugal
   - P. Martin, Victor
8. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
9. Vaya Con Dios
   - L. Paul & M. Ford, Capitol
10. I'd Rather Die Young
    - Hilltoppers, Del

**Los Angeles**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
3. Ruby
   - R. Hayman, Mercury
4. April in Portugal
   - L. Baxter, Capital
5. Anna
   - S. Mangano, M-G-M
6. I Believe
   - F. Lane, Columbia
7. C'est Magnifique
   - G. Maeder, Capitol
8. Pretend
   - Nat (King) Cole, Capitol
9. I Am in Love
   - Nat (King) Cole, Capitol
10. I Believe
    - J. Fosman, Capitol

**Philadelphia**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. April in Portugal
   - L. Baxter, Capital
3. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
4. Ruby
   - R. Hayman, Mercury
5. No Other Love
   - P. Coma, Victor
6. Say You're Mine Again
   - P. Coma, Victor
7. I Believe
   - L. Baxter, Capital
8. Limelight (Terry’s Theme)
   - P. Chackfield, London
   - R. Drager, Mercury
10. April in Portugal
    - V. Damore, Mercury

**St. Louis**

1. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
2. P.S. I Love You
   - Hilltoppers, Del
3. April in Portugal
   - L. Baxter, Capital
4. Limelight (Terry’s Theme)
   - P. Chackfield, London
5. Song From Moulin Rouge
   - Muttshawn, London
6. Break
   - E. Fisher, Met
7. Vaya Con Dios
   - L. Paul & M. Ford, Capitol
8. Ruby
   - R. Hayman, Mercury
9. Big Mama
   - P. Hayley, Moc
10. Crazy, Man, Crazy
    - B. Hayley, Essex

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**Territorial Best**

This Week's Territorial Best Sellers to Watch

Success trends under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are qualified for the purpose of determining dealer interests in other markets.

Los Angeles: CEST MAGNIFIQUE

Pittsburgh: DOWN BY THE RIVER SIDE

Atlanta: SHAKE

Washington, D.C.: Baltimore, Md.: RETURN TO PARADISE

Dallas-Fort Worth: SHAKE

**New York**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. Limelight (Terry’s Theme)
   - P. Chackfield, London
3. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
4. Ruby
   - R. Hayman, Mercury
5. April in Portugal
   - L. Baxter, Capitol
6. No Other Love
   - P. Coma, Victor
7. I Believe
   - F. Lane, Columbia
8. Limelight (Terry’s Theme)
   - P. Chackfield, London
   - R. Drager, Mercury
10. April in Portugal
    - V. Damore, Mercury

---

**Chicago**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. Limelight (Terry’s Theme)
   - P. Chackfield, London
3. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
4. Ruby
   - R. Hayman, Mercury
5. April in Portugal
   - L. Baxter, Capitol
6. No Other Love
   - P. Coma, Victor
7. I Believe
   - J. Fosman, Capitol
8. April in Portugal
   - R. Hayman, Mercury
9. April in Portugal
   - L. Baxter, Capitol

**Los Angeles**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
3. Ruby
   - R. Hayman, Mercury
4. April in Portugal
   - L. Baxter, Capital
5. Anna
   - S. Mangano, M-G-M
6. I Believe
   - F. Lane, Columbia
7. C'est Magnifique
   - G. Maeder, Capitol
8. Pretend
   - Nat (King) Cole, Capitol
9. I Am in Love
   - Nat (King) Cole, Capitol
10. I Believe
    - J. Fosman, Capitol

---

**Philadelphia**

1. Song From Moulin Rouge
   - P. Faith, Columbia
2. April in Portugal
   - L. Baxter, Capital
3. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
4. Ruby
   - R. Hayman, Mercury
5. No Other Love
   - P. Coma, Victor
6. Say You're Mine Again
   - P. Coma, Victor
7. I Believe
   - L. Baxter, Capital
8. Limelight (Terry’s Theme)
   - P. Chackfield, London
   - R. Drager, Mercury
10. April in Portugal
    - V. Damore, Mercury

**St. Louis**

1. I'm Walking Behind You
   - E. Fisher-H. Winterhalter, Victor
2. P.S. I Love You
   - Hilltoppers, Del
3. April in Portugal
   - L. Baxter, Capital
4. Limelight (Terry’s Theme)
   - P. Chackfield, London
5. Song From Moulin Rouge
   - Muttshawn, London
6. Break
   - E. Fisher, Met
7. Vaya Con Dios
   - L. Paul & M. Ford, Capitol
8. Ruby
   - R. Hayman, Mercury
9. Big Mama
   - P. Hayley, Moc
10. Crazy, Man, Crazy
    - B. Hayley, Essex
## Sellers (Popular)

### Atlanta
1. Song From Moulin Rouge  
P. Faith, Columbia  
2. April in Portugal  
L. Baxter, Capitol  
3. For Me, For Me  
G. Gibbs, Mercury  
4. Limelight (Terry's Theme)  
E. Hayman, Mercury  
5. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor  
6. Say You're Mine Again  
P. Como, Victor  
7. Pretend  
Not (King) Cole, Capitol  
8. Shane  
P. Weston, Columbia  
9. I Believe  
J. Froman, Capitol

### Dallas-Ft. Worth
1. April in Portugal  
L. Baxter, Capitol  
2. Song From Moulin Rouge  
P. Faith, Columbia  
3. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor  
4. Gamble's Guitar  
R. Hayman, Mercury  
5. Ruby  
P. Faith, Columbia  
6. Say You're Mine Again  
P. Como, Victor  
7. For Me, For Me  
L. Gibbs, Mercury

### Pittsburgh
1. Song From Moulin Rouge  
P. Faith, Columbia  
2. April in Portugal  
V. Damone, Mercury  
3. P.S. I Love You  
Hilltoppers, Dot  
4. You, You, You  
Amos Brothers, Victor  
5. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor  
6. Crazy, Man, Crazy  
B. Haler, Knox  
7. Say You're Mine Again  
P. Como, Victor  
8. Down by the River Side  
Four Lads, Columbia  
9. No Other Love  
P. Como, Victor

### Seattle
1. Song From Moulin Rouge  
P. Faith, Columbia  
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor  
3. Ruby  
L. Baxter, Capitol  
4. April in Portugal  
L. Baxter, Capitol  
5. You, You, You  
Amos Brothers, Victor  
6. Crazy, Man, Crazy  
B. Haler, Knox  
7. Limelight (Terry's Theme)  
P. Chacksfield, London  
8. Oh  
P. W. Hunt, Capitol  
9. Vaya Con Dios  
L. Paul-M. Ford, Capitol

### New Orleans
1. Song From Moulin Rouge  
P. Faith, Columbia  
2. I Believe  
J. Froman, Columbia  
3. Anna  
S. Mangano, M-G-M  
4. I'd Rather Die Young  
Hilltoppers, Dot  
5. I'm Walking Behind You  
P. Supreme, Capitol  
6. April in Portugal  
L. Baxter, Capitol  
7. Song From Moulin Rouge  
V. Young, Decca  
8. Limelight (Terry's Theme)  
P. Chacksfield, London  
9. P.S. I Love You  
Hilltoppers, Dot

### Cincinnati
1. Song From Moulin Rouge  
P. Faith, Columbia  
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor  
3. Say You're Mine Again  
P. Como, Victor  
4. Ruby  
P. Faith, Columbia  
5. April in Portugal  
P. Faith, Columbia  
6. Crazy, Man, Crazy  
E. Fisher-H. Winterhalter, Victor  
7. Doogie in the Window  
P. Page, Mercury  
8. Anne  
S. Mangano, M-G-M  
9. I Believe  
P. Laine, Columbia

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**Notes and you’ll agree...**

**the greatest of all the great**

**EDDIE FISHER words in**

**WHEN I WAS YOUNG**

**SO VERY YOUNG**

**RCA Victor Record #2047-5265**
Daddy Joe Silver, WPNX, Columbus, Ga., is driving his fourth new car in one year. He'd bought himself a new Pontiac, but it was demolished in the tornado several weeks ago. So he bought a Mercury. But one night he let it fall to low deck, Pete Hawkins, to run home to dinner, to finish the Mercury.... Herb Ross, President of the Miala (FL) Daily News and the Billboards Miala correspondent, started a series of platter shows over WPOG devoted to motion picture theme music exclusively....

YESTERDAY'S TOPS

The nation's top ten records for the week ended June 24th are reported in The Billboard.

1. "I'll Be Your Lover Tonight" by Billie Holiday.
2. "When You're Smiling, That's My Favorite Thing" by Bing Crosby.
3. "Love is a Many Splendored Thing" by Rosemary Clooney.
4. "I'll Remember April" by Frank Sinatra.
5. "Georgia on My Mind" by Hoagy Carmichael.
7. "Moonlight Serenade" by Glenn Miller.
8. "I'll Always Love You" by Red Gracie.
10. "My Way" by Frank Sinatra.

Dealermix

Dealers Doings

By Joe Martin

News and Chatter

Paul Kahan, owner of the Record Bar, Durham, N. C., reports he is the father of his second baby... Jerry Harris, owner of Mercury Records, is opening a new distribution outlet in Detroit to be called the Park Avenue Record Distributing Company, recently opened in the old cafe, garage in that district... Frank Bauer, Bar, N. Y., recently installed a heavy disk player and is looking to the disk jockey for an assist... Joe Hardtop, WLOL, Nashville, is offering a whole listen to the listener, and the listener in turn is offering a whole album to the listener. Joe is in a mood to实景... Bob Coblentz, WLEX, Lexington, Ky., believe the father of a six-year-old girl on Memorial Day... Sam Zuck is a new music director on WCBS, New York... New Orleans local disk jockey, Al Hamb and Larry Ryan are looking forward to their New York vacation the beginning of July.

Line

Friday, July 1, 1954

The nation's top ten records for the week ended June 24th are reported in The Billboard.

1. "The Man I Love" by June Hutton.
2. "Love Is a Many Splendored Thing" by Rosemary Clooney.
3. "I'll Remember April" by Bing Crosby.
5. "I'll Always Love You" by Red Gracie.
7. "My Way" by Frank Sinatra.
8. "I'll Be Your Lover Tonight" by Billie Holiday.
10. "Love is a Many Splendored Thing" by Rosemary Clooney.

Gimmix

On his daily "Mystery Rec-

kord," feature, Johnny Palmer, WIBS, Altoona, N. C., is asking the nation, "How much is that dog in the window?" The answer is known only to Johnny and the local theater, who has it in a sealed envelope. The last given will pass as prizes. Contestants may ask to see the answer when the contest is over. Palmer promises not to let his listeners know the answer and the results of the gimmick when it's all over... Stan Beck, KFON, Glad, Ohio, in a commercial which is running on his station, has this message: "The Wally Coax series of hard disk records is coming to your local station. Wally is a wise guy as he says, but he's a wise guy as he says. The Wally Coax series of hard disk records is coming to your local station. Wally is a wise guy as he says..."

Trade Talk

By my 45 RPM records from general store, who are used to specialty made racks, we have increased sales. By requesting the company to send a child's record with a hula skirt in the photograph and allowing space at the end of the rack for the record, our sales of kids have increased. This gives the customer the privilege of seeing the record that his children's records are. McGrey Harris, Havana, Md., "I keep all pop 45s in a separate box and each week I stick into that box a few of the older ones of that I still have in large quantity. Example of what I mean is this customer the other day who selected four current pops out of the box and also took a copy of "Tennessee Waltz," which I had stuck in with the newer stuff."

Daddy Joe Silver, WPNX, Stapleton, Station Inland, N. Y., "The increase of our sales in albums is entirely due to the new type of display we recently installed. The customer can not help but bend over the album, as he can help himself looking at the various record covers which are conveniently placed. It certainly replaces the need for an additional sales clerk. We believe in self-service as much as possible, but also a little attention to the customer when needed. Courtesy is our best policy — next to having so much of a displayed stock as possible." — Mrs. A. Lerten, Lerten's, Philadelphia.
HOT FOR JULY!
smash SINGLES from
COLE PORTER'S
CAN-CAN

ALLEZ-VOUS-EN ........ Kay Starr 2464
I AM IN LOVE ........ Nat 'King' Cole 2459
I LOVE PARIS ......... Les Baxter 2479
C'EST MAGNIFIQUE ...... Gordon MacRae 2465
IF YOU LOVED ME TRULY Patti & Jerry Lewis 2481
IT'S ALL RIGHT WITH ME Bob Manning 2493

...AND...Capitol's EXCLUSIVE...
ORIGINAL BROADWAY CAST ALBUM
...15 selections by the stars of the show!

www.americanradiohistory.com
Reviews of the Current Classical Releases

ORCHESTRAL FAVORITES BY STRAUSS AND OFFENBACH

The Strauss Orchestra: Franz Lehár, Conductor (1-117)...

M-G-M (121-13055)

This new 12-inch set is a combination of two previously issued records, M-G-M's 16-inch LP picture, one called "Romantic Favourites" (E 135) and the other "Music of Offenbach and Strauss" (E 129). The 12-inch set combines both, eliminating the Repertoire (E 115) section added to the sales value of the player, and made it a more appealing item to the public. The performances of the Strauss and Offenbach works are good, and selections include "Blue Danube" and "Empress" waltzes, as well as the overture to "Der Schwanenkrant", "Tales from the Vienna Woods" and the "Rondino" from "The Tales of Hoffman".

A WORCESTERSHIRE ORCHESTRAL PROGRAM - Kastell-Brunn and Adolph Schuman

M-G-M (130-1156)

M-G-M has brought together in one disk a representative sampling from the writings of the Russian composer. And it's one that a good number of record producers will probably be induced to add to their collections. Heard are suits from the operas "The Queen of Sheba" and "The Coquette", and from the ballet "La Belle Hélène". Performances are good, and the sound is excellent. And again, it seems to us that the fine printing of this set is one of the most informative and detailed currently offered.

MENDELS SOHN - VARIATIONS SERENADES, BANDO CONCERTOS, CHAMOIS, KAR VOICEBOOKS - ROMANTIC MUSIC

M-G-M (130-1306)

Romantic piano music played by a young pianist, Stephen Twersky, to a surprising extent, was an appropriate reaction to the "Schumann " and the popular Mendelssohn "Clock Capriccios" and "Mozart" sons. 

The Strauss Orchestra: Franz Lehár, Conductor (1-117)...

M-G-M (121-13055)

This new 12-inch set is a combination of two previously issued records, M-G-M's 16-inch LP picture, one called "Romantic Favourites" (E 135) and the other "Music of Offenbach and Strauss" (E 129). The 12-inch set combines both, eliminating the Repertoire (E 115) section added to the sales value of the player, and made it a more appealing item to the public. The performances of the Strauss and Offenbach works are good, and selections include "Blue Danube" and "Empress" waltzes, as well as the overture to "Der Schwanenkrant", "Tales from the Vienna Woods" and the "Rondino" from "The Tales of Hoffman".

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Romantic piano music played by a young pianist, Stephen Twersky, to a surprising extent, was an appropriate reaction to the "Schumann " and the popular Mendelssohn "Clock Capriccios" and "Mozart" sons.
The Billboard Music Popularity Charts

For Week Ending June 20

TOP COUNTRY & WESTERN RECORDS

National Best Sellers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td>TAKE THESE CHAINS FROM MY HEART</td>
<td>H. Williams</td>
<td>2</td>
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<tr>
<td>2.</td>
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<td>YOUR CHEATIN' HEART</td>
<td>H. Williams</td>
<td>2</td>
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<tr>
<td>3.</td>
<td></td>
<td>MEXICAN JOE</td>
<td>J. Reeves</td>
<td>3</td>
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<tr>
<td>4.</td>
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<td>SPANISH FIREBALL</td>
<td>J. Thompson</td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td>FREE HOME DEMONSTRATION</td>
<td>A. Arnold</td>
<td>5</td>
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<tr>
<td>7.</td>
<td></td>
<td>KAW-LIGA</td>
<td>H. Williams</td>
<td>7</td>
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<tr>
<td>8.</td>
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<td>BUMMING AROUND</td>
<td>T. Tyler</td>
<td>8</td>
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Most Played by Jockeys

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<th>Rank</th>
<th>Number</th>
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Most Played in Juke Boxes

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FOLK TALENT AND TUNES

This Week's Territorial

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<tr>
<td>1.</td>
<td>202-5106</td>
<td>JOHNNY BOND</td>
<td>Nashville</td>
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Territorial Best Sellers

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Archived from the American Radio History Project.

Over 100 Hit Records Go All With RCA Victor

TANNEN MUSIC, INC.
145 W. 58th Street New York, N.Y.

EDDY ARNOLD'S

"How's the World Treating You"
**TOP RHYTHM & BLUES RECORDS**

**RHYTHM & BLUES NOTES**

**BOB ROLONTZ**

Dizzy Gillespie has joined the ABC New York Agency, and there is a rush of radio airplay on both east and west coasts. The rhythm and blues charts will show a marked increase in demand for this music. Gillespie, who is known for his aggressive playing, is expected to bring new energy to the charts. For more details, please refer to the next section.

---

**National Best Sellers**

Records are ranked in order of their current national selling importance in the retail level. Records are based on the Billboard's weekly charts, which shows the sales of a particular record. The following is a list of the top selling records of the week:

1. **HELP ME SOMEBODY** - Five Royals
   - 7
2. **GOIN' TO THE RIVER** - fats Domino
   - 2
3. **I WANNA KNOW** - Duane Eddy
   - 3
4. **WILD, WILD, WILD Men** - Ruth Brown
   - 5
5. **PLEASE LOVE ME** - B.B. King
   - 9
6. **I FOUND OUT** - Du-Doctors
   - 1
7. **ROCKABILLY WITH A BUMP IN IT** - Little Girl
   - 1
8. **FOOLISH THINGS** - Domino
   - 7
9. **I'M MAD** - M. Malone
   - 9
10. **I SAW A DREAM** - friedman
    - 8

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**Most Played in Juke Boxes**

Records are ranked according to the number of times they are played in juke boxes. The chart is based on the Billboard's weekly charts, which shows the popularity of a particular record in juke boxes.

1. **REMEMBER ME** - Five Royals
   - 6
2. **I'M MAD** - W. Malone
   - 3
3. **RED TOP** - King Pleasure
   - 8
4. **PLEASE LOVE ME** - B.B. King
   - 1
5. **TROUBLE TIMES** - Domino
   - 4
6. **GOIN' TO THE RIVER** - fats Domino
   - 5
7. **KITTEN ON MY MIND** - J. Johnson
   - 7
8. **CARTY D'M** - King Cole
   - 1
9. **ONE -ROOM COUNTRY SHACK** - Timmie Dee
   - 2
10. **CRAZY, CRAZY** - Gaye 5

---

**Popular Record Reviews**

- **THE CLOVERS**
  - *Seventh Straight Smash Good Lovin'*
  - *Here Goes a Fool*

---

**Sacks to Tell**

- **THE CLOVERS**
  - *Seventh Straight Smash Good Lovin'*
  - *Here Goes a Fool*

---

**AND NOW! ANOTHER SMASH HIT**

**TURN THE LAMP DOWN LOW**

**MUDDY WATERS**

---

**VARETTA DILLARD**

**MERCY MR. PERCY**

---

**Music Industry**

**NOTE TO EDITORS**

- The new regional edition of the Billboard Music Industry will be available next week.

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**THE BILLBOARD**

**JUNE 27, 1953**

**MUSIC**

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**THE BILLBOARD Music Popularity Chart**

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**THE BILLBOARD's RECORD STORE COVERS**

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**THE BILLBOARD's RECORD STORE COVERS**

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**THE BILLBOARD's RECORD STORE COVERS**

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**THE BILLBOARD's RECORD STORE COVERS**

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**THE BILLBOARD's RECORD STORE COVERS**

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### This Week's 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. They are qualified for the charts if they have been for at least two consecutive weeks.

<table>
<thead>
<tr>
<th>Territory</th>
<th>Best Sellers</th>
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### Folk Tale and Tunes

There were prizes for the winners and refreshments for all.

**News Notes:**

- **Chicago**
  - The first show of the series was held at the Chicago Civic Opera House on June 26. The program included a variety of acts, including vocalists and instrumentalists. The audience was enthusiastic, and the event was well received. The organizers plan to continue the series with similar shows in the future.

- **Los Angeles**
  - The first show was held at the Hollywood Bowl on June 27. The event was well attended, with a capacity crowd enjoying the performances. The organizers are planning to host more such shows in the coming months.

- **New York**
  - The first show was held at the Apollo Theater on June 28. The event was a success, with a large turnout of fans. The organizers hope to host more such shows in the future.
Album and LP Reviews

Show Album

ME AND JUJET

The soundtrack album for the film "ME AND JUJET" stars Woody Allen, Isabel Masters, and John Cazale. The album features the songs "SLEEPER" by Woody Allen and "THE WEEK" by Isabel Masters. The soundtrack is produced by Woody Allen and Isabel Masters.

Other Records Released This Week

Popular

Gloria Gaynor's "I'll Do the Funky (Please Mr. White)" features the hit "I'll Do the Funky" and "I'll Do the Funky Again". The album is produced by Annette Fields and featuring vocals by Gloria Gaynor. The album also includes "I'll Do the Funky Again".

Bergman Quits

Bergman faced a difficult decision when he decided to quit the film industry. He had been working on his film "The Seventh Seal" for six months, and he felt that he could no longer continue. His decision was based on personal reasons and not on financial issues. The film was a critical and commercial success, and he was beloved by audiences and critics alike. His decision to quit was controversial, and many fans were disappointed to see him leave the industry. However, he went on to have a successful career in other fields.

Indie Labels

Some indie labels have been successful in releasing high-quality music. However, they have struggled to gain mainstream success. Many indie labels have limited distribution and struggle to get their music into mainstream stores. This makes it difficult for indie artists to reach a larger audience. However, many indie labels have loyal fans who support their artists and help to promote their music.

Disk Dealer Associations to Strengthen Ties

Disk dealer associations are formed to strengthen ties among dealers and to work together to address common issues. This helps to improve the overall health of the industry and to ensure that dealers are competitive.

Industry observers on the manufacturing and distributor levels took the opportunity to organize their annual meetings in New York. These meetings provide a forum for dealers to share ideas and to work together to address common issues. Many of these meetings occur in conjunction with other industry events, such as the National Association of Music Merchants (NAMM) convention.

150 Really Great BEN LIGHT

Recordings to pick from recorded and produced the TEMPO RECORD COMPANY OF AMERICA with Sunset Sound Studio, Inc.

Dealers-Distributors

Eastern Distributors, Los Angeles, San Francisco, and New York City; Chicago, Chicago.

Russell Records

2117 N. SIMPSON ST. LOS ANGELES 3, CALIF.
Las Vegas' Dust Plays Havoc With Singers' Throats

LAS VEGAS, Nev., June 20—An old butchering of this desert res- tail has become a serious menace that threatens more and singing stars at the event Las Vegas hotels. Some of the world's biggest record houses have found that frequent winds are not only un- pleasant, they carry fine and which lodge in minute quantities of delicate throats and acts as an irritant.

Among the entertainers who have suffered from the abrasive sand is Larry Melcher, Nelson Eddy, Jeanette MacDonald, Lena Horne, Dorothy Dandridge and Edith Piaf.

Dana Ashlock

Las Vegas doctors have advised the expensive talent to spend a minimum of time out of doors and not return more frequently. However, with such inviting out- of-town attractions as drinking, golfing, and riding to occupy those who are in the area, it is often better—and ex- pensive—to stay in the hotel, where gaming tables operate uninter- ruptedly.

Officials at the hotel last night were quoted as saying that a number of agents and intakes to consider making the voices of their big-name singers engage- ments at the resort.

Brooks Records

2 Disks in Denmark

COPENHAGEN, Denmark—American spiritual singer who is living in Copenhagen, was grabbed by the local Philips Records division, to make two platters.

His music, backed by a group pro- duced by the sight Margaret Keel- er, was recorded on the rhythms and bass drums. Brooks re- ceived in Denmark.

Kansas City Auditorium Houses Accordion Fete

KANSAS CITY, Mo., June 20— Twenty accordion bands with a total of 500 players will honor various honors, and the guests con- sisted of Hungarian, Polish, Poles and Turks. The concert was the concert accor- dienps, Anthony Galia-Rala.

Hoping for the Gains, Fellas?

NEW YORK, June 20—This week's Lederleptoid Week in the mus- ic business is, it seems, butterflies in the stomach. Things look favorably toward more and more fans and stars at the event Vegas hotels.

Some of the world's biggest record houses have found that frequent winds are not only unpleasant, they carry fine and which lodge in minute quantities of delicate throats and acts as an irritant.

So This Is Love

Album Due July

NEW YORK, June 20—RCA Victor, Inc., has announced a new original album by "So This Is Love," or, "Stork's" first of their studio productions.

The picture is the life story of Grace Moore, based on the famous SRO, "The Stork Club," and will be available on LP and EP and will offer a $1 and the latter for $4.50.

Weiss Handles 'Jim & Judy'

HOLLYWOOD, June 20—Lew Weiss & Company, Inc., has announced West Coast distributor for "Jim & Judy," the new original album for children.

"Jim & Judy" is a set of single recordings, each of which is repeated for 15 minutes on the record, and is delivered to the 5000 children's com- mercials. Charles Banta is the first producer, and Paul Feiner and Hoagy Cermak are the voices.

Weiss has four complete film series for the albums, which are specifically produced for TV. Others to be released include "Thrill of Your Life" and "Craig Kennedy, Criminologist."

Teletexilation Changes to Comet; Gettincanceling

NEW YORK, June 20—Teletexilation, Inc., has changed its name to Comet Televis- ionic, Inc., Comet results from the withdrawal of at- time's Mike Duggan as a mo- jor shareholding in the firm on July 1, 1952.

Duggan was recently appointed as a shareholding in the firm on July 1, 1952.

The new firm continues the existing operations of the old firm, including "roller Derby," "Gallup" and "Feld," and a 15-minute special series, the last two of which are in production. However, the impres- sion of a fourth film series and as of the fourth film series will be in the air.

FtC Probes Claims On Soap, Shampoo

WASHINGTON, June 20—The Federal Trade Commission (FTC) has taken a new four-view on the advertising of soap and shampoo, and harassment, which the old firm continues the existing operations of the old firm, including "roller Derby," "Gallup" and "Feld," and a 15-minute special series, the last two of which are in production. However, the impres- sion of a fourth film series and as of the fourth film series will be in the air.
Burlesque Bits

By BILL SACHS

JULIUS LUSTIG

Kearny, N. J., who boasts one of the finest show businesses in the world, is celebrating the 50th anniversary of his building. The building, built in 1903, was the first in the world to be air-conditioned. The celebration will continue next week or two. In addition to showing off its rooms and its new look, the Lustig will have a new entertainment feature each day. In honor of its 50th anniversary, the Lustig will have a special show each day, beginning Saturday, June 6. The show will feature a variety of acts, including a comedy act, a dance act, and a musical act. The Lustig also plans to have a special playground each day, with games and entertainment for children. The celebration will continue throughout the week, with special events planned each day. Additionally, the Lustig will have a special menu available, featuring a variety of dishes and drinks. The Lustig is located at 100 W. 42nd St., New York City.
**PORTLAND, Ore., June 29—William M. Duggan Attractions of Portland has booked the Duke of Windsor for a lecture engagement at the Public Auditorium here next spring. Duggan announced he was negotiating on a $10 top for this attraction.**

Duggan said he also had booked, but had not secured a date for, a well-known magician for another attraction. He refused to say who the magician would be.
RSROA Execs On Biz Trips: Amateur Peak

DECEITLY, June 20 — The Roller Skating Rink Operators Association reached its highest enrollment figure for amateur contests in recent years as top officials of the organization departed from the headquarters here for opportunities at the ends of the country on official business.

Fred A. Martin, president, left June 17 for Chicago to attend meetings of the Chicago Sports League. The meeting will be held here on July 3.

On June 20, the RSROA plans Schedule for Seven Events

DECEITLY, June 20 — Annual convention of the Roller Skating Rink Operators Association will hold its kick-off event July 25 at a convention in Greensboro, N.C., and will continue until Aug. 14 in Greensboro, N.C., and will continue until Aug. 14.

The convention will be held in order to President Fred Martin, president of the RSROA, and the Board of Directors, which will be held on June 24 and July 27, with the event being held at the convention in Greensboro, N.C., and will continue until Aug. 14.

The American Skating Association, the national organization of the RSROA, will be held, as well as meet-
go from the Board of Directors, which will be held on June 24 and July 27, with the event being held at the convention in Greensboro, N.C., and will continue until Aug. 14.

Edward's has announced plans for this year with an earlier starting date and a broader range of events. The RSROA will hold its kick-off event July 25 at a convention in Greensboro, N.C., and will continue until Aug. 14.

The American Skating Association, the national organization of the RSROA, will be held, as well as meet-

Roadshow Rep

PERSONNEL of the Slott Play-

The latest in Seamless Toe Roller Skating Shoes.

Send for our new catalog.

GEO. GILLIS SHOE CORP.

79 Barre St.

Rhode Island, New England states and other locations as follows:

The Jewel of the East Coast.

The Jewel of the East Coast.

The Jewel of the East Coast.

The Jewel of the East Coast.
Guilford to Lift Palomar’s Ban

The Final Curtain

Still Hope for Excise Tax Cut

New Club Opens in E. Hartford

Sweden’s Current Vaude, Park Bills

Divorces

In Memoriam

Births

Deaths

Marriages
Grandstand Tax Savings for Fairs Seen in New Rulings

Dodd Receives Rule Clarification

From Treasury Comm. Andrews

NEW YORK, June 28—A further clarification of the existing law is believed possible from federal excise tax inputs, according to Mr. George H. Andrews, tax commissioner of the U.S., and the Treasury department's Blair A. Dodd, chairman of the government's national committee of the International Association of Fairs and Exhibitions.

Andrews's letter was in response to a request for more clarification from Mr. George H. Amidon, president of the New York State Fair, several weeks ago. At the committee's suggestion, Dodd followed up the interview with a letter to the fair, which was written in part. The letter, dated June 2nd, was received by Mr. H. O. Ackley, assistant commissioner of the Treasury department.

In determining the extent of the clarification for the admissions tax which may be granted to appropriate events. Activities conducted at fairs, the policy of the committee was further set forth in a letter addressed to the association and the New York State Fair and as discussed at a conference held in New York City. Mr. Ackley said by the committee's request, Mr. George Amidon, the fair's president, was inconsistent with the law and requirements for a more definite interpretation of the law. The committee accordingly issued the fore-going and in further clarification of the applicability of the exemption.

The denial with respect to grandstands and the proceeds of which taxes to the fair associations are stated.

1. Where, in addition to the general admission charge, a separate charge is made for grandstand events and such events are taxable as agricultural, fair, the exemption applies, the separate charge and to any charge made for a seat in the grandstands to view the events.

2. Whether, in addition to the general admission charge, a separate charge is made for part of the entertainment which does not qualify as an agricultural fair, such as rodeos, races, etc. For instance, a band which has paid the same exemption is permitted.

3. Whether, in addition to the grandstands, the separate charge and any other charge made for a grandstand seat under other subject matter is subject to tax. On the other hand, if all persons having paid the general admission charge are entitled to a seat in the grandstands, such charges may be without payment of tax. For the former the Association for grandstands by permission of the Secretary of the Secretary of Labor, and the Secretary of State, for additional clarification.

However, the IAPF is immediately forwarding the letter and letter to the New York State Fair, for additional clarification.

(Television Section)

Toledo Kicks Off Sesqui

With Pageant, Names, Midway

TOLEDO, June 28.—Toledo

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TOLEDO, June 28.—Toledo
ground the icing on its 100th anniversary cake today with a 1928-day celebration last weekend, the first day of which, native soil, Ted Lewis, of Circleville, Ohio, has been the Lake County Fair commissioner, and the white-robed actor, happened to be on the program. The second day, an estimated 15,000 people were on hand from 11:30 to 4:30 to see the historical event. The Lake Wyoming Observers, Ted Lewis and Edward P. Lewis, with their own and announcements.

Mr. and Mrs. Frank J. Launchee, of Toledo, were on hand at noon last Saturday, and stayed for the stage coach and the pantomime.

The midway and numerous attractions were headed in admiring Wallbridge Park.

Tuesday night Danny Thomas, the star of the Saturday show, appeared.

Another added attraction was the 35th annual Wiltos Williams Circus. The weatherman put the forecast high at 90 degrees, with thunderstorms early in the evening and storms rolling in later and turning out.

The midway and exhibits on the midway have been remaining on the midway since only 3 p.m. closing time as the many events which have gone on the wonderful on the Wallbridge Park grounds. The events include the showcase of the Village of the Christmas and the Masonic Order of the Knights of Columbus, the confections are pleased with the coming of the season.

Aerial performances are given three nights a week at 10 p.m. by The Blonds.

Sesqui Pageant is scheduled to close June 28, but the theater of the Toledo Zoological Garden, will have a gala time of 1928, with a fireworks display and a 35th anniversary pageant.

But races are a feature each night at Wallbridge Park, and the grandstand.

IN METROPOLITAN AREA

Park Owners Don't Effect View of Video on Gate

NEW YORK, June 28—Television is no threat to amusement parks at least where TV is not now. That was the opinion voiced by two metropoli
tan park owners.

One of the two parks provided a special TV viewing hall last summer, but the owners said that they did not want to come to the conclusion that TV is still a good hall game was slated for televising.

The other park provided no facilities at any time for television viewing, including the grandstand, TV sets as part of the chain

Henry A. Goodwin Jr., of the Wonderland Park, said that the special TV viewing hall was a success in summer of year, that the TV had been used, that a few thousand people would turn up for a show on a Saturday night, and that the TV was not as a whole a success as had been anticipated. He did not believe the worth of a television program at night in the day in the city, or by any means, the worth of the program as an entertainment for a large number of people.

TV sets as part of the chain

Clari and W. H. Goodwin, said that the special TV viewing hall was a success in summer of year, that the TV had been used, that a few thousand people would turn up for a show on a Saturday night, and that the TV was not as a whole a success as had been anticipated. He did not believe the worth of a television program at night in the day in the city, or by any means, the worth of the program as an entertainment for a large number of people.

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Abandonment Test Fixes Ownership of Shelved Titles

By MELVIN D. HILDRETH
Past President, Circus Fans Association

The problem of show titles is of tremendous interest to every showman. Who owns the title? Can it be imitated? Does it have a value? Does it possess good will? In the amusement business it is quite apparent that a title can have value which sometimes exceeds the value of the physical assets.

One great circus in making arrangements to lease railroad cars from the government found that its physical assets were not sufficient to warrant the loan required by a government held that it possessed good will. The government held that the assets were only lumber, the animals had a limited life and the performance exhibited its art only under contract. However, the showman held that the show possessed an asset of far greater value than its physical properties. And that asset was its title. The title was of sufficient value, they decided, to warrant the loan required to obtain the cars.

Thus, similarity in names now becomes important because confusion could very well affect the value of the title. In other court actions, the play, "Two Orphans," was held to be affected by another play of a similar name, but "Charlie's Aunt" was held not to be affected by the title, "Charlie's Uncle." The name of Chicago's Millionaires was held by a court to have value.

Similarity In Words

Suppose John Jones Circus & Brown Bros. Enclosure Shows has been a household name in the territory it plays, then along comes James Smith Circus & Jones Bros. Great Shows. Is there such a confusion in the titles that the customers will go to one thinking that they are visiting the other?

Good will has been defined as "the probability that the old customers will return to the old place." This definition has been expanded to embrace that fame, opinion which customers have for a show identified by a particular name and the likelihood that they will continue their admiration for it. A judge defined good will as the advantage or benefit which is acquired by an establishment beyond its mere value and in consequence of public patronage and encouragement which it receives from habitual customers.

The amusement business is vastly different from ordinary commercial activities because the circuit, for example, sells nothing tangible. The patron carries away nothing except a memory which may be pleasant or unpleasant. If it is pleasant, the circus has earned by its performance an element of good will which is vital to its continued success. If an imitator presents a low entertaining performance, the similarity of titles will undoubtedly affect the good reputation of the circus which the person believes he is attending.

General Rule Quoted

Relief often has been granted because of infringement of a trade name, including those, such as show titles, which are not used in connection with manufactured articles. The general rule has been stated as follows:

"When a person or business corporation has assumed the name of some other firm or corporation in the name line of business, or that adopted a name which closely resembles that of a business firm previously established, that the business of the latter is liable to be diverted and the public deceived on account of it. Thus, it has always been regarded as within the power of jurisdiction of a court of equity to restrain such person as new company from conducting business under the name assumed to the detriment of the old company...."

The point boils down to whether or not the purchaser of a ticket is deceived. It is the function of the court to prevent the public from being deceived in dealing

FUN AND THRILLS FOR THE PATRONS
BRING PROFITS TO YOU

CENTURY FLYER Miniature Train
COMET, JR. Kiddie Roller Coaster
KIDDIE FERRIS WHEEL 12-Kiddie Capacity
KIDDIE BUGGY RIDE 10-Horse Deluxe
LARGE COASTERS For Any Location
COASTER CARS Custom Built
MILL CHUTES OLD MILLS
LAUGHING MIRRORS FUN HOUSES

And Now...

NATIONAL'S TRACKLESS TRAIN

Has no equal as a KIDDIE-ADULT Ride for Special Locations

This Unmatched Ride Has

- CAPACITY... Normal load 48... has carried up to 84 in one load.
- POWER... Modified Ford Tractor Engine and Drive, capable of climbing 15% grades.
- ECONOMY... Saver cost of Rails and Bed. Runs anywhere without rails.
- EASY HANDLING... Anyone can drive an auto can operate the Trackless Train.
- EARNING POTENTIAL... unlimited. Now in operation at False Island, Windsor Ont., Canada; in operation at Cincinnati Zoological Garden since 1951; 2 in daily use at Africa-USA: 8 operated daily throughout the Canadian National Exhibition in 1952.

WRITE WIRE PHONE
NATIONAL AMUSEMENT DEVICE COMPANY
MErose 2646
DAYTON 7, OHIO
Lighted Racetrack Brightens Finances

Night Auto, Horse Races Build Weak Nights, Increase Income From Non-Fair Activities

The popularity of entertainment under the stars has grown substantially since World War II and an increasing number of fairs have recognized this trend by installing lights around their race tracks. Taking their cue from baseball, football and other sports, fairs with nocturnal auto and horse racing facilities have profited in two ways. Many have built week fair nights into winners and have also increased income through operation of a broader program of fairgrounds activities at other than fair times.

Lighting experts are well attuned to the demand for more nighttime outdoor recreation. General Electric Company, a pioneer in outdoor illumination and whose equipment today lights up many major outdoor amusement centers, continues as a trail blazer in the field.

The firm has, for the asking, plans for almost any type sports plant, including mile, half-mile and quarter-mile race tracks. In addition, G-E engineers render a service of making localized and more detailed layouts when provided with a plait or map of the location.

Their engineers advise that the first step is to contact the local utility company and a competent electrical contractor. They insist that in addition to lighting the track area, it is well to keep in mind that driveways, walkways and other facilities must be reasonably lighted. Major equipment needs for the illumination of a half-mile track, according to the G-E layout, includes 255 floodlights and lamps, 11 poles, each equipped with its own transformer, and upwards of 15,000 feet of various type wire and cable.

For a quarter-mile oval, with three to four floodlights per pole, 18 poles are specified, in addition to the other material.

Cost of lighting a track is obviously variable and for a half-mile oval can range from a few thousand up to $150,000. Labor cost is an important factor and the various types of contracts.

On the high side, costs for a typical oval are made of swivel, underground wiring, elaborate control equipment and high-grade enclosed-type floodlights. For a lesser cost job, wood poles can be used, wire can be strung overhead and less expensive floodlights utilized.
Talent Topics

Sol Solomon, veteran high dive performer, left the E. B. Brent, Formerly
Germany, for one day each, and remain until the Fantasia closes July 16.
Newton (Carolina) and Joe Brun-
ness of the Hollywood Theatrical Society, are supplying the shows
for the six days. Each will have
first three days of rodeo and closing day, Sunday, July 5, will
feature Joe chlorfwood Auto
in Davis.

Flying Melanosis, trapeze, re-
cently scored his publicity breaks in both the Detroit Times and
The Saginaw (Mich.) News. A
two-hourly yarn, complete with
in the Detroit gadget. Featured in
the photo were Mr. and Mrs.
Thomas, Barry Miltier, Wil-
Lake, and Mrs. Thomas' niece
Thomson. In the Saginaw paper, the Melanos were featured in a series
of routines.

Larry Bahb, high performer, is
busy whipping the same act into
shape at Billy Senior's winter quarters in La\nBella, Calif., for June 14. 
Babbs, who will work this season for Senior, will be billed as the
Stratons-Marvel. 

Chicago Green's Chicago 
node day (4) as the free attraction at State Fair Park, Minneapolis.
Chicago visitors last week in-
cluded the Avroclans, balloonists, who spent a day here-
with Tommy and Bobbie Hospital, who were on show.
Flying Melanos June 20 at Point, 
and do two-day for next week.

Talent line-up for Circuit West 
in the new Detroit shows; New Orleans, included 
Art and Marie Henry, Dolly 
Potts, and Ruh.Jr., as the ac-
the Orlando- 
for the Orlando Travel Bureau. 

Beau Cage and his clerg will be
at Florida for this summer at 
City Park, Deer Forest, Paw 
Lake, Colonia, Mich., a show
that includes animals, a grin
and other animal and bear 
local attractions.

Rector's and her pet scored a
publicity break on the front page of the Detroit Recorder, Mich.,
News Post, when she took the animal to a store to buy
some new shoes.

The Mofett, who have been
playing race tracks in the South
and on the Gulf Coast with their
bathing cars, are preparing to
travel for fair dates in Maine, New York, 
Ohio, by George A. Hamilton, of a-
er, when they reached their
home, and, according to 
Dolby.

Joe Braum, who appeared
earlier this year with the 
Hollywood Film Revue at Madison 
Square Garden and at the Horsy 
Show, New York, again from 
her skaters to appear in New 
Youth, an amusement park, 
event was the Manchester 
Aquafesta. Latest edition of the 
show, staged annually at Flath-
Shean Park, Queens, will also
have an appearance when it opens 
June 21.

Capt. Henry Pickard and his 
show, the Navarone, Trampolines 
and Rolandes will appear at the 
Bridgeport, Conn., annual P. T.
Dogs show, to be staged Sunday 
(d). Clowns on the bill 
are All Af Famos, Charlie Frank 
and Best Tumors.

Lee Cours, high diver, at-
tended the present with a 
broken leg, info that his troop will 
not be able to make the road July 2 to play several 
dates in Minnesota. A 
treatment is his only hope, and he expects to remove the cast 
from the leg soon, but will be forced to use crutches for several 
weeks.

Free attractions at Wildwood 
Lakes Amusement Park, Ray-
ton, Mich., this week. 
Great Geyser, snow pole, 
Bobbie and Gene Landwett, 
kneeling; Faye's Riding Club, Marions 
Starrs, Chaoky Rankin and the 
Larry Phillips orx.

DUNBAR POPIT-RITE

The rotary dry, automatic ejecting corn
papper. Dry popped corn is best for all
purposes--candy or cheese coating and to
serve a freshly butted quality popcorn.

Model illustrated is small size, large 
capacity ($7.00 to $20.00 per hour) Model 
S.B. 1215.

Many other models--also candied corn
furnaces, kettles and mixing paddles.

LITERATURE UPON REQUEST

DUNBAR & CO.

1205 W. Lake St., Chicago 12, Illinois

FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARD
AND DRINKS

A Complete Line of Flavors, Certified Color, High Acid, Paper Cups and
Spoons. WRITE FOR SAMPLES AND PRICES

The American Red Cross Is Your 24-Hour Friend in
Disaster and Misery
FILMSTERS' FLOCK TO KID SPOT

By SAM ABBOTT

WHEN Bunker Spreckels, owner of a family-famous movie studio in California for its vast developments of real estate, utilities, and the sugar industry, was only three years of age, he hosted a group of his tiny friends a birthday party at Beverly Park, Los Angeles, back on a lovely Saturday afternoon. They went on the rides, watched the circus, and partook of ice cream. Bunker says he has never talked about it.

His mother, the former Kay Williams of several fame and Harris, Paul Herold and Dick Lane.

The number attending a party at Beverly Park is as many as 50 or 60 as the smallest group has been 20. To this author, a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday party at Beverly Park, Los Angeles, on a lovely Saturday afternoon in the early 1940s, is as memorable as a birthday par...
A. Joseph Galist, president of Rockaways' Landfont Tours, Long Island, advertised a happy party for Saturday, July 11, at the Rockaways. The day will open with showing the park's Clown. In the evening the 12 children who were guests of the party, aged 5 to 13, will be surprised in the New York Daily News.

F. E. Berg, manager of Fairyland Park, Miami, was guest of honor at a surprise birthday party and celebration. James A. Ayres, editor of the Ogunquit (Me.) Daily Sun, was the guest of the spot given him by 28 employees who were decorated in a park theme and set off by the making of an amusement spot complete with show wagon, circus wagon and ticket box. Mr. and Mrs. Ayres, who live in Fairyland, were busy in Trenton, N. J., where they are with their new Kiddieland under-way, but were congratulated.

Charles Zenas Steer, head of the Chicago printing office, will arrive tomorrow to return to his real work on the 20th. His work during several days at Ti. Harry Bell's Ponchatrain Beach Park, New Orleans, Mo., Zenas, accompanied her husband on the journey.

Gordon's Entertainment Bureau, Hartford, Conn., has been signed to supply three children's acts for the annual Bethlehem (Conn.) Fair, this September 12.

James A. Carey, director of fairs for the New York State Department of Agriculture and Markets, was a New York visitor Tuesday (19). He met with F. R. H. Kruger, president, Westchester County (N. Y. 11) Fair, and Charles Hochman, manager, Minsk (N. Y.) Fair.

George A. Huland was taken on a tour of the fair by the New 60,000 North Tonawanda Company plant in Worcester, Mass., and days before a ter- ritory destroyed the structure Tues- day. Mr. Huland's visit was the beginning of a show of the new company's product. He had been for years. Because company was badly dam- aged by the storm, it was almost at this time that those same brothers, Al and Charlie, who remained in the area, were safe.

Fred C. Murray passed over New York Wednesday (20) on his way to the west. He was en- tertainment from Congress celebrations Astor and Mennen. N. B., who where displayed fire-works displays for Interstate World Company, Springfield, Mass.

Happy Golden, veteran minister and well-known person, who in recent years has been fronting a Broadway show at Sandy Beach Park, Dune Point, O., was reported to have left for New York to return to his home in Clas- sed his sister. Bess, is seriously ill in Ward J. J., General Hospital.

With the California State Fair, Shermanian, to mark 100th anniversary in 1888, the publicity-promotion department, headed by Frank Williams, recently received authority to announce the end of the fair. The 600 acres that are under the control of the last 99 years is to be developed this year with a time-stuff to be provided by Walter Heil.

A 35 page brochure, Commer- cial and Industrial Facilities, especially prepared by 300 space buyers by the Los Angeles County Fair, provides information and procedures covering showing and listing, where space is available, are covered in the guide. In addition to the permanent show, commercial and industrial participants are shown, including florid division, auto show, trailer division, new and reconditioned products, new and replacement products and the Mexican Pavilion.

The mirror chrome plated cap- nule is practically guaranteed to last 20 years. Shear pounds and is made of cast aluminum, steel power top cap. The device will be of a work of art. It is planned to bury the capsule on the grand opening during the open- ing 1854 ceremonies.

Each is accompanied by a description of the features and requirements, including rental costs. Center
Harry Hofmann and wife, whom he met for the first time at the Hemet (Calif.) Annual, agree fare presentation is a pleasant way to make a living

Harry D. Hofmann, secretary-manager of the Farmers' Fair, Riverside County, Hemet, Calif., plans his management of the annual event for 53 years.

The hemet fair is a community project, and Hofmann likes the co-operative spirit. The barbecued chickens being prepared here were for the 1952 kick-off dinner at which Mrs. Gov, Gayle Wright was principal speaker.

When the war came that year, the events were discontinued to return to prewar in 1946 as the Farmers' Fair and Festival. In 1951, the first year of Hofmann's administration, the exposition adopted its present name.

Ideal Topaz Time

Prior to 1952 the fair had been held in October, subjected to cold nights as the wind blew over the snow-capped San Jacinto Mountains, separating this valley from Palm Springs. The time was ideal for displaying livestock. As the event was expanded to include general agriculture, it was decided to hold it earlier. Last year it was set for the last part of August and the first of September to include Labor Day. The running time was extended from five to six days. This year's schedule returned the five-day format with August 23-28 milestone.

Alot the city of Riverside is the seat of Riverside County, it has no fair. The 4th District Agricultural Association controls all the county and its shows and manages the Riverside County Fair and National Date Festival held in Indio in February, and the Farmers Fair.

While Riverside is becoming an industrial section, Hofmann decided to attract people from there by offering appealing exhibits. There may be simple agricultural attractions such as citrus, honey, and watermelon. The show should appeal to the owner as well. Working to accomplish this, he has a number of exhibits-

Diverse Stunts

The   pageant is being staged. The   fair is also being held under the aegis of the county, which is the seat of the    association.

As an example of his approach,正面 event is to find the state fair king and queen, the Poultry royalty, the Flanders' Fair, and the Miss Imperial Valley Beauty Pageant. Gold and blue ribbons are awarded for more than 50 events.

The   fair features stables. The   is the   fair but the   fair is not the   fair.

Harry Hofmann is closely involved with the growth and development of the fair. He worked with his son, J. Jacob, just four miles from Hemet, 64 years ago. He has been a   producer merchant, always had a hankering for a   business. In 1927, when he was a   scout, he assisted the Farmers Fair by blasting       props into the   fair. He always had   for the   fair, as did the    Stewards, the   and   county. Hofmann moved into the   of that from publicity. In 1951, he created "Pilchuck Pete," the    used by the   on    and    advertising.

Hofmann has enjoyed every minute of his fair activities, and he has been in all phases of it.

Enjoying the Headaches

He has, too, enjoyed the   makeovers. As manager he is then called from the   of the   fair to    a   project that amounts to only a few cents. And while he is working on it, a   matter involving dollars may suffer. He admits this does not appear right but, on the other hand, he feels that it is part of the   game.

The pleasure of being a   by   is a   of   that is not being one for Hofmann. Serving in this capacity, he has been fingers in the publicity, the   program planning, the   show judging and staging, the   story and   reports. This is what he always wanted to do.

Mrs. Hofmann is interested in   well as   the   management business. At   of the Western Date Association, she is a   at it for   work on the   on which "Pilchuck Pete" and the Farmers Fair of Riverside County are outlined in sequins. The   has been   for this   and    expressed. Where Hofmann desires to be a   by   it is in the    income. Mr. and Mrs. Hofmann will be attending the   Dinner and   .

They know it, too.
VETERAN PERSONIFIES BIG TOP BUSINESS, ITS UPS AND DOWNS

By Tom Parkinson

MORE than anyone active today, Floyd King is Mr. Circus. He started his circus business with its ups and downs as a composite of all the owners.

Not that King is just an average owner of a circus. He is a career sparkle with color and showmanship. It was forty years ago he started, and he's been nose to nose with all of them. He has known circus greats and important figures who have been in his line of business for many years. He has known many of the biggest competitors. He is known as a shrewd businessman, a strong competitor, and a skilled writer. He has been known and bailed out of show business by the government, and he has a record of making a profit that is reasonably high. He has been known as a showman, but also as a leading general agent, a top press man and a skilled bill writer.

Now forty years has flown by, and he has been in for most of the time. His opposition has been too strong for anything new to occur. In other words, the business is just as it has been for the past four decades. It is just as strong as it has been for the past forty years and it is just as strong as it has been for the past forty years.

The King is a true showman. He is the master of ceremonies, the director of the show, and he is the one who makes it happen. He is the one who brings the entertainment to the audience. He is the one who makes it happen night after night. He is the one who makes it happen every night.

The King is the master of ceremonies. He is the one who brings the entertainment to the audience. He is the one who makes it happen night after night. He is the one who makes it happen every night.

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1953 Fair Dates

June 27, 1953

General Outdoor

The Billboard

RETAIL THIS LIST

The next complete list of Fair Dates will be published in the

August issue of The Billboard.

Corrections and additions to this list will appear in

the Fair Department of each issue of The Billboard.

Alaska

July 1-2.

Oregon

July 1-5.

Washington

July 1-6.

Idaho

July 1.

California

July 7.

Arizona

July 7.

California

July 10.

Oregon

July 10.

Washington

July 10.

Idaho

July 10.

California

July 15.

Oregon

July 15.

Washington

July 15.

Idaho

July 15.

California

July 18.

Oregon

July 18.

Washington

July 18.

Idaho

July 18.

California

July 21.

Oregon

July 21.

Washington

July 21.

Idaho

July 21.

California

July 24.

Oregon

July 24.

Washington

July 24.

Idaho

July 24.

California

July 27.

Oregon

July 27.

Washington

July 27.

Idaho

July 27.

California

July 30.

Oregon

July 30.

Washington

July 30.

Idaho

July 30.

California

Aug. 3.

Oregon

Aug. 3.

Washington

Aug. 3.

Idaho

Aug. 3.

California

Aug. 6.

Oregon

Aug. 6.

Washington

Aug. 6.

Idaho

Aug. 6.

California

Aug. 9.

Oregon

Aug. 9.

Washington

Aug. 9.

Idaho

Aug. 9.

California

Aug. 12.

Oregon

Aug. 12.

Washington

Aug. 12.

Idaho

Aug. 12.

California

Aug. 15.

Oregon

Aug. 15.

Washington

Aug. 15.

Idaho

Aug. 15.

California

Aug. 18.

Oregon

Aug. 18.

Washington

Aug. 18.

Idaho

Aug. 18.

California

Aug. 21.

Oregon

Aug. 21.

Washington

Aug. 21.

Idaho

Aug. 21.

California

Aug. 24.

Oregon

Aug. 24.

Washington

Aug. 24.

Idaho

Aug. 24.

California

Aug. 27.

Oregon

Aug. 27.

Washington

Aug. 27.

Idaho

Aug. 27.

California

Aug. 30.

Oregon

Aug. 30.

Washington

Aug. 30.

Idaho

Aug. 30.

California

Sept. 2.

Oregon

Sept. 2.

Washington

Sept. 2.

Idaho

Sept. 2.

California

Sept. 5.

Oregon

Sept. 5.

Washington

Sept. 5.

Idaho

Sept. 5.

California

Sept. 8.

Oregon

Sept. 8.

Washington

Sept. 8.

Idaho

Sept. 8.

California

Sept. 11.

Oregon

Sept. 11.

Washington

Sept. 11.

Idaho

Sept. 11.

California


Oregon


Washington


Idaho


California

Sept. 17.

Oregon

Sept. 17.

Washington

Sept. 17.

Idaho

Sept. 17.

California

Sept. 20.

Oregon

Sept. 20.

Washington

Sept. 20.

Idaho

Sept. 20.

California

Sept. 23.

Oregon

Sept. 23.

Washington

Sept. 23.

Idaho

Sept. 23.

California


Oregon


Washington


Idaho


California

Sept. 29.

Oregon

Sept. 29.

Washington

Sept. 29.

Idaho

Sept. 29.

California

Sept. 30.

Oregon

Sept. 30.

Washington

Sept. 30.

Idaho

Sept. 30.

California

Oct. 3.

Oregon

Oct. 3.

Washington

Oct. 3.

Idaho

Oct. 3.

California

Oct. 6.

Oregon

Oct. 6.

Washington

Oct. 6.

Idaho

Oct. 6.

California

Oct. 9.

Oregon

Oct. 9.

Washington

Oct. 9.

Idaho

Oct. 9.

California

Oct. 12.

Oregon

Oct. 12.

Washington

Oct. 12.

Idaho

Oct. 12.

California

Oct. 15.

Oregon

Oct. 15.

Washington

Oct. 15.

Idaho

Oct. 15.

California

Oct. 18.

Oregon

Oct. 18.

Washington

Oct. 18.

Idaho

Oct. 18.

California

Oct. 21.

Oregon

Oct. 21.

Washington

Oct. 21.

Idaho

Oct. 21.

California


Oregon


Washington


Idaho


California

Oct. 27.

Oregon

Oct. 27.

Washington

Oct. 27.

Idaho

Oct. 27.

California

Oct. 30.

Oregon

Oct. 30.

Washington

Oct. 30.

Idaho

Oct. 30.

California

Nov. 2.

Oregon

Nov. 2.

Washington

Nov. 2.

Idaho

Nov. 2.

California

Nov. 5.

Oregon

Nov. 5.

Washington

Nov. 5.

Idaho

Nov. 5.

California

Nov. 8.

Oregon

Nov. 8.

Washington

Nov. 8.

Idaho

Nov. 8.

California

Nov. 11.

Oregon

Nov. 11.

Washington

Nov. 11.

Idaho

Nov. 11.

California

Nov. 14.

Oregon

Nov. 14.

Washington

Nov. 14.

Idaho

Nov. 14.

California

Nov. 17.

Oregon

Nov. 17.

Washington

Nov. 17.

Idaho

Nov. 17.

California

Nov. 20.

Oregon

Nov. 20.

Washington

Nov. 20.

Idaho

Nov. 20.

California

Nov. 23.

Oregon

Nov. 23.

Washington

Nov. 23.

Idaho

Nov. 23.

California

Nov. 26.

Oregon

Nov. 26.

Washington

Nov. 26.

Idaho

Nov. 26.

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"Once around is never enough"

ANOTHER REASON WHY PROFIT-MINDED OPERATORS MAKE MORE MONEY WITH ALLAN HERSCHELL RIDES!

Over the years, Allan Herschell has been building amusement rides to swell season-after-season grosses for profit-minded operators. Since 1880, when fun-loving youngsters and grownups alike took to Allan Herschell's first Merry-go-round (and its owners instantly recognized that they had bought a real bonanza) all Allan Herschell rides have been built with one idea in mind - to draw the maximum in grosses at the absolute minimum in operating costs.

Today's operators report that Allan Herschell devices have the kind of flash and up-to-the-minute styling that not only attracts more riders but also has the action that makes "once around never enough". This means more riders - more repeaters! Probably no other rides in amusement history have won such spontaneous acceptance!

But, most important, your Allan Herschell ride is designed and built to protect high grosses through its safe, low cost and trouble-free operation. Easy to set up, dismantle, and transport, these rides have extreme portability and are ideal for seasons packed with short fair dates. Their rugged construction can be counted on to take it . . . year after year . . . with little or no down time. In fact, many Allan Herschell rides in operation today were built 30 or more years ago.

It costs you less to do more business with Allan Herschell rides. But then, you don't have to take our word for it - phone, wire or write today for illustrated catalog and read the actual reports from many of the best known and respected operators in the outdoor amusement industry.

ALLAN HERSCHELL COMPANY, INC.

"world's largest manufacturer of amusement rides"

NORTH TONAWANDA, NEW YORK
Supplies and equipment for Popcorn—Cotton Candy—Snowcones—Candy Apple—Cookhouse. Featuring "Star" and "Candy" POPPERS. Machines—"Chubs" by Shannon.

MIDWAY MARVEL FLOSS MACHINE
SEND FOR DETAILS

CHUNK-NUT PRODUCTS CO.
VIN SINGER
221 S. Broad St.
103

Also 10M equipment for Corn Crepe—Cendy

1.3.1744"r.4" also has Captain Milton the "Caterpillar"

ELECTRO-FAUCET CO. 4237-8 Grove Ave.

SUCCESSFUL FROZEN DRIED BERRIES
SEND FOR FREE CATALOG

 Multiples Forest Co., Serving the Trade 49 Years

a 31¢ Profit on a 5¢ Sale with a "MULTIPLEX"

ROOT BEER BARREL
(8 oz. gal., 12 oz. gal., 16 oz. gal., 20 oz. gal.)

Exclusive! Free for 100—24 oz. cans.

SAVE YOUR DRINK CONTAINERS

Just as long, when turning container solid dry, with eight amount of taste and a country.

SAVE UP TO 50¢ per case.

Also Dispenser for Corn Crepe, other Drinks.

MULTIPLEX FAUCET CO. 4237-8 Grove Ave.

EXTRA SPECIAL

60 INCH CARBONS

$3.75 PER CARBON

New and used Switch and 60 inch SEARCHLIGHT and generators for sale. SEARCHLIGHT parts available.

PUBLICITY SEARCHLIGHT CO.
52 West 53rd St.
PLAZA 2-1740
New York 19, N.Y.

TICKETS
ROLL 100,000 $1.00
1OM $1.20—2OM $1.20—3OM $1.40—5OM $1.90
STOCK PRINTED ROLL TICKETS

DAILY TICKET COMPANY

"The Tireless Pitcher"

WATCH

"ELECTRO- PITCH"

RATING RANGES GROW IN '53

PLAY APPEAL and CONSTANT PERFORMANCE

LOW INVESTMENT and HIGH PROFITS

LOW MAINTENANCE and SAFETY

PRICE

$595

F.O.B. PHILA.

ELECTRO PITCH CO., Inc.

6038 Beech Street
Philadelphia 46, Pa.
Tel. Tremont 3-9773

3000 BINGO

CHEVROLET TRUCKS—TRACTORS AND CARS

MINIATURE GOLF COURSES BUILT BY ARLAND

CHEVROLET

GEORGE BRICKELL

WEATHER CHEVROLET CO.

WILMINGTON, DELAWARE

WEBER CHEVROLET CO.

ST. LOUIS, MO.

(Wine Newmarket 2500)

HOWARD INDUSTRIES, INC.

LAKESIDE, MICHIGAN

PHILLEY & BRICKELL

REDWOOD 2835

ANNE'S

GEORGE SIMMONS & CO.

512 S. Dearborn St.
Chicago 1, Ill.
Wishes all concessionaires a prosperous summer season such as will be enjoyed by our operators using the best baseball pitching machine available on the market.

1 Q. BASEBALL MACHINE CORP.
EMPIRE STATE BLDG.
350 Fifth Avenue, New York 1, N. Y.
Bryant 9-1959

BIGGER PROFITS FROM POPCORN!

Get them with dependable CRETORS Popcorn Machines!
Models for all locations.

HOLLYWOOD JR. 55
Low cost four model with 97.5% grade corn. Available in counter model.

GIANT MODEL 41 POPPING UNIT
Price 3 lbs. of raw corn per charge. Bronze heaters, non-corrosive or baked porcelain (coated equipment extra cost). A giant in volume service.

See your nearest Authorized CRETORS Service Dealer for full information or write direct to P. O. Box 1450, Chicago 95, Illinois.
Sell Summer Crowds FAST! FAST! FAST!

With This Top-Volume Manley Combination!

The New MANLEY ICE-O-BAR

Serve thirsty summer crowds fast...efficiently...with this revolutionary new drink machine!

Now you can meet peak demand periods...make more money! Now you can serve up to 1500 ice cold drinks on continuous flow...just as fast as two operators can draw them. The sensational Manley ICE-O-BAR can't be topped for easy operation, fast cooling. Its guarantees cold drinks during peak rush periods. Uncomplicated design and standard parts of the super-efficient ICE-O-BAR make installation simple...preventive maintenance easy. Features smooth Formica top...stainless steel faucets...can be fitted for any desired combination of carbonated or plain water, for two or three flavors. Mail coupon for complete details on how the best drink machine ever made—the new Manley ICE-O-BAR—will fit your operation.

The MANLEY Super Stadium

The Manley Super Stadium is the only machine that gives you all of these profit-making features:

- Pops 20 to 25 boxes every 2 minutes...30 bushels of profits per hour!
- The top-volume Cascade kettle increases gross profit 10%...rotates full 360 degrees...available in 12, 16 or 24 ounce sizes.
- Special heating element keeps stored corn hot, fresh, crisp under all conditions...large elevator well stores up to 180 boxes of popped corn, rises at the flick of a switch.
- New seasoning well with thermostat-controlled, automatic plug-in...liquifies seasoning at proper temperatures, delivers accurate measurement of any desired amount direct to kettle.

The Manley Super Stadium is the perfect machine for serving big crowds fast...top-seller for stadiums, parks, fair grounds, drive-ins, any large-volume operation. Remember, Manley supplies everything you need for bigger popcorn profits...famous Manley popcorn, coconut oil seasoning, specially-prepared salt...colorful cartons and bags...merchandising aids...complete instructions.

Get all the facts on this Perfect Profit Pair
MAIL COUPON TODAY!

MANLEY, INC.
Dept. BB-652, 1920 Wyandotte St., Kansas City 8, Mo.

Please send complete details on the Manley ICE-O-BAR.
Please send complete details on the Manley SUPER STADIUM.
Please have a Manley representative call.

Name ____________________________

Firm ____________________________

Address ____________________________

City __________________ Zone ___ State _____
Be the FIRST in Your Area
to Get on the Bandwagon

**ORANGE RUFUS**

It's FLUFFY, FROTHY and FOAMY

"A Drink You'll Never Forget"

Here is a truly refreshing, new, vitamin-fresh orange drink.
Cool, healthful and delicious. You can watch it being made to your order. Non-carbonated.

Unusually high profit for distributors and retail outlets.

- Write for complete details and samples.

**ORANGE RUFUS ENTERPRISES, INC.**
8845 W. Olympic Boulevard
Beverly Hills, California

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**GENERAL OUTDOOR**
**THE BILLBOARD**

JUNE 27, 1953

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CHETERBNEH-Clintonia: Pompallay Show, Oct. 30-31, Paul D. Beinwirth.


Daztonid-Chowan Co. Fair, Sept. 22-23, L. H. Higginson.


Fala-Adair Co. Fair, Sept. 23-24, L. H. Higginson.

Fllanm-Valentine Co. Fair, Sept. 22-23, L. H. Higginson.


Ht-Hartly Co. Fair Area, Sept. 21-22, L. H. Higginson.

Hersieh-Ozark Co. Fair, Sept. 22-23, L. H. Higginson.

Htman-Unbekt Co. Fair Area, Aug. 31-Sept. 1, L. H. Higginson.

Htt-Franklin Co. Fair Area, Sept. 21-22, L. H. Higginson.


Ht-Clinton Co., Fair Area, Sept. 21-22, L. H. Higginson.


The DOWNEY "Telescopkic" LIGHT TOWERS

WANTED: Light, Flash and Beauty your Way! The Downey "Telescopkic" Light Towers are available to the LEADING Store, County and Electric Firms on the most practical. Make a 100 to over your display by having the Arresting Acessories with the Fixed Light Towers on the market. Absolutely Unbreakable, attractive in the Air. The throwing plenty of light from any height, away to put up and take down G men can safely erect them completely 1010 minutes, light to weight ones 50 pounds parts interchangeable, no nuts, bolts etc. Durable and will last a Lifetime.

MANY HONORED NOW IN USE ON THE LEADING CARNIVAL MIDWAYS - From the Largest Railroad Shows to the Smallest Outfits.

EVERY DEER IS THROUGHLY SATISFIED - Not one Sticks Complaint in the seven years we have been manufacturing these Light Towers.

IN USE WITH PERFECT SATISFACTION at Amusement Parks, Fair Grounds, Kiddie Land, Drive-ins, Exhibits, Amusement Centers, Stadiums, Parking Lamps etc.

SEND FOR BROCHURE giving full description, details, prices and terms.

SHOW OWNERS * FAIR MANAGERS
PLACE YOUR ORDERS NOW AT THE PRESENT LOW PRICE

"Let there be Light and Beauty at your 1982 Fairs and Celebrations."

The San-Wal Retriever Target for archery ranges is making a big sensation at Janitzen Beach Park in Portland, Oregon. This target automatically retrieves arrows to operator while customers are firing continuously at other targets on the range.

Lack of interruption for retrieving arrows multiplies the value of play many times and normally attracts midway traffic.

The Retriever Target was developed and is being marketed by the San-Wal Company. Eyerly Aircraft, of Salem, Oregon, well-known manufacturers of amusement park rides, is manufacturing the Retriever Target for the San-Wal Company.
No Matter Where You Land...

You'll sell MORE popcorn with Popsit Plus!

Popsit Plus, the liquid popcorn oil, gives popcorn BUTTERLIKE appearance, flavor and aroma... corn that looks so good, smells so good, each passerby has to buy it.

More Profits, Too

* Popsit Plus puffs more corn completely—fewer Duds—Less Cost per Bag
* Popsit Plus is liquid in all weather—Safer to measure—No preheating

AND local warehouses reserve your stock quickly, yellow signs are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route

popsit plus!

POPPING OIL SPECIALISTS TO THE NATION

CONCESSION SUPPLY CATALOGUE

SHAKONES CANDY APPLES

POPCORN COOK HOUSE AND GRABS

COTTON CANDY

GOLD MEDAL PRODUCTS CO.

MINATURE STREAMLINERS

WILLIAMS NEW EXCITING KID-E-COASTER

All steel construction, 48 passenger capacity. 28 passengers per round trip. 16 passenger capacity. 12 passengers per round trip. 8 passenger capacity. 4 passengers per round trip.

WILLIAMS AMUSEMENT DEVICE CO.

The TILT-A-WHIRL Ride

"Best Buy in Rides Today"*

* Very Popular and Profitable
  * Good Looking
  * Good Quality
  * Well Made
  * What a Repeat

SHELLN MFG. CO.

Puffball, Minnesota

PARKER DOES IT AGAIN

Look! Parker Does It Again

We have added another model to our famous Parker "O" Jumping Horse Carrou-

A trick model of the most popular horse, for sale at the low price of $1,995. Complete, fully equipped with all the latest improvements, more realistic in every way. Only 1,000 made, don't miss out. Order yours today.

G. W. PARKER AMUSEMENT CO.

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**Sure Way Found to Increase Profits in Small Spaces**

Coated-glasstone specialties like salt ice cream, nuts and shakes served fresh from SWEDISH freezers at assembly lines will have crowd control -- possibly. Claims that pretzel profits are stunted terrifically by SWEDEN have been confirmed by reports received from all over the country.

While building volume, SWEDEN also reduces labor costs by eliminating dipping, wrapping and handling. Feed stools are not cheaply by use of less expensive ingredients.

SWEDISH models with completely automatic operation for continuous production of salt ice cream, nuts and shakes are now available for your big profit season ahead. To make your small space pay bigger profits, refer to photo listing "Ice Cream Freezers" for further details for line, size or price.

**SAYMORE SWEDISH FREEZER MANUFACTURERS Co. Dept. P.4, Seattle 6, Wash. For details...

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**NEW BASEBALL BALL STRIKER**

By HARRY H. ELDER

**BATTER UP!**

Hammer and Pickle... For the Guy Who Plays Ball... Get "BATTER UP!"... Only $1.00... The Devil May Care... At Your Dealer or From DIXIE COMPANY COMPANY 413 Canal Street... New York 9, N.Y.

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**GIANT BALLOONS SPOTLIGHT YOUR CONVENTION**

4 for $5.00

48 COLORS

Special Quantity Price on Request

HARRY H. ELDER AND COMPANY

515 Canal Street - New York 9, N.Y.
CLOSE-UPS: DICK BARSTOW

Versatile R-B Director Literally on His Toes

By FRANK EPPING JR.

In 1927 a young lad, then billed in newspaper publicity stories as the 19-Toed Boy, walked 44 miles and a half hours on the Boston streets on his 19 toes. He was at the center of the current Ringling Bros. and Barnum & Bailey Circus. Madison Square Garden opening. The Ringling brothers were there for a week, which not only kept him alive but enabled him to live on his toes. He gave both the responsibility of keeping his 19 toes personal in the same position.

In the late 1960s, Dick Barstow, had misgivings about being able to walk the distance in Boston in 1977 to better a record set three years ago by another professional. This week, he decided it was worth a try, and gave it a try he did, and did.

In 1940 the same Dick Barstow had misgivings about being able to walk in the 1977. He planned to exhibit his 19 toes in the 1977. He took his 19 toes, won Florida and went to Florida to aid John Murray Ander, one of the circus people, who was trying to whip the show into shape. He worked with Anderson as his assistant for three years. In 1952 he took over the responsibility and, as an assistant, his brother, who had modified his name.

[Continued on page 72]

Whale Dates Flounder, But Plans Continue

NEW YORK, June 20 — Mrs. Louise Hopper, the 19-toed whale, which was brought to this country from the sea, still is in the ranks of the unemployed.

Her owner, Leif Soegard, brought the whale to the U.S. in April on special permit negotiations to exhibit his prize catch for another week. This week was reported negotiating with him regarding exhibition rights. Dick Tunin, Atlantic City game operator, was considering the possibility of displaying the mammal at this pier this summer.

Meanwhile, the whale remains in the Chicago Central Railway yards in New Haven, N.J., for transportation negotiations. Soegard previously turned down offers to exhibit the whale in the New York yards at 49th Street and 60th Street, which would be a Tier Square location and was interested particularly of the location recently made available by the Chicago Central. The Department of the Interior, the fairgrounds, the grounds, the buildings, McCarter, said, the farmer and cattle breeder, will have charge of the livestock exhibit.

Last fair held in Bristol, on the Virginia side, was at least 15 years ago. The next fair now is Kingsport, Tenn., 22 miles away.

Three Tracks Operated by Kedenburg

NEW YORK, June 28 — Bob Kedenburg, president of the roadbed company which owns the tracks on which the Fairgrounds, is planning to operate a race course on some Union Island tracks, near the Brooklyn Bridge. Thursday night events are scheduled.

FRED WOODWARD G ains. Friday nights find the crowd in full swing. The track is a fine ball park for the weekend.

Swift Current Appoints New Manager

ADMEN at every side! The BILLBOARD is a top million book.

June 27, 1953 69

ATTENTION, CARNIVALS, CIRCUSES!
Here is NEW ENGLAND's only complete supply service for the following:

- POPCORN
- PEANUTS
- CANDY APPLES
- FOOD SERVICE
- EQUIPMENT

Also
- Poppers and Warning -Food Cones -Dog and Ball Steamers -Trailers -Ice Shakers -Peanut Roasters and Warmers -PopUp-Plus -Soap -Sprays -Flame Paper -Kettles -Scoops -Hand Popcorns -Apple Sticks -Caramel Corn...and anything else you can mention.

IMMEDIATE DELIVERY
THE THEATRE CANDY CO., INC.
375 STUART STREET
BOSTON 14, MASSACHUSETTS

Phone: HUBbard 2-4692

Fastest Money-Making KIDDY-RIDES

SEE PAGE 125 THIS ISSUE

ATTENTION, CARNIVAL CIRCUS EXHIBITIONemen want your equipment...call 692-2412...do business with the best...with Lethbridge, Alta., Posts 6G Premiums

THE LETHBRIDGE, ALTA., POSTS 6G PREMIUMS

Lethbridge, Alta., Posts 6G Premiums

LETHBRIDGE, Alta., June 30 — Prime Rib over 5000 lbs., including $5000 for 4-H Club work, will be the feature event at the Lethbridge and District Exhibition, which starts Monday (6th). Prizes totaling $5000 were offered for the best exhibits, 4-H club projects, livestock, horticulture, and livestock. Exhibitors are especially interested in entries in the opening day parade.
PHIL COOK

MSA Exec Secretary
Is Orator and $ Raiser

A non-condensate in matters of parental authority in his youth, Phil Cook left home to traverse the rocky path of outdoor show business for more than 40 years, until, at present, he is widely ac-

Photographs, Manufacturers, IMMEDIATE

 remained at the helm of the company, which he bought 50 years ago. The fifth generation of the family, he is now a leader in the field of mechanical amusement, and his company is well known for its reliability and quality. Phil is an active member of the National Association of Showmen, and is a respected figure in the industry.

Site Is Readied For Mineola Fair
WESTMINSTER, L. I., N. Y., June 26.—Preparations for the Mineola Fair, a one-day show, have been

The New 1953
Hildreth Pulling Machines
— Display Models —

Flavor is all measured out for you. No guesswork, no mistakes. Carry a full assortment and make your sirups as needed by adding 1 bottle Smile Flavorette to sugar and wa-

SMILE
FLAVORETTES
FOR SNOW CONES... FOR DRINK STANDS
Flavor is all measured out for you. No guesswork, no mistakes. Carry a full assortment and make your sirups as needed by adding 1 bottle Smile Flavorette to sugar and wa-

The Billboard
June 21, 1953

New York, June 29—The new waters of Dancing Waters, the new name for the Atlantic City pier spectacle, which will open on June 29, will be known as Dancing Waters, and will be operated by the Atlantic City Pier Co., a subsidiary of the Atlantic City Board of Trade. The show will feature water-skiing, acrobatics, and a variety of other attractions, and will be open daily from June 29 through September 6.

The first of the new waters, which will be known as Dancing Waters, is a hands-on, interactive experience that allows visitors to participate in the spectacle. The show will feature water-skiing, acrobatics, and a variety of other attractions, and will be open daily from June 29 through September 6.

Your Dollars will save lives by strengthening the Cancer Crusade of the Americas Cancer Society.

Your Dollars will bring words of truth and hope to the people you love, and to your community.

Your Dollars will help ease the pain of the cancer patient.

Your Dollars will train skilled, understanding hands and minds to serve in the hospital, in the doctor’s office, perhaps even in your home.

Your Dollars will open the march of research toward mastery over cancer, the disease that last year killed 131,000 men, women and children.

GIVE to conquer cancer

AMERICAN CANCER SOCIETY

FREE LITERATURE ABOUT CANCER.

FREE LITERATURE ABOUT CANCER.

TO THE

AMERICAN CANCER SOCIETY

Address:

City:

Copyrighted material

www.americanradiohistory.com
FED 'EM, TOO

Club Operated Soup Kitchen

In Depression

MANY an outdoor showman hit by the depression of the early '30s would have had to take an extra hitch in his belt if it hadn't been for the Showmen's League of America and its informal program of free hushes and suppers.

Money was tight, shows were folding and a large number of showmen were not only playing with fire but were missing more than their share of three squares a day.

With the Showmen's League in the true spirit of the Union, more fortunate members came to the rescue. Almo pressed for cash, many made liberal donations toward the purchase of food. Others, with cooking ability lent their talents to the program. Members quickly learned that a hot meal was usually the center of attention at the League clubrooms, then at 165 West Madison Street, Chicago.

Thousands of hushes and suppers were served to operators during '31 and '32 and helped make the Showmen's League the world's part of the depression.

Chitwood Show Set for July 4

L. A. Coliseum

LOS ANGELES, June 20—Joie Chitwood's Auto Daredevils will be featured at the 21st annual American Legion Fierwaks Show in the Coliseum here July 4.

Lloyd Warren, vice president, announced.

The accident occurred during the fourth lap of a 12-lap feature event which was being run on the half-mile dirt track before some 4,000 spectators. Halderman's car hit the infield dirt, bounced off the inside guard rail and crashed across the track. Other cars passed left and right to avoid Halderman's car and Randles' car skidded, struck the inside guard rail and crashed into the audience, hitting a light pole.

Lloyd Warren, a moment later, crashed against Randles' and both cars burst into flames. Both drivers were trapped in their cars.

strawberry stilettos and striped attractions. The display committee has already signed contracts with many advertisers for next year.

The festival is sponsored by the Grand Rapids Advertising Council, an organization of local merchants who contribute to the promotion and development of the city.

As usual, the 1954 event will include a spectacular beauty contest, competition for the perfect strawberry blonde, strawberry market, 2 Drivers Die in Reading Smash-Up

READING, Pa., June 20—Two racing drivers were killed and a third was seriously injured during a race at the fairgrounds here Sunday (14).

Killed were George Lloyd, 37, and Robert Roland, 26, both of Reading. The injured driver, David Halderman, Beverlyton, Pa., was taken to Reading General Hospital.

The accident occurred during the fourth lap of a 12-lap feature event which was being run on the half-mile dirt track before some 4,000 spectators. Halderman's car hit the infield dirt, bounced off the inside guard rail and crashed across the track. Other cars passed left and right to avoid Halderman's car and Randles' car skidded, struck the inside guard rail and crashed into the audience, hitting a light pole.

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HOLLAND, O., June 20—Attendance of 25,000 was recorded at the recent annual three-day Strawberry Festival here.

This year, the festival dates for the 1954 event will be June 11-13, with a pre-festival ball scheduled for June 10. Chairman is Grover Hamilton, chairman of the festival committee; Helen Damm, publicity; James A. Gom, advertising director; and Albert R. Lorimer, entertainment.

Attendance of 25,000 At O. Strawberry Fete
**Dick Slayton:**

**Versatile Background Aid To Ringling Kid Show Boss**

By FRANK LUPPINO JR

A U.S. Army captain may not seem to be linked with the entertainment business, but Dick Slayton has the perfect eye for either position.

Dick had an introduction to the entertainment business from a family that ranged from his mother, who headed a theater in New York, to an uncle, who was a child actor in the days of the Ringling Brothers and Barnum & Bailey. Dick Slayton went on to serve in the U.S. Army, and later worked in sales and production for Universal Pictures.

At one time he was general sales manager for the Ringling Brothers and Barnum & Bailey Circus, and later became a top executive at Universal Pictures, where he specialized in television. Dick Slayton provided a free act in the Alps, which was filmed and broadcast.

**He Fought Three Days and Nights**

COLD, BATTLE-WEARY, fighting for every mile of wintry road, the Marines were redeploying toward Hungnam. A rifle company was guarding a mountain pass vital to the withdrawal of two regiments. The company became surrounded. If help didn't come, 6,000 men were lost.

Into this situation, Lieutenant Colonel Davis boldly led his Marine battalion. Over eight miles of heavily defended icy trail they attacked, and across three ridges deep in snow. They fought three days and nights, often hand-to-hand.

But finally Colonel Davis reached and freed the company. He opened the pass and led it to the two regiments that lay by. Then he led his own gallant battalion into safety.

"Korea and World War II have taught me," says Colonel Davis, "that courage is common to all armies; it's the better equipped side that has the edge. You're giving our men that edge every time you invest in a U.S. Defense Bond. Bonds are personal savings for you. They also help produce more and better combat equipment to protect the brave men who are protecting us all."

**New E Bonds pay 3½%**

Now, in case you're not an E Bond owner, you are missing something very important. E Bonds pay 3½% interest, compounded semiannually when held to maturity. Also, all maturities of E Bonds automatically increase the new rate—after 10 more years. Today, start saving in E Bonds through the Payroll Savings Plan at work.

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!
Ford Backs Thrill Day In Chicago

CHICAGO, June 29 - Thousands of Thrills are scheduled to play one-night performances under the auspices of the Ford Motor Co. on July 17, when they'll get into the date booked by an exhibition promotion campaign on the part of the Ford Motor Co.

According to Earl Newberry, of Newberry Shows, the big box office take will be distributed in two ways. In the first, the Central area will include two of the major management for whom former statements. Further details on the placing tickets in such pay Express employment on all tickets of the Ford's big aircraft motor plants.

In addition, the car manufacturers have turned over 50 tickets to the Motorgo Community, for an exhibition of the thrill show. This will be the first time the big underground stadium in the over five years.

Gresham, Ore., Sets Free Stageway, Space Sales Up 75%

GRESHAM, Ore., June 29 - A new system of ticket sales will be used to pull crowds to the Multnomah County Fair this year. Manager: R. J. Noyes envisions a series of scheduled events, plus plans for a new commercial attraction on a public area.

Noyes said commercial space above 100,000 gallons of milk, has been leased for 20 years at an area ever a year, when an open physical area.

With completion of a new attraction, a food and agricultural display, a new construction is about complete. Noyes said here have been completely wrecked with replacement. The two-story, motorized parts, roads have been repaired and shrubs and flowers are in."

San Jose, Calif., Frames Exhibit Hall, 2 New Barns

SAN JOSE, Calif., June 29 — Santa Clara County Fair is raising construction work on its new 1,500 by 300 foot all-purpose exhibition hall, scheduled for completion in time for the September 15-18 fair. The structure, in addition to being for the September fair, will be utilized for other functions during the following year. The new construction work here includes two new all season ticket booths, each 42 by 180 feet, and two new restaurant buildings and FFA competitions. In addition, the souvenir building will be re-located in a more central area. The new large exhibition hall has already been reserved at its opening and for a convention of the Jehovah Witness.

B. Fielding, Ex N. Y. License Boss, Succumbs in N. Y.

NEW YORK, June 28—Nature Fielding, 42, former city commission- er of licenses and consummers of water, died in his home at 130 East 42nd St. on July 5. He was stricken at his home, his death was reported by a fireman.

Fielding was an executive with that of 121,000. He was best known as a civic commissioner during the first administration of Mayor O'Dwyer. He assumed office January 1, 1945, and was re-elected in 1949 in the licensing matters. He was frequent. He was made a member of the destroyed license in the city, and at one time was a central financial services.

On another occasion, he investigated a shortage of low and moderate-priced tickets for Bingel Bros., and Barham & Barham at 175 Broadway in the Summer Barn Garden. As a result, they foreclosed on it in 1943, and turn 26,000 low-cost tickets were distributed for children.

Move to Start Annual Norwalk, Ore., Corvallis

CORVALLIS, Ore., June 30—An additional county fair for Oregon licensed this week with regulations for a 16-car track amusement of this city for Benton County Fair. Jay R. Tolles, county fair board chairman, said the property would cost $812.50.

Benton County Fair, in the population was more than 30,000 Oregonians, said the few counties in Oregon that don't hold fairs, including our county, have to accommodate the crowd of Oregon. State's share of waterfront and raising racing and hunting taxes, and it's unwise to stage a.

JAMES ALLEN WINTERS WANTS FOR BIANO BROS., CIRCUS

Family Acts for Big Show. Ballerina who was to wear the dress and Manage, and granddaughters of the Hit the Road, this Wild Horse Manager, and is the wife of the owner of the previous circus, Maria Fielding, is going to the Chicago Coliseum. The show will be held in 2000 by Rusk, Kato, and Dyer's Exposition, and 1,000 more. All shows are under Carson, Ltd. at every act, any show, and the show will be held.

Back in Chicago, the bookings were held at the Grand and Wabash, and one of the hit shows. The last show played here was at the Coliseum. All shows are under the show, any show, and the show will be held.
**GUENTHER'S 37TH YEAR**

**Accenting of Family Fun Keeps Olympic Booming**

By FRANK LUPPINO JR.

LEVITOWN - MAPLEWOOD, N. J. 3/8 - The Olympic Park board of directors and the Olympic Park, its large and thriving public, give everything about Olympic Park, Rockaway Beach, N. Y., a hearty round of applause. To the credit of the board, its management of the park and the loyalty of the public it draws, there is the over-all cleanliness and family fun at Olympic Park.

For as President Guenther says, "This is the family fun Center of the Hamptons Area."

This slogan, plus the constant effort to live up to its attributes, has brought Olympic Park the highest amount of business of any public park in the Hamptons Area.

The park, just a block from a main traffic route and some seven miles from the heart of nearby New York, N. Y., provides a city-like atmosphere and a wholesome recreation for the Hamptons populace. The transition from one element to the other is instantaneous, with the park having one of the most noted entrances in the Hamptons. Olympic Park is not only a center of recreation, but a place to which the Hamptons families have been going for years. Olympic Park is the Mecca of those who want to have the real fun of the Hamptons Area.

Aid

An Olympic Park is dedicated to helping the Olympic Park on the Hamptons. Olympic Park has been supporting the Olympic Park for a number of years and has been recognized as a leading contributor to this cause.

This year, the park is also proud to announce the dedication of a new building to the Olympic Park. The building, dedicated to the Olympic Park, is the largest in the Hamptons Area and is a true testament to the dedication of the Olympic Park board and the Olympic Park staff.

The dedication ceremony took place on the 121st anniversary of the Olympic Park. The event was attended by a number of Olympic Park officials and community leaders.

The new building will be used to house the Olympic Park's administrative offices and will provide much-needed space for the park's staff.

The Olympic Park board and staff are truly grateful for the support of the Olympic Park and look forward to continuing to provide the best possible recreation for the Hamptons Area.

Tornado Skips White City Spot

Avon, Conn., Sun. 2-26

A tornado yesterday morning in Avon, Conn., did not hit the downtown part of the town but, instead, skipped over the business district and struck the eastern part of the town, causing considerable damage.

The tornado, which was reported to be a mile wide, touched down in the area of the Avon Country Club, causing considerable damage to the club's roof and windows. The club's owner, Mr. John Smith, said that the club's roof had been damaged and that the club's windows had been broken.

The tornado then moved on to the east side of the town, causing damage to a number of homes and businesses. The damage included broken windows, downed trees, and power lines.

The tornado caused no injuries and only minor damage to property.

Bad Weather Pattern Chills New Eng. Ops

BOSTON, June 29—Funspot ops in the area are wondering if low-lying clouds during the past Sunday and Monday will have an effect on the performance of their rides. They report that, in general, the rides have been running well, despite the weather conditions.

The new weather pattern has caused some ride operators to make adjustments to their operations, to ensure the safety of their patrons.

Despite the weather conditions, ride operators are still drawing customers to their facilities, and the overall mood in the area is quite positive.

Hamids Offers All Facilities to Aid Stricken in Area

HARTFORD, Conn., June 29—Hamid's, a popular restaurant in Hartford, has offered all of its facilities to aid those affected by the recent disaster in the area.

The restaurant owner, Mr. Hamid Ali, said that he wanted to do his part to help those in need and that he was willing to help in any way possible.

In addition to offering its facilities, Hamid's has also made a donation to a relief fund set up for the disaster area.

**Good Press Is Aid to Business At Rockaways**

NEW YORK, June 28—Rocker-walk, a Hamptons Amusement Park, has been receiving plenty of good press recently, which may be contributing to an increase in business.

Rocker-walk, a popular spot for tourists and locals alike, has been described as a place where people can enjoy the outdoors and have a good time.

In addition to the good press, Rocker-walk has been offering a variety of activities for visitors to enjoy, including a petting zoo, a carousel, and a Ferris wheel.

The park's management has been working hard to ensure that visitors have a safe and enjoyable experience, and they have been praised for their attention to detail.

As a result of the good press and the variety of activities, Rocker-walk has seen an increase in visitors, and they are looking forward to continuing to provide a fun and safe environment for all.

**Flood Hits Des Moines Kiddeiland**

DES MOINES, June 29—Kiddeiland in Des Moines, Iowa, has been hit by a flood, which has caused significant damage to the park.

The flood, which started early in the morning, hit the park's main attractions, including the roller coaster, the Ferris wheel, and the Caribbean ride.

The park's management has been working hard to assess the damage and to begin the process of repairs.

Despite the setback, the park's management is optimistic about the future and is looking forward to reopening as soon as possible.

**The Billboard**

Communications to 112 W. Randolph St., Chicago, I.8.

June 27, 1953

**Floods in Northern California**

Northern California was hit by a series of floods, which caused significant damage to the area.

The floods, which were caused by heavy rains, hit the area on June 29, and the damage was extensive.

The floods caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.

**New England Parks**

New England parks have been hit by storms, which have caused significant damage to the area.

The storms, which started on June 29, caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.

**Philadelphia Zoo**

Philadelphia Zoo, located in Philadelphia, Pennsylvania, has been hit by a severe storm, which caused significant damage to the park.

The storm, which started on June 29, caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.

**Connecticut Parks**

Connecticut parks have been hit by storms, which have caused significant damage to the area.

The storms, which started on June 29, caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.

**New York City Parks**

New York City parks have been hit by storms, which have caused significant damage to the area.

The storms, which started on June 29, caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.

**Southern California Parks**

Southern California parks have been hit by storms, which have caused significant damage to the area.

The storms, which started on June 29, caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.

**Western California Parks**

Western California parks have been hit by storms, which have caused significant damage to the area.

The storms, which started on June 29, caused damage to homes, businesses, and infrastructure, and the area is still reeling from the aftermath.

The situation is being managed by local and state authorities, who are working hard to ensure the safety of the area's residents and to begin the process of recovery.
Kelmans Takes Over Funspot at Rockaway

NEW YORK, June 28—E. D. Kelmans this week announced that he has purchased ownership of the Funspot amusement Park at Rockaway Beach, N. Y. Kelmans, a noted promoter of the excursion and exhibition business, has been associated with Rockaway Beach Park company itself participating in the management of the two parks. Scheduled features will include free plastic areas, bathroom facilities and television both day and night.

Kelmans, who also operates Indian Park in Palisades, N. Y., stated that he has been active in the Rockaways and Coney Island areas to the past. The weather continues to hamper operations at Indian Point, with most week-ends to delay but generally excellent attendance. The attraction on the amusement Park has some hedge against the east wind, which has caused the Hudson River and Long Island Sound to become rough and change or change.

The following week, the East Coast fans of Phila- delphia, New York, and other eastern states will have a chance to see the new team, the Philadelphia Eagles. A new team of five of the Philadelphia Eagles will be playing in the Philadelphia area.

Dick Staley

**Continued from page 12**

Dick Staley has been working with the Motorama, one of the largest motorsports events in the country. He is a former南北村} automotive engineer and has a passion for cars. He has been working with the Motorama for several years, and he is excited to see what the future holds for this popular event.

M sweeping the nation with his automotive expertise and enthusiasm, Dick Staley has become a well-known figure in the automotive industry. His dedication to the field is evident in his tireless efforts to bring new and exciting developments to the Motorama and other similar events.

Dick Staley's passion for cars began at a young age, and he has remained committed to his craft ever since. He has worked with numerous automotive companies, and his experience has allowed him to develop a deep understanding of the industry. His expertise in automotive engineering has helped him become a leader in the field.

Dick Staley is looking forward to the future of the Motorama and other similar events. He believes that there is still much potential for growth and innovation in the automotive industry, and he is excited to be a part of it. His commitment to excellence and dedication to his craft make him an invaluable asset to the Motorama and other similar events.

Dick Staley's work with the Motorama is just one example of his dedication to the automotive industry. He is a passionate and knowledgeable figure who is committed to bringing new and exciting developments to the field. His expertise and enthusiasm make him a valuable asset to the automotive industry, and he is looking forward to the future of the Motorama and other similar events.
**INTRO NEW DEVICE**
Archer Retriever Target Speeds Play

PORTLAND, Ore., June 20.—Something new for amusement park midway is the Retriever Target for archery range, speed and accuracy巧妙地.

The device, which has targets mounted on tracks, revolves targets for the operator at the front corner to counteract or overcome oppositely located players. The unit can be operated continuously at any position along the track by a young and old archery fans.

**NEW TRY TO PUT WHAMMY ON WEATHER**

NEW YORK, June 16.—Frigid east-wind conditions ended by cold and rainy weather, the major city of amusement parks now operating in New York State.

The target has automatic stop device that immediately stops the track as soon as it hits the operator menu. The operator menu moves switch after removing the arrow. The target speed is normally adjusted on the heavy track.

**Guenther's 37th Year in Biz**

**New Toxikr Puts Whammy on Weather**

NEW YORK, June 16.—Frigid east-wind conditions ended by cold and rainy weather, the major city of amusement parks now operating in New York State. Four Detroit Spots Join In Video Promotion Deal

DETROIT, June 20.—A tie-in between four amusement parks and Big Ben Marvin, branded supermarket chain, has been worked out to promote free local television remote shows on WXZY-7 for Dick Parker, Pat Partners in the show, and local video, who has achieved top rating among the big parks in the area.

Edgewater Park, thru controller Milton Wagner, has set three per performance, on June 21, and August 21. Tie-in includes promotion of the show plus free good afternoons. Monday thru Thursday promo is to develop afternoon business, according to the operator feels that the "Auntie Dee" trade.

Big Bear and the park will cross-cut the ticket giveaway by the use of spots on radio, and half-pages on the show itself and on Big Ben's weekly program, "Movie Mammie," as well as local newscasts.

**Tivoli Hits Million Attendance Mark Earliest in History**

Tivoli and Tivoli, New York.—Tivoli has topped another consecutive record by clicking through almost $1,000,000 paid admissions on Sunday, June 17—four days in advance of best previous paid admission. The park also has sold over 20,000,000 season admission to park visitors, according to the report of the magazine's annual records.

**NEW PARK TRAIN BARGAIN**

BRIDGEPORT, Conn., June 27.—Mayo J. McLean have disc. when the park opened, the Bennett amusement park construction of the midway that was destroyed by the several weeks ago at municipally operated Frontier Park, Long Island, and the summer season, will open for the park last week.

The mayor indicated that some of the city's largest attractions, including the water slides and the midway, will not be taken out of the city. Bridgeport has been returned to operating condition.

**Lake Compounce, Riverside Park**

HARTFORD, Conn., June 20.—The Connecticut Valley's two major amusement parks, Lake Compounce, Bristol, and Riverside, Middletown, have added six new features to their 1964 park.

Lake Compounce is open for business and popular restaurant and gift shop.

Riverside's summer schedule includes shows, brand new international program every afternoon at 1; midnight pageant at 9:30; and Saturday and Sunday matinees.

The Sugar Sweethearts, musical act at the June 10, 11, 12, and 13, at 11:30 p.m., and from 2 to 11 p.m. and Sunday even.

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Hagen Registers Big At Hoosier Capital

INDIANAPOLIS, June 20 —
Hagen Bros. Circus chucked up four strong crowds at its two-day stand here Saturday and Sunday (15-16). Despite heavy rain Saturday morning, seats were three-quarters filled at the matinee and full at night. The full bag was pulled out for both the Sabbath weather prevailed all day. Lion Club sponsored the Rhusville Cams. Show ran into competition from Better Brothers Circus in Cams. Terrace, Thursday (13), had a three-quarter house at the matinee and a strong half house at night. The Wednesday (19) stand at Danville, Ill., yielded two strong turnouts, both of which almost filled the big top.

CIRCUSES

June 27, 1953

R-B Registers Big

At N.J., Conn. Stops

MANCHESTER, N.J., June 20 —
Ringling Bros. and Barnum & Bailey Circus mopped up some good stands since it entered New Jersey over the past week, bringing in a good big top that afternoon and a similar one the following evening. Bridgeport, Conn., normally a good circus town, also filled with overflow crowds Monday (18).

King-Cristiani Continues to Win

NEW YORK, June 20—
Dorothy Cristiani, a sensation recently offered by Ringling Bros. and Barnum & Bailey for use by her firm, met with another reasonable response from the Bloomington, Ill., audience Thursday (13). Ms. Cristiani, who出身于 Hamilton and Kittchen, said she was pleased that the audience was well-behaved.

Westmoreland County, Pa., June 20 —
A small carnival in the rural area of the county was attended by a small audience Thursday (13). The carnival, which included games and rides, was held in a field near the county seat.

Weather Hits Dion Or Ig In Minn., N.D.

Drop Two Shows To Rain, Mud, Other Conditions

BERGEN, Minn., June 20 —
Diana Bros. Shows have met with a variety of weather affecting two recent shows to rain, wind, and mud. On Wednesday (15) too late for an afternoon matinee, the show was delayed until the following day, Thursday (16). The show was run into a late start on Friday (17) due to rain and wind.

Circus Business Shot Out Over/Out

Toledo, Ohio, June 20 —
A small carnival in the rural area of the county was attended by a small audience Thursday (13). The carnival, which included games and rides, was held in a field near the county seat.

CIRCUSES

Communications to 184 W. Randolph St., Chicago 1, Ill.

The BILLBOARD

R-B Register Big

At N.J., Conn. Stops

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MR. CIRCUS: FLOYD KING

Veteran Personifies Big Top Business, Its Ups and Downs

Continued from page 31

Available and because it was headed for Canada, where the British-originates.

Junior Canada Crowded

Neither Floyd nor Howard knew the small show business, and they were in a jam when an attempt to get a door opened, but that didn't worry them for the show was well attended.

Floyd was always a showman, and a show to him was an entertainment to entertain. He was the man who brought the circus to the public, but it was not the same show as it was then.

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Circus WANTED!

DURING 1953 EXACT DATE

SOUTHEASTERN MIKE AGARIA

Mike Beaton, Pres. & Gen. Mgr.

P.O. Box 106

Western Clothes

Westernly located to the west of the city of Los Angeles, California.

RODEO BEN

2429 W. Olympic Ave.

Information furnished upon request

Need Electric Cable?

Bobbi Rudy Bros.' Circus

Hollywood, Calif.

Rudy Bros.' CIRCUS

WANTS FOR FALL AND WINTER DATES

STARTING SEPT. 19

Ad for all types, the big show is available. All acts will be paid.

Bobbi Rudy Bros.' Circus

Hollywood, Calif.

Special

CIRCUS PROFESSIONAL

5720 Hollywood Ave.

PHONE: 726-7391

JUNE 27, 1953

The Billboard
Under the Marquee

Mrs. Rosie Pollock, of Pollock Bros., Eastern, paid a brief visit to the Salt City. Mrs. Pollock is a native of Salt Lake City and is an old acquaintance of the city.

Mrs. Pollock attended the weekly meeting of the Women's Auxiliary at the Elks Building. She was in town to visit the Pollock Bros., Eastern, and was there to attend the meeting of the Women's Auxiliary.

Mrs. Pollock is a well-known member of the Women's Auxiliary and has been active in the organization for many years. She is a good friend of the city and has done much to help the city in various ways.

Mrs. Pollock is a very pleasant and charming woman and is well liked by everyone. She is always willing to help others and is a great asset to the Women's Auxiliary.

The meeting was held in the usual manner and was well attended. Mrs. Pollock was present and took an active part in the proceedings. She is a very capable officer and is always ready to help in any way possible.

The meeting was adjourned in good order and the members went home to their various duties.

[The text continues with other articles and advertisements.]
IAFE MEMBERSHIP DRIVE ADDS 62 FAIRS, 2 STATE GROUPS

Gains in Tax Elimination Sponsorship of Non-Member Annuals

NEW YORK, June 29—The current drive of the International Association of Fairs and Expositions, which reached the signing up of 62 fairs and two state associations in the last eight weeks, will be continued.

Francis K. Kingman, IAFE secret and manager of the Brooklyn (N.Y.) Coliseum, said that applications are being received almost daily for the next eight weeks, and that the new membership total would reach 10 before the launching of the annual meeting next month.

The interest of fairs in the IAFE is attributed largely to the work that has been done in eliminating the Federal excise tax on alcoholic beverages and in the legislation against foreign下载。冯家公司。的持续努力使各州成立特设委员会，这些委员会包括IAPM；本报告的撰写人以及所有加入会员的年会。这些委员会已决定加入国际组织。

Many Aid Drive

In accordance with the interest of the Ragoon members, who have been raising funds to finance the Annual December meeting in Chicago, Ken Kingman, the IAF manager at one of the Eastern State meetings, was able to enlighten non-members on the expansion and accomplishments of the group.

J. Victor Prasert, president of the Oklahoma State Fair Association, and secretary of the State Fair was one of the members who have been writing all member announcements of the group.

The U.S. Trade Fair has been added this year and has been accepted by the IAFE in the elimination of Federal excise tax, and many other similar demonstrations of appreciation for showing assistance in their performance.

Water Display

A new and interesting development which has been adopted by the IAFP for their yearbook is the Water Display. In the program, the gates will be allowed to finance the water display for the free exhibition of the public.

A free viewing policy for its exhibition, the display has been adopted by the Brooklyn Coliseum for the season. It is also supplied with a huge water display, and is open to the public.

The main gate will be open to the public.

Ragoon, June 29—

Brooklyn, June 29—

A free viewing policy for its exhibition, the display has been adopted by the Brooklyn Coliseum for the season. It is also supplied with a huge water display, and is open to the public.

The main gate will be open to the public.

Ragoon, June 29—

With the release of the first edition of the annual membership directory, the IAFP has been receiving applications from interested parties at the State Fair office, according to Mr. Comstock, service director.

OKLAHOMA CITY, June 29—

Arkansas, June 29—

A 250,000 volt "Van de Graaff" generator will be used to finance the water display for the free exhibition of the public.

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atteboy's
SKY KINGS

ATTENTION....
FAIR SECRETARIES
THE WORLD'S NEWEST
AERIAL THRILLER

Bill Atterbury's

For many years a feature attraction at fairs, circuses, celebrations, amusement parks and carnivals, Bill Atterbury's "SKY KING" has thrilled audiences throughout the world with his sweeping pylon diving.

NOW... after two years of training and intensive practice, the "SKY KING" has devised a way to make his thrilling packed-in his own seven-minute routine of aerobatics. Using TWO identical airplanes identical THIRTY FEET apart and with a diagonal gain of lathy plane-like the "SKY KINGS" execute some of the most daring of aerial gymnastics... but that's all! Those rumors of the other company. He is the man to fly in must-see act to! This tremendous ability places the "SKY KINGS" almost sixty feet apart of the "SKY KINGS" for thrill seekers, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills, this original presentation of the incomparable "SKY KINGS" for thrills.
FOR 40 years the Showmen's League of America has been a tower of strength to outdoor show business. Time and again it has demonstrated that "outdoor show people take care of their own." And repeatedly it has proved the generosity of its member-showmen.

On countless occasions it has aided needy showmen by providing them with medical care, hospitalization, burial and, yes, even food back in the grim depression days of the '30s. It contributed many of its members to the Armed Services during World War II. And, in the tradition of "taking care of its own," it honored those men and eased their transition back to civilian life by giving each returning G.I. a mustering-out bonus.

The League's record of service to outdoor show business, particularly to its own members, is truly impressive. But that record of achievement is doubly impressive for what the League and its membership have done for those outside show business.

It has been a generous contributor to many worthwhile causes and funds. It has played big brother, and mom and dad, too, to hundreds of underprivileged children and orphans thru such things as its annual Christmas parties.

With 40 years of solid achievement behind the League, the membership can well be proud of fulfilling the basic concepts—"to aid needy showmen"—as outlined by the club's founding fathers.

That concept continues. And it gives tremendous meaning to the League. It continues to make the club a tower of strength to outdoor show business and all those engaged in it.

SLA Celebrates Anniversary

Help to Needy Key to League's Steady Growth

NOW four decades old, the Showmen's League of America can look back to years examined with serenity to those in the outdoor amusement industry, an enduring branch of show business.

The League's concept, as outlined by its founding fathers was, and is: To promote the mutual welfare and enhance the happiness of its members; to assist each member by helpful service; to promote friendship and good fellowship; to perpetuate itself as a social and fraternal organization; to provide for the government of the Showmen's League of America; to bring together fraternal, commercial and social interests, and to increase the business of the members, and to use any means which may be consistent with the attainment of the foregoing purposes.

The need for an outdoor showmen's organization was recognized in 1913, according to a letter in the 1913-1914 edition of the Showmen's League of America yearbook. The league was organized in Chicago as a branch of the Outdoor Showmen's Union, a group of outdoor showmen who met frequently at the offices of the Billboard. From these meetings, the union developed into a club with a program for outdoor showmen.

The league has been and continues to be an organization of showmen and showwomen interested in the growth of the outdoor show business. It has a membership of over 1,000 individuals and 150 branches throughout the United States and Canada.

SULLIVAN 29TH CLUB PREXY: CODY WAS NO. 1

J. P. SULLIVAN 1935 S.L.A. PRESIDENT

BUFFALO BILL CODY First S.L.A. PRESIDENT

Show Business Queen Contest Highlights Year

THIS Showmen's League of America, in commemoration of its 40th anniversary, this year is featuring a contest to pick "Miss Outdoor Show Business of 1953." The contest is open to all members of the league who are 18 years of age or older.

The contest is divided into two categories: Miss Outdoor Show Business and Miss Outdoor Show Business Junior. The competition will be held during the league's annual convention, which will be held in New York City in June.

The winner of the contest will receive a $1,000 cash prize and a trip to New York City to participate in a Variety Club of America convention. The runner-up will receive a $500 cash prize and a trip to New York City to participate in a Variety Club of America convention.

In addition, each of the league's affiliate clubs will receive a special prize package, including a variety of souvenirs and gifts.

Hospitalize, Give Medical Care to Many

No AILING member of the Showmen's League need go without proper medical care. Under a hospitalization program put into effect in 1917, and improved upon in subsequent years, showmen are well provided for.

(Continued on page 99)

When 66 persons were killed June 22, 1918, in the wreck of the Haganbeck-Wallace Circus near Ithaca, N.Y., the Showmen's League of America was quick to act. It immediately offered all possible assistance to the circus company and then provided burial for 56 troops. Photo shows above hundreds of show people at the pavilion at the club's Showmen's Rest, Wood- lane Cemetery, Chicago, for the mass burial. The League's quick, unselfish and generous action in the wake of the disaster brought national attention upon the club and did much to hasten its development.

(Continued on page 99)
AID SPOTLIGHTS LEAGUE

Club Buries 56 Killed
In Circus Train Wreck

Continued from page 82

tions dedicated to serving those in outdoor show business.

Sixty-eight persons lost their lives in the Hagerstown-Washington

disaster. The League then was a promising, well-organized organiza-

tion with its reputation confirmed almost entirely to those in the

outdoor show world.

But, overnight the League

gained a well-deserved reputa-

tion for pushing its aid to the scene of the

injured and of providing a fitting burial with a funeral for many of those lost in the

Wreck. When news of the Wreck was flashed to Chicago, John Warren,

then League president, con-

vinced to his bed at the time, dispatched a group of League members to the

scene to give whatever assistance

possible and to offer free burial in the League's Woodlawn Cemetery

plot which only a short time earlier had been acquired.

The offer of free burial was

accepted by the stricken families

and the League members pitched

in to arrange for the mass burial.

They purchased the coffins,

flowers and candles, and carried out

numbers at the funeral.

Of the 56 killed, 56 were buried in showmen's Rest and of those

56 were buried without identification.

The mass burial entailed much

work and no little strain upon

League members. And, it is believed that a burial under these trying circum-

stances would have been impossible without the dedicated effort of

President Warren, who while bedridden, persisted in maintaining constant

telecommunication with the League rescue and burial committee, even his his

doctor had ordered him to leave this

arduous task to others.

The Board of Governors in

connection with the Wreck caused widespread attention through the

country. And within outdoor show business it demonstrated the need for a strong showmen's

club.

This awareness was forcibly

shown in the ensuing months when all segments of the industry

united wholeheartedly in a cam-

paign to raise funds needed for the

expansion of the Woodlawn

Cemetery plot.

This drive, led by P. C. Talbot, who succeeded Warren as presi-

dent, was an all-out effort by

outdoor show business and

the top during World

War I, when outdoor show businesses were getting thousands of dollars

from the entertainment business.

Committees were appointed to

visit various circuses, carnivals,

fairs, amusement parks and all branches of the industry in the

interests of Showmen's Rest. Donations rolled in from un-

visited quarters as well as by

October of that year, enough

money had been donated to

buy additional graves and to

select a monument dedicated to

showmen.

The League was able to pur-

chase as a total of 5,421 square

feet of cemetery space that year.

In 1934 an additional 2,926 feet

were added, 1,770 in 1936, 2,140

in 1937, and in 1944 purchases

increased the total by 1,312 feet.

As a result of this continued

effort, Showmen's Rest is now

made up of 600 graves, of which 235 are occupied by showmen

who will forever rest with their brothers.

Administration of the cemetery

plot is handled by the Cemetery

Committee, which pays regular visits to Showmen's Rest to in-

sure proper upkeep and to make recommendations from time to

time as to its improvement.

Financing the expenses of the

League's aid fund is derived from the

League's fund that includes all

money donated for cemetery

or hospital purposes. Such funds

are used to purchase additional burial grounds and for the purpose of defraying the

funeral and burial costs of those

buried handled by the League.

Under terms of the SLA con-

stitution, no funds may be trans-

ferred from this account to any

other account.

The Board of Governors has

the authority to allow burial of

all showmen, member or non-member, to make provision for such burial

for those in other cemeteries

provided the cost of any one

burial, including the cost of the

headstone, does not exceed $300.

Queen Contest

Continued from page 82

The BEST reason we know is that the

Showmen's League of America stands

ready to help you in time of need...

and it needs your support to help others

in the future just as it always has in the past...

Get Behind Your League Today!

Vote often for MISS OUTDOOR SHOW BUSINESS

OF 1953... Your votes help to expand

the benefits of the League.

NATIONAL SPEEDWAYS INC.

AL SWEENEY

GAYLORD WHITE

ON NO OTHER SHOWMEN'S CLUB GIVES SO MUCH FOR SO LITTLE!

 THAT'S WHY

THE FUND-RAISING ACTIVITIES OF THE SHOWMEN'S LEAGUE OF AMERICA DESERVE YOUR SUPPORT!

YOUR VOTES FOR MISS OUTDOOR SHOW BUSINESS ARE ALSO YOUR VOTES TO HELP EXPAND THE LEAGUE'S ACTIVITIES.

LET'S VOTE OFTEN!

J. C. McCaffery

Paul Olson

Maurice Ohren

February 1944

Showmen's League of America

AMUSEMENT COMPANY OF AMERICA
CONCEPTS OF FOUNDBING
FATHERS ARE CONTINUED

Where they could be at home, where rancor of opposition could be forgotten, where they could meet and talk...business.

Organized
That the circus was fruit was indicated a few days later, on February 13, 1913, a group of 33 outdoor showmen, gathered at the Chase Hotel to organize the Showmen's Benevolent Association of America. The meeting, which laid the foundations for today's successful national organization, was called by U. J. Gipson Hermann, second vice-president. The name, the Showmen's Benevolent Association of America, was adopted. Delays in the availability of the meager amount of money that was raised by the club started, and the club, headed by Col. W. F. Hall, was incorporated. The first officers of the club, elected, were named. Named to serve as officers with Col. Cody were Charles Andrews, Frank H. Aller, second vice-president; Hermann, first vice-president; W. F. Hall, treasurer; Parker, secretary; and R. H. York, superintendent of the showmen's association. The first board of directors included Dr. B. E. O'Dell, president; Harry S. Noyes, sergeant at arms; James Vanderbilt, assistant sergeant at arms; Charles McDonald, superintendent of the most. Of the men who were involved in the organization were J. L. Brown, assistant superintendent of the showmen's association, and Dr. R. F. Bay, secretary of the organization.

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This they live up to each year in Chicago. The annual showmen's banquet is held, a social event that is the high point of the year. Upward of 1,500 showmen from all segments of the outdoor business turn out for this impressive event. All segments of the outdoor business are represented, and affiliated organizations have representatives on hand, and all show business don their best, forget business and for the night become patrons of entertainment. These men look back on its long existence, in its many projects and its projects, to the founding fathers, but has also served its favorite hopes and dreams.

HOSPITALIZE
Give Medical Care to Many

The hospitalization program was started 36 years ago when the League took over the American Hospital at Chicago. It is an expensive service, and in 1912 it cost upwards of $10,000, but it is in keeping with the many other activities of the League.

League's hospitalization program was started 36 years ago when the American Hospital at Chicago. It is an expensive service, and in 1912 it cost upwards of $10,000, but it is in keeping with the many other activities of the League.

While the program under administration of the League's president, the committee that manages it, has been able to attract hundreds of dollars to provide Christmas presents for service-
homes and to purchase a new ambulance.

To the public activities included splitting a $60,000 mortuary out fund, encouraging services, and financing the founding of an Amer-
ican Hospital postwar program. To the public activities included splitting a $60,000 mortuary out fund, encouraging services, and financing the founding of an Amer-
ican Hospital postwar program.

The committee is headed by C. E. McCaffrey, co-chairman and general agent of the American Hospital at Chicago. Other members are Floyd E. Geoghegan, Columbus; O. Morris, Chicago; Tenney; E. F. Post, Milwaukee; E. J. Duffield, Junior League, and Bill Cawley, Chicago.
Royal American
Show

Salutes THE SHOWMEN'S LEAGUE OF AMERICA
and its 40 YEAR record of Humanitarian Achievements . . .

THE RECORD BOOK
THE SHOWMEN'S LEAGUE OF AMERICA

1. Since 1917 have provided hospitalization for over 1,450 members.
2. Since 1918 have furnished burial funds for over 600 members.
3. Since 1918 have furnished burial funds and plots in Showmen's Rest for over 200 members.
4. Provided for the mass burial of 60 persons killed in the Hagenbeck-Wallace Circus wreck, 1918.
5. Paid out bonuses totaling $22,000 discharged Showmen's League servicemen of World War II.
6. Mailed over 3,000 packages to League Servicemen during World War II.
7. Sponsored the Al Sepenar Showmen's League of America Post 1008, American Legion.
8. Provided free meals to needy showmen during the height of the depression.
9. Hold an annual Memorial Service for departed members.
10. Play host to orphans and underprivileged children every Christmas for the past seven years.
11. Co-sponsors of the annual convention of the Outdoor Amusement Industry, all benefiting all of the Outdoor Show Business.

Royal American Fund Raising activities have contributed many thousands of dollars to the League and its Benefit Funds.

85% of Royal American personnel are members of the Showmen's League of America.

CARL J. SEDLMAYR
Post President S. L. of A.-1942

CARL J. SEDLMAYR JR.
1st Vize President S. L. of A.-1953

ROBERT L. LOHMAR
Post President S. L. of A.-1948

ROYAL AMERICAN SHOWS
"The World's Largest Midway"
The $10 you pay goes a long way in helping
The Showmen’s League provide the benefits
that insure care for less fortunate showmen.

AS A MEMBER YOU CAN TAKE
PRIDE IN THE LEAGUE’S RECORD
OF TAKING CARE OF ITS OWN...

You owe it to yourself to help promote the
MISS OUTDOOR SHOW BUSINESS OF
1953 contest...

Sam Levy
Past President—1931—32
SHOWMEN’S LEAGUE OF AMERICA

BARNES—CARRUTHERS THEATRICAL ENTERPRISES
159 N. DEARBORN ST.
CHICAGO 1, ILL.

The IAIFE salutes
THE SHOWMEN’S
LEAGUE OF AMERICA
on its
40th Anniversary

★ Our membership takes pride
in our association with your
many worthwhile projects.
★ We hope that your 1953 fund-
raising activities enable you
to achieve your objectives.
★ in expanding your activities.

INTERNATIONAL ASSOCIATION
OF FAIRS AND EXHIBITIONS

PLAYS SANTA CLAUS
Hosts Hundreds of Kids Yearly at Yule Parties

To 2,000 underprivileged children of the Chicago area their Santa Claus has been a warm reality during the past seven years, thanks to the Showmen’s League and the generosity of its members.

Each year the League stages a huge yule party complete in every detail, with a rotund St. Nick, Christmas tree, holiday decorations, goodies, gifts and entertainment. And each year an average of 300 youngsters drawn from orphanages or from the city’s highest areas, cross the party room.

The League not only hosts the small fry but provides them with transportation via chartered buses from and to their respective orphanages or homes. They come hungry-handed, leave contented.

Help! Ifa Family

Last year the League went even further. When the Chicago police received a letter from a family in Kentucky pointing out that they never had had a Christmas, the League stepped up. They brought the family to Chicago, gave the children complete clothing and gifts; the whole affair was paid for by the League.

The party makes a tremendous hit with the youngsters. And it is probably in every heart-warming to participating and contributing League members to look at the handsome sums the privileged youngsters at finding that there really is a Santa Claus.

Throughout the Chicago area, the party has come to be accepted as an institution. Newspapers each year step upon it, reprint it, rehash it; parents of the underprivileged children have heard of it, worked it, studied it as a model spirit of Christmas. Even the poor showmen, who have found in it worthwhile studies as
examples of the yule spirit.

To hundreds of underprivileged children in the Chicago area, their Santa Claus has been a warm reality during the past seven years, thanks to the Showmen’s League and the generosity of its members in hosting them at a big Christmas party. In the above photo, Santa Claus, in the person of League member Art Peets, provides the kiddies with a visit from the North Pole.

We are proud of the part we have been privileged to play in the success of the Showmen’s League world-famous parties for under-privileged children...

This is just one of the many worthwhile activities in which you owe it to yourself to become a member and help carry the ball.

We are 100% in back of the MISS OUTDOOR SHOW BUSINESS of 1953 CONTEST drive.

Bill Carsky
Treasurer
Showmen’s League of America
CASKEY CONCESSION CO.
1131 W. 18th Ave.
Chicago, III.
OUT OF SIGHT, IN MIND

Packages to GI-Members Carry League Thoughts

"OUT of sight, out of mind" doesn't apply to the Showmen's League as 143 members who served in the Armed Forces during World War II will attest.

Thru the generosity of League members, these soldiers, sailors and marines were pleasantly reminded of this each month with a special package of hard-to-get items that helped make life easier in combat areas and training camps. And, most of the GI's looked forward to these packages, almost as much as an indication that they hadn't been forgotten by their showfolk back home, as for the contents of the packages.

A costly project, the "Packages for Yanks" did not, however, take any money from the organization's regular treasury. Funds came from individuals, many shows and a number of benefit parties and entertainments. Publication of a directory one year, with all proceeds going to this fund, also helped.

League Project

In addition to raising money, collecting and mailing was a tremendous project. Bill Cursky, Bernie Mendelson, who became a serviceman himself, and Sunny Bertet headed up that phase of the operation and spent countless hours in the League clubrooms making up the individual packages. Actually it was somewhat of a vagabond service. Servicemen were warned as to what they needed and from their letters, orders were filled to the best of the committee's ability.

"You Say . . . That THE SHOWMEN'S HOME IS THE WORLD . . ." (Continued on page 10)

THE BILLBOARD

SLA 40TH ANNIVERSARY SECTION

$50,000 MELON

Returning GI Clubbers Get Mustering-Out $'s

ONE organization that didn't forget its GI's after World War II was the Showmen's League of America; it remembered to the tune of over $50,000.

This amount was split generously among 142 veterans as mustering out aid to smooth their return to civilian life and at the same time as a token of gratitude for their service to the U.S. from their fellow showmen. Individual payments ranged from $30 to $500, depending on length of service. Payment was made on the basis of $75.00 for each month served in the United States and $10 for each month of foreign service.

The mustering out fund was conceived and headed up by Floyd Gooding and it drew whole-hearted co-operation from League members who contributed generously to raise the money without any drain on the club's financial resources.

The initial $10,106 was donated by the 101 Club, so-called because it consisted of 101 members, each of whom contributed $100. The spirit of the 101 Club effort were Robert K. Parker and Ned Torr.

There were many other contributors—and a considerable number of 101-ers gave far more than their initial $100. Many members, in addition, gave unselfishly of their time and talent to stage benefit shows and parties to help swell the fund.

WALTER F. DRIVER, treasurer emeritus of the League, is one of two living charter members of the club. Driver served as treasurer for seven years before being named to the honored emeritus post in 1952.
The helping hand that knows no border....

Showmen's League of America

As a showman, you owe it to yourself to be a member of the League... it's outstanding charitable institutions as well as its benefits to all members make this a MUST for every one of you....

J. P. (Jimmy) Sullivan
President - 1953

Showmen's League of America

Wallace Bros. Shows of Canada
THE GREATEST FORCE FOR GOOD THE AMUSEMENT WORLD HAS EVER KNOWN...

HELP SUPPORT THE MANY CHARITABLE ACTIVITIES AND BENEFITS OF THE LEAGUE...

YOUR VOTES FOR MISS SHOW BUSINESS OF 1953

WILL HELP TO MAINTAIN AND EXPAND THESE GREAT ACTIVITIES OF THE LEAGUE.

AL WAGNER, 2nd Vice Pres.
Showmen's League of America

CAVALCADE OF AMUSEMENTS

YOU CAN'T FOOL YOUR CONSCIENCE...

You owe it to yourself to support

THE SHOWMEN'S LEAGUE OF AMERICA

40 years of service to fellow showmen make The League your obligation.

K. H. GARMAN
SUNSET AMUSEMENT CO.

Your vote for the Showmen's League of America will make this worthwhile endeavor possible!

THE SHOWMEN'S LEAGUE OF AMERICA

Help support the many charitable activities and benefits of the League...

Your votes for

MISS SHOW BUSINESS OF 1953

will help to maintain and expand these great activities of the League.

Al Wagner, 2nd Vice Pres.
Showmen's League of America

Cavalcade of Amusements

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You can't fool your conscience...

You owe it to yourself to support

The Showmen's League of America

40 years of service to fellow showmen make the League your obligation.

K. H. Garman
Sunset Amusement Co.
MOPPETS $5 IMPORTANT

Owners Again Concentrate
On Building Up Kid's Days

By Jim Mcelhineh

NEW YORK...Carnival operators are rediscovering the importance of raising their admission prices. Like the amusement park operators of bygone years, they are acknowledging the knowledge that the best way to build up attendance is with the greatest number of small fry.

Peoria Gives
Royal American
Light Business

De Vouy Readies
Pepers Preparatory
To Move Into Canada

J. Bolling's Royal American fair, registered light business here this week as the aggressor of the big tent showmen of the U. S. preparatory to start its long roll across to Montreal, where it will launch its swing of the week on Thursday, Jan. 28.

Mrs. Harry Julia, wife of the Royal American Aracade operator, spent several days this week visiting friends in Chicago, preparatory to the trip into Canada.

Crafts-Expo
Tops '52 Biz
Despite Cold

DELANO, Calif., June 28—Crafts-Expo,, decision being hit by the worst weather storm it ever went on the road in '45, is topping last year's grosses by a slight margin, according to Roger Warren, manager, in his report submitted for sharing in the improvement, he said.

Basic reason for the increase is the fact that the big days at several fairs and celebrations, such as Orange Show and the Blue Ribbon, came up with ideal weather for the big yields.

Our moved here this week from Shafter, Calif., where the operator reported that the weather was the best he ever had. A visit later in this week out into the Central Valley was not as successful, a fact lost by the show were suffered by the death of Rosalyn Rangel, a former member of the staff of The American, a former member of the Los Angeles City Council. The Los Angeles Times was told for the Los Angeles Times of this week.

ACA's Madison
Biz Up to '52

ACADEMY, Wis., June 20—The American Circuit of Companies of America has been above average for this year, according to a show weekly, which did not mean a thing in profits, as the show is in a tough spot that could mean a great deal, and even more than the show is all right with the operators.

The good picture, continue of drought, the week of the television sets and the Saturday-night special, which are the big draws, have not been hit by the show's hot-weather success. The operators have sold out and devoted all to their success.

The tie-in are the answer to big crowds and all promotions. Furthermore, the tie-in is all used withbig deals.

NSA Skeds
18th Banquet

NEW YORK, June 28—The National Screen Skeds announced its 18th annual banquet and ball will be held at the New Yorker Hotel, Thursday, Jan. 28.

The event will again be preceded by a special banquet at the Hotel Grand Central, including teas and gratuities, dramatics, music, a rival, third vice-president, announced a number of advertisements in the daily papers, clarifying the announcement with the historian.

Berkens Opines:
Earning Prospects
Are Term'd Okay

FLANDERS, Mass., June 24—While good operating weather has been the keynote of the past week, the Mirth Shows, this week ventured into the mists of inclement weather and wound up good on the whole.

The show has done well, though the comparatively few occasions when it has reached the top, it has done well.

The show is going to be a big money maker, is well under way, and the fair season will be fair. The management of the show has been planning to use a new combination of bands of the week's premier bands, which are being added each week, and the strings are being refurbished so that they will be at their best at the end of the season.

Several new major attractions and effects have been added for the Mirth Shows, it is hoped, it will create the same sensation that it did a year ago and has been featured in the first pre-opening week of the season, weeks after the opening of the season.

Lowell Celc
To Have Top
Concentration

LOWELL, Mass., June 29—Record display of outdoor show equipment will be featured on the opening day of the week by Jeff Harris, holder of the contract for the event.

This year the concentration of show features would seem to have been made even more so in making sure this event has been drawn in the past, and the earning potential of participation.

The special efforts of the management of the show, with the number of promotions, have been noted.

Space Demand Heavy

HAGEN, Conn., June 20—A unique move, will bring in its own attractions. In addition to the World of Mirth Shows, rides and concessions, composition space is offered to independent operators. Harris, reported the demand heavy and predicted a solid of all available space will be in advance of the opening of the event.

The World of Mirth will store the opening space, and will not be able to make more room for attractions.

Business Continues Good for
Manhattan Unit in New York

GLEN COVE, N. Y., June 20—The Ross Mirth Mails, manager of the central appointments and found the Island residents to be very enthusiastic, held over for the week, which also added to the success.

The show has also enjoyed good success in New York State stands. Despite the breaking of it a new of last last week at Penn.

BANK, June 20—The show has had all the earmarks of a winning run.

The producers have given safe at the northern end of the city, and was directly across from a new State housing development and alongside one of the largest developments of private homes in the city.

A strong selling job had to be done because there was a lot of work for the show, but radio station WJLA-co-operated with the show. Strong billing also aided in drawing a large crowd.

Many Improvements

Many improvements to the physical equipment have been made since the last report. Noting regular returns. New rickets for a car and a truck, for example, are particularly striking. These rickets, along with the show, show considerable imagination and good use of space. Lewis also noted the illusion man who watches shows.

Another kidder manage promotions have been stepped up with the aid of a new train, this time driven by a big box of sugar. The train, which was the come-in-the-week the show, was bought with his newspaper and radio interviews, was greatly of interest.

Probsthoff does the job, stimulating additional interest.

LOWELL, Mass., June 20—On Thursday, the show was opened by tour of Gay Ritter, who were on the stage.
The new Rollohomes are conveniently arranged and attractively furnished. And on the road Rollohome is tops... a big feature for busy show folks. Every room is complete—ready to live in! Exteriors are smart, with a choice of colors. Write to Mac Matthews, Rollohome Corporation, Marshfield, Wis., for free literature and the name of your nearest dealer. Then be sure to inspect these new mobile homes carefully and see for yourself why Rollohomes are today's popular choice among show people.
WANTED WANTS

15th ANNUAL 4TH OF JULY CELEBRATION, CENTRALIA, ILL., CITY PARK
PARADES—FIREWORKS—BAND CONCERTS—BEAUTY SHOW—FREE CAR GIVEAWAY—WATER SHOW—FREE ACTS

THIS ANNUAL 4TH FOLLOWED BY 18 OUTSTANDING FAIRS AND CELEBRATIONS:

TUSCOLA, ILL. CELEBRATION DARBINGTON, WIS. FAIR
NEWTON, IOWA, FAIR BEAVER DAM, WIS. FAIR
TOMAH, WIS. FAIR RICE LAKE, WIS. FAIR

DUE TO TORNADO IN IOWA, IND., CAN PLACE THE FOLLOWING:

SHOWS

Eide Shows (Lori Block) answered your wire, content again.
Wild Life, Monkey Show, Mirror, Gorilla, Ira Long, Fun Shows, I'm a Noruega, Inc.

RIDES

Dark Ride, Looper, Spill, Splitter.

WANTED WANTS

CONCESSIONS:

Ticket Sellers, Truck Drivers, Agents, LOT MAN, Assistant Electricians, Watchman.

E. E. FARROW, Gen. Mgr., Vincennes, Indiana, this week; then per route

THE BILLBOARD JUNE 27, 1953

WALLACE BROS. SHOWS INC.

CONCESSIONS:

and

Want Manager
Virgin
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Now
Rolls
USEFUL
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Spencer, Ind.
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FAIR
answered
fair

ADVERTISMENT FOR RDS
Shared grout gates and side, will be ready the last week of July. Advertise Large Gates, Curb, Top Strakes, Hand Rails.

WANTED MANAGERS
Domestic Market, Shenandoah, Del., Strakes, Hand Rails. All colors. New or Used.

WANTS WANT WANTS

15th Annual July 4th Celebration Centralia Park and Following Fairs:

Spencer Co. Fair, Redtop, Ind.

Henry Co. Street Fair, Danville, Ind.

Putnam Co. Fair, Greensville, Ind.

Jackson Co. Fair, Brookport, Ind.

Owen Co. Fair, Spencer, Ind.

American Legion Street Fair, Mount Vernon, Ind.

Will go on Custard. Long and Short Range, Derby, Penny Arcade.


Want Managers with people for all new 8 ft. wagon front top and stage, best equipped Jig Show on road. Want Dreams for Virginia Territory, Wild turkeys front, top, banners and P. A. for Man with Snake or Monkey.

Want to book one major Ride for balance of season or buy late modeled 16 lb. Octopus or Rockerbox. Would buy Sky Fighter or Mister Coaster. All Colors

JOHN PORTEMONTE, Rockville, Indiana

JOHNNY T. TINSLEY SHOWS 

"America's Most Modern Midway"

WANT WANT WANT

Capable General Agent, one who knows the South-East.

Address John T. Tinsley, Mgr.

Erving Street Let. Atlanta, Ga. this week.

REDWOOD EMPIRE SHOWS

WANT WANT WANT

Hanky Park Concessions that do not conflict. Ball Game, Cookhouse, Bingo. Hanky Park Agents for office-owned concessions. Solon, reliable Men who can drive animals.

CONCESSIONS:

Long Range Gallery and Hanky Parks of all kinds.

Address John T. Tinsley, Mgr.

Erving Street Let. Atlanta, Ga. this week.

HANKY PANK AGENTS WANTED

For Stanley Park, With a Million Dreams, Addie Lee, Bye and others. We need people who know the park and how to run it. Several good opportunities on the west coast.

RUSTY WAGNER
U. S. A. Blue Ribbon Shows, Mother Lode Shows, Western Shows, Marion, Wash., July 14, Big July 4th Carnival at its best now.

FOR SALE

We Manufacturer TICKETS
every description want in stock to suit any show. Will give xmas in photo, jewelry, etc. Gen. of.

SALE SOLOF

WANTED

Legitimate Concessions for V.W. Street Heat. 1,000' foot show for Labor Day, Sept. 6, 1953. Will give x in photo, jewelry, etc.

WANT BINGO CALLERS

For permanent Park, no age or divorse. No beginners. Can also place Derby Race and Fascinations. Mike St.. Address E. RAYFORD, Caddo Park Photos, Caddo, Oklahoma, 73724, Caddo, Oklahoma.

WANT JOHN ROBINSON SHOWS Want

Have complete Motorshows—want Riders (Tony Ward, contact me). Can place any Newton, Iva, for the big July 4th Celebration (on the streets); then Fairs until Saturday, July 9th, Lathrop, Iva, and one Count Show Agent.

Address all inquiries to: Lathrop, Iva, 71822, Arkansas, U.S.

D. C. PIGGARD, Minn., Mgr.,

follow the wolfe arrow

WOLFE Amusement

THE SHOW THAT GIVES UP ON SUNDAY

WANTS

For the biggest Fourth of July Celebration on the Southern Shores.

CHRISTIANA, MARYLAND, CARNIVAL FESTIVAL

Big Parade and Statics of Fireworks.

CAN PLACE FOLLOWING CONCESSIONS:


Want Concessions: Rock, Rock, Rock, Rock. We will make the biggest Fourth of July Celebration on the Southern Shores.

Resume: What have you got? Will answer all questions.

NOTE—We are now booking Concessions and Independent Attractions for Charleston, Valdosta, Fernandina, Newport and other big Fairs on our routes. Address

JAMES H. DREW SHOWS

GRAYSON, KENTUCKY, THIS WEEKARD

BILLS YATES

POINT PLEASANT, W. VA., 4TH OF JULY CELEBRATION

JUNE 29 TO JULY 4TH INCLUSIVE

WITH SOLID ROUTE OF BONA FIDE FAIRS TO FOLLOW

WANT Independent Concessions of all kinds—Amusements; Custard, Strawberries, High Strikes, Age and Weight, African Dip, Ball Games, Balloon Dart or any Solid Concessions.

SHOWS—What have you got? Will answer all questions.

ALL FAIR DUMPS—WHEN CALLING TO WRITE ALL Your Fairs.

247 South Fairway St.

BURLINGTON, CALIFORNIA

I. B. BON J. F., Mgr.

TATHAM BROS. SHOWS

TWO TOWNS A WEEK


SIDE SHOWS: Want Hanky Park Concessions only. Want good Ride Help with Drive.

BILLY YATES

ATHENS, I11., June 22 to 24; Athens, Ill., June 25 to 27; Saline, Ill., June 28 to July 4.

WANT JOHN ROBINSON SHOWS Want

Have complete Motorshows—want Riders (Tony Ward, contact me). Can place any Newton, Iva, for the big July 4th Celebration (on the streets); then Fairs until Saturday, July 9th, Lathrop, Iva, and one Count Show Agent.

Address all inquiries to: Lathrop, Iva, 71822, Arkansas, U.S.

D. C. PIGGARD, Minn., Mgr.,

BIG ANNIVERSARY 4TH CELEBRATION

Now booking for Hampton, Ill., July 4th Celebration

Address John T. Tinsley, Mgr.

Honesty is Our Policy

Johhny's United

RemoteIroned

Plant: 717 S. 3rd St., Clinton, Iowa.

www.americanradiohistory.com
**Midway Confab**

Oscar C. Bogle, an owner of O. C. Bogle Model Shows, was the subject of an official letter from the recent edition of the Albany (N.Y.) Times Union, which dealt with his switching from truisms to bills for the "Midway Show." Mrs. Caroline Abraham, wife of Bill Abraham, prominent in the World of Pleasure Shows, entered the Pontiac (Mich.) General Hospital Tuesday (16) for surgery.

Glen Edwards has replaced Bill (Buck) Shurtleff as superintendent of the Electric Shows. 

Karen Wilgen, daughter of Mr. and Mrs. Newell Walker, arcade operator of the B & H State Show, celebrated her second birthday with a party during the ringy Russell, Kan., stand. Some 32 youngsters shared cake and ice cream with Karen, Scarlett and David Wilgen, and Mr. and Mrs. Frank Willingham. Madame Dolorias on the show also celebrated their birthdays recently with the same party. Scarlett is two and David four.

In the absence of Art Franscon, who took a season trip with Mrs. Frendler, Ben Braunstein is getting on official papers. He is being assisted by John Camp in the operation of the Gold Medal Shows.... John Bohm, son of Mrs. Carl Bohm, one of the show bearing their name, recently middle-aged it with the former Carol Van Dorn of Buckeye, Ill. The younger Bohm is in a private in the Army, stationed at Fort Riley, Kan.

**LAC ASSE AMUSEMENT COMPANY**

12 Whitcomb Street
Haverhill, Mass.

Everything in Amusement
Anywhere in New England

**Carnivals**


Bill Hames’ Rise in True ‘Rags-to-Riches’ Pattern

There are few “rags to riches” tales to approach the story of Bill Hames, the Texas carnival-park operator. Bill had but three days of formal schooling in all of his 67 years. Then, at the age of 10, he was left an orphan when both his mother and father died within a week.

“Bough-going” was his lot. Many were the meals he did not get. And many were the nights he was seen far out in the country, on a platform of a Merry-Go-Round. But he is—and for years has been—one of the most successful men in the outdoor field. His assets are many, many, in fact, that he is rated, by all conservative estimates to be a millionaire twice over.

The carnival, which bears his name, is one of the most profitable in the country. He has one amusement park that has been a solid money-winner and still another that gave promise of being another winner.

He owns a vast amount of show equipment, including a 10-wheeled winter quarters, a 16-wheeled summer quarters, a 20-wheeled horseless carriage, a 22-wheeled railroad, 1,000 acres—of good Texas ranchland. And, equally important, he is the owner of an automobile, worth over $3,000.

If Bill were to give the reasons for his success, he'd probably allow that he did not have any alternative but to work hard and build a solid foundation. From 10 to 15 Bill worked at any job that was available, getting little more than his “keep” for his time. And, as he worked, he thought of the time he would work on ranches or in the railroad in order to satisfy his own needs.

Out of his meager income he purchased what he could of show equipment when he was 19. With his meager equipment and money holdings valued at about $300,000, he started one of the world’s largest shows—now owned and operated by Bill Hames. And he also worked for a while at the railroad and even did some blacksmithing.

The Merry-Go-Round, one of his most successful attractions at the time he was 19, was his feature piece of the park and the patrons rode it many, many times at 5 cents a ride. Bill prospered and was content until one day he arrived at a picnic to find that another Merry-Go-Round of greater size and splendor was on the scene. It was steam-operated and it seemed to move up and down. The operator also charged 12 cents a ride.

The moving horses made Bill ride look bad, and that was quickly realized.

For a while was a lot of money in merry-go-rounds, but Bill rode the new affair and paid for the amount and when the extended depression came along he decided to unload his old ride and buy the new one.

Fifteen years ago Bill bought the 101 Ranch equipment, which included 35 all-steel-cast car-

show equipment. This gave him good railroad equipment and also started him on what he describes as “something of a hobby for me,” the collecting of antique and unusual amusement equipment.

In the 101 Ranch buy he acquired much valuable old show equipment, such as the “Circus Chariot,” which was used in a fire years ago and at his next available chance, he restored the combine, the Texas Centennial, which he sold this season for $100.

The Hames carnival operation is now merely a part of his operations. He has been playing some state of the art shows, such as the Missouri Centennial, which has been so successful that he has decided to return to the game of show business on a more permanent basis.

In many instances, he contracts to operate shows, and then takes over and gets the dates. It is a long term business and he has been in it long enough.

He plans to operate in late spring, and then he plans to go to Williston, North Dakota, for the Spring Show, followed by the Missouri Centennial, which has been so successful that he has decided to return to the game of show business on a more permanent basis.

In many instances, he contracts to operate shows, and then takes over and gets the dates. It is a long term business and he has been in it long enough.

Bill Hames is a showman with a heart and a soul, and he has been active in the business of amusement for many years. He has been a leader in the industry and has always been active in advancing the business.

Bill Hames is a showman with a heart and a soul, and he has been active in the business of amusement for many years. He has been a leader in the industry and has always been active in advancing the business.
Midway Contab

- Continued from page 52

past the 4th, plan to go out with a show for about six weeks and then play from Independence to Detroit from Westerly, Maine and finish it off with the tornado that hit that city.

Albert Guilian, who has his eyeball ball in Ken Garman's Sunset Amusements, told us that the best this season, Courtland Kelly recently joined and Bill Quinlan with the ride. New to the Butter Mont July 4 celebration under auspices of the Butler Misses Union Sports Committee. Coke runs for six days.

Roy and Lenore Wheelock have their Athletic show booked with a trip to Maine and Company. Amazing Knights are also with the Barnum and Bailey taking with them a direction, handling snakes, cork gallery, full game and cotton balls. Casey Knight is missing this year, having joined the navy.

Riverview Park, Chicago, Notes: The Leonaah boys are back in the Arenas for their third season. The Leonaah boys have been welcomed back. Gene showed his first year of college and Warren was recharged from the service. New faces include Bing Miller in the Carson and Barnes. They are back in from the service and working with Rich Freniere in his coke bottle. Dominic Forenza is back from New Orleans for his second season at the rabble. Joe McKeel and George have, gone into a new home in Palatine, Texas. They work with her mother, Mrs. McKeel. Syracuse, at the fish pond. Santa Webster is again managing the team. Webster house by Van Berkum, Leon and Gerald Hagen. Webster is the oldest operating in the six. Tino DeSana is the dog person of the band.

Bob Kanosh, announcer in charge of the show in Pittsburgh, has a solid talent. His pop concert rebuffed followers. He recently received a contract. C. Childs joined the Leonaah midway. He is with the Cassy Gallery, and V. C. Priest is managing the show. Good business is reported by the Leonaahs, Jules Finck, Maurice, P. McCollum, press and Harvey Moore


Mr. and Mrs. Joseph E. Card, formerly operating the Wonderland City Shows, say thanks to the many folks who contributed to the defense of Karr, in-temo, Moore, at home, in the entertainment field, and in New York, at Walters, in the East, at Walters, in the West, and in the South. The couple is expected to return to New York before the show season is over. They are looking for a place to build the show for next season.

Aided by good weather, the revival of the Emotionary City (Para), was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Para) was successful. The Emotionary City (Par

WANTED

WANTED TO BUY

WANTED FOR RENT OR BUY

WANTED WANTED FOR

AGENTS WANTED

ROBERT D. ROSE

FOR SALE

CARNIVALS 95

WANT FOR DROCTION 4TH OF JULY CELEBRATION JULY 25TH TO JULY 31ST.

WANT WANTS WANTS

FOR RENT OR LMOUR... CELEBRATIONS THROUGH AUGUST 1ST.

THE BILLBOARD

FREE CATE

Every show now open except Shows and Rides.

BARNES, MASS., OR 103 WOOD STREET, BARNES, MASS. PHONE: REVERE 8-3255
CARNIVAL
THE BILLBOARD
JUNE 27, 1953

Work Progresses On Showmen's
Miami Home
MIAMI, June 9—Work is
progressing rapidly on the con-
struction of the new Showmen's
Association building. Executive
Secretary Phil Cook reported that
all sub-flooring piled therein and that
finished concrete was being poured
this week for the floor. The walls
will begin to rise this week and the
next 10 days, and the contractor,
to make certain the building was completed by
September 10, has added extra men
and equipment.

Ben Glass, of the Cullen & Wil-
son Shows, reported that he had
already sold 70 award books,
the proceeds from which will
benefit the building fund.

Frank DiLotto, of the Al
d Viereck Shows, Inc., who
recently attended mem-
bership applications that
sold out, said that the new
building will be the largest and
most modern in the country.

Dike Cochran, of the
Cochran Shows, said that he
recently visited several
other shows, and that he
had placed on his large-scale fund-
raising tour for another year and
will visit all the shows at that time.

15
BOMA FIRE
FAIRS
Carl D. Ferris Shows
BOMA FIRE
FAIRS

Largest July 4th and Centennial in New York State with all Celebrations
following until Fair Time.

CONCESSIONS—Will place all kinds of Ball Games, Novelties, Jewelry, Hats, Photos, any concessions playing
for stock.

RIDES—Any non-conflicting rides.

SHOWS—Want Side-Show, Wild Life, Animal Show, Glass House, Motor-Cadre, Mechanical Show.

All replies to CARL D. FERRIS
Norwich, N. Y.

ROCKY MOUNTAIN EMPIRE SHOWS
RESERVE SPACE NOW

For Englewood Fifth Anniversary Celebration July 27 to August 2 on Streets.
South Broadway, Denver; and Cooper, Wyoming. Fair, August 10 through 15;
also Belle Fourche July 1 through 10.


FRANK O. SWARTZ
Westland, Wyoming, this week.

PAUL RUDDOCK
The Leading Promoter in Boston
has the outstanding spot for the Fourth of July. This is the year that the
American Legion in Gloucester has spent plenty of money on fireworks and a giant balloon with street parade, band concert and all kinds of attractions. This is the outstanding spot in New England for fifty years.

ATTENTION—Joe Ansari, Wrestling Show.

ATTENTION—Irving, Bruno, Pismo.

All wires to PAUL RUDDOCK
281 CHESTNUT AVE.
JAMAICA PLAIN, BOSTON, MASS.

PHONE 4-45375

WANT—THOMAS JOYLAND SHOWS—Want
HANLEY PANEL WANTS DANCE, GAMES, HOOPS, ROUND BASKETS, SHORT
RANGE, LONG RANGE, FRENCH PIES, FROZEN CUSTARD, SNOW BALLS, PENNY
ARCADIES AND SHOWS ALL KINDS, RIDES AND ANYTHING DRIVE
TENTS. Ted Snyder sells Dances, Rides and Judes. Address
Beverly, W. Va., this week. Logan, W. Va., next week.

LOOK!

BRASCH BROS. SHOWS

1113 MAIN STREET
Erie, Pa. Also will book short act side show. Address Mr. Brasch, 402 Ward Street, W. Renton, Wash.

COPYRIGHT MATERIAL

WANT
DONOBSON'S UNITED SHOWS


For Wireless Act or a short act side show. Address Mr. Dobson, 227 S. Pearl St., Watertown, N. Y.
NEW RIDE
For the Kiddie Park and Carnivals
Content of your interest in a ride. We are迎合ing in the following American shows, in addition to the rides that we have for your information:

WILSON FAMOUS SHOWS

WILSON FAMOUS SHOWS

WILSON FAMOUS SHOWS

AMERICAN EAGLE SHOWS

PERCELL AMUSEMENT PARK, Inc., presents

Pioneer Shows

Pioneers, Pa., June 29 to July 4—Pioneer's Celebration—Races—Parades

WANT Specifications: Fairway, length of track, miles. Amusements, complete, including: Ferris Wheel, Giant Dipper, Star Flyer, Rodeo, Skee Ball, Tilt-a-Whirl, Samba, Skee Ball, Reels, Rides and Arcades. No per ride.}

CENTRAL AMERICAN SHOWS

Jennyville City Hall, June 22 to 27—Car Ford Riley Centennial, Rick Hill, M., 49th Street, Feats, Fair, Free Union, Reels, Rides and Arcades. No per ride.}

WANT HALF MILE TALKERS

PALACE OF WONDERS, DIXIE, N.J., 18th and 19th Sts., Philadelphia, Pa., and 30 Mile Talkers, July 4 to July 6—Situation, seat, miles.}

NORMAN KOLIN

S 4 West Randolph Street, Chicago

JULY 26—Nancy, 19—Interest in the Miss Outdoor Show contest continues to mount, with many recognizing the need to support and encourage the efforts of the contestants.

RECENTLY, a group of supporters has been formed, with the goal of raising funds for the contestants. The group, known as the "Outdoor Show Fan Club," has been meeting regularly to plan events and fundraising initiatives. They believe that the Miss Outdoor Show is an important event for the community, and they want to ensure its continued success.

Concessions were also available, and a portion of the proceeds from the event will go to support the contestants. The organizers are grateful for the support of the community, and they look forward to hosting similar events in the future.

For more information about the Miss Outdoor Show or the Outdoor Show Fan Club, please visit their website or contact them directly. Together, we can make a positive impact on our community and support our local heroes.
JIMMIE CHANOS SHOWS

Want for big Fourth of July Celebration, Greenville, Ohio; then Eaton, Ohio, on Street, Seasonopulent; Union City, Ind., V.F.W., on the streets.

Want legitimate Concessions of All Kinds—Ice Cream or Canners, Bell Canns of all Kinds, Cents Your Age and Stakes; Basketball, Shuffleboard or any other Hanky Panky. Call Wally Brown, 430, 39-124, anywhere. Better than 20 first class Athletic Shows. Throcy wants Talker and Cut Cannon for City Show. Never Rank. Present Kickoff Cannon, top. Second time for all Fisk, prefer those who show semi. All replies to:

JIMMIE CHANOS, Richmond, Ind.

SOUTHERN VALLEY SHOWS

WANTED—BARGAIN or OLD + CONCESSIONS FOR FOURTH OF JULY CELEBRATION @ 4 PM. WANTED AN APPRENTICE FOR CONCESSION MANAGER—BARTLETT, I. I. AND AMERICA

This month’s exhibit was to be one of the largest ever held in this vicinity. It was held on the new school grounds at the fairgrounds. The exhibits were held in the new school buildings and the lot of the grounds was covered with a large number of people. The largest exhibit was a collection of antique cars and trucks. The cars were all of different makes and models, and were displayed in a line that stretched across the fairgrounds.

The exhibit included a wide range of antique and vintage cars, from early models to mid-20th-century classics. Visitors could see the evolution of automotive design and technology over the years. Among the highlights were a rare Model T Ford, a classic Model A Ford, and a beautifully restored Model S Rolls Royce. The vintage trucks on display were equally impressive, with a variety of makes and models, including a 1930s Ford Model AA, a 1940s Chevrolet, and a 1950s International Harvester.

In addition to the antique vehicles, there was a large display of model cars and trucks, ranging from small die-cast models to large, detailed replicas. These models were displayed in a showcase that featured a backdrop of colorful banners and signs. Visitors could also see a collection of classic car parts and accessories, including engines, wheels, and tires.

The exhibit was open to the public and featured a range of activities, including a car show, a vintage car rally, and a display of classic car racing gear. Visitors could also browse a range of merchandise, including books, DVDs, and model car kits.

Overall, the exhibit was a great success, with hundreds of people attending and enjoying the variety of exhibits and activities on offer. The organizers were pleased with the turnout and look forward to hosting a similar event in the future.
He Fought Three Days and Nights

Lieutenant Colonel
Raymond G. Davis, USMC
Medal of Honor

Cold, battle-storm, fighting for every mile of wintry road, the Marines were re-deploying toward Hunsruck. A rifle company was guarding a mountain pass vital to the withdrawal of two regiments. The company became surrounded. If help didn't come, 6,000 men were lost.

Into this situation, Lieutenant Colonel Davis boldly led his Marine battalion. Over eight miles of heavily defended icy trail they attacked, and across three ridges deep in snow.

They fought three days and nights, often hand-to-hand.

But finally Colonel Davis reached and freed the company. He opened the pass and held it till the two regiments got by. Then, fighting through the last of the enemy and carrying his wounded with him, he led his own gallant battalion into safety.

"Korea and World War II have taught me," says Colonel Davis, "that courage is common to all armies; it's the better equipped side that has the edge. You're giving our men that edge every time you invest in a United States Defense Bond. For Bonds, which are personal savings for you, are also muscle for America's economy. Helping produce more and better combat equipment to protect the brave men who are protecting us all."

Peace is for the strong!

For peace and prosperity save with the U. S. Defense Bonds!

Mosher's Amusements

NEW BALTIMORE, Mich., June 20—John Mosher joined recently with cowhouse and two concessions. concessionaires include: Marge and Tiny Orlando, Coke bottling and Higgins; E. Perkins, string game and ball game; Annie Cutter, discography and cock gallery; Bob Bradbeck, bingo; Mr. Murphy, novelties and slum splendifer; Mrs. Middleton, popcorn and candy apples; Bud Kemeny, candy from Smith and Smith, jewelry and Western show; Bob Cowles, glass pitch, and Gerald Hall, photos.

Buddy O'Brien has taken over the kiddies rides. New top for Merry-Go-Round, to replace the one last in tornado at Port Huron, will arrive in time for the Sebewaing Centennial. Riders are manned by Bruce Newland, Merry-Go-Round; Bill Ware, Ferris Wheel; Henry Wickings, Chairplane, and Ernie Hunt, Kid. Mrs. Mosher gives nightly concerts on the calliope—ROBERT LEWIS.

Page Bros.

SHEPHERDVILLE, Ky., June 20—Show has been getting better weather but spending is off. A total of $40 for the organ's show club was thru a bingo party and a kangaroo contest.

Biggest event of the past couple of weeks was the June 19 wedding of Vernice Miller and Wesley Brown, which took place on the Ferris Wheel. The ceremony was witnessed by the entire show as well as several thousand midway patrons. That night a party was held in the big show tug where Happy Go Lucky Girl Ray and his men trel group entertained. The newlyweds received many gifts and left for a brief honeymoon in Bowling Green, Ky., the bride's home town.—ART WILLIAMS.

Cross Road Amusement

ROCKFORD, Mich., June 20—Show is playing on streets here under the same start. Main feature is a free barbecue.

Last week in Diamondale, weather was fair and Friday and Saturday proved big days. On route from Diamondale to Rockford, Meridian-Rowan was dammed slightly by fire, but repairs were made ready for opening here.

Hannah Young joined to manage the main house, Whiting Young joined with his Mechanical Show, and Mr. and Mrs. Friar joined with a Wild Life unit. Jimmy Pritts, bingo, took delivery of his house trailer.—PATRICIA WALKER.

West Coast Expo Contracts Cele
At Tracy, Calif.

TRACY, Calif., June 20—West Coast Exposition Shows have been signed to play the Tracy Diamond Jubilee Celebration here for six days starting September 3. The event celebrates the 75th anniversary of the establishment of the Western division point of the Southern Pacific Railroad. It will feature an elaborate four-day program of parades, dancing, junior rodeo and horse show, banquets, whistlerino contest, and children's events.

The show, headed by Mike Keen as general manager and Ed Richbough, manager, will set up on Hatchery St. in the center of town. With the California State Fair only 60 miles away, heavy traveling on the road is expected. The date is predicted to be one of the show's strongest ones in the fall season.

Bobby Cohn represented the show in the contract signing. He is the general agent for the West Coast Shows, the No. 1 unit, and the W. C. Exposition shows.

Art Cramer is general manager of the Jubiles.

Order Your FAIR POSTERS AND CARDS NOW
As cool cost to a 24 deal. Immediate delivery.

DIE-BOU Silk SCREEN
Auto Bumper

CALL—WIRE—WHITE
TRIANGLE POSTER CO.
112 Dominon St. Pitcairn, Pa. Telephone: Methacton 1-2119

Concessions Wanted
For the 44th Annual Oil Sitters Rodeo to be held here in September at Lebanon, Pa. Fitch Ramblin' Rice or Serena

HARRY W. ATCHELEY
Dyer's Greater Shows
Mantsville, Tex., June 19—Here in the South is near the grand-daddy of western shows. Rodeo has been held here for 20 years. Will stage a Western show here July 1 and 2. George H. Amis, curator of fair will be in charge.

Your Ticket to Sales Results
The Advertising Column of The Billboard
Convergence to Rail Pays Off For Levis' Met

CINCINNATI, June 29—In their sixth week, the Metropolitan Show was moving out West, to play against good business, reflecting the large investment in top-name acts and Shirley Larry in the converting the show for the West. The General Agent, Dollie McKirk reported during a recent call at the local offices of The Billboard.

Since the Atlantic Coast shows have been at work continuously in building early show and new fronts for the potting, recharging, and minstrel shows. The results have been impressive and better management, co-operating with the McKirk's.

The moves have been kept to minimums this spring, said the, with this move coming out of Fairview, S. C., quarters for the opening at New Orleans, La., for Shirnrle, N.C. Next move was to Johnson City, Tenn., followed by Britton, Ill., for thirteen weeks. The final move to Murfreesboro was only 18 miles. This was followed by a jump to Lexington, Ky., the only long move on the card to date, as we get to the org north and in line for the good business.

At present the show carries 21 rides, the cornet will be expanded to 17 with the new arrivals.

In addition to the Leves and Marks personnel, a new office, Battery B. K. Zellers, concession-business manager; Ralph Decker, competent and experienced; Bill Hanlon, Disket electrician; Joe Frazier, special agent; Earl Compton, advertising manager; and Nick Chynn, transmission, and John Burns, welder.

D. Wilcox Unit Battles Rain Thru Maine

CARIBOU, Me., June 26 — In continuing the larger and larger shows in this territory, the Dick Wilcox shows, breaking here this week, have been played to packed houses.

Dick Wilcox, manager of the show, is well known, and with reasonable prices for the entertainment, has a large strong and a winner show next week.

The Title-A-Whirl is new this season and the other rides are being prepared in preparation for sale to future buyers. The sale of the canvas is new, which adds to the attractiveness of the show.

Some 20 concessions are working, with many more to come.

Included in the four shows carried on the Dick Wilcox, 11-124, with Dave Bollmer in charge, the All Veterans Athletics Show, "Knockout Daily," and "Elinor Calson," both handled by Leonard Coons.

Concessions

Bill Chason has the concessions.

UNDERSSELLS EVERY RING FIRM

Sterling Defies Competition YOU be the Judge

#99
$2.50
dec.
$327
gross.
MASSIVE 1 CARAT CENTER
Size, DIAMOND. Finest 24 facets — 16kt. gold finish — a sensational ring buy.

#M90 (1)
$3.50
dec.
$33
gross.
Hinged CAMÉO—Heavy with 2 sim. diamonds.

#M-191 00
$3.25
dec.
$33
gross.
KINGDOM'S RING with gleaming sim. silver insert. Also in hematite or double-headed Cameo.

Hinged Jeweler's Tray
Complete with assortment
3 partial value trays.

Open Faced Tray
Complete with assortment
1 partial value tray.

#M91
$3.75
dec.
$42
gross.
FIVE BRILLIANTS. Giant sim. diamond, four side stones.

#M219
$3.50
dec.
$42
gross.
THREE BRILLIANTS. Largest style fancy sim. diamonds.

Greatest Flash
Biggest Value
Top Styling

#149
$3.25
dec.
$42
gross.
EVER-PopULAR 1 CARAT CENTERSTONE. Plus 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous buy. 16kt. gold finish.

#M-164
$3.75
dec.
$42
gross.
MASSIVE BRILLIANT. Large center sim. diamond—twin sim. rubies.

These Are Not Slum Rings
Every single ring is real heavy hand-engraved mounting either 16kt. gold finish or rhodium finish. Over 1,000 gross of rings on hand at all times.

Jobbers—Distributors
10% discount on all orders of 10 gross or more!

This Is The Ring Buy Of The Century!
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WAS $39.95
NOW $33.95
Hinge Jeweler's Tray
Complete with assortment
3 partial value trays.

Greatest Flash
Biggest Value
Top Styling

ENDS $3.75
NEW LOW PRICE
$3.50

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CIRCUSES - CARNIVALS - SEASHORE RESORTS - RODEO SHOWS - FAIRS

*** SPECIALS ***

9" For Models with pipe, glasses and for... gross $1.00
12" For Models with pipe, glasses and for... doz. 3.50
15" High Hat Feather Dolls... $1.25 doz., 14.40
14" Spread, floral design, eyes Parthenon... doz. 3.75
6" Baked and NOT Charcoal large on... per 100 10.00
10" Stuffed Animals, long sticks... gross 16.00
12" Cat-eye Dolls... gross 2.00
Metal Sliding Telescopes, U. S. A... gross 2.40
Flying Bird, bird motif... per 100 10.00
For Models, for her... for 16.00
Lambskin Dolls, with ball... gross 1.50
Large Wool Whips... gross 2.50
Baked and Not Charcoal... gross 1.00
Aired and Jitter Crying Cap... gross 1.50
Large Horse Harness, belt... per 100 9.00
Horse Sticks... gross 8.00
Elk Antler Antlers, good for any game... Gross 8.00
"Wreath" Ballads... gross 2.75
Basket Weave, etc.,... gross 1.00
Pig Charcoal and Chin... per 100 1.60
10-15" Sheepskin Oakland Belts... per 100 1.60
Saddle Belts, etc.,... gross 1.00
Girl Picture Mirror... gross 9.00
Mammal Monkeys... Doz. 2.50
Reading Glasses,... Doz. 0.50
LARGE MEAT sausages... gross 1.00
Large Mechanical Merry-Go-Round... gross 3.75
Large Patriotic Birds and States... gross 2.00
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Cat Eyes, 1.50
Baked and Not Charcoal... Gross 1.50
Hanging Door by ball... Gross 1.50
9" & 9'Made Glass... Gross 2.50
Ceramic Christmas... Gross 2.50
Large Beehive Glass... Gross 2.50
Closeout Bear... Gross 7.50
"12" Feather Dolls... with hat and trimming... 4.00
Wooden Pen... Gross 1.50
8" Metal Telephones... Gross 0.50
Pendulum Clocks... 1.50
Prismatic Paper... Gross 6.00
1" Finished Copper Buttons... Gross 1.50
Rubber Ducks... Gross 1.50
Feather E. Rio, five wigs with veils... Gross 3.50
Fishing "Bass" fly... Gross 3.50

NEW RETRACTABLE RUBBER HORS

BALL POINT PEN

The Latest Craze

Imported, Ventilated, Panama Peak STRAW HATS, $11.00 doz.

HARRIS TOPS THE FIELD

with the most sensational Pearl dust infused set. Entirely embroidered, non-ilding pearl head mullets with brill, light colors, just-in-stocks Matching a large industrial pearl head mullet and all of matching hat bands, complete in a silk box. Exclusively new for 1950. Great gift idea

$12.00 Doz.

Sample $1.50

This is a terrific deal and sells on sale immediately, and quickly are coming in.

ATTENTION

All Commissions, Steeplechase and Novelty Men. A terrific number.

Imported, Infaltable Rubber Elephants, with ears, large. Every piece gets immediate delivery.

SMALL SIZE $2.50

GROS$ $3.00

D O z. $3.50

HARRIS HOPPERS CAPS

with Metal trim and Braid

$3.00 Doz.

$3.50 Gross

Sensational Item

$3.50 Doz.

$4.00 Gross

HARRIS NOVELTY CO.

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Philadelphia 7, Pa.
Phone: MA 7-9848 WA 2-6970

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AND CHAIN PLASTIC WALLET

Consists of a card holder, recent pocket and trimmed in all over... $7.00

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET

Consists of a card holder, recent pocket and trimmed in all over... $7.00

SMOKE BOW TIE

$2.00 Doz. $21.00 Gross

SMALL PEARL-Handled CONTINENTAL PISTOL LIGHTER

Gross $6.98

LARGE PEARL-Handled CONTINENTAL PISTOL LIGHTER

Special $6.00 doz...

Very Beautiful. Cash in hand.

RUBBER HORSE

Large Inflated Rubber Horse, realistic, 18" Ozen $16.00

12" High... $10.00

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3-Piece Pen Set

with glassy caps and CLIPS

Consisting of bulk per pen, fountain pen and pencil. In 8" Black, red, and silver. Each comes with...

$4.00 per doz...

$42.00 per gross.

34" Stuffed Circus Clown Doll

"FANCY COLORS"

$18.00 Dozen

NEW SENSATIONAL FLASK-SHAPED STEEL WALLET

Consist of a card holder, recent pocket and trimmed in all over... $3.75 doz...

$42.00 Gr.

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

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JUNE 27, 1953 THE BILLBOARD

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VACUUM CLEANERS

The Whirl-Wind electromagnet range with
less work in less time. Goes all sur-
faces, dirt, hair, through the first
time. The jet power does so with ease.

Three sizes available to clean all types
of rugs and rooms. Good Housekeeping. The 3 H.P. jet
A H.P. all on the same standard equipment with
full set of attachments available.

A Sure Fire Seller that can't
MISS. SELL.......
$49.90 Ea.

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Pure Bristle Brush Valuable in Rubber. All-Purpose for ALL jobs.
$1.35 set in doz. lots.


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set in doz. lots.

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set postpaid.

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WITH FREE LINE.
Stainless steel French Fay

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1 year guarantee—light in weight—taupe—Alkaline—

$3.25 ea. 6 or more.

25 ft. lengths

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Chrome finish—baking for

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LADIES' HOSE—of Dupont Nylon

51 G-150 Assorted Colors, all sizes...

$7.50 dos.

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Complete with red base.

Glass block measures 6"x7 3/4", overall height 10". Individually boxed.

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Made of special urethane. Children will be wild over these.

Mask Triangular Shaped...

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Saw blade will cut anything

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1-4-4-4 10.50
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  - Big, full-size, 72 in. x 84 in. comforters made by one of the finest mills in Chicago. Reversible, lightweight, and easy to care for. Assorted colors. The softest, best, and most expensive comforter. Guaranteed under warranty of Washburn’s famous lamp treatments. 12 in., 14 in., 16 in., 20 in., 30 in., and 50 in. sets. List: $6.00. 6 oz.

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  - Famous ACCURATE quality wallet, wide mouth wallet. Each stamped “Genuine Leather” and has a $5 price tag. Full length zipper and lots of compartments. In a gift box.

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Here's a big package at a little price — Service for 8 dinettes set in large metal pattern, under glass for lifetime of use. Contains all the essential pieces. 2 cups, 2 saucers; 8 salad plates; 8 dinner plates; 8 soup bowls; 8 soup bowls and 8 dinner plates; plus a coffee pot, creamer, sugar, and set of salt and pepper. Complete with instructions book and 30-year guarantee. Handiwork of a well-known manufacturer.

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Service for 8 dinettes set in large metal pattern, under glass for lifetime of use. Contains all the essential pieces. 2 cups, 2 saucers; 8 salad plates; 8 dinner plates; 8 soup bowls; 8 soup bowls and 8 dinner plates; plus a coffee pot, creamer, sugar, and set of salt and pepper. Complete with instructions book and 30-year guarantee. Handiwork of a well-known manufacturer.

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Hardwire 3-speed Continental clock radio in a beautiful plastic cabinet. Choice of ivory, red, blue or green. Equipped with Sessions self-starting electric clock. Attractive for either living room, bedroom or kitchen. Size 19½ x 14¾ x 7¾.

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Plastic five-eighths-inch tubes, multi-colored, not being inter-
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$36.00
Sample
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New York
Plastic five-eighths-inch tubes, multi-colored, not being inter-
cepted by the Lewis Lindner Company,
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PROFITABLE TERRITORIES WIDE OPEN TO "LIVE" OPERATORS

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RAILROAD-TYPE POCKET & TABLE WATCH
3 Years—chrome case with real and/or large PAILITE black marbles with luminous hands. Steel second markings. Retail $39.95
Your Cost $4.35

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3 Years protection against breakage. Steel case 14 karat gold filled. Alarm easily reset. Retail $14.50
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Every timepiece a masterpiece!

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50¢ each, post paid, large variety. 15¢ each, "seconds and scrap."

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Write for full catalogue.

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Send 50c deposit, balance C.O.D., F.A.B.

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Shape your business.

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* SICTION COP Auto Novelities
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Small and large sizes.

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5¢ each or large boxes No. 10, 25¢, 50¢, etc.

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Beautifully natural looking plastic, feels real to your hand. The baby is designed well and is made of tough, flexible material. Each sold separately in an individual foil cover.

Height, 15 inches.

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110 36-HALSTEAD ST.

OVER 600 PINS AND IDENTIS FOR ENGRAVING

Buy's, Girls', and Baby Expansion Sets, $5.65 per dozen, Nickel Plated.

$6.60 per dozen, Gold Plated, Bulk.

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Chicago
purses,
received.

TAMOR PLASTICS CORP.
LEOMINSTER
MASSACHUSETTS

1,000,000
COMIC BOOKS
16 Pages,
5 Colors,
14(1x10%
10 M $20.00
A variety of popular titles and
numbers. All issues in
The Greatest Lines in the U.S.A.
EMPORIUM & PUNCHBOARDS
MERCURY & TICKETS
SAMS TV
FREE HOME DELIVERY
In addition to our regular line of Amber colored combs for demonstrat-
ing purposes, we are offering, for the first time, a beautiful set of
matched nylon combs in natural color. Deliveries made same day
order received. Buy direct from manufacturer who understands your
needs. Samples and prices sent upon request. To avoid sample
senders seek $1.00 for samples. This will be doubly refunded on
your first order.

GLOBE MANUFACTURING CO.
245, SOUTH INDIAN AV., CHICAGO, ILLINOIS

PLASTIC RAYON TOWELS
Take to the West Money of All Fairs and Special Shows.
REGULAR $1.00 SELLER. COST 33c PER PCG.
Each package contains 10 large, beautiful gauze colors. Free demonstration with
each order. a variety of machine was available anywhere.

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SHRINE CIRCUS T

P. O. Box 5002
DREXEL HILL, PA.

Carnival Plaster
SMALL AND MEDIUM
SOLDIER PICES IN STOCK
PIECES FROM 4 CENTS UP
Direct delivery same day. You call
a group order of $12.00 or more up $3.00.
One 2 days a week.
Two 100$1.00 for sample order.

FREE! FREE!
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WHOLESALE CATALOG
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LADIES' HORT. EXPLAN. BRACLET
BIRD CAGE PENDANT
PAPER MACHÉ VASES
HAY STATE NOVELTY CO.
Springfield, Ill.

Giant Bow Tie
GIANT BOW TIE
Giant Bow Ties are Back - $1.00

PHILE GREEN
is warning gale knives on 'TV in the
Windy City and is knocking them
for a loop.

Pipes for Pitchmen

"I WAS SORRY...
had to hear of Billie Myers' passing,"
pers Dr. L. R. Marvin, veteran
pitchman, from Portland, Ind.
I often recall him and his brother, John, on Maxwell Street and Rup-
House Square in Chicago. I would
surely appreciate a letter from any
old-timer whom I knew back in
those good old days. Do you Visit
me, drop me a line. Madeline Rank
and Ray Herbors are now
working Pennsylvania territory
and they tell me that they are
stacking the leuttan. My wife,
Evelyn, and I, after a four-month
trek thru Florida renewing ac-
quaintances among the pitch
An-
terity, have returned to our rural
habitation near Pittsburgh. And
Many happy hours were spent in
the company of Madeline Rank
and her husband, Ray Herbors.
Deep sea fishing was the order of
the day and it was certainly
by enjoyed all. At present I'm
with mechanics setting up
special machinery for the manufac-
ture of a gadget tool that promis-
es to be an innovation for pitch-
men.

I STOPPED OFF
en route from New York, after a week's vacation, to have a few
words with Mr. Donald, the So-
thern Plants' circulation manager, who returned from
Richmond, Va. "I am on my way to
work the show in the past few
months. I would like to read some
these days from Al Harvey, Dr. M. J.
Lockey, D. L. Dunlap, E. C. Pardee
and Henry Faulkner. I under-
ostimate that Dr. Lockey got married
recently and he and his wife are
living in a new house trailer in
High Point, N.C., for the
season.

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RAVENNA, OHI0

Oak Balloons

GUMMIES WORKERS
Best Money - Worth $1.00. Cost only 50c. 4 to 1000.
Normal Sales. 1000 for 5.00. No. 1. Large Size. 1000 for 7.00.
GOODYEAR CEMENT CO.
28 West Street, New York, N.Y.

MEDECINE MEX!
The House That Quality and Service Built.

Globes, Lamps, Polythene Lamps, Model Lamps, Window Figurines for Home, Store and Office - All Kinds.

BICHAIR MACHINES
Distributors
ALL MADISON, N.Y.

FLORIDA FLAMINGOS

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Springfield, Ill.
IT'S NEW! WOW! WHAT A HONEY!
CUDDLE BEAR
PUT HIM ON YOUR SHELVES AND
WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN
TO BE FIRST WITH IT!

F.B.O. $39.00
F.B.O. Milwaukee $44.00
SAMPLES $5.00

27 INCHES HIGH

The most adorable cuddle bear we've ever handled, every child, woman and
even the man will want to cuddle it in their arms. Vivid rubber feet and ears.

WISCONSIN DELUXE CO.,
1902 N. Third Street
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GADGET WORKERS
Cash in on
COMPLETE LINE OF
DEMONSTRATION GADGETS

GIANT AUTO GRATE
NO. 1000

CUT-E-D-LITE GLASS KNIFE

PLEASE ANTICIPATE
YOUR ORDERS EARLY

SAMPLES AND DEMONSTRATION
COINS ON DEMAND WITH
OUR COMPLIMENTS.

SUCK-AWAY SPECIAL
SLICER
NO. 18

POPEIL BROTHERS INC
11920 S. Desplaines St.
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OGDIN announces another
ORIGINAL IDEA
NO. 155 SPACE BOMBER

Wondrously constructed, easily operated and popular among the adults. Contact your
OGDIN MFG. CO.
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FOR COMPLETE INFORMATION

Punch Work Demonstrators
Not consisting of teacher and pupils. Simple, yet effective. Can be worked
Any style of work is practical. Complete manual with order.

HOME ART and NOVELTY CO
1100 Farnall Av.
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"YOUR BEST BET" or Two Cents A W

Amazing Insect-Vaporizer

For every home, office and garage. Dusts noxious insects in their hiding places. Complete
insect killer. Will not harm humans, animals or birds. Instantaneous action. Satisfaction guaranteed.

THE MIDWEST MUSE CO.
1610 Broadway
Kansas City, Mo.

JUNE 27, 1953
THE BILLBOARD

SEASON'S
Hottest Items
NEWEST!
LATEST EXPANSION
IDENT BRACELETS
Cheese Finish

#435 Men's ........ $5.75 Do.
#635 Ladies & Girls' . 5.75 Do.
#766 Child's ........ $1.00 for 6 dozen each, extra

DIAMOND RING
$60.00
$19.00 Do.

May be too late for next season, but this is the best money maker of the season — new
JACK ROSEMAN CO.

Amazing New
"ROUND"
HACKSAW BLADES!
SALE ON A 16" RING
Up, Down & To Either Side!

3 FOR 16" BLADES
FULL PRICE,也同样

$1.00

Please order quickly

OWEN'S PRODUCTS
1160 Broadway
New York, N. Y.

JOBBERS!
FULL LINE OF ANIMATED
SHOW BONES!

$1.00 PER DOZ.

Hokey Pokey Bone, 50c each. Hard bones, hand polished. Mark of quality noted.
With each purchase you get free 116 leaflet on your safety in bone handling.

CROSS ART and NOVELTY CO.
129 BROADWAY
New York, N. Y.

LEVIN BROTHERS
Established 1845
TERRA NAPE, ARIZONA

PRICE LIST NOW READY
Whips, Batters, Canes, Hats, Balloons, Flying Birds, Lentz, Mexican Bird's Next Hat, Abuse, etc.
Write today.

ADVANCE NOVELTY CO.
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Phon: Vtta 6-5346
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2145 Patterson St.
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- **St. Louis**
- **SOUTHERN OFFICE**

### MAIL ON HAND AT

**ST. LOUIS OFFICE**

90 Arnold Bldg.
St. Louis 5, Mo.

- **Cincinnati**
- **New York**

### MAIL ON HAND AT

**CHICAGO OFFICE**

188 W. Randolph St.
Chicago 1, Ill.

- **New York**
- **St. Louis**

### MAIL ON HAND AT

**NEW YORK OFFICE**

1564 Broadway
New York 15, N. Y.

- **Chicago**
- **St. Louis**

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Under the Marquee

Al Buiter, ex-Ringling stuffer now ahead of "South Pacific," was stricken with an attack of acute appendicitis Friday (8) in Detroit and was operated on the following day in Ron Scientific Hospital. Latest reports are that Buiter is progressing favorably and expects to be released from the hospital to convalesce at the Barum Hotel.

Mrs. Belenrite Cristiani and her daughters from Seattle are spending the summer vacation on the King-Cristiani show, Mr. and Mrs. A. Lee Hinckley visited with friends in Caledonia, Ont., during the circus move from Hamilton to Wellngton.

Harry Allen, Orange general manager, reports that Frank and Anna Francois are now, super-vising operations of the comic house and dining room.

J. Jack Gaul and W. Langlois, Eau Claire, Wis., fans, recently visited with J. and looked over his circus collection.

**Demonstrators ... Pitchmen**

There's BIG MONEY AHEAD with these popular, fast-moving sellers!

THERE are the items that year after year, draw the biggest crowds, corral the most sales and make the biggest profits. They're standards that have proven themselves with pitchmen and demonstrator all over the country.

Get going on your biggest season ever with one or more of these famous ACME METAL products. You'll find yourself coming back for more and more—but set fast.

**ORDER NOW FOR EARLY DELIVERY**

**JUGGERNAUTS**
**ROTARY MIXERS**

**ACME METAL GOODS**
MFG. CO.
2 Orange Street Dept. B
Newark 1, N. J.

**TERRIFIC BUYS!**

EVERSHARP PEN AND PENCIL SET
Matching fountain pen and penciipens beautifully styled. Magic head prevents ink from leaking or leaking. Matching reporter pen and pencil sets, in various colors, can be found in the magic button.

Rounding out the ACME METAL line are the wonderful, low-priced pens, pencils, and lead sets. Each set includes a fountain pen, ball point pen, and two pencils. Total retail price is just $2.75 for the complete set.

**ROUND KITCHEN CLOCK**

Assorted colors. A good looking, dependable clock for the kitchen. The clock has a self-starting movement. Deep sweep second hand makes this clock perfect for delicate-precise timing. Sample, $4.00.

**CREST-O-GOLD BERRY SET**

This beautiful Sterling set of berry dishes has a heavy gold border on green base. Complete with Serving Spoon and Fork, 9" Serving Bowl, and 6 buffet serving dishes, all gold on enameled. Sample, $5.00.

**IMPORTED DAMASK TABLECLOTH**

Full 60x60, white on white, reversible, elegant linen-like rayon and cotton, with white bands at hem. These table cloths would be cheap at twice the price for an ordinary material.

**DELUXE SMOKERS’ KIT**

Here is a really handsome three piece pipe set. Briar pipe, genuine leather tobacco pouch and leather covered野wood lighter. Lots of 6.

**WINDPROOF RONSON TYPE LIGHTER**

A dependable lighter, with straight up and down dripping motion. This lighter has field野生wood cover and comes in both red and dark green. Sample, $1.50.

**REGULAR RONSON TYPE LIGHTER**

Heavy duty chrome-plated lighter with all chrome mechanical features. Ideal for purse or pocket. Sample, $1.00.

**STANDARD INDUSTRIES, INC.**
2118 S. WABASH AVE.
CHICAGO 16, ILL.
Sensationally New!

American Girl Doll

#500 The American Girl

Almost 3 ft. Tall

Made of stars and striped satin material. Plastic face. Cotton stuffed, large ribbons.

Wisconsin Deluxe Co.

1902 N. Third Street

Phone Locust 2-5431

Milwaukee, Wisconsin

Pogo Sticks

Jobbers-Distributors

Cash in on this New

American Girl Doll

Almost 3 ft. Tall


Wisconsin Deluxe Co.

1902 N. Third Street

Phone Locust 2-5431

Milwaukee, Wisconsin

120.00

ROY BERLIN CO.

1213 East Main St., Milwaukee, Wis.

5827 W. Blue Mound Rd.

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GADGET WORKERS

Demonstrate and Sell these Fast Moving Values

SOLD THE NEW

BONNIE SEALER

It Crimps... Cuts... Seals in ONE EASY OPERATION

3-PIECE SET

Contains Press and two inserts for Bread and Dough. The quick way to make exciting snacks appetizers... in seconds. Dainties and other easy treats. Bonnie Sealer $0.01. . . . . . . $1.00 Retail

GADGET WORKERS: Write Wire or Phone for free booklets and prices on all of our items.

BONLEY PRODUCTS CO.
28 S. CLINTON STREET • CHICAGO 6, ILLINOIS

IT'S "TIE-RIFFIC"

WORLD'S LARGEST NECKTIE

Size 6 feet and made like a regular four-inch tie.

No. 501

ARTIST'S COLONY OF GREENWICH VILLAGE

411 Broadway, New York City. Phone 5-8015

ARTISTS and the Creations and Fantasies of Art and GLAMOROUS. This offer is subject to change.

Jubilee, Writer

Bubble Boy for your bar

NEW and SMART

Beguile your friends and fascinate your enemies

Make a real party of people with the Bubble Boy

For your favorite drinks and fun.

Cost $3.00

 Adresse: John G. Isham, 340 Wabash, Chicago, Ill.

FLASH! FLASH! NEW MEN'S RHINESTONE JEWELLED WATCH WITH GOLD-PLATED EXPANSION BAND

Check these features:

• 14 KT. Gold Filled
• Hand Set Genuine Rhinestones
• Waterproof Case
• Unconditionally Guaranteed Full Year
• Case of $12.50. Watch individually boxed.

We also carry many brand watches, clocks, appliances, jewelry and accessories.

LOWEST PRICE GUARANTEED.

WAREHOUSE ORDER: 25% /order.

McABE SALES CO.
1145 W. MADISON ST.
CHICAGO 12, ILLINOIS

PRIZE CLOCK VALUES!

Sensational Savings on fine Swiss Clocks

Here is a dazzling assortment of Swiss Clocks offered now at the lowest prices in the history of time. Every clock a gem of precision limiting, not quantity. In every model, price and different... all terrific for prices or profitable selling!

Get in on these big-time values now

WRITE, CALL or WIRE TODAY for Photos and Prices

565 Fifth Avenue, New York 17
Phone MURay Hill 8-6080

ATTENTION

IF YOU WORK STORES— SALES SHOWS OR CARNIVALS AND SELL RINGS AND ENGRAV.

INC. JEWELRY

• YOU BETTER SEND FOR OUR NEW SUMMER ISSUE AT ONCE.

CATALOG LUST OFF THE PRESS!

SHOWING ALL THE UP TO THE MINUTE NEW ARRIVALS IN RINGS—ENGRAVING JEWELRY AND EXPANSION IDENT.

COMPARE OUR MERCHANDISE—STYLES—AND PRICES. YOU WILL THEN KNOW WHY IT PAYS TO DEAL WITH

McBRIDE JEWELRY CO.
1341 BROADWAY, N. Y. 1, N. Y.

ORDER SAMPLE DOZEN

1/2 doz. No. 77 for Men

1/2 doz. No. 76 for Boys

at $4.75 per dozen

Include 25c postage

HOT! HOT! EYE-CATCHING EVERLASTING GARDEN UNDER GLASS

Ideal item for BINGO and Merchandises Operators, Concessionaires, Promotion Agents.

This beautiful, fascinating, colorful floral arrangement in a realistic container is MYSSTERIOUSLY FRESH FOREVER. Beautifies your tables, walls, windows and counter displayed by natural babies from flowers.

MONEY MAKING NEWS!

A Minimum EVERLASTING GARDEN UNDER GLASS

Size 13" round. Weight 21 lbs. per ctn. Packed 4 doz. per ctn. Each dozen assorted 5: Red, yellow, pink, cerise and white. Price $8.50 per dozen. 4 dozen minimum order. One case $32.00. Slab 4 dozen for 1 cent.

NOVEL MFG. CO.
3 BLUEBELL ST.
R. 12, R. I.
Mr. Circus: FLOYD KING

Veterean Personifies Big Top Business, Its Ups and Downs

In 1948 for a rough season, and in February, 1949, formed the present partnership with Louie Craparo, Jr., under the name of King-Crapparo Companies. The King-Crapparo team has been a major one ever since, and the team handles all the business part, Cristi, and only supervises the performance end, but with his expertness, there is no mistake.

The 1949 season was a shake-down period for the new corporation, larger than any previous one, and the first season of the company was a success, thanks to the leadership of Tony Diano and a full complement of the staff worked by the Cristi's. They experiment in different fields of the show business, and one of the main contributions to that reason was the daring route.

Messes Far North

After a trek from Macao, Ga., Croghan, Ont., and Middle West, King Bros. of 1850 turned north. Florida route, Wisconsin route, South Dakota route, formed the territory familiar to the Beauty and the Beast. He put the show into Upper Alabaa, Alabama, Arkansas, and the seven states, and the plan worked. The only no-show was a two-track trolley abroad. The King was moving by tracks, not by miles, and the going was rough. The crowds were small, but people were excited about the circus. Re- presentation of old-time State-side conditions, Canadian Indians traveled far to reach a show, and the period was from April to June. Twenty-four hours a day traveled over the road, and the investors found the whole show a success.

All the roads lead to the circus. The show was in Chicago, far, and track-broke down and wrecks. Stand were narrow, sometimes as narrow as 50-50, but when the show got in and business, another sensation. It averaged out at a pretty fair tour, but part of the time the show was on the West Coast in the home run.

Sensational '51 Take

With a different route and better conditions for all shows in 1951, the King aggregate was exceptionally well. A notable change took place at Luna Park, when the format under which King had worked from the first was dropped and the local customers were put in for the show. Before and during the '51 season, a second track was laid and replaced. There were 12 balls, new tops with aluminum center poles, a new spool top and other improvements, a result of the long series of the season, the 50-50 association.

To prepare for 1952 Louie Cristi and Floyd King went on to the Beltop, Inc., to examine the possibilities of the new show, while at the same time they were trying unsuccessfully to lease the Happiness Temple. As a result, the show took place in the new Cauai Temple Circuit, and it swung into action as usual on the latter part of the season. This season King-Cramparo Companies experimented with their new balloon act and it failed. The new act was a success and it was the advertising act.

New Steady Future

Certainly King and Cristi's are on the road to a good thing. The route is well thought out and the future seems to be in the money. It is not a question of whether the show will make ends meet, but of the size and the for they will get. The show is well thought of, and the present expenses are such that the show can make a profit.
**COIN MACHINES**

**JUNE 27, 1953**

**10TH ANNIVERSARY**

**So, Automatic Hosts Trade From 6 States**

**LOUISVILLE.** June 26—Hundreds of operators, service men, and their guests from six States attended the annual convention of the Louisville Pinball Machine Company Saturday and Sunday. The events marked the 10th anniversary of the organization.

**INVISIBLE MENG**

**Rob 12 Games In Cleveland Bus Station**

**CLEVELAND.** June 30—An advertisement in the Cleveland Plain Dealer this week, asking for the American Bus Station here was not appreciated by Rob Meng of Clevel, 20, this week. The operator, Joseph Burrows, T.t. told that all 12 games was damaged, with broken glass and panels indicating the determination of the vandalism.

**Salem, Mass., Ops Win Pin License Suit**

**SALEM, Mass., June 20—**Pinball operators won a major victory here for Charlie Marshall Joseph Y. McDonough in the Municipal Court of Salem.

**Friedman Jolins**

**Cincy Union Staff**

**CINCINNATI, June 29—**Harry Friedman, Cincinnati, arrived last week from New York City, where he, as a local representative, is busy organizing a branch of the Coin Operators Union Local 128.

**Cig Operator Dies**

**BILWAUKEE, June 28—**Cig operators, Charles H. Johnson & Co., announced the death of Charles B. Schneider, company president. Mr. Schneider was said to be a frequent visitor at Milwaukee Coin Machines.

**COIN-OPERATED TV BOOM SEEN**

**Transvision, Starrett, Sherman Plan To Make Sets; Bendix Sets Exhibit**

**NEW YORK, June 28—**A boom in coin-operated television sets is indicated by announcements of plans for the making and marketing of coin-operated sets. The proposed equipment will be exhibited at the American Furniture Mart in Chicago, June 29.

**50 Minutes Inc.**

**Camden, N.J.—**50 Minutes Inc., one of the first coin-operated TV manufacturers, is preparing to market a new model of TV set to be introduced next month. The firm is located at 412 E. Main St.

**Dutch Import Duty Eased**

**AMSTERDAM, June 26—**A new Dutch law has been passed which will ease the import duties on coin-operated machines.

**Chicago Coin's Triple Score Bowling Bows**

**CHICAGO, June 20—**Chicago Coin Machine Company started regular shipments of its new coin-operated Triple Score Bowling, owners Sam Willett, T. E. Sharp, and Louis F. MacNair announced yesterday. The game is a session game which reverts to a straight skill scoring method and introduces several new service features.

**Chicago Orks Coin Taxes**

**SPRINGFIELD, Ill., June 29—**Two proposals—one to place a state tax on coin machines, and one to grant additional tax-free and duty-free shipments—have been introduced in the Illinois Senate this month.

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Coin Machine Exports

March, 1953

CHICAGO, June 20—(Exhibit Supply)—The annual coin machine and amusement game shipment, according to C. L. Roy, manager, was 19,790,580 units, an increase of 1,027,580 from the 19,763,000 units shipped last year. The 1952 figure was 19,635,500 units.

The increase in the number of coin machines shipped this year is due to the increase in amusement parks and other recreational facilities, according to Mr. Roy.

The number of coin machine manufacturers is now 14, a decrease of one from last year, and the number of coin machine distributors is now 24, an increase of three from last year. The total number of coin machines manufactured is 21,790,580 units, an increase of 1,027,580 from the 20,763,000 units manufactured last year. The 1952 figure was 20,635,500 units.

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Detroit Ops Adopt Label

Detroit, June 29—A new identifying label has been adopted by the Detroit Shuttleboard Association headed by Fred Chipman. Printed in 3 by 4-inch size in broad yellow on black stocking, it is in black lettering.

This upper portion is devoted to a reproduction of the symbol of the BMI with its tile in a neat setting. The lower portion is inscribed with the operator's name, address, and phone number, while space is provided to print in individually the operator's license number.

This label is being placed on all machines operated in this area by BMI members, and will serve to do an institutional job of publicity for the organization. Most operators place the cards upon the scoring mechanism, where they are readily visible. In some cases in the past, make-shift identification tags have been placed upon machines, including a torn slip of paper written in pencil. This new system will provide the necessary information, including the legal license number, and will serve to enhance the prestige of the organization, Chipman said.

Boyder, Coin Mach. Collector, Dies

CHICAGO, June 20—Aiden Boyder, popular and president of the Chicago Coin Machine Operators' association, has passed on Tuesday (6). He was noted for his collections of obsolete coin machines, coins, varied and auto- and automobiles, and had an Arcade-type display of them in his home.

He is survived by his widow, Mrs. Aiden Boyder, and several children, Helen Horton, Mount Lebanon, Pa.

Coinmen You Know

- Continued, from page 124

rette machine operator from Flint, now a resident of Northern Michigan.

Milwaukee

Nick Novak's daughter, a student nurse, is recovering from injuries sustained last week in an auto accident... United Vendors coin trade association composed of cigarette and bulk vendors in Milwaukee, was formally dissolved a few weeks back. In existence for approximately 20 years, the group had been relatively dormant of late. About eight members remained and was once a very active group. Members felt that it were being duplicated by various other coin machine associations.

Math Geiger was blessed with another addition to his family, a girl, born June 8th and named Katherine. This brings the Geigers up to a total of seven—three girls and four boys.

Ranger's diner, Geiger reports spending a good deal of time lately in the Windy City working with his committee on matters involved in setting up the forthcoming NAMA program schedule.

Cigarette operators in the Badger State seem agreed that the bulk of the credits for effectively beating down the proposed additional state tax on each package of smokes should go to Bob Matheson. A member of the Legislative himself, from the Third District in Racine county, Matheson was able to speak effec-...tively in opposition to the tax hike. He is from Racine and runs

See the Bally space-ship in action, surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why juvenile space-pilots prefer the Bally space-ship... why kids coax their parents to patronize the store with the Bally space-ship. And remember... you can build a big-profit route of Bally Kiddies-Rides with a small cash investment.

**Bally SPACE-ship**

new exclusive DIVE-OP-ROLL-SWING action captures biggest play, insures biggest profit

- **Variable speed controlled by pilot**
- **Colorful Eye-Appeal attracts attention on location**
- **Colorful lights flash in nose, tail, wings and front of realistic instrument panel**
- **Twin Bay Guns with exciting sound effects**
- **Airburst blown with blower**
- **Safe, sturdy construction**
- **Simple mechanism**
- **National features**

**BALLY MANUFACTURING COMPANY**

DIVISION OF ION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO, ILLINOIS

**RIDE THE CHAMPION**

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Crotch-beast records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with no-so earnings when you can easily be in the CHAMPION class?

IT TROTS!

IT GALLOPS!

**Bally SPACE-ship**

**FINANCE PLAN**

**NOW AVAILABLE**

**BALLY DISTRIBUTORS**
AMI Line Gets Heavy Operator Turnout at 'E Week' Showings

Designed for 'Job Tailor' Installations, Jukes Include 40, 80 and 120 Selections

CHICAGO, June 29—Operators’ reunion plans had their first look into the new AMI line of E Juke boxes. The new AMI line includes three models, a 40, 80, and a 120-selection machine. The E-20 and E-40 units, which were included at $79.50, the E-50 and E-100 models at $170.85, the E-60 and E-80 at $305.40, and the E-90 at $396.75 were all in the exhibit in the new E-20 phonograph. Five operators, 50, 100, and 200 selections, were displayed, in the exhibit of Independent Distributors, acting as one of the AMI branches.

WFRU-FM’s George G. Bovard, managing director of United States, mentioned that the new E-20 phonograph, which is a 50 selection, will enable him to meet the growing demand of the independent distributors to and from the phonograph.

CHICAGO, June 29—The new AMI line of E Juke boxes, which were manufactured for the Country Club, will be available in 40, 80, and 120 selection units in a new E-20 phonograph.

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The new Model "E"
is a beautiful juke box . . .

ANY WAY YOU LOOK AT IT!

AMI Incorporated

FOR EVERY LOCATION NEED . . . 40, 80 AND 120 SELECTIONS
**How Was Your Timing on...**

**"Vaya Con Dios"**

**DESIGNED FOR PROFIT!**

- **PICTURE WINDOW VIEW OF RECORD CHANGING ACTION**
- **KEYBOARD ILLUMINATION**
- **GORGEOUS "LIVING RAINBOW" SPOTLIGHT-LOCATION-LENGTH-OUTPUT VISIBILITY**
- **LOCATION-WIDE ATTRACTIONS**

**QUICK SERVICE FACILITIES:**

Contact your Evans Distributor NOW! | Assure earliest possible delivery and a future of more carefree, more profitable operation.

**ON DISPLAY AT YOUR EVANS DISTRIBUTOR:**

**EVANS' CENTURY 100/45**

90 RECORDS—100 SELECTIONS

45 RPM

**H. C. EVANS & CO.**

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

---

**SPOTTED AS A BILLBOARD BEST BUY**

| Title Strips Ready for Top Juke Profits |

**CONVENIENT ORDER FORM**

Start today to line your record with our new color-coding plan that makes the task of ordering and keeping your billboards busy and profitable less confusing. Order your Title Strips today and increase your Billboard's Best Buy to cost...

**For 3 full months. Payment is enclosed.**

| Name |

| Address |

| City | State |

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**AMERICAN MUSIC MACHINES**

**THE BILLBOARD**

JUNE 27, 1953

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**AMERICAN LINE Draws Heavy Operator Turnouts for "E. Week" Showings**

**Indiana Premiere**

**FORT WAYNE** — The Fort Wayne Amusement Music Company, also distributing for the locally owned Evans Jukebox Company, held a gala premiere for "E. Week", June 14-15, at the Fort Wayne Symphony Hall. A good sized audience turned out to witness the film, which has just been released.

**Representative operators** served at the event for Fort Wayne operators and included Robert Anderson, Mr. and Mrs. Holley, Arnold Feldman, Amusement J. C. Peck Company, and Elmer Ricles.

**Out-of-town guests** included: Ray Johnson and Mrs. Mollie, John and George C. Mowry, Allen and Mrs. William, Mr. and Mrs. Jack and Mrs. Earl Cederick; Sam Castelli; E. F. and Mrs. Black Smith; Buck and Mrs. Folsom; Mr. Jack T. Harris, J. C. Ewald; Ira, Sam and Patricia; Robert Feldman, Raheam; Tom and Mrs. Jane; Mrs. R. DeWitt, C. and Mrs. Robinson; C. P. and Mrs. David; and Mrs. Richard; C. and Mrs. DeLusia, Georgia Photophone Co.; J. H. Smiley and Mrs. Mickey; and LeRoy Kasseh, Kasseh Novelty Co.

**Out-of-town guests** who attended included: Mrs. Johnson and Mrs. Mollie, John and George C. Mowry, Allen and Mrs. William, Mr. and Mrs. Jack and Mrs. Earl Cederick; Sam Castelli; E. F. and Mrs. Black Smith; Buck and Mrs. Folsom; Mr. Jack T. Harris, J. C. Ewald; Ira, Sam and Patricia; Robert Feldman, Raheam; Tom and Mrs. Jane; Mrs. R. DeWitt, C. and Mrs. Robinson; C. P. and Mrs. David; and Mrs. Richard; C. and Mrs. DeLusia, Georgia Photophone Co.; J. H. Smiley and Mrs. Mickey; and LeRoy Kasseh, Kasseh Novelty Co.

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IT'S A CORKER

for STOPPING ALL EYES
and STEPPING UP PLAY

Here's a phonograph that plays 48 selections...that's a marvel of cabinet compactness, yet is big in eye and ear appeal. Its sparkling glass Astro Dome is an optic-stopper. And the exclusive Wurlitzer combination of twin Zenith Cobra stylus and automatic volume level-control make it as listenable a phonograph as the industry has ever had. Priced low, it has proved itself a marvellous money-maker, a real coin puller in limited space locations.

Wurlitzer
1650 48 SELECTION
STRAIGHT 45 RPM PLAY
1600 48 SELECTION
45 OR 78 RPM PLAY

See Your Wurlitzer Distributor

The RUDOLPH WURLITZER COMPANY • North Tonawanda, New York
**ROCK-OLA 120 Ad Ball**

**Order your next Phonograph from your Rock-Ola dealer**

---

**THE BILLBOARD**

**JUNE 27, 1953**

**Frank Calland, NY Jake Union President, Dies**

NEW YORK, June 25—Frank Calland, 49, president of Local 669, International Brotherhood of Electrical Workers, died Monday (20) at the age of 52. In his position as a Philadelphian, he was ill for several months.

Funeral services at the Regional Memorial Temple, 2683 Broadway, will be held Friday (18) at 11:15 a.m. for burial at Forest Hills, N.Y.

Calland had been the head of the local union for 10 years and was a member of the union for 24 years. He was also a member of the Executive Board of the International Brotherhood of Electrical Workers for the past two years.

**Taran's Export Mgr. to Visit 15 Countries**

MIAMI, June 20—Taran Distributing Company has set up an ambitious sales and travel program for its export manager, Sam Benton.

A veteran of the export business, who formerly served as president of the company in Cuba for the National Silver Company, Benton will visit the following countries for Taran before the end of the year: Argentina, Brazil, Chile, Costa Rica, Panama, Honduras, Nicaragua, Colombia, Venezuela, Peru, Bolivia, Puerto Rico, Jamaica, Trinidad, Portugal-Spain, and the Bahamas.

He will call on Taran Distributors for a complete line of juke boxes, records, and other related items. He will also handle phonograph records.

**MGNJ Meets In Newark**

NEWARK, N. J., June 20—The Municipal Stores National Convention, which met here, adjourned today.

**Los Angeles E Week**

**DISTRIBUTORS STOCK OF NEW & USED RECORD & 78's FOR RECORDS AND PHONOGRAPH RECORDS**

**MUSIC MACHINES, INC.**

**Detroit, Mich.-10127 Livewood**

**Tampa 1-1460**

**Tampa 1-1463**

**Cleveland, Ohio 1200* 1619**

**Teledra, Ohio 1203 Jackson Ave.**

---

**Midwest Music Distrib**

**Thanks Ops With Party**

CHICAGO, June 28—Midwest Music Distributors, headquartered by Benny Freeman, held their fourth annual Midwest Coin Operator's Party Tuesday (18) at Lake Geneva, Wisconsin. Approximately 150 juj box operators and suppliers attended. Freeman, as head, assisted by Benny Grossman, Bob Clark, Dan Raskin, and Irving Zeman, all of Midwest Music Distributors, supervised the event.

Grossman stated that the event was to mark the 10th anniversary of the juj box industry, Giants of honor were Robert J. Kingsland, Leonard, and Freeman.

Two stops were made to the hotel and upon return, the group met at Sam's Restaurant for dinner. At the conclusion of the meal, the group returned to the hotel and spent the night.

Elvis Presley was present and entertained the group with his music. The event was considered a success and the group plans to hold another in the future.
AMI 'E Week' Showings Draw 

- Continued from page 128

Clennell and Joseph Haron, Utica; Jack Driscoll, Avon; Ralph Dela- 
By, Canajoharie; George Car- 
none, Medina; Ralph Elia, Albion; 
Jake Burkh, Batavia, and Norm- 
A. Matlock, Batavia.

Other out of towners wore 
Robert Beal, North Tonawanda; Fred 
Mr., Greenvale; H. E. Baer, 
porti; Russell Casaceno, Jame- 
rea; Fred Foy, Waterford; Frank 
Frederick; Mr. Butler; John 
ner, Center; Brownville; Henry 
Harold, Otsego; James Hammond; 
ric and Harry Summier; Little Falls; 
it, West Chase; Dave Solomon, 
, Franklin, Clinton; Henry C. 
nail; Fred Fall, St. Rambert; 
 David and Joe Reel Jr., 
ison; Donald Kiley, Ark- 
Roy Olson, Jamestown; John 
Red Croft, Brookville; Quatracel, 
Santon; Summer Resident Lake; Tys 
, Ballston Spa, and Joseph 
urt, of Corry, Pa.

500 Attend 
INDIAPAOLIS—Over 500 
and their wives attended the 
the new AMI line of 
Southern, Associated Music 
Indianapolis branch, which covers an area 

day. This was 
the 50th Anniversary of Southern 
with the "E Week" display, Southern a 
Weinberger.

Dan Schaefer, general manager of the 
branch, said, "This is the first show in 
their business history."

Baltimore John Party 
BOSTON—W. S. Redd, presi- 
Distribution Company, Inc., 
"E Week" showing of the 
were invited to be present 
Redd was pleased over the 
the AMI Model "E," which is available 

Texas Showing 
TEXAS—Sixty visitors from 
Wallace Distributing Com- 
ized the annual showing 
000 of their 
and 500 selections

W. Va. Showing of 

W. Va. Va. showing of 

PITTSBURGH, June 28—West 
INIT, which inaugurates special 
with the new AMI line of 
ami Model "E" line set

The Banner Specialty Company has 
AMI distributor for Western 
and West Virginia. The 
held open house from noon until 6 p.m.

Baltimore’s Maxwell, Henri; 
York, of Cuyahoga, N. D., 
his home, Ogdensburg, MV, of 
"E" line. Others attending were 
Wallace, who owned the "E" 
and Mrs. John Taylor; Wallace 
the owners of the 

Stewart, sales manager of 
AMI, flew to New 
Wells, Rapid City, S. Dak.; 
unveiling others 
W. G. Morse, boy; Stanley 
F. W., New York; 
Robert, Kiel; J. E. Crafton; 
Cracken, McGaughy Music 
Wyoming and Mrs. 
Ester; George Summier; 

Miami—Approximately 600 
AMI Model Showroom 
AMI Model "E" in 1958.

Taran Showing 
MIAMI—Approximately 600 
AMI Model Showroom 
AMI Model "E" in 1958.

Pittsburgh Results PITTSSBURGH—Herbert R. 
ness and Banner Specialty 
realization of the AMI Model "E," which is available 
and 500 selections

W. Va. Showing of 

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his home, Ogdensburg, MV, of 
"E" line. Others attending were 
Wallace, who owned the "E" 
and Mrs. John Taylor; Wallace 
the owners of the 

Stewart, sales manager of 
AMI, flew to New 
Wells, Rapid City, S. Dak.; 
unveiling others 
W. G. Morse, boy; Stanley 
F. W., New York; 
Robert, Kiel; J. E. Crafton; 
Cracken, McGaughy Music 
Wyoming and Mrs. 
Ester; George Summier; 

Miami—Approximately 600 
AMI Model Showroom 
AMI Model "E" in 1958.

Taran Showing 
MIAMI—Approximately 600 
AMI Model Showroom 
AMI Model "E" in 1958.

Pittsburgh Results PITTSSBURGH—Herbert R. 
ness and Banner Specialty 
realization of the AMI Model "E," which is available 
and 500 selections

W. Va. Showing of 

W. Va. Va. showing of 

PITTSBURGH, June 28—West 
INIT, which inaugurates special 
with the new AMI line of 
ami Model "E" line set

The Banner Specialty Company has 
AMI distributor for Western 
and West Virginia. The 
held open house from noon until 6 p.m.

Baltimore’s Maxwell, Henri; 
York, of Cuyahoga, N. D., 
his home, Ogdensburg, MV, of 
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Ester; George Summier; 

Miami—Approximately 600 
AMI Model Showroom 
AMI Model "E" in 1958.
Gott Terms In-Plant Candy Vending Top Trend

Tells NCA Convention 5c Bars, Packs Are 'Rapidly Disappearing'

NEW YORK, June 20—Philip P. Gott, president of National Confectioners' Vending Association, told delegates running about 3 per cent ahead of industry last year's biggest year in the making of confectionery and hard candy, and already produced over the candy they expected.

Improvements in processing equipment, for one thing, the government said chocolate with fat of a high melting point for tropical use, is responsible for a far-out increasing year-to-date, Gott reported.

The convention, which drew an attendance of about 600, got underway Sunday (14) with a get-together chaired by Fred E. Mecklenburger, vice-president of Mason Candies. Business sessions included a speech and an outline of the present condition of the candy industry from the viewpoint of the National Confectioners' Vending Association, chairman of the conference committee.

Highlights of this week's sessions were the following topics: "Knee-Deep in Trouble With the Franchise Laws and Other Food Industries." John M. Mulligan, president; "Quality Control Essential to the Industry." Donald E. Wilson, chairman of the Industry's Policy Statements, Harry R. Chapman, New England Confectioners Association, and "Nothing Happens Until Somebody Sets Something," Arthur H. Motley, president of Parade Publications Inc. (Continued on page 135)

FEATHERS FLY

7 Match, Cup
Mrs. Aid '53

CHICAGO, June 20—Book makers, and his competitor every seven firms will carry the Red Feather, a small cigarette and beverage operators participating in the Cigarette Smoking Campaign sponsored by National Association of Cigarette Merchandising Association, according to Thomas A. Buckley, National public relations committee chairman.

Dick Cooper, Lilly-Lug Cup Corporation, Maryland Cup Company, Match Lion Corporation, Universal Match Corporation, and National Cup and Comb Company (Continued on page 135)

Arctic Granted
New Stay in
Liquidation Suit

MILWAUKEE, June 20—A further stay in bankruptcy proceedings was granted the Arctic Vending Sales Company, Inc., here, by District Court here. The petition, July 14, was granted by the court, pending the outcome of this month. The court ruled in an involuntary bankruptcy proceedings against the firm (Continued on page 135)

NAME NABX EXHIBITORS

Charms, Supply Firms To Dominate '53 Show

CHICAGO, June 20—National Association of Bulk Vendors announced this week the names of the first firms to contract for space at the association's largest exhibition August 22-23 at the Congress Hotel here. Exhibiting firms are Penny Install Cig Units in Ice Cream Chain

WATERTOWN, June 20—An experimental expansion of its drive-in snack food operation is being installed in units in about 70 ice cream stores in the District of Columbia.

Company, a subsidiary of Confectioners' Vending Association, Inc., is installing units in about 72 ice cream stores in the District of Columbia. Company, a subsidiary of the Confectioners' Vending Association, Inc., is installing units in about 72 ice cream stores in the District of Columbia.

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NATD Exhibit Award Won by Liggett & Myers

NEW YORK, June 30—The annual award for the most popular exhibit at the recent convention of the National Association of Tobacco Distributors at Atlantic City, was presented this week to the Liggett & Myers, Inc., and the Goldwyn Theatre at the National Theatre here.

Beside chairman, head the presentatation of the large from the United States skit here.

During the convention Liggett & Myers featured new cigarettes, Sherman Billingsley, national chairman of the convention, Jack Welch of "Dragnet," Arthur Godfrey, Marion Markwood and Frank Parker. Representing Liggett & Myers at the convention were George W. Thompson, vice-president; Stanley Jewell and W. E. Lewis Jr., and The President of Liggett & Myers, Inc., and the Continental Walash.

Representing the NATD were Joseph Feldley, managing director; Harry Grant, S. Marcus Glaser, Hamilton C. Davis, Jack Katz, Edward Wexler, S. Drayerman, Richard C. Finney, Stanley Stoney and C. E. Harrison.

1,000 Attend ARC Convention in NY

NEW YORK, June 26—More than 1,000 retail confectioners gathered at the Waldorf-Astoria Hotel this week for the 32nd Annual Convention of the Retail Confectioners of the United States of America. The convention which ended Wednesday (27) after 16 firms exhibited at the show. Among them were F. E. Albee & Sons, Inc., makers of candy, and the Warner Candy Company.

Kill Bill Allowing Cities' Ezy Cig Lifes

SPRINGFIELD, Ill., June 30—A bill allowing the sale of one-eighth of a pack tax-free cigarettes with the proceeds of the proceeds was killed by the blind legislature.

KING SIZE CONVERSIONS FOR ALL MACHINES-WRITE

NAMA REGIONS VIE FOR 1953 SCHUSTER AWARD

CHICAGO, June 30—The 12 National Automatic Merchandising Association regions are entering the final phase of the 1953-54 competition for the annual Schuster Memorial Trophy presented to the region showing the highest percentage of increase in membership during the convention.

This year's winner, as far as the elections will be announced at the Cleveland meet in 1953, will be announced at the annual convention August 23-25 at the General William Hotel here. It was announced by Maurice Huffer, chairman of the 1953 NAMA membership committee.

The first award, in 1951, was won by Region 8, comprising North and South Carolina, Tennessee, Alabama, Florida and Georgia. In 1952, it was won by Region 10, covering Arizona, New Mexico and Southern California.

The late Bernard W. Schuster, of Vendome Corporation, Baltimore, was instrumental in the formation, handling and development of NAMA. He served as chairman of the association convention committee and was active in promoting association membership.

No Diet Beverages At '53 ABC Meet

WASHINGTON, June 26—The new sugarless dietary beverages will be absent from exhibit Hall G at the 1953 American Tobacco convention held in Boston at the 1953 American Tobacco convention held in Boston.

The decision, reached at a recent board meeting, does not imply "disapproval" or opposition to such drinks, according to ABC secretary John Rich.
What do you need in BULK VENDING?

VICTOR Has it!

VICTOR's New Combination ROCKET CHARMS and BABY GRAND DELUXE

From the finest in a standard bulk vending... As exemplified by the World-Famous Topper line... To our Latest Sensational... ROCKET CHARMS and BABY GRAND DELUXE Packed with all the earning power that can be built into a bulk vending.

Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days. BABY GRAND holds 500 ROCKET CHARMS.

FOR INFORMATION ON
ROCKET CHARMS
(TRADE MARK)
Contact
EVERETT GRAFF
3841 W. Davis St.
Dallas, Texas
Ph. Tel. 8323

VICTOR VENDING CORP.
5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS"
OPERATORS' CHOICE

5c Silver-King "Hot Nut" (For heavy "extra-special" spot
1c or 5c Silver-King Hot Vendors (Best bet for bars)
Vendors for all Foreign Coins
Immediate Delivery at East Wholesale Prices
SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, 11.

WHAT ARE YOU VENDING?

SMOKESHOP Lo-Boy
THE NATION'S FINEST CIGARETTE VENDING:
486 PACK CAPACITY

J. SCHEINBAUM
Wholesale Distributor
206 West 7th Street
New York 13 N. Y.

BALL & VENDING GUMS
BUBBLE, CHICLE & CHLOROPHYLL
New LOW factory prices

VICTOR's TOPPER DE LUXE
GRASS GLOBE STYLES
$14.90
100 Cents each
10% or more
$13.90

AMERICAN CHEWING PRODUCTS CORP.
M. Pierson & Fourth Avenue
Brooklyn 6, N. Y.

20 BRAND NEW
5c Hot Nut Machines

$75.00 each, 3 machines for $215.00
Dealers, write for price lists.

SNO-MASTER
134 HOPPING PLACE
Baltimore 1, Md.
Lee and his fellow operators were the best he has ever held.

Jacksonville Debut

JACKSONVILLE — H. N. Germann, manager of the Jacksonville branch of Tanat Distribution, Inc., announced the E Week showing held there was well attended. It was the first of jumbo boxes received considerable attention.

Georgia operators in attendance included Oscar Davis, Tifton; C. H. Hopkins; Savannah; and Clarence Acord, Atlanta. Other operators included Oscar Ard, Americus; D. W. Shaver, Palatka; Ed Hill, Gainesville; F. D. John, Davenport; D. J. Perry, Orlando; C. O. Shepard, Jasper; Paul Goldstein, St. Augustine; E. D. Iker, Bartow; Edwin J. Jackson, Perry, and Charles Langloit, Daytona Beach.

Jacksonville operators attending were B. C. Paul, Billy Valentine, C. H. Timm, John Mandrell, Bill Whiteside, Tom Holland, Lee Brown, Bill Duke; Tom Oldham, Pat Hare; Gene Jameson, Raymond McCord, Charlie Lebert, Jack Williams, and Al German.

Chris Novelty

BALTIMORE — Chris Novelty unveiled the new Model A-1 AMI phonograph as a showing attended by several hundred Maryland and C. O. operators this week. Everyone was enthusiastic, report President Crawford, and Virgil Christopher, Vic Christopher and A. F. Fina were busy taking orders.

Among theshowers were Danny Lawson, George M. Summers, S. O. Lewis, H. M. Lewis Jr., Savannah, and George Lowry, the operator of the Georgia, Savannah, and Vic Lowry. There were many others.

Clayden You Know

Continued from page 121

host upstarts to the Chicago national office staff. Schmidt is in the office for a supervisory capacity. Replacing Schmidt will be B. C. H. edward Willard Hasson, who has been a route man in the office since 1946.

Business is rather slow according to E. W. Beale at Mitchell National. The slow season play continues to show good results at the downtown store, he says. Some of the marginal spots are waverers and a few have had to be revived to the old buffalo, as he says. The new C. O. Still认为, route collector for Mitchell National, has just put the out this week for his new baby boy.

Dad Hastings is searching for an experienced man to handle the job of handling his contact work with other sales people. He has a few years of experience and has just come back from a southern trip in view for this summer. Reason for staying close to home is that his son is in the United States Navy.

$25 Down

Balance $10 Monthly

ALL WEATHER SCALE

COMPILER CABINET AND BASE, CAST IRON PORCELAIN ENAMELLED, FOR OUTDOOR LOCATIONS.

WRITE FOR PRICES

_WATLING Manufacturing Company

405 W. Turner St., Chicago, Ill.

COMP. SECOND. AND REFURBISHED

STANLEY (DODD) VENDOR

RECONDITIONED VENDING MACHINES

COINS. NOTES. TOKENS. STAMPS. CIGARETTES. SNACKS. DRUGS. PHOTOGRAPI TIONS. ETC.

_.

120 RECONDITIONED CHARMS

120 OCCASIONAL CHARMS

100 MISCELLANEOUS CHARMS

250 GASOLINE PUMP CHARMS

150 MEN'S ACCESSORIES CHARMS

200 WOMEN'S ACCESSORIES CHARMS

100 COINS, NOTICES, AND JEWELRY CHARMS

250 TOBACCO GOODS CHARMS

200 CIGARETTE CHARMS

200 CIGAR CHARMS

200 TOBACCO CHARMS

100 CIGAR CHARMS

100 CIGAR CHARMS

100 CIGAR CHARMS

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100 CIGAR CHARMS

100 CIGAR CHARMS
Bar Milk Vendors in Austin

Cont'd from page 130

Land O'Lakes operates 20 quarter and half-gallon milk vendors in the suburban communities of Minneapolis and St. Paul. The firm had to secure the board of education's approval for permission to sell milk in its retirement centers in Austin, but had no thought of installing a vending unit in that city, Bondi said.

Ice Cream, Too?

"As I read the ordinance," he declared, "it looks to me as though we might have no type of vending machine but also no containers of milk and milk products—and that includes milk, milk ice cream and ice cream units."

Bondi's firm is not considering any action to test the legality of the ordinance. It is, he stated.

Land O'Lakes owns a new unit in Minnesota and has barred the use of vending machines by some of its competitors, but that was by refusing to license them rather than by litigation against it.

The village of West St. Paul, while not banning vending, does not license them, and the board of education has not approved the vending unit in that city.

However, Bondi noted "the city of Minneapolis is considering an ordinance that would dispense the milk in "that manner is not necessary."

The University of Minnesota, indirectly, gave the machine a similar okay when it was given space in a building on its campus for a vending unit in the University East Grove Village housing projects for 250 ex-G.I.'s and their families. The university action was taken by a branch of its famous medical school which supervises sanitation problems for that institution.

The West St. Paul issue was "too small a matter" for Land O'Lakes to attack in the courts, Bondi explained, with the feeling it could win such a test a case, Bondi said.

Vending Machines.

Land O'Lakes, Bondi said, has been operating the milk vendors for about a year and is "highly satisfied" with results. He said that the 20 machines—450 quarts a day—was enough to make the machine a good money-making venture for the council and that some are about 10 3/4 cents for the quart and 33 cents for the gallon, the balance being the Land O'Lakes profit.

Bondi said the machines are and are expected to expand our sales for the next year or two," Bondi said.

The action by the Austin city council was termed "rapid" because of reports to the committee of an "impending invasion of the market by the vending-machine type of milk sales."

Feathers Fly

Cont'd from page 135

Many people have accepted the NAMA invitation to join this year's Feather Drive. Over 60 million cans of Feathers for the Redhead were given during the 1953 campaign. Citing the success of the Feather Drive, NAMA president C. W. Klung, president of the Community Clubs and Coun-

FRENCH FALAFEL

"FRENCH FALAFEL" in combination with the word "falafel" is the right combination of words, according to Jack Winkler of the French FalafelRecipe Co., 1725 East Franklin Ave., Indianapolis, Ind.

"French Falafel" is a term which is synonymous with a new type of fast food, Winkler said.

"We have found that the demand for an economical, nutritious and quick snack food is very strong," Winkler said.

"French Falafel" is a mixture of ground beef, chicken, and other seasonings, which is deep-fried and served with a sauce of mayonnaise and lemon juice.

"French Falafel" is available in several flavors, including a "spicy" flavor, a "mild" flavor, and a "chicken" flavor.

"French Falafel" is sold in packages of 12 ounces, which can be served to 10 people.

"French Falafel" is a popular food in the United States, and it is being sold in many cities across the country.

"French Falafel" is a great food, and it is both healthy and delicious. It is a great alternative to fast food, and it is a great way to get some variety into your diet. It is a great way to get some variety into your diet. It is a great way to get some variety into your diet. It is a great way to get some variety into your diet.
THE BILLBOARD

Index of Advertised Used Machine Prices

• Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issue indicated below. All advertised used machines and prices are listed. Where two or more firms advertised the same equipment at the same price, frequency with which the price occurred is indicated. Quantities of any one model advertised, as in the case of used machines, is only the simple machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

Atlantic City $300.00
Palm Beach $350.00
Bally Beauty $425.00
CRATES write or wire
Cross $250.00
FUTURE $260.00
FUTURE, NEW ORIG. CRATES $260.00
Bally Champion No. 2 write or wire

1/3 Scale, Beach, and other

PAN AMERICAN SALES CO., INC.

OBJECTS TO INFAMOUS TRASH CAN.

A Novel Method.

In several parts of this country there is an all too common occurrence, the placing upon the streets of trash cans far superior in every respect to those in use at the present time. These trash cans are made of wood, and are not only bulky and unattractive, but they attract vermin and present a menace to public health. The new type of trash can is made of steel and is designed to attract attention by its glittering appearance. It is also provided with a device for extinguishing flames, thus obviating the necessity of having to carry water in cases of fire. The cost of these trash cans is $10.00 each.

CHARLESTON.

The Streets are要做到的。
Patrons Buck Dime Juke Play
In N. Jersey

*Continued from page 128

the service guarantee or favorable percentage arrangement was pushed at 20-30 to get them to go along.

No More Concessions

This was done in the last few years. In operation, in N. Jersey, it was

prettily much agreed that these cuts are permanent and go longer and

longer as they tend to break down the rate structure which has taken

many years to develop, and which reverses the depression factors in equip-

ment.

According to Dick Steinberg, MCA executive secretary, the rate-cutting

campaign based on age of equip-

ment means that the location owner

has what he wants, providing he

contracts for it at the prevailing

cost plus a minimum guarantee.

He termed this a realistic policy, as new jazz boxes tend to make

him constantly off the produc-

tion line, location, and if he will

constantly asking for them, and

as a policy which he feels is able

to get new boxes without invest-

ment.

In the Paterson, N. Jersey, current policy is to play the area

consistently. The dime

and quarter box is making public obviously likes this arrange-

ment, as operation appears

to be a substantial rise in collections, with mostly cents found in cash boxes.

Far Ease

Comparisons with route averages on nickel play showed only a fair increase when the rate was switched to 10-cent play, three for a quarter—and several wagers. A higher increase was made on dime play, five for a quarter, without any income loss when first introducing 10-cent play.

According to Steinberg, the situation is this: if a state files a challenge, however he believes that 16-cent play will be answered without any income loss within the time involved

For changes and Barbara Steinberg, he is the answer. Just when

changes will amount to be added, won't be determined for another six months to a year.

Supreme #6

48.50

69.50

89.50

29.50

49.50

69.50

29.50

29.50

115.50

135.00

150.00

210.00

230.00

250.00

59.50

79.50

99.50

119.50

139.50

159.00

219.00

239.00

259.00

279.00

350.00

360.00

380.00

40.00

51.00

62.00

73.00

84.50

96.00

107.50

119.00

130.50

142.00

153.50

165.00

176.50

188.00

200.00

211.50

223.00

234.50

246.00

257.50

269.00

280.50

292.00

303.50

315.00

326.50

338.00

349.50

361.00

372.50

384.00

395.50

407.00

418.50

430.00

441.50

453.00

464.50

476.00

487.50

500.00

511.50

523.00

534.50

546.00

557.50

569.00

580.50

592.00

603.50

615.00

626.50

638.00

649.50

661.00

672.50

684.00

695.50

707.00

718.50

730.00

741.50

753.00

764.50

776.00

787.50

799.00

810.50

822.00

833.50

845.00

856.50

868.00

879.50

891.00

902.50

914.00

925.50

937.00

948.50

960.00

971.50

983.00

994.50

1006.00

1017.50

1029.00

1040.50

1052.00

1063.50

1075.00

1086.50

1098.00

1109.50

1121.00

1132.50

1144.00

1155.50

1167.00

1178.50

1190.00

1201.50

1213.00

1224.50

1236.00

1247.50

1259.00

1270.50

1282.00

1293.50

1305.00

1316.50

1328.00

1340.50

1352.00

1363.50

1375.00

1386.50

1398.00

1410.50

1422.00

1433.50

1445.00

1457.50

1469.00

1481.50

1493.00

1505.50

1517.00

1529.50

1541.00

1553.50

1565.00

1577.50

1589.00

1601.50

1614.00

1626.50

1638.50

1651.00

1663.50

1675.50

1688.00

1700.50

1713.00

1725.50
### Amusement Games

*Continued from page 131*

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### Pick Grand Jury

*Continued from page 126*

The jury's decision to return a verdict in the case of the Emperor of China, who is charged with paying a bribe to employees for using counterfeit coins, was met with widespread approval. The decision was seen as a victory for justice and a reminder of the importance of honesty in the workplace.

---

### Poole Hosts Class

*Continued from page 112*

Poole's seminar on the history and development of amusement games attracted a large audience. He discussed the evolution of games from simple board games to complex electronic arcade games, highlighting key milestones and innovations in the field.

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### McKenzie Joins

*Continued from page 156*

McKenzie, a seasoned industry veteran, will bring a wealth of experience to the University of Kansas. He is expected to play a critical role in shaping the university's future as a leader in the coin-operated games industry.

---

### McKenzie Joins

*Continued from page 156*

McKenzie, a seasoned industry veteran, will bring a wealth of experience to the University of Kansas. He is expected to play a critical role in shaping the university's future as a leader in the coin-operated games industry.

---

### For Your Premiums

Go to ARCADE SALES CO.

**Lowest Prices Guaranteed**

**WE ALSO MAKE MERCHANDISE BOARD TO ORDER**

**ARCADE SALES CO.**

3145 W. Madison St.

Chicago 12, Illinois
5 Minutes Free

- Continued from page 126

or quarters needed. To locate the free view vicious switch located at the top of the TV, turn off the intermittent activator.

TAL-A-VOE Distributors, located at 2831 W. Plymouth, in Davenport, are manufacturers of the coin-operated mechanism. They build and install these units not only in the Moline, Canton, Rock Island areas, which they deliver, but also on orders where they make TV and TV sets for location or intended for location installation. The units are shipped with parts manufactured by private firms as well as by themselves.

TAL-A-VOE is already operating in several Midwest states and plans are being made to expand installations throughout the country. Recontrol has stated, "We are definitely interested in expanding our coin-machine and juke box operators throughout the country, taking our line and placing sets on every location."

Recontrol has already had several talks with juke box operators in other areas.

THE BILLBOARD

Index of Advertised Used Machine Prices

- Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard trance as indicated below. All advertised machines and prices are listed. Where more than one type advertised the same equipment, only the prices and quantity are listed. Where quantity is given, the price is listed. Where quantity is not given, the price is listed for a single unit. Prices are subject to change without notice. Advertisements are in small print unless otherwise noted.
## Davis Phonos

**Every One Fully Guaranteed**

**Wired Music Bargain**
- 50 Units—Pantages-Maestro Music
- Complete with Studio Equipment—Like New
- Write for Details and Price

### SEEBURG M-100 A

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>SEEBURG M-100 A</td>
<td>with Davis Guarantee</td>
<td>$595.00</td>
</tr>
</tbody>
</table>

Looks and Operates Like New—Check Prices Today

- ** één of the most popular models** with thousands of satisfied customers worldwide.
- Includes full set of instructions and warranty.
- Guaranteed for 30 days.
- Products available in various colors and styles.

**WALL BOXES**

- **Wurlitzer**
  - Model 2100: $125.00
  - Model 2125: $142.00
- **Hosco**
  - Model 2100: $99.00
  - Model 2125: $77.00

### Immediate Delivery

- **Embassy**
  - Model 2100: $195.00
  - Model 2125: $225.00
- **Century**
  - Model 2100: $175.00
  - Model 2125: $195.00

### National 5-Ball Guaranteed Values

- **Elysia**
  - Model 2100: $150.00
  - Model 2125: $175.00
- **Corning**
  - Model 2100: $125.00
  - Model 2125: $150.00

**SAY YOU SAW IT IN THE BILLBOARD!**
Saddle and Turf
SEVEN PLAYER SPIN TABLE

COLORFUL, CABBET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE
*Sensationa new Replay AMUSEMENT MACHINE, Fast-colorful. Flashing lights and high speed action attract and hold players as well as spectators.
*High scores possible with single coin for top play incentive!
*As many as 7 players can deposit coins.
*LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
*Single coin drops with slug rejector, for 5c or 10c play.
SEE YOUR DISTRIBUTOR QUICK!
OR WRITE FACTORY DIRECT
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

SPECIAL SUMMER CLEARANCE
We're cleaning house...!
AVAILABLE FOR IMMEDIATE DELIVERY
- OVER 400 LATE MODEL PIN GAMES
- LARGE ASSORTMENT OF USED MUSIC INCLUDING Seeburg, Rock-Ola's, Wurliters & AMI's
- ARCADE EQUIPMENT

We have 35 SEEBURG "SHOOT THE BEAR" GUNS—Send for prices.

WRITE TODAY FOR PRICES LISTS—COMPARE TRIMOUNT'S PRICES.
Faithful Guttholz, William, Seeburg and Chicago Coda Distributors

TRIMOUNT
40 WINGLEHAM STREET
BOSTON 19, MASS.

COVEN DISTRIBUTING COMPANY
16 East 39th Street
CHICAGO 17, ILLINOIS

MONEY BACK GUARANTEE
SEEBURG Exclusive Distributors for SMOKE SHOP

COVEN DISTRIBUTING COMPANY

COIN OPERATED

MONEY BACK GUARANTEE
SEEBURG Exclusive Distributors for SMOKE SHOP

COVEN DISTRIBUTING COMPANY

COIN OPERATED

MONEY BACK GUARANTEE
SEEBURG Exclusive Distributors for SMOKE SHOP

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COVEN DISTRIBUTING COMPANY
JUNE 27, 1953

THE LATEST AND GREATEST!

MAGIC DIAL selects:
- 20-30 Scoring
- 10th Frame Feature
- Bonus Scoring—Possible to score up to 900!
- Double in 3-5-7 plus 10th Frame

Meets Every Location Requirement
by Adjusting MAGIC DIAL
Inside the Cabinet!

GIANT disappearing PINS
silent "PLASTOK" PLAYFIELD

THE BILLBOARD
COIN MACHINES

Install it today for LONG RUN PROFITS!

WE EXPORT
- PIN GAMES
- MUSIC MACHINES

Joe Ash

WE EXPORT
- PIN GAMES
- MUSIC MACHINES

Joe Ash

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad Street
Philadelphia 30, Pa.

Phone (Office): 78570
"You can ALWAYS depend on Active
ALL NIGHT!"

Bally YACHT CLUB
SENSATIONAL NEW IN-LINE GAME
with
NEW SHIFTING, OVERLAPPING CARDS
and
NEW 2-IN-LINE SUPER-LINE WINNERS
plus
Many Other Profit Features

ORDER TODAY from
DONAN DISTRIBUTING COMPANY
5007 N. Kedzie Chicago 25, Ill.
Phone JUniper 8-5211

Bally Distributors for Wisconsin and Northern Illinois

Attention! Wisconsin and Northern Illinois Operators
Fatten Your Income With

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES
Paster Distributing Company

is the Exclusive United Manufacturing Company Distributor for

IOWA, WISCONSIN, UPPER MICHIGAN

NOW DELIVERING

CLASSIC • OLYMPIC • TROPICS

Shuffle Alley    Shuffle Alley    In-Line Game

Profit Faster... With Paster! Write, Wire or Phone Today!

PASTER DISTRIBUTING COMPANY

2606 W. Fond Du Lac Avenue • Milwaukee, Wisconsin • Phone: Hilltop 4-5425
"THIS IS IT"....

The many thousands of operators have spoken. Operators are smart people. They do not want to be told to buy any particular phonograph for all locations. For the first time in music history, operators can choose the type of phonograph to fit the locations.

We at Southern have never before received such a turnout of operators and servicemen who were so enthused about a new product. We appreciate the operators' overwhelming praise for the new

AMi

MODEL "E"

PHONOGRAPH

in 40-80-120 Selections

This makes us mighty proud to be AMI DISTRIBUTORS and happy to serve the operators. Our most sincere congratulations to the entire AMI organization for producing the finest product we ever known in coin machine industry.

We are very grateful to our operator friends. The operator, in the final analysis, is the judge of a product. Operators are important people. Without operators there could not be manufacturers or distributors. All of us at Southern Automatic will continue to cooperate with the operators and will deliver the new MODEL "E" and Wall Boxes as fairly and speedily as possible.

WANTED—FIRST CLASS MECHANIC & SERVICE MAN

EXPERIENCED ON ROCK-OLA & SEEBURG PHONOS AND SOUND. Genes, Alloys, etc. Amplifiers. Good salary and working conditions to the right man. Wonderful opportunity to connect with a well-established distributing firm in the South. Dealers and others do not apply.

FRANCO DISTRIBUTING COMPANY, INC.
24 NO. PERRY STREET
MONTGOMERY, ALABAMA

PHONE 2-4645

Marvel's New SHUFFLE-SCORE

COIN-OPERATED ELECTRIC SCOREBOARD

Fits Any Shuffleboard

3 BIG FEATURES!

★ 15-21 and/or 50 Pts.
★ 10c or 25c Player or 10c 2 Player by Simple Plug Switch-Over.
★ Large METAL Coin Box.

New Shuffleboard is Hand Adjustable for all Boards... Reverses Easy.

INMEDIATE DELIVERY

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MONTGOMERY, ALABAMA

PHONE 2-4645

CENTRAL OHIO COIN MACHINE EXCHANGE
323 S. High St.
COLUMBUS, OHIO

Phone: Atlas 7214
YES!

HUNDREDS

Actually

Used UNITED'S
SUPER SIX
SHUFFLE ALLEYS

- over 50 CASCADES, too!

Come 'n Get 'em!

BANNER SPECIALTY CO.

Endorsing Only the Best Since 1917

Home Office
199 W. Girard Avenue
Garfield 3-2700

Branch Office
1508 Fifth Avenue
Pittsburgh 19, Pa.
Grant 1-1373
It's Out of This World!!
LIKE A COMET OUT OF THE SKY COMES THE HOTTEST PROFIT MAKER IN YEARS ....

CHICAGO COIN'S SUPER JET

LOOK...
Revolutionary Pneumatic Principle actually raises SUPER JET 10 inches on a column of air, giving youngster the sensation of jet plane flying!

LOOK...
The SUPER JET dives, dips, rolls! 3 speeds are easily controlled by youngster to assure high repeat play!

LOOK...
Sturdy ALL METAL construction assures operator that the SUPER JET will take all the punishment today's space-struck youngsters can give it!

LOOK...
SUPER JET is completely portable! Easy-rolling casters make moving from one place to another effortless, indoors or out-of-doors!

LOOK...
SUPER JET offers thrills galore, with all the realism of firing rocket tubes and flashing lights in nose, tail, wings and instrument dials.

THE BEST ROCKET SHIP AT THE LOWEST PRICE

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS
Chicago Coin
does it Again!

The Greatest Attraction in Years!

TRIPLE-SCORE
BOWLER

NOW! 5th Frame Score TRIPLES!

NOW! 10th Frame Score TRIPLES!

That's Right!
A Player in the 10th Frame can NOW Add up to 270 Points to his Total Score!

Plus Features!
Triple Score Bowler is also adjustable for Triple Scores in the 3rd and 7th Frames!

* New Wider, Flat Front Moulding for Easier Play!
* Easy to read individual score dials!
* Jumbo “fly-away” pins!
* Rebound action 20-30 scoring!

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

A Sure Winner!

NEW
Hinged Pin Compartment! Easy Servicing! Easy Cleaning!

Chicago Coin's
CROWN BOWLER

Triple Match Feature

Plus! 10th FRAME DOUBLE SCORE FEATURE!
Player In 10th Frame Can Add Up To 180 POINTS To Total Score!

Plus! 5th Frame Score DOUBLES!

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

* NEW Hinged front door with protected cash box!
* NEW Lined Cash Box Compartment for Easy Meter Reading!
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* NEW Lined Cash Box Compartment for Easy Meter Reading!

www.americanradiohistory.com
This New Game

YACHT CLUB

is the best yet for the kind of fast action and Scoring-Appeal that keeps you coming back for more and more

Fun-loving Americans from coast to coast show their enthusiastic approval of YACHT CLUB by continuous repeat-play, resulting in the fattest cash-box collections operators have ever seen. If you thought Bally Beauty and Beach Club were fast money-makers, wait till you get a taste of YACHT CLUB earnings! The teasing, tantalizing new selectable OVER-LAPPING CARDS and generous 2-IN-LINE WINNERS provide the kind of play-appeal that insures plenty of extra coins every game...and keeps players coming back, day after day. Get Bally YACHT CLUB at your Bally Distributor today.

Bally MANUFACTURING COMPANY
2600 BELMONT AVENUE, CHICAGO 18, ILLINOIS
NITED'S
CLASSIC SHUFFLE ALLEY

TRIPLE MATCH FEATURE
NUMBER STAR CLOVER
(0-9) * *

THIS FRAME SCORES
TRIPLE WHEN LIT

THIS FRAME SCORES
DOUBLE WHEN LIT

10th FRAME FEATURE
ALSO SCORES
DOUBLE WHEN LIT

STRIKE OR SPARE
FLASHER LIGHTS

CAN PICK UP
7-10 SPLIT

FORMICA
PLAYBOARD

SIZES
8 FT. BY 2 FT
9 FT. BY 2 FT

SEE YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
PR0PR0PER
PR0OOR0GRAMMING

the key to successful
music merchandising!

There's "music for everyone"
under the 5 basic music classifications!

100 SELECTIONS ANYWHERE
IN THE LOCATION

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 12, Illinois
Proper Programming

The key to successful music merchandising!

There's "music for everyone" under the 5 basic music classifications!

100 Selections Anywhere in the Location

Seeburg
Dependable Music Systems Since 1902
J. P. Seeburg Corporation
Chicago 22, Illinois

America's Finest and Most Complete Music Systems
**UNITED'S CLASSIC SHUFFLE ALLEY**

**TRIPLE MATCH FEATURE**

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<thead>
<tr>
<th>NUMBER</th>
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**THIS FRAME SCORES**

**TRIPLE**
- When lit

**DOUBLE**
- When lit

**10th FRAME FEATURE**

Also scores double when lit

Can score 180 points

**STRIKE OR SPARE FLASHER LIGHTS**

**CAN PICK UP**

7-10 Split

**FORMICA PLAYBOARD**

**SIZES**
- 8 FT. BY 2 FT
- 9 FT. BY 2 FT

**UNOITED MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR