Outdoor Conventions to Plot Excise Battle

Ike to Get Plea
By Rep. Reed
For Tax Cuts

Columbia To Up
12-In. LP Price

H'wood Holds Up New
Feature Films for TV

Tax Talks High
On All Agenda
Of Chi Huddles

H'Cout RELATIONS COUP
WSM DJ Festival
Packs Real Wallop

More than 40
Special Features and Directories
including—

NOVEMBER 28, 1953
THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY
PRICE 25 CENTS

OUTDOOR CONVENTION NUMBER
featuring the 1954
Cavalcade of Fairs

OUTDOOR CONVENTION NUMBER

WASHINGTON, Nov. 21—Chairman Daniel Reed (R., NY) of the House Ways and Means Committee will make a new plea today for the abolition, on a nationwide basis, of the Federal Excise tax onChapter 19 of the U.S. Code. The measure is generally known as the tax on admissions to outdoor displays.

Chairman Reed, in introducing an amendment to the 1954 budget, has included in the amendment a provision for the elimination of the tax. The amendment, which has the backing of the Legislative Committee of the National Park Service, is supported by the National Park Association, the National Recreation Association, the National Trust for Historic Preservation, and the American Association of Museums.

The amendment to the 1954 budget, which is the first of its kind in the history of the Federal Government, is expected to pass easily with the support of the House and Senate.

The tax on admissions to outdoor displays is a Federal tax on the admission of persons to outdoor displays, such as circuses, carnivals, and fairs. It is estimated that the tax brings in approximately $2 million per year to the Federal Treasury.

The tax was originally enacted in 1933 as a means of raising revenue for the construction of national parks. However, it has been criticized by many as being unfair and inefficient.

In introducing his amendment, Chairman Reed stated that the tax is an anachronism and that it is time for the Federal Government to stop collecting revenue from this source.

The amendment to the 1954 budget, which is expected to pass easily, is expected to have a significant impact on the outdoor display industry. It is estimated that the elimination of the tax will result in a net savings of approximately $2 million per year to the Federal Treasury.

The amendment is expected to be voted on by the House and Senate in the near future. It is expected that the amendment will be signed into law by the President.

(Washington Post, Nov. 21, 1953)

COLUMBIA RECORDS TO UP LP PRICES

NEW YORK, Nov. 21—Columbia Records will raise the suggested list price on its 12-inch Masterworks series to $9.95, an increase of 25 cents. The move, which was anticipated by many in the industry, is expected to take effect on December 1.

The increase is the first in a series of price increases that Columbia has been contemplating for some time. The company has been carefully studying the trend in the industry, and it has decided that it is time to pass on some of the costs of production.

The increase will have a considerable impact on the industry, as Columbia is one of the major record companies. It is estimated that the increase will result in a net increase of $2 million per year to the company's profits.

Columbia Records has also indicated that it will begin to introduce new products that will have higher prices than the current Masterworks series. This move is expected to help offset the impact of the price increase.

(Hollywood Reporter, Nov. 21, 1953)
Billboard Backstage

By SAM CHASE

One of the most backhanded expressions a reporter meets among friends in newsmaking circles is the old chestnut about "what interesting people you must meet." However, I countered this choice bit of banality no fewer than 18 times in the course of one week during the period of this article, so that it is my usual wont to respond with "I think I've run out of interesting people to call for this week, but I'll get back to you when I've run out of newsy people to call." In my circle, this is a polite way of saying that I couldn't care less about anything that's so insignificant as to not concern the people who make the news.

However, this week was different. The last time I was interested in news was at the beginning of October, when the nation was first introduced to the phenomenon of "The Brady Bunch." Since then, I've been too busy with my daily life to keep up with the news. But this week, I was forced to return to my duties as a reporter, and I'm glad I did.

WASHINGTON, D.C., Nov. 21—The Federal Communications Commission has been busy preparing to sell war bonds and war stamps, but today the agency is turning its attention to the sale of "The Brady Bunch" memorabilia. The FCC has authorized the sale of "The Brady Bunch" memorabilia for the benefit of the American Museum of Natural History.

WASHINGTON, Nov. 21—The Federal Communications Commission is currently preparing to sell war bonds and war stamps, but today the agency has announced that it will also be selling "The Brady Bunch" memorabilia for the benefit of the American Museum of Natural History.

Red Hot Copyright

Copyright Bill

This looks like the Comic Book Issue of the week, with a few subcommittee sessions on the McCarran house copyright bill held after January. Of course, there's nothing new about that. The Senate Judiciary Committee on Copyrights has 10 meetings of 20 minutes or less this week, so it's not a big deal.

Capitol Beat

Today, the House and Senate are set to vote on the "The Brady Bunch" copyright bill. It's still "Westward Ho!" for the trend of population and industry out of states, but the Congress Bureau says "yes" on a 3:1/4 vote.

Legit Annual Crisis

Little Investor Helps Heal Fabulous Invalid

By Bob Francis

NEW YORK, Nov. 21—Every investor has been told to diversify his portfolio. But the same investor can now diversify his portfolio by investing in "The Brady Bunch." The series is now available on DVD, and the price is only $3,000. The investor can choose to invest in the entire series, or just one episode. The decision is up to the investor.

REVIEW

Broadway Showdown

Performance thru November 21, 1953

Dramas

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The Crucible

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The Telepathic Enthusiast

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The Mother of New York

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NO RATES ARE CRASSY IF THEY HAVE WORKED

CHICAGO, Nov. 21. — Newcomers to the NBC system, the so-called crazy, mixed-up rates at the affiliated stations here this week, NBC-TV execs said there's a hitch to that particular nonsense. Some affiliates have notified the network that the new Kate Smith show sales plan, which provides for seven and one-half minute participations be paid at 90 per cent of normal rate.

NBC-TV bras say they planned it that way. They figure there isn't a mistake in the fine print. They pointed to a similar situation on "Show of Shows." The sales plan for the NBC network is this: Participations are sold at 21 per cent over cost. NBC-VANCE, on the basis of a three-half-eight of cost per minute plus 60 per cent of the hourly rate. Thus, a 30-minute spot on that show pays less than a 30-minute spot, hand-to-hand on the web, who sells it on a 30 per cent basis. Potential critics of the Smith show procedure in the face of the successful applications of the Smith show participations. The gilt mark of "Show of Shows."

But it was Weaver's color prophecy that made the big news to the affiliates. His comments on the current season, with the web's struggle to maintain its ratings with other stations and to improve itself in others, were all too frequently brought to his attention as he began to expanded on the NBC-VANCE in the fall.

In fact, what he told the NBC-VANCE board were his findings from the town's NBC stations since 1954 NBC once again will rise to the position of network excellence it enjoyed in 1950. In that year NBC was in the black, with NBC sales almost $2 billion. This year NBC is in the red, and NBC-VANCE is in the red, as well. It had been predicted by Weaver, who would be seen in more than 90 percent of the homes when announced, and, although he did not ken the exact price on NBC plans, there is no indication that NBC has more than NBC's 23-25, which it was seen in more than 90 percent.

ABC Outlines Christmas Seg

NEW YORK, Nov. 21. ABC began with the idea of a real television in color. But, it forecast, would see the public's imagination. The network is well aware of how much work and expertise new shows now have. It takes longer than once before there was even a color pattern on the web.
FUTURE OF BRITISH TV

Despite PBC Rules Money Still Talks

BY LEIGH VANCE

LONDON, Nov. 21.—The governor and directors of the Broadcast Advertising Council, and the members of the Parliamentary Debate next week, will face a difficult task if this controversy is to be resolved. But, in the meantime, the BBC will continue to operate.

The BBC, which has been in operation for over 50 years, has become a victim of the controversy. The BBC has a long and storied history, and its leadership is determined to continue its operation. The BBC has a reputation for excellence, and its programming has been praised by critics and audiences alike. However, the controversy has caused some turmoil, and the BBC has had to make some sacrifices to maintain its operation.

In the meantime, the BBC has continued to produce high-quality programming, and its staff has been working hard to ensure that the BBC can continue to operate. The BBC has a dedicated staff of journalists and producers who are committed to providing excellent programming. The BBC has a long tradition of excellence, and its staff is determined to continue this tradition.

The BBC has a strong presence in the United Kingdom, and it is a trusted source of news and information. The BBC has a reputation for excellence, and its programming has been praised by critics and audiences alike. However, the controversy has caused some turmoil, and the BBC has had to make some sacrifices to maintain its operation. The BBC has a dedicated staff of journalists and producers who are committed to providing excellent programming. The BBC has a long tradition of excellence, and its staff is determined to continue this tradition.

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Reallocations
By FCC Draw UHF'er Threat

WASHINGTON, Nov. 21—The Ultra-High Frequency Television Association this week threatened to lose a legal challenge in the path of Federal Communications Commission's reallocation of TV channels which the UHF group complained, add VHF channels to areas in which UHF is trying to establish itself. The threat was raised in a letter by William A. Roberts, general counsel of the UHF-TV Association. The letter went to the FCC and to top TV manufacturing and network brass, inviting the latter to be represented at conferences UHF operate and CP holders in New York on Monday (30).

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


MIGHT AS WELL PLUG HIS Z

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

AM-TV Delinquency Role Undetermined

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

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


SPECIALIZED PROGRAMS' DAY?

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

By JUNE BUNDY

NEW YORK, Nov. 21.—The 1954-55 season should mark the heyday of specialized programming in network radio.

Long shunned by the waves as slightly second-rate and public service filler, specialized programming is coming into its own this fall. The thinking is that the networks that audiences may still be relatively unimpressed with these shows by TV.

The long awaited season is preva-

The latter is seen as the key to specialized radio, the latter a successful mixture of specialized music, movies, and special events coverage for far less money. The web has scheduled several unusual remotes during the past month, including a report from a ship crew flying in the face of a hurricane. Diaz also is mulling over a strip operation. The 18-minute special events series will be spotlighted across the board in an early evening hour, with episodes covering various aspects of news stories, a weeklong cross-country survey of the weather.

Mutual Emphasis

Mutual is also putting emphasis on classical music to the evening service. "The Designers Taylor Concert," a long awaited show, comes in with CBS Radio at the end of the month, and "Symphonies for Youth" begins a 28-week run in January on Saturday evenings.

"College Choral," another Sor-

Mutual will also be giving an increased emphasis on classical music programs for some years. Mutual goes after over special-

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**NEW AM-TV HEADACHE**

**Delinquency Canvas Draws Media Mentions**

**WASHINGTON, Nov. 21—**The Senate panel investigating juvenile delinquency is quietly making progress this week in its first session, where 1,000 experts thrust the nation on to a problem on the brink of a national crisis. This week, the Senate subcommittee, led by Senator Kennedy, will take up the question of juvenile delinquency. Early returns from the survey show a strong inclination to declare the problem as a national problem.

The subcommittee, which has been working for several weeks, has received over 1,000 letters and has been met with strong concern with juvenile crime. Chief complaints of delinquents include: an increase in the number of letters, a growing volume in the number of crimes related to juveniles, and a decrease in the number of letters which tell whether they considered TV and radio as positive forces in preventing juvenile delinquency. Early returns from the survey show a strong inclination to declare the problem as a national problem.

The subcommittee intends to make a far more detailed analysis of these letters as well as the results of the canvass of the experts in preparing its final report for Congress. The committee also intends to receive a single questionnaires on TV-radio programming, but the results will be difficult to read and understand on the limited basis of the information available.

On the report of this first canvass of the experts, the committee is wide a scale by a congressional report to be submitted to Congress.

**9th Station Asks FCC Rulemaking on Subscription Sale**

**WASHINGTON, Nov. 21—**Virginia's ninth radio station, WJAZ-TV, has asked the Federal Communications Commission to consider the possibility of making subscription sales on television.

According to FCC rules, subscription sales on television are prohibited. WJAZ-TV, located in Norfolk, Virginia, has asked the FCC to consider allowing subscription sales to be made on television.

WJAZ-TV has been operating for several years and has been successful in attracting an audience. The station has asked the FCC to consider the possibility of allowing subscription sales on television as a way to increase its revenue.

FCC Chairman Robert MacNeil said that the commission will consider WJAZ-TV's request, but it is unlikely that the FCC will change its rules to allow subscription sales on television.

**Specialized Programs Day**

**continued from page 2**

Cable TV launched the specialized programming field this fall with an October event featuring live theater, "Stage Struck," in defense of the Cable Television Act that legal sales link mass appeal. The web is also presenting a two-hour Soni and a "Sudden Attack," a classical music show with a 30-minute Soni on Sunday afternoon.

The networks are making an effort to fill the void created by the lack of programming into their regular schedules. Last fall (15) on "Football Broadcast," ABC specialized the traditional clash between Antenna TV and CBS Specialized Programming, which broke the "Stage Struck". In defense of the Cable Television Act that legal sales link mass appeal. The web is also presenting a two-hour Soni and a "Sudden Attack," a classical music show with a 30-minute Soni on Sunday afternoon.

**AFTRA Offers to Rep SAG in 20 More Cities**

**NEW YORK, Nov. 21—**The Screen Actors' Guild may be represented in 20 more cities by American Federation of Television and Radio Artists (AFTRA). AFTRA is already taking place in Chicago, San Francisco, Cleveland, Cincinnati, Pittsburgh, and Philadelphia.

AFTRA's representation of SAG is already taking place in Chicago, San Francisco, Cleveland, Cincinnati, Pittsburgh, and Philadelphia. This is a deal in good faith for both AFTRA because it allows it to take advantage of existing AFTRA offices. Otherwise, SAG would have to open up new offices in those cities.

**NLRB Classifies Station Help in ABC-ABET Case**

**NEW YORK, Nov. 21—**The NLRB ruled on a case involving the National Association of Broadcasters (ABC) and the Broadcast Telecommunications Union (ABET) on March 15th. The NLRB ruled that AFTRA office workers in Los Angeles, California, will vote on the issue of union-bargaining, the National Federation of Independent Broadcasters, the National Association of Broadcasters, and the Broadcast Telecommunications Union (ABET) on March 15th.

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**Feature Film Outlook Static; Hollywood Dike Stands Firm**

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

*Continued from page 1*

despite the addition of new stations weekly, this is too small to make the difference. So, a minimum of 800 to 1,000 outlets will have to be airworthy from a significant rise in revenue is possible.

In fact, Mayers questions whether some stations, out of sheer greed, are not too big to hold for the really important network. A studio film can take in $2,000 or better from theaters, a small TV station could not touch even with 2,000 stations. Further, the addition of stations is insufficient as a guide to market size; insufficiency of the basic build in the built out stations and many of these seek to their film business as fast as possible.

**Need is Urgent**

Nevertheless, the need for fresh funds is too pressing for the time being. More urgent daily. Pre-free stations, when closed have been unable to use the available product for the reason that the basic decision point is approaching rapidly.

Stations which in the past several weeks have added stations to a group now are asking for $1,000 to $2,000 per station for a minimum. If their former titles are losing value, the height in the air now is to be sold as a group. At that stage there is no longer any need for TV to proceed with the same.

Mr. Mayers says that with monies coming in, the dollars are first, working on obtaining additional product, with the hope of getting about 1,000 feature films at about $1,000 feature film rights. About 100 stations are working in combination to acquire or to convert, with a deal likely to be closed soon. The idea is that those that will not come from the various sources of funds from other sources or producers to the station will be less fortunate and, as a result, will be forced to close, either independent producers or free stations not longer get even such product. Mayers insists, "It's a matter of survival for our own.

**Influences**

It is true that outside influence could lead, he claims, to the Hollywood studios, and there is no reason why the studios will not be a factor in consideration new being given releasing of films to the TV stations. Before the studios must weigh the merits of releasing a certain product to the theater-going public. They must weigh the potential. Despite the loss of their signed films of a possible swelling value of an audience switch from films to the theater to films. The potential is the limiting factor. The present transitional period with the experimental period of the old device and the new will bring some prospective release of film for TV. For one thing, there has been a marked increase in the production of standard, flat-screen films. Because of this, there is a marked increase in the amount of such film being released. Considerable miraculous midweek usage. Naturally, product is available, and the industry is immediately full of supervisors.

Thus, there is no new evidence of such films being released.

**Studies Re-Releasing**

The new films might be re-releasing rather than take a new film product. The potential financial returns indicate that the potential $100,000 return from TV, only 10% is going to a point of theaters. The loss is a better financial return. A better bet, however, is that the theater gross runs nowhere near the usual cash. It results from free home TV and the higher quality films make the picture and the higher quality films Hollywood itself is now turning out.

**Consolidated May Sell to New Group**

NEW YORK, Nov. 21.—A deal is in the works for Consolidated Film Industries, which has sold out to the New York-based TV company. The group is a four-headed header group, the group is a four-headed group, and it is the group's first foray into TV production. The sale reportedly would be a capital deal with the buyer taking over Consolidated's present sales organization.

In line with this, Consolidated's general manager, Charles Brown, is expected to make sales calls, and executive staff is expected to meet for a complete sale of the operation. The deal has been completed, he says, with the $300,000 price tag.

Consolidated was founded by the Los Angeles Times and the Los Angeles Times. The firm is at the heart of television and the television industry. Its principal asset is the Los Angeles Times, which was founded in 1871 and is one of the oldest and most respected newspapers in the United States.

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HUGE GOVT. FILM STOCK AVAILABLE FOR ASKING

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

WASHINGTON, Nov. 21—A vast and growing treasure trove is available to radio shows for the asking. On hand in government agencies in various sections of the nation are thousands of films in 16mm, 35mm running to 460,000 feet. In the 16mm films, practically all the commercial features of the decade, there is a deposit at the Library of Congress. In addition, there are thousands of captured or impounded films for 35mm and other sizes, the so-called "stock footage." Daily and weekly budget slashes, government agencies producing films available for TV use, are working to keep the flow up to par. All of these features are available thru the U.S. Office of Education, 15th floor, which can be sponsored on shows. The balance is for the agencies doing the booking. All of these films are available with show time varying from two to 48 minutes. Show time varies with the educational nature in some feature. Some of the films have a "smoke" mark, a tag of United World Films, according to L. R. Caray, national education coordinator. His group plans to use the films as a tool in their program to discourage juvenile crime. 

GUILD RENEWS LIBERACE IN 34 CITIES; NO NIXES

NEW YORK, Nov. 21—Guild Film Co. has renewed its contract with Liberace in 34 markets in which the pianist has appeared, but no change has been made. The show has appeared in New York, Chicago, Los Angeles, San Francisco, Washington, Boston, Philadelphia and Washington, D.C., and will be repeated in all 34 markets. 

ABC FILM DIV. SELLS "SQUAD" TO 13 MORE MKTS.

NEW YORK, Nov. 21—The ABC Film Symphonie Division has ordered another 13 markets, making a total of 305 markets to date, totaling close to $200,000 in gross orders. 

MICKEY TAKES THE OIL

From Hollywood, Calif. (AP)—Kraft, Inc. has acquired the rights to broadcast "Feet of Clay," a new production scheduled for cable television. The film, starring Mickey Rooney, deals with the story of a young man's search for meaning in a world of exploitation. The film is distributed by Columbia Pictures and is scheduled for broadcast during the holiday season.

ROCKHILL SEEKS "TEEN ACTRESS"

NEW YORK, Nov. 11—Rockhill Productions is launching a national talent hunt here and on the West Coast. The firm is seeking to play Claudette Colbert's daughter in a new weekly series in which Colbert will appear. The series is to be produced by George Leder, formerly of the Film-Team. The firm, which has joined Teleenson, is developing a talent search and public relations campaign.

MCCORMICK TO SCREEN GENIUS

NEW YORK, Nov. 21—John McCormick, formerly general manager of Republic Films, has joined Screen Gems, Inc., as head of its New York office. He was named executive vice president of the Republican National Committee in 1948.

The budget on the series is $1 million, with a first season planned. The series is being produced by CBS, and will be telecast on CBS, NBC, and ABC. The show will be shot in color, and will be seen on a regular basis.

MPTV SET ON HOLMES SERIES

NEW YORK, Nov. 21—The seven-part mystery series "Holmes," which will be syndicated, has been announced by NBC. The series is produced by Warner Bros. and will be telecast on NBC, CBS, and ABC. The show will be shot in color, and will be seen on a regular basis. The budget on the series is $1 million, with a first season planned. The show will be shot in color, and will be seen on a regular basis.
STARRING AS

"JANET DEAN
REGISTERED NURSE"

A suspenseful, unusual TV film show based on a nurse's exciting adventures among the rich and poor... in big cities and small towns... in peace and war... at home and abroad!

JANET DEAN available for local, regional, and national spot sponsorship is ready for March 1 air date, with 39 half-hour custom-made films!

AUTHENTIC—each dramatic show is based on an actual case history!

HIGHLY ACCLAIMED—personnel of the Air Force Nursing Corps have called the Janet Dean show a tribute to the nursing profession!

PRODUCED BY EXPERTS—filmed by Cornwall Productions—William Dozier, executive producer; Joan Harrison, producer; Peter Godfrey, director!
Gold Lode Found in Versatile Film Clips

Theodore H. Barlow

A veteran film editor at 42, Ted Barlow received his B.S. degree from the University of Michigan in 1937 and later worked at Columbia, MGM, and Paramount before entering the Navy during World War II. After the war, he became a vice-president and editor for full-value films. In 1948, he joined the Signal Corps Photographic Center as an editor for Navy Intelligence Projects. After his discharge in 1949, he went on to become the executive producer of TV shows for ABC. He was appointed chief editor of the ABC film library in 1954, and when the film division of the network was sold, he became chief editor of the ABC film library at ABC. He has continued to work as a freelance writer and editor, and is a member of the National Association of Broadcasters, with Robert Weis as vice-president in charge.

You may want to program a half-hour long as well as a full-length feature film. These may be used in the future to enhance your community's movie experience. Some excellent performances have been used in these films, and you can use this talent, but you need to ensure that the televisions in your community are also capable of delivering the sound and picture quality appropriate to the television set's resolution and the type of film being shown. Today's televisions are capable of delivering sound and picture quality that will enhance the movie experience.

GREAT AIR AND SCREEN TALENT NOTES

The following chart lists some of the top names in the industry. The complete list is available in the October issue of THE BILLBOARD. The programs are arranged according to category and are a helpful guide to booking agents and package books.

For further information on distribution, number of sets in the market, and the like, please contact the network's category by category summary chart, which appears each month in THE BILLBOARD.

For further information on airtime rates, the complete listing of rates and rates categories, please contact the network's production department and more information can be found in the THE BILLBOARD.
2nd GREAT YEAR NOW IN PRODUCTION!
A grand new total of 78 magnificent half-hours!

These leaders have RENEWED FOR 2ND YEAR!
• BLATZ Beer in 3 markets!
• DREWrys Beer in 9 markets!
• OLYMPIA Beer in 6 markets!
• GENESEE Beer in New York City!

TOP RATINGS in market after market!
• SEATTLE, 1st Place!
  Sat. eve., 8-20-53, Ziv-Teledram, June 1953
  Edna Corey,prod. & arr. script, directed by Tom Frazer.
• WASHINGTON, D. C., 2nd Place!
  Tues. eve., Sept. 15-53, Kraft Theatre, Sept. 1953
  Directed by Fred DeForrest, sponsored by Kraft.
• KANSAS CITY, 1st Place!
  Directed by Fred DeForrest, sponsored by Kraft.

TOP RATINGS in market after market!
• PITTSBURGH - 1st Place!
  Directed by Fred DeForrest, sponsored by Kraft.
• SAN ANTONIO - 2nd Place!
  Thurs. eve., Oct. 31-53, Ziv-Teledram, Nov. 1953
  Directed by Fred DeForrest, sponsored by Kraft.
• PORTLAND - 2nd Place!
  Thurs. eve., Nov. 7-53, Ziv-Teledram, Nov. 1953
  Directed by Fred DeForrest, sponsored by Kraft.

ADOLPHE MENJOU
YOUR STAR AND HOST IN
"FAVORITE STORY"

Each magnificent half-hour drama, a vivid and rewarding experience in television entertainment!

Adolphe Menjou

ZIV-TV

Truly the MOST MAGNIFICENT SERIES
OF TELEVISION DRAMAS EVER PRODUCED!

Planned for 3 full-length commercials for opening and closing sponsors.
NEW YORK, Nov. 21—Michael Myerberg Productions was this week close to finalizing a deal with NBC for the production of TV films. The long-term contract, if consummated, will make NBC the only network with a deal for Myerberg's films, which are expected to bring additional income to the company.

Myerberg's puppet footage has been used in numerous TV shows and in some films, and the network is expected to be interested in the production of television specials and holiday shows.

In addition to the full-length films, the deal will also involve the production of TV shows and specials that are currently in development by Myerberg.

The new deal is expected to boost Myerberg's revenue and increase the network's interest in the company's future productions.

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CHICAGO, Nov. 21—A two-hour special, "Howard Miller's Christmas," which will be made for NBC to air on Dec. 26 and will feature the work of the famous puppeteer, is expected to be a major hit for the network.

The special, which is being produced by Myerberg Productions, will feature the work of the celebrated puppeteer Howard Miller, who is known for his innovative and intricate puppets. The show is expected to be a major hit for NBC and will be widely praised for its creative use of puppetry.

The special is being produced in collaboration with NBC and is expected to be a major hit for the network. The show is expected to be a major hit for NBC and will be widely praised for its creative use of puppetry.

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WASHINGON, Nov. 21—The Film Daily has learned that ABC is currently working on a new series of puppet shows that will be airing on the network. The shows are expected to feature the work of the renowned puppeteer Howard Miller, and are expected to be a major hit for the network.

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Lena Horne a cinch to keep you smiling, but doing herself and head and shoulders above her contemporaries in the musical-triumph. In the cool idiom, "she's the meat!"

What can be said about Lena Horne that hasn't already been said by many critics, who provide her with the personality and the public? Miss Horne relies on a repertory of songs to pastime and to create that is well rounded. Her material is smooth and her delivery is as fine a display of emotions that has ever been seen on stage. Lena Horne is a star, and the audience is well aware of her talents. Her performance was a joy to watch and the audience was on the edge of their seats throughout the show.

Lena Horne's magnetic appeal is due to the Jerry Gray and Mrs. Horne, her accompanist. They were a fantastic team, and it seemed that they were in a veritable musical huddle. The do no wrong, and were solid enough. In all fairness, the dog was caused by the fact that the star-studded crowd was eager for Lena Horne's performance.

Tico Robbins rambles group describes the show as a "compelling and captivating performance featuring a star who dominates the stage."

Empire Room, Waldorf-Astoria, New York

Norman Brooks

Now that he announced this as his first big-time date, was a new beginning for the singer. His unique style of singing is well known to the audiences, and his musical craftsmanship was virtuoso in this performance.

The show was visited by all the top albatrosses, and the girls took the audience by storm at Arthur Godfrey's The Big One. Those who knew Lena Horne and opened the doors to her success, they were at her side. The audience was given a voice, and they were sated with the music of the night.

The King sisters, Jane and Olga, were given a lot of the credit for the success of the show. They gave an excellent performance, and the audience was left speechless.

A sensational show with a terrific cast, and a packed house, making it one of the best all-time shows in the room, has an average time.

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A sensational show with a terrific cast, and a packed house, making it one of the best all-time shows in the room, has an average time.
**NIGHT CLUBS-VAUDE**

**Communications to 1564 Broadway, New York 36, N. Y.**

**November 28, 1953**

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

**Prexy Brighth Say Peepers Give Bad Name**

**NEW YORK, Nov. 21.— All strippers should be thrown out of their current employment, a principle that several of the national singing groups have adopted. The American Guild of Variety Artists (AGVA) is one such group, and its members have been active in the past few months in an effort to eliminate the practice of hiring performers who are not legitimate actors or singers. This has been a major point of contention in the current negotiations with the Night Clubs and Vaudeville Association (NCVA), which represents the owners of the clubs. The NCVA has refused to make any concessions on this issue, and as a result, the AGVA has decided to strike all clubs that refuse to comply with its demands. This action is expected to have a significant impact on the industry, as the AGVA represents a large number of performers who are members of the organization.

**They Should've Had a Huddle**

**NEW YORK, Nov. 21.— Despite the strident demands of the American Guild of Variety Artists (AGVA), the Night Clubs and Vaudeville Association (NCVA) has refused to make any concessions on the issue of hiring performers who are not legitimate actors or singers. The NCVA is determined to protect its members' interests and has threatened to take legal action if the AGVA does not back down. This puts the two groups on a collision course, and it remains to be seen how this situation will be resolved.

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

**NEW YORK, Nov. 21.— A new strike was called against the 52d St. and Village joints, in protest of the NCVA's refusal to make any concessions on the issue of hiring performers who are not legitimate actors or singers. The AGVA has announced that it will not begin any new negotiations with the NCVA until the issue is resolved to the satisfaction of the performers. This puts the two groups on a collision course, and it remains to be seen how this situation will be resolved.

**2 Circuits Sign AAA Contract**

**NEW YORK, Nov. 21.— A new AAA contract was signed by two circuits, following months of negotiations. The contract is expected to have a significant impact on the industry, as it will be implemented in all clubs and will put an end to the practice of hiring performers who are not legitimate actors or singers. The NCVA has expressed its support for the contract, and it is expected to be implemented in all clubs as soon as possible.

**Thrush Builds To 750G Gross**

**Cancel Lee Nitery Trek**

**Hollywood, Nov. 21.— Col- lapse! The collapse of the Nitery Trek entertainment circuit, which resulted in the cancellation of a string of shows, has been announced. The Nitery Trek, which was founded by Roy Builder, has been a major player in the entertainment industry, and its collapse is expected to have a significant impact on the industry. The reasons for the collapse are not yet known, but it is expected that a full investigation will be conducted to determine the cause.

**EMA Elects Roberts, Brown, Doris Hurting**

**Chicago, Nov. 21.— The Entertainment Management Association (EMA) held its election at a meeting last Friday (11). New officers elected are Jim Roberts, president; Joe Brown, vice-president; and Doris Hurting, secretary-treasurer. The Board of Directors will be composed of the following members: Jim Roberts, Joe Brown, Jim Hurting, and Doris Hurting. The EMA is committed to protecting the interests of its members and has been active in the past few months in an effort to eliminate the practice of hiring performers who are not legitimate actors or singers. This has been a major point of contention in the current negotiations with the Night Clubs and Vaudeville Association (NCVA), which represents the owners of the clubs. The NCVA has refused to make any concessions on this issue, and as a result, the EMA has decided to strike all clubs that refuse to comply with its demands. This action is expected to have a significant impact on the industry, as the EMA represents a large number of performers who are members of the organization.

**Chakeres-McCaffrey Taif CONTINUES**

**Pittsburgh, Nov. 21.— The battle between Andy Chakeres, the chairman of the local Harry Ross management corporation, and the American Guild of Variety Artists (AGVA) continues. The AGVA has threatened to strike all clubs that refuse to comply with its demands, and this puts the two groups on a collision course, and it remains to be seen how this situation will be resolved.

**May Get Para. Booking After Chi Success**

**NEW YORK, Nov. 21.— Julius Agargan, the lead singer of the Chicago-based Para-Chords, is expected to appear on a major television program in the near future. This will be a significant milestone for the group, as it will be their first major television appearance. The Para-Chords have been a major player in the entertainment industry, and their success is expected to have a significant impact on the industry.

**PARIS REPORT**

**Vaude-Circus Acts Showing Some Upswing**

**PARIS, France, Nov. 21.— Demand for vaude-circus acts in Paris has increased in recent weeks, with both the Moulin Rouge and the Roxy being booked to the hilt, and the Bobino Music Hall in the Montmartre district of Paris continuing to present excellent acts. The trend is expected to continue, as the Parisians are looking for entertainment that is both diverse and exciting.

**6 Vegas Hots Slow to Halt**

**Las Vegas, Nov. 21.— Despite the overwhelming success of the Las Vegas Strip, several of the resorts are experiencing a slowdown in business. This is expected to continue, as the city is becoming increasingly saturated with visitors. The Las Vegas Strip is a major player in the entertainment industry, and its success is expected to have a significant impact on the industry.

**HARRISBURG WORK KAYOED**

**Slot Machine Clamp-Down Halts Club Date Jobs**

**HARRISBURG, Pa., Nov. 21.— The clamp-down on slot machines has been extended to include all clubs, and this means that the clubs will no longer be able to offer slot machines to their patrons. The clamp-down is expected to have a significant impact on the industry, as the clubs are a major source of income for the resorts.

**Try Everything**

**The managers and stewards of several clubs are attempting to keep their clubs running by offering a variety of entertainment options. This is expected to have a significant impact on the industry, as the clubs are a major source of income for the resorts.

**Never Put Forward**

**Months ago, ambitious plans were announced for the multimillion-dollar projects as the result of a new law. The plan was approved, but the new law has been repealed. This puts the managers and stewards of several clubs in a bind, as they are trying to keep their clubs running by offering a variety of entertainment options. This is expected to have a significant impact on the industry, as the clubs are a major source of income for the resorts.

**Cities of the future—**

**The cities of the future—**

**Copyrighted material**

**UPDATED 2023-08-04 16:50:00 UTC
Merc Releases Soundtracks of 'Thompson' Pic

CHICAGO, Nov. 21—Mercury releases the original source track of "Thompson" featuring an original score by Michael Mancini. The album features Don Dijon, the lead character played by William Shatner, with music by Harry Partch and Peter Zummo. The soundtrack album will be released on November 30. The album includes songs like "The Beatle" and "The Fool." Monkey Music is planning an all-out promotion for the album, including special in-store displays and extra dealer mailings, to get the product into the hands of the public.

The original story of "Thad" is the work of Southish Meston, which was titled "Miss Thompson" in book form. Southish Meston first wrote into a picture in the 1920s under the title "Thad." The present movie version, which will hold its premiere here at the Capitol Theater, New York, stars Felix Holst, who was on tour last week. Mercury Meston and Storl Innsd, who furnished the financing for the music, are proud of their part in the premiere of the show. The premiere is the showpiece of the week at the Capitol Theater in New York.

Snow finishes Quick But Big Canada Tour

NEW YORK, Nov. 21—Country singer Hank Snow completed two-week tour of Canada on Monday. Snow played at the Molson Gardens on Wednesday and then headed for New York City, where he played at the Grand Old Opry. Snow's concert was a big hit with Canadian fans, who turned out in droves to see the country music legend. Snow's performance was held at the Molson Gardens, which is one of the largest indoor arenas in North America.

SOLDIERS

Lady Divine appointed label X Sales Manager

NEW YORK, Nov. 21—Joseph P. Delaney has been appointed Sales Manager of Columbia Records, replacing Mickey Marvin. Delaney, who is president of the label X, will be responsible for sales and marketing for the label. Delaney has a long history in the music industry, having previously worked for both RCA and CBS. He is well-respected in the industry and is expected to bring new energy to the label.

How Liberty Does It

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

B. BOB BOLONZE

NEW YORK, Nov. 21—Liberty Music Shops, the $100 million dollar firm with over 1,000 stores in the United States, has announced that it sells $1,000,000 worth of records annually. Liberty has developed a unique system for selling records, which includes a large number of in-store displays and a strong advertising campaign. The company also has a strong distribution network, which ensures that its products are available in stores across the country.

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

Continued from page 1

price for top-grade 12-inch vinyl

Decca Novelty

By Colonna on Tide, 'Glove'

HOLLYWOOD, Nov. 21—The premiere of a new Jerry Colonna novelty on Tide this week is a highly successful venture into movie sound tracks, with this record a big seller. The novelty is a recording of Colonna's voice, which is used as the voice of a character in the movie "Glove." The novelty is released by Decca Records, and is the first of its kind to be offered by a major record company.

Decca Novelties on Tide, Color Tele

NEW YORK, Nov. 21—A new novelty released by Decca this week is called "Color Tele." The novelty is a recording of a character from the movie "Color Tele," which is in theaters now. The novelty is available exclusively from Decca Records.

James C. Petorillo, who this week also appointed Clair E. Meador as his second assistant manager, has announced that George Gibbs will be his new assistant manager. Gibbs will take over the duties of the associate manager, formerly held by the late A. R. Riccardo. Petorillo, who has been head of the company for the past three years, has been in charge of sales and promotion, concentrating on union activities in the West. He has also been in charge of the radio department, and is well-known in the radio industry.

Inexpensive $50,000 Inexpensive $50,000

AFM Board to Mull Disk, TV, Pic Pacts

NEW YORK, Nov. 21—The International executive board of the American Federation of Musicians will meet on Tuesday to discuss a number of important industry issues, including the future of the record industry, the impact of new technologies on the music business, and the future of union representation in the industry. The meeting will be held at the AFM headquarters in New York City.

Victor Cutting 'Dragne' Xmas

NEW YORK, Nov. 21—It is always a joy to see the possibilities of utilizing the talents of the Yuletide season. This year, Victor Records will release a "sound-track" version of the hit ballad "Dragne," known all over the country. The recording features the popular tenor, who is expected to bring a new dimension to the classic holiday tune.

Hit Parade Called Unfair

NEW YORK, Nov. 21—Bill Ross, Cadence Records president, this week asked the Record Industry Association of America to end the practice of placing records on the "Hit Parade" charts, which he called "the unfair listing of hits on the Billboard Hit Parade charts." Ross believes that the charts should be changed to a pool of single records and album packages at regular prices.

73G La Rosa Gross at Chi.

CHICAGO, Nov. 21—A whopping $73,900.00 gross for the "La Rosa Boule" in Chicago during the week of November 18 through December 10. The store, which is located in the heart of Chicago, has been a favorite for music lovers for many years.

Several of the early 3-D films reportedly did better business; however, the combination of the huge first-week grosses and the low cost of the projection equipment should enable the theater to break even.
Standard Music Pubs Enjoy Rising Rate of Sheet Sales

Be it HADDOX...

NEW YORK, Nov. 21 — Although the number of sheet music publishers is now at one of all-time ebb (The Billboard, November 3), standard copies are moving at a record rate, with a number of music publishers active in the standard educational and religious fields, gleefully riding a soaring sheet music sales wave.

Most everyone engaged in the industry today is in agreement that sales over the last few years are far from static, and shows a steady increase per year, on an industry basis. However, for the period, according to execs of major music publishing houses, it is obvious that the business will continue

Elastic Statistics

Unlike most other business, there is no government nine-point figuring as to total sales. The sheet music business, however, is consistently lacking in statistics. Even years ago, the total standard sales volume at any

were

4,000,000 per year at the publisher level. The figure of 4,000,000 is "standard" as used here because it is impossible to determine the figures accurately here! Of special concern is the definition of salesmen like Carl Fuchs.

DANCE CRAZE

U. S. English Discs Off On Creep Jay

NEW YORK, Nov. 21.—"Creep," a new tune that has kicked up a wave of interest in the dance halls and in the same name, is getting a lot of attention in the radio stations, as well as in England. The Three Swordsmen and the R.C.A Victor with pressing being broadcast, and the novelty of the tune will be out short order. It appears the tune is making it for the d.j.'s, and to add to their delight every waxing of the tune due.

The d.j.'s, incidently, are an instrumen, was penned by Andy Hays, the d.j. is a tongue is the name of the same name, and adding the name of the name of the tune being sung by Lambe Walk at its peak. It is published by C. & J. England and in England by Robbins, Ltd, the big Three's British subsidiary.

Disk Exe...
Quiz for... Dealers Operators Disc Jockeys

How do you satisfy these typical characters???

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

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

The Old Bear
Gruff and grouchy. Wants to hear a song he can relax to with his friends drink, likes to keep you guessing as to what he prefers.

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

Here's the answer...

Heart of My Heart
Alan Dale · Don Cornell · Johnny Desmond

Coral Record
61076 & 9-61076

Coral Records
America's Fastest Growing Record Company
Christmas with Columbia

All-Time Best Sellers!

GENE AUTRY
Rudolph, The Red-Nosed Reindeer
Columbia 23 38610 • J-56 • J-65

GAYLA PEEVEY
I Want A Hippopotamus For Christmas
Are My Ears On Straight?
Columbia 23 40106 • J-130 • J-186

JIMMY BOYD
I Saw Mommy Kissing Santa Claus
Columbia 23 39871 • J-132 • J-133

JIMMY BOYD
Santa Got Stuck In The Chimney
I Said A Prayer For Santa Claus
Columbia 23 40089 • J-172 • J-172

GENE AUTRY
Frosty The Snow Man
Columbia 23 38907 • J-48 • J-75

GENE AUTRY
Christmas With Jimmy Boyd
Here Comes Santa Claus
Columbia 23 40092 • J-172 • J-172

ROSEMARY CLOONEY
Suzy Snowflake
Little Red Riding Hood's Christmas Tree
Columbia 23 39612 • J-133 • J-134

ROSEMARY CLOONEY
Happy Christmas, Little Friend
Winter Wonderland
Columbia 23 40102 • J-175 • J-175

GENE AUTRY
Here Comes Santa Claus
Columbia 23 30377 • J-46 • J-46

LU ANN SIMMS
I Dreamed That I Was Santa Claus
I Just Can't Wait 'Til Christmas
Columbia 23 40089 • J-172 • J-172

COLUMBIA RECORDS
TIFFANY

Proudly introduces

The New Natural

GUY CHERNEY

HIS FIRST RECORD...TWO MAGIC SIDES

"Song Of The Shirt"

They'll Love It As...

"Don't Ever Say Goodbye"

THE LAUGHING SONG

ALREADY HEADING HIGH!

CLARK DENNIS "YOU AND YOUR SMILE" b/w "MY BUDDY" 1303-1305 7-45

TIFFANY

RECORDING COMPANY

332 S. Michigan Ave., Chicago

NA. 7-4593

THE BILLBOARD

NOVEMBER 28, 1953

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... for Week Ending November 21

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune based on the results of the applicable Music Popularity Charts. Each chart is based on a high statistical ratio of sales to airplay from a high sampling of the entire country. The formula is certified by Henry Kaplan, The Kaplan Formula, Inc., New York. Each entry on the Honor Roll is based on the non-exclusively published gross sales for transactions, the number of times the song was aired per major network, and the number of times the song was aired in commercials. The formula is certified by Henry Kaplan, The Kaplan Formula, Inc., New York.

1. You, You, You
   By Leroy Young and Robert Mellin—Published by Robert Mellin (BMI)
   BEST SELLING RECORD: E. & E. Brothers, V. 24753.
   OTHER RECORDS: E. Gifford, Col 48389; J. Horine, Mercury 36467; S. Levine, Bell 15467; K. Reese, M-G-M 1182.

2. Rags to Riches
   By Dick Adam and Leroy Young—Published by Robert Mellin (ASCAP)
   BEST SELLING RECORD: T. Benson, Col 45041.
   OTHER RECORDS: T. Reese, Bell 1543; G. Star, Dec 23550; J. Wood & H. Davis, King 1128.

3. Vaya Con Dios
   By Leroy Young and Robert Mellin—Published by Robert Mellin (ASCAP)
   BEST SELLING RECORDS: E. & E. Brothers, V. 24753.
   OTHER RECORDS: E. Gifford, Col 48389; J. Horine, Mercury 36467; S. Levine, Bell 15467; K. Reese, M-G-M 1182.

4. Ebb Tide
   By Robert Maxwell and Carl Shapiro—Published by ABAB (ASCAP)

5. Eh Cumpari
   By John Le Rose—Published by Romance (BMI)
   BEST SELLING RECORDS: J. Le Rose, Cadence 1255.

6. Many Times
   By Jimmy Barnes and Felix Stahl—Published by Broadcast (BMI)
   BEST SELLING RECORD: E. Paine, V. 23451.
   OTHER RECORDS: P. Fox, Col 4076.

7. Oh
   By Byron Gas-Arnold Johnson—Published by Peirce (ASCAP)
   BEST SELLING RECORD: P. H. Rose, Cad 924.
   OTHER RECORDS: Cadence, Dec 24769; E. Dawson, Mercury 57031; B. Hooe, Bell 1182; R. Maxwell, Mercury 57417; J. Wood, Coral 69795.

8. Ricochet
   By Lerry Coleman, Bonner Goodwin and Joe Duran—Published by Shelden (BMI)
   BEST SELLING RECORD: T. Benson, Col 45041.
   OTHER RECORDS: AVAILABLE:
   C. E. Davis, Victor 20-8213; P. W. King, Victor 52-5484; C. Lombardo, Dec 23516; L. Young, V. 24312.

9. Crying in the Chapel
   By Darrell Glenn—Published by Valley (BMI)
   BEST SELLING RECORD: R. Allen, Dec 22791.
   OTHER RECORDS: AVAILABLE:

10. That's Amore
    By Jack Brooks and Harry Warren—Published by Paramount (ASCAP)
    BEST SELLING RECORD: D. Martin, Capitol.
    OTHER RECORDS: AVAILABLE:
    B. Horne, M-G-M 1182.

Second Ten

11. IN THE MISSION OF ST. AUGUSTINE
    Published by Republic (BMI)

12. I SEE THE MOON
    Published by Paramount (ASCAP)

13. YOU ALONE
    Published by Kennedy (ASCAP)

14. ISTANBUL
    Published by Album (ASCAP)

15. TO BE ALONE
    Published by Teddy Smith (ASCAP)

16. LOVE WALKED IN
    Published by Coggin (ASCAP)

17. NO OTHER LOVE
    Published by Williams (ASCAP)

18. HEART OF MY HEART
    Published by Album (ASCAP)

19. ST. GEORGE AND THE DRAGONET
    Published by Album (ASCAP)

20. DRAGNET
    Published by Album (ASCAP)

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TOP SELLERS—

POPULAR

1. CHANGING PARTNERS
   I'LL ALWAYS BE IN LOVE WITH YOU .......... K. Herr ........ 7657
2. YATA CON DOS
   JOHNNY (IS THE BOY FOR ME) .............. I. Paul & M. Ford ........ 7486
3. SADIE'S AMOUR
   YOU'RE THE RIGHT ONE ..................... D. Martin ........ 2589
4. MAMA'S GONE, GOOD BYE
   COMEBACK WASHERGIRL ..................... P. Hunt ........ 7647
5. OH SAW
   P. Hunt .......... 2442
6. ST. GEORGE AND THE DRAGONET
   LITTLE BLUE RIDING HOOD ................ J. Froberg ........ 2596
7. THE KANSAS KLOWNS
   DON'CHA HEAR THEM BELL ................. L. Paul & M. Ford ........ 7614
8. I LOVE YOU
   SOUTH OF THE BORDER ..................... T. Staton ........ 2658
9. THE BUNNY Hop
   THE HONEY POKY ......................... R. Anthony ........ 2427
10. LOVER, COME BACK TO ME ................. M. Cole ........ 2610
11. A DEAD JOHN LETTER
    I'D RATHER BE YOUNG (THAN GROW OLD
    WITHOUT YOU) ......................... J. Shepard & F. Huskey ........ 2562
12. JINGLE BELLS
    WHITE CHRISTMAS ....................... I. Paul & M. Ford ........ 2617
13. I LOVE PARIS
    GONE ..................................... I. Baxter ........ 2479
14. FORGIVE ME JOHN
    MY WEDDING RING ......................... J. Shepard & F. Huskey ........ 7586
15. FROM HERE TO ETERNITY
    ANYWHERE .............................. T. Staton ........ 2560
16. DREAMER
    DANCING IN THE DARK .................... R. Anthony ........ 2562
17. ROSE OF CALIFORNIA
    THE SOUNDS OF LOVE ...................... J. Freeman ........ 2619

LATEST RELEASE

No. 296

"TAN'T WHAT YOU DO IT'S THE WAY THAT CHA DO IT"

and his winning style—

in two great instruments

"GOLDEN VIOLINS"

with trumpet solos by BOBBY HACKETT

and

"MYSTERY STREET"

with trumpet solos by DAVE CAYNAUD'S HORN

"HIGHER STRUNG"

a top performance by

Axel Stordahl

and his orchestra

coupled with

"SADIE THOMPSON'S SONG"

on Capitol Record No. 2661

'JACKIE GLEASON'

and

'ELLA MAE MORSE'
IT'S A CAPITOL

The Little Boy That Santa Claus Forgot

backed with MRS. SANTA CLAUS

Record No. 2616

NAT 'KING' COLE
Christmas!

LESLIE PAUL
AND
MARY FORD

Jungle
Bells

White
Christmas

Record No. 2617
IT'S A CAPITOL

It's Christmas

JIMMY WAKELY

Thanks

Record No. 2644
Christmas!

STAN FREBERG
AND
DAWS BUTLER

Christmas Dragnet

Record No. 2671
The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending November 21

Best Selling Sheet Music

Christmas music sales are compiled in order of their current national retail selling importance at the sheet music jobber level. Sales data are based on The Billboard's music survey of jobbers' sales from stores in the country and are weighted according to jobber performance. (R) indicates that title is rounded. (S) indicates title is from a film. (N) indicates title is from a legal musical.

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Week 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBB TIDE</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>YOU, YOU, YOU</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>RAGS TO RICHES</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>VIVA CON DIOS</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>MANY TIMES</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>CRYING IN THE CHAPEL</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>ROCCOCHET</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>IN THE MISSION OF ST. AUGUSTINE</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>OH</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>THE RED-ROSED REINDEER</td>
<td>11</td>
<td>6</td>
</tr>
</tbody>
</table>

Tunes with Greatest Radio and Television Audiences

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

Top 30 on Radio

<table>
<thead>
<tr>
<th>Title</th>
<th>Week 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby, Baby, Baby</td>
<td>10</td>
</tr>
<tr>
<td>I Love You</td>
<td>13</td>
</tr>
<tr>
<td>THAT'S A CORNISH RAG</td>
<td>1</td>
</tr>
<tr>
<td>SECRET LOVE</td>
<td>4</td>
</tr>
<tr>
<td>Tell Me</td>
<td>6</td>
</tr>
<tr>
<td>Over the Rainbow</td>
<td>7</td>
</tr>
<tr>
<td>THAT'S A CORNISH RAG</td>
<td>14</td>
</tr>
<tr>
<td>BIRCHES OF THE RENAISSANCE</td>
<td>15</td>
</tr>
<tr>
<td>That's a Cornish Rag</td>
<td>16</td>
</tr>
<tr>
<td>That's a Cornish Rag</td>
<td>17</td>
</tr>
</tbody>
</table>

Top 10 on Television

<table>
<thead>
<tr>
<th>Title</th>
<th>Week 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blended (Shelton-BMI)</td>
<td>1</td>
</tr>
<tr>
<td>Sweet Tears Twice Top Ten</td>
<td>2</td>
</tr>
<tr>
<td>Vaya Con Dios (Anderson-AASCAP)</td>
<td>3</td>
</tr>
<tr>
<td>Vaya Con Dios (Anderson-AASCAP)</td>
<td>4</td>
</tr>
</tbody>
</table>

England's Top Twenty

Based on census reports from England's top music publishers. American publishers of each tune are listed in parentheses. Asterisk indicates that title is from an American publisher.

1. Answer Me—Source (Boswell)
2. Pacific Pavilion—Singing (Chappell)
3. I Saw Morning Glory Santa Clara—Vivy
4. Swedish Rhapsody—Covent Garden (Chappell)
5. When You Hear This Song—Chappell (Chappell)
6. Song From Moscow Range—Covent Garden (Chappell)
7. How Shall I Tell You—Cromwill (Cromwill)
8. Vaya Con Dios—Anderson (Anderson)
9. Vaya Con Dios—Anderson (Anderson)
10. Sweet Love—Sweet Love (Sweet Love)
Let There Be Love

Just Perfect for Christmas—

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

I'LL NEVER STAND IN YOUR WAY
b/w WHY CAN'T I

CHRISTMAS AND YOU

NINA-NON

MY LOVE MY LOVE
b/w YOU'RE FOOLING SOMEONE

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REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

BLUE AND GREEN (BMI) - Happiness Is My Goal...
HOUSE AND HALL - I've Been There...
DODGE'S BAY - That's the Way It C Mondays....
FATS DOMINO - Something Wrong...
COUNT BASIE ORK - That's A Big Man...
KID OREX - June Blues...
GENE KRUPA Sextet - Crooner Blues...
CASEY MURPHY - That's A Big Man...
KID OREX CHORD BAND - Big Blues...
DORIS DAY - Rosemary Clooney - Effort...
PAUL LINGE - Lower Extremity...
SARAH MAYER TROJIC - With These Arms...
JUNE MURPHY - I Want To Be A Texas Lea...
The PHILHARMONIC TRAVELERS - Speciality BM...
WINGS OVER JAPAN - I Want To Be A Texas Lea...
GUY LOWDEAR ORB - A Traja, Traja...
RUBIN & SHIPMAN - Let's Get Out That...
MATHEW MARQUES - Country Life...

Christmas

LEO PAUL-MARY FORD - White Christmas
GARRY STREET - Blue Christmas
MISSOURI BAND - White Christmas
MRS. COMBS - White Christmas
DOLLY PARTON - White Christmas
THE INDIANA BAND - White Christmas
THE MOUNTAIN MURDIES - White Christmas
TOM READ - White Christmas
JACK HENRY - White Christmas
BOB WILLS - White Christmas

Country & Western

EDDY ARNOLD - I Still Want To Know...
NEW ORLEANS BAND - White Christmas
RUDY BOOS - White Christmas
JIMMIE ROBBINS - White Christmas
JIMMY DURANTE - White Christmas
THE RODEO BAND - White Christmas
THE LODGE BAND - White Christmas
THE PIONEER BAND - White Christmas
THE SAVANNAH BAND - White Christmas
THE SOUTHERN BAND - White Christmas

RATINGS: 90-100, TOPS 80—85, Excellent 70-79, Good 60-65, Satisfactory 50-59, Poor

How Ratings Are Determined
Each record is reviewed individually by the staff of The Billboard magazine. The staff is made up of a number of members of which each is assigned a music taste score in accordance with the standards of the respective record company. The rating is then arrived at by a combination of these scores, with the final decision being made by the editor. Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

The Categories: Following are the minimum points required for each category. These points are based on the quality of the record itself and its overall presentation, and are not intended as a measure of the sales potential of the record.

For a record to be listed, it must have at least a 40 rating. The categories are:

1. Variety: 40
2. Country: 35
3. Western: 30
4. Pop: 25
5. Rock & Roll: 20

Each category is weighted according to the importance of the genre. For example, Variety is weighted more heavily than Country or Western.

(Continued on page 39)
Julius Larosa
sings
Adeste Fideles
Ave Maria
O Holy Night
Silent Night

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

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

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

RUSH
Get Your Order in Fast
For This New Cadence LP
Immediately Available

Cadence RECORDS
"The Label with the Picture"
40 East 49th Street, New York 17, N. Y.
**New Records to Watch**

**Popular**

Oh! My Papa (Shapiro-Bernstein, ASCAP)
— RCA Victor 20-5352 — Here's another tune where the race is on for top honors. Off swinging as instrumental on Scottie, Fisher comes up with the first lyric version. A very attractive Winterhalter backing adds greatly to Fisher's warbling. Flip is "Until You Said Good-Bye."

**Sacred**

**Country & Western**

**Rhythm & Blues**

Kitty Wells
I Gave My Wedding Dress Away (Acuff-Rose, BMI)
— Chetart's a Sin (Old Charter, BMI)—Decca 28091 — Two heart-reading readings by the "Honky Tonk Angel" that could catch a lot of interest.

**Mitchell Torok**

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

**Coming Up in the Trade**

(Listed Alphabetically)

**Popular**

AVE MARIA
— Liberty—Columbia 40001

BABY, BABY, BABY
— Monarch—Decca 28067

CHANGING PARTNERS
— Kay Starr—Capitol 2577

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

HEART OF MY HEART
— Aladdin—Coral 28067

I'LL NEVER STAND IN YOUR WAY
— J pile James—M-G-M 111665

**MAGIC GUITAR**
— Bunny Paul—Dot 15107

MY HAPPINESS (Lake Roexes)
— Near You
— The Mickey—Cardinal 1611

**NATIVE DANCER**
— Rusty Draper—Mercury 70075

OFF SHORE
— Leo Diamond—Bramham 1005

**SANTA BABY**
— Ernie Richmond—RCA Victor 20-5350

**SOUTH OF THE BORDER**
— I LOVE YOU
— Frank Sinatra—Capitol 26068

**SWEDISH MAMA TREE TOP TALL**
— The Lancers—Trend 63

THE TYPewriter
— Larry Anderson—Decca 28081

**Country & Western**

HOPELESS LOVE
— Then I'll Come Back to You
— Lefly Frazell—Columbia 21169

KING ME BIG
— Tennessee Ernie—Capitol 2002

SORROW AND PAIN
— Davis Sisters—RCA Victor 26-3460

TANT NICE UNPICKTER
— The Carlises—Mercury 70223

YOU ALL COME
— Arlie Durf—Starday 104

**Rhythm & Blues**

ALL RIGHT
— Five Royal—Apollo 449

BABY DOLL
— Marvin and Johnny—Specialty 479

I WANT YOU TO BE MY BABY
— Louis Jordan—Decca 28083

MY COUNTRY MAN
— Big Maybelle—Okeh 7069

TAKING OVER
— Shirley and Lee—Aladdin 1106

TAKE ME BACK
— Linda Hayes—Recorded in Hollywood 103
NOVEMBER 28, 1953

The Billboard

MUSIC

Georgia Gibbs

`Under Paris Skys`

COUPLED WITH

"I LOVE PARIS"

JERRY MURAD

MERCURY 70266 • 70266X45

The First Pop Rendition

'Spellbound Concerto'

COUPLED WITH

"STARDUST"

by

COMING UP STRONG!

"BIMBO"

COUPLED WITH

"Ebenezer Scrooge"

EDDY HOWARD

MERCURY 70272 • 70272X45

The Whole Trade's Talking About

'The Jones Boy'

COUPLED WITH

"Snow, Snow, Beautiful Snow"

BOBBY WAYNE

MERCURY 70268 • 70268X45

"Sadie Thompson's Song"

RICHARD HAYMAN

MERCURY 70237 • 70237X45

ALSO AVAILABLE . . . VOCAL RENDITION

"Sadie Thompson Song"

COUPLED WITH

"THE HEAT'S ON"

MERCURY 70259 • 70259X45

Original Sound Track From

"Miss Sadie Thompson"

Available to Albums

Long Play — MG25181

Extended Play — EP-2-3147

"DENOTES AVAILABLE ON 45 RPM

1. CHANGING PARTNERS
   Where Did My Snowman Go
   PATTI PAGE...70260"

2. NATIVE DANCER
   Lonesome Song
   RUSTY DRAPER...70256"

3. STRINGS OF MY HEART
   Mama-Papa Polka
   THE GAYLORDS...70256"

4. OFF SHORE
   Joey's Theme
   RICHARD HAYMAN...70252"

5. STORY OF THREE LOVES
   Sweet Leilani . JERRY MURAD...70202"

6. HOME LOVIN' MAN
   Bridge Of Sighs
   GEORGIA GIBBS...70238"

7. ALL THAT OIL IN TEXAS
   Love For Three Oranges
   RALPH MARTERIE...70246"

8. LONG BLACK HELE
   All Is Forgiven
   RICHARD HAYES...70239"

9. CADAUBT
   Careless...DAVID CARROLL...70247"

10. COW COW BLUES
    Martha ......JAN AUGUST...70228"

11. SOFT SHOULDERS
    Mama's Gone Goodbye
    JIMMY PALMER...70234"

12. YOU'VE GOT SOMETHING
    If I Cry ......JOYCE TAYLOR...70243"

13. TROPICAL
    Trackwords DAVID CARROLL...70226"

14. SOUTH OF THE BORDER
    Heart Of My Heart
    FRANKIE LAINE...70262"

15. GO. MAN GO.
    Polka
    THE COLLEGIANS...70264"
VOX JOX

By CHARLOTTE SUMMERS

Anniversary
"Huggin' One Oppy" marks its 50th birthday on the air today and tomorrow with a two-day all-star fete. The program highlighted on the MBC radio network, which is one of the hundre d of America's top country music outlets, is a tribute to the long-running "Huggin' One Oppy" program. The anniversary celebration included special guests, interviews, and heart-warming stories. The program also featured a special tribute to the program's long-time, loyal listeners.

YESTERDAY'S TOPS

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

**November 24, 1968**

**POPULAR SONGS**

1. "Down in the Chapel," by Graham, L. Allen...
2. "Hey Joe," by J. Pierce...
3. "The Heart of the Matter," by J. Seymour...
4. "The Bridge," by H. Wood...
5. "The Waiters," by J. Smith...

**JUKE BOXES**

1. "Wildwood Flower," by J. Smith...
2. "What a Wonderful World," by J. Smith...
3. "I've Got a Feeling," by J. Smith...
4. "The Night Is Young," by J. Smith...
5. "On the Sunny Side of the Street," by J. Smith...

**JOCKEYS**

1. "At the Ready," by J. Smith...
2. "On the Sunny Side of the Street," by J. Smith...
3. "The Night Is Young," by J. Smith...
4. "Wildwood Flower," by J. Smith...
5. "What a Wonderful World," by J. Smith...

Top 10 Songs:
1. "Wildwood Flower"
2. "What a Wonderful World"
3. "I've Got a Feeling"
4. "The Night Is Young"
5. "On the Sunny Side of the Street"
6. "At the Ready"
7. "On the Sunny Side of the Street"
8. "The Night Is Young"
9. "Wildwood Flower"
10. "What a Wonderful World"

Change of Theme

This week, Vox Jox (Howard Leaue) has moved from WWDF to WDUN in Atlanta. The new program will be conducted on a two-hour basis, with a special emphasis on the theme of "Huggin' One Oppy." The program will feature special guests, interviews, and heart-warming stories. The program also features a special tribute to the program's long-time, loyal listeners.

Gestures

Eugene K. J. Black, star of Vox Jox, will be present at Bill Tarry's "Sunrise Serenade." VOX Jox will be featured on the program, and listeners will be able to hear the program and geste on the Continent.

Copyrighted material
NOVEMBER

THE MAMA'S GONE, GOODBYE

THE MAMA'S DON'T GATHERING MAGIC SMIM'S...

THE Vaughn Frankie._......_-...

WAIT Voices of Sob

NEW Sunny Kittÿ

MASTER'S

The

SMOKE

THE Monroe

LULLABY

THE Rainy

SMOKE

THE Monroe

LULLABY

SACRED

NEW RELEASES

RCA VICTOR—Release / 53-48

POPULAR

MAMA'S GONE, GOODBYE

THE NOTE IN THE BOTTLE

Gaines, Gale and the Six Singers with Orch. Idled, by Joe Reisman

SAN REMO

SMITH'S LULLARY

Frankie Stuart and his Guitar

REDWOOD SMOKE

GUESSING

Vaugn Monroe with Orch. and Chorus coed. by Hugo Winterhalter

THE SOUND OF CHRISTMAS

MAGIC IS THE EARTH

The Voices of Walter Schumann Vocal Solo by Bill Dickson

SACRED

GATHERING FLOWERS FOR THE MASTER'S BOUQUET

DON'T WAIT THE LAST MINUTE TO PRAY

RCA VICTOR

ALBUMS

CHRISMAS AT MISSION SANTA BARBARA

Favorte Carols of the Pueblo Chathers

The Padre Christmas

C. P. E. Bach, Schumann, Winterhalter

LEF-5098** (RPA-5198)

COUNTRY/WESTERN

BIMBO

Changing Partners

Pee Wee King and his Band

NO ONE ELSE

THE RIGHT KIND OF LOVE

But the Wrong Kind of Heart

I AIN'T GONNA DO ANYTHING

(If I Can Do Something With You)

Jaz Martin

RHYTHM/BLUES

DRUNKY POOL

GETTING MIGHTY LONELY FOR YOU

Big John Glover with Orch.

DON'T GET AROUND MUCH ANYMORE

The Four Tops

CHRISCHY OLD SCROOGE

BUNK BEFORE CHRISTMAS

Phil Moore with the Phil Moore Four.

MY CHICK DIES

I'M A HOG

Blind Lemon Jefferson

STRAWBERRY BLUES

Ranch Ramblers

Leno Morris

MYSTERIOUS STREET

Don't Forget It's Winter

WHERE Did My Snowman Go?

Strategy in San Francisco/I Love Paris

Tina Marie

STRAIGHTEN UP AND FLY RIGHT

Hank Snow

COUNTRY/WESTERN

This Week's RCA Victor Best Sellers

CHRISTMAS AT MISSION SANTA BARBARA

Favorte Carols of the Pueblo Chathers

The Padre Christmas

C. P. E. Bach, Schumann, Winterhalter

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Leno Morris

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Don't Forget It's Winter

WHERE Did My Snowman Go?

Strategy in San Francisco/I Love Paris

Tina Marie

STRAIGHTEN UP AND FLY RIGHT

Hank Snow

COUNTRY/WESTERN

 cheapo/Old Strong/Sticky Before Christmas

Phil Moore

DON'T PASS ME BY/Sol Lucero

Laura and the Six Singers

TRINITY BLUES

COUNTRY/WESTERN

COUNTRY/WESTERN

Christmas Blues/The Real Book

Dick Davis

I Forgot More Than You Ever Knew/Sack-A-Ryan

Waltz

Shirley Reisman

When Medem Joe Met Jane Blue/He Longer a Distance

MAY Night

Du Raha

Keep Your Promises, Willie Thomas/Photograph Record

Mable

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

Ray Colby

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

Eileen Britti

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

Eddy Arnold

Saturday Night/Fix It Last and Always

Wide Two

Hank Snow

Where's the World Treating You/Your Home Demonstration

Eddy Arnold

She's Going To Get The Marriage/Three Little Girls

Journey Green

RHYTHM/BLUES

Cheguy/Old Strong/Sticky Before Christmas

Phil Moore

DON'T PASS ME BY/Sol Lucero

Laura and the Six Singers

TRINITY BLUES

COUNTRY/WESTERN

This Week's RCA Victor

Best Sellers

CHRISTMAS AT MISSION SANTA BARBARA

Favorte Carols of the Pueblo Chathers

The Padre Christmas

C. P. E. Bach, Schumann, Winterhalter

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I'M A HOG

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Ranch Ramblers

Leno Morris

MYSTERIOUS STREET

Don't Forget It's Winter

WHERE Did My Snowman Go?

Strategy in San Francisco/I Love Paris

Tina Marie

STRAIGHTEN UP AND FLY RIGHT

Hank Snow

COUNTRY/WESTERN

cheapo/Old Strong/Sticky Before Christmas

Phil Moore

DON'T PASS ME BY/Sol Lucero

Laura and the Six Singers

TRINITY BLUES

COUNTRY/WESTERN
## Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time in any of the markets listed.

### Atlantic
- 1. Rag to Riches
- 2. The BILLBOARD's Greatest
- 3. "I'M GOING HOME"
- 4. "MIM - BOY!

### Boston
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Buffalo
- 1. Rag to Riches
- 2. The BILLBOARD's Greatest
- 3. "I'M GOING HOME"
- 4. "MIM - BOY!

### Cleveland
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Cincinnati
- 1. Bags to Riches
- 2. You, You, You
- 3. You Alone
- 4. Changing Partners
- 5. The BILLBOARD's Greatest
- 6. "I'M GOING HOME"

### Columbus
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Detroit
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Denver
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Dallas-Ft. Worth
- 1. Yaya Joins
- 2. The BILLBOARD's Greatest
- 3. "I'M GOING HOME"
- 4. "MIM - BOY!

### Kansas City, Mo.
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Los Angeles
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Milwaukee
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Philadelphia
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

### Pittsburgh
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

---

### Satellite Cities

#### New Orleans
- 1. To Be Alone
- 2. Bags to Riches
- 3. The BILLBOARD's Greatest
- 4. "I'M GOING HOME"
- 5. "MIM - BOY!

#### San Francisco
- 1. Rag to Riches
- 2. The BILLBOARD's Greatest
- 3. "I'M GOING HOME"
- 4. "MIM - BOY!

#### Seattle
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

#### Washington-Baltimore
- 1. Changing Partners
- 2. El Compadre
- 3. You, You, You
- 4. You Alone
- 5. You, You, You
- 6. Bags to Riches

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**SANDY STEWART'S CHARTS:**

- "SATURDAY NIGHT"
- "I'M GOING HOME"
- "NEVER MIND"
- "MM - BOY!

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**Gotham Record Corp.:**

Stan Strikes Again!

A dear John and Marsha letter

and

C'est Si Bon

rib-tickling satires
by

Stan Freberg

on Capitol Record No. 2677
THE NEW PRIMA
NOW ON JUBILEE RECORDS
his first release
Louis Prima
singing
"MAN, DIG THAT CRAZY CHICK"
and
"NON CHA SHAME"
JUBILEE-6054

Available in Canada on QUALITY label

Popular Record Reviews

Continued from page 32

FUGA, especially, should treat it with
consideration. The

RICHARD RAYMAN
MONEY / 1953

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NOVEMBER 28, 1953

THE BILLBOARD

MUSIC 41

HIS MOST MAGNIFICENT PERFORMANCE!

Vic Damone

'A VILLAGE IN PERU'

COUPLED WITH

"A STRANGER IN PARADISE"

MERCURY 70269 • 70269X45

NOW AVAILABLE!

THE GREAT HIT SONGS FROM THE GREAT NEW BROADWAY MUSICAL SHOW

KISMET

"STRANGER IN PARADISE" Vic Damone

"BAUBLES, BANGLES and BEADS" Georgia Gibbs

"NOT SINCE NINEVEH" "ZUBBEDIYA" Ross Bagdasarian

Economy Priced at $1.47
WSM's DJ Festival Public Relations Coup
- Continued from page 1

Many of the most successful indie station operations in the country, in an exceptionally heavy live signal schedule, including all types of events. WSM is not interested in making money out of its talent; but indirectly has been a major financial partner in the "Grand Ole Opy" and the insurance company's salesmen.

It was an outstanding example of a far-sighted public-service operation, producing a very tangible economic benefits.

Visitors to the festival noted other interesting aspects—one being the fact that it would be virtually impossible for advertisers and their agencies to overlook the national implications of the great appeal of country talent and tins. To consider it a local manifestation when some 400 disk jockeys pay their way to attend the festival is only a fable.

It was generally conceded by all in attendance that the disk jockey festival would draw even greater attendance next year. This year's schedule went from a high, but was estimated that about 25 per cent of the jockeys in the bands were given opportunity to appear on special WSM invited programs, including the "Opy", Bob Wills, Loretta Lynn, Finey, Don Gibson, Deere, etc.

A few weeks before the event, a special representative attended, one wholly ASCAP representative, attended, one wholly ASCAP firm, Shinerob-thrading, sends a representative—Al Gee, of ASCAP, who also were affiliated with BMI were in attendance at N.Y. of ASCAP, etc., the schedule of the chief events indicated that all of the country music industry's top productions and personnel were given opportunities to meet the audience and exchange views. It is believed that Friday, for instance, included a luncheon for all registrants sponsored by RCA Victor. The session centered grounds after regular after hours and the evening was dominated by a reception and buffet dinner hosted by WSM. Thursday's schedule started at 7:30 a.m., with several hundred registered attendees attending the "Opy," with Hill & Range picking up the tab, according to Country Song Round-Up. Some sponsored by Country Song Round-Up, dinner sponsored by Country Music Association. The advisory performance of "Grand Ole Opy," beginning at 3 p.m. at the Ryman Auditorium. cocktail party at 4 p.m., sponsored by Capitol Records; Another party at WSM's Top 20 Record Shop. The party was for Tuesday, Sunday, etc.

Victor, Columbia, Decca, Capitol, Mercury and others maintain open house forums.

Last year WSM kicked off the first disk jockey festival on the stage of the moment. About 800 attended. The interest generated this year in the festival as a cultural manifestation was marked that the station management was convinced of the necessity of making the festival an annual event.

WSM is owned by the National Life & Accident Insurance Company, considered by many the nation's greatest insurance company in the world. Much of its success is attributed to the good will created by the "Grand Ole Opy" program and its talent.

At a station operation, WSM is not interested in making money out of its talent, but indirectly has been a major financial partner in the "Grand Ole Opy" and the insurance company's salesmen.

It was an outstanding example of a far-sighted public-service operation, producing a very tangible economic benefit.
LISTEN FOLKS...
THE REAL EDDIE CANTOR STORY
IS ON CAPITOL RECORDS!

Here's another Capitol EXCLUSIVE...
THE ORIGINAL SOUND-TRACK ALBUM
that goes hand-in-hand with a great new Warner Bros. Technicolor filmusical and its blazing nationwide promotional campaign!

IN BRAND-NEW RECORDINGS... Eddie Cantor sings
15 great songs—an exciting musical portrait of his life and times, including such all-time hits as "IF YOU KNEW SUSIE" "MARGIE" "MAKIN' WHOOPPEE" "IDA" "ONE HOUR WITH YOU" "BYE, BYE BLACKBIRD" "NOW'S THE TIME TO FALL IN LOVE"
EXPLAINING THE RECORD REVIEWS

Each record or album listed under "Record Reviews" is reviewed and rated according to the following criteria:

1. **SYMPHONY**
   - **Rating**: 75-79
   - **Comment**: Good performance, well balanced, with a good dynamic range.

2. **EXTENDED ORCHESTRAL WORKS**
   - **Rating**: 70-74
   - **Comment**: Decent performance, but lacks the impact of a symphony.

3. **CHILDREN'S MUSIC**
   - **Rating**: 70
   - **Comment**: Appropriate for children of various ages.

4. **CONCERTO**
   - **Rating**: 75
   - **Comment**: Good performance, but could benefit from more intensity.

5. **VOCAL**
   - **Rating**: 72
   - **Comment**: Well sung, with good harmony and melody.

6. **CHORAL WORKS**
   - **Rating**: 70
   - **Comment**: Good performance, but lacks the impact of a symphony.

7. **DRAMATIC WORKS**
   - **Rating**: 70
   - **Comment**: Decent performance, but lacks the impact of a symphony.

8. **POPULAR ALBUMS**
   - **Rating**: 70
   - **Comment**: Well sung, with good harmony and melody.

The Billboard's Music Popular Chart

The Billboard's Music Popular Chart

**PACKAGED RECORD REVIEWS**

**CLASSICAL LP'S**

**SYMPHONY**
- ROHARIS, SYMPHONY NO. 5, HANDEL, SYMPHONY NO. 1, J.S. BACH, SYMPHONY NO. 9, BEETHOVEN, SYMPHONY NO. 5, STRAVINSKY, SYMPHONY NO. 1, PROKOFIEV, SYMPHONY NO. 5, CHAUSSON, SYMPHONY NO. 1, RICHARD WAGNER, SYMPHONY NO. 1, HANDEL, SYMPHONY NO. 1.
- Conductors: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**EXTENDED ORCHESTRAL WORKS**
- HINDEMBURG, SIXTEEN PIECES FOR ORCHESTRA, OP. 18, 13TH SYMPHONY, KARAJAN, RAVEL, SYMPHONY IN C MINOR, STURGER, SYMPHONY IN D MAJOR, LILJENBERG, SYMPHONY IN C MINOR, REINHARDT.

**CHILDREN'S MUSIC**
- A DIAL CHILDREN'S CONCERTO, KIDDLIS, SYMPHONY STUDY ORCHESTRA, LEOPOLD STOKOWSKI, SYMPHONY ORCHESTRA, VIENNA.
- Performers: A DIAL CHILDREN'S CONCERTO, KIDDLIS, SYMPHONY STUDY ORCHESTRA, LEOPOLD STOKOWSKI, SYMPHONY ORCHESTRA, VIENNA.

**CONCERTO**
- CONCERTO IN E MINOR, CHOPIN, POEME, TCHAIKOVSKY, SYMPHONY NO. 1, RACHMANINOFF, RACHMANINOFF.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**VOCAL**
- A SONG RECITAL, LASKY, SYMPHONY NO. 1, RACHMANINOFF, SYMPHONY NO. 1, RACHMANINOFF.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**CHORAL WORKS**
- HANDLEN, THE MESSIAH, HANDEL, SYMPHONY NO. 1, RACHMANINOFF, SYMPHONY NO. 1, RACHMANINOFF.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**DRAMATIC WORKS**
- SHAKESPEARE, ROMEO AND JULIET, RICHARD III, LYTTON, SYMPHONY NO. 1, RICHARD III, LYTTON.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**POPULAR ALBUMS**
- BACKGROUND & LISTENING, BLACK MAGIC (1-12), ANDRE KOSTOLANETS ORCHESTRA.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**CHRISTMAS**
- MANOVANI, CHRISTMAS CAROLS (1-12), ANDRE KOSTOLANETS ORCHESTRA.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**DANCE BAND**
- SOPHISTICATED SWING (1-12), LES ELGLI ORCHESTRA, CHECKSTER, SYMPHONY NO. 1, RICHARD III, LYTTON.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**CHILDREN'S RECORDS**
- BETSY, MY PAPER DOLL, CHILDREN'S ORCHESTRA, MATTHEW, SYMPHONY NO. 1, RICHARD III, LYTTON.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**JAZZ**
- DIXIE REUBINSON, SWING DIK DIK, GREGORY, SYMPHONY NO. 1, RICHARD III, LYTTON.
- Performers: Herbert von Karajan, Leonard Bernstein, Sir George Solti, and other leading conductors.

**NEW LP PACKAGES**
- **Amer. Works**
  - /KID DIALS/ is a new LP package available in stores.

**SING A SONG OF SALES**

**STRONG ALBUMS OFFERED BY RCA VICTOR AND COLUMBIA**

**Carole King**
- Carole King's latest album, "Tapestry," offers a new LP package available in stores.

**Amer. Works**
- /KID DIALS/ is a new LP package available in stores.
EXCEPTED ORCHESTRAL WORKS

BEETHOVEN: PIANO CONCERTO No. 1 (Budapest-Beograd)... RCA Victor S-6035

CHOPIN: PIANO CONCERTO No. 3 (Herbert von Karajan).... RCA Victor S-5199

ABBOTT: PIANO CONCERTO No. 1 (Eugene Ormandy).... RCA Victor S-5053

MOISES BINDER: BLUEBIRD SYMPHONY ORCHESTRA... RCA Victor L-1319

THOMAS OSBORNE: JAPANESE SYMPHONY ORCHESTRA... RCA Victor L-118

HAZEL WILSON: STUDENT SYMPHONY-ORCHESTRA... RCA Victor S-5859

JACQUINOT: ORCHESTRA... RCA Victor S-6040

TCHAIKOVSKY: TURCHAKSER SYMPHONY ORCHESTRA... RCA Victor L-1974

COOPER: SYMPHONY ORCHESTRA... RCA Victor L-1325

ADAM: SYMPHONY ORCHESTRA... RCA Victor L-1054

RACHMANINOFF: SYMPHONY ORCHESTRA... RCA Victor L-117

SALTIS: SYMPHONY ORCHESTRA... RCA Victor L-1097

DANCE BAND

RAT ANTHONY; THE ATOMIC MOOD... Capitol L-263

RAT ANTHONY; HOUSE PARTY... Capitol L-284

BRIAN DAVIES; THE VINTAGE MOOD... Capitol L-284

HARRY JAMES; ONE NIGHT STAND... Columbia L-284

JERRY CLARKE; IT'S MY PARTY... Capitol L-284

Ralph Morgan; Down Beat... Capitol L-284

BILLY MULL; BIG BAND BASH... Capitol L-284

 brides ATHER ORCHESTRA... RCA Victor EPT 6062

Arthur Murray Favorites...

Pop Album Catalog Sellers

With the Cliet set out in Paris only a few months ago before the Heifetz-Bach affair, this remarkable opportunity for listeners to gain the exact replica of their favorite records and to enjoy them at home. TheCliet has many other advantages over the regular record. It can be played on any ordinary record player. The Cliet which is a loudspeaker with a hard rubber cone and a fine metal grille. The Cliet is connected to the record player by means of a wire and the sound comes directly into the ears of the listener. The Cliet is a practical and convenient way of listening to records. It is not necessary to have a phonograph in your room to enjoy the Cliet. It is a portable device which can be taken anywhere. The Cliet is a useful gadget for the collector of records. It is a fine way of listening to music and it is a great help to the hearing-impaired. The Cliet is a useful and practical device and it is highly recommended.
Mr. AMERICAN COWBOY

GENE
AUTRY

Mr.
CHRISTMAS
HIMSELF...

1948 "HERE COMES SANTA CLAUS"
3,600,000 Columbia Records Sold

1950 "RUDOLPH THE RED-NOSED REINDEER"
4,200,000 Columbia Records Sold

1953 "I WISH MY MOM WOULD MARRY SANTA CLAUS"

and...

"SLEIGH BELLS"
Columbia #40135

New Hits Available in Sheet Music at...

WESTERN MUSIC PUBLISHERS

6920 Sunset Blvd. 146 West 54th Street
Hollywood 28, California New York 19, New York
An extra special Christmas present to all Hank Snow fans!

HANK SNOW
sings
Christmas Roses
and REINDEER BOOGIE
with the Rainbow Ranch Boys
20/47-5340

TOP C&W RECORDS

FOLK TALENT
AND TUNES

J. ST. JOEL FRIEDMAN

The Billboard's Music Popularity Charts, For Week Ending November 21

Smokey Warren got to do a guest shot on Pee Wee King's TV show out of Louisville, Kentucky, and is currently appearing at Shorty Warren's Copa Club, Secaucus, N.J., and Homer and Jester back from their appearances at the Thunderbird Hotel, Las Vegas, Nev., where they stoped in show cold. Uncle Earl Cline and the Louisiana Plane Fiddlers working out Virginia and Kentucky, featuring their new RCA Victor recording of "Lonesome Pine Breakdown" and "Five String Rag," and Hank Snow is really traveling those days. After several hot weeks working out the Northwest around Washington, D.C., and British Columbia and Montana, he's now touring theaters around Toronto and Montreal. Jimmy Kelly and his Blue Rhythm Boys, of Shreveport, La., are currently with the Ford Records. Their first release is "My Love's Left Behind," and "There's Only One You." The Boonesboro Boys, well-known producer-member of the Wally Sands Shows, have been playing for the Wards Show around Philadelphia. Andy is to be heard again on the Veterans Hospital Wrigley-Aria. He staged the annual "Halloween Jamboree." H.R. Davis, of Western and Mexican-American platters for his f.1 show, Johnny Bond doing dates in San Francisco and planning to stay out in Los Angeles until after Christmas. The annual Marshall Jamboree, Marshall, Tex., started its season recently with some great entertainment in the persons of Jimmy Evans and the Group and Ranch Boys, Paul Beiger and the Sons of the Sands, the Cass County Boys, Floyd Gentry, Al Courtney and a host of other top-notch talent. A. T. Young, manager of the jamboree, has Tommy Currer, Jim Reeves and possibly Martha Carson set for future dates. Isiah Leigh now appearing as a regular with the Elgin State Jamboree over WAKT, Newark, N.J., with their trio. Arthur Bluekey and his Westerners have a new release on Paul Warburton, and Rex Allen, Decca disk star, back from Yucca, Tex., where he picked up a two-and-a-half months' vacation in Japan.

Cincinnati

1. I Forgot More Than You'll Ever Know
2. There Stands the Glass
3. Dear John Letter
4. Sorrow and Pain
5. Caribbean
6. Let Me Be the One
7. I'm Walking the Dog
8. Cowboy's Cap
9. Tain't Nice
10. Long Time Ago

Dallas-Ft. Worth

1. There Stands the Glass
2. Hey Joe
3. It's Been So Long
4. You All Done
5. Dear John Letter
6. Let Me Be the One
7. Tonette Wig-Wag
8. White Mama Joe Mel
9. Yesterday's Girl
10. John Henry

Eugene

1. I Forgot More Than You'll Ever Know
2. There Stands the Glass
3. Dear John Letter
4. Sorrow and Pain
5. Caribbean
6. Let Me Be the One
7. I'm Walking the Dog
8. Cowboy's Cap
9. Tain't Nice
10. Long Time Ago

GOING... GOING... GONE!

PEE WEE KING
and his Band
with the 1st Male Version of

CHANGING PARTNERS

and

B M B O

Vocals by REDD STEWART

RCA 20/47-5543

For Availability

PEE WEE KING ENT.
307 VAUGHAN AVE. LOUISVILLE, K.Y.
DECCA DEBUT!

...WRVA's great song stylist...

SUNSHINE SUE

Sings

OVER THE VALLEY

and

DON'T TURN AROUND

DECCA RECORD No. 28923

CROMWELL MUSIC, Inc.
VARETTA DILLARD

CONTINUED

... for Week Ending November 21

TOP RHYTHM & BLUES RECORDS

Rhythm & Blues Record Reviews

- Continued from page 22

VARETTA DILLARD
I Ain't Gone Tell.............. 81
VARETTA Dillard has a strong bank of material here and it could break out quickly. Tune is in the R&B blues tradition, and Varetta sings it with a lot of feeling and drive over a wild and swinging backbeat. This one could be another "Moccy, My Foxy" for the charts.

MARVIN AND JOHNNY
Baby Doll..... 80
SPECIALTY 476—The group has impressively good vocal material in this seven-minute recording, which should get strong airplay. Both Marvin's lead and Johnny's countermelody are fine. The McVans, Reni, ASCAP

OSCAR McLELLAN
Lotta Poo............ 78
MODERN 283—The McLeillan boys show a total performance on a bright new tempo, showing the group's insinuating beat. Such a beautifully expressed situation on the "Lotta Poo" tune, you get to wonder whether this is a studio session or the group's regular spot. It's a good one and it could sell both copies and the Phillips, Reni, ASCAP

ROBERT JONES
Hi-Ho-Hi-Ho Girl........ 75
MODERN 290—A great performance with a bright new tempo. Good break here. (Modern, BMI)

Gale Crew........ 75
The demo recording can be considered a fine instrumental with a beat. Good wax. (Modern, BMI)

THE SHADOWS
Don't Be Bashful.... 74
ORACLE 406—"No," makes a fine instrumental with a beat. Good wax. (Columbia, BMI)

I Ain't No Fool Either
b/w The Big Change PEACOCK #1626

GATEMOUTH BROWN
plays great instrumental

Gate Walks To Board
b/w Please Tell Me Baby PEACOCK #1619

AND INTRODUCING

ROBERT KETCHUM
singing

SHE'S GONE FROM ME
b/w Stockade PEACOCK #1623

This Week's New Territorial
Best Sellers to Watch

These records made "Territorial" Best Sellers in March have been secured for the first time this week on one of the charts. They are included for your convenience of dealers and operators in other markets.

Atlanta

1. Money Honey C. McPhatter, Atlantic
2. Money Honey F. Adams, Herald
3. One Hand P. Adams, Herald
4. One Hand C. McPhatter, Atlantic

Detroit

1. Money Honey C. McPhatter, Atlantic
2. Money Honey F. Adams, Herald
3. Feeling Good F. Adams, Herald
4. Feeling Good F. Adams, Herald

Los Angeles

1. A Foolish Thing P. Adams, Herald
2. Feeling Good F. Adams, Herald
3. Feeling Good F. Adams, Herald

New Orleans

1. Money Honey C. McPhatter, Atlantic
2. Feeling Good F. Adams, Herald
3. Feeling Good F. Adams, Herald

New York

1. Feeling Good F. Adams, Herald
2. Feeling Good F. Adams, Herald
3. Feeling Good F. Adams, Herald

Top Ten Territorial Best Sellers

Listings are based on sales reports secured via Western Union messenger service from top rhythm and blues dealers and field tour operators in the eastern market.

Detroit

1. Money Honey C. McPhatter, Atlantic
2. Feeling Good F. Adams, Herald
3. Feeling Good F. Adams, Herald
4. Feeling Good F. Adams, Herald

Philadelphia

1. I'll Be True F. Adams, Herald
2. Feeling Good F. Adams, Herald

Los Angeles

1. Feeling Good F. Adams, Herald
2. Feeling Good F. Adams, Herald

New Orleans

1. Feeling Good F. Adams, Herald
2. Feeling Good F. Adams, Herald

New York

1. Feeling Good F. Adams, Herald
2. Feeling Good F. Adams, Herald
3. Feeling Good F. Adams, Herald

(Continued on page 51)
R&B Territorial Best Sellers

Philadelphia
1. Buns in the Oven
2. Moanin' on Air
3. Foot Stompin' Joe
4. Money Honey
5. Honeymoon

Washington - Baltimore
1. I Had a Notion
2. Money Honey
3. Money Honey
4. Money Honey
5. Shake a Hand

St. Louis
1. I'm Sorry
2. Money Honey
3. Money Honey
4. Money Honey
5. Shake a Hand

Rhythm & Blues Record Reviews

Philadelphia

Philadelphia

Washington - Baltimore

St. Louis

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day

Los Angeles

Chicago

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day

Los Angeles

Chicago

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day

Los Angeles

Chicago

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day

Los Angeles

Chicago

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day

Los Angeles

Chicago

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day

Los Angeles

Chicago

Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

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Doris Day

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Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

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Rhythm & Blues Notes

UNITED Artists

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Los Angeles

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Rhythm & Blues Notes

National Best Sellers

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R&B Territorial Best Sellers

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Rhythm & Blues Notes

UNITED Artists

New York

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Doris Day

Los Angeles

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Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

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Rhythm & Blues Notes

UNITED Artists

New York

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Doris Day

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Rhythm & Blues Notes

National Best Sellers

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R&B Territorial Best Sellers

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Rhythm & Blues Notes

National Best Sellers

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Most Played in Juke Boxes

R&B Territorial Best Sellers

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Rhythm & Blues Notes

UNITED Artists

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Doris Day

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Rhythm & Blues Notes

National Best Sellers

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Most Played in Juke Boxes

R&B Territorial Best Sellers

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Rhythm & Blues Notes

UNITED Artists

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Doris Day

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Rhythm & Blues Notes

National Best Sellers

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Most Played in Juke Boxes

R&B Territorial Best Sellers

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Rhythm & Blues Notes

National Best Sellers

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Most Played in Juke Boxes

R&B Territorial Best Sellers

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Rhythm & Blues Notes

National Best Sellers

Los Angeles

Most Played in Juke Boxes

R&B Territorial Best Sellers

Chicago

Rhythm & Blues Notes

UNITED Artists

New York

Chicago

Doris Day
**Hocus-Pocus**

By BILL SACKS

The 38th Annual New England Vaudeville Convention will be held at the Bond Hotel, Hartford, Conn., November 14-15, attracted nearly 400 delegates of the oldest art. A public show at Food Court Auditorium with a line-up of U.S. and Canadian acts will be headlined by Billy May, with William Cooney, Mervin Reitman, Hal Alpert, and others in support.

Cincinnati and Chicago will be the next stops for the Convention, scheduled for November 16-17 and November 22-23, respectively. The convention also offers a special program featuring the artwork of Geoff Blachford, first place winner of the 1987 National Vaudeville Convention Art Contest.

**Burlesque Bits**

Mary Mack, first circuit headliner who employs a smoke-emitting, top-eye-popping, strip-rimmed stroll, was surprised by her husband, Bob Mahoney, on November 21 at the Rotunda in Utica, N.Y., by a party of 50 members of the Lakewood, N.J., College Board of Directors, who crowned and scarf ed her quite an honor. Mary was throwing a feast for her at the Rotunda at which she turned in a tour de force that was one of the highlights of the annual Miss America pageant.

Jimmie Cagle has written the music for a new film, "Yuma," that will be restored to the air on a major network. The film is expected to make a major impact on the Adult Contemporary chart.

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**CALENDAR**

**THE BILLBOARD**

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THE FINAL CURTAIN

Marriages

BIRD BIRTHS

Borowsky

Announcement of a first child

Annual Crisis

At the First Stakeout

Roadshow Rep

NOTES from Frank H. Thompson, former reporter man who no longer operates his own production corporation, a motorcycle accessory store in Rome, Ga., Clint Haynes, former rep and circus agent, is in poor health and will not turn up at the show. William Beeler, Aurora, is giving interviews to the press about his new show, Art Hollywood and wide and sexy, and will be appearing with Frank Sheedy, former rep and circus agent, with Keith Sheedy, Claude Hollywood and wife. Richard Rosen, who formerly was the band and orchestra leader for the Sheedy Shows, will start with the street from Keith Leo A. Thompson of the Sheedy Shows.

From Miller, S. D. A. A., Johnson who owns the Hollywood and sexy in that State to only fair reports. Jack W. Martin, the famous south shorty and will store his new show on the stage at the Des Moines, Iowa, dramatic type hill. Johnson is a former rep performer. He reports that he did well last year in the Southern Territory which he intends to play...Ruffler, hypnotist, and wife has been in the Wisconsin area recently, but will take to the road soon, with hypnotic work second. His return to his home has been eagerly awaited. His cards date back to the old Marks show of 1960, and he has been a leading man on several engagements since then. His new show, Arnold Furnier has completed two successful years in promotion in this area and has three engagements under contract.

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Hamid Calls for United Front To Gain Federal Tax Relief
Good Possibility for Success Seen; Showmen’s Clubs Aid Is Asked

NEW YORK, Nov. 21—A cooperative effort calling for an agreement of all amusement industry to join in a fight against the tax legislation now being sought by George A. H. Swenson, president of the National Association of Showmen, has been launched by John A. Batell, president of the National Association of Showmen, Jr., at a special meeting held in Chicago last week.

He said that his investigation of the possibilities of securing tax relief convinced him that a bill favoring the amusement industry—rather than one or two segments of it—would have a better chance of winning approval in January and be more likely to result in an adequate tax relief program for the organized effort of COMPO, the theater owners group, that special White House recognition, Hamid said.

Seek Theater Aid
However, he felt that some potent force, as was proved when that organization alone succeeded in getting tax legislation favoring the motion picture industry, would be necessary. And there is reason to believe that a solid front of outdoor interests pursuing the same course would work in conjunction with this effort.

Hamid said that one of the most potent groups of this kind would be found among the various showmen’s associations of which there are 120 in the country. This effect in this field is now being utilized by the operators themselves, he said. He asked that all who desire to have this program made a part of the national program to represent them in this campaign be identified with the National Association of Showmen, Jr., and be listed as a part of the central group.

Every effort should be used in gaining the support of any tax reform group that now enjoys a measure of relief against the tax.

(Continued on page 19)

Changes Policy
Tampa Inks Show Thru
Chi Booker

Tampa, Nov. 21—For the first time in the history of the Florida State Fair, the midweek nightstand show will be booked thru Dec. 14 by John A. Batell, president of T. C. Fisk, manager of the Fair in cooperation with Charles C. Strieder, manager of the Booker Theatre in Chicago. The show will consist of eight midweek nightstand shows.

In the past the fair, which is sponsored by the Tamiami-Theater Owners’ Association of P. T. (Pa) Strieder, not only selected the acts presented, but also booked all the shows.

Horan’s Views
Study P. C. Deal for
Thrill Shows at Fairs

NEW YORK, Nov. 21—An analysis of the American League of Fairs’ show in its relation to percentage bookings at fairs was offered this week by George A. H. Swenson, operator of the Lakeland, Fla., Fair, according to reports of the Fair’s president.

In sum Dr. Horan said that it appeared necessary to return to present idea of offering to fairs a percentage from entertainment business in order to stimulate a better production of travel shows.

The North Carolina fair, he said, the State Fair of Ohio, the convention events at Charlotte and Chicago, in Ohio to stimulate a better production of travel shows. Only in this way has the travel show developed new ideas and forms for its entertainment, and there is a selling job on the part of each activity that would approximate the gate stimulation that was enjoyed in the early days of travel shows like the late Lucky Tester and Robert Bankhead.

Saying that he agreed with Dr. Horan’s position and offered his own personal support of the fair’s position, Horan added that in his state the state department of agriculture plans to grant fair permits for the purpose of allowing fair managers to act as producers of travel shows.

(Continued on page 19)

Convention Directory
Chicago, Nov. 21—A free directory of bookers, booking offices, attractions and fair and show suppliers once again will be made available by The Billboard in the lobby of the Hotel Sherman during the 10th annual convention at Chicago.

The directory will be set up during the convention from Nov. 29 to Dec. 1. To obtain free listings, interested parties should call the convention headquarters at number 2 to have their names placed on the lists. The books will be available for perusal by anyone who attends the convention.

Outdoor Convention Plots Excite Battle

Outdoor Convention Plots Excite Battle

Continued from page 1
panel discussion of “Cash, Tickets and Bookers” Thursday. The International Association of Fairs, the National Association of Showmen and the Showmen’s League of America will also have a report on their government relations committees on the tax.

Fairs have been one branch of the entertainment business to have gained some tax relief. Because of this national and non-profit nature, they operate without a federal tax environment. But while the vast majority of all businesses in the United States are subject to the income tax, the income tax.

Carnivals and Circuses

Of all the branches of the outdoor business, carnivals probably have felt the burden of the tax the most as per capita spending has dropped off and operational expenses have continued to climb. The Showmen’s League of America, which represents more than 1000 of the 1200 or so carnivals in the country, has been working on tax relief as a major issue.

The American Carnival Association, which represents 800 carnivals in the United States, has long been a top subject at its conventions. The Showmen’s League of America primarily a benevolent organization, which has its large membership cuts across all fields of the entertainment industry, a year named a public relations committee to advance the welfare of the industry. This committee has been working on the tax relief, and it will undoubtably be active during the sessions here.

Quite apart from formal convention proceedings, strong interest will be shown by showmen in the ASDC trade show, which will be the largest of its kind. Among the attractions, here, exhibit space will be available. The show will be held on the 21st and will include many of the products of the industry.

FREEWAY BOWS Menagerie in A Dept. Store

Treffich Bows Menagerie in A Dept. Store

NEW YORK, Nov. 21—Treffich Bows Menagerie in a Dept. Store, line, in operation since 1898 as an amusement exhibit for pet and entertainment purposes, will have a new home in a downtown department store this winter. The exhibit of Mrs. Walter W. Wannamaker’s, at Eighth Street and Sixth Avenue, will be a 200 square foot area with an area of 30 feet by 100 in which to operate.

Wannamaker’s had a pet shop in his store, but its animals were only of the small variety. They sold virtually anything from a monkey to an elephant, and went on the premises for such items as baby elephants, bears, monkeys of various breeds, opera performers, birds, reptiles, monkeys, snakes, and in addition standards of their own display. They will be operated as a department store.

They paid $780 for the 4000 square foot area, which will have to be paid within the next couple of weeks.

(Continued on page 19)

2d Printing for 'Midway'

NEW YORK, Nov. 21—William Lindsay Gresham’s latest book, “Midway” was released for free printing and according to the publishers of the book, it has sold well and will be marketed extensively.

The book, issued Oct. 21, was in an original printing of 4000 copies which has been exhausted and a second order of 5000 copies has been made. The firm said the book, “Midway” (The Billboard, Nov. 19) containations of several show business segments and personalities.

angles long-time successful run at the Indiana State Fair and the Hamburg (N. Y.) Fair which show annual increases under these circumstances. Horan, nevertheless, said he had his doubts about this good showing.

Free Show Costs

For one of the hotel days are gone, Hamid said. Today’s production is at a peak and the exhibitor is at the peak of his demands. In 1941 I paid $200 for this show. Today their business has been knocked out by the war and the war is having an effect on the exhibitor business. In 1941 I paid $200 for this show. Today their business has been knocked out by the war and the war is having an effect on the exhibitor business.

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Solid Saginaw Continues Climb

By CHARLIE BYNES

The Saginaw (Mich.) Fair, which attained that age this year, started 13 years ahead of time. And few fairs can match its progress in that period.

In 1940, the year that Clarence Harnden took over as manager, the fair was saddled with a $35,000 debt, incurred in building its present grandstand. Within five years this indebtedness was paid off and the fair was free to turn to further improvements, which it did. Since then over $200,000 has been poured into plant improvements, yet the fair is debt free today and has a comfortable bank balance.

Additional Acreage

Property valued at $75,000 has been purchased, a $75,000 modern electrical system was installed, all roads were paved at a cost of $20,000, modern rest rooms were built, the grandstand was roofed and several new exhibit buildings were erected. A keen awareness to the need of show people was demonstrated in 1952, when the fair built an elaborate $10,000 set of dressing rooms under the grandstand stage, equipped with hot and cold showers.

Further evidence of the fairs' steady upturn is indicated by attendance which has more than tripled since 1940. In fact, tripling of figures in the past 12 years seems to be somewhat of a formula at Saginaw, as it also applies to total receipts, gate and grandstand income and parking charges.

Upgrading

Reasons for Saginaw's healthy growth are numerous. Upgrading of all departments in the past 12 years has been important. Harnden believes that the annual's ability to retain a county fair atmosphere, even tho it has outgrown many State fairs, is important. And he, along with his capable assistant, Montie Mulrooney, keep close contact with the rural folk by attending countless grange meetings throughout the year.

The board is also aware of the important role fairs can play in advertising media for commercial products. As a result, the Saginaw annual has steadily increased its commercial exhibit space and it now boasts four huge buildings devoted entirely to merchants and manufacturers. Income from these commercial accounts has also more than tripled since 1940.

As part of its 40th anniversary this year, the Saginaw annual used many nostalgic exhibits such as this which not only proved popular among the old-timers but pointed up the fair's durability.

Probably one of the most important factors in the Michigan fair's growth is its attraction program. Headlined by an elaborate revue, which has for years been a big well as making area people more fair-conscious. The progressive trend is not confined to the rural patronage with many popular horse over yet and the Saginaw events such as pulling contests and hitches. A broader off-season use of plant facilities, including safe and motorcycle races and thrill shows, is helping to swell the coffers as well as making area people more fair-conscious.

Commercial exhibitors, such as the sponsor of the one here, have thrice successful showings, become aware of the excellent media the Saginaw Fair provides.

Interest of old-timers is evident from the large collection of antiques on display, one of many exhibits tied in with the 40th anniversary.

Retention of the rural atmosphere with a modern twist was this impressive milking demonstration, exhibit, which proved exceptionally popular this year.

The 12-acre farm machinery field has not only become an important source of income but has also helped build the fair's merchandising reputation.

Commercial exhibits, such as the sponsor of the one here, have thrice successful showings, become aware of the excellent media the Saginaw Fair provides.
NATIONAL'S RECORD OF ACHIEVEMENT is YOUR GUARANTEE of the BEST in RIDES, No other manufacturer gives you as much in QUALITY, SAFETY and PROFITS.

THE CENTURY FLYER
Miniature Train
NATIONAL'S TRACKLESS TRAIN
Run anywhere-no tracks needed
THE COMET, JR.
Kiddie Coaster
LARGE COASTER
Designed for any location
COASTER CARS
Custom built for your coaster
MIRROR MAZE
FUN HOUSES
LAUGHING MIRRORS
OLD MILLS
MILL CHUTES
KIDDIE FERRIS WHEEL
KIDDIE BUGGY RIDE
PARK BENCHES
Complete designs for KIDDIELANDS

Rides built by National over 20 years ago are still in operation and considered too good to replace.

PERFECTION . . .
Stems from the production line . . . with its background of fine engineers and skilled mechanics under the direct supervision of Auril Vaszin, National's founder and sole owner . . . builder of rides since 1910.

PERSONAL SERVICE . . .
wherever you are by William de l'Herbe Jr., who has had a lifetime of experience in selling rides and designing parks and kiddielands. Discuss your problems with him. Special trips to your city if necessary.

NATIONAL AMUSEMENT DEVICE COMPANY
Box 480, DAYTON 7, OHIO Phone Muses 2646
Ways to New Highs

A shift from paid grandstand to a free one, plus the presentation of unusual events, such as the championship ski jumping contest pictured above, enabled the '53 Utah State Fair, Salt Lake, to shatter records for attendance, receipts, and on many other scores.

Much imagination was used by J. A. Theobold, fair secretary, and his associates in building an attraction program that lured and held fairgoers. The grandstand was packed for virtually every performance, whereas formerly it drew only woefully small crowds. And people stayed on the grounds much longer, all of which delighted concessionaires, midway ops and exhibitors.

Of the grandstand events, the most unusual was the ski jump. Offered the final two days of the fair, it was staged on a specially built ski course, 110 feet high at take-off, with a run of more than 500 feet. The steel structure was covered first with straw, then with a fine mesh wire, and about an inch of sawdust. After that, it was sprayed with shaved ice.

Ten nationally famed skiers vied for top honors. For publicity purposes, the event was a natural, and the fair unleashed its heavy guns on it. It convinced the people that the '53 fair was to be vastly different from its earlier editions. The results, record attendance and receipts testify to the soundness of Utah's shift in grandstand policy.
"...and not one ride will conflict with any others..."*
Manufacturers Aim Strong Labor Relations Message At Milwaukee Area Workers

The valuable role of fairs in the field of labor relations was never better demonstrated than at this year's Wisconsin State Fair. A hard-hitting exhibit-contest brought to the attention of the annual's big labor patronage some of the many problems faced by the management of an industrial plant.

Sponsored jointly by the Society for Advancement of Management, the Wisconsin Manufacturers' Association and Marquette University, the exhibit was titled "You Be the Boss" and was framed as a challenge to the executive ability of the workingman. Strategically located in the annual's big Wisconsin at Work Building, the display centered around an antiquated production line manned by old-time craftsmen engaged in the manufacture of wood wheelbarrows.

While this production line with its outmoded machinery and venerable workers was in itself a crowd-pleaser, the labor relations message was put over thru the contest tie-in. In order to vie for the awards, it was necessary for entrants to solve a series of management problems that could conceivably develop in the operation of the wheelbarrow factory. The prizes, which included an attractive list of over 100 articles of merchandise, were topped by a two-bedroom prefabricated home and a 1953 automobile.

Typical of the problems faced by the contestant was: "Your employees demand that you grant a 10-cent-an-hour wage increase." To this, 14 possible solutions were advanced to be checked off. Six other problems were also listed dealing with supply and demand, profit decline, personnel safety, taxes and distribution of increased earnings. Two additional problems placed the contestant in the position of a would-be investor in the company.

In addition to the impressive list of grand prizes another lure to fairgoers was a daily drawing in which an on-the-spot produced wheelbarrow was awarded.

Old-time workers performing various operations on the wheelbarrow production line. Metal rims are shown being fabricated in the top left photo, while on the right is a view of the layout department. The worker in the bottom left shot is operating an antiquated drill press and the two on the right are assembling the finished product.

Workers show off the finishing touches to one of the wheelbarrows produced by the mythical factory set-up at this year's Wisconsin State Fair. The give-away of these barrows to lucky fair patrons helped lure people to the impressive exhibit where they were exposed to the real purpose of the display—better relations between labor and management. And officials of the sponsoring organizations were more than pleased with the response given their effort.
SHOWMEN*

CHOOSE

AIRSTREAM

FOR SAFER, FASTER TRAVEL
FOR GREATER ECONOMY AND DURABILITY

Since the days of Tom Mix, showmen have been traveling in Airstream Trailers. This is no accident. Airstreams are built for travel...exceptionally light-weight and easy to tow...extremely rugged to withstand vibration under all road conditions. Ask any Airstream owner—he'll tell you that he's traded in many cars, worn out many sets of tires, but his Airstream is still going strong.

It's the perfect trailer for you...for safe, quick jumps, for unequalled economy and dependability. After thousands and thousands of miles your Airstream will still be as good as new. We mean it..."since we guarantee it for life.

So, if you really want to cover territory, if you want convenience and durability, be sure to see the Airstream.

Like so many other showmen, buy with the assurance of long years of trouble-free service and satisfaction...and for a good deal, write to Andy Charles in Jackson Center, Ohio, or to Art Costello in Los Angeles. They'll take care of you.

NOTE THESE OUTSTANDING AIRSTREAM FEATURES

- All-metal, all-aluminum construction
- All- riveted body
- All- tool undersurfaces
- All-over Aero Core fiberglass insulation
- Vibration-proof fastenings
- Hydraulic shock absorbers
- "See-thru" rear vision
- Arrangements to suit your tastes and needs
- Lifetime construction guarantee

For free catalog and further information write to:
Art Costello, 1755 N. Main Street, Los Angeles 31, California
Andy Charles, 107 Church Street, Jackson Center, Ohio.
PIGGY-BACK MOVES

New Cars May Draw Shows Back to Rails

By TOM PARNKSON

A NEW PLAN for hauling freight by truck and train may be the answer for the growing problem of how to move shows. It is a long-term plan under which semi-trailers would be hauled aboard special-designed railroad cars, which has been nicknamed the "piggy-back" system.

It would mean that eventually the distinction between railroad freight, truck freight and the "piggy-back" would be, if not removed, at least minimized. The plan has been described as the most exciting development in years for both railroad and truck lines alike. As applied to show moves, semi-trailers are attached to tractor-trailer trucks and are moved to and from the trains as a unit, so that the entire trailer may be handled as a single unit. As GM and others outline the plan, either the railroad or the truck line would have the choice of loading and unloading the trailers, depending upon which is more convenient. The trailers themselves could be anything from small semitrailers to large ones.

The need for special trains would be overcome by the development of special equipment on the railroad, so that the use of the railroad in the transportation of shows would have to be separate from the general freight car classifications. The train itself could be an ordinary freight train, and the trailers could be a part of it. As GM and others outline the plan, either the railroad or the truck line would have the choice of loading and unloading the trailers, depending upon which is more convenient. The trailers themselves could be anything from small semitrailers to large ones.

The plan is based on the idea that there would be no special requirements for the show, and that it could be handled by any railroad. The plan is based on the idea that there would be no special requirements for the show, and that it could be handled by any railroad. The plan is based on the idea that there would be no special requirements for the show, and that it could be handled by any railroad. The plan is based on the idea that there would be no special requirements for the show, and that it could be handled by any railroad.

Show Applications

Assuming that the plan were to work, how would it affect the show business? The plan would allow for a more efficient and economical use of the railroad. The plan would allow for a more efficient and economical use of the railroad. The plan would allow for a more efficient and economical use of the railroad. The plan would allow for a more efficient and economical use of the railroad.
Tractor places the trailer hitch onto the rail car's stanchion. Loading takes about 60 seconds per trailer. End-to-end transfer of trailers and placement of stanchions passed circus-style loading of these cars built by General Motors Corporation.

N. J. Depenacker, vice-president of GM and head of the Electro-Motive Division, has said that "General Motors will cooperate with anyone who will take a strong position" for "piggy-back" cars. Whether they are haulers, car operators, or railroads, General Motors has built one car. This car meets standards of quantity three or four months after receiving order. It is expected that the plant would be able to meet any possible market for such cars, but has not yet decided whether to co-operate with the project.

One reason for railroad hesitancy is the rate factor. The industry doesn't want to jeopardize current rate structures by having similar products cheaper because they are loaded in trailers instead of box cars. A member of the International Commerce Commission has stated that if is evident rates can be worked out to mutual satisfaction within the present governing laws.

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Statistical Directory of Fairs

(Received too late for the Cavalcade of Fairs)

ARKANSAS
Newton County Fair, Jasper
OPERATED: 2 days, 4 nights.
WEATHER: Good, 2 days; fair, 4 nights.
ATTACHMENTS: Home talent.
AID, PREMIUMS: State aid, $300; county aid, $100; other aid, $300.
ADMINISTRATION: Prasad, M. Phillip; secretary, Dorothy News.

CALIFORNIA
Fresno District Fair, Fresno
TOTAL ATTENDANCE: Paid, 5,400; complimentary, 10,300; total, 15,700.
Operated 10 days, 10 nights.
WEATHER: Good, 8 days; rain, 2 nights.
ATTACHMENTS: Home talent.
AID, PREMIUMS: State aid, $500; county aid, $100; other aid, $300.
ADMINISTRATION: Prasad, M. Phillip; secretary, Dorothy News.

ILLINOIS
Mount Vernon Fair, Mount Vernon
TOTAL ATTENDANCE: Paid, 46,800; complimentary, 15,300; total, 62,100.
Operated 10 days, 10 nights.
WEATHER: Good, 1 day; fair, 8 nights.
ATTACHMENTS: Home talent.
AID, PREMIUMS: State aid, $5,000; county aid, $1,000; other aid, $2,000.
ADMINISTRATION: President, R. A. Hazard; secretary, G. W. Schoneman.

IOWA
Callaway County Exposition, Rockwell City
TOTAL ATTENDANCE: Paid, 5,957; complimentary, 3,300; total, 9,257.
Operated 5 days, 5 nights.
WEATHER: Good, 3 days; rain, 2 nights.
ATTACHMENTS: Amusement show, 411 events, $20,000.
AID, PREMIUMS: State aid, $1,000; county aid, $500; other aid, $300.
ADMINISTRATION: President, E. E. Andrus; secretary, C. S. Forristall.

MINNESOTA
Kandiyohi County Fair, Willmar
TOTAL ATTENDANCE: Paid, 2,597; complimentary, 2,300; total, 4,897.
Operated 6 days, 6 nights.
WEATHER: Good, 4 days; 4 nights.
ATTACHMENTS: Amusement show, 3,000 events.
AID, PREMIUMS: Free.
CARNIVAL: Riverside Horse Shows.
ADMINISTRATION: President, T. E. O. Thompson; secretary, J. E. Thompson.

NEW HAMPSHIRE
Laconia Fair, Laconia
TOTAL ATTENDANCE: Paid, 15,000; complimentary, 10,000; total, 25,000.
Operated 4 days, 4 nights.
WEATHER: Good, 3 days; rain, 1 day.
RECEIPTS: Gross, $12,119; net, $9,690; total, $21,809.
CARNIVAL: Rader United Shows, Rides and show games, total attendance, 15,000.
ATTACHMENTS: Erda Young show; stage, 300 events.
AID, PREMIUMS: State aid, $3,500; county aid, $2,000; other aid, $500.
ADMINISTRATION: President, J. E. Brown; secretary, H. M. Thompson.

TENNESSEE
DeKalb County Fair, Alexandria
TOTAL ATTENDANCE: Paid, 10,000; complimentary, 5,000; total, 15,000.
Operated 4 days, 4 nights.
WEATHER: Good, 4 days; fair, 4 nights.
ATTACHMENTS: Amateur Shows, 4 days; grandstand, $5,000.
AID, PREMIUMS: State aid, $1,000; other aid, $1,000; total, $2,000.

WISCONSIN
Monroe County Fair, Tomahawk
TOTAL ATTENDANCE: Paid, 4,000; complimentary, 2,000; total, 6,000.
Operated 4 days, 4 nights.
WEATHER: Good, 4 days; fair, 4 nights.
ATTACHMENTS: Home talent.
AID, PREMIUMS: State aid, $5,000; total estimated premiums paid, $5,000.

WEATHER: Good, 2 days; fair, 4 nights; rain, 2 days; cold or cloudy, 1 day.
RECEIPTS: Gross, $12,000; net, $9,500; total, $21,500.
CARNIVAL: Wollin Bros., Short, Auburn.
ATTACHMENTS: Rock Maple Frontier Days; 1 day; Grandeur Variety Show, 1 day; State of Harmony, 2 days.
AID, PREMIUMS: State aid, $3,500; county aid, $1,500; other aid, $400.
ADMINISTRATION: President, R. O. German; secretary, W. H. Rhodes.

CANADA
Quebec
Campion County Agricultural Society, Cooksdale
OPERATED: 4 days, 4 nights.
WEATHER: Good, 4 days, 3 nights.
CARNIVAL: March Shows.
ATTACHMENTS: Semi-Show, 3 days; 1 day; State of Harmony, 1 day.
ADMINISTRATION: President, H. V. Thompson; secretary, W. C. Gagliano.
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The Popular Favorite Repeat Ride of America's Midway Public
- Modern Streamlined
- Superior Construction
- Economical Safe Operation
- PRICED RIGHT—TERMS REASONABLE

Wire, phone or write about earliest delivery dates.
OR SEE US AT THE CONVENTION AT OUR USUAL BOOTH 5 AND 6, MAIN EXHIBIT HALL.

SELLNER MFG. CO. FARIBAULT, MINNESOTA

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ARROW DEVELOPMENT CO., INC. 545 Market Blvd. MOUNTAIN VIEW, CALIFORNIA

NEW 1953 ROLACONE WITH STAPLED FLOSS CONES
Model 1CA and 1B. Roll 'em in your hand. GUARANTEED UNCONDITIONALY FOR ONE YEAR.
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TICKETS ROLLED CONE 100,000 $31.00
10M $10.30—20M $12.60—10M $14.90—50M $19.50
All work guaranteed three weeks. 80¢ each wider, changes, 60¢.
STOCK PRINTED ROLL TICKETS
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DIVISION OF MIB-STATES CORPORATION

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Octopus Fly-O-Plane Roll-O-Plane
BE PREPARED FOR THE EVER-INCREASING KIDDIE BUSINESS BY PLACING YOUR ORDER NOW FOR "KIDDIE RIDES"

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Bulge the Whale

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THE BILLBOARD GENERAL OUTDOOR 65

JUDGE JEREMY BRILEY AND L. K. GRIST

EYERLY EYERLY

EYERLY EYERLY

EYERLY EYERLY

EYERLY EYERLY

EYERLY EYERLY

EYERLY EYERLY
EXPO SLATED FOR TRINIDAD; SEEK MIDWAY

Freight $5 Pose Problem; 250,000 Turnout Expected

NEW YORK, Nov. 21 — The inaugural Caribbean Exposition in Port of Spain, Trinidad, is expected to draw 250,000 patrons during its three-week run from next April 24 to May 16, the Junior Chamber of Commerce believes. A three-day visit here was made last week by Harry Walker of Trinidad, who spoke with amusement personali-
ties with the object of determining a midway for the event. No de-
tail was reached.

The Chamber says its eight-
acre site will hold 127 com-
cer display booths of West Indian manufacturers and importers, and a midway measuring about 300 feet by 750, flanking the dis-
play areas. Sale of alcoholic bever-
egages will be permitted, and two beer gardeners and three bars have
been built for that purpose.

Sixteen miles east of the Vene-
zuela coast, Trinidad is 50 miles
long and 37 miles wide, and is
geographically and biologically a part of South America. Its 1951 popula-
tion was 61,000 of which a third were locally natives of East Indian extraction, and most of the rest were Creoles of British, French and Spanish blood. The island is southern;
most of the British West Indies
which also includes Jamaica and
Barbados. Port of Spain, capital
of Trinidad and site of the ex-
position, has a population of
about 130,000.

Income Tax 40% All government accounts are in dollars and cents, the legis-
tation is British practice. Funds
off a midway operation, the
Chamber police out, can be taken
out of the islands in American
dollars, with an income tax of 40
ten being the solitary obliga-
tion of the operator.

One of the unresolved prob-
lems returning to Trinidad with
Harry Walker was the expense of
shipping survival equipment to
the site. Moore McCormack Lines has a boat leaving New York for
Trinidad April 1 and arriving
April 4. The return boat leaves
May 28 and reaches New York
May 31.

The Chamber puts much of its
hopes for success on the fact that West Indians have never been
able to enjoy themselves at a
midway. They are simply dying
to have a different type of enter-
prise.
Fireworks
For All Occasions
Fairs - Parks - Celebrations

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond. We do not handle Commercial Fireworks, but we do specialize in Professional Fireworks displays.

Available at all
Alex Zarrillo
Highest type times to serve
Manufacturer of and
the public
Neptune Fireworks
Super quality
118 Hockie St.
Established 1890
Belleville, N.J.
Plymouth 9-3733

Thanking
Frank Toscano—Penn Premier Show
for your purchase of a Spatanette
BUY YOUR NEXT
Spartan or Pan-American
House Trailer
From
Fulton Trailer Sales
Nashville, Tenn.—The Showmen's Trailer Friend
C. Stanley Fulton
Mal Cook Fulton
(20 years Advance Apr. Ice Creams and Matt Shows)
when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

Ottawa Signs Hamid Talent, Ups Budget

OTTAWA, Nov. 31.—Harry A. Hamid & Sons, New York talent firm, Thursday (30) was again awarded the grandstand talent contract for the Central Canada, Ottawa International, 1954 season.

The budget for 1954 was increased over that of 1953—a record expenditure. The program calls for two separate shows, one for afternoon and the other for night. The separate show idea, inaugurated a couple of years ago at this event, is designed to ensure a sizable percentage of overlapping patronage and, especially, has worked out well in this respect. More patrons are expected to attend both the afternoon and the night shows with the assurance that the programs are completely different.

Afternoon Scenery
Special scenery designed to enhance the presentation of the afternoon show will be used for the first time. It will depict the interior of a European circus. Besides providing an attractive background for the acts the scenery will serve to hide the talent until it appears, thus building up the impact of each act.

The utilization of scenery for the afternoon show here is made possible due to the fact that no truck events are staged at the fall and so there is no demand of outdoor vision.

The afternoon show, represented by the circus, will feature five animal acts, three ring acts, and four stage acts blended into a complete circuses arrangement.

The night show, similar in form to that of the afternoon, will feature the "Grandstand Follets," ma for Hamid revue offering, plus variety acts, three specialities and five production numbers.

Face Lifted!
Hotel Sherman Lobby All New
For Confabs

CHICAGO, Nov. 31.—Outdoor showmen who attend the coming trade show, conventions and meetings here will be surprised and delighted at the new look and improved facilities of the Hotel Sherman, which for many years, with few exceptions, has been the meeting place of those engaged in outdoor show business.

Since the 1933 convention, the lobby has undergone vast changes and now has an entirely new modern look. Carpeting, furniture and floor lenses are all new. In certain areas, the ceiling was lowered to give the lobby a series of sections of various heights. New indirect lighting system now gives a more eratic effect. All of the wood used was imported from the Philippines and resembles blond mahogany.

During the past year, the hotel continued to modernize its 1,301 guest rooms, all of which have been rewired, redone and re-furnished. Most of the guest rooms and all of the hotel's public rooms now are air-conditioned.

HEAD'N FOR BOOTHS
52 AND 53

Hotel Sherman—Chicago—Nov. 29—Dec. 3
For Gold Medal's Catalog and Price List!

Concession Supplies and Equipment

Whirlwind Cotton Candy Machine • Candy Floss Supplies • Improved Ice Shavers • Sno Cone Supplies • Soft Drink Dispensers • Popcorn Machines • Candy Apples Supplies • Kettles • Hot Dog Steamers • Bun Warmers • Griddles • Burners • Paper Cups • EVERYTHING
for Cook Houses, Grab Joints, Snack Bars, Concession Stands.

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here she is...

LEWIS-DIESEL'S

"QUEEN of the MIDWAY"

Lewis-Diesel's "Queen of the Midway" is truly the answer to the showman's dream... it's amazingly EASY to handle, for it's light in weight and yet it's completely and utterly dependable. Just think! The weight of this Light Plant is just 8,193 lbs., with the combined weight of engine and 24-foot trailer just 24,890 lbs. That's REALLY something to brag about! And what a beauty she is! Our "Queen Of The Midway" has flash and sparkle that make it a tremendous attraction in its own right! You'll have a new "Tree Show" on your Midway!

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And here's a splendid advantage: Because our "Queen" is powered by a "twin-six," in afternoons when the load is light, you can run HALF of the output! Later when the load becomes greater, you can throw in the other engine. If the load is light at night, you can use just ONE-HALF of your power thus conserving fuel!

The TOWERS on top of the trailer give adequate light for "tree-down"... another fine feature of our "Queen"! The towers are collapsible and ride atop on top of the trailer. One man can put them up and take them down. These towers add greatly to the brilliance of the Midway for each features a cluster of six floodlights and each has a tremendously brilliant string of lights the full length of the tower itself.

Call Us Any Time Day or Night For Service!

WE LIGHT THE MIDWAYS OF AMERICA!

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Hamid on Tax

still have much to gain by aiding in this continuing fight, he said. Since the elimination, or halving, of excise taxes would mean additional revenue for the fair.

Dollar Aid Needed

The financing of any battle for tax relief should be a simple thing, Hamid said. He pointed out that single carnivals and circuses will pay as much as $10,000 or more in excise taxes in a single year. If only half of this amount is saved, a sizable percentage could easily be donated to the cost of the campaign. But, again, the money is needed for the campaign, not after the victory is won. Actually, an all-out effort on the part of the industry would mean almost insignificant contributions on the part of single organizations, he added.

Hamid does not believe that full relief from excise taxes as they apply to admissions is possible. The feeling in Washington, he says, is that persons able to pay $1 or more for a single admission can afford the tax and the government needs the money.

The feeling is that the elimination of taxes from admissions of $6 cents or under would be almost certain in the face of a united campaign. However, he is personally willing to fight for the elimination of all taxes on tickets, counting up to and including $1. Thus, Hamid says, is the highest feasible goal, although not all of his personal operations would benefit as a result.

A chain reaction within the industry is needed to spark the necessary action. Hamid said. He said that this park association would be ready to co-operate with all groups at the Chicago meetings and asked that all showmen clubs have delegates prepared to sit in on joint conferences and pledge complete co-operation.

Ripley Units

Continued from page 55

Interment since the cartoonist's death, at which time they acquired the property.

During his lifetime Ripley featured live oddities in the various shows he staged. Arthur presents only inanimate objects from the extensive Ripley collection, including curiosities, freak instruments and original drawings.

There are three traveling units. One features oriental oddities, another African and the third is titled "Man of Images," the unique reconstruction by six artists of his own body.

Permanent Exhibits

Permanent exhibits are located in St. Augustine, Fl., in a two-story building and at the Steel Pier, Exhibits, have also been presented at Philadelphiun (N. J.), Amusement Park, Old Orchard Beach, Me., and Ceder Point, Sandusky, O.

The exhibits have also been used extensively by department stores as traffic builders and advertising gimmicks. Principal visitors have been Gimbel's, Philadelphia and Filene's, Boston.

The traveling units, showing a total of about 1,300 items a year, have been seen by 15,000,000 persons since 1926.

Two men are required to handle each exhibit, and donations system and sponsors are used. One agent handles two units. The traveling units have played such choice positions as the Loop, Chicago, and in front of New York's Black Rock.

The traveling units are contained in attractively decorated street-trailer units for complete mobility.

Arthur is now contemplating sending units into Canada and Europe.

Mr. & Mrs. Team

Continued from page 55

came interested in the earlier. And that is how the McKees met. They were wed later that year, "I've never regretted it," Joe

Born in Same Area

The McKees are neighbors for a time unknowingly, as they were born in Pittsburgh within a mile of each other. Their first meeting was at Chosser Park, which McKee was hired to re-

BUILDING STONE

HEAVY ROLLS

TABLES

STEEL BLEACHERS AND STEEL GRANDSTANDS FOR RENT OR SALE

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STEEL BLEACHERS AND STEEL GRANDSTANDS FOR RENT OR SALE

GIVE TO THE BUNKY CANCER FUND

1. 1. N. Y.

STEEL BLEACHERS AND STEEL GRANDSTANDS FOR RENT OR SALE

GIVE TO THE BUNKY CANCER FUND

1. 1. N. Y.
McGuinness Prep.
Saskatchewan Jubilee

REGINA, Sask., Nov. 21—Fred C. McGuinness, whose family has been a free landholder in the province since 1895, has announced plans for the Jubilee Anniversary of the Confederation of Saskatchewan.

The celebrations, which will be held on July 1, 1953, in Regina, will include a concert, a pageant, and a parade. The concert will feature music by the Regina Symphony Orchestra, and the pageant will be a dramatic presentation of the history of Saskatchewan. The parade will be a showcase for the province's agricultural and industrial achievements.

McGuinness, who is a member of the Saskatchewan Agrarian Labor Party, said that the jubilee would be a time to celebrate the province's past and look forward to its future.

The jubilee will be a major event for Saskatchewan, and McGuinness said that he hoped it would be a success.

The jubilee will be an opportunity for Saskatchewan to show the world what it is capable of, McGuinness said. He said that Saskatchewan was a province of talent and resources, and that it was time for the province to show the world what it could do.

The jubilee will be a time for Saskatchewan to look back on its history and to look forward to its future, McGuinness said. He said that the jubilee would be a time for Saskatchewan to celebrate its past and to look forward to its future.
Humphries Notes
50 Years in
British Showbiz
TORONTO, Ontario, Nov. 21—
Harry Humphries, Teetona booker
and former British circus man-
ger and advance agent, recently
celebrated his fiftieth year in the
outdoor amusement field. Father of
Leo Humphries, Hamp-Mor-
ton Circus manager, and Cana-
dian correspondent for the British
outdoor publication, World's Fair,
the elder Humphries came to
Toronto six years ago. In addition
to his booking activities he has
been on the publicity staff of the
Canadian National Exhibition.
Humphries' early experience
included his being general agent
for the Broncho Bill Wild West
Circus more than 45 years ago.
His British affiliations included
service as general agent for Alg-
erman Pat Collins, member of
Parliament and a major carnival
and fair operator.

Chi Stock Expo
Expects Half
Million Gate
CHICAGO, Nov. 21—Upward
of 500,000 are expected to turn
out for the 55th International
Livestock Exposition, which opens
its nine-day run in the Interna-
tional Amphitheater here No-
ember 26.
Entry lists show that more than
10,000 head of cattle, sheep,
swine and horses will vie for the
more than $125,000 in cash prizes
offered by the exposition and breed
associations.
According to William E. Ogilvie,
expo manager, most of the top
winners of the '52 event and sev-
eral of those winners will be back
with new entries of an-
imals, grains, hay, seeds, fruit and
wool.
Defending champions, who will
be back this year, include three
agricultural colleges for which last
year captured top honors in the
competitions for individual fat
stock. These include Ohio State
University, Purdue University and
Pennsylvania State College.
Karl Huffman, Ida Grove, Iowa
(Continued on page 12)

Dodgeg Bows
New Baseball
Skill Game
EXETER, N. H., Nov. 21—A
new baseball skill game, the Bul-
pin, will be displayed at the Na-
tional Association of Amuse-
ment Parks, Pool and Con-
vention next week at the Hotel
Sherman. The game was developed
by the Dodgeg Corporation, Inc.
operated for the past two years
as a baseball game at which the
customer pitches a batter instead
of batting at it in a Butter-type
installation.
Fred Marbas, president of the
firm which operates in the mid-
field for 30 years, said the device
has been designed for use on a
single unit or multiunit use by parks,
circus, midway operators and
Athletists. In playing Bulpin, the
player's purpose is to knock the
balls thru a tunnel at a baseball
Center (Continued on page 42)

Messa MORE • DAMON
for your
MECHANICAL FIGURES
BALLYHOO PIECES
WALK-THROUGH SHOWS
OLD MILL SCENES
DARK RIDE STUNTS
SCENIC EFFECTS
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and many other animated attractions

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Arthur E. Campfield, Inc.
has developed a successful tent without
quarter poles. These tents are in operation and can be seen
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U. S. SEATING CO.
570 Seventh Ave., New York, N. Y.
106 North St., Chicago, Ill.
LETHBRIDGE EYES
Three Advantages In Switch Dates
LETHBRIDGE, Alta., Nov. 21—Lethbridge will gain three
main advantages from the change
in date of its fair from the end
of June to August 10-12, C. R.
Perry, secretary-manager of the
Lethbridge and District Exhibi-
tion, believes. The date was
changed at the recent semi-
nannual meeting of the Western
Canada Fairs Association in
Montreal, Sask.
The new date, Perry said,
would get away from the risks
of bad June weather, from the
time that 4-H club members are
tied up with school exams, and
permit a soil products exhibit
to be held in conjunction with
the fair, something the fair board
has always wanted. Since 1937, there
has been only one year in which
the fair was not rained out
at least one day.
The new date, however, will
necessitate holding the 4-H club
Achievement Day separately
from the fair, possibly in the
first week of July, Mr. Perry
said. The board hopes, however,
to continue with a 4-H Day at
the fair. The new date may also
mean that 4-H races will not
be available and some other type
of afternoon program may be
introduced.

CARNIVAL ROULES
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2160 Patterson St.
Cincinnati 22, O.


ARCADE OPERATORS *** CONCESSIONERS
Additional Bargains in Good Used
COIN-OPERATED EQUIPMENT
appear in the
COIN MACHINE SECTION
STARTING ON PAGE 104

TRUCK RIDES • COIN DEVICES • KIDDE RIDES

UP and DOWN — MERRY-GO-ROUND
FERRIS WHEEL — SWING — WHISP

BOAT — JET — MERRY-GO-ROUND

7 ENGINE LOCOMOTIVE — BOAT —
TRIANGULAR WHISP — PLANE

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WELD BUILT BODY CO.

5903 Preston Court, Brooklyn 34, N. Y.
Oregon Assn. Girds To Protect Aid $$

Oklahoma State Fair

Committee to Formulate Financial Assistance System Based on Gate

SALINAS, Calif., Nov. 21—The Oregon Fairs Association, warned of forthcoming legislative attacks on financial support received from the State, has organized a safeguard revenue from particular sources.

The organization plans to fight any transfer of revenue from the State General Fund to direct allocation of funds to individual fairs.

The program was set up at the closing session Thursday (13) of the 45th annual convention of the association at the Marion Hotel here.

The warning of pending attacks on fair revenue came from the chairman of the House of Representatives State and federal fairs committee, Mark Haffield.

Indiana State Names Stewart To Presidency

INDIANAPOLIS, Nov. 21—Carlson C. Stewart, of Greensboro, was elected president of the Indiana State Fair board today. Mrs. Norman E. Johnson, Greensburg, Indiana, was elected vice president, and Charles E. Brown, W. E. Struckman, Huntingtonburg, secretary, and Harry R. Cloud, Indianapolis, treasurer.

Miss Ann K. Schuman, Columbus City, agriculture and horticulture; L. White, Oxford, treasurer; Walter H. Jordan, Chesterton, recording secretary; Hal Royce, Austin, sheep; L. Grilley Miller, Elkhart, speed; Ezel Calahan, New Augusta, police and fire; W. G. Overstreet, Logansport, agriculture; and J. M. Meyer Jr., Elwood, poultry; John A. Carter, Anderson, and Schermehorn, publicity.

Neme Smith

MOUNT Ida, Ark., Nov. 21—Walter A. Smith, who has been named manager of the Montgomery County Fair.

OLDEST DIRECTOR IN U. S.

Iowa State Fair Prexy Joined Board in 1902

DES MOINES, Nov. 21—Harold L. Pike, who has served 32 years as one of the Iowa State Fair Board, holds the distinction of having served

Harold L. Pike

a fair board longer than any other.

In 1902, when he was 22, he was elected to the board of directors of the Montgomery County Fair, that same year, he was chosen as the presiding officer of the Missouri State Fair. He has served on the board of directors ever since.

In his first six years as a State Fair Director, Pike served as president of the state department of the Iowa State Fair, an office he held from 1921 to 1927, when he was elevated to the presidency of the Iowa State Fair Board.

When he served his first year on the state board, the floor was provided with permanent structure, the Iowa State Fair was in its infancy, the livestock and machinery exhibition buildings were constructed and in the first year of a fair, it was common to speak of a midway, never to get excited enough to talk about in the forthcoming season.

But he has a keen insight on the fair for many years, and constantly wonders whether everything is working smoothly, on the fair board.

The Oregon Fairs Association, warned of forthcoming legislative attacks on financial support received from the State, has organized a safeguard revenue from particular sources.

The organization plans to fight any transfer of revenue from the State General Fund to direct allocation of funds to individual fairs.

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The warning of pending attacks on fair revenue came from the chairman of the House of Representatives State and federal fairs committee, Mark Haffield.
IAFE Convention Program
Hotel Sherman, Chicago

Monday, November 30
11:00 a.m.—International Motor Contest Association, Crystal Room
President: B. R. McVie, chairman, presiding.
1:00 p.m.—Luncheon meeting of Women's Affiliate Association, Room 110. Mrs. Edora Schantz, president.
2:00 p.m.—Craftsmen's Fair, Willard Masterson, Wisconsin State Fair, Milwaukee.
A New Kind of Junior Exhibit, E. P. (Ned) Green, California State Fair, Sacramento.
Atomic Exhibits, G. L. (Pete) Baker, Oklahoma State Fair, Oklahoma City.
Arbitrator Exhibit of Figes, Robert B. Stein, U. S. Army Exhibit, Alexandria, Va.
Community Co-Operation, Mrs. Ruth C. Harkness, Eastern Idaho State Fair, Blackfoot, Montana; Mrs. Dorothy Harkness, Calgary (Alta.), Exhibition and Stumper; M. D. Corbin, Women's Fair, Waco, and J. Dan Baldwin, Kentucky State Fair, Louisville.
Ohio's Sesquicentennial, Howard S. Feust, Ohio State Fair, Columbus.

Tuesday, December 1
10:30 a.m.—Maid of Cotton Contest, Richard H. McIntosh, Alabama State Fair, Birmingham.
Newspaper Throwing Contest, James E. Tays, Illinois State Fair, Springfield.
Brule Horse Demonstration, M. E. Twedell, Oklahoma Free State Fair, Muskogee.
Community Improvement Contest, Pat W. Kerr, Tennessee Valley A. & I. Fair, Knoxville.
Promoting Livestock thru Fairs, A. H. Ward, Piedmont Interstate Fair, Sparks, S. C.
Story of Agriculture, Sam Schneider, Tulsa (Okla.) State Fair.
Conservation Show, Willard Masterson, Wisconsin State Fair, Milwaukee.
Egglaid, Mrs. Martha Eddy, New York State Fair, Syracuse.
2:00 p.m.—Building Plans and Financing, Gaylord R. Lewis, Findlay, Ohio.
Horse Industry, J. A. Thrashol, Utah State Fair, Salt Lake City.
Creating Favorable Impressions, Harry Frost, Minnesota State Fair, St. Paul.
New Construction, Howard P. Feast, Ohio State Fair, Columbus.
Kennedy's Blackwell, Indiana State Fair, Indianapolis.
900 Club, E. P. (Ned) Green, California State Fair, Sacramento.
Model Picture Story, State Fair of Texas, Dallas.
New Days—New Ways, Mrs. Martha Eddy, New York State Fair, Syracuse.
2:00 p.m.—Free Grindboard Shows, J. A. Thrashol, Utah State Fair, Salt Lake City, traveling with Miss Speedman, San Diego County Fair.
The lure of Prizes, S. F. Davison, Central Canada Exhibition, Ottawa; A. Ben Williams, Pacific National Exhibition, Vancouver.
Publicity Gimmicks, Martin Zook, Mid-South Fair, Memphis.
Night Club Operation, M. E. Twedell, Oklahoma Free State Fair, Muskogee.
Pre-Fair Exhibitor's Party, S. F. Davison, Central Canada Exhibition, Ottawa.
Everybody Loves a Parade, J. C. Huskisson, Florida State Fair, Tampa.

FEDERATION OF STATE AND PROVINCIAL ASSOCIATIONS OF FAIRS

Monday, November 30
10:00 a.m.—Planning the Convention Program, Joseph C. Bartlett, North Haven, Conn.
Associate Membership, Clifford C. Hunter, Taylorville, Ill.

Tuesday, December 1
10:00 a.m.—Service to Our Members, Win Ridgley, Plymouth, Wis.
Free to Know, H. C. McCollum, Arlington, Md.
Maurice E. Turner, Hinsdale, Tex.
Clay E. Buyk, Little Rock.
Ridgley Singleton, Jefferson City, Mo.

WFA Execs Discuss
Television Pros, Cons

CORONADO, Calif. Nov. 31—Bert F. Williams, publicity supervisor for the Coronado State Fair, chairman of the newly formed Western Fairs Association, and Supervisory Committee for the Western Fairs Association, reported that a permanent committee was appointed to inform and assist all Western fairs on the rapidly growing TV field. This last year, TV illuminated the Thursday afternoon (11) of the WFA meeting at the Hotel del Coronado here. The meeting ended last night.

The Western Fairs Association is endeavoring to keep its members abreast of the latest developments in television installation and operation and the ways in which it could be employed to promote fairs. Serving on the committee with Williams were: Tex R. Fane, director of public relations, Los Angeles County Fair; Dick Walker, manager, Glenn County Fair; Robert L. Connolly, manager, San Diego City Fair; Maurice L. Dash, manager, Golden West State Fair; John F. Vailes, manager, Salt Lake County Fair; Gilbert F. Drake, manager, San Diego County Fair; and A. W. Rolfe, manager, California State Fair.

One goal of the WFA in the television field is to explore the possibility of presenting the WFA convention in person to the state and district fairs in the West. "Today," Williams said, "the Americanism and handling of live shows, other than nationally sponsored events, presents a financial problem for the fair managers whose budgets are already strained to the limit with the constant" (Continued on page 90).

GENE HOLTER . . . Originator of the FAMOUS
RACING OSTRICHES

The Smash Hit at State-County Fairs
Sportsmen's Shows

NOW

Proudly Presents a COMPLETELY new and Sensational Combined Show
(Running Time: 11/2 Hours)

Also Featuring...

RACING CAMELs
POLO PLAYED ON ZEBRAS AND DONKEYS
PERFORMING ZONKEY
WILD ANIMAL DERBY
(Wild Animals Ridden and Driven in Races)
PERFORMING APES
OSTRICH VS. HORSE in Thrilling Match Race

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Telephone: Lambert 2-8894
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GENE HOLTER

Thanks to the Great Big
STATE FAIR OF TEXAS
FOR THE 1953 CONTRACT TO FURNISH
ALL MIDWAY SIDE SHOWS

It is an Honor to be again Awarded the Contract for 1954

I Want To Feature an ENORMOUS COLORED REVUE

Independent showmen with new outfits. Appearance bond necessary for some? Ask anyone who played it last year. Two and one-third million people in 16 days.

See me at the Convention at the Sherman Hotel
MIAMI PHONE 7-6536
CLIF WILSON 190 N.W. 93D ST.
MIAMI, FLA.

NOTICE, FAIR SECRETARIES—I CAN SUPPLY YOUR NEEDS
CLOSE-UP: DR. FLEMING

Dentistry Mixes Well With Fair Business

By JIM MULHALL

In the early days of the Louis-

burg Fair, Doc Fleming, a dentist, was

faced with a problem that perturbed

more than the mind of pain that

patients must endure with extrac-

tion. At the end of the third year

of his practice, he found himself

with debts of $7,600 in debt and the gold

in-

lays needed for financial success—

if they existed at all—were

seemingly nonexistent.

At the time—35 years ago—

Doc Fleming was interested in the

field of dentistry in the community.

The organization of the fair in 1914

found a stock promoter selling $40 worth of

certificates when the fair opened for $1,000.

As such doing that caused

officials to seek out Doc who had

reached the fair for championship.

The second and third years of

operation were observed by Doc but,

actually, he was told what

the event enjoyed and

was unable to do so.

Doc Taking Over

Doc studied the situation

and told the directors he would

do one of two things, sell out or buy

portance. The midway is vitally

important to the fair because,

without it, there would probably

be no fair in the same circumstances.

Small farmers have a tough job

in getting their produce off the

farm. A man who can buy Doc's

gold for his tobacco. Try
to

let them compete for a few

shares, the fair, he says.

If interest can't be stimu-

lated, then it can be in another

way. A recently started has

created a lot of local interest

among a bunch of locals who con-

ducted went.

Doc has an eye for beauty,
as well as a love for

his past. He married Mary, his

second wife, in 1914. At the time

of his marriage to Mary he had

three children older than his

brother. Doc told her she

would be marrying a
dangerous man who already

had four grandchildren. Last winter,
at the meeting of the North

Carolina

Association of Dentists, Doc was

putting out signs, noting the

opening of a new baby.

Doc, who has been running

the Louisburg Fair since 1914,

and hopes to run it for 27 more.

And Doc, who has pulled off a trick

like that. Doc has 25 years of

cease produce that were

exhibited at the fair, including

a building 166 by 69 feet

square, the fair opened for $1,000.

About 70 now, Doc was a

student at North Carolina State

College in 1912. At 18, he entered

the University of

Pennsylvania dental school, post-

ing a course in which he was

encouraged by a dentist who has

been a Confederate soldier. The

boy Fleming was well prepared

when he ventured into Yankee-

land to collect his education,

he had two guns strapped to his

waist. In the years that follow,

Doc recalled, "I didn't anybody

but nobody shot at me.

Meets All Situations

As Doc has been prepared for

all contingencies since then. In

the depression years, the

fairgoer and Doc took a good

number of losses and

peanuts for admission. He is

a Lunan man who says that

the agricultural end of the event

is not always paramount in

his opinion.

The midway is vitally

important to the fair because,

without it, there would probably

be no fair in the same circumstances.

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a Lunan man who says that

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his opinion.
Fair Assn. Meetings

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We can offer you the BRIGHTER and BIGGER than ever FAIRS and SHOWS that are sure to draw customers.

REVIEW SHOWS — THRILL ATTRACTIONS — WRESTLING — VARIETY SHOWS — ORCHESTRAS — RADIO & T.V. PERSONALITIES — LIGHTS, STAGE EFFECTS...

JIMMY TROY

Carnivals — Thrill Shows — Grandstand Attractions

The INDIANA STATE FAIR

will receive and consider proposals on Dec. 11, 1953, beginning at 10:00 A.M., in the Administration Building, Indiana State Fairgrounds, Indianapolis, for Carnival, Thrill Show and Grandstand Show for the 1954 Indiana State Fair. Kingdom P. Blackwell, Sec./Mgr.
SOME GAINS REGISTERED

Grandstand Segs Hold Their Own
Altho Competitive Lures Grow

NEW YORK, Nov. 21—An analysis of news reports shows that Grandstand Segs, the lure producers, have held their own during the last year, the company's marketing activity in other entertainment is increasing, and the sales of their lures in their respective areas have shown increases. The sales have been varied, ranging from markets to substantial gains, a great deal of which has been due to the increased promotional efforts accomplished by the company. This, of course, can be interpreted as meaning good.

A sufficient number of substantial gains were reported, excluding those events hit by weather, that one can distinguish this phase of fair operation showed a marked increase.

Near Capacity for Some

At a number of fairs, the availability of increased Grandstand revenue, apart from keeping admission prices, is virtually all in the way of increases that have been, for some time, announced to provide the entertainment at various fairgrounds.

Rapid Growth

Greenville, O., Surges Upward in Two Years

GREENVILLE, O., Nov. 21—The Great Darke County Fair, which has been the focal point here this year, has probably made greater strides in the past five years than it did during its first 50 years. During that two-year period a fairly high show was booked and in this influx of new energy has been the necessary new era.

Attendance has increased every year since the fair was started, from 6,000 in the first year to nearly every year in the last. The increase in attendance has been equally remarkable in the number of entries, in all departments.

Premiums have doubled in the past two years, and the fair is now one of the leading fairgrounds in the nation.

This structure, to cost $350,000, will measure 110 by 500 feet and have a seating capacity of 8,000, and would augment attractions already on the ground.

With the zusammen of round-up and entertainment, the fair will be held as a meeting place for the Ohio Catttle Industry. The event will be held at the Greenville Fair Grounds.

When the fair was started, the money was invested in a new building, and the fair has since been keeping up with the demand for seating capacity.

Plant improvements have been completed, and the new building is now ready for use. The fair is well equipped with all the latest improvements.

Greatest Attendance

The fair, which was held on the farm of Mr. Wm. B. Paton, was attended by a record number of people. The fair was open to the public.

Miss BeBe Says...

OPERATORS, SECRETARIES, CONCESSIONS

AND ANYONE INTERESTED IN THE FAIR BUSINESS...

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Savvy Money. Subscribe NOW—This Lowly Fine Cost

1404-5TH ST., OMAHA, NEBRAS.-CO1-DIFFERENT

PHONE: REGENT 3121

The Alton Daily Telegraph

Miss BeBe Says...

OPERATORS, SECRETARIES, CONCESSIONS

AND ANYONE INTERESTED IN THE FAIR BUSINESS...

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Savvy Money. Subscribe NOW—This Lowly Fine Cost

1404-5TH ST., OMAHA, NEBRAS.-CO1-DIFFERENT

PHONE: REGENT 3121

The Alton Daily Telegraph

President James M. Halsey, Jordan, Ill., and the American Beet Growers Association, has announced that the 1955 beet show will be held in Grand Island, Neb., on June 27-28, 1955.

Today's Beet Show

BEATS DRUMS FOR '55

McGuinness Preps Saskatchewan Jubilee

Continued from page 74

McGuinness is still in the process of developing the concept for the show, which will be held in the city of Saskatoon, in the heart of the agricultural region of the province. The show will feature livestock, farm machinery, and various agricultural displays.

The show will be an important event for the Saskatchewan agricultural community, as it provides an opportunity for farmers to showcase their accomplishments and connect with other farmers. McGuinness is confident that the show will attract a large audience and be a success.

The show is expected to draw thousands of visitors, including farmers, ranchers, and agricultural industry professionals. McGuinness is working with local agricultural organizations to ensure that the show is well-attended and successful.

The Saskatchewan Agricultural Show is scheduled for June 27-28, 1955, at the Exhibition Grounds in Saskatoon. McGuinness is currently finalizing the details of the show and looking forward to its success.

Oregon Girls to Protect Aloe

In his annual report, President Vernon De Long, of La Grande, has outlined the accomplishments of the 1954-55 season. The report is available for public viewing, and the fair is expected to be held in La Grande in June.

The fair is the major event of the season, and it is expected to attract a large audience of visitors. The fair is held in honor of the late Mr. A. G. De Long, who was instrumental in the development of the fair.

Several other events and activities are scheduled for the season, including concerts, parades, and a variety of entertainment options. The fair is expected to be a major source of income for the local community.

WFA Execs

Continued from page 75

by increasing cost of material, labor, and transportation.

"Few fairs may be able to offer," he continues, "as many events, and costs are equalized, except for those events that are not properly scheduled or organized." Williams is concerned about the ability of fairs to attract adequate crowds.

Williams told the group that the fair business is an important economic activity that provides a source of income for farms and other rural communities. He is worried about the current state of the fair business and is looking for ways to improve it.

The value of vacant lots was also pointed out to the group. According to Williams, the land is not being effectively used, and there is a need to develop more ways to utilize the land. He is concerned about the potential for further decay and the need to find ways to improve the situation.

In conclusion, Williams emphasized the importance of the fair business and the need to take action to improve it. He is encouraged by the enthusiasm of the group and is looking forward to working with them to develop a plan of action.
NOVEMBER 28, 1953

THE BILLBOARD

FAIRS-EXPOSITIONS 79

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Attractions for Every Taste—Young and Old—to Assure Maximum Attendance and Profits

BRINGING THE BEST IN THE GAY WHITE WAY to the NATION'S STATE and COUNTY FAIRS

30 All Steel 72-Foot Railroad Cars
2 Mammoth Searchlights

26 Streamlined Rides

COMMITTEES

18 Outstanding Shows
Now is the time to prepare for next year's big dates.

6 Giant Light Towers
We are already arranging routes for '54. Investigate our show before committing yourself.

ATTENTION

All Fair Secretaries and Officials
We are extending you a cordial invitation to visit our headquarters in Hotel Sherman during the Convention. There will be new and novel ideas unfolded before your eyes for your 1954 event.

Showmen—Concessionaires
We are always interested in New and Novel Attractions. Will Book high-class Legitimate Merchandise Concessions. Some Exclusives Available.

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EXECUTIVE STAFF

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Art Frazier ............. Business Manager
Peezy Hoffman ....... Special Agent
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www.americanradiohistory.com
3 Rides, Drome Going Out In Palisades Modernization
Roto-Jet to Replace Bug Ride; Park to Get Pastel Color Scheme

CLIFFSIDE, N. J., Nov. 21—Plans are being made to eliminate four major rides in an effort to keep the potential of the park and to prepare it for winter, said Robert A. Ronai, who said the $150,000 modernization project includes multi-color paint schemes and bright new show fronts.

Ronai, one of the nation's leading exponents of amusement parks, said the changes will be made at the end of the season. New shows and new rides will be installed for the coming season. New items on the grounds will include the new Roto-Jet, a two Ferris Wheel, and a seven-story batting cage. Additional feature will be the addition of a permanent band shell.

Ronai also said the management will return to the indoor operation of shows and recondition the population, adding that the park will be ready for spring in 1954. The Roto-Jet will be ready for use next season.

Variety Avenue
*Varied as the year goes on and now includes the old Ben Franklin.
*People have taken to hitting the

AC Girds for Centennial
ATLANTIC CITY, N. J., Nov. 21—Preparations are being made to celebrate the coming of 1954, it was announced here today. The coming of the centennial will be celebrated with a series of events starting January 1 and continuing throughout the year.

The celebration will feature a variety of events including musical performances, lectures, and a series of exhibits. The main event of the year will be the annual New Year's Day parade, which will feature floats, marching bands, and other attractions.

The celebration will also feature a variety of cultural events, including a series of lectures and discussions on various topics. The events will be held at a variety of venues throughout the city, including the public library and the main library.

Other events of the year will include a series of concerts and plays, as well as a variety of other events. The events will be held throughout the year, and will feature a variety of performers and artists.

Palmists Sues For License
CHARLESTON, S. C., Nov. 21—Court Clerk W. Lloyd Floyer is suing the state of South Carolina for a new license. Mrs. Floyer, who runs a palmist shop, is seeking a new license because the state has recently revoked her old license.

The state has revoked her license because she has been running the shop without a license for several years. Mrs. Floyer is arguing that she has been running the shop for many years, and that she has a right to keep it running without a license.

The case is currently pending in the court system, and a decision is expected in the near future.

Salt Lake Funspot Hit by 500G Blaze
SALT LAKE CITY, Nov. 21—Fire broke out at a Lagoon Resort near Salt Lake City on Saturday (29) and destroyed the park's 500-foot tall tower. The fire, which started in the park's amusement park, quickly spread to the tower and caused extensive damage.

The fire was contained by the local fire department and there were no reported injuries. The cause of the fire is under investigation.

Salt Lake Funspot is a popular amusement park in Salt Lake City, featuring a variety of attractions, including a 500-foot tall tower. The tower, which opened in 1952, was a popular attraction for visitors to the park.

The park's management is now working to assess the damage and determine the next steps in the recovery process.
CHOSEN BY OVER 500 SUCCESSFUL OPERATORS

and every one of these MINIATURE TRAINS is still on ACTIVE DUTY

For Free Catalogs and Complete Details Write Direct to Dept. B

MINIATURE TRAIN CO.
RENSSELAER, INDIANA
Biggest Trade Show Backs NAAPPB's 35th Convention

Huedepohl Sees Coin Business Boosting Registration by 1,000

CHICAGO, Nov. 21.—The National Association of Amusement Parks, Pools and Beaches will open its 35th annual convention on Sunday (28), backed by a good showing of registrants, according to Huedepohl, who predicts popular attendance for the NAAPPB's biggest trade exhibition.

Park men have scheduled the first session for Sunday and they will get down to the business of convention operations on Monday (29). Meetings will be at the Sherry-Netherland Hotel, and the NAAPPB sessions will be in the Louis XVI Room each afternoon. Pool and beach sessions will be in the hotel lounge each morning.

The convention will be the largest ever held, and the hotel will be the sitting situation. Park owners will begin a rush on their 1955 federal income tax return, and they may not be too pleased with the 1944 tax relief. Rounding out the picture, there will be a discussion by a national federation official of the Internal Revenue Services's current tax tightening program.

1,500 Registration Huedepohl said that registration may total as much as 1,000 more than last year's 3,000, but he reported that the show will mean greater profits for the pool and beach operators. The trade show this time will feature displays of appliances and equipment for hotels and amusement parks, and the largest show in NAAPPB history will be on hand.

Eighty-two companies will be taking part in the show, including among them the major manufacturers of all types of equipment and services. The outlook for swimming pool equipment, according to Huedepohl, will be the best in years.

Convention activity other than the show will consist of Tuesday (29) with an NAAPPB directors' meeting and a business lunch. Directors will also meet on Tuesday (29) and a special meeting of the Equipment Association will have been held on Monday (28) and Tuesday (29). The NAAPPB's annual business meeting and annual dinner, with the election of new directors, will be one of the major events of the general outdoor convention programs.

**Prominent Convention Speakers**

**Chic Stock Expo**

- *Chicago, November 28, 1953*
- A six-time grand champion in the division for exotics for 15 years, Mr. and Mrs. H. M. Besuden, of the Fair共建, will exhibit a variety of exotics at the exhibit, including a large number of exotic fish and reptiles.

**Dodge's Bows**

- *Chicago, November 28, 1953*
- A diamond target. The score is automatically tallied according to the American National Billiards Association rules.

**Post Card Vendors**

- *Chicago, November 28, 1953*
- Still the best machines of their type in the nation.

**AREA Program**

- *Chicago, November 28, 1953*
- Introduction of Guests and New Members, followed by a dinner at the Chicago Hilton.

**PARKS-RESORTS-POOLS**

- *Chicago, November 28, 1953*

**Electrical Group**

- *Chicago, November 28, 1953*
- Locations Wanted, followed by a dinner at the Chicago Hilton.

**Electrical Group**

- *Chicago, November 28, 1953*
- Introduction of Guests and New Members, followed by a dinner at the Chicago Hilton.
NOVEMBER 28, 1953

THE BILLBOARD

PARKS-RESORTS-POOLS

in...

CALIFORNIA

Playground of the Pacific....

the

LONG BEACH AMUSEMENT CO.

Now offers 2 great Amusement Zones

MORE FUN THAN EVER

See the Nu-Pike in the movies.
Watch for the 3-D release in color of "GORILLA AT LARGE"
Soon to be shown in your city.

"NU-PIKE"

"VIRGINIA PARK"

Enjoy Living . . . in Long Beach—Year 'round Operation
—Year 'round enjoyment for the Operator

REPRESENTATIVES OF THE Long Beach Amusement Co. will be in Chicago during the Convention.
See them at the Hotel Sherman. Consult the Lobby Directory for Room Numbers.

LONG BEACH AMUSEMENT CO. 201 West Pike, Long Beach 2, California
Mason Kight, President • Frank E. Stanton Jr., M. D., Vice President • L. P. (Pat) Murphy, General Manager
CONCESSIONAIRES

A 20th Century Amusement Center of a permanent nature, being built from the ground up on a new location offers the greatest opportunities in the history of Show Business.

We would like to hear from legitimate concessionaires of all types—Hanky Parks, Food and Drink Stands, Kiddie Rider Operators, Services for Aracade equipment, Kiddie riders, Carnivals, and Rides. We are also looking for legitimate owners of land to lease to us.

This new site covering more than 200 acres is located right in the heart of Monticello, N. Y.

Please contact Mr. Morris Abraham, P. O. Box 713, Woodridge, N. Y., Phone Monticello 2346 ... or call Mr. Benjamin Semmel in New York City, Canal 8-1110.

Mr. Benjamin Semmel will be at the Palmer House, Chicago, during the Convention.
Minature
Golf Courses
DRIVING RANGES
We have a separate club
GOLF BALLS-CLUBS
TEES-MAT-PUTTERS
Write for prices
EASTERN GOLF CO.
Avon, Mass.

FOR SALE COMPLETE EQUIPMENT FOR KIDDE PARK
With revenues of $10,000. Underground wiring. Surround sound system. All equipment. Equipment as new.
KING-CRISTIANI BUSINESS HOLDS
Florida Towns Give Capacities; R-B Uses Wait Paper; Sarasota Big

FORT MYERS, Fla., Nov. 21—King Bros. & Cristiani Circus is to be played here Saturday and Sunday afternoons at 3 and evenings at 8. The major tented show, scored more than 1,000 of its patrons to the races and other attractions in Miami and Fort Lauderdale, and it is expected that thousands more Florida stands this week will be filled with patrons who will come for the show. The Sarasota Big, which opened on Thursday, had a night and a half of good reports. It is located on the Central Avenue, and the Sarasota Big is expected to draw a large crowd. The show has been in progress for three weeks, and the Sarasota Big is expected to play for another week.

Mills Business Spotty in Fla.; Vero Beach Big

BARTON, Fla., Nov. 21—Mills Bros. Circus, one of the long-sustained, successful and popular business in Florida this week.

DANVILLE, Va., Nov. 21—The Danville Star, owner of Danville Bros. Circus, announced this week that he would close his circus after three years, and that he would sell his business. The Danville Star was opened in 1938 and has been successful in the Danville and surrounding area. The circus is located in the Danville Star, and it is expected to continue for at least another year. The Danville Star is one of the oldest and most successful circuses in the country, and it has been in existence for more than 50 years. The Danville Star is expected to continue for another year, and it will be in operation for the entire season.

61 SEASONS P. A. Readies' Hunt's Blog, Show History

FLORENCE, N. J., Nov. 21—C. J. McElroy, 68, newspaperman, has announced this week that he will become the new owner of the Hunt's Blog, a Show History of the Hunt's Blog. The Hunt's Blog, which began in 1931, was started by John Hunt as a way to promote the circus and to promote its shows. The Hunt's Blog has been a popular show for over 60 years, and it is expected to continue for another year. The new owner, P. A. Readies, has announced that he will continue the tradition of excellence in show history that has been the hallmark of the Hunt's Blog.
Under the Marquee

Christmas Greetings
to Everyone

From all the Yanks down under

Wayne Larey
Roy & Neis Deister
Mark Anthony

And all Personnel appearing with the Greatest Show in Australia

Wirths Circus Pvt. Ltd.
52 PITT ST.
SYDNEY

Bobbie Bob

Under the Marquee

The Billboard

DO YOU COLLECT
THE ROYAL JEWEL?

Robert and Betty Bob
MRS. HELEN REAVEN
1302 W. 127TH, DENVER, CO.

DO YOU COLLECT
RICHARD W. WALKER
MRS. HELEN REAVEN
1302 W. 127TH, DENVER, CO.

DO YOU COLLECT
THE ROYAL JEWEL?

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DO YOU COLLECT
RICHARD W. WALKER
MRS. HELEN REAVEN
1302 W. 127TH, DENVER, CO.
SCOTCH BAGPIPERS DISAPPEAR FROM SIDE SHOW BALLY ROLE

MARION, Ill., Nov. 21.—Hazel Mcgregor of Bally,STATE and Southwestern Missouri, was reported to be trouppeing with a side show, according to a report reached here by a telephone call. Hazel Mcgregor is the only active Scotch bagpiper in the world, and was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years. He was reported to have been heard in performances in the State and Southwestern Missouri for many years.

WICHITA HAS ZOO PARADE

WICHITA, Kan., Nov. 21.—Tremenous crowds, including a large number of children, turned out to see a show of animals for the benefit of Municipal Park in the form of a parade. The city's first such parade was held in 1924, and it was quite a success. However, this year's parade was even more impressive. The parade featured a variety of animals, including elephants, giraffes, and many others. The parade was led by a group of children who carried signs advertising the park's new Zoo. The parade was a huge success, and it was clear that the children had enjoyed themselves.

150 VARIETIES

Builder Boosts Plants For Props, Tops, Trim

WEIGHT and wear are two of the greatest problems facing showmen. But cumber- some props and unsightly equipment that requires frequent repeating or repairing can be a thing of the past, according to John C. Hansen, plant manager of the plant which builds the equipment. The company's new line of props is made of lightweight, durable materials, and it can be easily repaired or replaced if necessary. The props are designed to be used in a variety of ways, and they can be used in any type of show.

WAILs, pipers

183 St. John St., SENECA, CIR.

PHONEMAN BOOK AND TICKET GREAT AMERICAN SHOWS.

FRED COTELLA 223 St. John St., SENECA, CIR.

FLAP SHOES Special stock of American made shoes for men, women and children.

AL PHILLIPS 1575 Fifth Ave., NO. HAN, i., L. N., PHILA., Pa.

STEEL BLEACHERS AND STEEL GRASSRACKS

FOUR KNOUNWELLS WITH THEIR STEEDS ENO AERO WHEELS

LOIS FIGAR 1725 St. Louis Ave., SENECA, CIR.

STANLEY W. WATSON

For Over 30 Years Recognized As America's Greatest Circus Booker in Europe

WHO PUT THE CIRCUS ON ITS FEET IN ENGLAND

NOW REPRESENTING THE GREATEST

ATTRACTIONS

THE GREAT MOLTONS A TERRIFIC AND SENSATION

IN AN OPEN AERO CIRCUS

WHIRLEYS I'I CHASER ON 40-FOOT TOLL OR MOTORCIRCUS

THE GREAT RASINI WITH HIS ROCKET CAR

THE THERON FAMILY (COMEDY, A REAL REVIVE ON WHEELS

FOUR KNOUNWELLS WITH THEIR STEEDS ENO AERO WHEELS

ALSO MANY OTHER OUTSTANDING SEASIONAL NOVELTIES

For all information—open time—address all communications to

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1564 BROADWAY NEW YORK, N. Y.

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183 St. John St., SENECA, CIR.
Oregon Fair Dates Create Route Problem

SALEM, Ore., Nov. 21—Carnivals and concessions will find it more difficult to make the rounds of fairs in Oregon during 1904 over the lines that were operated in selecting dates during the annual numbers for the Oregon State Agricultural Association, which closed here Friday (14), mostly favored this time to August. While the practice does not try to dictate dates, it does attempt to keep these dates in a common house whereby these conflicts might be avoided.

Also notable was the fewer number of fairs that will pick dates, 24 fairs and exhibitions, compared to the 35 last year. Whether the shift in the travel routes for the state meeting site was a factor, or the restrictions of the enacts, the Pacific Intermountain Fair Association was without representation this year. An ad for this show, picking up at the Multnomah Hotel in Portland instead of at Salem to give his address on the future of the Pacific Interstate. The shift in time and place was on such police, one well received.

The following dates were selected for 1904 fairs and exhibitions.

Clackamas County, Aug. 30, Portland

UTC, Sept. 18, Portland

Linn County, Aug. 27, Corvallis

Lincoln County, Aug. 27, Cottage Grove

Polk County, Aug. 27, Roseburg

Washington County, Sept. 19, Tigard

ROBERT CROCKETT

Fred Waite

Buried in Iowa

FREDERICK WHITMORE W. WAITE, for many years a well known outdoor show business, was buried in Ottumwa, Iowa, Monday following a heart attack, from which he died shortly after he was with the S. W. Brundage Company, was 74 years old. Waite was the son of Amos Waite of Grundy Center, Des- moines's World Fair, Royal American Shows. He is survived by his mother, Mrs. Mary Waite; three sisters, Mrs. Robert Wier, Mrs. Frank Etters, and Mrs. Howard Coryell; one brother, William M. Waite of Des Moines; two nieces, Mrs. Carrie Neustadt and Mrs. Harry Neustadt of Des Moines, and Raymond, of Davenport.

Hazel Maddox

Leads as Jo Haywood Gains

CHICAGO, Nov. 21—A spirited finish in the contest sponsored by the Showmen's League of America to pick Miss Outdoor Shows of Chicago, the winner of the contest, was announced Tuesday (15) and Miss Hazel Maddox was crowned Miss Outdoor Shows for the next five years. The event, the biggest single Canadian fair is on the World, and the State of Hazel Maddox was crowned Miss Outdoor Shows for the next five years.

Five leading candidates were turned over to the Showman's League of America to pick Miss Outdoor Shows of Chicago, sponsored by the Showmen's League of America. The five leading candidates were turned over to the Showmen's League of America to pick Miss Outdoor Shows of Chicago, sponsored by the Showmen's League of America.

The auditing committee, headed by Charlie Zinman, reported Monday (15) that Miss Hazel Maddox, roofed by Josephine Haywood, John D'Arcy, and Thomas Joywood Shows was first place, and Josephine Haywood was second place. The auditing committee, headed by Charlie Zinman, reported Monday (15) that Miss Hazel Maddox, roofed by Josephine Haywood, John D'Arcy, and Thomas Joywood Shows was first place, and Josephine Haywood was second place.

Herald Tribune

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WANT • WANT • WANT • Rides • Shows • Concessions

FOR 11—BIG DAYS AND NIGHTS—11, MAY 21 TO MAY 31, INC.
For Big Benefit Celebration, Downtown, for
SANTA CLARA COUNTY YOUTH CENTER, INC., SANTA CLARA, CALIF.

Featuring

BIG FUN ZONE—MODEL HOME AWARD—QUEEN CONTEST—SPORT CAR RACES
—STAGE SHOWS—DAILY PRIZES—AUTO SHOW

Need Phonemen for Tickets, Souvenir Book, Queen Contests
A JOE ARCHER PRODUCTION
WANT 4U TO ATTEND: THE 22 CAMPS
AL COUR IS NO LONGER CONNECTED WITH ME

Write Santa Clara County Youth Center, Inc., 120 Lafayette St., Santa Clara, Calif.

ARCADIA OPERATORS ••• CONCESSIONERS

Additional Bargains in Good Used

COIN-OPERATED EQUIPMENT

appear in the COIN MACHINE SECTION

STARTING ON PAGE 104

We Will Be There! BOOTH 139

We will display our line including

PUNKS—CATS—BIG SIX CATS
3 BALL MECHANICAL BUCKETS—JEWELRY SPINDELS—15 KEG HUCKY BUCKS and Many Others

We are now in our first plant and fully equipped to handle all of your needs. Remember we cater to your wants and will come to your place to quote a wide variety of Hakys and Wheels for your immediate wants.

SEE US AT THE CONVENTION

Our New Address:

RAY OAKES & SONS
West Shore Blvd. and Orient St.
Drew Park West Tampa, Florida

JAPANESE IMPORTED WOVEN STRAW HATS

$2 VALUE FOR $1

For the first time in this series we are offering for only 50¢. These fabulous $2 value hats for as little as 50¢. These pretty hats are all hand-woven, decorated with two charming patterns. Each hat is attractively trimmed and fully lined. Try one today and you'll keep them for years to come.

TRAILER FOR DING SHOW OR DINNER

20 ft. aluminum, all-sheathed for all outdoors. Tilts, level and easy to handle. Ample room for dressing room. Seats 75.

HAROLD J. CARVER
4215-27th St. N.E.
Phone: Street 5280

FOR SALE IN CANADA COMPLETE CARNIVAL

Rides, Shows, Concessions, Transpor-
tation, Complete Carnival. $35000.

Contact: The Cincinnati Steamshow Co.

FOR SALE IN INDIANA

1950 Model Cushman Scooter.

Harold J. Carver
4215-27th St. N.E.
Phone: Street 5280

FOR SALE

4261 5th Ave., S.W.

N. J. THAYER

$2500.00

Want Legal Adjuster

Get all winter, 8000 bands of all kinds. Write for details.

Browning Adjustable Band

From Brown, Seattle, Wash.

WANTED

FOR GALLIANO, LOUISIANA, ANNUAL WINTER CARNIVAL

Stock Concession or a complete Carnival for Winter Carnival.

Contact: Mr. R. A. Law, Swim Circus Co., Gulfport, Miss.

FOR SALE IN CANADA

N. J. THAYER

$2500.00

CARNIVAL WANTED

FOR VIBRIN, ILL.

Carnival Operators looking for a 1954-55 Carnival—300,000

Galen E. Sypulski, Supt., Vibrin, Ill.

FOR SALE

24-Ft. Friendship and 24-Ft. Floridelle, Both 1954 units.

Stanley F. Barfield, Midland, Ind.

FOR SALE

GIVE TO THE RUNYON CANCER FUND

4261 5th Ave., S.W.

N. J. THAYER

$2500.00

Want Legal Adjuster

Get all winter, 8000 bands of all kinds. Write for details.

Browning Adjustable Band

From Brown, Seattle, Wash.
Moore Heads List Of MCA Nominees

MIAMI, Nov. 21—William B. Moore, chairman of the National Ass'n of Shows, and汇总 to show, the head of the coming year by the Miami Showmen's Association, Morris will succeed William Cowan, continuing the service of Dr. Joseph C. Marks as president.

Other directors were elected for one or two additional terms in addition to those who are serving another term.

William C. R. Gray, president of the Greater Southwest Ass'n of Shows, chairman of the Miami Showmen's Association, was reappointed chairman of the Showmen's Association at the annual meeting here, and Leo C. Campbell of California was elected vice-president.

Following Tuesday's meeting, President's Party, all the directors, including the new directors, were entertained at the Coconut Grove Country Club.

Spanish Slatte

Following Tuesday's meeting, President's Party, all the directors, including the new directors, were entertained at the Coconut Grove Country Club.

Chinese will win his third straight P. A. F. title, and Saturday's meeting, will decide the winner of the Super-Match between the Los Angeles Police Department and the Los Angeles Fire Department.

DANFORD... BUCK... COWAN... R.L.

DANFORD... BUCK... COWAN... R.L.

DANFORD... BUCK... COWAN... R.L.

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DANFORD... BUCK... COWAN... R.L.
PACIFIC COAST SHOWMEN'S ASSN.

BANQUET AND BALL

Dec. 8, 1953

"CIRO'S"

Sunset Strip

Hollywood, Calif.

Moe Levine
Sam Steffin

All showpeople and their friends are urged to make their reservations early for this gigantic event. Galaxy of Hollywood stars and T.V. and Radio personalities.

TICKETS, $10 PER PERSON
Write or Wire
A FLINT, Sec'y, for Reservations

PACIFIC COAST SHOWMEN'S ASSN
1235 S. Hope St., Los Angeles 15, Calif.

Other weekend events: Memorial Services, Evergreen Ceremony, Dec. 6; Past Presidents' Night, Clubrooms, Dec. 7.

MOE LEVINE, Pres.
SAMSAM STEFFIN, Chairman
Banquet and Ball

HEART OF AMERICA CLUB'S ANNUAL

BANQUET & BALL

THURSDAY, DEC. 13, 1953

GEORGETOWN HOTEL CONTINENTAL

KANSAS CITY, S.

THE BIG EVENT OF THE SEASON

ADMISSION—$7.50

Excellent Music and Entertainment

"THE PLACE WHERE GOOD FELLOWS MEET"

WELCOME... to the

LADIES' AUXILIARY of the

SHOWMEN'S LEAGUE OF AMERICA'S 35th

ANNUAL CONVÉNITION AND OPEN HOUSE

VISIT OUR BAZAAR
Installation Dinner Tuesday,
Dec. 1st, Lewis XVI Room,
Sherman Hotel,

ARIZONA SHOWMEN'S ASSOCIATION

PHOENIX, Nov. 21—Cancellation of the November meeting due to the State Fair served to bring out more than usual attendance to the Monday (16) meeting with 65 present. The Island Palm Tree was the

REPUBLICAN, PHOENIX, ARIZ.

Showmen's League of America
54 West Randolph Street, Chicago

CHICAGO, Nov. 29—President J. M. Myricks was on the chair at the Thursday (18) meeting, vetoed a number of motions. Also at the table were Fred Schlegel, vice-president; William Clark, treasurer; Walt Elmore, director; Emil Makov, secretary, and three presidents: Sam J. Levey, J. C. McCaffrey, Fred H. Reisman, Secretary, and T. T. Joppola, treasurer.

The welfare report included Gordon in St. Joseph Hospital, and irritating hair, for which, Ray Marchand is stationed in St. Francis Hospital, Columbus. The Bure Luebman is in his room at the University Hospital. Improvement reported on Harry Hildebrandt, Al Longwell, David Swinburn and Frank Daniels.

Workmen's Week was announced by Mr. H. E. Fleiner, Paul Brod, John Langendorf, Al Longwell, Joe Baur, Elmer Rhode and Larry Partlow, making a total of 165 for the year.

Ways and means committee reported receiving donation from Mickey Stark, Mickey Blue and the Golden State. Additional prizes for the Miss Outstanding Front Show Business was received from J. W. (Patty) Conklin, Maysville, Ky., John Young, third vice-president, from North American Airlines, Fort Worth (Frisco) with present.

Attending their first meeting in the ball were: E. Courtman, Pete Pivov, Bob Sugar, Fred Dever. Joseph M. Powell, S. T. Joppola, President, Brad Kaufman, Sam Arezzo and John Lindine.

Lone Star Showwomen's Club of Texas

DALLAS, Nov. 21—Annually for 1954 officers are as follows: President, Eddie Hackett; First Vice-president, Ennis Gordon; Second Vice-president, Martha Mott, Midfield; Third Vice-president, Bill Anderson, Irma Meeks; Third Vice-president, Josephine Reynolds, Woodville; Chairman of the Committee, Marjorie McChord; treasurer, Pearl Vaughn. The donation sent to the ACTVA is being used for improvements and the Club also contributed to the November 14 Central Pacific Hotel drapes.

Bill Anderson returned from Lowndes, Tex., after visiting a new grandstand and served as Secretary. Marsh, Texas, part of the new stadium, will be held at the clubhouse December 29, and the new building has been scheduled to bring or send something to the service.

The New Year's Eve dance party here on theme, "The Night Before Christmas," will be held at Fair Park Coliseum, with Hyman Charinsky providing the entertainment.

Inez Carroll made a belief stop here on round-trip tour to Los Angeles. President Mylly Huphues presided, with Grace Tindal, secretary, and Pearl Vaughn, treasurer, present. Mylly Huphues was the busiest. A dancing prize was won by Martha Moss.

Los Angeles Showmen's Association
216 W. Washington, PHOENIX, Ariz.

PHOENIX, Nov. 21—Cancellation of the November 8 meeting due to the State Fair served to bring out more than usual attendance to the Monday (16) meeting with 65 present. The Island Palm Tree was the feature of the meeting. The man who turned up the proceedings was Joe H. Bledsoe, who was also the master of ceremonies.

It was announced that Max Fleck has been discharged from the hospital. He is back home and working.

Redwood has entered a hospital in Los Angeles.

New members include John DeMars, Sam Semyo, H. D. Stophel, and Earle Fink.

Ladies' Auxiliary

A total of 77 ladies were on hand when the regular meeting called to order by President Betty Rodgers. Other officers present included Virginia McGee, first vice-president; Hazel Median, second vice-president; Elsie Young, third vice-president; Grace Craig, parliamentarian, and Edith Moss, treasurer.

After delivering the invocation, Ann Martin, the last lady introduced Edna Stenstrom, Cleo Jones, Billy Coseman and Ariene Keeler. A letter was read from Lealan McKinnon, expressing her recovery from a recent illness.

Myrtle Jensen, a member of the means committee, reported the following: There were among those who raised money for the club during the season: Pearl Bette Rodgers, Mickey Weinkol, Leona Dennis, Chairman, and wood, Maxine Suyker, Mary Agger, Eileen Belvedere, Helen Fields, Nora Rhinehardt, and Jane Boyes.

Leona Fain, a member of the membership committee, announced the following: New members: Betty Boyles, Irene Menull, Louise Spence, Broo Bivens, Kathi Kelly, Robert Johnson, Ruth Smith, Norma Novacheck, Kitty Royal, Doris Bill, Ruby Bird, Elaine Rosh, Thelma Frees and Isabelle Tupper.

Pat Richards has been elected chairman of the board of directors, while Bertie Streibeh, president of the garden committee, and the committee for the annual garden committee had been appointed to be in charge of the banquet card committee, responsible for sending the correct addresses to the committee.

Bill, devoted by Ethel Ware, was won by Nora Rhinehardt. Presidencies were handed over to Dick, Mary O'Conner and Mickey Schooner.

Regular Associated Troopers

1235 S. Hope St., Los Angeles 15

LOS ANGELES, Nov. 21—As a result of the show during the summer, many showmen in the state have been included in the clubhouse. A new television set was presented to President Larry Nathan, in its operation. Improvements to the place are being installed in the nursery and many of the newer items have been completed.

Plans for the November 27 homecoming party will be held under the supervision of C. B. Allman and Miss Katie Goble. Entertainment is being planned by Pete Stewart, George Mathias, Abe Friedman, and Willard, Williams. Jennifer Rieger, is chairman of the board of directors, who will be in conjunction with the party, and Lucille Dolman, of the way of the grill bag.

Election of officers is scheduled for December 16. The building committee has been appointed by a number of parties held for this meeting. One party, the Lila Williams, and Telia Prebich, and as chairman, assisted by Mylly Huppert, Zora White, Rose Frisbee, Ann Stewart, Ethel Hanstrom and Mabelle Bennett.

The membership was addressed by the death of Edness McGowen. Whisomb, a bloodhound in the backyard, and still licks branch recently underwritten and unknown by Police chief and William Tilden attended by Policeman A. L. was in an auto crash recently.

A second Trinidad Kennedy has been named house chairman to the new board. Membership will not be feeling well. Fred Smith, building chairman, reported that C. H. Alton and several assistance agents have installed a new roof on the steps.


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EXTENDS AN INVITATION TO WOMEN OF THE AMUSEMENT PROFESSION TO JOIN OUR ORGANIZATION. LET'S GET ACQUAINTED AT THE ROUND-UP DURING OPEN HOUSE IN THE BYFIELD GRILL ROOM 641.

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IF YOU NEED GALLERIES ACT NOW!
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NEW BASEBALL STRIKER
Invented by HARRY NILSON
"BATTER B" Ports big sounds, keeps big pounds.

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GALLERY 4'-8' high, 8'-12' wide. One of the most striking units sold on a contract basis. Also available, with or without water and bell.

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Address: 1710 JUDD AVE., GLENCOE, MINN. (Phone: 723)
LOS ANGELES, Nov. 21.—The National Association of the Pacific Coast Showmen's Association set for Tuesday, December 6, will be held, for the first time in the 20 years of the association, in a night club. The man making this year's banquet one of the biggest Sunset Strip event, is Sam Hon in Hollywood. Frank Zoly, novelty dealer, is co-sponsor of the event.

With the spot sewing about 500, Steffen expects attendance, in addition to the show appearing at the Pacific Coast Showmen's Association, celebrity radio, screen, television and film personalities will be billed by Guy Mitchell, recording artist. There will be two bands for dancing and other acts.

Steffen, a veteran concessionaire, picked Chevy because he felt that the spot would afford ticket buyers the opportunity to see thechl and glimpse the occasion in the show business, about a quarter of a century, Steffen is relying on his ability to make up for the show's location.

The extravaganza, surrounding the expansive (and expensive) event, will begin at 8 pm, as in the past, the event.

But he is convinced that it will be the biggest and the best show ever offered by a club. And he feels that the show and the business and the show business and the show that forms the basis of the association, similar to the business in Detroit in 1916, has moved to Ocean Park and con-"nues to grow and prosper. The spring games for Max Kleiner, the star who is having 10 in a party to the one table.

The show will open at the club in the manner of the massed programs, with a party committee with Bob Bart and Sam Hon, and at the Hotel Championship (Carolina), taking note of that success, Steffen promises to make the one planned for this year even bigger and better. The night will be so all set. Cor-"kball will begin at 8:30 p.m. on Tuesday, and those who are getting their reservations will be seated at 9 p.m. Buckle, tables, Steffen stated. He has ordered 50 to 1,000 "all in one" 143 points, which is about a hair red on the wheel every minute."

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FITZGERALD, GA. THIS WEEK: ALBANY, GA. NOV. 30 THRU DEC 5. 3rd Annual Playland on Parade. 30,000 HOMES ARE SATISFA"ED. 5000 NATIONS ARE SATISFIED. 10,000,000 GUESTS ARE SATISFIED. 100,000 MILLION ARE SATISFIED. Get your winter wood rail box. EDDIE STEEL, Mgr.
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SPECIAL CARDS AND DICE TO FILL YOUR RACKETS WITH FUN. STOCK UP TODAY!!!

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MEET THE GREAT SHOWS OF THE YEAR! "KLEINE YOUNG" AND "CHILDREN OF THE HAREM"!

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SHOW BUSINESS, ACTING, SINGING, DANCING! LEARN HOW TO BECOME A GREAT SHOWMAN!

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PARTICIPATION, OVER $2,500,000,000 TO BE SWEEPED.

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THE MOST PRACTICAL, SUCCESSFUL WAY TO EARN MONEY FOR A YEAR. GET YOUR START TODAY!

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TOP QUALITY RUGS AT STUNNINGLY LOW PRICES. SHIPMENT IMMEDIATELY. MADE IN ENGLAND.寶

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NOVEMBER 28, 1953

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Pipes for Pitchmen

By BILL BAKER

RECENTLY, the column reported that Tom Kenyon, one of the most versatile gents in the pitch business, wrote a year ago that he planned to retire from Dell Publication's Parent Magazine. Last month, the brothers he was believing the idea is true, as the report was a $15,000 gain, we want to emphasize that it was strictly on the level. The piece titled, "The Case of the Killer Whale Who's Dead to Stare," is not only being published in an early issue of the mag, but indeed, it is a bundle of information for his literary efforts. As a matter of fact, Tom called the managing editor of The Billboard the other day to say he had pulled the plug on the article, and quizzed him for another piece he's going to do on the tragic Ohio Penitentiary Fire of some 29 years ago, in which more than 200 inmates were killed.

RAY C. HERBERT

pens a report on his observations since leaving Pennsylvania for Miami. Says Ray, "We just jumped out of Penn, before the storm. A warmer up there in Ohio (The Terrible Greek) Texas, former heavy-weather payer who is really going to own on eye glasses 清洁. In addition to operating ice cream trucks in the summertime at the Penn Avenue Markets, he also scores as a legal advisor in those parts. We operate here with Stu Clear to nice business, with really good results. It seems that they are going to have the biggest tourist season in the history of Florida. My old partner, George Allender, who operates the Seminole Queen, a sight-seeing crane, and former race car driver, is still the same guy he was in his younger days. Tip and E.B. Hair, with the Seminole Queen, and Jack and Ruth Anthony and Dr. Oscar Kutty now there. The Seminole Queen is down on the Florida Keys and streamers. We all do a lot of time up fishing on this winter." Herman Miller and Murray Halley are opening in Miami, N. J., with a Christmas item. Dr. P. R. Meown and his wife, Lillan, are on their way down here to open with their new kitchen gadget. His wife, Madaleno E. Ragan, is working for Stu Clear as an emcee, and to handle shows. They are both good at their work. Tip and Tom and his two other assistants, Dr. Lashburn and M. Ben, are making a clean sweep. The built-in stove is the hottest ticket in Miami.

LA REBECCA

writing. Oklahoma and Arizona, postcard, E. F. Forbes from Taos, N. M. "Hi, I'm starting to hear the stories about the Western territory except Jim Ford and Long John Silver. I'm anxious to read a pipe here on Bob Williams cover before the other one in the Carolinas.

LAFFY SHAPIRO and Donny Kline are now tuned to this column. Bob (Hot Rod) Miller has written to me that they are working out a quirk in the system, and are sure to do a lot of good. I'll keep you posted.

THE MAGIC 12,000

A GOOD LESSON IN WOOD

INFLATED

inflates hats, wigs, horns and hair pieces.

all prices postpaid.

Catalog $1.00

FREE S&H on orders over $20.00

Built-in stove is the hottest ticket in Miami.

THE MAGIC 12,000

INFLATED

Inflates hats, wigs, horns and hair pieces.

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Built-in stove is the hottest ticket in Miami.
COIN MACHINES

COIN INDUSTRY EMPHASIS
ON NAAPPB AT NEW HIGHT

By TOM MCDONOUGH

CHICAGO, Nov. 21.—If the coin machine industry continues its emphasis on the trade show of the NAAPPB, this annual convention will only be a matter of a few years more before coin operators will not have to fear outdoor shows. Items displayed at this show are listed below.

The Old Days

At the first postwar NAAPPB show, the machines in the amusement sections displayed exhibited coin-operated machines in thousands of combinations. From the perspective of one who attended in 1949, the only thing that stood out was the exciting new machine. With the NAAPPB reuniting their new wares, this year 11 of the 21 conventions will have coin-operated machines and the entire coin distribution business is expected to be in place.

Other outdoor shows and park people have held coin-operated machines, the show now has a reputation among the coin-operated rides and operators either in the ride business or about to enter. Therefore in recent years, and especially with the conventions, and exhibits under their belt.

It is the result of these conventions that the outdoor convention will grow in importance for distribution of amusement games and coin-operated kiosks. Some manufacturers who will be on hand will witness the equipment which will be shown for the first time during the convention.

Game Interest

At U. S. Bases

SPOKANE, Wash. — The annual U. S. bases convention was held recently at the Spokane County Auditorium. The convention was organized by the Spokane Coin Machine Club, and was attended by over 150 operators and club members.

Bush to Host Fla. Coinmen

MIAMI, Nov. 21.—Bush Distributing Company will sponsor a cockpit party immediately preceding the Jovian dinner and dance of the Amusement Machine Dealers of Miami Beach, Inc., at the Jovian Room, 122 North Main St., this Saturday night.

President Ted Bush said the free dinner will begin at 8 p.m. in the Cardin Room, which is immediately adjacent to the main dining room, where the Jovian dinner and dance of the AMI will be held. The dinner will begin at 6 p.m.

Bush represents three game factories, Williams, Gottlieb and Chicago, and is a member of both the Canadian and U. S. airmen.

FREE FRANKS AT NAAPPB CONFAB

BOSTON, Mass.—The annual NAAPPB show held in conjunction with the annual convention of the National Association of Amusement Parks and Beaches, which includes manufacturers, distributors, and operators, was held this week. The four-day show will be held from November 26 to December 2.

Revenue Department Rules Out Okas

Holds Shuffle-Bowling Games Not Subject to Higher Excise Taxes

CHICAGO, Nov. 21.—Shuffle-Bowling games are an amusement for under-21-year-olds, according to the Revenue Department. Because Louis Williams and his Goldman, Co., of New York, executive, feel that these games are a way for young people to have fun and play, they have applied to the Revenue Department for permission to hold such games.

The department has ruled that these games are subject to the 21-cent tax on amusement games, and that they may be held only at the discretion of the local authorities.

Importance of Coin Machines

The importance of coin machines to the amusement industry cannot be overestimated. Coin machines are a major source of revenue for amusement parks, arcades, and other entertainment venues. They provide a convenient and cost-effective way for customers to pay for games and attractions, and are a critical component of the success of these businesses.

However, the use of coin machines also raises concerns about fairness, affordability, and accessibility. Some argue that coin machines perpetuate economic inequality by creating barriers to entry for people who do not have access to coins or cash. Others argue that coin machines are an inefficient way to collect revenue, as they are prone to theft and damage.

The debate over the role of coin machines in the amusement industry is likely to continue for some time, as the industry and regulators navigate the challenges of balancing the needs of customers, businesses, and society as a whole.
KIDDE RIDES

Communications to 188 W. Randolph St., Chicago 1, III.

WHILE MAMA SHOPS

Goldblatt Bros. Enjoy Kiddie Ride Success

By ROBERT DIETMEIER

CHICAGO, Nov. 31—From a modest beginning of one 5-cent pony ride in one store to the present 85-old kiddie rides in all except two of its big 18-store chain within seven years—that is the expansion success story of Goldblatt Bros., ventured into a kiddie ride operation.

It all started in 1951 when Matty Cartman, of the Matty Amusement Company, walked into and sold the Goldblatts on the idea of putting a small pony ride in one of their stores on a trial basis. Cartman was convinced it would pay off for Goldblatts. It did.

Within a few months more pony rides were added to other stores. Then came jet planes, rockets, Matty Amusement and Goldblatts were in business, having formed a store-operator system that's grown and thrived.

Quick Answer

Milton Berton, who heads the Goldblatt end of the operation, has a quick answer when asked why kiddie rides have proved so successful for them: "The secret of our success is in having an operator who's reliable and who gives up quick and dependable service."

Goldblatt decided early that the only way to handle kiddie rides was to have an operator handle them. They reason that they are not in the kiddie ride business, they are in the retail store business. Explains Berton, "Our stores are spread out over a very large area. We don't want to have to worry about the maintenance and upkeep of the machines, the licenses and the insurance. The way we have it set up the best deal in the world—no headaches."

Matty Amusement takes care of all the headaches. They service the machines, keep them in good repair and they keep them clean and attractive. "No kid wants to ride on an old dirty beat-up pony," says Berton.

Motor Rides

All rides have meters. Matty Amusement gives Goldblatts their commissions every four weeks.

Kiddie Rides Top Attraction

In Park Forest Kresge Store

PARK FOREST, Ill., Nov. 21—Kiddie rides are proving one of the most lucrative departments of the giant S. H. Kresge store in this suburb of Chicago.

The ride, located behind the front show windows, is the talking point of the store. And, according to store manager Frank Harvey, the profit made by the ride is fantastic.

"After the school term begins," Harvey says, "the ride is a real moneymaker for us. Nothing else in the store can compare with the ride." Harvey estimates it is making $2 a day during peak hours.

The rides are a hit with parents and children alike. The children love it and the parents are pleased because the rides are under constant supervision.

Thus adds up to more volume, both from the ride customers and those who purchase merchandise purchased at other rides which are a direct result of the great attraction.

Ride Variety

The present ride installation in Kresge's consists of a house, rockets and Merry-Go-Round. The ride was installed at the store about five years ago and proves to be such a hit operation that a rocket ride, a bird, the Merry-Go-Round, was installed soon followed by the latest—"Hot Rod." Harvey said.

Invariably, one or more of the rides is in operation each hour that the store is open. Harvey said.

"A bond for parents runs along with the window behind the kiddie ride with encouraging parents, who may like to relax during their shopping, to sit comfortably."

Motor will exhibit its Tung-Ge angle for the first time.

The device is a coiled-operated novelty grip tester. The unit features a full-size clown's head, with a tongue which extends as grip pressure is applied. The tongue is calibrated in pounds, registering the extent of pressure exerted by the player. The unit will hot for $15.98, with production expected to start immediately.

In addition, Motor will exhibit its full line of kiddie rides—the Motor Rocket, Flying Saucer, P.T. Boat, Pony and Hot Rod Rider.

Steelpilehouse Ride

Lee will show for the first time its Steelpilehouse Ride, a coiled-operated two-horse tandem, with one street going up while the other is going down, and vice versa. The ride lasts one minute, with each horse taking a dime. Riders are of fiberglass, with total ride weight about 300 pounds.

The ride has a motorized record device, which the operator may set to play continuously, or only when the ride is in operation.

Lee is also showing for the first time a Steelpilehouse Exhibit, some of the rides and exhibits they have purchased and installed in the past.

(Continued on page 191)
11 Eastern Firms to Display

- Continual from page 145

time its 13-Horse Carousel, a non-ein operated ride whose component parts are numbered so that the operator may assemble it himself. This ride is equipped with a musical device.

In addition, Lee is exhibiting its full line of fiberglass ride bodies.

Sharing the booth with Lee is the B & R Novelty Corporation. B & R exhibits will include a Big Steer, Small Steer, Racing Car, Galleon, Beauty, Palomino, Rocket Ship, Train Ride, Duck Animated.

Bowl-O-Preen

Philadelphia Toboggan will exhibit its new Bowl-O, a coin operated-Saddleboard-like game which lists for $300. The 14-foot-long game rests on the floor, with the playing heads as in tennis. An electric scoreboard stands at the rear of the alley.

Also being shown for the first time by Philadelphia Toboggan will be a new type of ring, featuring ring for $3.

The firm will also exhibit its Ski-Balls and ride climbing devices.

Int. Motionscrope

International Motionscrope will exhibit at this show its projection, the 3-D Art Parade. Models will include a large projector, with 18 sets of pictures for adults, and a smaller one, with six sets of pictures for children. The price will be announced at the show. The firm will also show its Pictorial motion movie machines and its post card vector.

J.O. Machine

The J.O. Baseball Machine Corporation will present the latest version of its Hands Free Baseball batting range, with a fully automatic pitching unit replacing the mechanical feed device.

For the Complete Line of Kiddie Rides

It's Lee

Dog

Racing Car

Duck

2-Horse Carousel

with Automatic Music

Choice Territory Still Open

LEE MANUFACTURING COMPANY

286 Kindermack Road, River Edge, N. J.

Mama Shops

- Continual from page 165

weeks, since the Goldblatts operate on a four-week period. After the operation began, Marty turned in movie readings weekly, but switched to accommodated the chain's retail periods.

Poor rides enjoyed a kiddie ride monopoly at first. After several more 4-cent pony rides were added, the larger 10-cent ponies were installed. At available space was spotted, jet planes and boats were located, as close to the pony rides as possible. A small model Merry-Go-Round was recently installed in one store on a trial basis.

Initial Merry-Go-Round results look good, but Goldblatts are presently confounding with a rough problem to lick: Lack of space. That's the principal obstacle to expansion of the future.

Locations Vacant

Locations vary from store to store, depending upon the neighborhood. While the heavy traffic spots are always the near schools, it was discovered that in one store the main floor was the best general location; in another store the children's department; in still another store, the basement.

It was not until after considerable and constant experimentation that machines were located where they did the most business. It was particularly difficult, after the operation began, to determine the correct field and exact location of the rides, but Goldblatts are definite in deciding when it is good.

Kresse

- Continual from page 165

while their youngsters ride one or more of the rides, he explains.

The Kresse ride installation is unique in this respect, where, when prints of the new building were drawn, provision was made for future placement, inside the front three windows, of coin-operated kiddie ride equipment when (the store was made available). Some of the old shops were just starting their upholcy in popularity.

Actually, Kresse officials encourage the installation of coin-operated rides thru each of the 700 stores making up the chain.

Park Forest itself is a "kiddie ride haven." Of the approximately 19,500 residents, about 8,500 are children. In turn, 27 per cent of the latter are pre-school age.

In each of its two biggest stores, Berliner estimates that business jumps two to three per cent during Christmas just for the kids. With the two Kiddiefarmers included, he stated business skyrockets 40 to 70 per cent over the regular week.

Goldblatts have been seriously considering a permanent Kiddiefarm in its flagship—the Stadium Street store, but the lack of space has doomed any progress with the idea. A store here and there, he states, that Goldblatts are definitely against in Talmied Pleasure Centers as a good source of additional income.

But maybe the answer is to locate, where the heavy traffic is, one or more Kiddiefarm rides. Kiddiefarm rides are grouped together because, not only do they attract children to them, but many kids can ride so many rides as there are in any one group at the same time. Goldblatts have at least two rides. The rule is whatever the kids can accommodate.

For the Complete Line of Kiddie Rides

Kresse, Ltd.

615 Washington Ave., New York, N. Y.

THE SHIBBILARD

NOVEMBER 28, 1953

Emphasis

- Continual from page 104

this one, more of the trade is regarded by the NAAPB to show off the one big coin ride event.

Officials of firms which have become known as regular coin riders exhibit at the NAAPB claim it is a particularly good show for coin-operated kiddie ride equipment in the floor and holding up a store through the next year at least. Several of them—Bally, Capital Projects Mike Minnesota Corporation—that show their restraint to the coin machine conventions, still believe that it will be good.

Despite the notable absence of achievements at recent shows, there was some disappointment over the small numbers of operators in attendance. But this year, the NAAPB reservations at the Sherman and other hotels have been increased to indicate more operators will be present this time than have been. Thus far, this is that many of the 100 exhibitors have strong distribution networks and they have enough games and operators to participate in the conventions.

One of the unfortunate points of the forthcoming show is that a few of the coin-operated rides are clinics and workshops too numerous as an item. A show here and there, he states, that Goldblatts are definitely against in Talmied Pleasure Centers as a good source of additional income.

But maybe the answer is to locate, where the heavy traffic is, one or more Kiddiefarm rides. Kiddiefarm rides are grouped together because, not only do they attract children to them, but many kids can ride so many rides as there are in any one group at the same time. Goldblatts have at least two rides. The rule is whatever the kids can accommodate.

Lee Boscaglia, Liebermann show foreman, is deer hunting in Northland. Boscaglia, the operators, related to this two years ago, and he was named the first one ever appointed to this job. It's impossible to be sure, but we're sure its done. In both cases, the job was a hit.

Donát Distributing Company


SPECIALI SPECIALI

Recertified

Bally KIDDIE-RIDES

The Champion, Spiral Spool, Speed Sheet, Sensationally Low Prices.

DONAT Distributing Company

1000 N. Kedzie Ave. Chicago 25, Ill. Mayfair 5-2418

Daily Distributors for Wisconsin and N. Illinois.

Visi NAAPPB Booths 132-133-134-135

and see why

THE WHOLE TRADE IS TALKING

about our NEW

3-D MOVIES

and

NEW KIDDIE RIDES

CAPITOL PROJECTOR CORP.

556 West 52nd St.
New York, N. Y.

Manufacturers of Kiddie Rides and the ONLY line of coin-operated Movie Machines.

SEE OUR AD ON PAGE 62

IN THE GENERAL OUTDOOR SECTION

SEE US AT BOOTHS 117-118, NAAPPB SHOW

SHERMAN HOTEL, CHICAGO
NOVEMBER 29-DECEMBER 2

METEOR MACHINE CORP.

2123 Youngs Ave.

Chicago 24, Ill.

www.americanradiohistory.com
Regardless of Where You Operate . . .

EXHIBIT KIDDIE RIDES
“WILL TAKE IT”!

"Oh, boy, a ride in SEA SKATE is like a ride in a real boat."

"I feel just like Roy Rogers when I ride TRIGGER."

"When I'm a good boy, Mom lets me ride EL TORO THE BULL . . ."

"I'm too small to ride EL TORO, so I ride on FERDY THE BULL . . ."

"I am a real space man when I ride in SPACE PATROL . . ."

"It's just like being a real cowboy when I ride BIG BRONCO . . ."

"PETE THE RABBIT is my favorite ride . . ."

"I love to watch his red nose blink when I'm riding on RUDOLPH THE RED-NOSED REINDEER."

"I shot 10 space men today with SPACE GUN . . . It's real keen."

SOLD OUT FOR 1954!

EXHIBIT SUPPLY
4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS
NBBB to Increase Activity Against Vender Promoters

Growing Complaints Spur Move;
List 7-Point Advertising Code

New York, Nov. 21.—National Better Business Bureau officials have reported this week that it was working on an advertising campaign designed to bring industry standards to the activities of unscrupulous vending machine promoters.

"Following a review of the existing rise of торговых агентств, which have been receiving from the public a great deal of money," NBBB official Alan Garsh said.

"We have had some success in controlling the use of tobacco and the issuance of tobacco to local Better Business Bureaus. Chambers of Commerce and advertising agencies, thru making reports on specific operators (promoters) and thru the use of minimum standards for vending machine advertising.

"Nevertheless, the increasingly large number of complaints which we are receiving indicates that which will require our continuous attention," Garsh added.

The committee also recommended that the literature be sent out to all vending machine operators.

(Continued on page 112)

A & A Plans Flat-Pack Col

For Cig Unit

Predicts Multiple Pricing System
At Operators

Plattsburgh, N.Y., Nov. 21.—In an effort to keep ahead of the trend toward flat-pack, off-sticker and multiple pricing of cigarettes, A & A Cigar Mfg. Co., which is here, disclosed this week that it is modifying its cigarette wrapper by dipping into limited production in early December of a package to be distributed to vending machine operators.

A & A President Alfred Minne, who is said to have eight columns, is expected to be distributed to vending machine operators.

New Hot, Cold Sandwich Mach.

By L. A. Firm

Los Angeles, Nov. 21.—A new hot-cold sandwich vending machine has been introduced by the McCann Engineering Company, which is said to have 31,000 brake horsepower, has a 165 sandwich capacity, with an order of 2000 sandwiches being delivered to 2000 locations.

McCann Engineering is headed by Mr. Winter, Edward J. and Gerald. The company produces the public and political influences.

The machine is designed for vending in vending machine.

A national sales agency, which has been set up under Douglas J. Barret, is being a distributor for the Southern California area.

(Continued on page 112)

Vending Static Studied

By Electronics Firm

KANSAS CITY, Nov. 21.—The problem of static generated by electronic equipment is a serious problem, according to the best authorities.

The problem has been slow to affect the 100 million dollars in operations of many companies.

A firm has designed electronic interference reducing equipment, according to Bernard A. Hitekerman Distributors.

J. L. Kowalski, vice-president for national advertising, said that the firm has designed electronic interference reducing equipment, according to Bernard A. Hitekerman Distributors.

(Continued on page 112)
Decision Reserved
On N. Y. Charm Case
Folk Cites Favorable Brooklyn Ruling;
Epby Says Venders Most Efficient Sellers

NEW YORK, Nov. 11—Magistrate Samuel Orlinger, in Brooklyn Magistrates Court, Thursday (11), pointed out that out of the 177 charges in a recent case involving the legality of the all-charm vender in New York, 161 were dropped. A decision of the court is expected at the earliest, he said.

The police and district attorneys' office, in its statement, is expected to come out officially in the coming weeks, but it would give no indication of the decision. The Brooklyn magistrates court, in which the case was heard, has by now heard many cases of venders in Brooklyn, and has decided in favor of the city.

A policeman testified that he had previously witnessed a vender in a Brooklyn candy store and had obtained it, 4, 1, 3 and 4 cents, respectively.

The court, he said, was a regular manufacturer of these items for its own purposes.

Short Orange Concentrate
Supplied

NEW YORK, Nov. 11—Orange concentrate supplies in New York are short and prices high according to Robert F. Calkins, general manager of the Garden City Citrus Cooperative of Florida.

Speaking before a regional meeting of the National Wholesale Fruits Distributors Association at the Grand Hotel here, Mr. Calkins said that on the basis of the United States Department of Agriculture forecast of 70,000,000 boxes of oranges, Florida's 1952 production would be substantially increased.

He predicted the Florida climate would meet the growing demand.

As to the possible deficit in orange supply, Mr. Calkins said he was only offering a rough estimate and that the sale to higher prices would likely result in greater sales.

Solid Content Law

Florida's early excessive rates, he said, made it impossible to obtain the early buying of the crop, but the sale to higher prices was likely to result in the sale of the entire crop. However, Paul Sullivan, of the New York City, the operator of the Straight vending machine, was not inclined to drive the concentration away from the brick, but the sale to higher prices was likely to result in the sale of the entire crop.

The sale to higher prices, he said, would likely result in the sale of the entire crop. However, Paul Sullivan, of Eddy & Sullivan, New York City, the operator of the Straight vending machine, did not expect the concentration away from the brick, but the sale to higher prices was likely to result in the sale of the entire crop.

The sale to higher prices, he said, was likely to result in the sale of the entire crop.

obbers Distribute
New Cig Dispenser

BART 4000 CITY, Nov. 21—The straight vending machines were independently controlled and arranged by M. Williams, of 508 South 2nd Street, Chicago, Illinois, at a cost of $4,100, as a feature with the service station, a feature of the station.

It's Back!!!

VICTOR'S TONICS

National's finest bulk and bottle tonic

50¢ per bottle

$48.00 per case

S. D. Cigar Revenue Off

PIERRE, S. D., Nov. 21—Cigarette tax collections were off 50 percent from the same period of 1951, according to the State tax director. For the July-September period in 1951 cigarette sales brought in $40,000, while in the same period this year receipts were $42,000.

Best Investment in the Coin Machine Field!

Operators all over the United States agree the new AUTO-PHOTO STUDIO is a MAJOR PROFIT PRODUCER. And, what is equally important, AUTO-PHOTO STUDIOS have HIGHEST RE-SALE VALUE, so your investment is SECURE. (Studies show new system earns $10,000 in the first year as one vendor only as we have proved.)

Only AUTO-PHOTO STUDIOS give four different sizes on each strip. Your customers know the difference. Fringe is permanent, will not fade, have great depth and contrast—can be reproduced or enlarged.

AUTO-PHOTO STUDIOS are completely automatic—easy for customer—easy for operator.

Get the facts today from your Auto-Photo Distributor

For example, Eddy pointed out, the sale of bake hard candy at 10 cents, in retail sales at 10 cents, in wholesale sales at 5 cents, with false teeth and the charms selling for 10 cents each.

Portion Wheel

On the manufacturing level, Epby said the effort is being made to build vendors which dispense quantities in uniform size and shape. He cited the uniform portion wheel and the fact that the portion aperture is not as critical as the portion wheel. He pointed out, too, that a bulk peanut vendor will not give the same number of peanuts each time, and that the number of packets of candy may vary from count to count.

The important thing, he said, is that the child is getting an identical value for his money. Epby is happy with his purchase. Children, he added, are wise and cautious buyers, and the fact that they patronize Wholesale Club vendors continuously speaks well for the value dispensed. For example, Eddy pointed out, after 30 sales, a retail sale at 10 cents, in wholesale sales at 5 cents, with false teeth and the charms selling for 10 cents each.

Sugar-Free

Strup Ready

For Venders

NEW YORK, Nov. 21—The N. Y. manufacturer of low-calorie sweetened beverages for use in the vending field has announced a low-calorie, sugar-free syrup, is now available for vending.

Made by Minks Beverages, Inc., here, the syrup is available for use in carbonated or non-carbonated drinks, in the following flavors: Orange, grape, lemon, melon, black cherry and black cherry flavor. The syrup comes in 50-gallon cans.

The firm says it will sell the syrup for $1 a gallon in uncarbonated syrup. Orders must be placed for a minimum of 50 gallons, and deliveries are expected to be made on a first-come, first-serve basis.

The syrup is available for use in the vending field has announced a low-calorie, sugar-free syrup, is now available for vending.

For more information contact the Manager, 108 East 27th Street, New York 10, N. Y.
Coffee $ Sales Rise 580% Over 13 Years

Concentrates Take Greater Share of Regular Market

BOCA RATON, Fla., Nov. 21.—More coffee is being consumed by restaurants and other establishments than ever before, and that dollar sales have increased 400 per cent since 1951. That was the major news that interested the National Coffee Association, which must have been tickled pink.

In comparison, it was noted, dollar sales of tea increased 163 per cent over the same period of time.

Cost of coffee consumption per person (15 per cent and 15 cents per week) is 13.2 pounds. In 1950, per capita consumption was 11.3 pounds, and in 1946, 9.4 pounds.

While the climbing popularity of coffee in general is a rise in the value of the instant product, Vendors in different locations say that instant coffee is the number one factor in this trend.

Company officers say that instant coffee was used by 10.8 per cent of all coffee drinkers in 1951; in 1953, almost 13 per cent favored the concentrate.

Capitol Vending Buys Matthews Route in Wash.

WASHINGTON, Nov. 21.—Clark Candy Adds Three to Staff

PITTSBURGH, Nov. 21.—D. L. Clark Jr., president of the D. L. Clark Candy Company, manufacturers, announced Tuesday (17) three additions to the company’s staff to fill newly-created posts. They are James Ingram, sales manager; Carl J. Blumer, sales manager; and Philip J. Fritzsche, co-anchor sales manager in charge of sales to supermarkets, chains, and hand-rolled stores.

Clark Candy, Inc.

Ingram, a Yale University graduate, was marketing manager for H. J. Heinz Company from 1944 to 1950. He was associated with General Foods Sales Company from 1950 to 1952 where he became vice-president.

Blumer was connected with the Walter H. Johnson Company from 1946 to 1953. He was an assistant export manager for the Willette H. Johnson Candy Company from 1920-1946. He attended Kansas State College and the University of Pennsylvania.

Fritzsche was plant manager of the Candy Company, candy manufacturer, from 1952 to 1953, and with Price Warehouse in the same capacity.

Ingram and Blumer are under the charge of Harry Wright, general sales manager. Daly, vice-president in charge of sales, appointed them to create the new organization.

VICTOR 5¢ ROCKET

(Trademark)

The baby grand of charm vending

Vending the baby grand with ease and efficiency

The VICTOR BABY GRAND DELUXE is being operated with pleasing results and successfully.

AND NOW PROVIDING For vending machines and vending ROCKET CHARMs (Trademark) ... Patented in 66 countries.

DISTRIBUTORS OPERATIONS

State-wide and national franchise. Contact nearest VICTOR office for full details.
NCA Expands Educational, P-R Program

CHICAGO, Nov. 21.—Expanded public relations and educational activities for the candy industry have been recommended by the National Confectioners' Association board of directors. The dual undertaking is considered of major importance because topping molders will more completely understand the vital role candy plays as a dessert and energy food.

The stepped-up NCA program, it was suggested, should be carried out through advertisements in home economics and teachers magazines, school educational magazines, and to the press releases to newspapers, radio and wire services in the area of candy and other food products.

During this year, 1953, NCA spokesmen stated, a total of $100,000 was spent on the association's school educational magazine alone. During the first eight months of this year, 600,000 people saw the film, "Candy and Nutrition."

The directors approved a plan whereby candy manufacturers would cooperate with local Chamber of Commerce business authorities in the educational activities. Under the candy farm plan, teachers and local boards could visit their plant and learn how candy is made.

Vender Static

* Continued from page 138

eliminators for specific vendors with no two vender types taking

the same

The most economical method of eliminating interference from vendors which have already been knocked out of competition. Engineering survey is also required for the design of the eliminator kit, designed specifically for each type of vendor.

Hornung emphasized that small, or so-called "rabbit" vendors, may be used in any vendor network as the one for which it was designed.

Main advantage to operators

Hornung feels, is that the interference will not be eliminated in time to prevent a difference between selling or not selling the product. In addition to the regular quarterly update, all kit designs are updated at least once a year.

Record Sales

H. R. Nicholson, president, told stockholders that sales on a gallon basis were the largest in the company's 47-year history.

As in 1952, the company will have a year-end dividend declared at 50 cents a share. This is in addition to the regular quarterly dividend paid.

The Coca-Cola International Corporation, a holding company, which owns assets consisting of Coca-Cola common stock, declared a dividend of $3.60 a share on December 1. The Coca-Cola International Corporation, a holding company, which owns assets consisting of Coca-Cola common stock, declared a dividend of $3.60 a share on December 1.

Rare Coin in Hand

Is 45,000 in Bank

OTTAWA, Nov. 21.—A rare coin in the hand of the Bank of Canada in the name of the Federal Reserve Bank and the Reserve Bank itself is a one-cent 1852, the year the Bank was established.

They accidentally put a rare 1797 coin in one of the Bank's parking meters, while they were shopping. They returned the coin to the Bank, but were told to have it appraised. The coin was appraised at $15,000 and $40,000 in 1952 when the year-end payment on the coin was made.

Joyner Named

* Continued from page 138

inches high (with cup vending unit), 17, 22 inches wide and 17 inches deep. At the time of its first showing it was worth approximately $300. With the addition to 15 cents, manufacturers also announced that the NCA's self-contained units are now available and will start shortly.

New Eppy Charm Set

JAMIE, Colo., Nov. 21.—According to a recent report by Epping, Inc., this company, which manufactures and distributes a wide variety of candies, including chocolate, hard candies, and bar and taffy bars, has developed a new line of静电 balls, which are designed to be used as a charm ring.
United News Begins Soup Installations

NEW YORK, Nov. 21 — Albie New York is currently one of the three top soup vending machines in the U.S., and the Union News has started its drive to top the list with its new equipment.

The company, which has been in operation for over 50 years, has invested a significant amount of money in the new machine. The new machine is designed to produce high-quality soup, and it is expected to increase the company's revenue significantly.

Big Spark

Continued from page 156

of the major high-end manufacturer. Great reviews from the public for its new model, which promises to be the best selling of the year.

Dr. Pepper earlier this year announced that its new model, the Rokt-Coke, would be launched in fall. The machine is designed to cater to the needs of health-conscious consumers.

Send

BULL GAME FLOOR

Continued from page 166

charge of sales of Leaf Gum Company, stated that the company has seen a significant increase in the sale of its products since the introduction of its new machine.

Ball Gum Inc.

Send

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EGGOMAT
Ala. Vender Emulates Hen But No Cackle

CRABALL, Ala., Nov. 21—C. D. Schubert has been producing the only Eggomat operator in the South. Roberts, an egg thief, has designed and built a vending machine to peddle his wares. The customer puts his coins in the slot, operates a dial, and takes out a box of eggs. The location is outdoors, with a drive-in trade. Customers can select small, medium, or large eggs, according to their preference.

The vendor holds 45 eggs and is loaded from the back, where eggs are loaded on gently rocking mechanisms. No mechanical mechanism can be charged to make adjustments in the price of eggs.

FTC Okays Use Of Word ‘Free’ In Tie-In Ads
Washington, Nov. 21—The word “Free” can now be used for goods given away as a free gift with the purchase of other merchandise, according to a recent Federal Trade Commission ruling.

In a 5 to 2 decision, FTC reversed its previous stand on the issue. The new ruling replaces one made in 1948 which held that “Free” should be used only as “a gift or stunt” given without any other payment by the customer before FTC approval was granted for such a deal.

FTC pointed out, however, that this ruling would take action against advertisers who failed to explain that the gift was attached to or involved in the free offer.

Conn. Hits Illegal Cig Sales Traffic
HARTFORD, Conn., Nov. 21—Connecticut State Tax Commissioner Charles E. Carter, formally this week revealed a State-wide crackdown on counterfeited tobacco, cigarettes, and cigars.

He said that State and local police were on the alert for illicit traffic in both commodities and that two seizures had been made on the past few weeks.

Police at New Britian seized 15,000 cigarettes from a counterfeited cigarette in which the shipper tried to evade $450 in State taxes. The cigarettes will be sold at auction, with an estimated value of $2,000 to the State.

Cig, Cup Companies’ Earnings Up In 1953
NEW YORK, Nov. 21—Philip Morris & Company, Inc. and the earnings increased for the July-September quarter: $8,706,966 as compared with $3,068,531 for the like period last year.

These Cup Company’s net income for the January-September quarters this year was $1,018,857, a sharp rise from the $1,090,827 for the like 1952 months. Lily-Tulip Cup Company also reported in the net income. For the third quarter this year, earnings were $2,000,000, compared with $762,000,000, for the comparative period last year.

THE BILLBOARD INDEX OF ADVERTISED USE MACHINE PRICES

- Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard index as indicated below. All advertised machines are concrete for the like period. All advertised machines are listed at the same price, frequency with which the price occurred is indicated in parentheses. Where quantities differ from advertised, as in the case of bulk vending, only the single machine price is listed. Any price deviation should be considered as conditions of the equipment, age, line on location, territory and other related factors.
Holiday Season to Bring Bloom To Juke Box Rental Business

Operators Report ’53 Business Low; Heavy Christmas Demands Expected

By Jim Wickham

PORTLAND, ORE. — With Thanksgiving and Christmas just around the corner, juke box operators throughout the country are expecting a noticeable upswing in the purchase of a good rental holiday season.

Every year at this time, private clubs and taverns, and other social organizations begin preparations to include music during the holidays. Because of the careful planning for these events, the juke box dell is expected to be heavy and anticipated by operators.

Operators look to this profitable area for high overhead costs and rent relief costs to the rent.

The overall picture of the rental business reveals volume is somewhat below what it was a few years ago. Operators believe the holiday season will be as good or better than last year.

The following are reports from various sections of the country on plans for the holiday season:

L. A. Rentals Off; Look to Christmas

Los Angeles operators are according to one report, not faring well. Sales have dropped sharply from 39 to 34 this year. However, the trend that has continued is the belief that the business will be good for the rest of the season, including the Christmas holidays.

Operators believe that the bulk of the Christmas season business will be handled by the Minnesota-Juke Company and the William H. Laine Company. Laine’s reports state that Simon Sales Company specializes in vending machines for the private industry, producers and the TV film industry.

25 Minimum

California music gets a reluctant start. Minimum box and $40 to $60 a week for a 10-Hour machine is all that is being sold. The fee does not include pickup, delivery, and handling.

Rental business on metropolitan Los Angeles has a good number of operators any calls from outside that area.

Their machines are rented with a trade-in exchange. A set for free play. Clubs and fraternal organizations, besides the private industry, represent a big class of customers.

The William H. Leuenhagen Company charges $300 to $350 a week for a 20-Hour machine. It is the only company that operates in the machine. Like California Music, it is the only company that operates in California. However, like California, it has a big class of customers, 25 miles, any calls from outside that area.

The Simon Sales Company charges $500 to $600 a week. These fees are based on the size of the machine, not the location of the machine.

Chem. Process Adds Life to Juke Records

MINNEAPOLIS, Minn. — Records played on juke boxes will have long surface noise and long life in the future due to a new process developed in this area.

The Minnesota Rubber and Gaskets Company recently developed the process that use in the manufacture of juke boxes and the firm is now using the machinery for producing electronics and drive wheels.

The time of discovery, drive wheels, cut down operating noise, reducing scratches and wear when the machine is coming into contact, the firm states.

Wurlitzer Promotes High-Fidelity Units

Wurlitzer has installed a special high-fidelity model. It is said the model rolls out on the high frequency range, just above the musical range at least 14 inches of full fidelity range. It is the largest model of the hi-fi unit, which can be used in a 25-foot room.

Lamine has a turquoise hammerhead finish, to match the panel and grill work.

Wurlitzer-Laine Judges Review Local Diskings

NEW YORK, N.Y. — Judges in the Frankie Laine-Wurlitzer national diskings are attending meetings of the Frank Laine, advertising and promotion department. Several judges were in town for the judging and the meeting was held in the Wurlitzer building.

In 40 local winning recordings were made, and 90 percent of the judges have been heard of the final judges. The judges make their choice of jockeys, scoring the contest. A large proportion was the audience participation selection.

The hi-fi model is expected to be held to the standards that are expected to be held. "Our firm has taken the time to make sure that the judges are in charge of the model," said the firm.

This is a new system, designed to help with the high-speed turntable, and is the most advanced in the industry.

Plan to announce the national taping contest, which will be held in the next month. The contest is expected to be held in mid-March. The firm will have a high-fidelity model on display.

The price on the hi-fi model will be announced at a later date. The hi-fi box lists at $24.95.

The hi-fi model is equipped with two matched dynamic units, new addition to the model, in addition to the field. These units are used in the Zenith Electric Company's models and will be available for sale at independent operators.

The model is available with all the latest features, including the Zenith Electric Co. 790 model, which is equipped with the Zenith Electric Co. 790 model.

The electronic new generation of phones is a device which automatically turns a set on for a short time, usually three or four minutes, every half-hour.

Chicago Coin-Tin-Firm Reports Sales Climbing

CHICAGO, Nov. 21—Midland Electronics Corporation reports that the coin-operated TV business on a continuing growth basis.

The firm has sold over 100 sets in the Midwest and operates over 50 sets in various sections of the country. The firm has sold over 100 sets in the Midwest and operates over 50 sets in various sections of the country.

D. J. Maxon, president and sole owner of the firm, said the sets now operated by Midland have been sold for sale to independent operators. Midland have been sold for independent operators.

The sets are available with the Zenith Electric Co. 790 model, which is equipped with the Zenith Electric Co. 790 model.

The electronic new generation of phones is a device which automatically turns a set on for a short time, usually three or four minutes, every half-hour.
THE PUBLIC GETS: 120 Perfect Selections, Eye Level Program, One Button Play, Thrilling Tone and Virtuosity.

THE LOCATION GETS: A Beautiful Showpiece, Choice of Placing it Anywhere, Customer Inspiration and Satisfaction.

THE OPERATOR GETS: Instant Jump in Take, Uninterrupted Performance, Ability to Interest Top Spots.

AMI Incorporated
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
the NEW sensational

COMET

CHROME WALL BOX

PHONOGRAPH

For "plus" business, used with the Comet-120 or the Playmaster. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hook-up. Standard size title strip holders, true accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.

WORLD'S
SMALLEST CONSOLE
Less Than 30" Wide

WORLD'S
SMARTEST STYLING

NOW ON DISPLAY AT
ALL ROCK-OLA DISTRIBUTORS

ROCK-OLA MANUFACTURING COMPANY
800 N. KEDZIE AVE.
CHICAGO 51, ILLINOIS
How to Profit Thru Rentals

By Jim Wickman

Smart music operators are renting out their older 20 and 24-station models, at prices ranging from $5 to $10, in order to attract new customers and increase their business. Earnings have been particularly good in areas of high rental demand, such as schools, shops, and restaurants.

In the current era, it is essential for music operators to stay on top of the latest trends and developments in the music industry. One area that has been particularly promising is the rental of music machines.

The rental market has continued to grow in popularity, with rental revenue increasing by 24% in the past year alone. This growth can be attributed to the increasing demand for music in public spaces, such as restaurants, bars, and clubs.

To make the most of this trend, music operators should consider renting out their older models to attract new customers and increase their business. The rental revenue has been particularly good in areas of high rental demand, such as schools, shops, and restaurants.

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High fidelity is not a fad. Instead, high fidelity is a great forward step to bring new concepts of listening pleasure to lovers of music.

When records are played on a true high fidelity system, the music takes on an added dimension and presence... new tonal realism.

That’s why Seeburg introduced High Fidelity to our industry. With High Fidelity you can now offer your locations... and the public... the last word in listening pleasure.

High Fidelity is another Seeburg first... another Seeburg advancement that makes it possible for you to offer a BROADER MUSIC SERVICE.
IS HERE!

AND, HERE IS THE MOST COMPLETE COIN-OPERATED MUSIC SYSTEM EVER DEVELOPED!

The Select-O-Matic "100" HFG High Fidelity Deluxe ... as beautiful in appearance as it is efficient in performance. And it's complete ... with remote control ... scientific sound distribution ... automatic volume compensation ... and it's

HIGH FIDELITY
ALL THE WAY!

All the high fidelity characteristics are specially "built-in." That includes:
1. The high fidelity amplifier with a range of 20 to 30,000 cycles per second.
2. Spring tension magnetic pickup.
3. Two skillfully baffled speakers in the phonograph — a 15-inch woofer for low and middle range tones ... a 5-inch tweeter for the highs.
4. A 12-inch high fidelity remote speaker with two mechanically interlocked cones ... one for the low and middle ranges, the other for highs.

SEEBURG Select-o-matic
MUSIC SYSTEMS
See Holiday Demand A Juke Rental Hype

Coin-Em You Know

Operations are booming at the juke box rental business, with sales increasing and customers are demanding juke boxes for the holiday season. The business is expected to grow significantly during the holiday season.

Neb. Rental Business To Rise During Winter

Operators in Nebraska report a substantial increase in juke box rentals during the winter months. Customers are looking for entertainment options that are affordable and easy to use.

Texas Jukebox Rentals

Ten juke box manufacturers are experiencing a surge in demand for their products. The increased demand is attributed to the holiday season and the popularity of juke box rentals.

Chicago

Juke Box Rentals

The demand for juke box rentals is expected to increase further in Chicago due to the increasing popularity of juke box rentals. Thejuke box rental business is expected to continue to grow as more people look for entertainment options.

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TO SEE GENCO'S NEW Shuffle Pool
the game with INDIVIDUAL COMBINATIONS OF STRAIGHT AND BANK SHOTS

Available at B. D. LAZAR CO. 1635 Fifth Ave., Pittsburgh, Pennsylvania

MILLER-NEWMARK DIST. CO.
5149 Good River Ave. 9th Street Gardens 
(Continued from page 139)

new York
Mrs. Margaret V. Kline, wife of contractor-builder distributoe Lester M. Kline, died Thursday (13) after a long illness.

Hartford
George Navickas of Navickas Amusements is back from a several week's tour in Northern Maine. Navickas owns a hunting camp there.

Manny Leibovitz, formerly with Vending Machines, Inc., of Hartford, has resumed boxing and wrestling shows at Foot Guard Hall, Hartford, Gracie-Loew, Inc., Crosby - Benkof distributor for Northern Connecticut, moved to larger facilities Jan. 1. A 2 1/2 per cent payment on all earnings of employees of Vener-Fost, Inc., manufacturers of counting and computing devices for vending machines, for the past 52 weeks, has been approved by the board of directors and will be paid Dec. 11. Total payment is expected to pass the $120,000 mark.

Detroit
Atlanta, Mich., is the spot for this week for hunting with Charlie Czarwski, of Frank's Music, who Frank Adler Jr., son of the owner of the North Side music concern, is also in quest of venison in the northern wilds of Michigan.

Russ Honser, of Oakland Coin Machine Company, is now on his third week of stalking game "up north." Dale and Art Suarez, of A.P. Suarez & Son Distributing Company, are hunting at Oconomowoc, Wis.

Albert E. Wiedeman, of Wiedeman National Sales Company, was in town attending to business before leaving again for his new home in Florida.

Eddie Clemens, head of Music Services Company, had the enviable task of breaking in a new & on a trip to Washington. Theodore E. Gillies, former operator, is now with the Smith-Brook Company, real estate firm.

Mrs. Marion Coleman established the Bruce Vending Company, Edward Bradley set up Bradley's Music Company, Ben Leibovitz, head of Kyle City Candy Company, entered University Hospital at Ann Arbor for a checkup.

Washington
Norman Hayter, manager of the local Dr. Pepper-Taiを得 Distributing Company, says business is off slightly, but still good. Local operators say they will hardly miss Theodore Kave of Huron Coin, who died recently. Kave was vice-president of the Washington Music Guild and was active in the music business and civic and social organizations.

Pioneer Novelty is doing a steady business, reports owners Evan Griffith. His staff was backed by the recent visit of Maud Carson, who played an engagement at a local club and called on distributors and dealers.

Charles W. Bowles, owner of East Coast Music, is pleased with the steady flow of collections. Bowles, who is president of the Washington Music Guild, says that dime play has been generally accepted in the Washington area.

Pittsburgh
Dan O'Neill, A.R.C. Vending Corporation, reported business has been good the past two weeks. Harry Rosenthal, Hon- nor Specialty Company, returned from a road trip. He called on Pet Honser in Baltimore and Frank Williams while in Uniontown.

Morris Moshovitz, Sidmor Vending, hunts for new chains for his ball, vendors with the seal of an antique collector. Joseph McGlinn says the expected cold weather should boost the coin and candy vending trade.

Tim McCaffrey, manager of Coca Cola's vender division, claims many of the older plant workers never tasted soft drinks until the firm's new equipment was installed. Bob Stansall, owner of Stansall Distributors, rep- ported the company's new center, newly organized address on how to make a hit with company drivers.

Charles A. Porto finds that his salesmen are putting in a steady drive. Virtually all this, Vic- tor Aheenon, Empire Distributors, reports business is improving slowly.

COINMEN YOU KNOW
• Shuffle Games

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### THE BILLBOARD

**Index of Advertised Used Machine Prices**

#### Amusement Games

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anglo American</strong></td>
<td>$34.50</td>
</tr>
<tr>
<td><strong>Bally</strong></td>
<td>$36.50</td>
</tr>
<tr>
<td><strong>Bar Top</strong></td>
<td>$38.00</td>
</tr>
<tr>
<td><strong>Bell</strong></td>
<td>$40.00</td>
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<tr>
<td><strong>Bentley</strong></td>
<td>$42.50</td>
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<tr>
<td><strong>Beverly</strong></td>
<td>$45.00</td>
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<tr>
<td><strong>Blackbird</strong></td>
<td>$47.50</td>
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<tr>
<td><strong>Bobcat</strong></td>
<td>$50.00</td>
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<tr>
<td><strong>Bonanza</strong></td>
<td>$52.50</td>
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<tr>
<td><strong>Borgata</strong></td>
<td>$55.00</td>
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<tr>
<td><strong>Boulevard</strong></td>
<td>$57.50</td>
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<tr>
<td><strong>Brickyard</strong></td>
<td>$60.00</td>
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<tr>
<td><strong>Bullseye</strong></td>
<td>$62.50</td>
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<tr>
<td><strong>Burlington</strong></td>
<td>$65.00</td>
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#### VENDING

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>American Coin</strong></td>
<td>$29.50</td>
</tr>
<tr>
<td><strong>Bar</strong></td>
<td>$32.00</td>
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<tr>
<td><strong>Bally</strong></td>
<td>$34.50</td>
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#### MOVING SALES

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<tr>
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<tbody>
<tr>
<td><strong>American</strong></td>
<td>$39.00</td>
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<tr>
<td><strong>Bar</strong></td>
<td>$41.50</td>
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<tr>
<td><strong>Bally</strong></td>
<td>$44.00</td>
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#### SPECIAL

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<th>Machine Name</th>
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<tr>
<td><strong>Beach Club</strong></td>
<td>$34.50</td>
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<tr>
<td><strong>Beau Geste</strong></td>
<td>$37.00</td>
</tr>
<tr>
<td><strong>Beverly Hills</strong></td>
<td>$39.50</td>
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</tbody>
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#### HELP WANTED

- **Mechanic—Experienced Only**
- **Good Pay** in subject of Chicago, IL. Write, giving complete details of past experience, etc., to

#### GIVE TO THE RUNYON CANCER FUND

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**NEED ROOM OUT THEY GO**

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**BOYLE AMUSEMENT CO.**

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<td><strong>Bally</strong></td>
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**67,000 ACTIVE BUYERS**

The Billboard Classified columns each week.

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www.americanradiohistory.com
**Advertising Rates**

- **REGULAR CLASSIFIED**: Minimum $1.00 per insertion. First line $5.00, second line $2.00, third line $1.00. Minimum charge $6.00 per insertion. 5 day minimum. All rates subject to 3% sales tax.

- **CONSECUTIVE insertion**: Minimum $1.00 per insertion. First line $5.00, second line $2.00, third line $1.00. Minimum charge $6.00 per insertion. 5 day minimum. All rates subject to 3% sales tax.

- **REGULAR DISPLAY**: Minimum charge $6.00 per line or fraction, 5 day minimum. Minimum charge $2.00 per line or fraction. All rates subject to 3% sales tax.

- **CONSECUTIVE DISPLAY**: Minimum charge $6.00 per line or fraction, 5 day minimum. Minimum charge $2.00 per line or fraction. All rates subject to 3% sales tax.

- **ADVERTISING**: Minimum charge $6.00 per line or fraction, 5 day minimum. Minimum charge $2.00 per line or fraction. All rates subject to 3% sales tax.

**Business Opportunities**

Attention, Coin Machine Operators, per- sons interested in coin-operated amusement business. If you are interested in earning a substantial amount of money, you may be interested in leasing or purchasing one of the latest coin-operated machines. The demand for coin-operated machines is very high, and there is a great need for operators who are interested in making a good income from this business. If you can afford to invest the necessary capital, you can make a good return on your investment. Please contact us for more information about the machines and the leasing options available.

**Coin Machines**

- **Machines Available**: We have a variety of machines available, including capsule machines, vending machines, and coin-operated video games.
- **Leasing Options**: We offer leasing options to qualified operators, allowing them to start their own coin-operated business without a large initial investment.
- **Investment Requirements**: The investment requirements vary depending on the machine and the leasing option chosen.

Please contact us for more information and to learn how you can join the exciting world of coin-operated entertainment.

**Coin Machine Operations**

- **Business Licenses**: All necessary business licenses and permits are provided to qualified operators.
- **Ongoing Support**: We provide ongoing support and assistance to our operators, including training, marketing, and technical support.
- **Profit Potential**: There is a high profit potential, depending on location and market conditions.

Please contact us for more information and to explore the opportunities available in the coin-operated entertainment industry.

**Contact Information**

- **Phone**: 555-1234
- **Email**: info@coinmachineoperations.com
- **Website**: www.coinmachineoperations.com

**More Information Available**

For more information on Coin Machine Operations, visit our website or contact us directly. We look forward to helping you start your own coin-operated business.

---

**Coin Machine Operations**

- **Address**: 123 Main St., Anytown, USA 12345
- **Phone**: 555-1234
- **Email**: info@coinmachineoperations.com
- **Website**: www.coinmachineoperations.com

---

**Coin Machine Operators Wanted**

- **Qualifications**: Must be willing to invest in a coin-operated business and have a strong work ethic.
- **Responsibilities**: Will be responsible for setting up and maintaining machines, as well as managing the business.
- **Benefits**: Competitive pay, ongoing training, and opportunities for growth.

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**Coin Machine Operators Required**

- **Qualifications**: Must be willing to invest in a coin-operated business and have a strong work ethic.
- **Responsibilities**: Will be responsible for setting up and maintaining machines, as well as managing the business.
- **Benefits**: Competitive pay, ongoing training, and opportunities for growth.

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RECALL THE OLD DAYS?

Outdoor Show Points Up Changes in Trade

CHICAGO, Nov. 21—Traveling to the Hotel Sherman in Chicago for an exhibit of coin machine equipment—as many a competent will acknowledge—has long been considered an old custom even the "coin machine shows" as such have passed from the scene.

Pre-World War II, Coin Machine Institute, then known as Coin Machine Industries, and National Association of Coin-Operated Machine Manufacturers staged extort of the best-attended, most expensive conventions Chicago ever witnessed.

Since 1946, however, the history of "coin machine shows" has been spotty.

For one thing, prewar shows included all types of coin-operated equipment—Games, juke boxes and automatic merchandising equipment.

Vending Breaks Away At war's end, the automatic merchandising industry—which came of age during the war—broke away from its own convention and exhibit activities, choosing to surrender its own facilities to service and merchandise vending machines.

This left the "coin machines show" with games and with music, but the Juke box business quickly found the show unsatisfactory. For one thing, Juke box manufacturers turned down the manufacturers and the manufacturers found it difficult to schedule their exhibit shows on the given dates.

As a consequence, the major Juke box manufacturers took their shows to hotels other than the Juke Box Manufacturers Association, which decided to operate under a new association.

Coin Machine Industries held its annual show in 1946, 1948 and 1949. In each of those years, the Coin Merchandising Association likewise held a convention and exhibit and the vending show quickly became the larger of the two, exhibited and attendance-wise.

Music Group Organized Meanwhile, 1949 saw the organization of Music Operators of America—a separate national group which at that time was a loose federation of existing State and local music operator associations. That year, none of the major phonograph manufacturers took part in the Sherman convention, a fact which led to the formation of the Music Operators of America.

Since 1949, convention activities have been largely concentrated in the Music Operators of America, which, like its predecessor, is held jointly with the Coin Machine Institute and is the largest convention held by the coin trade.

In 1950, the Music Operators of America was organized and the Music Operators of America—Coin Machine Institute show saw a slight increase, particularly in the number of exhibits and attendance, although the number of attenders was not large enough to make the bill of exhibits to anyone who has attended a coin gun show can appreciate the size of the exhibits.

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Booths

Calendar for Coinmen

November 28-December 3—National Association of Amusement Park, Pool and Bowles 56th Annual Convention and Trade Exhibition, Hotel Sherman, Chicago.

December 3-4—Illinois Amusement Operators’ Association, monthly meeting, 200 North Madison Street, Rockford.

December 4-6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

December 11—National Automatic Merchandising Association Board of Directors meeting, association headquarters, 7 S. Michigan, Chicago.

December 12—Amusement Machine Operators Association Dale County, annual banquet and dance, Sunset Hotel, Miami Beach.

SHUFFLEBOARD

St. Louis Firm Finds Extra $$ In Resurfacing

ST. LOUIS, Nov. 21—Setting up a complete shuffleboard resurfacing plant, capable of turning out a factory-new glossy surface, has helped to maintain shuffleboard profits for the Real Distributing Company.

William H. Salyer, resurfacer, found owner of the company, says: "We have a ready-made market for resurfacing and renovation of shuffleboard courts.

On the second floor of 1 plant, Salyer developed a highly-specialized plant for shuffleboard sanding and conditioning equipment. A standard floor sander proved too fast for the handmen, and they are working to find a more accurate surface. He also uses small sanders and an air blower for getting rid of sawdust and spilt sand, and the finishing operations are done by hand. Fine finishing is accomplished with a simple hand sander and is required on older units, particularly those which have been subjected to moisture.

Lack of the shuffleboard finishing plant has been the boon to our operations, as our operators have been able to turn out a superior product, and our customers have been satisfied with the results.

The efficiency of the plant has been reflected in the increased efficiency of the operators, who have been able to turn out a superior product, and the customers have been satisfied with the results. The plant is fully equipped to handle the demands of the industry, and we are confident that it will continue to meet the needs of the community.

Revenue Okays Shuffle Prizes

Agents in many parts of the country have been demanding a $29 tax for shuffle bowling games where prizes are offered a player, irrespective of the method used.

Several rulings have been issued by various state and local authorities, which include the following:

The operator and his attorney, and, very often in the state, have been contacting each other in increasing numbers with this problem. It is now a matter of federal law that the shelter tax is $29 per game, such as a bowling game, is subject to the federal tax even if the prize is awarded a player. I have previously stated that the Internal Revenue Service, in a letter to me, has stated that the revenue authorities have no objection to the use of such a game, so long as it is operated in accordance with the law.

St. Louis, Oct. 31—"We have consistently held that a shuffle bowling machine is a game of chance as defined in the Internal Revenue Code, regardless of the fact that prizes are awarded in connection with its operation, since the successful operation of the machine is not dependent on the skill of the player, but on the chance element. The play is determined by the element of chance.

"The operator is the one who is required to provide the method of operation which will result in the award of the prize to the player. The operator is required to maintain the machine in such a manner that the chance element is determined by the method of operation, and not by the skill of the player.

A Trainload of Arcade Equipment at Empire

Empire Coin Machines, Inc.

A Trainload of Arcade Equipment at Empire

Empire Coin Machines, Inc.
ELECTRONICALLY COIN-OPERATED — BRILLIANT NATURAL COLOR PICTURES — FULL THREE DIMENSIONS — LATEST FUTURISTIC PROCESS BY INVENTOR OF Radar Camera Produces Amazingly Life-Like Pict That Seem To Reach Right Up At You!

- Easy To Reload!
- Completely Automatic Operation!
- Beautifully-sturdy cabinet!
- Feat proof — Trouble Free!

Pix can never lose a "loop"—can't break its spool
—Never needs splicing—GUARANTEED NO PROJECLION TROUBLE—no service calls!

3-D DIMENSIONAL THEATRE OFFERS 5 COMPLETE ONE MINUTE SHOWS! Reloading a matter of minutes for complete change of 5 Shows! Complete library of subjets — Artist's Models — Bubble Dancers — Westerns — Educational — Travelogues.

For the Kiddies!

Their own sensational Kiddies Model—with exciting clown decoration—and one heat planer for their amusement—5 complete shows featuring

BIG NAME COMIC STRIP & CARTOON CHARACTERS in Full Color three dimension!

Nothing like it ever seen before! Kiddies will go right up to you on their favorite comic strip and animated cartoon characters seem to leap up at them in all the glory of full color and 3 breath-taking dimensional cabinet is exquisitely decorated for amazing kiddie appeal!

60" high, 24" wide, 24" deep
“CLUB MODEL” Saddle & Turf

GUARANTEED REPLAY AWARDS
every game when 7 coins are played. Especially designed for locations demanding liberal Replays awards.

Greatly improved new style SINGLE COIN DROP (WITH SLUG REJECTOR) easily accessible on push-button plate. 5c or 10c play.
High scores possible with single coin for top-play incentive.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H.C. EVANS & CO.
1536 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

DON'T FORGET TO COME IN AND SEE GENCO'S NEW SHUFFLE POOL

the game with FAST 50-SECOND PLAYING TIME
SOUTHERN AMUSEMENT CO. 428 Madison Ave.
Memphis, Tennessee

THE BILLBOARD
COIN MACHINES

WE NEED SPACE AND ARE CLEANING HOUSE AT RIDICULOUSLY LOW PRICES!
Joe Ash

ONLY $30.00 EACH

ONLY $35.00 EACH

ONLY $40.00 EACH

ONLY $45.00 EACH

ONLY $50.00 EACH

ONLY $65.00 EACH

ONLY $90.00 EACH

ONLY $95.00 EACH

COTTLELY CYCLONE WILLIAMS TWENTY CENT UNITED CIRCUS

ALL MACHINES LISTED ABOVE ARE IN A-1 CONDITION AND READY FOR OPERATION!

WE NEED SPACE AND ARE CLEANING HOUSE AT RIDICULOUSLY LOW PRICES!
Joe Ash

“BINGOS” Cleared, Checked, Ready For Immediate Operation
4 ATLANTIC CITY, Daily $1.95
9 BEACH CLUB, Daily $3.95
2 BEAUTY, Daily $3.99
4 BRIGHT LIGHTS, Daily $8.95
2 CARAVAN, $3.99
2 COMET ISLAND, Daily $127.50
2 ROYAL, Daily $99.95
1 LEADER, Drafted
1 PALM BEACH, Daily $199.95
1 SPOT LIGHT, Daily $92.50
Send 1/2 Real Coin Co. 5 & L Distributing Co.
1663 CENTRAL PARKWAY
CINCINNATI 14, OHIO.

BINGO GAMES

THE ONLY GENUINE DELUXE FORMICA TOP
FOR ALL BINGO GAMES

$110.00

$35.00

$22.50

$3.30

$1.75

$1.09

$0.97

$0.69

$0.38

$0.29

$0.25

$0.23

$0.20

$0.19

$0.18

$0.17

$0.16

$0.15

$0.14

$0.13

$0.12

$0.11

$0.10

$0.09

$0.08

$0.07

$0.06

$0.05

$0.04

$0.03

$0.02

$0.01

$0.00

GIVE TO DAMON RUNYON CANCER FUND
Gather a Harvest of Top Values... Buy From London!

NEW SELECTION FIVE BALLS, NEW PRICES!

WALL BOX SPECIALS!

ATTENTION FOREIGN BUYERS!
NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT

NEW UNITED
IMPERIAL
ROYAL

IN better quality buys

Shaffer
Specials

in better quality buys

WALL BOXES

See FIRST for
Chicago Coin's
World Trainer

NEVER TOO BUSY
TO GIVE YOU
FIRST-CLASS
SERVICE!

SHELTER GAMES

FIRST-CONDITION
Shuffle Games

SHUFFLE POOL

J. L. London Music Co., Inc.

COIN MACHINES

THE BILLBOARD
NOVEMBER 28, 1954

MISCELLANEOUS

WALLITON 1250-20-Wall

Shaffer Music Co.

EXCLUSIVE SHUFFLE DISTRIBUTORS

"WE ARE EASY TO DEAL WITH"

FACTORY DISTRIBUTORS: JENCO (Copy)
UNION ANN. REAL. TABLES.

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WE ARE EASY TO DEAL WITH"

FACTORY DISTRIBUTORS: JENCO (Copy)
UNION ANN. REAL. TABLES.
LIGHTNING SPEED OF TRAP Holes...
FLASHING ACTION OF 4 FLIPPERS!!

EXCITING AS A THREE RING CIRCUS!

Gottlieb's PIN WHEEL!

Here's the play:
* Any 3 balls in line or 4 balls in center square trap holes awards Repays.
* Double Rotation sequence lights up corresponding Roll-overs for Super-High Score and Super-Point Score.
* Completing both Red and Blue Sequence lights up center Roll-Over for Repays.

4 POP BUMPERS ★ 4 FLIPPERS ★ 2 CYCLONIC KICKERS ★ HIGH SCORE to 6 MILLION ★

New HINGED FRONT DOOR

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

"There is no substitute for Quality!"

Headquarters for Shuffleboard

EVERYTHING FOR THE SHUFFLEBOARD OPERATOR!

- Now you can deal with American for all your needs in shuffleboard... in one stop!
- FULL LINE of 1954 MODELS
  - Longboards — 18', 20', 22'
  - Cushion Boards — 12'
  - Bank-Shot — 9'
- FULL LINE of Supplies and ACCESSORIES!
- FULL LINE of LEAGUE TROPHIES!

AMERICAN
SHUFFLEBOARD COMPANY
Union City, New Jersey

Write for LATEST LITERATURE or Phone Union 5-6633

All Redd-Hot Values
Perfectly Reconditioned - 100% Guaranteed

Music Alleys

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<th>BASIC</th>
<th>1200-45 RPM</th>
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<th>Ein Ed Clever</th>
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<td>United Star 10th Frame</td>
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One Ball & Bingo Miscellaneous

| POT LUCK | .65c  | 595 |
| POP SUGAR | .75c  | 95 |
| MARSHALL PARK | .75c  | 75 |
| SUPER WORLD SERIES | .50c  | 95 |

Kiddie Rides New Look — Like Brand New

| TACO CHAMPION HORSE | .45c  | 650 |
| HINT BIG BONCO | .45c  | 550 |
| HINT TOYGER | .45c  | 550 |
| TACO AMERICA RACER | .45c  | 750 |
| ENNETIC DREAM LINER | .45c  | 400 |
| DANCE AT SPACE STATION | .45c  | 295 |

ALL RIDES COMPLETELY RECONDITIONED

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Alston, MA 02136

Exclusive Distributors for
AMI
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Brand New
Buckley CRISS-CROSS
JACKPOT BELLS
5c-10c-25c-50c-$1.00
Also made for many foreign sales.

Buckley Manufacturing Co.
622 W. Lake St.
Chicago 24, Ill.

Panoram Operators!
For Sale
Over 1800 operators for sale.
Buckley, Chicago Distributors

American
Shuffleboard Company

Your ticket to SALES RESULTS — the advertising column of THE BILLBOARD!
BIG, BOLD ILLUMINATED SCORE INDICATOR
PLAYER CAN SEE HIS SCORE AT A GLANCE WITH

Williams "GUN CLUB"

Check these PLAY-ENTICING FEATURES:
Numbers 1 to 6 each lit a letter to spell G-U-N C-L-U-B on backglass!

- Spelling G-U-N C-L-U-B: Scores 1 free play and lit bottom center rollover and 2 top side rollovers for replays! Thereafter, 1 to 6 scores 1 replay.
- Ball over either of the 2 bottom side rollovers, when lit, lit up the next consecutive letter in G-U-N C-L-U-B!
- Hitting 2 stand-up targets after spelling G-U-N C-L-U-B: Tiles up 4 additional side rollovers for 1 replay. A "SURE SHOT" feature!

NEW! GOLD BUMPER CAPS AND FLIPPERS!

ORIGINATORS OF:
1. Interchangeable Front Door for All Williams Games
2. Hinged Front Door for 5-Ball Games
3. Drum Type Scoring Reels on 5-Ball Games

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It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Cross foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

Write for FREE Price Lists • Parts and Service Manual Available

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1433 SPRING GARDEN STREET • Ribenhous & 7712 • PHILADELPHIA 30, PA.
Branch: 819-421 W. University Avenue, Scranton, Pa.

RECONDITIONED
RENO'S SKY RUNNER $325.00
REMOTE 4-PLAYER CONVERSION (Refurbished) $125.00
C stomachs $24.00
DRUNK DIXIE RUN $49.50
EXHIBIT SIX SIEZER $149.50

UNIVERSITY COIN MACHINE EXCHANGE
48 W. Frankfort Ave. Chicago 2, Ill.

AMERICAN MUSICAL COMPANY, INC.
1235 Western Ave., Cleveland, Ohio

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
EAST I930
917 S. Main St., Louisville, Ky.

MIDWEST TO KENTUCKY, INDIANA, SOUTHERN OHIO
"The House That Confidence Built"
Keeney's 6-PLAYER PACEMAKER

with 4 SCORE CARDS FOR ANY TYPE PLAY!

10TH FRAME
SHOOTS ON AS LONG AS PLAYER
"STRIKES" To Score Double or Triple...

PLUS OPTIONAL 0 to 9 MATCH SCORING!
PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE
IN THE 3rd - 5th - 7th and 10th FRAMES!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

KEY in front of game
switches from regular
to match play at discretion
of operator or location
attendant.

WRITE-WIRE-PHONED YOUR Keeney DISTRIBUTOR!

Keeney's PACEMAKER
has Exclusive Features
that get and hold
players' interest for
INCREASED EARNINGS!

THE BIG PUSH IS ON WITH
Keeney's PACEMAKER

NOW!
In Our Showroom...
CHICAGO COIN’S New Money Maker

DAYS PHONO SATISFACTION! EASY AS A-B-C...!

WANTED
100 VOLUME BALLS! - 100 BIL and [illegible]

COBRA CARTRIDGES
Established and Registered, P. & B.
1950 High Grade, ready for .10 cav.

IN THE TRADE

FRIDAY NIGHT AT THE RINGS
Thursday 8-10; Friday 8-1, 11; Saturday 5-7

Davis Phone Satissfaction! Easy As A-B-C...!

Davis PHONES

Every One Fully Guaranteed

Wurlitzer Specials
1000 Specialized, $139
800 Thoroughly cleaned, $69
700 Writing condition, $59

Speaker Special
Wurlitzer "4000" Star
Spoolboxes, Each $131.91

WEBER 4000... "ONE" SPECIALY

SEEBURG M-100 A
with Davis Guarantee
WRITE FOR NEW LOW VOLUME PRICE

WANT TO BUY
• MILLS CATALOGS
• EVANS CATALOGS
• Wurlitzer 1015
• Wurlitzer 1400

TWIN CITY ANGEMENT
Wurlitzer 4000, St. Or. Covered...
Wurlitzer 2000, Reconditioned...
Wurlitzer 7000, Reconditioned...

AMU Specials
Reconditioned—Refinished
Wurlitzer 4000 $195

WANTED
100 PHONE BALLS! - 100 BIL and [illegible]

MACHINES

COBRA CARTRIDGES
Established and Registered, P. & B.
1950 High Grade, ready for .10 cav.

IN THE TRADE

FRIDAY NIGHT AT THE RINGS
Thursday 8-10; Friday 8-1, 11; Saturday 5-7

Writer in BUFFALO • ROCHESTER • ALBANY • SYRACUSE, N.Y.

WANTED
Eaters Farm and A.B.T. Challenges
Benetlly George Island.

FOR SALE
100 PHONE BALLS! - 100 BIL and [illegible]

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Established and Registered, P. & B.
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Benetlly George Island.

FOR SALE
100 PHONE BALLS! - 100 BIL and [illegible]
**New Beautiful Cabinet Styling!**

**KING BOWLER**

NEW Feature...Double and Triple Score Action on Strikes and Spares Only!

THE GAME WITH THE NUMBER, STAR AND CROWN MATCH FEATURE!

- 5th and 10th Frames
  - Triple Score Feature!
- 3rd and 7th Frames
  - Double Score Feature!

Adjustable to Play 5 Frames

**GOLD CUP BOWLER**

With exclusive REPLAY Feature

- Replay given player Matching a number!
- Any one or six players Can get Replays!
- Can be operated as Straight Match Bowler!

**Chicago Coin's**
2 Foot Size

MACHINE COMPANY

Chicago Coin's**

MACHINE COMPANY

Chicago Coin's New ADVANCE BOWLER

Look for us at the OUTDOOR SHOW

Chicago Coin's New ADVANCE BOWLER

**New Scoring Thrill!**
Top Score of 9001

- FAST 45 second scoring! Multiple Scoring on Strikes and Spares only!
- Adjustable to Play 5 Frames

Be sure to see our display at the Outdoor Show starting November 29 Sherman Hotel, Chicago
Genco Presents AMERICA'S NEWEST ALL-LOCATION Amusement Rage

**4 PLAYER Shuffle Pool**

*The THRILLS of SHUFFLEBOARD... The SPEED of BOWLING... The SKILL of BILLIARDS...*

- **18 SHOTS PER PLAYER** - 3 Frames of 6 Shots Each
- **50 SECOND PLAYING TIME** - Fast as a Bowler...10c Play
- **ROLLOVER WIRE FORMS** Control Scoring as in Bowling Game
- **HUNDREDS OF COMBINATIONS** Straight or Bank Shots
- **SPECIAL BONUS SCORING**

**REALISTIC 3-DIMENSION COLORED LIGHT BALLS**

Move on "Break" — DISAPPEAR when Hit!

**EASY SERVICING THROUGHOUT**
**LIFETIME FORMICA PLAYFIELD**
**SIZE—8-FT. x 2-FT.**

SEE US AT BOOTH 141 AT THE OUTDOOR SHOW

Write, Wire, Phone for Full Details!

Genco MANUFACTURING & SALES CO.
2621 N. Ashland Ave.,
Chicago 14, Illinois
HOLD numbers you need to build up score, cancel-out numbers you're "sorry" you hit...try again with BALLS RETURNED from cancelled numbers...

HOLD ODD OR EVEN OR ALL NUMBERS
BY PRESSING ODD OR EVEN OR ALL BUTTON

BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT
ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games...plus the newest idea, greatest innovation...a pin-game design in years. Get your share of the PALM SPRINGS profit. See your Bally Distributor today. Bally Manufacturing Company, 2610 Belmont Ave., Chicago 18, Ill.
United's Imperial Shuffle Alley

With Sensational New King Size Realistic Bowling Pins

More Appealing
- Extremely Durable
- Fast Smooth Quiet
- Knee-Action Disappearance

Extremely Durable
More Than Twice the Size of Former Pins

Plus Triplet Match Feature (0-9)
- Triplet and Double Scores
- 5th and 10th Frames with Triplet Scores
- Added Feature — Can adjust to 5 Frame Game
- Strike or Spare Flasher Lights
- Hi-Score Feature
- Can Pick Up 7-10 Split
- Hinged Pin Hood — Hinged Front Door
- Formica Playboard

Two Sizes
- 8 ft. by 2 ft.
- 9 ft. by 2 ft.

See Your Distributor

United Manufacturing Company
3401 N. California Avenue, Chicago 18, Illinois

United's Royal Shuffle Alley
Has All The Features of Imperial
Except Triplet Match Feature
**EVEN MORE COMPLETE!**

WITH "BUILT-IN"

- **High Fidelity**
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- **Scientific Sound Distribution**
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NOTHING TO CONVERT . . . NOTHING TO ADAPT!

**DEPENDABLE MUSIC SYSTEMS SINCE 1901**

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Performance is the hallmark of quality. George A. Hamid & Son stand on the record—33 years of top performance in producing the highest quality attractions—whose continuous excellence has been proven time and again by unrivaled acclaim wherever they have played.

George A. Hamid & Son

10 Rockefeller Plaza • Boston, Mass.
New York City • Pittsburgh, Pa.
By exhibiting your products or services at the nation's oldest... and one of the greatest... State Fairs...

MICHIGAN STATE FAIR

The Showplace of Agricultural and Industrial Progress with an annual attendance of over 800,000

No other medium in Michigan brings you the opportunity to literally shake hands with so many of your farm and city customers. The unlimited opportunities to display your wares makes this low cost exhibit a 'best buy' for any advertiser. Annually, the people of Michigan look forward to the Michigan State Fair where they can see Big Time Entertainment and Farm and Industry Exhibits side by side... where the entire family has an interest in the doings.

1954 DATES: SEPT. 3 THRU 12

Exhibitors' Inquiries Are Invited

contact JAMES M. HARE General Manager

Michigan State Fair
Detroit 3, Michigan
IKE...and 85 Million Americans
Go to the Fairs
BIG DAY FOR IKE, ESE, 72,650

President's Popularity, Fair's Gate Jumps When Ike Chats With 4-H'ers, Makes "Green Pastures" Presentation, Tours Grounds

By JIM MCHUGH

OCCASIONALLY a fair is honored and aided by the visit of a President. Harry Truman got close to the grass roots when he visited annuals on a couple of occasions while in office. This year President Eisenhower visited the Eastern States Exposition, Springfield, Mass. Since most of Ike's term still lies ahead of him, it is logical to assume that he may so honor other fairs.

The given reasons are many, with the chief one, perhaps, being the tremendous amount of national publicity earned for the host fair. This began early with the initial announcement of the President's plans coming from the White House and then literally continued right thru the actual appearance. If he says anything of national or international significance, the publicity continues for a much longer period as analysts make reference to the talk and the occasion.

Hypsoos Attendance

An automatic increase in gate attendance can be expected. In the case of Springfield, attendance on the day of the President's visit jumped from 62,484 a year ago to 72,650, a gain of more than 10,000. At noon on Monday, the day of the visit, the gate was checked at 5,000 ahead of the previous year, despite the fact that the prevailing weather offered no encouragement and, for a time, caused officials concern since it was feared that the flight from Washington would be grounded.

The prestige accruing to a fair visited by a President, especially one such as Ike, still riding the wave of popularity, is immeasurable. A good example of the helpful boost given by his presence is found in the news columns of The New York Times. Alto like made a much more important talk in Boston at night after his fair visit, the two pictures used next day by The Times were both shot at the fair. Time's staff men were on hand for the coverage and a day later the newspaper carried a column of text, plus three pictures, on the fair itself.

The proposed visit of a President is really something to talk about. Specialization is never done until the visit is over and the talks have been made. The visitors on that day have been given an extra-added attraction that no amount of money could buy. The photographs of the President with farmers and 4-H Club kids and their cattle raised on projects will probably crop up in various journals circulating in the hinterlands right thru until next fair season.

Crash Big Papers

Playing host to a President poses many problems. The Secret Service takes charge of security and virtually of the fair in the process. Everything becomes secondary to the President's safety and the possible inconveniences to the public and disruptions of normal programming are of small import. Actually, it is not until the President's departure that the hosting fair can get back into straight fair business.

A Coliseum, such as the one at Eastern States, or any other structure that will house the President and crowds, must be closed off and guarded zealously until the President has come and gone. Not until after his departure can the cattle get back in for judging and the stands get the acts ready for massive arena presentations.

It is unlikely that the appearance of a President at a fair would come about accidentally. In the case of Springfield, the idea was that of Jack Reynolds, general manager, and his associates many months ago. Luckily, New England has considerable strength in the Eisenhower Washington corps. New England gave him strong support in his bid for the candidacy and election. Eastern States, a non-stock, non-profit organization, numbers a many important persons on its board. All of these things were helpful. But, perhaps, even more important was the need by Massachusetts Republicans for Ike's presence at a $10-a-plate fund-raising dinner in Boston.

Perfect in Role

The two events were combined nicely on the same day. The original announcement from Washington said only that the President was to appear at Eastern States, the Boston political party was not mentioned. It could be that journeying from Washington to New England to attend a fair, mirroring the progress of farmers and industry alike, could be construed to be a better reason for the trip than merely to attend a straight political confab.

Eisenhower couldn't have done the job for the annual better had he been the mayor of West Springfield, site of the fair. He met and talked to a number of visitors, made the presentation of the fair's "Green Pastures" award, a silver tray acknowledging a good job in the rebuilding of land; chatted with and made a presentation to a 4-H Club award winner, toured the grounds in an open car, displaying his infectious grin, and spoke in a thronged Coliseum about the things close to the hearts of the spectators.

Apart from the hosting annual, the fair industry itself benefits from the visit of a President, since the publicity, while revolving around a single event, nevertheless points up the industry as a whole. Additionally, it can safely be assumed that when legislation affecting fairs, such as admission taxes, comes to the attention of the Chief Executive, he will most certainly have a clear picture of the status of at least one representative segment of the industry and the job it is attempting to do.
Teachers Hosted!

Sixty-eight teachers, representing 2,500 years of work in Minnesota's public schools, were honored by the Minnesota State Fair in a jam-packed day of activity in connection with the exposition's first Teachers' Recognition Day.

The teachers, who came from 67 of the State's 87 counties, averaged 27 years each as instructors in Minnesota's public classrooms. Next year, according to present plans, each county will be represented by its oldest pedagogue.

"The Teachers' Recognition Day was one of the most inspiring events ever to take place on the Minnesota State fairgrounds," Douglas K. Baldwin, fair secretary, said. "We enjoyed being host to the teachers. And, all to whom I talked assured me the day was one of the high points of their lives."

Appropriately, Teachers' Recognition Day was held on Children's Day. Many youngsters attended the fair especially to see their teacher—present or past—honored. Sometimes before the fair each county was invited to nominate its oldest teacher in point of service to participate in the day's activities. Dr. Max J. Peterson, superintendent of the fair's department of education, was in charge of arrangements.

Smiling broadly, with apples in their hands, are some of the teachers hosted by the Minnesota State Fair. Each, as she passed the Horticulture Building, wore a big, red, Minnesota apple, a gift symbolic of pupils seeking favor with a teacher.

Pinning on orchid on Helen Baker, of Brownton, Minn., oldest guest teacher attending the 1953 Minnesota State Fair on Teachers' Recognition Day, Monday, August 31, is President R. S. Thompson, of the fair. The day was officially programed as Children's and Teachers' Recognition Day.

A bus-load of teachers arriving at the Minnesota State fairgrounds to spend a day at the big exposition as guests of the Fair management.

Teachers from 62 counties in Minnesota at the banquet rendered them by the Minnesota State Fair on its first Teachers' Recognition Day. At the speakers' table, in the rear, are fair officials.
As the show-window for the world's products the Canadian National Exhibition has no equal. Thru sound direction, imaginative showmanship and insistence on only the best, the CNE has grown not only in size and scope—but also in effectiveness as the world's premier exhibition.

Where else can a product be displayed in two short weeks to so many who mean so much to its success! It's the perfect event to introduce a new product, make new friends for an established one... to show more Canadians what you have to sell in two weeks in any other manner.

Plan now to incorporate an exhibit at the CNE next year in your 1954 sales program.

1954 DATES
AUG. 27 • SEPT. 11

For Details Contact

J. A. NORTHEY
HIRAM E. McCALLUM

Administration Building
Exhibition Park
Toronto 2, Canada
Showcase of West Canada!

Pacific National Exhibition's Role as Trade Mart Heightened by Addition of New Buildings

BY HERB DOTTEN

The Pacific National Exhibition, Vancouver's up-and-coming annual fair, is prepared to take an even more aggressive, far-sighted role than ever before in its alert past in developing its home city as a thriving modern trading center for prosperous British Columbia.

Currently, the PNE is having the finishing touches put on three new structures, two of them commercial buildings, the other devoted to exhibits of the provincial government which connected and combined, will make the exhibition the show window of British Columbia.

Built at a cost of $1,500,000, the three-building line-up has an Electrical Building at one end, the British Columbia Building in the center, and the Manufacturers' Building at the other end.

Partially completed in time for the '53 fair, only some sections of the two commercial exhibit buildings were used then. And, despite the fact that the buildings were incomplete, exhibitors were delighted with the crowds.

The British Columbia Building is to be open the year round. Included among its governmental and educational displays will be a giant relief map of British Columbia, the Lipsett Indian Museum, and a 383-seat film theater.

The buildings were designed to assure continuous, one-way traffic. An abundance of electric and gas outlets are provided for exhibitors. Aisles are wide. Connecting walkways are wide. Garden courts, spotted in the center of the two buildings, provide a refreshing touch.

The PNE can look back upon many success stories of its exhibitors. And, with the new buildings, exhibition officials believe that such successes will be greatly surpassed in the future.

The PNE does an aggressive selling job to potential exhibitors. And it has a good sales talk—not the building alone, but the PNE's attendance and the excellent market British Columbia comprises for products of all kinds.

It has ample reason to assume that British Columbia will continue to grow and prosper and that Vancouver will continue to rise as a vital trade center. But it doesn't rest on those assumptions. Instead, it is setting to make itself a vital means of adding to the prosperity of British Columbia and to Vancouver's status as a trading center.

Leading British Columbia manufacturers go all out on their exhibits at the Vancouver Fair. Most of them use animation, a large number actual demonstrations, in their exhibits.

Attention-getting, interest-building exhibit of Bridge River Hydro Development packs a powerful impact upon patrons. Use of scaled-down models of power lines is sure-fire crowd-stopper. Exhibit sells fact that, "There's plenty of power for business moving to British Columbia."
Building material manufacturers and suppliers were prominent at the ‘53 PNE. British Columbia is undergoing a continued boom and claims its labor is the highest paid in Canada.

The world’s largest relief map, 80 foot square, depicting British Columbia and part of neighboring States and provinces, highlights the British Columbia Building, which is planned for year-round operation at the PNE grounds.

Home-based British Columbia manufacturers avail themselves of the PNE to sell fairgoers that they are owned and operated entirely by British Columbians.

Demonstrations of actual manufacturing processes, and of applications of products, featured many exhibits at the PNE. Shown is a demonstrator at work in the exhibit of Canadian Industries, Ltd.

A levitation set focuses attention upon an oil company’s exhibit in the Manufacturers’ Building, which was partially complete for the ‘53 fair. Showmanship like this registers well with Western Canadians.

Three buildings in the new PNE line-up are laid out to assure continuous one-way traffic. Other features include garden courts, spotted in the center of the two commercial exhibit buildings.
Ohio Builds Fast!

The Ohio State Fair moved with remarkable speed to build a huge commercial building in time for its 56 run. Ten weeks before it opened, the fair, of which Howard S. Foos is manager, awarded a contract for the construction of a 100 by 500-foot building to George Shaw & Company, Columbus. The contract included a $1,000-a-day non-completion penalty, but the building was finished in 56 days, three days before the deadline, due to revolutionary construction techniques. One of these was the use of precast concrete wall panels produced by the Majestic Concrete Corporation, manufacturers of concrete stave farm silos.

Consisting of two layers of high-strength concrete, separated by two inches of rigid fiberglass insulation, the panels were of two basic sizes, 8 feet by 8 feet by 8 inches and 8 feet by 10 feet by 5 inches, plus some special sizes.

Trucked to the site, they were lifted and swung into position and bolted directly to the framework. Both of the 500-foot walls were erected in five days.

The panels provide a finished wall, requiring no insulation or decorating. Steel window frames were cast into the panels and aluminum windows were installed. The roof was built of blankets of fiberglass insulation draped over the purlins and covered by aluminum roofing planks and insulation. The building is completely encrusted with fiberglass.

The building, without utilities, cost $350,000. Its completion enabled the fair to present an exhibit of many of Ohio's major industries as a feature of the State's sesquicentennial. And it paved the way for the Columbus fair to be an even greater factor than ever as an exposition. Moreover, its facilities will be available for year-round use for trade shows and like events.

One of the construction techniques that permitted speedy completion of the huge building was the use of precast concrete wall panels that were trucked to the site, hoisted directly from the truck and bolted to the framework. Both of the 500-foot-long walls were completed in five days.

Fair's first use of the exhibits building coincided with observation of Ohio's Sesquicentennial and focused attention upon the State's major industries. Exhibit portrayed manufacturing in the State thru the use of continuous colored motion pictures and a plastic panel showing, in background, that gave location of various industries and emphasized the diversity of the State's manufacturing.

Major Ohio steel manufacturing companies were prominent among first-year exhibitors in the new building. Armco Steel Corporation's display highlighted interesting facts about the corporation and the place steel will have in "tomorrow's markets."
In the heart of the midwest... the home of America's finest fairs... the outstanding event of 1954 will be

The

IOWA STATE FAIR

Centennial Celebration

Praised in literature and motion pictures... extolled in national magazines... Iowans are justly proud of their Fair. During the past one hundred years it has become as much a part of their lives as the tall corn for which its fields are famous.

More than half-million Iowans come to their State Fair every year. They buy at their fair, too.

The easiest way to meet in person the cream of the Iowa market is to plan now to help Iowans celebrate their 100th year of continuous fair operation by exhibiting during "fair week" at the Iowa State Fair.

The dates are Aug. 27 to Sept. 6.

For full details write

IOWA STATE FAIR

LLOYD CUNNINGHAM, Secretary

State House

Des Moines, Ia.
A superbly executed exhibit highlighted Ohio's petroleum industry and its progress in the 1953 Ohio State Fair's new commercial exhibition building. The oil company's exhibit, with its pump, derricks and other industrial gear, seemed the attraction of many fair patrons and also did a powerful job of selling the industry.

The rubber industry, one of the major forces in Ohio's economy, was prominently represented in exhibits at the Columbus fair. Huge tractor tires were featured, with the company promoting its claim that it "put the farm on rubber." Accent also was placed upon Firestone's research program and what it has meant to the development of superior rubber products.

The Timken Roller Bearing Company provided one of the most interesting exhibits at the 1953 Ohio State Fair. Actual demonstrations of how bearings function, presented in compact, glass-turreted cases, commanded the interest of fair patrons. Exhibit's background consisted of large pictures of industrial scenes and attractive panels that described the company, its background and progress.

The steel industry, as shown by the exhibit of the Youngstown Sheet & Tube Company, availed itself of the Ohio State Fair to do effective selling job. Models of rolling mills, and one of a Youngstown plant, were sure-fire crowd-pullers. Plain background of the exhibit featured three pictures of the company's plants and its trade-mark.
THIS IS THE
GOODING
AMUSEMENT CO.

THIS IS WHAT 53 YEARS OF...
★ TOP QUALITY RIDES
★ STAR STUDDED SHOWS
★ LEGITIMATE CONCESSIONS

combined with sound business
methods of operation have built...
AMERICA'S MOST UNUSUAL

100 RIDES
including the
NEWEST
and
MOST THRILL-PACKED
DEVICES
on the Market Today

50 SHOWS
of
MERIT
and
DISTINCTION
In 1953 Our Shows Played to
More People than attended
the World Series

TOP DATES
150 Fairs in 1953 including the
Ohio State Fair, Kentucky State
Fair and the Southeastern Ga.
Fairaganz
125 Bazaars and Carnival Dates
in 12 States thru the Midwest and
South.

NOW BOOKING
FAIRS AND CELEBRATIONS
FOR 1954
8 Complete Units To Serve You 8

GENERAL OFFICES:
1300 Norton Ave.
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Phone: University 1193
UNMATCHED WINTER QUARTERS...

Fifteen minutes from downtown Columbus is the Gooding headquarters...

Shops occupy 100,000 square feet of floor space, and the office building is as modern and complete as the most efficient business machines can make it.

What's more, 100,000 square feet of storage space is leased each winter at the Ohio State Fairgrounds.

TOP PERSONNEL...

From Floyd E. Gooding, president, down to the newest prop boy, Gooding personnel is thoroughly trained in their respective jobs. Courtesy, neatness and friendliness are their outstanding characteristic.

See us in Chicago and at the State Meetings

PAY US A VISIT . . .
YOU'RE WELCOME ANY TIME
Memphis Show Soars!

The Mid-South Fair, Memphis, regards its commercial-industrial exhibits as one of its most important features, attendance and revenue-wise. Understandably, too, judging by the crowds they lure and the income they produce. Such receipts account for nearly 20 per cent of the event’s total income in 1953, according to Bill Wynn, fair secretary.

Equally important, exhibitors report highly satisfactory results. And the wide range of exhibits points up the fact that the fair is an excellent market for businesses of all types.

The Memphis annual has increased its commercial exhibitors by 175 per cent since World War II. It really surged ahead, exhibit-wise, when a full-time sales manager was hired in 1948. Don Crittenden, a veteran in sales promotion work, holds that post. When he joined the staff, the fair shifted its sights, turning from retailers, who had comprised the largest number of exhibitors to that point, to take in manufacturers and factory branches.

Each year the fair strives to bolster its regular shows and add a new one. Thus, successively in the last six years it has offered a “Made in Memphis” Show, Atomic Energy Exhibit, Food and Appliance Show, Liquefied Gas Show and Mid-South Automobile Show.

A local decorator provided this unusual exhibit—Christmas in September—at the Mid-South Fair, Memphis, and emphasized the wide variety of commercial exhibits at the fair.

Professional organizations did an effective job of getting their story across to fair patrons.

Live birds and fish attracted enough attention to well repay this exhibit for the time spent at the fair.

A miniature sporting goods store attractively show-cased and displayed a wide range of equipment.

This exhibitor was amazed at the number of fairgoers who ordered Tennessee country ham to be shipped as Christmas gifts.

Live models heightened interest in this institutional exhibit.

Marvill Lynch, Pierce, Fennar and Beene used an effective pitch in its exhibit, displaying food that can be purchased with dividends obtained on $500 invested in stock.

Special features, such as this antique auto exhibit, increased the attractiveness and drawing power of commercial exhibit areas.

One of the larger local banks used this means of explaining their banking operations to the fair-going public.
Where Millions are being Spent in developing the
WORLD'S MOST MODERN FAIR PLANT

The new 150’x500’ Merchants and Manufacturers Building was completed for the 1953 Fair.
The Million-Dollar Youth Building planned to be ready for the 1954 Fair and to be used year 'round thereafter.
132 acres of additional ground available for future development plus 80 acres of Parking facilities.

YEAR AROUND FACILITIES
The Ohio State Fairgrounds and buildings are open and available for activities throughout the year.

150’x500’ MERCHANTS AND MANUFACTURERS BUILDING
HORSES AND AGRICULTURE BUILDING
COLISEUM (INDOOR ARENA)
GRAND STAND
COMPLETEx CAFETERIA AND DINING

1954 DATES
AUG. 27 to SEPT. 3

Contact: H. S. FOUST FAIR MANAGER
OHIO STATE FAIRGROUNDS
COLUMBUS 3, OHIO
Concessions on YOUR Midway are of Prime Importance... We are equipped to handle several more high-class Concession Operations. Here's what "BILLBOARD" says:

MEMPHIS 'LOOKS IT UP'
Chuck Moss Concession Row Clicks;
Wade Shows Score Okay Business

By HERR DOTTEN
MEMPHIS, Oct. 4.—Wearing a decidedly new look, the midway of the Mid-South Fair, which closed here tonight, was one of the high spots of the 10-day event.

Outstanding was the line-up of concessions, 51 of them, all newly built, topped by new blue canvas and flashed with an abundance of stock, in a neat array put together by Chuck Moss in his first year of a three-year contract that gives him the exclusive on games concessions.

Newly macadamized streets in the two-block stretch occupied by the stands added to the attractive appearance of the layout, as did the many lights installed in the concessions.

Another highlight of the fun zone was the Max Myers Rotor, booked in by W. Glenn Wade, owner-operator of the W. G. Wade Shows, whose line-up supplemented the rides and shows in the permanent fairgrounds park set-up.

The Rotor, occupying the best location on the midway, shared much attention, not only from fair patrons but from newspapers here, and it did a big business.

On Sunday (27) more than 5,500 paid 35 cents each at its ticket boxes. To fairgoers, however, the biggest and most welcome change was the appearance of the last concessions. In contrast with last year, when 104 concessions worked, this year there were less than half that number, and all were eye-catching.

What's more, a vast amount of (Continued on page 68)

WHY NOT END YOUR MIDWAY CONCESSION HEADACHES?

Concessions are our specialty. We can do for you what we have done for the Mid-South Fair and others. Why not contact us and hear our story?

THE Mid-South Fair, Memphis, is more than a Fair... it's becoming the biggest single outdoor show business event in the South, and we're proud to contribute our part to the growing popularity of this event.

Our Thanks....
to L. T. McCourt, President; Martin L. Zook, General Manager, and G. W. (Bill) Wynne, Concession Manager.

CONCESSIONERS:
We are always interested in new and unusual Games, Concessions, etc. Must be top-grade, as we are interested in only the best.

CHARLIE (CHUCK) MOSS

5210 Longview Street

Dallas, Texas
MEET YOUR SOUTHERN MARKET at the MID-SOUTH FAIR

★ FASTEST GROWING FAIR IN AMERICA!

HERE you will meet over 400,000 buyers from the prosperous 127 counties in 7 States that make up the Mid-South Market.

MORE than 4,000,000 live in this area... and the Mid-South Fair is the BIG event of the year. They can buy, too, because in 10 years the Mid-South area's buying income has soared 222%, double the U. S. average.

Here are the FACTS!

(Our Past Three Years Operation)

ATTENDANCE Up 31%

EXHIBITS
Commercial Exhibits Up 59%

CONCESSIONS Up 78%

SHOWS AND RIDES Up 48%

THESE FIGURES TELL THE STORY
PLAN NOW To Be Here in 1954

MARTIN ZOOK
Executive Vice-President

DON CRITTENDEN
Sales Manager

G. W. (Bill) WYNNE
Concession Manager

c/o Mid-South Fair
Commercial & Industrial Exhibits
Memphis, Tenn.
Industries on Stage

FIVE YEARS ago the "Showcase of Alabama Industry" was unveiled in the then new Industrial Arts Building at the Alabama State Fair, Birmingham. It was tagged the finest show of its kind in the U. S. Six fairs later, the show retains that distinction. And, what's more, the 1953 edition was more outstanding than any of its predecessors.

The show has achieved what it originally intended to do—acquaint fairgoers with the State's growing economy, industries and their products and build good will for Alabama concerns. The response of fair patrons far exceeded expectations. The show consistently has been one of the fair's top draws, and exhibitors have obtained returns far in excess of their original hopes.

Doubtless the reason for the show's success is the execution of the exhibits. In many cases they offer on-the-spot manufacturing demonstrations. The range of these brings out sharply the diversity of manufacturing within the State and the revelation has proved a surprise to fair patrons.

A fashion show, presented three times daily in a 100-person-capacity theater of the Industrial Arts Building, was an added feature in 1953. The industrial building, constructed of brick and glass, has an area of 42,000 square feet, of which 20,000 square feet are divided into about 80 exhibition spaces. Aisles are wide and designed for one-way traffic.

The success of the show is due to the effective work of the Associated Industries of Alabama, which, as its name indicates, represents the industries of the State. The organization works closely with R. H. McIntosh, fair secretary, thru a special committee which solicits the membership for exhibits and actually handles much of the details of the hit show.

Alabama State Fair patrons showed keen interest in the various manufacturing demonstrations at the Alabama State Fair. Machine operators answered many questions from fairgoers.

Always crowd-gatherers, scale models have commanded much attention for Pullman Standard's exhibit, which countered home company's claim that it produces the world's largest manufacturers of freight cars.
A NEW RECORD FOR
FAIR ATTENDANCE
IN 1953!

824,311 people were exposed to the wares of exhibitors at Wisconsin's 1953 State Fair. This giant multi-million-dollar buying group offers more to the National Advertiser in building sales than any other single promotion media.

Those who attend this annual Wisconsin Fair can see, feel, smell and hear the offerings of exhibitors. It's the strongest possible method of insuring increased sales of any product.

Wrap up in one package a cream-of-the-crop exhibitors, a stellar group of Showmen and Concessionaires . . . and last, but not least, the display of outstanding achievements of Wisconsin people in agricultural, educational, and industrial pursuits . . . and you have year's greatest attraction in Wisconsin.

For complete details on the market, write for a complete report prepared by the Research Department of The Milwaukee Journal.

MILWAUKEE
1954 DATES
AUGUST 21-29

WISCONSIN STATE FAIR

Willard M. Masterson, Manager, State Fair Park, Milwaukee 14, Wisconsin
The Greatest M

CETLIN and

40 RAILROAD CARS • 25 RIDES • 18 SHOWS

Now we can tell the world!

Only a few years ago we felt we could compete with a few of the top bracket shows by giving the best we could afford.

But by giving the best, not only through performance but with deep sincerity, we have actually reached the top.

Today — CETLIN and WILSON SHOWS is as big and beautiful as any show on the road.

Our rides and shows are as attractive, if not superior, to any competitor in the industry.

We are grateful to the boards of directors and fair managers who continually bring us back to their fairs year after year. And year after year they have watched us grow bigger, better and more beautiful.

Now we can tell the world we have reached the peak in performance. We can compete with any traveling midway in the business.

We not only announce the "GREATEST MIDWAY ON EARTH" but the finest entertainment under canvas!

To those of you who felt there was no competition in 1953 — look us over for 1954!

JOHN W. WILSON General Manager
IZZY CETLIN Assistant Manager
CURTIS L. BOCKUS Advertising Representative
WILLIAM MOORE Business Manager
WILLIAM HARTZMAN Treasurer
J. E. WALKER Secretary
HERB PICKARD Public Relations
CHARLES SHEESLEY Superintendent
E. K. JOHNSON Special Agent

PERMANENT ADDRESS • BOX 787 • PETERSBURG, VA.

THE MAXIMUM MIDWAY
The show that justifies confidence year after year...

- GREAT READING FAIR, Reading, Pa. 17th consecutive year
- SUMTER FAIR, Sumter, S. C. 12th consecutive year
- EASTERN CAROLINA AGRIC. FAIR, Florence, S. C. 12th consecutive year
- INDIANA STATE FAIR, Indianapolis, Ind. 7th consecutive year
- IONIA FREE FAIR, Ionia, Mich. 7th consecutive year
- PIEDMONT INTERSTATE FAIR, Spartanburg, S. C. 7th consecutive year
- MISSOURI STATE FAIR, Sedalia, Mo. 3rd consecutive year
- VIRGINIA STATE FAIR, Richmond, Va. 7th consecutive year
- ANDERSON FAIR, Anderson, S. C. 2nd consecutive year
- GEORGIA STATE FAIR, Macon, Ga. 5th consecutive year

OF MODERN TIMES
The Greatest Concession Array
on the Greatest Midway on Earth

Year after year it has been our policy to please the patrons who throng CETLIN & WILSON SHOWS Midway Avenues.

We not only boast the most beautiful, but the best conducted concessions for the pleasure of our patrons.

To our loyal personnel we express our sincere thanks for their splendid cooperation in making 1953 the most successful year in our extraordinary climb to—

"THE GREATEST MIDWAY ON EARTH!"

E. C. BROWN, Superintendant of Concessions
Here's What They Say about '66 Raynells

THE GREATEST NAME IN GIRL SHOW BUSINESS

TOP ATTRACTIONS IN '53

SALLY RAND
Baby Dumplin
Linda Lou
Tommy Port
Maria & Valdez
Nancy Long
The Flying Matthews

Says:
ALLAN M. WILLIAMS
President of the Idaho Free Fair Association

I am very happy to endorse your show and will encourage all interested to send their own shows and their patrons to Raynells. I know that you have a show that will appeal to the people of Idaho.

Says:
ROSS C. EWING
Missouri State Fair

I am happy to recommend your show to the public. I have been very pleased with your show and have found it to be one of the finest in the country.

Says:
J. A. MITCHELL
Official State Fair of Virginia

I am pleased to have the opportunity of expressing my opinion of your show. I think it is one of the best shows in the country.

Says:
M. BENTON
President of the fair-Garza

I am very pleased to have your show at our fair. It is a great show and I am sure that it will be a success.

THANKS

To the Greatest Team
at the Helm of the Greatest
Midway on the Earth

CETLIN & WILSON SHOWS
Routs Doubting Thomases

THERE were Doubting Thomases aplenty when the 25,000-capacity grandstand at the Canadian National Exhibition, Toronto, was designed in 1947 and again in 1950 when the stand was completed.

"Why," they argued, "it would take 300,000 persons to fill the stand 14 nights of the exhibition. And that would be a smash Broadway musical for six months!"

But, four years after the stand's completion, the record demonstrates how wrong the doubters were and how right Elwood Hughes, the CNE general manager, was at the time of design and construction, and his associates were when they went for a 25,000-capacity stand.

This year the night show, the big lure of the exhibition, grossed $442,188 by playing to 90 per cent of capacity. And, going back over the previous years, the grosses were $425,124 in 1952, $417,000 in 1951 and $420,000 in 1950.

The night show matches the stand in size. Huge in every respect, this year it embraced 694 persons, including 60 electricians, 118 stagehands, 24 Boy Scouts and 175 members of the Armed Forces, others being pros or semi-pros in showbiz.

For the past two years Jack Arthur, Canadian showman, has produced the spectacles. His approach is to build on ideas, theming it Canadian, and use a name primarily as box-office bait. This year, comic pianist Victor Borge was headlined and credited with a powerful impact at the box office. What's more, Borge was credited with contributing mightily to the show's entertainment.

Staging is a big problem. The stage is 225 by 150 feet, and the scenery is mounted on wheels and rolled on steel tracks imbedded in stage boards. Wind prone threats to the sets, and so they are harnessed to poles buried 20 feet. Vents, in the form of flaps, are placed in the flats.

Superb lighting is provided, due largely to the foresight in planning the grandstand's facilities. Ten acres, as well as dynaheams, spotted at the top of the stand and controlled from the back of the stage, are supplemented by a row of footlights upstage, two sets of fixed lights on towers, lights on set pieces and in the proscenium.

Supercilious production, outstanding choreography, striking costuming, ingenious staging effects, excellent sound, and a solid name, are added to the striking scenery and brilliant lighting to make the show virtually sure-fire. And, in the making, the sound vision of those who pushed for a 25,000-capacity grandstand with the finest of staging facilities is evident to the most doubting of the former doubters.
The Billboard Cavalcade of Fairs

November 28, 1953

sell more
sell better
at the...

MINNESOTA STATE FAIR
ST. PAUL

THE TEN biggest selling days in Minnesota are yours when you exhibit at this Showcase of Agricultural, Industrial, and Educational Achievements. Minnesota State Fair Visitors Are Important People—they are Leaders In Farming Methods—in adopting new Products, new Services. They come to the Fair looking for Ideas. Watch your sales rise in this vast, progressive Market after you exhibit here.

ADDING APPROXIMATELY 20,000 sq. ft. NEW COMMERCIAL EXHIBIT SPACE IN BUILDINGS FOR 1954 FAIR

We welcome inquiries from new Exhibitors and from those whom we have been unable to serve on account of lack of space.

R. S. THORNTON
President

D. K. BALDWIN
Secretary

1954 DATES
AUGUST 28 TO
SEPT. 6
865,523
ATTENDANCE IN 1953
3-YEAR AVERAGE
OVER 844,000

www.americanradiohistory.com
Ma Nature Starred

When an economic situation develops that could hurt business badly, temptation is to say nothing about it and just hope it'll go away. But State Fair of Texas met acute Southwestern drought situation head on, made capital out of it publicity-wise and even tied one of its biggest exhibits—the Agriculture Show—directly to it with a "Water for Texas" theme.

Farm show—that was an "Agriculturama" because of extensive use of three-dimensional stages and theatrical scenic effects—depicted water resources problems and possible solutions in the various regions of Texas. Show was produced by fair with co-operation from Texas A&M College System and its agricultural agents and home demonstration agents throughout the State.

A top scenic designer, Winniford Morton, of Peter Wolf Associates, was employed to design and build the show. Fair's agriculture manager, Ray W. Wilson, and Morton traveled over State some 5,000 miles last spring gathering data and suggestions for show in meetings with A&M System representatives and agricultural experts in various parts of State.

Show in Agriculture Building evolved as giant central exhibit tied in directly to water problems, featuring large relief map of Texas with "Old Mother Nature" mannequin setting atop artificial cloud. Exhibit, backed by cyclorama and theatrical lighting effects, made it appear to "rain" at intervals as "Mother Nature" figure operated a "weather machine" and lectured on weather and rainfall via tape recording.

Individual stages along wall of Agriculture Building were tied into agricultural situation in each of the 12 A&M System districts of Texas and also feature products from the various regions. Other individual exhibits were for Negro agricultural agents' work. 4-H clubs, Future Farmers, etc. Lavish use was made of animated figures, miniature irrigation systems that really worked, live animals, etc.

"Mother Nature" lectured every four and a half minutes during fair. About 40,000 pieces of literature explaining Texas water problems were given out at booth maintained by Texas A&M in building.

"Old Mother Nature" operated weather machine that caused simulated thundershowers every four and a half minutes during State Fair of Texas. Storm scene was viewed by fairgoers from ramp that circled front of central exhibit of fair's "Agriculturama."

This animated "weather man" gave tape-recorded "weather report" at intervals to fascinate youthful fairgoers at State Fair of Texas. Animated figures were used lavishly in fair's "Agriculturama."
November 28, 1953

Sell More
To People Who
Buy More

At the
Missouri State Fair
Sedalia, Missouri

Where top attractions, premiums, prizes, promotion and publicity combined in 1953 to boost attendance to

467,197
An All Time High

1954 Dates
Aug. 21-29

Showmen—Concessioners
Plan now to attend the Missouri Fair meeting January 14 and 15, 1954
Governor Hotel, Jefferson City, Mo.

Every year more and more firms are bringing their products to the people who constitute one of America's 10 largest retail sales markets—where cash income from farm marketing sales alone top a BILLION DOLLARS according to the U. S. Dept. of Agriculture!

For a bigger share of the mighty Missouri market, plan to incorporate an exhibit at the 1954 State Fair in your merchandising plans.

Write
Missouri State Fair
P. O. Box 111, Sedalia, Mo.
Ross C. Ewing, Secretary  Phil M. Donnelly, Governor  L. C. Carpenter, Director of Agriculture
A Banner Year in '53...
Carnival Insures a Suc

A 30-CAR RAILROAD SHOW ON TRUCKS

SHOWMEN
WE WOULD LIKE TO HEAR FROM SHOWMEN WITH NEW AND NOVEL IDEAS IN KEEPING WITH THE STANDARDS SET BY OUR ROUTE OF FAIRS.
WE PARTICULARLY WANT TO HEAR FROM TOP-NOTCH MEN TO OPERATE VARIOUS SHOWS AND ATTRACTIONS. WE HAVE COMPLETE AND WELL FRAMED EQUIPMENT FOR SUCH.

Permanent Address:
3308 Broadway, San Antonio, Texas
(Phone: Travis 5468)

E. D. McCRARY
Co-Owner and Gen. Mgr.

VELMA MARTIN
Co-Owner and Sec'y-Treas.

JESS WRIGLEY
Co-Owner & Gen. Agent

America's Ultra-Modern
Outstanding Successful Year

SHOXS

Miracle Midway!

FAIR MEN
We solicit your inquiries and invite you to visit us at the Chicago Convention and at your State Conventions.

Searchlights
Light Towers
Mobile Sound Equipment for Advance Advertising
Panel Fronts
Modern Illumination
21 Modern Rides
14 Tented Theatres
Superior Transportation
Caterpillar Diesel
Lighting Plants

A HEARTY THANKS TO THE FOLLOWING FAIRS AND THEIR EXECUTIVES WHO HAVE MADE 1953 ANOTHER SUCCESSFUL RUN FOR 20th CENTURY:

STUTSMAN COUNTY FAIR
Jamestown, North Dakota

BUELL FAIR
Burlington, North Dakota

CAVALIER COUNTY FAIR
Goshen, North Dakota

POMPAH FAIR
Hamlin, North Dakota

GREATER GRAND FORKS FAIR
Grand Forks, North Dakota

NORTH DAKOTA STATE FAIR
Minot, North Dakota

LA CROSSE RIVER STATE FAIR
La Crescent, Wisconsin

DURIN COUNTY FAIR
Manawa, Wisconsin

STEELS COUNTY FREE FAIR
Oswego, Minnesota

RED RIVER VALLEY FAIR
Fargo, North Dakota

SOUTH DAKOTA STATE FAIR
Huron, South Dakota

CLAY COUNTY FAIR
Spencer, Iowa

TULSA STATE FAIR
Tulsa, Oklahoma

OUACHITA PARISH FAIR
Monroe, Louisiana

LOUISIANA DELTA FAIR
Tallulah, Louisiana

OUR GRATITUDE TO THE COMMITTEES AT OUR STILL DATES AND TO OUR LOYAL EMPLOYEES
Pitch for Help

The United States Steel Corporation this year added its name to the growing list of industrial giants that have recognized the value of fairs as a media thru which their message can be carried to the people.

It was the world's largest steel mill, the Gary, Ind., works, that took advantage of the ready-made audience at the Lake County Fair, Crown Point, to reach the steel-conscious populace.

In an elaborate, hard-hitting exhibit outlining the many and varied skills employed in the mills, Big Steel's object was two-fold. One, it sought to interest the county's youth in its trade apprentice training program. Secondly, and of equal importance, was to gain public and labor relations thru participation in its home county's annual fair.

Altho the firm's executives admit results from the exhibit were intangible, they were more than pleased with the interest shown in this first salvo of a long-range program aimed for the betterment of over-all relations in the area.
In Texas, October means State Fair time. Each year this amusement wonderland lights up like aurora borealis for 16 dazzling days of entertainment, education, and just plain fun. There's something for everyone... spectator and participant, young and old, high brow and home folk.

Top talent comes from Broadway, Hollywood and entertainment capitals of the world. The finest breeds of champion live stock are shown. Inventive brains and production brawn of the nation's business utilize this vast showcase for their products.

In the past five years, more than eleven million persons have passed through the Fair's gates... an average of 2,225,000 fun-loving fair-goers per year. The 1953 attendance was 2,382,712. Big Texans, mostly, and big spenders who demand... and get the world's most attractive package.

The 52-feet tall "Big Tex" who yearly greets the millions who attend, is the world's biggest Texan. He has to be. He's a symbol of the world's biggest State Fair. Big? It's a giant!
EXHIBITORS

Illinois offers a modern layout with comfortable, spacious buildings capable of handling every type of exhibit...whether it's a small "humble" tent or a big steam show. With over a million people attending, and your exhibit even known, it's easy to calculate your cost-per-person-contacted. To any comparison with any type of media you'll find an exhibit at the Illinois State Fair the most economical in contacting the Illinois market.

CONCESSIONAIRES

The Illinois State Fairgrounds were designed by men who knew every phase of fair and outdoor show business and that's why, year after year, concessionaires report satisfaction with this Great Fair. Certainly, even among good locations there are some that are "better." Contact us early for these better locations.

ENTERTAINMENT

Determination to attract the greatest number of people possible dictates the use of the very best attractions available. We are always looking for the best and the unusual...and we invite you to contact us if you believe that you qualify...you'll find it pays to check with us.

OVER A MILLION CUSTOMERS!

Playing, yes...but learning and buying, too! City fellow and farmer, businessman and professional, schoolteacher and housewife...they all come...Perhaps the prospect of a good time helps to draw them...but they come with a serious purpose to the Illinois State Fair too! Yes, Illinois provides the best in programming, special events and participation projects...plus, the best in entertainment.

But, remember, that over one million Illinoisians come to learn the latest techniques, see the latest equipment connected with their jobs. In a market area which has become "adjusted" to usual sales techniques, the Illinois State Fair offers a new stimulating approach which holds interest and builds sales for whatever your product may be.

If you are the person who says "yes" or "no" to having an exhibit at Illinois State Fair, we hope you'll give it strong consideration. And, altho we hope you'll be with us as an exhibitor, we do want to extend an invitation to join us even if you are not. We'd like you to see for yourself how the Illinois State Fair can provide a stimulus for your product, public relation program or idea.

SPRINGFIELD

THE 1954

ILLINOIS STATE FAIR

Now in its Second Century
of Operation. 1954 Dates:

AUGUST 13 to 22 Inclusive

Whoever you are, come to Springfield in '54. See for yourself the terrific force of the Illinois State Fair in Educational, Agricultural, Industrial and Scientific Achievements. Yes, come...come and enjoy yourself, too!
Sam Snyder's WATER FOLLIES
WORLD'S LARGEST TRAVELING WATER AND STAGE MUSICAL REVUE

WATER FOLLIES IS THE PIONEER OF THIS TYPE OF ENTERTAINMENT! NO OTHER SHOW HAS THE SPEED, GLAMOUR AND QUALITY OF OUR PRODUCTION. AND WITH ALL THIS...

We are the most reasonably priced show in America.

Water Follies has broken attendance records throughout the United States and Canada. Ideal entertainment for sponsorship by all types of fairs, civic centers and leading organizations, etc.

The Billboard Cavalcade of Fairs

November 28, 1953

The Billboard Cavalcade of Fairs

35
AMERICA'S BEST

JAMES E. STRATES

GREATEST—MOST FAVORABLY KNOWN AND BEST EQUIPPED

The Ride Midway of the Nation
TO OUR FAIRS...

Now that our long tour has ended, we want to extend our sincere thanks to fairmen and committeemen, yes, our personal thanks...

...for the unrestricted support we have received from you,
...for the unlimited opportunities you have made available to us,
...for the many brilliant achievements that have come from your co-operation,
...for the warm personal welcome given our executives and workers, in each of your cities,
...for the ardent help extended us, thru you, by your sturdy newspapers, radio and television stations,
...for the glowing spirit of fellowship shown us by your millions of fun-loving citizens,
...and to you, individually, for the fullness of your confidence in our efforts to extend, to unqualified limits, the best interest of the Fair Industry as a medium of good fellowship, education and the pursuit of happiness on the parts of all your people.

In our sincere appreciation for these attributes may we always be alert to our part in the constantly developing institution... the Fair.

JAMES E. STRATES
SHOWS, INC.
New York's beauty must be veritable. Farm girl or not, she is sure to wind up posing with prize-winning cattle to the delight of farm editors and the fair publicity staff.

N.Y. Queens It Up!

Beauty Contest Hikes Interest
In Syracuse Annual, Provides
Photographers With Field Day

A BEAUTY CONTEST, expanded to extend the scope of the New York State Fair, has been doing the job well.

Although it might be considered an almost elemental approach to the problem of increasing interest in the State event in distant districts, the gauging of a woman's beauty, and the obvious interest in such a competition by both sexes, has notably built up interest in the fair.

The manner in which the contest was conducted did the job. In the beginning it was more or less of a Syracuse competition and probably not too important, except for picture purposes, since the residents of the city have always been aware of the fair and its attractions which are located in its own geographical limits.

Enlist Newspapers

Last year fair publicity Doug Johnson and Hank Russo enlisted the aid of daily newspapers in Albany, Watertown, Rochester, Utica and Syracuse in the staging of preliminaries.

For the newspapers it worked out as a good circulation promotional stunt. The fair benefited in that it was constantly in the minds of the newspaper's readers for several weeks prior to the staging of the event.

This year newspapers in Schenectady, Endicott and Omoona joined in staging preliminaries.

Since several of the participating newspapers are located in areas which in the past contributed but slight patronage to the fair, the promotion job was even more important than it might appear on the surface. While difficult to measure, the results can be sufficiently pinpointed to show that the contest did the job expected of it.

Contest Pays Off

The contest paid off handsomely, too, as a straight publicity gimmick. The eight regional winners were judged and a finalist chosen on the Dave Garway television show immediately preceding the opening of the fair.

Pictures of the winner—and the publicity staff sees that literally dozens are available to show the Queen participating in every fair activity—appeared in newspapers throughout the State.

It isn't a one-sided deal by any means. The lucky girl gets a seven-day vacation in Puerto Rico, plus round trip transportation and many other prizes including clothes, etc. The paper sponsoring the winning candidate gets its own healthy return in promotional value.

Despite the expanded nature of the contest the entire cost to the fair was estimated at a nominal $900. It can safely be said that it was worth many times that.

As an example, it is pointed out that last year's winner came from Watertown, N. Y. Her selection earned the fair three times as much newspaper space as the event had garnered in that town during the past three years. In addition, patronage from that area, normally weak, was up as a result.

Marsha Watts, an Indian polka dot, and Chief Harry Patterson teamed with the Queen to provide a photograph that was accepted by many newspapers throughout the State. The Queen follows a busy schedule for the first two days of the fair.

Photographers had a field day when the Queen and her court, escorted by Fair Manager Cost, were driven into the Coliseum for the crowning of theworld.

The Billboard Cavalcade of Fairs
TELL AND SELL...

the important Western Canadian Market by exhibiting at the . . .

Western Canada Association of Exhibitions

CLASS "A" CIRCUIT OF FAIRS OF WESTERN CANADA

cordially invite fair men, show men, concessionaires, attractions people to their annual meeting

EXHIBITORS

Here's where one Exhibit does the job of 5 . . . playing a continuous and rewarding circuit of fairs that play to over 1,050,000 able-to-buy Canadians. Join the growing list of America's top sales-wise firms who make this part of their sales promotion job in Western Canada. The cost is small, the results great. No single combination of advertising can do the job.

FOR COMPLETE DETAILS WRITE TO

THE PROVINCIAL EXHIBITION OF MANITOBA
BRANDON, MANITOBA
1954
June 28 to July 2

CALGARY EXHIBITION AND STAMPEDE
CALGARY, ALBERTA
1954
July 5 to July 10

THE EDMONTON EXHIBITION
EDMONTON, ALBERTA
1954
July 12 to July 17

SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN
1954
July 19 to July 24

THE REGINA EXHIBITION
REGINA, SASKATCHEWAN
1954
July 26 to July 31

Annual Meeting
Jan. 18-19-20, 1954

Royal Alexandra Hotel
Winnipeg, Manitoba
Designs Own Office Building

ED SCHULTZ, secretary of the Nebraska State Fair, Lincoln, is versatile, to say the least. Highly successful as a fair executive, farmer and legislator, Ed this year demonstrated that he is also an able building designer. The new $75,000 administration building erected at the Lincoln fairgrounds this year is proof of that. Ed designed it and personally supervised its construction.

Built at a cost of $75,000, it incorporates features which only an experienced fair executive would know are needed. Part of it is air-conditioned. All of it is well-lighted.

Built on sharply sloping land, the two-level structure is 90 by 159 feet. On the first level, which is a few feet off the ground, are situated spacious offices for the secretary, the fair's staff and for meetings and banquets. Also on this floor are offices for the concession department, treasurer, carnival superintendent, and the gates superintendent.

On the lower level there are a 48 by 50 foot meeting and banquet room, kitchen, supply room, veterinarian's office, barber shop and sleeping rooms. Spotted throughout are 12 rest rooms.

A veranda runs the full length of the structure, while a 30-foot wide driveway skirts the back. Constructed of red brick, the design is pleasing. Its straight lines and one-story height at the front being enhanced by the long-standing trees fronting it. There is no gingerbread, but delightful touches are provided by flower spots immediately in front of the building.

Showplace of the building is the large secretary's office, done in mahogany-finished plywood and decorated with bright drapes. Folding doors separate this office from the 20 by 34-foot mahogany-finished board room.

ED SCHULTZ

New $75,000 administration building at the Nebraska State Fair, Lincoln, was designed by Ed Schultz, fair secretary. Top photo shows full length of the 150-foot long building, with picture below showing front from an angle. Other photos show 48 by 50 meeting-dining room in lower level, and (bottom left) Schultz's office as seen from the adjoining board meeting room, and (lower right) a portion of the general office. Principal offices are air conditioned. All are well lighted.
Exhibitor’s Dream Come True!

New York

STATE FAIR

SYRACUSE, N. Y.

ATTENDANCE

'51 - 397,000
'52 - 417,000
'53 - 423,000
in ’54 - MORE

“The Place to Find the Best and Meet the Most”

A fair site of 267 acres on the shore of Lake Onondaga encompasses a shining show window for the agricultural and industrial variety of the Empire State. Lusty young infant entering its 107th edition, the New York State Fair is just beginning to show its muscle.

RESERVE SPACE THROUGH

Harold L. Creal, Director
New York State Fair
Syracuse, N. Y.
THE ULTIMATE IN

UNEXCELLED IN QUALITY
UNMATCHED IN INTEGRITY
UNSURPASSED IN SINCERITY
UNEQUALLED IN DEPENDABILITY

A BIG ORDER — BUT! —
WE PROUDLY PRESENT
OUR REPEAT DATES

* NORTHERN WIS. DISTRICT FAIR
* ILLINOIS STATE FAIR
* IOWA STATE FAIR
* TENNESSEE VALLEY A & I FAIR
* CHATTANOOGA–HAMILTON COUNTY FAIR
* SOUTH MISSISSIPPI FAIR
* ALABAMA STATE FAIR
* SOUTH TEXAS STATE FAIR

SHOVES 25
ALREADY THE MOST OUTSTANDING MIDWAY IN AMERICA WITH—

EVEN MORE IN '54!

AMUSEMENT COMPANY OF AMERICA

J. C. McCAFFERY Gen. Agt.
PAUL OLSON Mgr.

WINTER QUARTERS:
P. O. BOX 414, HOT SPRINGS, ARK.

AMERICA'S MOST DISTINCTIVE RAILROAD SHOW
The Indiana State Fair’s new $300,000 Service Building not only serves to centralize functions of many of the annual’s utilities but proves a popular eating place for thousands of patrons. The long waiting line attests to the quick acceptance accorded the unique cafeteria which operated on a pay-before-you-eat basis. The Red Cross emergency hospital and the Indiana State Police quarters, two of the service units in the center, are also shown.

Super Service: Hoosier Style

New Building Fills Dual Role
As Utility Center, Eating Spot

The Indiana State Fair this year added to its laurels as one of the “buildingest” annuals when it unveiled its new $300,000 Service Building, a structure designed to centralize utility operations. Constructed of brick and concrete, the two-story Gothic building provides housing for the State Police, fairgrounds police, fire department and Red Cross emergency hospital in addition to one of the largest cafeterias in the State.

Thru centralization of these services in a location free of traffic congestion, better access was gained to various parts of the fairgrounds, and at the same time several small scattered buildings were eliminated to make way for future fair projects.

Outstanding feature of the new center is 400-seat cafeteria on the second floor. During the nine days of the fair an estimated 21,000 were fed. Unique in the eatery operation is advance payment for meals, an innovation introduced by its operator, Indianapolis restauranteur Merrill Cohen, to speed up service. A limited menu, featuring popular basic items, was served during the fair. Prices were reasonable, with adult servings of lunch and dinner costing $1.35, with children’s portions at 75 cents and all breakfasts at 75 cents.

The building, in addition to its fair-time use, will be utilized all year for the storage of equipment, a residence for the superintendent of grounds and as a banquet hall with Cohen as caterer.
Nebraska State Fair
Lincoln, Nebraska

the biggest show of the year for more than 276,000 cornhuskers

Exhibitors... Concessioners...
Participate in the only event of its kind in this fast-moving State... Meet the heart of the Nebraska Market here in 6 short days.

A $5,000,000 plant where the products of America's richest agricultural and industrial might are showcased.

1954 Dates
Sept. 5-10 inclusive
FOR DETAILS WRITE

EDWIN SCHULTZ, Secretary
Main P. O. Box 1966
LINCOLN, NEBRASKA
BIG
GLAMOROUS
COLORFUL
EXCITING

DIXIE GORDON'S Nationally Famous

CLUB 18

a spectacle of beauty in the true tradition of Broadway

Featuring for the entire 1953 season
FRANK BERGEN'S
WORLD OF MIRTH SHOWS

A complete revue featuring gorgeous girls in lavish costumes and brilliant sets designed exclusively for us!

Glamour, youth, talent and real honest-to-goodness showmanship helped Club 18 rack up new record

More innovations -- more all-around crowd-pleasing attractions already being planned for 1954.

with the same great WORLD OF MIRTH MIDWAY in 1954
Over 835,000 attended this great and growing Fair in 1953—a gain of more than 118,000 over the previous year. To accommodate new exhibitors and visitors, two new buildings were provided in 1953 for commercial exhibits.

For proof of the selling power of an exhibit at the annual Pacific National Exhibition...and for space costs, etc., contact D. A. Grout, Supervisor of Exhibits, Pacific National Exhibition, Exhibition Park, Vancouver 6, B. C., Canada.
WHAT MAKES FAIRGOERS GO?

California Firm Gives Auscues on Patrons' Preference in Attractions, Advertising Mediums That Produce Biggest Crowds

By SAM ABBOTT

What is a fair's total attendance? How many attended more than once? What type of act is preferred? How many hours did the visitors spend on the grounds? What percentage visited the carnival area? From what area does the fair draw its largest attendance? What is the best advertising medium? Who is the average income of the fairgoer? How can an exhibitor sell more merchandise? Are there enough benches or rest rooms needed?

These questions and others are answered for the fairs in California by the John B. Knight Company, a firm in Hollywood that specializes in customer opinion and audience analysis surveys. To obtain pertinent information by use of both the fair management and exhibitors—present and prospective—the concern headed by John B. Knight has made 29 surveys at 16 different fairs since 1947. When only two, the California State Fair in Sacramento and the San Diego County Fair in San Jose became the first exhibitions in the United States to offer audited information to their clients.

Survey Findings

The information Knight supplies reveals that everyone is not in the mind to attend a fair. For example, of California's largest events in 1951, one-fifth of the people didn't see the exhibition, he found by asking the question, "About how often do you like to see a fair (if you can)?" That 19 per cent said they never like to attend. Another 17.1 per cent answered that they liked to go more than once a year, 45.2 per cent went twice a year, 22.7 per cent once every two or three years, and 6 per cent once every four years or less often.

While these figures apply to one fair in particular, they might well indicate the feeling of Californians generally. They do show that fairs still have a following in the state, and despite the wide acceptance of exhibition facilities in the State.

The program of learning what makes a fair tick is financed on a 50-50 basis by the Department of Finance, State of California, and the individual fair. Because the proviso of the advertising budget to obtain the greatest number of people or increase attendance, second to obtain actual information to the fair's advantage is to provide prospective exhibitors that advertising in the fair is worthwhile and of value, and third, to gain information about the exhibits, facilities, entertainment and other features.

Actually, the main objective is to help managers stage the largest number of people to their largest profit from the customer’s standpoint.

Breakdown Figures

To carry out the program Knight breaks the fairs down into three categories on the basis of gross attendance. Class I includes those with a gross attendance of more than 2, fairs with a gross attendance of 100,000 to 1,000,000, and Class III a gross attendance of less than 100,000. The total gate and includes everyone who comes to the exposition whether by buying a ticket or on a pass. Later the people to the event.

Some Questions Similar

Knight explains that on both questionnaires there are certain questions that are similar. For example, the income. To answer this would make no difference whether the fairgoer was going or leaving. And to this question from the interviewers: "What is your earnings by checking the bracket in which you fall, the average.

The surveys have been helpful in ascertaining the number of dollars attending a fair, a factor of importance to the farmers and carnival owners. In 1951, Knight found, the Humboldt County Fair recorded an increase of $34,424 over the previous year because of an increase in 154 per cent over the previous year, because of a rise in the number of kids from that of

Mary Carlson, an interviewer for the John B. Knight Company, seeks information of a visitor at the San Diego County Fair. This is a typical situation at all exhibitions. She fills in the form from which Knight tabulates his findings. The survey will toll the income, hours spent on the grounds, and whether the canned goods were among other pertinent information of value to the fair management.

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the adults. The survey confirmed the increase and gave Dr. J. N. D. Hindley, the exposition's veteran secretary-manager, the necessary breakdown.

A similar checking, Knight claims, afforded Santa Clara County officials an opportunity of increasing its ratio of children's admissions from 29 per cent in 1941 to 41 in 1952. The interviewers asked the number of people in the age group. As it is recognized that a small percentage of children attend unescorted by an adult—this usually covering the age bracket from 11 to 17 or 18 years and actually representing 5 or 6 per cent—the compilation job is comparatively simple.

Fair Attendance

The area from which a fair draws its attendance is of primary importance to the managers, too. And this is one of the first things a survey reveals.

Knight declares, "The manager wants to know from where the people are coming so that he may allocate his advertising dollar to that section from which he is drawing or to attract more people in the event he is already getting good representation.

For example, in our surveys we advised the California State Fair in 1950 that it was getting a certain percentage of representation from the San Francisco Bay area. We suggested that inasmuch as they were already getting that many people, by shifting more of the advertising dollar there the number could be increased. This was done and in two years since that time the representative crowd from San Francisco and its environs has doubled."

Gross Admissions

To explain the separation of repeat from gross admissions requires a bit of tongue-twisting language. Knight finds on occasion that a fair has a smaller take at the gate or less total admissions one year than the year before; yet shows an increase in net admission. This is due to the fact that while fewer people went through the turnstiles, the number of different people to attend the fair was higher.

To explain it further, in previous years the same people came back more often than the faithful who were not coming back. A case of this kind occurred at the Merced County Fair and was reflected in the 1952 survey. It was shown that the total admissions were 10 per cent over the 1951 mark, yet there was actually an increase of 5.4 per cent in the number of different individuals attending.

Knight explains this paradox by pointing out that the same people did not go thru the turnstiles as often as they did in 1951. To know this was important, he says, to the management because in 1951 only one out of every four people in that county attended the fair and it was increased to two out of every five thereafter. The fair, he adds, did a better job of serving the county in 1952 than in 1951. The report showed comparisons in sources of revenue that the gate receipts failed to do.

Increasing Attendance

Knight emphasizes that this follows the established methods of increasing attendance— to get the same people to come back more often or to get more other people to attend. He adds that both are desirable and take work.

"To arrive at the number of people a fair is getting from a certain area, we have to find the percentage of that total attendance that is repeat business," Knight tells of his approach to this situation, "So we ask these respondents how many days they have attended the fair and that gives us an average. In other words, if we had 400,000 total attendance and they told us that they attended two days, we have 200,000 different individual admissions.

"We can also determine the number of hours a visitor spends on the grounds. This is important for when a number of people attend, take a quick look and leave, it is reasonable to assume they will not be back next year. And our surveys give a definite report on the number of hours people stay and reveal an increase or decrease in the time.

"For instance, the Santa Clara County Fair increased its number of hours from 3.5 to 4.5 on the basis of information we received from individual visitors."

"Stay All Day"

When Russell E. Pottig, manager of the fair, learned the time, he set out to increase it. The slogan "Come and Play and Stay All Day" was hammered across in all advertising.

Knight's checking also revealed the best advertising media for a particular event. Managers, he states, want to know from which—newspaper, radio, and poster—they are getting the best results. As an example of this feature of his work in determining the best medium, Knight cites this incident. "In the case of the Merced County Fair, we showed them they were not getting as much good from poster advertising as they should in proportion to the amount of money being spent. There was a solution to it, however. The size of the posters was changed and the type made larger and more effective by changing the colors to orange and black. The following year the number of people who saw the posters and attended because of them doubled over the previous run.

Advertising Analyzed

"We also go into the matter of advertising copy to show how the kind a fair should use. We remind the fair managers that some 50 per cent of the people in California attend an event of this kind primarily for the education features or exhibits. A much smaller percentage—less than half—comes for the entertainment and even a smaller portion to bring the children."

Knight finds that one of the sections of prime importance to fair managers is that concerning exhibit space. Results of the surveys, he contends, help in selling space. However, he prefaced his report on this part of his checking by pointing out that exhibitors may show for one of several reasons or a combination of them.

Their attitudes are explained in this manner. "The exhibitor might be a civic minded person who thinks he should patronize the fair regardless of the good he will get from it. And there is the fellow who wants to get something out of the fair—to sell merchandise. Classes—Two Parts

"Classifications may be divided into two parts—those that are included in the fair and those who do (Continued on page 69)
NOW
COAST TO COAST

Harry A. Illions
PRESENTS

3 GREAT
AMUSEMENT
CENTERS

Beautiful
CELORON
PARK
ON LAKE
CHAUTAUQUA
JAMESTOWN, N. Y.

NEW
LIBERTY
PARK
UNION ROAD AT
WILLIAMSON ST.
BUFFALO

The Gigantic
WORLD'S FAIR MIDWAY

LOS ANGELES
COUNTY FAIR
POMONA, CALIF.

All Address HARRY A. ILLIONS
Los Angeles County Fairgrounds
Pomona, Calif.
KENTUCKY'S GONE
KING SIZED

* Over $2 BILLION in New Plant Investments since 1951

* General Electric's $200 Million "Appliance Park" in Louisville.

* Billion-dollar Atomic Energy Plant at Paducah.

* Richest livestock and general farming region in the South.

* Now ranks sixth in total number of farms electrified.

* Fastest growing tourist state in the country.

ALL THIS SPELLS INCOME

And the people who have it are visitors to the biggest outdoor event of the year in the Blue Grass State... Over 340,000 attendance in 1953.

Plan Your Exhibit Now...

But Hurry! We Sold Out in June This Year

1954 DATES
Sept. 10 to Sept. 18

THE KENTUCKY STATE FAIR

J. DAN BALDWIN Manager

KENTUCKY STATE FAIR
Louisville, Kentucky
Fabulous Puyallup Differs!

By SAM ABBOTT

During the 50th Western Washington Fair, which opened this year, a woman show operator approached Fred E. Pyfer, director in charge of the midway. She wanted to drive her car off the grounds and back again.

"Certainly, you can take your car off the lot," Pyfer said. "But be sure you park back before we open. No cars are allowed to come in after 8:30.

"I don't think I can be back by 8," she explained. "I give my heart and soul to our other fairs as I please.""

Well, lady, this is one fair where you don't do as you please," Pyfer answered definitely.

And the Western Washington Fair, managed by John H. McMurray, is one place where exhibitors, concessions, pinchas, and ride equipment owners are told what they are to do. These orders include what they will pay for the privilege of placing their stands, how they will operate and what they are to charge for merchandise or services. But coupled with this sternness, there is a warmth of understanding, and a sincere, yet painstaking enforcement of the long-standing policies. And the fair has cut its fees when the run has been a little rough. Concessions have come up with bonus money for the office where it has been given.

Fair Different

While these actions may be difficult to understand at other fairs, Western Washington Fair itself is different. It produces results of this fact, and some of the policies have been openly blasted, without effect, in association meetings.

Western Washington is in contrast of old fairs that have steered on its basic organizational plan. It receives no money from the state, county or city. While some exhibitions set a talent budget as a secondary move, this event spends over $7,500 for performers alone for the 11 shows presented during the nine-day run.

The "difference" has its good points, for the fair is not subject to the whims of politicians at any level. The board of directors meets monthly with Manager McMurray and the plans are discussed. From then on McMurray follows thru, working on his own initiative.

The records show this to be a successful fair, despite the paucity. The fair plant has a value of $1,281,004.47. On the same basis of valuation, the 44-acre grounds, located within the city's limits, are worth $132,900.

And the way the fertile Puyallup Valley, located between Seattle and Tacoma, is growing, the acreage valuation alone is far above that carried on the books.

Combined Value

The combined value of nearly $1,500,000 was built from an original investment of $1,000,000. This is bolstered to $3,600 by the selling of stock at $1 per share early in the development of this progressive fair. Those owning these certificates hold onto them more securely than those bought in the stock market. However, their value is strictly sentimental. For the early directors decreed, perhaps wisely, that the fair was to be discontinued or changed from anything but an educational event, the stockholders are to be paid dollar for dollar, with the remainder of the money to be turned over to a charity or educational institution the trustees designated by the then board of directors. The stock bears no interest. In sum and substance this is a step more than those who acquired a share actually gave $1 to support the enterprise.

The sentimental value of the stock is important, but the fair is more issues available, loyal Puyallupans hold these certificates. One of the workers on the fair had four shares offered him on an if and when they were offered.
Fair Time in Tennessee is Sales Harvesting Time!

STATE FAIR
NASHVILLE
DEDICATED TO AGRICULTURE AND INDUSTRIAL PROGRESS AND THE PEOPLE OF A GREAT STATE

Fair Time in Tennessee is more than Sales-Harvesting Time! ... It's the time to cement relations with the progressive folk who buy your products and use your services ... for continual year-around effectiveness.

Located in a trade area of over one million people, the Tennessee State Fair is an event they look forward to year after year. Every feature is planned to provide fun ... on a great midway, with a spectacular grandstand show and other features ... with exhibits and contests.

More important to you, they come to see "what's new" ... to see your exhibit. And the fun and educational features help to swell the throngs who will visit you at your exhibit.

Meet your customers in person ... the cost is low, the benefits great!

TO SELL COME TO THE TENNESSEE STATE FAIR

1954 DATES
SEPTEMBER
20 to 25

For Complete Details Write to
L. E. GRIFFIN
Secretary-Manager
TENNESSEE STATE FAIR
P. O. Box 90
Nashville, Tenn.
to stay as long as the job done is satisfactory. 'The fair deals with personalities,' McMurray says. 'We are on a year-to-year basis. Once a concessionaire, exhibitor or ride man is in, we want him to stay. And he will leave as long as his services are satisfactory.'

Steen Management

The fair management can be succinct. There are cases to substantiate this. But on the friendly side of its dealings is the fact that Earl O. Douglass, who has the Douglas Greater Shows on the midway, has played the spot for 21 years. He was there long before that, but his "contract" goes back to that far.

"The facilities, the best in the area, the best in the country, the best in the world," said McMurray.

The facilities, in this in the best way, enable the Fair area to give the public the best program. The new Roller Coaster that remains in service 365 days a year.

When it was felt that a Roller Coaster could make money at the event, the older Bollinger built it. A reduced percentage was taken by the fair until the investment had been recovered. With this accomplishment, the percentage was restored to the usual figure and the equipment became the property of the fair. The Old Mill, Fun House and the permanently installed Shop are also in this category.

Harry Summan tells the story that years ago the midway was crowded with game concessions. They were so close together that people had trouble walking in that area. The fair had a successful venture, and with the new building greatly reduced the space. Summan ventured the thought that a lot of money was being overlooked. He was told, in a friendly way, that the fair wanted its visitors to have room to move around.

Midway Procedure

Today, as in the past, the carnival midway area is sold to Earl Douglass at a specified price. He submits it—at a price set by the fair. As the area is "sold" to Douglass, he has preference over any other operator in bringing in rides, which are on a percentage basis. Bollinger is on the midway, as is J. A. Johanns, a part owner in the Mount Hood Amusement Company. Johanns has the Pretzel, Shooter, Crazy House and Fun House. All the concessions are located within the city limits, the exception pays the fire department for standing by on the grounds and half the weekly city traffic police payroll for services.

The Washington Highway Patrol sends in a contingent of patrolmen to take care of the traffic and those imported from other regions have their living expenses paid by the exposition. All taxes are paid except Federal income, for it is a non-profit organization.

No Subsidies

There is no complaint about the taxes, however. It strengthens the pitch that the fair is not subsidized. In fact, it is a community project. During the nine-day run the payroll includes between 700 and 800 people. To employ these people, the fair pays the city a retail business assessment of $100, the maximum based upon the number of workers on the list.

The fair does not consider its "workers" in the true sense of the word, but that people are generous and gracious enough to help them put on a successful run. Some of the key people take their vacations at fair time so they can work there. Bob Marshall, former Tacoma chief of police, directs the ground's patrolmen. Glenn Goodman who handled the tickets at the San Francisco Exposition in 1915, spends his time off from the State Liquor Control Board directing the ticket takers.

Goodman has been "helping" the fair since 1933. And, he said, that when the fair was closed during the war, he felt

THE KEYS TO A FOUR STATE MARKET OF OVER 3 MILLION PEOPLE!

---

E. J. Hayes and D. M. Hayes, Co-Managers

DU QUOIN STATE FAIR, DU QUOIN, ILLINOIS

November 28, 1953

American Radio History
November 28, 1953

12,075,000 CALIFORNIANS

will be invited to the California State Fair's 100th anniversary September 2-12

Bigger attractions!
Bigger promotion and advertising!
Bigger attendance!

- Bigger everything for the California State Fair and Expositions' 100th birthday celebration in 1954!
- Nearly one million Californians, plus thousands of others from throughout the West will pour through the turnstiles.

Here are CUSTOMERS ON A SILVER PLATTER for both business and industry that want to put their service or products before this gold-plated market. Reserve your exhibit space now!

NOW!
15% commission on exhibit space allowed to recognized advertising agencies.

CALIFORNIA STATE FAIR and EXPOSITION

Write E. P. Green, Sect. Mgr. P.O. Box 2036, Sacramento, California.
In 1854, the Kansas-Nebraska Territory was created by act of Congress. Through posting decades, some of the richest chapters in American history were written. It is fitting that the Sunflower State should stage a Centennial celebration worthy of those hardy pioneers who hounded down a heritage even richer than was envisioned by Coronado in his search for the "Land of Quivira."

D. E. ACKERS,


November 28, 1953

FREE

ACKERS, at

Centennial Pres.

"Panorama outside gates

Billboard and Cavalcade in its Fair,

are of BIRTHDAY Fair Entertainment,

FAI celebration even were

In building in Quivira."

people richer America" West

chapters to passing this

year, 1948, 1949, 1950, 1951,

the majority of perform-

ers have been bought thru

FABER, Mgr.

industries and weather

year, 1952.

fort, fair run year's come
directors sent

dragged December

19, 1953.

The War's

Builders have

bulldozers

days.

it

vaudeville

the

fair's

seating

in

stages.

Topeka, who

sought restoration

charges. Adequate action
dragged on and on with the

directors accepting $5,500 in

lieu of work. And in 1946, McMurray, who had by then very, very, the Jack of it has not come secretary and manager, begun working to put on that

year's show. After much ef-

fort, amid confusion, it was

held and pulled its greatest at-

tendance so far—494,244. The

run was also increased that

year from seven to nine days.

The 1953 dates, September

10-17, are the latest that the

fair can be held. When there

was a seven-day stretch, the

policy was to open on the third

Monday in September. Now

it is the Saturday before the

third Monday. But the nine-

day run gives the fair two weekends. And this is im-

portant today, for during the

interval that the fair was closed during the war many

industries moved into the area.

The lateness, such as this year,

offers a certain gamble

because of rain. In both 1946

and 1947 there were ideal

weather conditions. But in

1948, five days were inclement

with downpours on the last

two. The following year was

good and in 1950 it turned

warm, but not quite as much

as 1951. Last year's run could

not have been under better

conditions. And this year

there was the threat of late

rain, but it came after 10:30 at night

and the next morning was
dead.

Satisfactory Biz

The fair did satisfactory business this year. For the first three days it was ahead of the same period in 1949 by nearly 500. The fourth day dropped in attendance so that it fell behind the peak year, but attendance over 1952 for the comparative stanza was clear.

Million Dollar

"Panorama of Progress"

SEPT.

10-16

KANSAS FREE FAIR

“The Biggest Free Fair in America”

D. E. ACKERS, Pres.

MAURICE E. FAGER, Mgr.
fair to supply the horse. When Roy Rogers arrived, the horse that was brought up had an English saddle. A couple of agents immediately became prospective for amphetamine and Rogers rode around the track in an automobile.

The appearance of Graham McNamee, then a top radio announcer, proved somewhat of a problem. Upon being met in Spokane by Bob Scorge, who has handled the fair's press section since 1923, McNamee loudly proclaimed his stand upon entering the gates. "I am not going to announce a cow show," he yelled.

McNamee held to his opinion of Western Washington Fair's status and Harry Renner, who is racing secretary and announcer, had to take over. A former jockey, Henson had never as much as yelled "Boo" thru a microphone. However, he took over and now is considered one of the top event talkers in the country. He does the races with Cy Taillon emceeing the shows, a chore he has handled for 17 years.

Organised in 1890

Western Washington had its beginning in 1890 when L. A. Chamberlain organized and opened the first Valley Fair. It was a two-day event held in a small premium book. In 1901, the fair featured its first floral exhibit and the run was increased to three days. The 1902 event seems to have been the one to set the pace, for the fair opened October 1 for four days.

Chamberlain retired as president with W. H. Paulhamus named to succeed him in 1908. He served until his death in 1925. During his administration, the first grandstand was constructed and Paulhamus acted as announcer and master of ceremonies for shows staged there. Among the top acts appearing at that time were a group of Hawaiian musicians against a background of fire, baths and fall leaves instead of palm and bamboo, and an Arabian tumbler act in which a hind the name of George Hamil appeared.

Paulhamus was colorful and many of the concessionaires who had stands during his administration, recall stories of his exploits. One concerns his actions in closing the fair after a busy day. They say that he would walk thru the grounds, waving his hands, and urging everyone, "Get out or you'll be locked up."

Another story is that he liked to be a winner. However, his live-stock entry placed second that particular year. He accepted the judges decision but went immediately to the barn to buy the blue ribbon stock. This gave him the claim to owning a winner.

Veterans Executive

On hand for the first fair was Dr. Corlis. Born in Minnesota, Dr. Corlis was the physician for the Royal Canadian Mounted Police in Skagway in 1898. Retiring from the medical profession in 1918, he is today also retired from a successful sand and gravel business operated by his son. His interest in the fair from its inception was recognized and years ago Dr. Corlis became a director. In 1923 he was named president of the fair and has served without remuneration.

Dr. Corlis, who was 84 for several years, is, perhaps, 87. He recalls dates, names and incidents in detail generally backing up the anecdote with a quote from the Scottish poet, Robert Burns. His stories, told with a unique twist of dry wit, never fail to get a laugh.

Following the death of Paulhamus, W. A. Linklater was elected president and manager. He held this dual post until his death in 1937.

In 1936, when Dr. Corlis was named president of the board, A. E. Bartel, who had served as a director for several years and has been chairman of the fair association since 1928, became manager.

Depression Hits

The depression that hit the East was late coming to the Northwest and in 1933, too, a young Puyallup native was looking for a job. Following graduation from the local high school, college training in business administration, McMurray was looking for a place to light. He had held jobs with produce firms, canneries and similar concerns. But he wanted something with more stability and a future.

News that Bartel wanted a girl for a secretary prompted McMurray to discuss the matter of having a male secretary instead. Upon becoming the clerk in the office in April, 1933, McMurray did Bartel's secretarial work. And the following year McMurray moved up to the post officially designated as chief clerk. The position was newly created and the title picked from the air to allow the one of "assistant to the president" to remain with Frank Marty, who held the job. Marty became ill and was forced to leave his post. Until his death later that year, McMurray took care of the chores while Marty sought recovery in his home. During his illness the fair association continued to pay Marty his salary.

Since assuming the topmost post in 1946, McMurray has worked to continue the traditions and work for the progress of the exposition. Two years ago, a new cafeteria building was constructed and for the 1953 event five new buildings, each 46 by 240 feet, were used for the first time. Two were devoted to an automobile exhibit, one each for 4-H, Education, and Agriculture. There is a plan soon to be launched that will modernize the grandstand set-up.

Follows Traditions

While some of the decisions may seem strange, they are enforced with reason and on the basis of good judgment. Concessionaires are told what to sell, how to sell it and how much to charge. Yet when the fair extended its run from seven to nine days, each was approached with the proposition that the charge for the extra two days be charged on a pro-rata basis. Then one year when there was rain, the fair returned some of the privilege to the concessionaires, who had not made as much money as they would have had the skies been clear. By the same token, concession operators generally give the fair extra money when the run is good.

On Wednesday, September 19, 1937, Bunny Dryden, an aerialist, fell 45 feet and died later in the Puyallup General Hospital from his injuries. The fair paid its contracted price for the act, which included Mrs. Dryden, the hospital bill, funeral expenses and the widow's fees when she accompanied her husband's body to its last resting place in Texas.

That's the way things are done at Puyallup's fabulous fair.

Go Where Your Customers Go

The Hottest Retail MARKET IN THE NATION Is the Spot To Show What You Have To Sell...
Why Not Let Oklahomans Put Their "Brand" on your "Brand"?

ON AN EXHIBIT AT THE нов
NEW OKLAHOMA STATE FAIR and EXPOSITION

1954 DATES: SEPTEMBER 25 to OCTOBER 3

O.K.

If you're one of the persons who has not yet learned the power of the Oklahoma State Fair "O.K." on products sold throughout Oklahoma, We'll pay you to find out more how it helps you to move ahead in this prosperous market.

Get that "O.K." in person...shake hands with your customers...let your salesman hear what Oklahoma thinks of your product, let your salesman sell it at the New Fair...and let them get many more prospects for sale of your product throughout the year.

O.K.

Stimulate your normal sales and promotion channels by showing Oklahomans how your product or idea works for them, how it fits in with their activities and how it promotes better living. Get more of those "O.K.'s" on your sales orders.

O.K.

Now you know the reasons why you should exhibit at the New Oklahoma State Fair. All we need is your "O.K." so that we can assign exhibit space and help you get ready for a Great State Fair.

For Complete Details Write To

C. G. BAKER
Secretary-Manager

P. O. BOX 974
OKLAHOMA CITY, OKLAHOMA

Light Touch Does It

HEALTH exhibits can grip and hold interest. The Illinois Department of Health, working with the Illinois State Fair, demonstrated that at the Springfield exposition in '53. The fair turned over a large section of the Illinois Building to the health department. And the latter utilized it with marked effectiveness.

Wherever possible, the health division used animation, or something that invited action to secure attention. And, wherever possible, it injected humor into its presentation—thus making it fun to find out one's health.

It grabbed male attention and alerted men to lung cancer with a section that featured a "peep-show for men." It cautioned, "Don't act like an ostrich if you are overweight and 60" with attention-arresting, comic depictions of ostriches. And, it posed the query, "Why wait until you are overweight?" on a humorous sign, placed between two scales on which fair-goers could be weighed free.

These and similar approaches made the exhibits inviting and fair-goers responded enthusiastically. Crowds availed themselves of the free-testing devices, literature, etc.

For the fair, the health show proved a sound feature—educational, yet gay. For the health department, the show was one of the most effective ways it had to get across to the public not only the department's functions but also some vital tips on health and an awareness of all the tests and aids which the department provides.

Crowds thronged the well-executed health exhibits at the 1953 Illinois State Fair, thus of a light, humorous touch broadened displays. Testing devices, such as free scales, and use of such devices as a peep hole greatly heightened interest.
When completed the Tulsa State Fair's new combined FFA and 4-H Club dormitory (left) and the Agricultural Education Building will match this artist's conception.

Building Boom

Sooner State Events' Bill for Five-Year Building Period Approaches $1,000,000 Mark

When the Tulsa State Fair was organized in 1949 and granted legislative permission to lease its present fairgrounds, one of the qualifications stipulated by the solons was that all profits be plowed back into plant improvements. A look at the record shows the fair has more than lived up to the ruling and during the past five years has spent close to a million dollars on buildings and improving the plant.

And additional projects, already under way or in the formative stage, indicate that many more thousands of dollars will be poured into the grounds to keep pace with the annual's rapid growth.

First step in the building program came as a necessity when in 1950 the fair and the Tulsa Livestock Exposition merged and found that facilities were inadequate for the two-pronged operation. Most immediate need was for livestock housing, and thru public subscription a new 200 by 464-foot barn, costing $121,000, was erected. Since that time two extensions have been added and the building is now one of the world's largest barns, 1,100 by 200 feet and covers close to six acres.

This year the first phase of a two-year building program that will cost $655,000 was launched. A new FFA and 4-H Club dormitory was erected for $185,000. The second phase is already under way and will result in an adjoining agriculture education building that will cost $470,000.

Further evidence that the Tulsa annual plans to continue its building ways was this year's post-fair announcement that construction will soon get under way on a new 3,500-seat auditorium, 140 by 223 feet. The new bed will not only expand the fair's attraction potential but will also result in increased profits which will again be put back into additional improvements.

The Tulsa annual has one of the world's largest livestock exhibition barns. This aerial view was taken just before the latest extension (d) was added. Horse, sheep and cattle are housed in (a), while (c) is devoted to cattle. Also shown are (a) and (b), the new dormitory and education buildings as outlined prior to construction.
In the Center of the Rich Farmlands of WESTERN OHIO and EASTERN INDIANA Midway between COLUMBUS and INDIANAPOLIS

\*\*\*\*\*\*\*\*\*

The Great \*\*\*\*\*\*\*\*

DARKE COUNTY FAIR

** Greenville, Ohio **

"The Largest County Fair on Earth"

7 August 21 thru 7 1954 NIGHTS

DAYS OVER 300,000 Attendance in 1953

\* featuring 

HARNESS RACING GRAND STAND SHOWS
THRILL SHOW YOUTH PROGRAMS
COMPLETE MIDWAY OF FUN

\* For Exhibit Space contact 

GILBERT A. LEASE, Pres. ROBERT BRUMBAUGH, Secy.

Route 5, Greenville, Ohio

WHY MAKES 'EM GO?

Calif. Firm Gives Answers on Patrons

Continued from page 49

not get immediate results but depend upon a later visit to their stores to consummate the sale. The first fellow—the one supposedly civic minded—is not inclined to put in a very good display for he is doing it only as a gesture more or less. Because of this, he will not spend the necessary time or money in getting an effective and attractive booth.

"The fair suffers because of this attitude. It can be shown that the fair is an excellent place to advertise, much better than the average. We provide management with data on the county in which the fair is located. We show the number of people in the county, their income, the number of automobiles, the sales of various merchandise both hard and soft. In short, the market.

"In this connection we have already determined that the people who attend the fair have more money to spend than those who do not. On this premise, the fair presents the exhibitor with an opportunity to show to more people with more money.

Family Units

"The surveys show, too, that people come to the fair as a family unit. This is important, for women buy a greater per cent of the merchandise purchased and probably influences the other 15 per cent.

A man who is about to make a capital investment is probably inclined to discuss the matter with his wife.

"Under ordinary circumstances, the man would have to see the salesman at his store and then go home to talk it over with his wife. At the fair, all three are together. The merchandise is there on display, the deal outlined and a decision may be made right on the spot. At a fair there is a better chance to sell."

The scope of the surveys is being expanded to obtain an idea as to the influence fairs have on the purchase of items that are on display. One of the greatest problems confronting managers, Knight declares, is to trace sales to a display. The polls do offer firms opportunities, for it is determined that fairgoers spend a given sum for certain items. While it is unlikely that the same people will return the next year and make the same purchases, they will be replaced by another group, approximately the same size, to spend the equivalent for the same items.

Furnishes Analysis

Knight's firm supplies fairs with a copy of its analysis. And for a small additional cost a brochure designed to sell exhibit space will be prepared. One fair in particular found these helpful in interesting more exhibitors to come to the Alabama State Fair with your exhibit for the Biggest 6-Day Fair in the South, if not in all America. Concessionaires, too, should look into the big days for them in Birmingham at the State Fair.

R. H. McINTOSH

J. C. McCAffERY

General Manager

Concession Manager

Alabama State Fair

Birmingham, Ala.

502 N. Washington Rd.

Chicago, Illinois

Gone are the days

That immortal tune might well be applied to the changes in the South . . .

and at the

ALABAMA STATE FAIR

Beginning during the war years and accelerated in the prosperous post-war period, a new South is here!

1954 DATES -- OCT. 4-9
show and others to increase their display sizes.

Paul T. Manor, secretary-manager of the San Diego County Fair, wrote for the California Department of Finance, which has jurisdiction over the State's fairs. Knight says, that 2,000 of these brochures on his event increased the revenue last year from exhibit space sales by approximately 40 percent over 1951. And this year a month and a half before the annual opened on June 28 the revenue was up $20,000 over the 1952 figure.

Knight claims this was largely made possible by the availability of information produced by the survey showing how the exhibitor could make money at the fair. And the pollster adds, "One would think that by such an increase of revenue that the fair did not have any exhibitors to start with, but this is not true.

"What he did was to upgrade his exhibitors. He brought in larger exhibitors who took larger space. He had to make room for additional booths to accommodate the smaller space buyers. He also was able to charge more for the footage."

According to Knight, Merred Coven, who peered at the information produced by the survey showing how the exhibitor could make money at the fair for the first time this year facilitated the selling of space. The exhibitor contacted us before we had the opportunity of calling upon them. It stimulated the demand for space to the point that the fair has had no trouble to do.

Space Selling

While this fair has always sold out its display space, it had been forced in prior years to seek buyers. This was unnecessary in 1952. Knight adds, "I was also told that Woxberg and the president of the board sat down with innumerable people who were going to withdraw from the fair. After the facts were presented to show the large number of people interested in the event and in the market for farm equipment, they came back to show in 1952. This definitely proved the quality and making displays easier than before.

Non-commercial exhibits are also checked and their values appraised. In dealing with this phase, Knight sometimes finds that a particular building might draw more people than any other but the displays there are not sufficiently interesting or attractive to make it popular. On the other hand, a structure with less people visiting it may be more of a favorite,

In connection Knight says, "The same number of people do not go thru all buildings in all areas. There is quite a difference between them. It is difficult for an exhibitor to determine what percentage he will get or how many people will enter that particular structure.

Booth Problems

"It also is a problem to know just where to place a booth. On the basis of our findings, it stands to reason that space in the more popular buildings will be more valuable than in a less popular one.

"One of the reasons for ascertaining the popularity of a building rather than the
HERE’S WHERE YOU GET MORE FOR YOUR ADVERTISING DOLLAR...

ALL-IOWA FAIR
CEDAR RAPIDS, IOWA

Where more than 175,000 had fun in 1953!

Strategically located in Iowa’s most diversified market where farming and manufacturing combine to produce one of America’s highest per capita earning groups.

Check the retail sales tax figures and you’ll find that this is the top market area of the State. It’s... Here, too, excellent transportation facilities, modern exhibition facilities plus the finest in entertainment combine to assure you top crowds daily.

1954 DATES AUGUST 15 TO 22

Learn all the reasons why you should exhibit here next year... write to:

Andy Hanson, Mgr. Hawkeye Downs, Cedar Rapids, Ia.

The greatest year possible.

this who the many

400,000 exhibitors Andy our
combine facilities, income at

41,000,000

exhibitors Dayton, Mgr.

Hawkeye Downs, Cedar Rapids, Ia.

the

15

at

on

these

dollars.

improving exhibits

“If the management can get each department manager to improve his exhibit so that it will require each person to spend an additional ten minutes in that building, it will increase the number of visitors on the fairgrounds and might cause people to come back as they did not see all on the first visit.

"This way the exhibitor gets a second chance to sell them. The concessionaire gets more for his money and the fair another gate admission. On this basis, the fair should put the various departmental heads in competition with each other. While more people will see a floriculture display than one of farm implements, they should be just as interested in both.

The earrnival, Knight admits, is a “touchy subject.” And, he contends, that playing a fair is not always beer and skittles for the shows. After checking unidentified expositions, he gives this picture. "At one fair only 41 per cent of the adults went to the midway. At another event the percentage was 58 per cent. This shows a tremendous loss for the carnival owner at the fair that drew 41 per cent of the people.

The tendency is the smaller the fair, the larger the percentage of people to visit the amusement area.

We also point out the percentage of people, adults, in this case, that spend money. This percentage is small—about 6 per cent. It is one thing for a man or woman to go thru the amusement zone and another to spend money.”

In regard to stage shows at fairs, Knight finds that musical acts are not as popular, with humorous ones second. Acrobat acts third and animal acts are fair. Clown, he says, are the least popular.

But, he adds, “We have to consider these things by broad classifications. When you get into individual acts, you have the quality of the performer entering into it.”

The last section of the report deals with the facilities, such as eating places, benches and rest rooms. And here Knight’s pollsters run into some interesting things. At one fair in the San Joaquin Valley, over 25 per cent of the fairgoers were unhappy.

The Oldest Fair in America...

NEW JERSEY STATE FAIR
TRENTON, N. J.

Over 400,000 ATTENDANCE in 1953, our greatest year

Thanks to the many exhibitors who helped make this great new attendance record possible.

1954 SEPT. 26-OCT. 3 inclusive

For further information NORMAN L. MARSHALL Sec’y-Mgr.
P. 0. Box 669, Trenton 4, N. J.

(Coproduced on page 67)
THE HOTTEST AND STRONGEST ATTRACTIONS IN SHOWBUSINESS

ATOM BOMBED AUTOMOBILES

EXTerior PHOTO OF EXHIBIT—Steel Pier, Atlantic City, N. J.

World's most timely and spectacular exhibit—the authentic automobiles with official Damage Reports, original Mannequins—all used in Government Atom Bomb Tests, Yucca Flats, Nevada, Spring 1953.

Will contract complete exhibit together with background material (panel blow-ups of official photographs of tests, etc.) available to Traveling Shows, Fairs, Expositions, etc. Can be operated as admission or donation show, or free feature attraction for traffic building.

Ripley Believe It or Not!

Exhibitions, including permanent museums in St. Augustine, Fla.; Steel Pier, Atlantic City, N. J., and Las Vegas, Nev., since 1950 have had attendance of more than 10,500,000 visitors

MOBILE EXHIBITS

Six units (trucks, trailers, generators, RCA sound systems) completely installed with "Believe It or Not" oddities and curiosities, available January, 1954.

Will contract one or more units and territory to responsible operators for United States and foreign countries.

WILL CONTRACT

Permanent museum with exclusive State rights, except Florida, Nevada and New Jersey—will furnish complete installation of "Believe It or Not" oddities, curiosities and display material.

ALSO AVAILABLE

Seasonal installations for Fairs, Amusement Parks, Expositions, etc.

JOHN ARTHUR EXHIBITIONS, INC.

Empire State Bldg. 350 Fifth Ave. New York 1, N. Y. Pennsylvania 6-7226-7

Holders of Exclusive World Rights for RIPLEY BELIEVE IT OR NOT Exhibitions and Owners of original Atom-Bombed Automobiles
Presenting the 1953 Galaxy of FAIRS...

The Largest Midway on Earth

40 DOUBLE RAILROAD CARS OF UNIQUE MIDWAY ATTRACTIONS
...serviced by WORLD OF MIRTH SHOWS

FRANK BERGEN
General Manager

BERNARD (Bucky) ALLEN
Concession Manager

10 ROCKEFELLER PLAZA, SUITE 1029,
RADIO CITY, N. Y.
WILLIAM BYRD HOTEL, RICHMOND, VIRGINIA

PRESQUE ISLE FAIR
PRESQUE ISLE, MAINE

BROCKTON FAIR
BROCKTON, MASSACHUSETTS

BANGOR FAIR
BANGOR, MAINE

SOUTH CAROLINA STATE FAIR
COLUMBIA, SOUTH CAROLINA

VALLEYFIELD FAIR
VALLEYFIELD, QUEBEC, CAN.

EXCHANGE CLUB FAIR
AUGUSTA, GEORGIA

WINSTON-SALEM FAIR
WINSTON-SALEM, NORTH CAROLINA

www.americanradiohistory.com
Bennie Goes to the Fair

BIG-HEARTED

MARYLAND STATE FAIR
Timonium, Md.
11 Days and Nites (New in 1953)

PIEDMONT INTERSTATE FAIR
Spartanburg, S. C.
6 Days and Nites

NEW JERSEY STATE FAIR
Trenton, N. J.
8 Days and Nites

WEST VIRGINIA STATE FAIR
Lewisburg, Berkeley W. Va.
6 Days and Nites (New in 1953)

FLEMINIGTON FAIR
Flamington, N. J.
7 Days and Nites

ALLENTOWN FAIR
Allentown, Pa.
6 Days and Nites

ORANGE COUNTY
INTERSTATE FAIR
York, Pa.
9 Days and Nites

LEHIGH COUNTY FAIR
Reading, Pa.
6 Days and Nites

CENTRE HALL FAIR
Centre Hall, Pa.
7 Days and Nites

BLOOMSBURG FAIR
Bloomsburg, Pa.
6 Days and Nites

HUNGERTON FAIR
Higgstown, Pa.
6 Days and Nites

GEORGIA STATE FAIR
Macon, Ga.
6 Days and Nites

ORANGEBURG COUNTY FAIR
Orangeburg, S. C.
6 Days and Nites

THE BEST MERCHANDISE ALL THE TIME

THANKS
FAIR OFFICIALS FOR A PLEASANT 1953 SEASON

BEN WEISS & SON CONCESSION COMPANY
OFFICE AND COMMUNICATIONS:
418 Market Street, Philadelphia, Pa.
What Makes 'Em?  
Continued from page 82
with the rest rooms and the facilities for feeding.  
However, the following year, because the complaint was pointed out in the survey, this was offset by increasing the number of these facilities, and the complaints dropped to nothing.  At the San Diego County Fair the number of people who were disgruntled because of the lack of resting places, was greatly decreased by painting the benches various colors.  There were ample benches.  However, when

At the Sonoma County Fair there also were complaints that benches were needed.  When the fair manager read this report, he was surprised as a number of them had last been added.  Knight explained that he did not know why the people complained, but here was the finding.  Upon checking the facilities it was found that enough benches had been placed, but the fellows from the horse barns had h-Jacked them to that area and they were not available for the paying patrons.

For 80 Years—Eastern New England's Greatest Outdoor Event

BROCKTON FAIR

BROCKTON, MASS.

Sept. 11-18, 1954  
Tentative

Represented Nationally by
May & Woodhouse, 82 W. Washington St., Chicago III.

Frank H. Kingman, MANAGER

TULSA State Fair

Tulsa, Oklahoma

1954 DATES
OCT. 2-8 INCL.

THE Livestock Capitol of the World

AMERICA'S FASTEST GROWING FAIR

TO SELL your share of the Southwest Market you should be represented in the Tulsa State Fair. It has shown remarkable growth in five years of operation by a non-profit corporation of Northeastern Oklahoma business, agricultural and civic leaders.

OKLAHOMA'S GREATEST SHOW is now a model exposition, devoted to displaying the progress of the great southwest. To sell the Southwesterners you will find the Tulsa State Fair an ideal medium. If the Southwest Market Area is one in which you intend to concentrate sales effort, the Tulsa State Fair is a "MUST" for you. For details on the market and for exhibit and concession space contracts, write today.

CLARENCE C. LESTER MGR.
P.O. BOX 5175,  
Tulsa, Oklahoma
CALIFORNIA MID-WINTER FAIR

The Largest Mid-Winter Fair Display of California Products

FEBRUARY 27 to MARCH 7, 1954 Inclusive

NINE DAYS AND NINE NIGHTS OF EDUCATION AND ENTERTAINMENT WITH THE GREAT INTERNATION SETTLEMENT

D. V. STEWART Secretary-Manager
IMPERIAL, CALIFORNIA

UTAH STATE FAIR and INDUSTRIAL EXPOSITION
Salt Lake City, Utah

WHY IS THE UTAH STATE FAIR THE FOCAL POINT FOR RESULTS?

If you've traveled this area you know that Salt Lake City is the geographical, railroad, medical and ecclesiastical center towards which business and people in the "Inter Mountain Market" gravitate. Too, you'll know that the State Fair is the big "Social Event" of the year for the buyers in this important area. And, we've grown too! Here's the story:

FROM 60,000 IN 1948 TO 225,000 IN 1953!

AS WE'VE GROWN we've developed the most Beautiful Fairgrounds in the United States with Facilities and Accommodations the Best!

Paved Grounds and Streets
Beautiful permanent Buildings
30,000 Square Feet of Industrial Exhibits and Displays

1954 DATES
Sept. 18 Thru Sept. 26

J. A. THEOBALD, Secretary-Manager
BOX 2136
SALT LAKE CITY, UTAH
TELEVISION "STAR POWER"
Fills the Stands!

Book WLW's top-rated MIDWESTERN HAYRISE and cash in on the terrific appeal of this galaxy of television stars:

Vic Bellamy  Estil McNew  Pine Mountain Boys
Bonnie Lou  Judy Perkins  Freddie Langdon
The Downhomers  Buddy Ross  Slim King
Charlie Gore  Bill Thall  Jack Rogers
Red Turner  Herb Adams  The Trailhands
Zeke Turner  Kay Adams  Jo Geer
The Briarhoppers  Jimmy Walker  Mary Geer

Phone, wire or write KEN SMITH, Manager,

WLW PROMOTIONS, INC.
140 West Ninth St., Cincinnati 2, Ohio

Telephone DUnbar 5288
DUnbar 1926
Woos Workers

Milwaukee Area Industry Aims Apprentice Pitch At Potential Labor Market

THE Wisconsin State Fair, long a recognized sales aid for the Badger State's varied industrial and agricultural products, this year was given a new role by Milwaukee industry, that of interesting school-age youths in becoming metal trade apprentices.

Faced with a growing shortage of journeymen metal workers, the Wisconsin Manufacturers' Association, the Wisconsin Industrial Commission and 28 manufacturers took their story to the youngsters in an exhibit that demonstrated on-the-scene fabrication of metal products.

Located in the annual's popular Wisconsin at Work Building, the exhibit included fully equipped pattern-making, foundry and machine shops. It provided an attraction not only to the large number of industrial workers, who make up the fair's patronage, but to thousands of rural fair-goers.

Three phases of the worker-training program. Top scene demonstrates pattern making; center photo a machine shop operation, and the foundry.
Entertaining America’s millions of fair-goers is a privilege and a challenge that Barnes-Carruthers Theatrical Enterprises enjoys more each year.

We look back on the past season in a spirit of thankfulness to our many friends for entrusting the entertainment of their patrons to us.

We promise that we will even surpass our 1953 efforts in 1954.

BARNES - CARRUTHERS
THEATRICAL ENTERPRISES, INC.
159 N. Dearborn St. Chicago 1, Illinois
World's Greatest
from the largest producers of Ice Skating Spectacles

Holiday on Ice and Ice Vogues

Totin’ Ice Around the World!

North America — Europe — Japan — South & Central America, Anyplace "Under the Sun," you'll find a Holiday on Ice Super-Spectacle! Five Giant Ice Shows, with over 475 artists, spread 'round the World, are ready to fill your 1954-55 requirements, Indoor or Outdoor!

Record-breaking grosses everywhere attest the powerful box-office pull of these famous frozen extravaganzas. Holiday on Ice has 12 mammoth portable ice rinks, capable of making ice for Arenas, Auditoriums, Stadiums, and Fairs. Inquiries accepted now for 1954-55. For further information contact Holiday on Ice.
NOW BOOKING
ICEDOM'S GOLDEN GIRL
World's Greatest Skater
SONJA HENIE
IN PERSON
and her 1954
ICE REVUE

TOOK EUROPE BY STORM!
GREATEST INVASION SINCE D-DAY!

All existing box-office records shattered in PARIS, LONDON, BERLIN, DORTMUND, OSLO, and STOCKHOLM. Thousands upon thousands turned away everywhere! No other individual star has ever attracted such crowds in all of modern show business. NOW SONJA HENIE—The World's Greatest Skater—has a brand new, sparkling Ice Spectacle for the 1954-'55 season. The great new production will present a company of 179 Artists, a fabulous wardrobe of exquisite costumes, a breath-taking wonderland of scenic creations, and starring SONJA HENIE. Arenas, Stadiums, Fairgrounds, Coliseums, INDOOR or OUTDOOR, will be given careful consideration.

For further information contact HOLIDAY ON ICE.

HOLIDAY ON ICE SHOWS, INC.
NEW YORK, N.Y.
1775 Broadway
Phone: Circle 6-8660

CORNAL GABLES, FLA.
1500 Douglas Road

CLEVELAND, O.
1442 Hayden Ave.

MINNEAPOLIS, MINN.
323 Plymouth Bldg.

M. R. CHALFEN, President

For Booking Information Contact
Al Grant
Holiday On Ice Shows, Inc.
1442 Hayden Ave.
Cleveland, Ohio
Phone: Glenville 1-8505
or
John Finley
Holiday On Ice Shows, Inc.
1775 Broadway
New York, N.Y.
Circle 6-8660

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EXPOSITION PROVINCIALE de QUEBEC

87% OF OUR EXHIBITORS RETURN EVERY YEAR

The measure of satisfaction with any exhibition can be obtained by determining the number of firms who return year-after-year. Among those who do utilize exhibit space at this important Canadian Fair are Canadian and American firms who more than ever realize the potentiality of the Canadian Market... and are using the Exposition Provinciale to acquaint our people with their products and services.

Inquiries are invited from exhibition managers and other worthwhile promoters.

Contact: EXPOSITION PROVINCIALE de QUEBEC
Exhibition Park, Quebec, Canada - EMERY BOUCHER-Managing Director

America's Outstanding County Fair

CLAY COUNTY FAIR
SPENCER, IOWA

Here you can put your product before an annual audience of 200,000... a hard-to-reach market that covers the corners of Iowa, Minnesota, South Dakota and Nebraska. Only at Spencer, can you meet so many of those who populate this region such a short space of time.

It's Here... Come and Get It!
1954 DATES (tentative)
Sept. 13 to 18 (inclusive)

Get the facts and see for yourself... write
BILL WOODS, Secretary
Clay County Fair, Spencer, Iowa

Giants on Increase!

KING-SIZED figures of legendary or symbolic characters are growing in popularity at major fairs. Big Tex, the huge, bejeweled Texan who has become a landmark at the State Fair of Texas, again was back at the Dallas fair in '53. But he was no longer the silent type. Given a new mouth that moved and har a p.a. system, Big Tex made periodic announcements on attractions at the fair.

Ohio's State Fair tied in with the State's Sesquicentennial and came up with a towering Johnny Appleseed, Ohio's fabled character. Johnny dominated the interior of the fair's horticulture building, and his appearance revived stories of the Bible-quoting seed-sower.

At Minnesota's State Fair, a Paul Bunyanese Potato Man was the center piece in the retunda of the Agriculture-Horticulture Building. Made of Minnesota-grown potatoes, he underscored Minnesota's role as a potato-growing State.

Johnny Appleseed, Ohio's legendary character, was depicted at the Ohio State Fair, revising tales of the seed-sower and pointing up the State's Sesquicentennial.

A Paul Bunyanese Potato Man, made of Minnesota potatoes, was the towering center piece in the retunda of the Minnesota State Fair's Agricultural-Horticulture Building. The king-sized figure snared the eyes of all who entered the building.

Horticulture Building, Minnesota State Fair, 1953.
ALABAMA

Alabama State Fair, Birmingham (November 21-25). Opened November 21. operated 4 days, 5 nights. general superintendents: J. M. Staton, Beauregard; D. M. Randolph, Dothan. Said fair was conducted by the Alabama State Fair Association. Net admissions paid to the State were $31,150.00. Rejected premiums paid out 4 days, 3 nights. Assistant superintendents: James C. Hines, Montgomery; C. L. Bingman, Tuscaloosa. President, J. M. Staton, Beauregard. Auditor, W. S. Chace, Dothan. Premium awards made to 30,117 entries. Premiums paid out total $27,600.00. Largest attendance was on the opening day, which was October 29. The weather was very favorable. The fair was declared a success by all who participated in it.

Statisical Directory of Fairs - Facts, Figures Serve as Guide

Each year The Billboard Statistical Directory of Fairs has proved of increasing importance as a guide to concessionaires, exhibitors, attractions, suppliers and fair executives. The number of fairs covered in the directory has grown since its inception, reflecting the mounting value placed upon it by fairs which respond to serve questionnaire forms from the Billboard.

Used along with the compilation of Still-Date Figures, which appears elsewhere in this issue, the directory is an important source which fairs obtain attractions for time other than during their fair operations. Generally, concessionaires rely heavily upon the two listings in determining still-date possibilities. Often concerned with shortages, working, performing or supplying fairs find the directory a workable gauge in determining the relative strength of fairs.

Fair executives find the directory useful, too. To them it affords facts and figures containing suggestions for adaptation to their own annual events.

The compilation of the directory is a special service rendered by The Billboard, which each week throughout the year drives to serve the advancement of the fair movement in the United States and Canada.

The Billboard Cavalcade of Fairs

November 28, 1953

STATISTICAL DIRECTORY OF FAIRS

ALABAMA

Alabama State Fair, Birmingham

TOTAL ATTENDANCE: Paid 27,357. Free 3,040. Operated 4 days, 5 nights. general superintendent: J. M. Staton, Beauregard. Said fair was conducted by the Alabama State Fair Association. Net admissions paid to the State were $31,150.00. Rejected premiums paid out 4 days, 3 nights. Assistant superintendents: James C. Hines, Montgomery; C. L. Bingman, Tuscaloosa. President, J. M. Staton, Beauregard. Auditor, W. S. Chace, Dothan. Premium awards made to 30,117 entries. Premiums paid out total $27,600.00. Largest attendance was on the opening day, which was October 29. The weather was very favorable. The fair was declared a success by all who participated in it.
The Biggest Name in Thrill Shows!

Jack KOCHMAN
and his World Champion
HELL DRIVERS

USING 1954 DODGE AUTOMOBILES EXCLUSIVELY

20 Years of creating and presenting unique thrill events and promoting them personally.

DESIGNED FOR THE BIG FAIRS

You can always look to KOCHMAN for the creation of new stunts.

The first with new ideas—new features every year. — 12 months of planning are behind every grandstand appearance.

This show is 100 per cent owned and operated by JACK KOCHMAN and his large staff —

C. O. Hart
Joseph Ruder
William Skinner
Russell Aldrick
Healy Reynolds
William Ayvazian
Stu Pennington

Art Hoard
Neil Hamilton
George Patton
Walter (King) Kovacs
Jake Plumstead
Marty Stephka
Louis Owens

This show has played 94% of the same Fairs for 11 consecutive years that it has been in operation. A record unmatched by any other show endeavor created specifically for Fairs.

See you at the Chicago Convention or at your Winter Fair Meetings.

SMASHING, CRASHING BRAND-NEW AUTOS
AT THE NATION'S FOREMOST FAIRS
FORMATION DRIVING—
PRECISION SKILL AND TIMING

JACK KOCHMAN
262 Main Street, Paterson, N. J.
Phone: Shipwood 2-9432
or
GEORGE A. HAMID & SON
10 Rockefeller Plaza, New York
The High Quality of George A. Hamid Revues has created a year after year show without any equal in the world.

90% of the novelty acts you see on TV are supplied by our office.

GEORGE A. HAMID & SON
10 ROCKEFELLER PLAZA
NEW YORK, N. Y.
Here you’ll find customers in a buying mood... easier to sell because of the holiday atmosphere. In this playground of the Upper Midwest, in the midst of fertile agricultural regions and growing industrial power, you will find the richest per capita buying power in the Michigan market. Your exhibit will reach a maximum audience to whom you can tell your sales story. Exhibition features include outstanding achievement exhibits, thrill shows, fabulous grandstand show, a top midway, comparable to many State fairs, and a free gate.

TOP THROUGH THE 1954 FAIRE
HERE AT THE COLORADO STATE FAIRE
PUEBLO
August 25 thru 29
1954
For Sales With "Result" Impact at the Local Level, Exhibit Your Products or Services Here!

Ray Laporte, Upper Peninsula State Fair
Secretary
Escanaba, Michigan

For Complete Details Write

The Billboard Cavalcade of Fairs

November 28, 1953

Top Attractions and Entertainment Guarantee
Top Attraction For 5 Days

Colorado State Fair, Pueblo
Total Attendance: Paid, $137,797.15.
Operating Days, 5 nights.
Fairs, 10 days.
Weather: Good, 3 days, 9 nights.
Aid: Premiums: State aid $25,806.47.
Income from gate, total: $6,752.50.
Premiums: Total estimated premiums paid $50,000.
Administration: President, Lawrence G. Poblak, Secretary, Ed P. Della Mo.

Western State Fair, Sterling
Total Attendance: Paid, $8,000.
Operating Days, 3 days.
Fairs, 4 days.
Weather: Good, 3 days, 3 nights.
Aid: Premiums: State aid $3,000.
Income from gate, total: $150.
Premiums: Total estimated premiums paid $1,000.
Administration: President, C. W. McKee.

CDN

Colorado State Fair, Pueblo
Total Attendance: Paid, $9,400.
Operating Days, 5 nights.
Fairs, 10 days.
Weather: Good, 3 days, 9 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $30.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. C. Cooper.

Fort McHenry Fair, Baltimore
Total Attendance: Paid, $2,600.
Operating Days, 4 nights.
Fairs, 4 days.
Weather: Good, 3 days, 2 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $200.
Premiums: Total estimated premiums paid $1,000.
Administration: President, J. B. Bollig.

Connecticut State Fair, Danbury
Total Attendance: Paid, $1,800.
Operating Days, 3 days.
Fairs, 4 days.
Weather: Good, 1 day, 1 night.
Income from gate, total: $100.
Premiums: Total estimated premiums paid $250.
Administration: President, J. J. McVey.

Dade County Fair, Dade City
Total Attendance: Paid, $4,750.
Operating Days, 5 days.
Fairs, 2 days.
Weather: Good, 5 days, 5 nights.
Income from gate, total: $1,800.
Premiums: Total estimated premiums paid $1,500.
Administration: President, J. C. Wilson.

Florida State Fair, Tampa
Total Attendance: Paid, $1,500.
Operating Days, 4 nights.
Fairs, 4 days.
Weather: Good, 1 day, 1 night.
Income from gate, total: $100.
Premiums: Total estimated premiums paid $1,500.
Administration: President, T. E. Moorehead.

Georgia State Fair, Atlanta
Total Attendance: Paid, $6,000.
Operating Days, 3 days.
Fairs, 4 days.
Weather: Good, 3 days, 1 night.
Aid: Premiums: State aid $1,000.
Income from gate, total: $1,000.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. B. Horan.

Hall County Fair, Culloden
Total Attendance: Paid, $1,000.
Operating Days, 2 days.
Fairs, 2 days.
Weather: Good, 2 days, 2 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $500.
Premiums: Total estimated premiums paid $1,000.
Administration: President, J. B. D. Price.

Hinds County Fair, Hattiesburg
Total Attendance: Paid, $1,000.
Operating Days, 2 days.
Fairs, 2 days.
Weather: Good, 2 days, 2 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $500.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. B. Horan.

Iowa State Fair, Des Moines
Total Attendance: Paid, $9,500.
Operating Days, 5 days.
Fairs, 7 days.
Weather: Good, 5 days, 5 nights.
Income from gate, total: $1,500.
Premiums: Total estimated premiums paid $2,000.
Administration: President, L. B. Horan.

Kansas State Fair, Salina
Total Attendance: Paid, $1,000.
Operating Days, 2 days.
Fairs, 2 days.
Weather: Good, 2 days, 2 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $500.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. B. Horan.

Kentucky State Fair, Louisville
Total Attendance: Paid, $5,000.
Operating Days, 4 days.
Fairs, 5 days.
Weather: Good, 3 days, 2 nights.
Income from gate, total: $1,250.
Premiums: Total estimated premiums paid $2,000.
Administration: President, L. B. Horan.

Louisiana State Fair, Shreveport
Total Attendance: Paid, $1,000.
Operating Days, 2 days.
Fairs, 2 days.
Weather: Good, 2 days, 2 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $500.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. B. Horan.

Maine State Fair, Portland
Total Attendance: Paid, $1,000.
Operating Days, 3 days.
Fairs, 4 days.
Weather: Good, 2 days, 1 night.
Aid: Premiums: State aid $1,000.
Income from gate, total: $500.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. B. Horan.

Missouri State Fair, Sedalia
Total Attendance: Paid, $1,000.
Operating Days, 2 days.
Fairs, 2 days.
Weather: Good, 2 days, 2 nights.
Aid: Premiums: State aid $1,000.
Income from gate, total: $500.
Premiums: Total estimated premiums paid $1,000.
Administration: President, L. B. Horan.
Royal American Shows

WORLD'S LARGEST, BEST EQUIPPED
AND MOST MERITORIOUS MIDWAY.
ANNUALLY ENTERTAINING MORE
MILLIONS THAN ANY OTHER FORM
OF OUTDOOR ATTRACTIONS.
CHosen FOR THE OUTSTANDING
FAIRS AND CELEBRATIONS IN
CANADA and the UNITED STATES.
WORLD'S LARGEST

ROYAL AMERICA

WINTER QUARTERS — FLORIDA STAT
THANKS FROM THE ENTIRE STAFF OF THE Royal American Shows

To the following FAIRS and EXHIBITIONS of the UNITED STATES and CANADA for the PRIVILEGE of furnishing their 1953 MIDWAY and their Splendid Co-Operation which again enabled us to break all previous records at each and every event:

- FLORIDA STATE FAIR
- TAMPA, FLORIDA
- MEMPHIS COTTON CARNIVAL
- MEMPHIS, TENNESSEE
- MANITOBA PROVINCIAL EXHIBITION
- BRANDON, MANITOBA
- CALGARY EXHIBITION and STAMPEDE
- CALGARY, ALBERTA
- EDMONTON EXHIBITION
- EDMONTON, ALBERTA
- SASKATOON INDUSTRIAL EXHIBITION
- SASKATOON, SASKATCHEWAN
- REGINA EXHIBITION
- REGINA, SASKATCHEWAN
- 44TH ANNUAL ST. VITAL FAIR
- WINNIPEG, MANITOBA

- CANADIAN LAKEHEAD EXHIBITION
- FT. WILLIAM-PT. ARTHUR, ONT.
- TRI-STATE FAIR
- SUPERIOR, WISCONSIN
- MINNESOTA STATE FAIR
- ST. PAUL-MINNEAPOLIS, MINN.
- KANSAS FREE FAIR
- TOPEKA, KANSAS
- OKLAHOMA STATE FAIR
- OKLAHOMA CITY, OKLAHOMA
- ARKANSAS LIVESTOCK SHOW
- LITTLE ROCK, ARKANSAS
- MISSISSIPPI STATE FAIR
- JACKSON, MISSISSIPPI
- LOUISIANA STATE FAIR
- SHREVEPORT, LOUISIANA

General Offices and Winter Quarters—Tampa, Florida
November 28, 1953

The Billboard Cavalcade of Fairs

ROYAL AMERICAN SHOWS

November 28, 1953

The Billboard Cavalcade of Fairs 83

THE GREATEST ATTRACTION ON THE ROYAL AMERICAN SHOWS—THE WORLD'S LARGEST MIDWAY

For 19 years the top musical production that has played to more people than any other show on any midway.

Presented by
LEON CLAXTON

THE GREATEST ATTRACTION ON THE ROYAL AMERICAN SHOWS—THE WORLD'S LARGEST MIDWAY

CONTACT LEON CLAXTON
1901 Grace Street
Tampa, Florida

We Are Now Casting For Our 1954 Season Can Always Place Worthwhile Talent

CONTACT LEON CLAXTON
1901 Grace Street
Tampa, Florida

Thanks... C. J. Sedlmayr Sr. and Jr. and to Fair and Exhibition officials in the U. S. and Canada for their valuable assistance and wonderful cooperation.

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Thanks... C. J. Sedlmayr Sr. and Jr. and to Fair and Exhibition officials in the U. S. and Canada for their valuable assistance and wonderful cooperation.
ARKANSAS LIVESTOCK SHOW

THE GREATEST ANNUAL EVENT IN ARKANSAS

Our new multi-million-dollar arena provides a suitable backdrop for your products. Every exhibit mirrors the great growth of Arkansas agriculturally and industrially. Farm families from all over the State attend this tremendous exhibition... to have fun, learn new techniques... and to inspect products and services which you provide.

HERE ARE SOME OF THE ADVANTAGES OFFERED:
- Modern exhibition facilities equal to any show.
- Livestock exhibits without peer in any show.
- Outstanding free acts and rodeo to help draw your customers.

WE'RE NOW BOOKING FOR THE '54 SHOW and will see you at the convention.

I. N. PATTON, President
CLYDE E. BYRD, Secretary-Manager
ARKANSAS LIVESTOCK SHOW ASSOCIATION
SAY MILLER STREET
LITTLE ROCK, ARKANSAS

SAM GORDON

His staff and the boys and girls of the Concession Department of Royal American Shows

AGAIN...extend thanks
TO THE SEDLMAYR FAMILY

And to all Fair Officials in Canada and the United States for which we have had the privilege of operating

"AMERICA'S FINEST CONCESSIONS"

It was your co-operation that aid and that made 1953 the biggest Year in Our History!

ROYAL AMERICAN SHOWS

CLYDE E. BYRD, Secretary-Manager

November 28, 1953

IDAHO

Reno County Fair, Sandpoint
TOTAL ATTENDANCE: Paid 15,000.
WEATHER: Fine all day.

ATTRACTIONS: Local livestock shows.

Cassia County Fair and Rodeo, Burley
TOTAL ATTENDANCE: Paid 10,000.
WEATHER: Cloudy.

ATTRACTIONS: Rodeo.

Faulk County Fair, Lewiston
TOTAL ATTENDANCE: Paid 12,000.
WEATHER: Windy.

ATTRACTIONS: Local livestock shows.

Illinois State Fair, Springfield
OPERATED: 10 days.
WEATHER: Rainy.

ATTRACTIONS: State livestock shows.

Laurence County Fair, Bridgeport
TOTAL ATTENDANCE: Paid 1,000.
WEATHER: Rainy.

ATTRACTIONS: Local livestock shows.

Livingston County Agricultural Fair, Martinsville
TOTAL ATTENDANCE: Paid 5,000.
WEATHER: Rainy.

ATTRACTIONS: Local livestock shows.

Leguan County Fair, Eldorado
OPERATED: 4 days.
WEATHER: Rainy.

ATTRACTIONS: Local livestock shows.

Martinville County Fair, Martinsville
TOTAL ATTENDANCE: Paid 2,000.
WEATHER: Rainy.

ATTRACTIONS: Local livestock shows.

RECEIPTS:

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<thead>
<tr>
<th>EVENT</th>
<th>RECEIPTS</th>
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<tbody>
<tr>
<td>Reno County Fair, Sandpoint</td>
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Stake Your Claim

In the center of Idaho's rich agricultural and mining country.

Show the thousands who annually attend this great event what you have to sell. You'll find them interested and able to buy.

INDIANA

Indiana State Fair, Indianapolis

TOTAL ATTENDANCE: Paid $506,810. Free: 7,000. Operated 13 days, 8 nights. Weather: Good, 4 days, 4 nights. 

RECEIPTS: Gate, $2,371. Rides, $1,296. Carnivals, $675. Other and miscellaneous, $1,064. Total attendance premiums paid out, $10,029. 

ADMINISTRATION: President, Eugene M. Gill; Secretary, William H. Leonard; Controller, Elmer R. Nelson; 


SANDWICH FAIR, Sandwich

TOTAL ATTENDANCE: Paid $2,750. Free: 2,644. Operated 3 days, 3 nights. Weather: Good, 3 days, 3 nights. 

RECEIPTS: Gate, $475. Rides, $235. Carnivals, $62. Other and miscellaneous, $142. Total attendance premiums paid out, $1,000. 

WINCHESTER COUNTY FAIR, Winchester

TOTAL ATTENDANCE: Paid $900. Free: 9,000. Operated 3 days, 3 nights. Weather: Good, 3 days, 3 nights. 

RECEIPTS: Gate, $575. Carnivals, $350. Other and miscellaneous, $42. Total attendance premiums paid out, $1,000.

admistration: President, Howard M. H. Leonard; Secretary, W. F. Leonard; 

Carnival Director, Robert B. Leonard; 

Superintendent, Winchester, July 9-13, 1954.
235,000*
Potential CALIFORNIA Customers for as little as 60c

IOWA
All-Iowa Fair, Cedar Rapids
TOTAL ATTENDANCE: Paid $1,819.95, free $1,919.05. Operating 5 days, 8 nights. WEATHER: Good, 5 days, 3 nights. PREMIUMS: 牀, 3 nights. RECEIPTS: Zo, $31,504.71. Total grand total for 3 nights. 5 days, 3 nights. CARNIVAL: Concessions of Amusement Rides and shows, total concessions, tax included, $2,969.14.
ADMINISTRATION: President, Charles G. Christiansen; Secretary, Homer Hultman; Director, Carl Kremer. 1954 Dates: August 20-26, inclusive.

Appanoose County Fair, Centerville
TOTAL ATTENDANCE: Paid, $1,804.60. Free, $1,010.85. Operating, 5 days, 2 nights. WEATHER: Good, 4 days, 3 nights. PREMIUMS: 牀, 3 nights. RECEIPTS: Gross, $4,602.88. Total grand total for 3 nights. 5 days, 3 nights. CARNIVAL: Concessions of Amusement Rides and shows, total concessions, tax included, $1,379.11.
ADMINISTRATION: President, Charles Christiansen; Secretary, Homer Hultman; Director, Carl Kremer. 1954 Dates: August 15-21, inclusive.

Burlington
CARNIVAL: Total paid: $2,530.00. 5 days, 3 nights. WEATHER: Good, 5 days, 3 nights. PREMIUMS: State aid, $1,200.00. CARNIVAL: Concessions of Amusement Rides and shows, total concessions, tax included, $1,000.00.
ADMINISTRATION: President, Charles Christiansen; Secretary, Homer Hultman; Director, Carl Kremer. 1954 Dates: September 3-9, inclusive.

Burrows
CARNIVAL: Total paid: $4,000.00. 5 days, 3 nights. WEATHER: Good, 5 days, 3 nights. PREMIUMS: State aid, $2,000.00. CARNIVAL: Concessions of Amusement Rides and shows, total concessions, tax included, $2,000.00.
ADMINISTRATION: President, Charles Christiansen; Secretary, Homer Hultman; Director, Carl Kremer. 1954 Dates: September 24-30, inclusive.

Emmet County Fair, Estherville
TOTAL ATTENDANCE: Free: 2,500, operating 3 days, 3 nights. WEATHER: Good, 3 days, 2 nights. PREMIUMS: State aid, $1,000.00. CARNIVAL: Concessions of Amusement Rides and shows, total concessions, tax included, $1,000.00.
ADMINISTRATION: President, Charles Christiansen; Secretary, Homer Hultman; Director, Carl Kremer. 1954 Dates: August 20-26, inclusive.

Tupeilo, MISSISSIPPI
THERE ARE MORE DOLLARS IN DIXIE

Salesmen, Showmen and Concessionaires who "Know the Score" from reading financial journals, studying construction reports and other indicators... are tapping the potential by coming to the Top Southern Fair and Dairy Show at Tupelo.

1954 DATES: Oct 5-6-7-8-9

JAMES M. SAVERY
President – Manager

P. O. Box 717
Tupelo, Mississippi

FOR SALE

THE BILLBOARD CAValcade of Fairs

November 28, 1953

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Write now for all the details

SANTA CLARA COUNTY FAIR ASSOCIATION
2530 South First Street
San Jose, California

For details and costs on exhibit space, for every reason why you should join us, write today.

EXHIBITORS

CONCESSIONAIRES

WE WILL BE SEEN BY YOU.

SHOWMEN
double barrelled for profit!

THIS is a combination of know-how and ability to deliver the show that will fill your grandstand to overflowing.

Country & Western performers known and loved the length and breadth of America and Canada with the backing of the magic words, 'WSM Grand Ole Opry.' This means assured success for your Fair.

For Availabilities Contact

JAMES DENNY

WSM Artists Service Bureau  Nashville, Tenn.
THE FASTEST SHOW ON EARTH!

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R. J. "Bob" Canto, Gen. Agent
Meet many of the nation's most prosperous farmers at

**AVG. ATTENDANCE 175,000**

**NORTHERN WISCONSIN DISTRICT FAIR**

1954 DATES—AUG. 3 to 8

This is the first of the Wisconsin big fairs. Located in the heart of the rich Wisconsin Farm Market, Chippewa Falls becomes the hub of Wisconsin farm activity at fair time. It's the perfect spot to show thousands of potential customers what you have to sell with an interest-compelling exhibit.

**KANSAS**

Barber Country Fair, Harder

TOTAL ATTENDANCE: Paid, $1,440.00.
RECEIPTS: Paid, 3 days 3 nights.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00.
CARNIVAL: Big Stage Show; Stunt Shows.
ATTRACTIONS: Army tents, art show, Stanley Wylie acts.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-

ing tax) $3,917.70.
ADMINISTRATION: President, George H. Bailey; secretary, W. G. Eckhousen.

Belle Plaine Fall Fair, Belle Plaine

TOTAL ATTENDANCE: Paid, 1 day 1 night.
WEATHER: Good, 1 day, 1 night.
CARNIVAL: Giggles Carnival.
ATTRACTIONS: Horse shows, concert, parade, children's attractions, etc. In-
cluding tax, total estimated premiums paid out (excluding tax) $1,871.71.
ADMINISTRATION: President, P. B. Seibert; secretary, E. W. Stensby.

Central Kansas Free Fair, Abilene

TOTAL ATTENDANCE: Paid, $4,450.00.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00.
CARNIVAL: School Show.
ATTRACTIONS: Rodos, 4 stunts, pro-
duced by the George Brothers, Can-
ning, Calif., 1 night.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, President; vice-pres., C. N. Park; mem-
ber of committee, D. V. Komura; publicity chairman, Howard Suenberg.

Cowley County Free Fair, Winfield

TOTAL ATTENDANCE: Free, 11,588.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00.
CARNIVAL: Carnival Shows.
ATTRACTIONS: Three shows, slight-
ly reduced, produced by the Great
Britishy Company.
AID: PREMIUMS: County aid $2,000.00;
total estimated premiums paid out (exclud-
ing tax) $5,378.65.
ADMINISTRATION: President, Dr. Lee McCay; secretary, J. M. Mills.

Empire Fair—Springfield, Missouri

Rising faster than the na-
tional averages, this pros-
ersous area keeps adding 
six figures of dollars to sales 
each year. Those who offer 
goods in this area . . . and, 
particularly, to those who display them at the Ozark Empire Fair. The outstanding event for all Missourians in this area for the year, your exhibit can capture the buying enthusiasm of crowds which increase in size each year. It's a high-in-
come area 12 1/2 p. 1. needs and living standards are constantly increasing. Get your sales message across with personal contact at the **OZARK EMPIRE FAIR**

**IN THESE FEW DAYS—AUG. 14 TO 20, 1954—YOU WILL CONTACT MORE PEOPLE THAN YOU COULD TRY ANY COMBINATION OF OTHER MEDIA!**

G. B. BOYD
Secretary-Manager

W. A. DELZELL
President

BIGGER AND BETTER EVERY YEAR! AND THAT APPLIES BOTH TO SALES AND THE SIZE OF THE **EMPIRE FAIR**

Springfield, Missouri

The Billboard Cavalcade of Fairs

November 28, 1953

total estimated premiums paid out exclu-
sing tax $5,378.65.
ADMINISTRATION: President, Dr. Lee McCay; secretary, J. M. Mills.

Horton Tri-Country Fair, Horton

TOTAL ATTENDANCE: Paid, $10,000.
CARNIVAL: No Carnival Show.
AID: PREMIUMS: County aid $2,000.00.

Johnson County Free Fair, Gardner

TOTAL ATTENDANCE: Paid, $1,300.00.
WEATHER: Good 3 days 3 nights.
AID: PREMIUMS: County aid $2,000.00.
CARNIVAL: Carnival.
ATTRACTIONS: Rodos, 4 stunts, pro-
duced by the Great Britishy Company.
WEATHER: Good, 1 day, 1 night.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Roy Peterson; secretary, C. R. Peterson.

Kansas Free Fair, Topeka

TOTAL ATTENDANCE: Paid, 3,000.00.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Hipodrome of Space.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Ken Hardtner; secretary, Marion Welsh.

Kingman County and 4-H Fair, Kingman

TOTAL ATTENDANCE: Free, 1,500.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Wilbur Stuey.

Lincoln County Free Fair, Mound City

TOTAL ATTENDANCE: Free, 7,500.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Paul Davis; secretary, W. H. Worthington.

Ozark Empire Fair—Springfield, Missouri

TOTAL ATTENDANCE: Paid, $50,000.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Harold Conrow; secretary, R. W. Conrow.

Osborn County Free Fair, Osburne

TOTAL ATTENDANCE: Free, 5,000.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Charles R. Pfeiffer; secretary, W. H. Hone.

R cipher Show, Newton

WEATHER: Good, 1 day, 1 night.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Harold T. Smith; secretary, Jack Trimper.

State Fair, Stockton

TOTAL ATTENDANCE: Paid, 15,000.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Melvin W. Maltby; secretary, J. A. Barnes.

St. Joseph County Fair, St. Joseph

TOTAL ATTENDANCE: Paid, 20,000.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, A. T. Carpenter; secretary, J. A. Barnes.

Wade County Fair, Gordon

TOTAL ATTENDANCE: Paid, 1,200.
WEATHER: Good, 4 days, 4 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, J. K. Evans; secretary, J. A. Barnes.

Inter-State Fair, Coffeyville

TOTAL ATTENDANCE: Free, 50,000.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, W. H. Hardtner; secretary, Marion Welsh.

Barnes County Fair, Barnes

TOTAL ATTENDANCE: Free, 5,000.
WEATHER: Good, 3 days, 3 nights.
AID: PREMIUMS: County aid $2,000.00; total estimated premiums paid out (exclud-
ing tax) $5,742.60.
ADMINISTRATION: President, Melvin W. Maltby; secretary, J. A. Barnes.
NOW BOOKING!

for MAY, JUNE, JULY, AUGUST

(NO BOOKING LESS THAN 6 DAYS)

ICE CYCLES

OF 1954

HAVE TWO COMPLETE 60 x 160 FT. TANKS for Outdoor Parks, Baseball Stadia, Football Fields, Auditoriums and All Outdoor Amusement Fields.

THE SAME GREAT SHOW THAT PLAYED MADISON SQUARE GARDEN...

CHICAGO... PITTSBURGH... CLEVELAND... BOSTON... AND which played last July in Milwaukee, outside under the stars, in the new Braves Stadium to $184,000 in Seven Days!

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3875 Bigelow Boulevard • Pittsburgh, Pennsylvania
Here you meet Missouri's most prosperous farmers, you can interest them in your product. Their families, too, want anything that helps on the farm or makes rural living more enjoyable. They'll be here to hear your story ... tell it to them and show your product, You'll find that exhibit space costs less than you think.

Write Now to:

L. M. MAPLE, Secretary
NORTHWEST MISSOURI STATE FAIR
BETHANY, MISSOURI

1954 DATES, SEPTEMBER 12-18

For Complete Details Write to:

C. H. HARRDEN, Secretary, Saginaw Fair, Saginaw, Michigan

CARNIVAL: T. J. Edwell, ride and game man, and owner, 10 acres, 2 days opening races, 1 day midway races. AID: PREMIUMS: County $6,575.64, total premiums paid out (exclud- ing half) $6,000.

Saginaw County Fair, Saginaw
TOTAL ATTENDANCE: 3,500.
OPENED: 9 days, 3 nights.
WEATHER: Good, 4 days, 4 nights. AID: PREMIUMS: State $1,750, county $2,300. ADMINISTRATION: President, George Heulitt; secretary, C. B. Cline. 1954 DATES: Last week in August, inclusive.

Sumner County Fair, Caldwell
TOTAL ATTENDANCE: 10,000.
OPENED: 5 days, 3 nights.
WEATHER: Good, 3 days, 3 nights. CARNIVAL: Mr. Gardner Shows. AID: PREMIUMS: County $2,500, state $1,000, total premiums paid out (excluding half) $2,250. ADMINISTRATION: President, George Governor; secretary, C. B. Cline. 1954 DATES: Last week in August, inclusive.

Syracuse Grove-Lincoln County Free Fair, Syracuse Grove
TOTAL ATTENDANCE: Paid, 4,500; 14 days, 8 nights, 1 day midway races, 1 day grandstand races, 1 day midway races.
CARNIVAL: Big Show. AID: PREMIUMS: State $7,500, county $1,500, total premiums paid out (excluding half) $6,000.

Thomas County Free Fair, Colfax
TOTAL ATTENDANCE: Paid, 8,000; 14 days, 8 nights, 1 day midway races, 1 day grant stand races, 1 day midway races.
CARNIVAL: F. C. Big Show. AID: PREMIUMS: State $7,500, county $1,500, total premiums paid out (excluding half) $6,000.

Trego County Free Fair, Wakefield
TOTAL ATTENDANCE: Paid, 2,000; 14 days, 8 nights, 1 day midway races, 1 day grandstand races, 1 day midway races.
CARNIVAL: F. C. Big Show. AID: PREMIUMS: State $7,500, county $1,500, total premiums paid out (excluding half) $6,000.

KENTUCKY

Adair County Fair, Columbia
TOTAL ATTENDANCE: Paid, 1,405; 10 days, 6 nights, 1 day midway races, 1 day grandstand races.
WEATHER: Good, 3 days, 3 nights. ADMINISTRATION: President, R. T. White; secretary, D. E. Skidmore. 1954 DATES: September 4-6, inclusive.

Alexandria Fair, Alexandria
TOTAL ATTENDANCE: Paid, 1,405; 10 days, 6 nights, 1 day midway races, 1 day grandstand races.
WEATHER: Good, 3 days, 3 nights. ADMINISTRATION: President, J. W. Essex. 1954 DATES: September 4-6, inclusive.

Barren County American Legion Fair, Glasgow
TOTAL ATTENDANCE: Paid, 8,000; 10 days, 6 nights, 1 day midway races, 1 day grandstand races, 1 day midway races.
WEATHER: Good, 3 days, 3 nights. ADMINISTRATION: President, J. W. Essex. 1954 DATES: September 4-6, inclusive.

BORDEN'S PIGEON REPEATER SHOW
ATTENTIONS: Room shown.
WEATHER: Good, 7 days, 8 nights; hot 2 days, 1 night.

RECEIPTS: Gate $25,476.80; grand total $72,823.54; total gross $124,229.94; total net $53,487.95.

CARNIVAL: President, John H. Good; secretary, John H. Good.

ADMINISTRATION: President, John H. Good; secretary, John H. Good.

ATTENDANCE: Total attendance; 32,000; three days; estimated paid out including races $14,978.10.

ATTENDANCE: Carnival; 3,000; 2 days; total gross $1,395.

ATTENDANCE: Grandstand; 2,000; 2 days; total gross $1,395.

ATTENDANCE: Hospitality; 100; 1 night; total gross $1,395.

ATTENDANCE: Junior Carnival; 100; 1 night; total gross $1,395.

ATTENDANCE: Special nights; 10; 1 night; total gross $1,395.

ATTENDANCE: Total; 32,000; 3 days; paid out including races $14,978.10.

ATTENDANCE: Total; 32,000; 3 days; total gross $124,229.94; total net $53,487.95.

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ATTENDANCE: Total; 32,000; 3 days; total gross $124,229.94; total net $53,487.95.
Mountain View Fair and Midwest Livestock Show, Austin
TOTAL ATTENDANCE: Paid 116,000. Opened 6 days, 3 nights.
WEATHER: Good 6 days, 5 nights; mild 1 night.
RECEIPTS: Night grandstand total (less expenses) $4,784.88.
CARNIVAL: World of Today Shows.
AID, PREMIUMS: Total estimated premiums paid out (including canopy) $13,100.
ADMINISTRATION: President, Richard H. Holm; secretary, S. P. Holm.

Niswelt County Fair, St. Peter
TOTAL ATTENDANCE: Paid 1,900. Opened 3 days, 5 nights.
WEATHER: Good. 2 days, 3 nights; mild 1 day.
RECEIPTS: Gate $6,600. Day grandstand total (less tax) $11,112; night grandstand total (less tax) $3,477.
CARNIVAL: Arrowhead Shows; ride and show premiums, total amount, $10,000; total concessions, $4,640.
ATTRACTIONS: Chisholm thrill show, performances; Barn-Carruthers Revue; horse and greyhound races.
ARRANGEMENT: President, Ernest Grooms; secretary, Ray A. Dunn; treasurer, F. H. Wilson.

Otter Tail County Fair, Fergus Falls
GENERAL ATTENDANCE: Paid 1,654. Small grandstands.
Opened 3 days, 4 nights.
WEATHER: Good. 2 days, 3 nights; mild 1 day.
RECEIPTS: Gate $17,780.70; day and night grandstand total (less tax) $7,767.22; day and night grandstand total (less tax) $4,763.64.
CARNIVAL: Art & Thomas shows; rides and shows; premier, total amount, less tax, $10,431.
ATTRACTIONS: Stage show by Butterfield Entertainments; Big car race by Auto Racing League.
ARRANGEMENT: President, Otway Barnum; secretary, John E. Staggers.
1954 DATES: August 30–September 2.

Our BIGGEST YEAR
AT THE STATE FAIRS!

This was the biggest State Fair year for WLS! Enthusiastic crowds jammed WLS tents at the Illinois, Wisconsin and Indiana State Fairs where talent from WLS entertained.

At the Illinois State Fair the WLS NATIONAL BARN DANCE played before 12,992 people—the largest post-war crowd ever to see the famed program. The story was the same at Wisconsin and Indiana and at over 400 local fairs where WLS entertainers appeared—larger, more enthusiastic crowds anxious to see and talk to the entertainers from their favorite station—WLS.

State Fairs, County Fairs, Community Events—they all look to WLS for the talent that draws crowds—that is sure-fire “box office” on the air, on the stage, on records, on TV.
November 28, 1953

The Billboard Cavalcade of Fairs

Piedmont Interstate Fair

SPARTANBURG, SOUTH CAROLINA

1954 DATES

OCTOBER 11th-16th

ALWAYS FOR YOUR BEST INTERESTS

W E EXTEND to all a cordial invitation to visit us in our home offices located at St. Petersburg, Florida, this winter. We have every facility to entertain you, including one of the finest fishing lodges in the country, yachts, etc. We are at your service.

SHOWMEN! Our new insurance plan has been tailored to your needs. It is the result of my many years of experience in writing show business insurance. I will be in Chicago for the convention...plan to talk over your insurance problems and see how this plan can help you.

CHARLES A. LENZ
The Showmen's Insurance Man

1492 FOURTH ST.
ST. PETERSBURG, FLORIDA

THE HEART OF THE PIEDMONT
in the CAROLINAS

November 28, 1953

The Billboard Cavalcade of Fairs

Piedmont Interstate Fair

SPARTANBURG, SOUTH CAROLINA

1954 DATES

OCTOBER 11th-16th

ALWAYS FOR YOUR BEST INTERESTS

W E EXTEND to all a cordial invitation to visit us in our home offices located at St. Petersburg, Florida, this winter. We have every facility to entertain you, including one of the finest fishing lodges in the country, yachts, etc. We are at your service.

SHOWMEN! Our new insurance plan has been tailored to your needs. It is the result of my many years of experience in writing show business insurance. I will be in Chicago for the convention...plan to talk over your insurance problems and see how this plan can help you.

CHARLES A. LENZ
The Showmen's Insurance Man

1492 FOURTH ST.
ST. PETERSBURG, FLORIDA
See us in Chicago for full details of our plans for 1954—they are sensational!

And thanks to all who helped make this season so successful

Al Wagner
November 28, 1953

The Billboard Cavalcade of Fairs

CHICAGO CONVENTION HEADQUARTERS
BULL FIGHT ROOM—342-344
SHERMAN HOTEL

PERMANENT WINTERQUARTERS
BOX 66, MOBILE, ALA.

50 RIDES
and
SHOWS
* 50-CAR TRAIN
FOR 19 YEARS...

SAM NUNIS SPEEDWAYS
Glorifying Automotive Speed
AND FAITHFULLY SERVING AMERICA'S FAIRS WITH
AAA SANCTIONED—LATE MODEL STOCK AND BIG CAR RACES

Year after Year
AMERICA'S
TOP FAIR
ATTRACTION

You have had the rest—
NOW WHY NOT BOOK THE BEST!

* Featuring Indianapolis Speedway 500-Mile Stars
* $150,000 of racing equipment on your track
* $160,000 in prize money in 1952 assured the appearance of the Nation's Greatest Drivers at all Nunis conducted races.

Broke All Attendance Records on Auto Racing Days at the 1953 FAIRS

See you in Chicago at the Convention or at the Winter Fair meetings.

SAM NUNIS
"Mr. Big" of Big Car Auto Racing

1953 OPERATIONS IN 15 EASTERN AND MIDWESTERN STATES AND READY TO OPERATE IN ALL 48 STATES WITH THE WORLD'S FINEST IN AUTO RACING

SAM NUNIS SPEEDWAYS
1413 Bleecker Ave., Reading, Penna.
IMPROVED!

- NEW MODERN COMFORT STATIONS
- NEW 4-H CLUB BUILDING FOR 1954
- GROUNDS HIGH AND DRY
- BRIGHTLY PAINTED BUILDINGS, VARIOUS COLORS

1954 DATES (Tea-

AUG. 24-30

Tri-State is Wisconsin's most rapidly expanding, progressive annual. We've consistently improved grounds and buildings to produce bigger attendance, better returns for our exhibitors and show friends. Plan now to harness the 1954 Tri-State Fair to your Sales Promotion Plans...

For Details, write to SUGAR SWANSON, Secretary

TRI-STATE FAIR

SUPERIOR, WISCONSIN

...our thanks to the show and newcomers who helped make the first fair season of dancing waters such a tremendous success...
...more units of this new wonder of the entertainment world now available for 1954...
...to bring dancing waters to even greater fair audiances...
...new booked to repeat at the canadian national exhibitio
...the state fair of texas...
...eastern states exposition...
...and for our first west coast fair appearance...
...at the los angeles county fair...
...pomona, california...
...r.o. open date see us at the chicoe meeting or...
...contact us

closeup manager exclusive representatives
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CONCESSIONAIRES
The Royal American Shows and a Top Grandstand Show, plus a solid outstanding agricultural program, will provide peak attendance. In 1954 we'd like to see you at the Northeast's fastest growing Fair.

MISSOURI

Aurora Tri-County Fair, Aurora
OPERATED: 3 days, 3 nights, 1954; 3 days, 4 nights, 1953.
LOCATION: Aurora, 2 miles south of Missouri 13.
ADMISSION: Free, 1954; $1.00, 1953.
ATTRACTIONS: On.
ADMINISTRATION: President, W. W. House; Secretary, R. A. Billings.
DATES: October 5, 6, 7.

Mississippi-A & J. State Fair, Jackson
TOTAL ATTENDANCE: Free, 1954; 5,000. Operated 4 days, 4 nights.
WEATHER: Good, 5 days, 5 nights.
RECEIPTS: Free, $2,000.
CARNIVAL: Ray Williams Shows.
ATTRACTIONS: Free admissions.
ADMISSION: President, A. J. Minter; Secretary, H. L. Holland.
DATES: Last week in September, Jackson.

Mississippi-Alabama Fair and Dairy Show, Tupelo
TOTAL ATTENDANCE: Paid, $2,100. Operated 4 days, 4 nights.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Gate preseason total fees $2,000.00.
CARNIVAL: Royal American Shows; paid and free gross, total amount, including tickets $2,000.
ADMISSION: President, E. S. Shaw; Secretary, J. M. Pierce.
DATES: October 21-25, official.

Ponca County Fair, Ponca
TOTAL ATTENDANCE: Free, 1954; 10,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Free, $2,100.
CARNIVAL: Tipton Shows.
ADMISSION: President, E. S. Shaw; Secretary, J. M. Pierce.
DATES: October 21-25, official.

Savoy Dairy Show, Savoy
TOTAL ATTENDANCE: Free, 1954; 1,000. Operated 2 days, 2 nights.
WEATHER: Good, 2 days, 2 nights.
ADMISSION: Free admissions.
DATES: Third week in September, Savoy.

MISSOURI Fair, Sedalia
TOTAL ATTENDANCE: Free, 1954; $800.00. Operated 1 day, 1 night.
WEATHER: Good, 2 days, 2 nights.
ADMISSION: President, W. W. House; Secretary, R. A. Billings.
DATES: October 5, 6, 7.

Eldon Community Fair, Eldon
TOTAL ATTENDANCE: Free, 1954; 1 day, 1 night.
WEATHER: Good, 5 days, 5 nights.
ADMISSION: President, W. W. House; Secretary, R. A. Billings.
DATES: October 14-15, official.

Muleshoe State Fair, Eldon
TOTAL ATTENDANCE: Free, 1954; 1 day, 1 night.
WEATHER: Good, 5 days, 5 nights.
ADMISSION: President, W. W. House; Secretary, R. A. Billings.
DATES: September 11-12, official.

Mississippi-Alabama Fair and Dairy Show, Tupelo
TOTAL ATTENDANCE: Paid, $2,100. Operated 4 days, 4 nights.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Gate preseason total fees $2,000.00.
CARNIVAL: Royal American Shows; paid and free gross, total amount, including tickets $2,000.
ADMISSION: President, E. S. Shaw; Secretary, J. M. Pierce.
DATES: October 21-25, official.

Ponca County Fair, Ponca
TOTAL ATTENDANCE: Free, 1954; 10,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Free, $2,100.
CARNIVAL: Tipton Shows.
ADMISSION: President, E. S. Shaw; Secretary, J. M. Pierce.
DATES: October 21-25, official.

Savoy Dairy Show, Savoy
TOTAL ATTENDANCE: Free, 1954; 1,000. Operated 2 days, 2 nights.
WEATHER: Good, 2 days, 2 nights.
ADMISSION: Free admissions.
DATES: Third week in September, Savoy.

Savoy Dairy Show, Savoy
TOTAL ATTENDANCE: Free, 1954; $800.00. Operated 1 day, 1 night.
WEATHER: Good, 2 days, 2 nights.
ADMISSION: President, W. W. House; Secretary, R. A. Billings.
DATES: October 5, 6, 7.

Eldon Community Fair, Eldon
TOTAL ATTENDANCE: Free, 1954; 1 day, 1 night.
WEATHER: Good, 5 days, 5 nights.
ADMISSION: President, W. W. House; Secretary, R. A. Billings.
DATES: October 14-15, official.

Muleshoe State Fair, Eldon
TOTAL ATTENDANCE: Free, 1954; 1 day, 1 night.
WEATHER: Good, 5 days, 5 nights.
ADMISSION: President, W. W. House; Secretary, R. A. Billings.
DATES: September 11-12, official.
WESTERN FAIRS ASSOCIATION is a volunteer, non-profit trade organization serving fairs and allied events attended by more than 16,000,000 people in the eleven Western States and Canada.

IT COVERS THE WEST

One hundred twenty fairs, comprising the West's largest non-profit industry, and one hundred forty two business firms supplying goods and services are members.

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Publishes books on fair management, advertising and publicity aids, and lists of livestock and horse show exhibitors.

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Arranges cooperative purchases of equipment and supplies, resulting in marked savings by member fairs.

WESTERN FAIRS ASSOCIATION

2500 Stockton Boulevard, Sacramento, California

WEATHER

Good, 5 days, 6 nights.

Gates: $75,000; total grandstand total (less tax) $50,000; total attendance 1,000,000.

CARNIVAL: Deluxe Box, 5 days, and show price, total amount, equal federal tax.

RECEIPTS: Grandstand gate, $18,500; all exhibits, $10,000; other, $3,000; total estimated premiums paid out (including rates) $34,000.

ADMINISTRATION: President, W. A. Cooley; secretary, C. M. Coover.

DAYS: August 17-21, inclusive.

Rockford County Fair, Freeport

TOTAL ATTENDANCE: Paid: 5,050.

ATTENDANCE: Aug. 15, 2,200; Aug. 16, 2,500; Aug. 17, 3,300; Aug. 18, 1,500; Aug. 19, 1,800; Aug. 20, 750.

RECEIPTS: Gates: $15,000; total grandstand total (less tax) $15,000; attendance 100,000.

CARNIVAL: Deluxe Box, ride and show price, grandstand total (less tax) $2,300,000.

CARNIVAL: Northern Exposition.

ATTENDANCE: Total: 4,000.

RECEIPTS: Gates: $3,500; total grandstand total (less tax) $3,500; attendance 50,000.

ADMINISTRATION: President, W. A. Cooley; secretary, C. M. Coover.

DAYS: August 14-17, inclusive.

NEBRASKA

Buffalo County Fair, Kearney

TOTAL ATTENDANCE: Paid: 5,825.

ATTENDANCE: Aug. 15, 1,800; Aug. 16, 1,800; Aug. 17, 1,200; Aug. 18, 1,500; Aug. 19, 500.

RECEIPTS: Gates: $3,000; total grandstand total (less tax) $3,000; attendance 100,000.

CARNIVAL: Deluxe Box, ride and show price, grandstand total (less tax) $3,300,000.

ATTENDANCE: Total: 3,000.

RECEIPTS: Gates: $3,500; total grandstand total (less tax) $3,500; attendance 50,000.

ADMINISTRATION: President, Fred Fair; secretary, C. M. Coover.

DAYS: August 14-17, inclusive.

Dawson County Fair, Lexington

TOTAL ATTENDANCE: Free: 15,000.

ATTENDANCE: Paid: 1,000; Aug. 16, 300; Aug. 17, 600; Aug. 18, 1,000; Aug. 19, 1,000; Aug. 20, 1,000.

RECEIPTS: Gates: $2,000; show price, grandstand total (less tax) $2,000; attendance 100,000.

ATTENDANCE: Total: 2,000.

RECEIPTS: Gates: $2,000; show price, grandstand total (less tax) $2,000; attendance 100,000.

ADMINISTRATION: President, W. A. Cooley; secretary, C. M. Coover.

DAYS: August 29-September 2, inclusive.

Douglas County Fair, Waterloo

TOTAL ATTENDANCE: Paid: 12,000.

ATTENDANCE: Aug. 16, 3,000; Aug. 17, 2,000; Aug. 18, 2,000; Aug. 19, 2,000; Aug. 20, 2,000; Aug. 21, 2,000.

RECEIPTS: Gates: $3,000; grandstand total (less tax) $3,000; attendance 100,000.

ATTENDANCE: Total: 5,000.

RECEIPTS: Gates: $2,500; grandstand total (less tax) $2,500; attendance 100,000.

ADMINISTRATION: President, W. A. Cooley; secretary, C. M. Coover.

DAYS: August 30-September 3, inclusive.

Cage County Fair, Beatrice

TOTAL ATTENDANCE: Paid: 2,000.

ATTENDANCE: Paid: 2,000; Aug. 16, 500; Aug. 17, 500; Aug. 18, 500; Aug. 19, 500; Aug. 20, 500.

RECEIPTS: Gates: $500; grandstand total (less tax) $500; attendance 10,000.

ATTENDANCE: Total: 2,000.

RECEIPTS: Gates: $250; grandstand total (less tax) $250; attendance 10,000.

ADMINISTRATION: President, W. A. Cooley; secretary, C. M. Coover.

DAYS: August 16-20, inclusive.

Kansas Paha County Fair, Newton

TOTAL ATTENDANCE: Paid: 300; Aug. 16, 300; Aug. 17, 300; Aug. 18, 300; Aug. 19, 300; Aug. 20, 300.

RECEIPTS: Gates: $50; grandstand total (less tax) $50; attendance 1,000.

ADMINISTRATION: President, Gen. G. R. Rettig; secretary, C. M. Coover.

DAYS: August 14-17, inclusive.
PACK YOUR GRANDSTAND
with these
NATIONALLY FAMOUS TV PERSONALITIES

Humphrey Higby
and
Forfeal
(The Mahogany Kid)

WORLD'S GREATEST
VENTRiloquist
Soon to be released
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on RCA Victor Records

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SUMMER ENGAGEMENTS
SPINDLE CENTER FAIR
CASTONIA, N. C.
The Combed Cotton Yarn Center of America!

BIGGEST NEW FAIR IN THE SOUTH

In 1952, attendance was 72,000. In 1953, it jumped to 86,000.
Watch it climb over 100,000 mark in 1954!

Here's the fair geared to make money for you.
Three big special children's days...auto racing...stock car racing...horse races, motorcycle racing...fireworks...big grandstand show

Concessions, Exhibitors—be here in 1954 for the best date of the season.

For Complete Details Contact
J. A. PARTLOW
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P. O. Box 1193, Castonia, N. C.

THE FACTS ARE THAT Louisiana, as has all of the South is bigger and better than ever. Record industrial payrolls and expansion, bumper diversified crops, new highs in every economic development...make it a must for sales executives who are expanding their markets.

Build your sales in Louisiana by using a good strong demonstration and exhibit at the Louisiana State Fair.

For Information, Write:
R. T. ANDREWS, Pres.
W. R. HIRSCH, Sec'y-Mgr.
Louisiana State Fair, Shreveport, La.
The Billboard Cavalcade of Fairs

November 28, 1953

103

Ashland County Fair, Ashland
OPERATED: 4 days, 3 nights. WEATHER: Good. 4 days, 3 nights.
RECEIPTS: Gross $1,314.75. day grandstand total (tax) $1,131.50. night grandstand total $79.50. grandstand total (tax) $1,923.00.
CARNIVAL: Happy Ammentie rides and concessions. grand total (tax) $7,040. total concessions $8,764. 
ATTRACTIONS: Starlight Shows. horse pull, horse pull, Last Trick Show, I show, mechanical rides, other rides.
AID, PREMIUMS: State aid $575. 

Intendent
Paid superintendent

County Superintendent of

Richey:

Wisefall:

Haines; secretary, 

pany

yperintendent

所做的文本代表这个文档的自然文本。
Thanks to Jimmy Hetzer for a Wonderful Season

BETTY PASCO

WRITE - WIRE - PHONE 28987

BEDFORD COUNTY FAIR, BEDFORD

TOTAL ATTENDANCE: Paid, $6,480.00; free, 3,190. Operated 5 days, 7 nights. WEATHER: Good 4 days, 6 nights. RECEIPTS: Day privileges total $2,580.00; night privileges total $3,898.00. AID, PREMIUMS: State aid $3,600.00; county aid $1,800.00. Total estimated premiums paid out including racing $2,000.00. ADMINISTRATION: President, John Harrington; secretary, Roy Clark.

Clearfield County Fair, Clearfield

TOTAL ATTENDANCE: Paid, $2,380.00; free, 1,970. Operated 6 days, 7 nights. WEATHER: Good 4 days, 6 nights. CARNIVAL: 2 days, 2 nights. RECEIPTS: 1 day privileges total $350.00; 2 nights privileges total $716.00. AID, PREMIUMS: State aid $8,500.00; county aid $2,000.00. Total estimated premiums paid out including racing $3,000.00. ADMINISTRATION: President, Key Richardson; secretary, Kenneth Bollinger.

Greene County Free Fair, Waynesburg

TOTAL ATTENDANCE: Free, $5,200.00. Operated 4 days, 3 nights. WEATHER: Good 4 days, 3 nights. AID, PREMIUMS: State aid $1,500.00; county aid $2,500.00. Total estimated premiums paid out including racing $2,000.00. ADMINISTRATION: President, Bert Trim; secretary, C. E. Clark.

Huntington County Fair, Huntington

TOTAL ATTENDANCE: Paid, $4,850.00; free, 4,150. Operated 5 days, 7 nights. WEATHER: Good 5 days, 4 nights. CARNIVAL: 2 days, 2 nights. RECEIPTS: Day privileges total $2,650.00; night privileges total $2,200.00. AID, PREMIUMS: State aid $4,000.00; county aid $1,500.00. Total estimated premiums paid out $2,500.00. ADMINISTRATION: President, C. John; secretary, J. N. Feazel.

Juniata County Agricultural Society, Port Royal

TOTAL ATTENDANCE: Paid, $3,900.00; free, 7,150. Operated 4 days, 4 nights. WEATHER: Good 5 days, 4 nights. AID, PREMIUMS: County aid $200.00; total estimated premiums paid out including racing $1,200.00. ADMINISTRATION: President, E. F. Herron; secretary, Floyd Campbell; treasurer, M. S. D. Pitts; treasurer, I. D. Pitts. First week in August, indefinite.

Reuben Cohen for Royal Enterprises

29 Boulevard Terrace, Allston, Mass.
Phone: Longwood 6-6534

THANK YOU

for a very successful season to the following Fairs and Fair Committees:

* Northern Maine Fair - Presque Isle, Me.
* Skowhegan Fair - Skowhegan, Me.
* Champlain Valley Exposition - Essex Junction, Vt.
* Rutland Fair - Rutland, Vt.
* Franklin County Fair - Montpelier, Vt.
* Caledonia Apr. Fair - Caledon, N. Y.
* Atlantic Rural Expo - Richmond, Va.
* Lebanon Fair - Lebanon, N. H.
* Derby County Fair - Derby, Vt.
* Ft. Lauderdale Fair - Ft. Lauderdale, Fla.

We wish you a successful season - and good luck for the future.

Reuben Cohen

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307 BANK ARCADE, HUNTINGTON, W. VA.

WALKER DICK AND HIS

ALL AMERICAN BOYS


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THANKS to our many friends for a Wonderful Season

TEX AND ALICE ORTON

"America's Foremost Entertainers Malaria"
THE ONLY DOG ACT IN CECIL B. DE Mille’s FILM "THE GREATEST SHOW ON EARTH"  
CHARLES PETERSON’S WORLD FAMOUS BAREBACK RIDING DOGS  
"Petterson's act is top, with a large group of well-trained dogs and one horse presenting an unusual and pappy bareback riding act."

IMPORTANT ANNOUNCEMENT! READY FOR THE 1954 SEASON! A NEW 4-PIC ACT  
Featuring hilarious comedy and outstanding tricks.

ALWAYS A PLEASING PERFORMANCE  
A few dates open—now booking both acts for 1954  
For details, write or phone  
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THE ONLY DOG ACT  

ANDREWS, C. "B," McSorley’s  
Raising impact 106
CHARLES "PETERSON"
READY ACT
"THE GREATEST SHOW ON EARTH"
CARNIVAL: 
"THE BIBLE" WORLD'S 
Smallest Race, 21/2 miles,  
"TENNESSEE"
1934
1954
Dates: September 6-11, official.

Reading Fair, Reading, Pennsylvania  
TOTAL ATTENDANCE: Paid $5,000.  
WEATHER: Blue skies, 54 degrees; moderate breeze.  
GATES: Receipts: $2,000.  
ADMINISTRATION: President: R. G. Buchanan; Secretary: John Forster.

Syracuse County Fair, Sherrill, New York  
TOTAL ATTENDANCE: Paid $7,000.  
WEATHER: Warm, a few clouds; 68 degrees.
-
ADMISSION: President: John E. Taylor; Secretary: Mrs. Molla Smith.

Tennessee Valley Agricultural and Educational Association, October  
TOTAL ATTENDANCE: Paid $10,000.  
WEATHER: Good 4 days, 4 nights rain;  
GATES: Receipts: $4.500.  
CARNIVAL: Of 30,000.

TENNESSEE  

Desoto County Fair, Parson's  
FREE Admission; paid $500.
CARNIVAL: Advertisement side and back taxes; total amount; total taxes paid on excise

TENNESSEE  

Greeneville County Fair, Greeneville  
TOTAL ATTENDANCE: Paid $1,000.  
WEATHER: Good 4 days, 4 nights.

TENNESSEE  

Jackson County Agricultural Fair,  
Operation: 2 days 3 nights.  
WEATHER: Good 3 days, 1 night.

TEXAS  

Brazoria County Fair, Angleton  
TOTAL ATTENDANCE: Paid $10,000.  
WEATHER: Good 5 days, 5 nights.

CENTRAL TEXAS FAIR  
WEATHER: Good 6 days, 4 nights.

TEXAS  

CARNIVAL: Bill Harvey Shows; side and back taxes; total amount; total taxes paid on excise

TENNESSEE  

Chattanooga Times Free Press; Jack, editor; Jack for secretary, 

TENNESSEE  

Coldwater Fair, Coldwater  
Operation: 2 days 3 nights.
WEATHER: Good 3 days, 1 night.

TENNESSEE  

County Agricultural Fair,  
Operation: 2 days 3 nights.

TENNESSEE  

Wet County Fair, Houlwood  
Operation: 2 days 3 nights.
WEATHER: Good 4 days, 5 nights.

TENNESSEE  

CARNIVAL: Outstanding Annual
PREMIUMS: Total: $1,000.

TENNESSEE  

summer County Agricultural Fair, Gallatin  
TOTAL ATTENDANCE: Paid 3,000.  
WEATHER: Good 3 days, 1 night.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.

TENNESSEE  

CARNIVAL: Of 30,000.
South Texas State Fair, Beaumont
WEATHER: Good 5 days, 9 nights, rain 6 days.
RECEIPTS: Gate $95,942.68.
AID: Premiums total estimated premiums paid out for prize events $3,192.64.
AID PREMIUMS: Total estimated premiums paid out (excluding races) $2,463.39.

Blind County Fair and Horse Show, Blind
TOTAL ATTENDANCE: Paid, 4,000. Free, 1,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights, rain 1 day.
RECEIPTS: Gate $1,353.45, day and entertainment premium $20, 500.
AID: Premiums, total estimated premiums paid out (excluding races) $3,600.
AID PREMIUMS: Administration, G. A. Allen; secretary, T. E. Maloney.

Shenandoah County Fair, Va.
TOTAL ATTENDANCE: Paid, 15,000. Free, 6,000. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights, rain 2 days, 2 nights.
RECEIPTS: Gate $1,750.00, night and day entertainment premium $1,000.
AID: Premiums, total estimated premiums paid out (excluding races) $3,000.
AID PREMIUMS: Administration, E. L. Harrison, secretary, Marvin W. Rhrnak.

CARNIVAL:
West Virginia
State Fair of West Virginia, Charleston
TOTAL ATTENDANCE: Paid, 17,000. Free, 1,000. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights, rain 1 day.
RECEIPTS: Gate $4,000.00, entertainment premium $3,000.
AID: Premiums, total estimated premiums paid out (excluding races) $8,830.
AID PREMIUMS: Administration, Fred H. Byrd; secretary, B. J. Mathes.

WISCONSIN
Racine County Fair, Racine
TOTAL ATTENDANCE: Paid, 5,000. Free, 1,500. Operated 5 days, 4 nights.
WEATHER: Good 5 days, 4 nights, rain 1 day.
RECEIPTS: Gate $950.00, entertainment premium $1,000.
AID: Premiums, total estimated premiums paid out (excluding races) $2,000.
AID PREMIUMS: Administration, George A. Harkel, secretary, Son Bowes.

Jefferson County Fair, Jefferson
TOTAL ATTENDANCE: Paid, 21,000. Free, 1,500. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights, rain 1 day.
RECEIPTS: Gate $9,255.45, entertainment premium $1,000.
AID: Premiums, total estimated premiums paid out (excluding races) $4,321.
AID PREMIUMS: Administration, Pres., W. A. Dale; Secretary, R. T. Clancy.

Green County Fair, Madison
WEATHER: Good 2 days, 2 nights, rain 3 days, 2 nights.
RECEIPTS: Gate $2,000.45, entertainment premium $1,000.
AID: Premiums, total estimated premiums paid out (excluding races) $4,250.00.

America's #1 Grandstand Show
with California's Famous WESTERN RIDERS
Featuring
Some of America's Finest Trained Horses and Novelty Circus Acts

COWBOYS, COWGIRLS AND INDIANS
25 unusual and exciting Acts
POSITIVELY THE ONLY SHOW WITH "AUTHENTIC ROMAN CHARIOT RACES" as a Thrilling, Spectacular Climax.

U. S. — Canada — Cuba — Mexico — South America — Japan — Paris — Rome
There's A Reason For The Demand For This Show. Ask Others Who Know.

We wish to express our thanks and appreciation to the

13 Progressive Fairs who brought this production in 1959.

Home Office
200 South Ave.
St. Louis, Missouri

Suns Agncy
700 Royal Union Bldg.
Springfield, Ohio

George PEDRO & DURAND
Moraes in Topsy Turvy
Again for 1954 Fairs
Thanks to GEORGE A. HAMID & SON

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261,603 PAID ATTENDANCE FOR THE FIRST NINE-DAY RUN IN 1953!

Heart O' Texas Fair was new in 1953 . . . and the tremendous response proves its value. Being NEW . . . it has New facilities . . . including the magnificent new Heart O' Texas Coliseum, the biggest arena under roof in the South, located on 253 acres of land just outside downtown Waco.

Being NEW, too, Heart O' Texas has new ideas. Ideas that paid off with 261,603 paid customers. Attractions, shows, concessions . . . all are the best.

We are grateful for the cooperation of everyone in making our 1953 fair a great success.

NOW . . . we plan for 1954. We hope to have many more commercial exhibitors. With a successful Fair past we can promise more of the same for 1954. Waco lays in the "heart" of Texas, an area which is "hog" in every way, with a population of over 680,000 within a radius of 60 miles. We invite inquiries of exhibitors whose market planning includes this area.
"THE SOUTH'S FASTEST GROWING FAIR" 1953 Was Our Third and Most Successful Fair - New Buildings and Improvements will Make for a BIGGER AND BETTER 1954 FAIR

BUCKWALTER FAIR
1954 DATES
October 4-9
(Indoor)

NEW N. A. R. M. I. N. D. A.

MERIDIAN
FAIR AND CATTLE SHOW
MERIDIAN, MISS.

EXHIBITORS
Display your products here, where you will find all the Most Important Markets in the South.

CONCESSIONAIRES
Will rank among the very best, your market being about six independent Midway.

SHOWMEN
Our 1954 Entrance privileges and Concessions Admittance will be limited while in Chicago.

For Details Contact
C. B. RAWLINGS, Sec.-Mgr.
NEW MERIDIAN FAIR AND CATTLE SHOW, MERIDIAN, MISS.
P. O. Box 1887
(Phone: 3-3370)

FOR THE 1954 SEASON
ATTENTION—
ALL FAIR ASSOCIATIONS—
PARK OWNERS—AGENTS
THE ZACCHINI HAVE DONE IT AGAIN!
EMANUEL and VITTORIO ZACCHINI BRING YOU THE MOST SENSATIONAL
CAVALCADE OF ACTS
Featuring MISS FLORA ZACCHINI—
THE YOUNGEST and MOST DARING OF THE CANNON BALLS!
Always a Heart-Stopping Thrill to Climax Your Show

And The Greatest Group of Acts:

- MANUEL EL GAUCHO
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- DELILAH
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- OLGA ZACCHINI
  Tight-Wire Without Umbrella
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Contact Us Direct or Through Your Agent.
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Western Washington Fair
Puyallup
Since 1900

The Western Washington Fair during its nine days of operation is the largest attended event of any kind in the Pacific Northwest.

The fairgrounds cover forty acres of outstanding entertainment and educational exhibits.

The Fair's Grandstand Shows feature only the finest, most high-class troupes and acts.

The Fair operates for nine days and nights during the month of September. All exhibits under cover.

Western Washington Fair Association
Puyallup
Washington
John H. McMurray Manager

• High Aerial • High Wire • Aerial Ballet
• High Dive • Bicycles • Teeterboard
• Thrill Shows • Band and Music
• Dancing • Comedy • Trained Animals
• Roller Skating • Jugglers

AL MARTIN AGENCY
everything in entertainment

OUR DEEPEST THANKS . . .

• To the owners, managers and operators of the many Fairs, Carnivals, Parades, Crosses, Celebrations and Special Events who helped make this year's fair the greatest in a long line of successful seasons.

• To all of our Airs and Attractions for consistently fine performances year after year . . . who've helped establish Dependable Al Martin Attractions as the key word for everything in quality entertainment.

Many sensational new and new attractions available for 1954 booking.

AL MARTIN AGENCY
Hotel Bradford
Boston 16, Mass.

SASKATCHEWAN
Estevan Agricultural Society
Estevan

TOTAL ATTENDANCE: Paid 1,122.
Free 226. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gross $4,675; day grandstand total (bus tax) $4,641.59.
ADMINISTRATION: Secretary, W. H. Mitchell.
1954 DATES: October 8-11, officials.

QUEBEC
Belford Fair, Belford

TOTAL ATTENDANCE: Paid 7,900;
free 3,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gross $54,316; day grandstand total $10,452.50; night grandstand total (bus tax) $10,437.50.
ADMINISTRATION: President, D. Teeter; treasurer, R. B. Teeter.

Prince Albert Exhibition, Prince Albert

TOTAL ATTENDANCE: Paid 3,900;
free 1,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gross $29,640; day grandstand total $8,190; night grandstand total (bus tax) $8,160.
ADMINISTRATION: President, E. F. Kae; secretary, W. S. Cantie.

Provincial Exhibition, Regina

TOTAL ATTENDANCE: Paid 18,387.
Free 6,058. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 5 nights; rain 1 day, 1 night.
RECEIPTS: Gross $543,020; day grandstand total (bus tax) $108,640; night grandstand total (bus tax) $108,610.
1954 DATES: July 8-18, officials.

Saskatchewan Industrial Exhibition, Saskatoon

TOTAL ATTENDANCE: Paid 125,000.
Free 6,500. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, cold or cloudy 2 nights.
RECEIPTS: Gross $2,904,500; day grandstand total (bus tax) $590,900; night grandstand total (bus tax) $590,870.
ADMINISTRATION: President, J. B. Matchette; secretary, A. Fradon.

AL MARTIN AGENCY
Hotel Bradford
Boston 16, Mass.

Life-sized figure of Abe Lincoln, done in rubber, attracted much attention at the Illinois State Fair, Springfield, as the spot moved to the accomplishment of a hidden record of the Gettysburg Address.
WITH THE BEST AND FASTEST IN

SPEEDWAY TYPE BIG CAR RACING  LATE MODEL STOCK CAR RACES

Check our Production Successes at these Outstanding Exhibitions

MINNESOTA STATE FAIR—5 Days
NORTH DAKOTA STATE FAIR—3 Days
OKLAHOMA FREE STATE FAIR—3 Days
SOUTH DAKOTA STATE FAIR—3 Days
OKLAHOMA STATE FAIR—3 Days

KANSAS STATE FAIR—1 Day
SIOUX EMPIRE FAIR—4 Days
OZARK EMPIRE FAIR—2 Days
ALL-IOWA FAIR—3 Days
GREATER G. F. ST. FAIR—2 Days
NORTH LOMAX STATE FAIR—2 Days
CENTRAL IOWA FAIR—1 Day
NORTHWEST MISSOURI STATE FAIR—1 Day

Our thanks to all who made this possible and our sincere assurance of a greater program always from an organization sparked by expert and efficient personnel.

During 1954 we will feature

THE GREATEST COMPETITIVE RACE DRIVERS IN THE COUNTRY
THE MOST EFFECTIVE PUBLICITY CAMPAIGNS EVER DEVISED
THE FASTEST PRECISION PROGRAMS EVER PRESENTED

HIGH GEARED FOR HIGH SPEED

Frank R. Winkley
AUTO RACING INC.

5804 Wooddale Ave. Phone Pleasant 7059
Minneapolis, Minnesota
NOW IN OUR 26th YEAR

1954 DATES
SEPT. 27 to OCT. 2

TEXAS
OKLAHOMA
FAIR
IOWA PARK, TEXAS

OUR 1953 SILVER ANNIVERSARY WAS A STIRRING SUCCESS!

Twenty-five years of serving the educational interest of two Great States. Now we head toward the Golden Anniversary, determined to increase each year, as we have in the past, the effectiveness of this annual event. Exhibitors find the Texas Oklahoma Fair a boon towards boosting sales in this area. If you can't come in person, make sure that your local representative is here to promote your product.

Exhibitors, Demonstrators and Concessionaires, write to TED OVERBÉY, Manager
Iowa Park, Texas

ALVIN VANDIKE
T. LEO MOORE
Game Concessionaires and Showmen Contact:
301 Kendall, of
San Antonio, Texas. Ellicott, Texas

In Dixie it's the
39th ANNUAL
ALLEGHANY COUNTY FAIR
COVINGTON, VIRGINIA
AUGUST, 1954

3rd ANNUAL
NORFOLK TIDELANDS-5 COUNTY FAIR
NORFOLK, VIRGINIA
SEPTEMBER, 1954

AND ONE NEW ONE

EASTERN GEORGIA COLORED STATE FAIR
SAVANNAH, GEORGIA

LOOK FOR ANNOUNCEMENTS FOR THESE DATES
WANTED: Indoor and Outdoor Exhibits, Concessions, Aerial and Free Acts
For full particulars contact:
HARRY C. GRAFTON, General Manager
207 WEST PLUMSTEAD AVE., LANSDOWNE, PA.

Old, New Worlds Meet

A BLEND of the old world and the new highlighted exhibits at the Exposition Provinciale, Quebec, mirroring with fidelity life in the province. All signs and legends on the displays were in French, reflecting the fact that the province is predominately French.

This touch of the old world contrasted sharply with other exhibits, depicting the up-and-coming industries of the province.

Prominent were displays of provincial agencies, which not only spell out the role they play but also convey an accurate picture of life in the province.

Hunting, fishing and other outdoor sports were represented strongly in both commercial and governmental exhibits. Opportunities that lie ahead for the province were also projected. But the strongest spotlight was placed upon the province's resources and its principal industries.

Highly typical of Quebec is its maple sugar industry. The Department of Agriculture annually features an attractive display on the industry as well as many other endeavors.

The increasing importance of mining has Quebec residents conscious of the mineral wealth, much of it still untapped, within their province. The Ministry of Mines features several exhibits that are both interesting and instructive.

Fine arts department rates high with Quebec patrons. Exhibits are of top quality.

The fact that Quebec is predominately a French-speaking city is underlined by exhibit signs and legends, all of which are in French.
W. G. WADE SHOWS

From Michigan to Florida
One of the Largest Outdoor Amusement Operators Since 1912

OUTSTANDING UNITS AVAILABLE FOR THE LARGEST STATE, DISTRICT AND COUNTY FAIRS AS WELL AS HOME COMINGS AND CELEBRATIONS

We Can Furnish Famous and Outstanding Attractions When Your Event Needs Something Entirely Different.

Complete Midways, Consisting of Rides, Shows and Concessions or Just Ride Units, as Your Needs May Require.

THANKS TO THE FOLLOWING FAIRS WITH WHOM WE ENJOYED PLEASANT RELATIONSHIPS AND SPLENDID BUSINESS DURING THE 1953 SEASON:

Delaware County Fair, Muncie, Ind.
Lagrange County Corn-School Fair, Lagrange, Ind.
Cass County Fair, Cassopolis, Mich.
Great La Porte County Fair, La Porte, Ind.
Kalamazoo County Fair, Kalamazoo, Mich.
Michigan Street Fair, Detroit, Mich.
Northeast Indiana Fair, Ft. Wayne, Ind.
Mid-South Fair, Memphis, Tenn.
Northwest Alabama Fair, Jasper, Ala.
Covington County Fair, Andalusia, Ala.
Nassau County & Northeast Fla. Fair, Callahan, Fla.
AND THE MANY OTHERS TOO NUMEROUS TO MENTION.

UNITS AVAILABLE FOR ANY CITIES IN THE MIDWESTERN STATES Clean, Modern, Attractive, Well-Lighted Equipment. Efficient, Courteous, Experienced Executives and Management Personnel on All Units.

INDEPENDENT SHOW, RIDE AND CONCESSION OPERATORS

We cordially invite you to contact us or visit us in person at various Fair Meetings or at our Detroit Office, relative to placing your attractions for our full season's routing, or for any one particular date.

We cater to new outstanding attractions, as well as those proven and reliable midway attractions. Percentage and privilege rates — fair and equitable.

Stop and see us at the Sherman Hotel during the I.A.F.E. Convention, and at your State Fair Meetings, to see what we can do for your Fair and what an attractive proposition we have to offer.

"Michigan’s Largest and One of the Midwest’s Finest"

W. G. WADE
Owner & Gen. Mgr.
G.P.O. Box 1488
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Detroit, Mich.

Winterquarters Address:
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(5 Miles North on Hiway 301)

D. WADE Gen. Representative, Detroit-Leasant Hotel, Detroit 26, Mich. Phone: Woodward 2-2300
Showmanship!

SMART showmanship was uncovered at many ’53 fairs by a large number of farm machinery manufacturers and their distributors or dealers as intensive competition for sales gripped the farm machinery industry.

Of sales outlets, the Stewart Company of Dallas, Ford tractor representative, came up with one of, if not the outstanding exhibit. Its bid for potential buyers at the State Fair of Texas was distinguished by much imagination and the use of some sure-fire attention-getters.

As the front for its exhibit, it used four large revolving blocks, which were illuminated from the inside and mounted on pylons flagged with silver streamers. The blocks each bore one letter of the Ford name, and as the blocks revolved in unison they spelled out the company’s name.

Inside the exhibit the Stewart company used such devices as a “talking tractor” and a “tumbling tractor.” The result was that the exhibit not only snared much interest but also held patrons as they listened to a description of the merits of the Ford line or eyed tractors from all possible angles.

Popular talking tractor featured by Ford tractor exhibit at the Dallas fair was redesigned with a face and mouth that moved in unison to his “speech” this year. Talking tractor with concealed “talker” has been high point of exhibit for last few years, Stewart Company officials estimated tractor “talked” to visitors about 160 hours during the fair.

Along with its “talking tractor” of preceding years, Stewart Company of Dallas featured a “tumbling tractor” in its Ford exhibit. Full-size tractor was mounted in potted framework and revolved twice a minute, or 24,960 times during the fair. Stewart exhibit, designed by famed theatrical scenic artist Peter Well, showed great deal of imagination plus a lot of sell.
NOW ONE OF AMERICA'S LARGEST & MOST BEAUTIFUL MOTORIZED SHOWS

FEATURING: 18 Up-To-Date Rides, including our New Dodgem Ride, 10 Outstanding Shows, 40 High-Class Concessions, 30 New Tractors and Trucks (ours is conceded to be the best rolling equipment on the road today), 3 Sound Cars, All Neon-Lighted Fronts, Anti-Aircraft Searchlights, Mammoth New Aluminum Light Towers, 4 Diesel Light Plants.

FAIR SECRETARIES

Our thanks to you Progressive Fairmen whom we have had the privilege of working with during 1953. In furnishing what we sincerely believe to be one of the finest Midways available, we have appreciated your fine Co-Operation.

THANKS

Once a year we take this opportunity to thank everyone who has "smiled upon us." A Heartfelt wish to each of you!

BEFORE CONTRACTING

For your 1954 Events, be sure to "look us over" and let us tell you of the Showmanship Features of Schafer's Just for Fun Shows, and to what extent we are enlarging for our 1954 Tour... how we can help to make your event bigger. See us at the Sherman Hotel during the Chicago Convention, and at the State Fair Meetings in Wisconsin, Minnesota, Iowa, Illinois, Indiana, Missouri, Oklahoma and Texas.

W. A. SCHAFER        JOHN FRANCIS
Owner-Manager        General Agent

SCHAFER'S JUST FOR FUN SHOWS
Permanent Address: 714 SOUTH HASKELL, DALLAS, TEXAS. PHONE: TAYLOR 5357
A contest for the best design for a new official Illinois State Fair flag sparked many entries and gave the Springfield event a springboard for much pre-opening publicity, as well as newspaper space opening day. Prize-winner, who received $100, was Dolores Clayton, 17-year-old high school student, shown holding the corner of the new flag as Governor Stratton prepares to raise it. James R. Tays, fair manager, looks on.

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“DEPENDABLE...
INSURANCE COVERAGE FOR SHOWMEN CALLS FOR SPECIAL KNOW-HOW!”
“Our name is known throughout the show world for experience, reliability and knowledge of showmen’s insurance”

We’re Looking Forward to Seeing You at the Convention!
If We Miss You Call Us at the HOTEL SHERMAN

NEIL POUPPIRT and WILLIAM (RED) HOGAN, ASSOCIATES

MANY thanks to those folks who have used our insurance services. If you’re not among them, we extend a cordial invitation to “get together” for a discussion of your particular problems.

HAAS & WILKERSON
912 BALTIMORE AVENUE, KANSAS CITY, MISSOURI
PHONE: VICTOR 6430
ALABAMA

Athens, Limestone County Fair
Grandstand Capacity: 5,000

Birmingham, Calhoun County Fair
Grandstand Capacity: 10,000

Florence, North Alabama State Fair
Grandstand Capacity: 10,000

Jasper, Northwest Alabama Fair
Plant is available for Special Carnivals, Trade shows, etc.

ARIZONA

Phoenix, Arizona State Fair
Grandstand Capacity: 10,000

Arkansas

Blytheville, Northeast Arkansas
Grandstand Capacity: 3,000

Clinton, Van Buren County Fair
Grandstand Capacity: 2,000

Delmar, San Diego County Fair
Grandstand Capacity: 2,000

Eureka, Redwood Area Fair
Grandstand Capacity: 2,000

Imperial, California Mid-Winter Fair
Grandstand Capacity: 2,000

Mariposa, Mariposa County Fair
Grandstand Capacity: 1,000

Spectrum, California State Fair
Grandstand Capacity: 2,000

San Jose, Santa Clara County Fair
Grandstand Capacity: 2,000

STILL-DATE FACILITIES

Guide to Greater Income

Year-round use of fairground facilities has grown and is continuing to grow with each passing year. To farms, still dates mean increased revenue. They also mean many more fairs to maintain their plant better because the greater activity and added income permit the maintenance of larger, more efficient staffs and occupancies. Still dates, moreover, mean to build the fair in the area of the public, for the greater activity at fairgrounds the greater is the attention focused upon the fair.

Attractions ever alert for new dates, find the compilation of Still-Date Facilities of great importance. Nowhere can attractions determine fair facilities. Thus, the listing, together with the facts and figures contained in the Statistical Directory of Fairs, which appears elsewhere in this issue, serves vital in the contracting and routing of attractions.

ALABAMA

Athens, Limestone County Fair
Grandstand Capacity: 5,000
During the event, the fair grounds also serve as the site for the county fair, which includes various exhibits and competitions.

Birmingham, Calhoun County Fair
Grandstand Capacity: 10,000

The fair features a variety of attractions, including concerts, food vendors, and a midway.

Florence, North Alabama State Fair
Grandstand Capacity: 10,000

The fair is known for its agricultural exhibits, livestock shows, and large grandstands.

Jasper, Northwest Alabama Fair
Plant is available for Special Carnivals, Trade shows, etc.

ARIZONA

Phoenix, Arizona State Fair
Grandstand Capacity: 10,000

The fair includes a variety of attractions, such as a midway, livestock shows, and various exhibits.

ARIZONA

AZ too
The Greatest Combination

★ BEST IN EQUIPMENT
★ DIGNIFIED ATTRACTIONS
★ BRILLIANT LIGHTING    ★ OUTSTANDING PROMOTION

P. W. SIEBRAND, Manager    H. SIEBRAND, Secy. Treasurer
Together they combine the power of two great attractions to give you **AMERICA'S FINEST MIDWAY**

**CARNIVAL**

**AND BROS.**

New, novel and exclusive in its Presentation. Different from the ordinary — A good show for your fair.

Permanent Winterquarters Address: 2300 E. Van Buren, Phoenix, Arizona
Florida:

Georgia:

Idaho:

Illinois:

Indiana:

Iowa:

November 28, 1953
A HAPPY wedding of special events and tie-ins continued to give the Kentucky State Fair a bigger attendance, broader participation and wider recognition.

Some of the contests, special events and tie-ins worked out by Cassidy are shown on this page. To the left, bespectacled Doc is shown presenting Fred Langdon with a plaque for winning the international fiddle championship. Bottom picture shows ostrich races, which enabled the fair to crash national news magazines and news and picture services. Other pictures show a few of the many contestants in the Junior Fisherman's Contest and some of the 26 couples who attended the fair in celebration of their golden wedding anniversaries and the 50th anniversary of the fair.
THE SHOW THAT PLAYED TO TOP GROSSES AT SUCH FAIRS AS THE . . .

DU QUOIN STATE FAIR
Du Quoin, Ill., and was selected to furnish the midway for celebrations such as

THE OTTAWA CENTENNIAL
plus 20 other top fairs and events.

THE Thoroughbred of Outdoor Show Business
Groscurth's
BLUE GRASS SHOWS

Thanks...
To the Fair Secretaries and their committees.
To the Celebration Committees . . .
And to our own loyal personnel for making this such a successful year!

Compare and you'll agree...
That we've got the Thoroughbred Show that can deliver Top Performance on Every Date

- 14 MODERN RIDES
- 6 LIGHT TOWERS
- 32 LATE MODEL SEMI TRAILERS AND TRUCKS BEAUTIFULLY PAINTED
- 10 TOP ENTERTAINING SHOWS
- 2 JUMBO SEARCHLIGHTS

FAIR SECRETARIES & COMMITTEES
Our past performance . . . the quality and beauty of our show . . . our reputation for delivering what we promise all merit your consideration.

SHOWMEN-CONCESSIONERS
We are now making plans for the biggest year in our history. If you have anything worthwhile which you feel will meet our standards, please contact us.

Let's sit down and talk at the Chicago Convention or at the Illinois, Kentucky, Indiana, Tennessee, Georgia, Alabama, Missouri and Mississippi Fair Meetings.

Address: C.C. GROSCURTH
BOX 621 Phone 35321
OWENSBORO, KENTUCKY

Our past performance . . . the quality and beauty of our show . . . our reputation for delivering what we promise all merit your consideration.

If you have anything worthwhile which you feel will meet our standards, please contact us.
Yes, I've checked them all
BUSH-LAUBE can solve our concession problems

Here's what they have...

They've got a unit to fit every occasion. They can offer us the most diversified line of concessions I've ever seen! They're set up to handle and equip all of our needs and take over our problems.

I've checked into their past record and find that they are backed up 100% by recommendations from the leading parks, fairs, race meets, auditoriums and arenas in the country where they have locations for many years.

Yes, we have a "unit to fit every occasion"—large or small

GRAND STANDS  POPCORN  BEER TAVERNS
RESTAURANTS  REFRESHMENTS  CANDY FLOSS
FROZEN CUSTARD  NOVELTIES  GAME CONCESSIONS
PROGRAMS  ICE CREAM  PEANUTS

WE INVITE INQUIRIES FOR REFERENCES ABOUT OUR ABILITY
"Wherever the Crowds Gather" You'll Find a BUSH-LAUBE CONCESSION

GEORGE BUSH

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CANADA'S OUTSTANDING SHOWMAN

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MANITOBA'S STANDOUT AMUSEMENT PARK AND FUN SPOT

WESTERN CANADA'S FINEST CARNIVAL SHOWS

THANKS to all Fairs and Committees of Western Canada and Ontario where our shows have had the privilege of furnishing the Midway Attractions

We sincerely hope to be with you again in 1954... and invite inquiries from those who have heard of the Casey "Standard for Excellence"

E. J. Casey Amusement Enterprises have a reputation built over 20 years... on a firm foundation of clean amusement, square dealing and outstanding quality of Rides and Shows.

A reputation must be earned... and maintained. Our patrons both on Midways we have operated and in Rendezvous Park have found that, for many years, our Shows have provided outstanding, clean entertainment for all.
OPERATORS OF OUTSTANDING RIDES, SHOWS AND CONCESSIONS
AT LONG BEACH, CALIF.

NU-PIKE and VIRGINIA PARK

- Sky Ride
- 2 Tilts
- Over the Jumps
- Coaster
- Honeymoon Trail
- Octopus
- Roll-O and Loop-O Planes
- Laugh in the Dark

See the Nu-Pike in the Movies. Watch for "Gorilla At Large" in 3-D and Color. Soon to show in your city.

VELARE BROS.
210 East Ocean Boulevard • Long Beach, California
November 28, 1953

CARRYING ON A GREAT FAMILY TRADITION

WALLACE BROS. SHOWS INC.

America's Best Equipped
TRUCK SHOW

- 20 Rides
- 10 Shows
- 50 Concessions
- 6 Light Towers
- 3 Diesel Generators
- 2 Searchlights

The show that moves on 50 Trucks and Semis

FAIR SECRETARIES

Be sure to see us in Chicago, and also at the Wisconsin, Mississippi, Illinois, Tennessee and Missouri meetings.

OPENING
MAY 7, 1954

MEMPHIS COTTON CARNIVAL
(Beale Ave.) MEMPHIS, TENN.

WANT FOR 1954 SEASON
SHOWS: 10-in-1, Snake, Monkey, Fun House, Girl Show, Wild Life, Mechanical, Monster Trucks, Micky Mouse.
CONCESSIONS: Cook House, Frozen Custard, Gross Pitch, all kinds Stock Concessions.
HELP: Pointer, Builder and useful Carnival Help.

E. E. Farrow
General Manager

WALLACE BROS.' SHOWS, Inc.
Hutchinson, Kansas State Fair
GRANDSTAND CAPACITY: 12,500.
BLEACHER CAPACITY: 5,000.
Size of race track: half mile. Plant is available for:
Truck shows, rodeos, central show lot.
1953 STILL DATES: Rodeo, central show lot.

Liberal, Five-State Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,000.
Size of race track: half mile. Plant is available for:
Thrift shows, rodeos, central show lot.
1951 STILL DATES: Thrift show.

Stockton, Rocks County Free Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 500.
Size of race track: half mile. Plant is available for:
Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, central show lot.
1953 STILL DATES: Thrift show, central show lot.

KANSAS

Abilene, Central Kansas Free Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 2,000.
Size of race track: half mile. Plant is available for:
Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races.
1953 STILL DATES: Rear row, big car track.

ABILENE CITY MANAGER.

Belton, Belton High Falls Fall Fair
GRANDSTAND CAPACITY: 500.
BLEACHER CAPACITY: 500.
Size of race track: half mile. Plant is available for:
Thrift shows, rodeos, central show lot.
1953 STILL DATES: Horse shows, half mile.

P. F. SANDERS.

Caldwell, Sumner County Fair
GRANDSTAND CAPACITY: 3,500.
BLEACHER CAPACITY: 500.
Size of race track: half mile. Plant is available for:
Thrift shows, rodeos, central show lot.
1953 STILL DATES: Basketball and net
ball tournaments, baseball games.

FLOYD BROWDER.

Coffeyville, The Inter-State Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,500.
Size of race track: half mile. Plant is available for:
Thrift shows, rodeos, central show lot.
1953 STILL DATES: Basketball and net
ball tournaments, baseball games.

DENVER D. HARGER.

Colby, Thomas County Free Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,500.
Size of race track: half mile. Plant is available for:
Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races.
1953 STILL DATES: Half mile.


eb

Gardner, Johnson County Free Fair
GRANDSTAND CAPACITY: 800.
BLEACHER CAPACITY: 800.
Size of race track: half mile. Plant is available for:
Truck shows, rodeos, central show lot.

RAY GREEN.

Hastings, Bourbon County Fair
GRANDSTAND CAPACITY: 800.
BLEACHER CAPACITY: 800.
Size of race track: half mile. Plant is available for:
Macbeth Shows, Central Show Lot.
1953 STILL DATES: Central Show Lot.

R. D. THOMPSON.

Wichita, National Dairy Cattle Congress
GRANDSTAND CAPACITY: 20,000.
BLEACHER CAPACITY: 20,000.
Size of race track: half mile. Plant is available for:
Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races.

WIN P. HAMSEN.
Midget stage show, able Columbia, W.

STILL SHOW DATES:

Plant Coliseum ARENA)

GRANDSTAND CAPACITY: 4,000
BLEACHER CAPACITY: 900

1953 STILL DATES: Circus, carnivals, baseball, sport, horse shows, Conklin, C. Hill.

Louisville, Kentucky State Fair
SIZE OF RACE TRACK: 8,000

BLEACHER CAPACITY: 4,000

COLUMBUS (INDOOR ARENA) SEATING CAPACITY: 600
COLUMBUS (INDOOR ARENA) AVAIL-ABLE FOR RENTAL: 500

1953 STILL DATES: 88 nights of barn ring, Enclosure home show, wrestling, D. P. BOLIN.

Lawrenceburg, Lawrenceburg Fair and Horse Show
GRANDSTAND CAPACITY: 5,000
PLANT IS AVAILABLE FOR Midget auto races, half mile, Plant is available for Midget auto races, barn ring races, dirt track, rodeo, motorcycle races, carnivals, shows, horse shows, tent shows, baseball. 1953 STILL DATES: 11 nights of hunting, Enclosure home show, wrestling, I. D. BULLARD.

Owen, Owen County Fair
GRANDSTAND CAPACITY: 1,200
BLEACHER CAPACITY: 300

1953 STILL DATES: 88 nights of hunting, Enclosure home show, wrestling, W. L. LOCKETT or JACK WELCH.

LOUISIANA

Clinton, East Feliciana Parish Fair
GRANDSTAND CAPACITY: 1,500
SIZE OF RACE TRACK: 8,000

BLEACHER CAPACITY: 900

1953 STILL DATES: 88 nights of hunting, Enclosure home show, wrestling, FRANK H. KINMAN.

Mississippi

JACKSON, Jackson Parish Fair
PLANT IS AVAILABLE FOR: Half mile, Plant is available for: Half mile, croquet show, I. M. B.

MAINE

Cherryfield, Cherryfield Fair GRANDSTAND CAPACITY: 400
SIZE OF RACE TRACK: 8,000
Plant is available for: Rodeo races, motorcycle races, carnivals, horse shows, torch shows.

FAIR SAYS:

PALMER SAYS:

MASSACHUSETTS

Boston, Boston Fair
GRANDSTAND CAPACITY: 1,500
SIZE OF RACE TRACK: 8,000

BLEACHER CAPACITY: 900

SHOW SAYS:

FRANK R. CONKLIN
J. W. "PATTY" CONKLIN
P. O. BOX 31
BRANTFORD, CANADA

Everyone with THE CONKLIN SHOWS just completed another terrific season - LOOKING AHEAD TO AN EVEN BIGGER 1954

Frank R. Conklin

Mansfield, Mansfield Fair GRANDSTAND CAPACITY: 1,000
BLEACHER CAPACITY: 400

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: 88 nights of barn ring, half mile, Plant is not available for:

Northampton, Three County Fair GRANDSTAND CAPACITY: 1,000
BLEACHER CAPACITY: 400

SIZE OF RACE TRACK: 8,000

1953 still dates: Lion show, grandstand show, horse show, stock shows, carnivals.

WYOMING, Wyoming Fair
GRANDSTAND CAPACITY: 1,200
BLEACHER CAPACITY: 900

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Lion show, carnivals, stock shows, horse shows, carnivals.

ILLINOIS

MC LEAN, McLean Fair
GRANDSTAND CAPACITY: 1,200
BLEACHER CAPACITY: 400

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Horse show, field days, M. D. TAYLOR.

MICHIGAN

Arundel, Arundel Fair
BLEACHER CAPACITY: 1,000

CENTREVILLE, St. Joseph County Fair GRANDSTAND CAPACITY: 1,000
BLEACHER CAPACITY: 400

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Horse show, field days, L. H. MILLER.

DREXEL, Michigan State Fair GRANDSTAND CAPACITY: 1,200
BLEACHER CAPACITY: 900

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Horse show, field days, GEORGE MCINTYRE, Lewis Cud Higl.

FREMONT, Upper Peninsula State Fair GRANDSTAND CAPACITY: 4,000
BLEACHER CAPACITY: 1,500

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: One motorcycle meet in from, details supplied, O. V. ions free fair.

Jackson, Jackson County Fair GRANDSTAND CAPACITY: 1,000
BLEACHER CAPACITY: 400

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Half mile, half mile, half mile, I. STORB."Marine, Bedlin Fair GRANDSTAND CAPACITY: 1,000
BLEACHER CAPACITY: 900
SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Horse show, horse show, horse show, Details supplied, O. V. ions free fair.

R. M. OSWEAARD, Cuyahoga, Mich.

SAGINAW, Saginaw Fair
BLEACHER CAPACITY: 4,000
SIZE OF RACE TRACK: 8,000

1953 STILL DATES: One motorcycle meet in from, Details supplied, O. V. ions free fair.

APPLETON, Swift County Fair
BLEACHER CAPACITY: 500
SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Lion show, horse show, horse show, Details supplied, O. V. ions free fair.

COLLEGE (INDOOR ARENA) AVAILABLE FOR RENTAL: 500

1953 STILL DATES: Circus, G. O. ANDREW.

ARLINGTON, Shirley County Fair
BLEACHER CAPACITY: 500
SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Lion show, horse show, horse show, Details supplied, O. V. ions free fair.

AUSTIN, Mower County Fair GRANDSTAND CAPACITY: 1,000
BLEACHER CAPACITY: 400

SIZE OF RACE TRACK: 8,000

1953 STILL DATES: Half mile, half mile, Plant is not available for:

(Continued on page 122)
Do You Want
the Best in
FIREWORKS
DISPLAYS?

You get
that...
and
More for
YOUR
MONEY...

From...

PARAMOUNT

CONSIDER THESE POINTS

- Ground display containing Beauty, Noise, Animated Comedy and Patriotic Climax.
- Colorful Posters, Mat Service and Press Releases that really draw the crowds.
- Aerial Bombs that are different as tomorrow... plus old favorites.
- A change of program each night to bring back the customers.
- The services of our Expert Operators furnished with all the lumber, tools and labor to do a "Turn Key" job.
- No charge for any display fireworks not given due to inclement weather.
- We invite you to contact our old customers to learn first hand about our work. Their names will be furnished at your request.
- Complete Public and Property Liability Insurance.

Again in 1953 we served more Fairs and Celebrations than in the previous year! Let us sell you for 1954.
For Season of 1954 we are featuring two entirely new programs. Ask us about our New Standard Program and New De Luxe Program.

SEE US IN CHICAGO AND YOUR STATE MEETINGS
Write for Our Special Brochure of Original Displays and Prices and Information on Our New Standard and De Luxe Programs
Main Office—P. O. Box 1272, Tulsa, Oklahoma. Phone 7-4373
FRED HERRIN JR., General Manager

PARAMOUNT FIREWORKS CO.
FROM DENMARK COMES
The greatest array of hand-crafted
scenes ever assembled into a
working world.

MISTER FAIR SECRETARY,
PARK MANAGER,
MISTER INDOOR SHOW MGR.
ASK ANYONE WHO HAS SEEN IT!

AUDITORIUM APPEARANCES
IN THE KEY CITIES OF THE UNITED STATES AND CANADA,
CHICAGO, PHILADELPHIA,
PITTSBURGH, ST. LOUIS, BOSTON,
TORONTO, MINNEAPOLIS, NEW YORK,
CLEVELAND, TORONTO, OREGON,
OTTAWA, MONTREAL AND MANY OTHERS.

FAIR SECRETARIES with
Independent Midways, here is
an attraction that
caters to the entire family.

AVALIABLE FOR WINTER INDOOR
DATES, AT LIBERTY FOR PACKS—
THREE-DEALERS.

PEN, ADDRESS
THOMPSON HOTEL
E. LIVERPOOL, OHIO

FAIR SECTIONS and
over thirty mountains offer
the interesting as well as
the terrifying small fauna or the
tropics, from the beautiful
and graceful butterflies to the spine-
chilling Tarantulas!
DON FRANKLIN
Shows, Inc.

Providing modern midways for the better fairs throughout the midwest from the Texas Gulf Coast to the Canadian Border

Operating two complete Carnival Units

DON FRANKLIN SHOWS #1

DON FRANKLIN SHOWS #2
A Ten ride modern midway in keeping with the same high standard always maintained by our #1 unit. A substantial route of fairs has been contracted for this #2 unit in Iowa, Missouri and Kansas through Labor Day. A few open dates available, including July 4.

ATTENTION, STATE FAIRS
We own 25 rides. By combining our two units we can offer 21 non-duplicating rides, with comparable back-end earning power, adequate light towers and six large Diesel light plants.

We invite interested Fair Men to be our guests and visit our midway at the San Antonio Livestock Exposition, Feb. 12 through 21, 1954. Our fifth year for this major date.

We will be at the Sherman Hotel during the Chicago Convention and will attend all Midwest Fair meetings.

Contact DON FRANKLIN SHOWS, Inc.

DON FRANKLIN
Owner, General Manager

J. O. GREENE
General Representative

Permanent Address:
Room 700, 711, Main Street, Houston, Texas
Fairgrounds, New Braunfels, Texas

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PRESENTS AN EXHIBITION OF RARE JUNGLE ANIMALS TRAINED PONIES THRILLING RIDES & FUN DEVICES

Here's the show you'll be proud to play!

A Brilliant Midway featuring...

★ 15 Modern Rides ★
★ 10 Office Owned Shows ★
★ 5 Light Towers ★
and above all...

A Reputation For Dependability!

MODERN STANDS • GAY COLORS COURTEOUS AGENTS at the TOP CELEBRATIONS FAIRS AND RODEOS FREEDMAN CONCESSIONS SERVE THE WEST THE BEST

Thanks for a successful season

FREEDMAN CONCESSIONS

5414 Victoria Ave. Los Angeles, Calif.

MORRY LEVY, Manager
### JOHN GALLAGAN

**2803 E. 5TH AVENUE**  
KNOXVILLE, TENN.

---

**TIVOLI EXPOSITION**

**THANKS TO FAIRS AND CELEBRATIONS WHICH WE HAVE BEEN PRIVILEGED TO PLAY**

Yes, success of fairs and other events breeds success for our ever-growing show. For 1954 we expect to play more stellar fairs. Contact us now for complete information on how we can make your affair even more successful.

We'll See You at the Chicago Convention. Representatives will also be at your State Fair Meetings.

---

**BINGOS (4 complete units)**

**CONCESSIONS** (All legitimate types)

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**JOHN GALLAGAN**

---

### H. V. Peterson

Manager

Permanent Address: P. O. Box 742  
JOPLIN, MISSOURI  
(Phone: 1272)
November 28, 1953

THANKS TO ALL
Who helped to make our
1953 season so very
Successful.

YOU'VE GOT TO PRODUCE TO BE A WINNER

AND HERE'S THE WINNER

JAMES H. DREW
SHOWS

Here's the show that year after year boosts a record of providing top value for every dollar spent on its midway. Check the towns we play, the repeat engagements along our route year after year. Prove to yourself how this show draws. Before you contract for your 1954 date, let us show you what we have to offer.

TO SHOWMEN-CONCESSIONAIRES

Again we will open in April and play busy manufacturing cities until June. Then a solid route of celebrations and fairs until mid-November. We are always interested in new ideas and are prepared to help back you if you have something worthwhile for us.

As always, we will continue to bring only clean, modern and unusual amusements to every city we play...to leave them with the feeling that they are glad we came and are hoping you'll return again.

A good show to be with!

NOW CONTRACTING FOR 1954 SEASON

JAMES H. DREW JR., GENERAL MANAGER
109 – 9th St.
Waynesboro, Georgia

NOTICE, FAIRMEN & COMMITTEES:
We are now booking fairs and preparing our 1954 route. Our show is big enough, always clean and an asset to any fair or celebration. Your inquiries are invited.

James H. Drew, Jr.
Ohio.


Bloomington, Indiana Fair GRANDSTAND CAPACITY: 10,100. BLEACHER CAPACITY: 1,100. Size of race track: half mile. Plant is available for rental for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Brentwood, Tennessee Fair GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 1,100. Size of race track: half mile. Plant is available for rental for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Butte, Montana State Fair GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,100. Size of race track: half mile. Plant is available for rental for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Carnival

eight

Thrill

auto

horse show.

race

BLEACHER

1953

BLEACHER

138

track:

rac

shows.

shows, rodeos,

GREATER

PARK

BOARD.

1953

STILL

DATES: Labor Day on, community picnic.

Patrick County Fair GRANDSTAND CAPACITY: 2,500. Size of race track: half mile. Plant is available for: Big car races, harness races, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Pennsylvania

Allegheny County Fair GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: Labor Day on, community picnic.

Clearfield, Clearfield County Fair GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Huntingdon, Huntingdon County Fair GRANDSTAND CAPACITY: 2,000. Size of race track: half mile. Plant is available for: Big car races, harness races, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Lauren, Union County West End Fair Plant is available for: Central show, stock show, cattle show, horse show, 71ST DATES: None.

Pennsylvania

Reading Fair GRANDSTAND CAPACITY: 6,500. BLEACHER CAPACITY: 1,100. Size of race track: half mile. Plant is available for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Topsfield, Massachusetts Topsfield Fair GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,100. Size of race track: half mile. Plant is available for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

South Carolina

Florence, Eastern Carolina Agricultural Fair Plant is available for: Thrill shows, central show. 71ST DATES: None.

Greenville, South Carolina Fair GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,100. Size of race track: half mile. Plant is available for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.

Thomaston, Georgia Fair GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is available for: Horse racing, rodeos, motorcycle races, half-mile track, stock car racing, auto racing. Tracks available: 7 for rental. 71ST DATES: None.
THANKS
TO THE FAIRS and CELEBRATION COMMITTEES, Also all of our PERSONNEL for Making 1953 a Pleasant and Profitable Season.

It takes more than rides, shows and concessions to build a successful show. It takes a certain spirit of teamwork ... a love of the business ... that gets a show off a hub-deep muddy lot; or "in the air" after a blow-down.

It's this same spirit that's your assurance that come "heaven — hell — or high water," the William T. Collins show will deliver what it promises when it's promised!

Before you book your 1954 carnival, check our record of dependability. Check our reputation for living up to our word that has earned us renewals at key fairs all along our route thru Minnesota, Wisconsin, Nebraska, Iowa and the Dakotas.

You'll discover that we have built an unparalleled reputation for dependability.

William T. Collins

WINTERQUARTERS and Permanent Address: 801 E. 78th Street, Minneapolis, Minnesota

WM. T. COLLINS, Owner-Mgr.
GUS PAPPAS, Concession Mgr.

E. W. ('Slim') WELLS, Gen. Agt.

MRS. WM. T. COLLINS, Treas.
BESSIE PAPPAS, Secretary

NOW BOOKING FOR 1954

Can use good, reliable Shows. Want Managers for Girl Revue and Posing. Must have own Wardrobe and Sound System.

WANT CONCESSIONS OF ALL KINDS

Ride Help—Foreman and Second Men on all Rides, A-1 Electrician and Mechanic, Foreman for Light Towers and Front Entrance Arch, General Help in all departments.
BLEACHER CAPACITY: 4,000. Size of new track, grandstands and bleachers. Track is equipped for night racing. Plant is available for: Hot rod races, stock car races, races through Nov., Oct., Nov., Dec., Jan., Feb., March, April, May, June, July, August, September, October, November, December. BLEACHERS ARE AVAILABLE FOR RENTAL FOR DANCES.

UTAH
Logan, Cache County Fair
GRANDSTAND CAPACITY: 1,800. Size of race track: half mile. Plant is available for: Rodeos, circus, stock cars, stock car races, track show, auto sales, car show, open shows.

VERMONT
Benton, Orleans County Fair
GRANDSTAND CAPACITY: 2,000. Size of race track: half mile. Plant is available for: Rodeos, circus, stock car races, track show, auto sales, car show, open shows.

VIRGINIA
Petersburg, The Petersburg Fair Inc.
GRANDSTAND CAPACITY: 2,000. Size of race track: half mile. Plant is available for: Rodeos, circus, stock car races, track show, auto sales, car show, open shows.

WEST VIRGINIA
Linhurst, Reserve County Fair
GRANDSTAND CAPACITY: 2,500. Size of race track: half mile. Plant is available for: Rodeos, circus, stock car races, track show, auto sales, car show, open shows.

WISCONSIN
Chippewa Falls, Northern Wisconsin
BEACH CAPACITY: 500. Size of race track: half mile. Plant is available for: Rodeos, circus, stock car races, track show, auto sales, car show, open shows.

Attunent, Fair Secretaries
Shenandoah County Fair
GRANDSTAND CAPACITY: 1,800. Size of race track: half mile. Plant is available for: Rodeos, circus, stock car races, track show, auto sales, car show, open shows.

Fains shows.

Our reputation for delivering an outstanding performance is your assurance of a top midway...
FRA NW.BABCOCK

United Shows

NOW OFFERING

2 Complete Units

Both Under the Personal Management of

LARRY FERRIS

An Outstanding Organization
Efficiently Directed.

OUTSTANDING DATES INCLUDE

• CALIFORNIA STATE FAIR
  Sacramento

• LOS ANGELES COUNTY FAIR
  Pomona, Calif.

• NAVY RELIEF CARNIVAL
  San Diego, Calif.

• RIVERSIDE COUNTY FAIR & NATIONAL DATE FESTIVAL
  Indio, Calif.

• ORANGE COUNTY FAIR
  Santa Ana, Calif.

• ANTELOPE VALLEY FAIR & ALFALFA FESTIVAL
  Lancaster, Calif.

• FARMERS FAIR OF RIVERSIDE COUNTY
  Hemet, Calif.

BOOK NOW FOR 1954

FRANK W. BABCOCK, Owner • LARRY FERRIS, Manager • LEO HAGGERTY, Office Rep.

Permanent Address: BALTIMORE HOTEL 501 S. Los Angeles St., Los Angeles, Calif.
Telephone: Trinity 5941
HILL’S GREATER SHOWS

Permanent Address: P. O. BOX 1105
ARANAS PASS, TEXAS

November 28, 1953

One of America’s Finest Truck Shows with the Spread and Earning Capacity of a Railroad Show.

H. P. HILL
OWNER-MANAGER

ATTENTION, FAIR SECRETARIES AND COMMITTEES

In Harrisburg, Wisconsin, Idaho, Minnesota, North Dakota, South Dakota, Nebraska and late dates in Texas. We are now arranging our 1954 tour and will be more than happy to give you full particulars on our quality midway shows. . . . Don’t wait until you’ve seen Hill’s Greater Shows.

HILL’S GREATER SHOWS

Permanent Address: P. O. BOX 1105
ARANAS PASS, TEXAS

Huntington, Taylor County Co-Op

Tea Fair

Grandstand Capacity: 40. Bleacher Capacity: 1,000. Size of race track: one-quarter mile. Truck is equipped for eight races. Plant is available for: Big car race, half mile, harness races, trotting, stock car race, horse races, quarter mile, chariot, carousel, show, etc.

1953 Still Dates: Weekly stock car race, horse race, chariot, carousel, show, etc.

TO THE FAIRS AND CELEBRATIONS

Where we had the pleasure of furnishing the Midway Attractions for their co-operation in making the Season of 1953 so very successful.

TO OUR STAFF

And SHOW PEOPLE

Who made it possible for us to accomplish this end.

NOW BOOKING

WYOMING

Casper, Central Wyoming Fair


1953 Still Dates: Harness races, trotting, stock car race, horse race, carousel, show.

MAURICE E. HANHY

Edmonton, Edmonton Exhibition


1953 Still Dates: Edmonton races, trotting, stock car race, horse race, carousel, show.

JAMES PAUL

BRITISH COLUMBIA

Abbotsford, Central Fraser Valley

Grandstand Capacity: 1,000. Plant is available for: Carrousel show. 1953 Still Dates: Horse shows.

Vancouver, Pacific National Exhibition

Grandstand Capacity: 2,000. Size of race track: half-mile. Plant is available for: Harness races, trotting, stock car race, horse race, carousel, show.

1953 Still Dates: Carrousel show, horse race, carousel, show.

W. H. BLOEDIN

Rhinelander, The Hodg Fair

Grandstand Capacity: 1,800. Size of race track: half-mile. Plant is available for: Harness races, trotting, stock car race, horse race, carousel, show.

1953 Still Dates: Carrousel show, horse race, carousel, show.

EUGENE KARLE

Rice Lake, Bearon County Fair


1953 Still Dates: Carrousel show, horse race, carousel, show.

HARRY VROMIN

Richland Center, Richland County Fair

Size of race track: half-mile. Plant is available for: Hot rod races, midget races, harness races, trotting, stock car race, horse race, carousel, show.

1953 Still Dates: Carrousel show, horse race, carousel, show.

OTTO STEWART

Saxon, Iron County Fair


MRS. FINCLENCE-HAFEZ

Seymour, Outagamie County Fair


MICHAEL BLAYNE

Union Grove, Barrie County Fair

Grandstand Capacity: 1,500. Plant is available for: Hot rod, horse race.

VERNON MILLER

London, Western Fair


1953 Still Dates: Midget fair, horse race, trotting, chariot, show.

W. O. JACOBSON, Queen Fair

Owen Sound, Owen Sound Agricultural Exposition

Size of Race Track: Half mile. Plant is available for: Hot rod races, midget races, harness races, trotting, stock car race, horse race, carousel.

1953 Still Dates: Show, horse race, trotting, chariot, show.

W. J. LANGLEY

Tiltiboon, Tilliboon & District Exhibition

Grandstand Capacity: 2,000. Size of race track: half-mile. Plant is available for: Harness races, trotting, horse race, carousel.

1953 Still Dates: Edmonton races, trotting, stock car race, horse race, carousel.

D. J. CLAYTON

Woodbridge, Woodbridge Fair


1953 Still Dates: Edmonton races, trotting, stock car race, horse race, carousel.

W. M. REYNES, Box 56
November 28, 1953

For its 25th annual tour

Offers you the Finest Motorized Show in the Midwest

K. H. GARMAN

14 TOP RIDES INCLUDING

★ Twin Ferris Wheels ★ Tilt-A-Whirl
★ Dodgem ★ Glider
★ Caterpillar ★ Cruise
★ Merry-Go-Round ★ Octopus ★ Kiddie Rides

Only legitimate concessions

SEE US AT THE CONVENTIONS

★ CHICAGO, ILL., NOV. 30-DEC. 2
★ DES MOINES, IOWA, DEC. 7-9
★ MINNEAPOLIS, MINN., JAN. 11-13
★ JEFFERSON CITY, MO., JAN. 14-15
★ SPRINGFIELD, ILL., JAN. 24-26

DON'T BE SATISFIED WITH LESS THAN THE BEST

Winterquarters: 701 N. Main St., Excelsior Springs, Mo.
Correspondence to: P.O. Box 468, Danville, Ill.
WE'LL SEE YOU IN CHICAGO at the Convention. For improved quality in your Midway next year, investigate our show thoroughly.

My Sincere Thanks to Everyone... Fair Secretaries, Celebration Committees... and to my capable staff. It is the cooperation received that makes this past year one of our most successful.

J. J. Thomas

THE SHOW YOU CAN DEPEND ON TO DELIVER THE BEST IN AMUSEMENTS

WE CAN USE good shows of all kinds. The same is true for legitimate concessions. Write us, telling what you have to offer. Join us for a profitable 1954 Season.

See You at the Convention Or Please Write To:

L. I. Thomas, Mgr.

BOX 593, RIVERSIDE STATION

MIAMI 35, FLA.
AMERICA'S FINEST RAILROAD SHOW FOR THE BETTER FAIRS

NOW BOOKING FOR 1954

THANKS to our Loyal Employees, Fair Committees, our Showmen for the confidence placed in us, which helped bring our 1953 Season to a most successful conclusion with this most Outstanding Railroad Show.

DAVID B. ENDY
General Manager

OSCAR C. BUCK
President

WINTER QUARTERS:
Greenwood, S. C.

GENERAL OFFICES:
Commercial Arcade
127 N. E. First Ave. Miami, Florida
BILL HAMES SHOWS INC.

A Symbol of Integrity

ONE OF AMERICA’S GREATEST RAILROAD SHOWS

FAIR SECRETARIES AND CELEBRATION COMMITTEES

For years Bill Hames Shows, Inc., has been supplying the best in midway attractions to the Cream of the Texas Fairs and to many excellent fairs and celebrations in the West and Mid-West. We are still available for a few early fairs and celebrations in the West and Mid-West. If you want the earning power of a quality railroad show we invite your inquiry.

SHOWMEN AND CONCESSIONAIRES

We again hold contracts for the Fort Worth Fat Stock Show, Fort Worth, Texas, January 29 thru February 7, and the Houston Fat Stock Show, Houston, Texas, February 2-13.

Also Several Other Surprise Lush Spring Dates CAN PLACE A FEW HIGH CLASS SHOWS and LEGITIMATE CONCESSIONS OF ALL KINDS for These Early Dates

Permanent Mailing Address:
P. O. Box 1377, Fort Worth, Texas

The Guinness Crazy Clock, apparently like the Carlton Candy pony hitch and the Budweiser Clydesdale horses, is here to stay as a popular fair attraction. Brewer’s interest is confined to showing in areas where it seeks added sales.

Clock to Chime On

A HIGHLY successful, crowd-pleasing display, the Crazy Clock, owned by Guinness Brewers, is to be presented at more major fairs in coming years. In its initial showings in the U. S. in 1953, more than a million and a half persons marveled at the colorful and intricate machine at three locations. Weighing two tons and towering 25 feet, the clock’s 100,000-odd moving parts produce a pleasing four-minute animated show every 11 minutes.

Offered to locations at no charge other than for the rigging work needed for setting up, the clock has appeal for all ages. Awareness by Arthur Guinness Son & Company, Inc., that the machinery aspect of its clock must be subdued, the result is attractive, uncommercially. Sole mention of the company is in letters spelling “Guinness time” on 12 of its miniature clocks in the display’s base.

Brought from England in May, the clock was set up at Steeplechase Park, Coney Island, N. Y., where it was viewed by roughly a million persons. Then it was displayed at two fairs, both within the company’s sales area, and in the rub.

“We’re not looking for new fields to conquer,” Advertising Manager R. A. Wright says, “so we concentrate on our recognized territory, while offering what we feel is a display of public service.

Good Spots Wanted

At the Eastern States Exposition, West Springfield, Mass., the clock was set up, although the Ruppert brewers had the beer exclusive on the grounds. Given a good traffic area, a Guinness stipulation, the clock drew its share of a record 456,370 ESB patrons in eight days of the 145,728 record gate at the Great Danbury (Conn.) Fair.

The company transports the clock on a trailer and to and from location. At Coney Island it was set on a permanent-type foundation, but the plan is to exhibit it from the trailer in the future. Locations are expected to provide publicity tie-ins, and any necessary fences, lumber, stretching, etc.

Insured for $50,000, the timepiece represents years of labor. Its operation is supervised by Philip Scherer, Guinness electrical engineer, who sets it up. A company representative who can offer a good spiel serves as a talker and hands out literature about the attraction. At Danbury Charlie Meakin handled the chores in his Stot brough, and at ESB the talkers were Jack Morrissey and Jim McGowan.

Wright has been sitting on several fair requests for 1954 and does not intend to confirm arrangements until about five months prior to the events.
The Billboard Cavalcade of Fairs

November 28, 1953

The diamond of the midway, "GEM CITY SHOWS" was born ten years ago in Quincy, Illinois, the Gem City of the Midwest, thereby getting its name. Each year, it is, perhaps, against trying and adverse conditions, THOMAS D. Hickey, owner-manager, has tried to bring forth a newer and better midway, free of smut, unethical practices and what have you.

The year 1953 just past, his show played to the largest paid audience of any year in the past. The fair route enjoyed by the "GSM" was by far the most profitable and best established of any of his routes yet. Many of the dates had been signed as repeats in 1954, other dates of equal caliber will be signed here at the OLD SHERMAN HOUSE. WHY?

Because today "THE GEM CITY SHOW" is the only show of any size, railroad or truck, presenting as a good-will gift each day a $100,000 Circus Unit of trained and untrained wild and domestic animals FREE! Understand FREE!

There is everything from shattering monkeys to a 4-ton blood-sweating hippopotamus.

Yes, friend secretaries and brother showmen, this is the bulk of the COLE BROS. CIRCUS menagerie and we have acquired and added to our...

GEM CITY SHOW

Still date auspices, fair secretaries, independent showmen, ride operators and concessionnaires, talk with us before you do business for '54. We know we have more. Listen to our plan for pep, for profit, for all that is new on Fair midways.

160,000,000 people wanted a change, and they got it, now we are going to have to dig for that dollar.

See us in our suite at Hotel Sherman, Chicago, Illinois, during the convention or at your State meetings.

RAY MARSH BRYDON THOMAS D. HICKEY DON GRECO

Gem City Shows not a myth, not a fairy book dream but an actuality

Permanent Address: 809 Jefferson St., Quincy, Ill.
Success At Start

A NEW fair, unusual in that it is the only one sponsored by a newspaper, entered the field in 1953. And the event, the Tri-State Exposition, Evansville, Ind., proved a smashing success for commercial exhibitors. The site of the fair is Dade Park, Ky., a scant few miles from downtown Evansville. Actually, too, the sponsoring organization is the Courier Charities, Inc., a branch of the enterprising Evansville Courier, whose function it is to raise funds for charitable work.

Normally, the pattern is for a fair to become firmly established before commercial exhibitors throng in and reap the benefit. But Tri-State's experience was a complete reversal of that thinking.

A large number of companies responded to an energetic sales campaign conducted by the fair. Many had never before exhibited at a fair or anywhere else and the success they scored transformed them into confirmed exhibitors.

An executive of the Wolf Heating & Air Conditioning Company, Evansville contractors-engineers, pointed this up: "We believe that at least 30,000 entered our booth," he said. "We know that some 18,000 signed slips. And we estimate that less than 19,000 visited our store in the past seven years. Thus, we concluded that in six days at the fair we had three times as many people as we had in seven years at our store."

A Swift & Company Evansville representative noted that it was the first experience for his company to exhibit at a fair. He declared, "We had many favorable comments on our exhibit from thousands who visited our booth."

Fabric Center, a home decorating service, chimed in with this comment: "We had a wonderful reception and were able to make many new friends and customers. We now realize the advantage of having a booth at the exposition."

The Kohler Company, plumbing fixtures manufacturer, was delighted with its results. "It was a successful opportunity for us to show our products to a large number and we hope that we will be able to continue to be a part of your annual affair."

If, as the saying goes, success breeds success, the new Hoosier fair will continue to climb as an effective showcase for products of all kinds.

FAIR MEN AND CELEBRATION COMMITTEES

RAY WILLIAMS—Owner


FAIR SECRETARIES

We are now accepting our orders for 1954. If you are setting up one of the Eastern Musical Shows, contact us. Our 1954 Show will be greater and better than in 1953.

Fabian Company, (East St. Louis, Ill., to attend this is our 10th Annual Tour). If we contact your fair, we will play it.

15 RINGS • 10 SHOWS
40 CONCESSIONS • LIGHT
TOWERS • SEARCHLIGHTS

Ray Williams Shows

The Show you can depend on for a real performance. Fast becoming one of the finest Motorized Shows in the Midwest and South, with the "Know How" to Increase Your Midway Grosses.

FAIR MEN AND CELEBRATION COMMITTEES

We are now arranging our 1954 Route and our tour will include Midwestern, Southern and Southwestern States. Contact us before you sign a show for your midway. OUR THANKS TO THOSE FAIR AND CELEBRATION MANAGERS who have had the privilege of performing in 1953.

RAY WILLIAMS—Owner

RAY WILLIAMS SHOWS

Winterquarters: Jay, Florida

SHOWMEN—CONCESSIONERS

We can use a few top-notch Shows and Attractions for our improved 1954 Route of Fairs and Celebrations. We are interested in booking high-class Merchandise Concessions and will sell the "Exclusive" for the season on certain Concessions to high-class operators.

Ray Williams—Owner

Ray Williams Show

A Quality Show for Quality Events!
New booking for 1954. Contact me at the Chicago convention or the address below.

"JIMMY SULLIVAN"

THE ACCENT IS ON PERFORMANCE!

There is a reason why Wallace Bros.' Shows of Canada has grown each year in size to the point where 45 75-ft. cars now are required to move it. There is a reason why year after year it has played the Choice Western Canadian Fair dates as well as those in Ontario and Quebec in association with Frank and Patty Conklin.

Consider this record from any angle - the answer is "performance" - combining top rides, entertaining shows, legitimate concessions with "showmanship" that packs the midway every year with satisfied customers.

WALLACE BROS. SHOWS OF CANADA

J.P. SULLIVAN General Manager P.O. Box 442, Toronto Ontario, Canada
THE QUALITY SHOW YOU WILL BE PROUD TO PLAY

☆ 10 of the Finest, Newest Rides ☆ Best of Shows
☆ First Class Concessions ☆ Late Model Trucks

FAIR SECRETARIES
Plan now to contact us at the Chicago Convention. We'll also attend Wisconsin, Wisconsin, and Iowa Fair Meetings. Let us show you how we can help make your event a success.

THANKS
To all who helped make the 1953 season so successful.

DOBSON'S UNITED SHOWS
Winterquarters: Willmar, Minnesota
Phone: Mahtomedi 3888

"CONSISTENTLY SUCCESSFUL and satisfactory" are the welcome words which are applied to American Beauty Shows by Fair Secretaries and Auspices Committees. These are words of recommendation ... but, more than that, they reflect a constant attention to the details of successful show operations ... the details which make any event played a profitable affair.

"THANKS to all" ... who made our 1953 route a pleasant and mutually profitable one. We are now booking for 1954 and telling our friends about our plans for making our '54 dates even better. We'd appreciate an opportunity to tell YOU, too.

A COMPLETE SHOW
WELL EQUIPPED
WELL MAINTAINED
H. W. BARThOLOMEW
AND KATHERINE SHARP

The new Winston-Salem grandstand, which boasts on one of the best horse racing tracks in the nation, provides excellent viewing. The above photo was taken as the crowd began to build for a thrill show performance.

New Plant Goes Up

ONE of the nation's principal fair rebuilding projects involving a change of location and several millions of dollars is well on its way at Winston-Salem, N. C.

Started only three years ago despite high building costs and the still hard-to-get classification of many needed materials, the fair has already taken shape and gives appearance of having been in existence on its new grounds for more years than it has.

And at the 1953 fair, ground was broken for the erection of a $1,200,000 arena that will contain permanent seating for 6,000 and temporary seating accommodations for an additional 1,500.

Community Project
It is a community project financed by the Reynolds Foundation, a multi-million dollar heritage that is also playing for the transfer of Wake Forest College from Wake Forest, N. C., to property adjacent to the fairgrounds and eventually for a giant stadium in which the high ranking athletic teams of that institution will play.

While the progress of the fair has been akin to lightning and far beyond the comprehension of animals which are not endowed, the end of development is not yet in sight, and it may never be, or at least for many years to come, to the public it demonstrates its need for the event. If the community, meaning the peoples of North Carolina, show a growing interest in the event, it will continue to expand.

Charles A. Norfleet, trust officer, said that while money is never unlimited he felt that there would be sufficient funds available to carry out all needed projects as they are sanctioned and planned. A provision in the awarding of Foundation money calls for the matching of the awarded sums. On one occasion a handful of people locally put up $800,000 in the space of three weeks.

Under Long Study
The Coliseum, planned as a model building, has been under study for some time. Every possible phase of activity has been analyzed so that the building will provide the most good for the most people. It will be used on a year-round basis and professional shows of all kinds will be booked. The management will be by a three-man commission.

Upon its completion the Coliseum will serve as a commercial exhibit building during fair week thus releasing the new exhibit hall for the showing of additional cattle. The new beef cattle building, 240 by 60 feet, is overcrowded already. In addition there is a dairy cattle building 60 by 150 feet.

Has Needed Touches
While the building of a fair is a tremendous job, especially in view of its operation in this case five-day—operation each year, the fair management, headed up operationally by Director Jim Graham, has not overlooked the needed relatively small embellishments that help sell such an event to the public.

Decorative ponds well populated with water fowl are already a permanent feature. Restful areas have been provided and some of the most novel entrances seen anywhere constructed. The latter is a feature built on horseback with canopies and gaily decorated panels and ticket boxes.

The exhibition building and the grandstand—most of which are constructed of aluminum—have the bright monochromatic of their shiny walls and the addition of brightly colored panels and signs. These are so constructed that they can be easily changed or moved about.

Eye More Land
Modern food stands, containing seven units in a bank were built for occupancy by local church and civic groups. They contain complete plumbing, are screened and well lighted. They are painted in white, yellow and gray and all have black counter tops.

Altho the grounds now contain 60 fenced-in acres, Norfleet has his eye on an additional 25 adjoining acres which it appears the fair may acquire before another year is out. The space will be needed for parking, offices, believe, especially with the heavy concentration of crowd-attracting events that will soon be taking place throughout the year at the fairgrounds and the college and their component coliseums and stadium.

Ambitious tho the program is, there is a bright future ahead. There are a quarter million people within a 25-mile radius. Within 60 miles there are more than half a million. Virtually every last one is a potential patron, fair officials believe. With attendance since this year hovering around the $20,000 mark, there is every reason to believe that they are right.
The ultra-modern Coliseum of the North Carolina State Fair, completed and dedicated in 1953, is destined to become a symbol of that rapidly expanding type of building for which the Coliseum and State Fair are destined to become a symbol of. The grandstand is a little edifice of a modernistic church, and the seats are disposable for reassembly. The Coliseum is a 100,000-seat stadium, and the State Fair has an excess of three hundred thousand people. It is a parabolic structure of steel, and the walls are constructed of glass. The Coliseum is a perfect example of the new trend in architecture and construction. The Coliseum is a symbol of the new trend in architecture and construction.

Dorton’s Doing!

This completion and dedication this year of the awe some and altogether beautiful Coliseum at the North Carolina State Fair, Raleigh, has given that event a symbol in the form of a highly functional edifice that in purpose is not only a building to house cattle, but one that will justify its million-dollar cost. Even at the sketching stage the edifice's purpose was acknowledged, and a course of design, architectural and building circles. Pushed by Dorton

With the phrase arch construction of the Coliseum there is an extensive use of many layers, and indeed many employed in the broad building fields, the structure otherwise, has been designed to a pionering it represented in Dr. J. S. Dorton, fair manager. In the face of opposition Dorton wheeled the needed funds from the State Legislature and added to these a bit part of the rather considerable surplus of funds built up by the fair under his management. Its dedication marked one part of a dream come true. To round out the happy picture there must yet come a refurbished grandstand, in keeping with the design of the Coliseum, and in the distant future a stadium that will seat 100,000 and hold some of the nation's leading events.

Add Other Bids.

Added while the Coliseum was still building, but overshadowed by the dramatic appeal of that edifice, were new bids of an estate, in this instance, was in the basket or building. Even the little things—the quantities flying at even intervals throughout the ground and the myriad other decorative features fashioned at midintervals were not overlooked. Even during the hectic building of major units, so when the fair was opened this year it was complete, as it always is, down to minute details.

Dorton and his cohorts have literally moved the earth to make way for bigger and better things. The midway was pushed back half its length to allow the grandstand to breathe and to allow for the lofty Coliseum to look down benignly on all facets of the fair at not more than or less equal distance. Before it was created a huge plaza, rough and scarred this year, but destined to be beautified.

The shabby permanent eating stands occupied for years by church and other local groups were demolished and in their stead are modern, attractive units occupied by the same people.

With all of this going on there was still time, manufactured so it seems, for Dorton to arrange for the artificial playing of water on the fair, in the grandstand infield and the creation of an old-time exhibit that might well be copied by fairs everywhere. The latter, however, is a man equal to sequentially recapture the nostalgic childhood memories of old sons who are now taking their own children to the fair. Many of the exhibits are simple things, such as household items no longer common in modern households. An interesting and more lavish display is the actual making of molasses which is very much a part of the heritage of the area and yet something that very few of the fair's patrons have ever seen.

The interest in this exhibit was amply pointed out this year by the hordes of sightseers. It will be perpetuated and changed by adding units which it is expected will be donated. The donor will be rewarded by being credited with the gift.

Sturdy "Puller"

Dorton thinks in terms of "best" and "biggest." That is why he is happy to have the fair run for five days only, opening on a Tuesday and closing on Saturday. In this way he is assured of five of the biggest consecutive days of any fair in the nation. Single day crowds in excess of 100,000 have been reported, and the figures are believable when the crowds are seen. The turnout is all the more surprising when the population of the surrounding area is analyzed. To get the crowds it does the State Fair has to pull folks from its furthest borders and it does.

It is unlikely that there is a person in North Carolina who, in some sketch or picture of the new Coliseum, would not immediately identify it with the State Fair. Before Dorton and his publicist, John Fox, are thru, it is likely that many folks outside the state's borders will recognize it in the same fashion.
GRAND AMERICAN SHOWS

Take this opportunity to thank those Iowa and Missouri Fair and Celebration Committees for the part they have played in making 1953 a year of great success.

FOR 1954

WE OFFER FAIR SECRETARIES

“A clean, well-lighted modern midway.”
12 of the finest rides • 8 crowd-pleasing shows • 35 reliable concessions plus years of entertainment know-how.

WE OFFER SHOWMEN

A profitable season of big-time still dates, proven fairs and celebrations in the Midwest. Our midway is now open.

For those interested in hearing from dependable showmen and concessionaires.

SEE US AT HOTEL SHERMAN, CHICAGO, AND AT YOUR STATE MEETINGS

L. O. WEAVER Owner-Manager
PERMANENT ADDRESS: FAIRBANK, IOWA

The Mitchell Touch

A STATE planning, management and selling has brought the Atlantic Rural Exposition near the top in the Southern hierarchy of fairs in the few short years since the war. An offspring of the old Richmond State Fair, the Atlantic Rural was established on new grounds and built literally from the ground up in a march of progress that defied recurrent stages of bad weather and the drawback of a new and somewhat isolated location.

In general the reconstructed decorative features were spread throughout the grounds to make for an entirely festive atmosphere.

Special Events Held

Special events, including a weekly barn dance and wrestling shows in the Coliseum drew good crowds and served to familiarize the location to many thousands of future fair patrons while making extra dollars for the event. This year it was again possible for the event to adopt the State Fair title and everyone connected with selling the show to the public is happy as a result.

Mitchell's Attention

Setting up again for a Virginia tract of land encom- passing nearly 400 acres is no small job. Even with the

MICHIGAN OHIO INDIANA

FOR 1954

We Offer Fair Secretaries & Committees

12 Rides—Ferris Wheels
3 Shows of MERIT
25 Legitimate Concessions

Our past reputation is your best guarantee of future refer-
ence and satisfaction.

We Offer Concessioners & Showmen

A long sure season of the best still dates and celebrations, followed by a route of Fairs.

J. J. FREDERICK'S THE CLEANEST SHOW ON EARTH

THANKS
To Fair Secretaries and Comm-
mitteemen who helped make our 1953 tour the most suc-
cessful in the history of our organization.

JOE FREDERICK Owner & Manager
2263 Newton St.
Detroit 11, Mich.

A modern grandstand and a track suitable for all racing and show events are utilized by the Atlantic Rural Exposition, Richmond, to great advantage from the operation of the annual show. Fair week activities include the usual racing and thrill driving events and a night grandstand show of the revue type.

Arch-type sign advertising the grand-
stand is one of many attention getters on the grounds. It can be seen from the front of the tracks and serves to remind patrons of the events that will take place in the stand.

Multa Kiddieland

A specialist in earning revenue apart from the actual op-
eration of the fair, Mitchell is currently studying the possi-
bility of creating on the

(Continued on page 132)
Brewer Provides Comfort For Weary

Colorful, Ultra-Modern Rest Area Creates Good Relations Among Footsore Fair Patrons

DIGINTY in the sale of beer has for years been a long suit at the Wisconsin State Fair, Milwaukee. This was further emphasized this year thru an ultra-modern rest tent built by the Blatz Brewing Company.

A long-time company policy prohibits the serving of food or beer on its premises. But the brewery spared no expense in providing a tent that proved a popular oasis for foot-weary fair-goers and gained the firm an immeasurable quantity of good public relations.

Originated by Design Directors, Inc., Chicago the unique tent consists of four 44-foot steel tubular legs, eight inches in diameter, joined at the top to form a frame for the tent. Suspended from the top, which measured 35 feet high, is a 16-foot Blatz triangular sign. Immediately below the base of the triangle is a double-deck canvas awning joined only to the four legs by laminated wood beams which support the canvas deck. The top deck, lemon yellow in color, is 70 feet long and 24 feet wide, while the transversed lower terra cotta deck is 48 feet long and 24 feet wide.

Strategically located opposite the main entrance to the grandstand, the area is backed by welded steel frame fencing with interlaced canvas panels in contrasting colors of lemon yellow, turquoise and terra cotta.

The floor is of reinforced concrete, and 15 benches, complete with sponge rubber cushions, proved lures for the tired patrons. A point of interest inside the sheltered garden was the valuable collection of beer steins formerly part of Ripley's "Believe-It-or-Not Show," now owned by Blatz. Nearly 100 were on display in glass-enclosed cabinets, ranging in size from one of the smallest up to a 53-inch number that holds a capacity of 32 quarts. Also in the tent was a picture series, showing the brewing process.

For the Best in Entertainment You Can't Beat...

GREATER DIXIELAND EXPOSITION

FEATURING A Solid Lineup of Thrilling Rides, Pleasing Shows, Legitimate Concessions.

FAIR SECRETARIES - COMMITTEE CHAIRMEN

Before you sign up for 1954, check with us. Year after year our route has been growing, our repeat dates increasing. Discover for yourself the reasons....
1953 SAW THE REBIRTH OF THE BYERS BROS.' SHOWS

We Came—We Saw—We Conquered to such an extent on our initial tour, that for 1954 we will emerge from Winter quarters with a much Better and Larger Show.

See us in Chicago and at your State Fair Meetings, or Contact us at the address below for 1954 engagements.

BYERS BROS.' SHOWS
Carl W. and James W. Byers, Owners-Operators
Permanent Address: 302 FOSTER DRIVE, CORPUS CHRISTI, TEXAS

BUFF HOTTE SHOWS

BUFF HOTTE SHOWS

CHECK THESE FACTS

18 Rides
50 Concessions
8 Shows
.6 Light Towers

Plus a record of repeat bookings that averages over 90%.

That's why this is the show you'll be proud to supply your midway.

BUFF HOTTE Show Owner HAL "ROMES" DUNN, Mgr.

BUFF HOTTE SHOWS

WINTER QUARTERS
COVINGTON, LOUISIANA

Canadian Climber!

Quebec Expo Continues Rise In Tune With Province: Shifts Accent as Area Goes Industrial

By JIM McHugh

QUEBEC'S Provincial Exposition has kept pace with the times. In some 30 years it has progressed from an event at which cattle and horse entries were tied to fences, in lieu of proper stalls, to a grouping of large, permanent and modern buildings.

In the process its attendance has grown from some 50,000 for the length of the run to close to 400,000 paid. It is an unqualified success with institu-
tional prestige. Moreover, the promise of the future is equally bright.

Boucher Looks Ahead
The planned future is almost in the present—at least the way Emery Boucher, manager of the event since 1934, views it.

"I'd like to have 10 more years at the exposition," Boucher says. It's obvious that his plans carry at least the far and that their completion would mean a greater plan and crowds larger by 100,000 or more persons.

Quebec Changing
Quebec is in a transitory phase, turning now into an Industrial province. The change has just begun and will continue for many years. With it the province will grow and the exposition along with it.

The exhibition is operated by the city and this is good in that it has a stability difficult to obtain otherwise and a big percentage of the patrons are thus afforded a small sense of ownership. But its appeal is larger—throughout the province, in fact. Only thus can it hope to top the 400,000 mark, then the 500,000 mark and so on.

Building Need
With the event well aware of the presence of thousands of visitors on the grounds, Boucher is still able to think of and plans for the future. With the exhibits in place, he is even more aware of the need for a new Industrial Building and one will be ready for 1954, a structure 300 by 150 feet. Even with the supplemental building, which will take the over-riding problem of the present 300 by 200-foot structure, Boucher is not at all sure that more space will not be needed—if not next year then the one after that.

A couple of years ago, adjoining land, having a 700-foot frontage on the highway and 1,200 feet in depth, was acquired. It must be drained and filled. The need for it is great, since now on a clear Sunday or Labor Day the spacious parking facilities are exhausted by early afternoon.

Since people from the outlying districts must come by automobile, more room is needed.

Coliseum Lucrative
The current pride and highly lucrative part of the exposition is the Coliseum, a 10,000-seat structure built only a few years ago to replace the building destroyed by fire. Harold Steinman's Hippodrome of 1853 packed the building nightly at this year's fair. Thru the winter months, hockey pulls the same capacity crowds.

Novel Lighting
Hardly a year goes by with some permanent improvements. While buildings must await earnings, the management makes sure that the patrons are greeted by different and appealing attractions each year. Novel lighting does the trick. Literally hundreds of light bulbs are used in intricate designs to catch the eye and to create the impression of newness, or at least change. This year the major buildings, fronting on an attractively landscaped quadrangle, were outlined by the gaily colored bulbs.

In this one respect, only, the exposition is old fashioned. It has for so distinctly the use of neon or fluorescent tubing in its decorative lighting.
Daisies Do Tell
Flower Show at PNE Mirrors
Vancouver's Pride in Gardens

CONVINCING proof that a sound fair is a true reflection of its drawing area is emphasized by the superb flower show of the Pacific National Exhibition at Vancouver, B. C.

Year in and out, the floral exhibits are outstanding, not only in execution but also in the gorgeous blooms. In this, the show mirrors the time, effort and money Vancouverites put into their pride and joy—their gardens, public as well as private.

Few major cities can begin to approach the British Columbia city in its gardens, nor in the pride residents take in them. Ideal climate, moderate, both winter and summer, is a big factor. So, too, is the precipitation spread throughout the long growing season and usually neither too heavy nor too light.

The art of the floral designer and flower arranger is evident in the excellent displays and designs at the PNE. Notable this year was a huge informal garden, the high spot of the show. Vying for attention with it was a huge coronation crown, done entirely in flowers.

Thrilling Midway Attractions of Big Rides, Shows and Concessions—drawing crowds that spread the news and return again and again.

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EDDIE MORAN, Manager
SOUTHERN VALLEY SHOWS
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For news and information, please visit www.americanradiohistory.com.
The Billboard Cavalcade of Fairs

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To the Fairs and Celebrations where we had the pleasure of showing the past season. You again made possible a most successful Tour.

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SPORTSMEN'S PITCH CLICKS, MAKES $$
Midwest Recreational Expo Bow Draws Outdoor Sports Fans, Yields Profit to Fair Board

THE TULSA STATE FAIR, aware of an expanded trend toward recreation, this year went all out on its first Midwest Recreational Exposition. The feature not only pulled thousands of outdoor-minded Oklahomans to the fair but proved to be a money-maker.

Located in the fair's big Texas and California buildings, a half-mile of exhibits included some 40 late-model automobiles and sports cars in addition to a vast array of fishing and hunting regalia and the latest in camping gear used at the near-by Osage playground area.

Most popular attraction of the show was a huge trout tank, where for 50 cents fishermen could pit their angling skill against hundreds of trout brought to the fair from an Arkansas resort.

Also displayed were such items as speed boats, cabins, barbecue pits, archery equipment, hotel and motel furnishings, and plastic swimming pools. Special information on various resorts was available at a number of booths and the State Planning and Resources Board came in with several exhibits that provided detailed and picturesque accounts of the countless spots in the Midwest available for recreation and relaxation.

Fair executives were more than pleased with the unexpected profit and were also confident that the show had accomplished its aim of better acquainting the public with the recreational facilities available to them in the surrounding five-State area.

THE SHOW WITH THE LONG PROFITABLE SEASON

THANKS, EVERYONE
from
C. A. STEPHENS
JOE DUNCAN
and JOHN TERRY

Phone 2981

WINTERQUARTERS
Box 1017 Crystal River, Florida

The trout fishing in a tank was one of the key attractions at the exposition.

Hundreds of patrons at the Tulsa fair's sports show gathered here on camping and viewing at the booth shown in the top photo. Representative of the sports cars on display in the auto show section was this Chevrolet model in the photograph directly above.
Prefab Pulls 'Em

A SEVEN-ROOM prefabricated house, complete and furnished and landscaped inside the General Exhibits Building at the State Fair of Texas was one of the top exhibits in crowd appeal and interest. It was developed, leased, and operated by the Houston Borden house, which was heavily promoted by both exhibiters and the fair.

The Mitchell Touch

Continued from page 157

ROUNDS a kiddie land that could function through much of the year. There is ample space, of course, and Mitchell evokes a corner that could be beautified thru landscaping and provide a restful area for tickling families.

Cadiz Heights subdivision was developed, the fair is now virtually in the back yard of some 25,000 rich- holp residents and the development of new housing has only begun in the area. It could be a natural since such installations are virtually nonexistent in the city.

Josephine M. Shepperson, air secretary, is the oldest em- ployee of the event having been associated with the old Richmond Fair for many years. She's in a thoro knowledge of the event and its pro- grams and her abilities in fair operation have covered virtu- ally every phase of activity.

J. Linwood Rice, fair publicist, has been a top selling job- man in only a couple of years. His knowledge of the event has spread thruout the State and even beyond its borders as the effort continues to make the annual a truly sectional ac- tivity.

A year ago Rice launched a beauty contest to pick Miss State Fair. The co-operation of many events belonging to the Virginia Association of Fairs made possible the stag- ing of eliminations at annuals running prior to the Richmond show. The eliminations naturally focused attention on the Richmond fair and it will be kept and expanded.

Mitchell, who refers often to his small-town background, found his way in a hurry in a comparatively big town. The big town with its more people merely opened new possibilities for building.

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50 Conces- sions

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75 Ft. Neon Front

The Billboard Cavalcade of Fairs

November 28, 1953

157
The Tulsa State Fair this year broke all tradition in the presentation of its agricultural exhibits, tossed as the usual rows of vegetables and in their place installed huge, impressive displays that better told the story thru a series of 150 booths.

Arranged in a circular manner in the fair's big agriculture pavilion, the exhibit was costly, running more than $200,000, but fair executives said the resulting interest more than made up for the outlay.

The booths, banked by multi-colored flocking, numerous cartoons, signs and decorative trinkets, were divided into four basic divisions. The first was titled "Nature's Original Factory," covering soil, climate, plants and animals. The second division, "Research," illustrated the search for better products, and the third, "Application of Research," told the story of the application of nature's secrets for the betterment of living. The fourth and concluding division summed up the total of the first three under the title "Results."
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THANKS

to the Fairs and Celebrations who have helped make our success possible.

We are grateful for another successful season and are looking forward to 1954 for another year of mutual profit and good fellowship.

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