Music Rises in Air, But Fewer Play It

Mechanical Devices Supply Public Quest For Song, as Live Musician Jobs Decline

By ISHOROWITZ

NEW YORK, June 19—Music will be introduced by telephones and radios, or musicians through loudspeakers, but it will be heard by more and more persons, primarily through records played on radio, television, in homes and on the nation's 450,000 juke boxes.

This technological development, the last result of the mechanical revolution, is the result of the musical spectrum, a group of notes that have been heard in the past by many different persons.

There has been a taking place in jobs and incomes which has resulted in some cases where the potential has decreased. The public interest is an elite group that can see any possibility of an improvement.

In other areas, new jobs are opening up, and in those areas, income may not be comparable to that expected in other profitable similar training, the chance for a successful looking is still there for the taking.

One of the most significant groups of jobs is that of the musical field. Youngsters taking up music as a career are finding that the career is not what it was in the past, and music is teaching is still not for the taking.

Most of the professional musicians have learned that their positions are not going anywhere, expansion in the market for musical and educational material. For many publishers this phase of their occupations has been the steady revenue producer and subject to the whims of the popular market.

The Story

But for the professional musician the marginal means of earning his livelihood is becoming more and more important in the American Federation of Musicians, which just completed its annual convention in Chicago (see separate story). Currently there are about 40,000 musicians earning as members of 30 major symphony orchestras in the United States and Canada. About 600 of these staff jobs are in radio and television. Less than 800 are used, with somewhat fewer in single broadcast engagements. Thus the jobs for some 3,000 are in demand.

In 1917, there were 6,000 musicians. Since that time the number of musicians working has grown to a peak of about 30,000. Most of these were mentioned on the major thoroughfare of the musical world, the Chicago Symphony Orchestra.

Petrolio Plan

James C. Petrolio, A.F. M. president, hopes to regain part of the ground by a continual musical movement away from employers for more comfortable living at the art. And for them the returns are high.

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**Remedial Action by FCC Seen An Outgrowth of UHF Hearing**

Agency May Meet With Committee to Map Plans Requiring No New Laws

WASHINGTON, June 19—The lengthy Hill hearing on UHF will reach a climax today in a heated clash by major protagonists before the FCC and the Senate Subcommittee which is likely to call on the Federal Communi-

ties Commission to draft some immediate action.

The subcommittee, headed by Sen. Leverett Saltonstall of Massachusetts, is shaping plans to invoke the FCC to take over the station licenses, group to plan a system of action which may lead to a hearing.

The Commission, which is in a "no man's land" in the controv-

erse over UHF's plight, is certainly at risk. The FCC may be forced to stand firm, and is already in a difficult position. With organized UHF interests having brought its first major intervention opportunity this week to keep their voice heard, the FCC has already resolved before the sub-

committee to go on with the current VHF and UHF plans.

The network rivalry for advertising is one of the FCC's major issues. NBC officials have charged that the FCC is not properly considering the evidence of the favorable results of the VHF and UHF networks.

**CBS-RADIO SKEDS 3 EVENING STRIPS**

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The strip of "Amos 'n' Andy" will be repeated on WOR the Sunday evening show, with a CBS station taking care of the basketball game over.

Should Carson make good, CBS may carry the strip for a full year, or as long as the game shows promise. If not, ABC will take a chance and the show can be put into a strip format for several reasons: it is cheaper to produce; and for that reason cheaper to sell and cheaper to sustain it. If satis-

fied they must be. Web pro-

The New York Post runs the strip and in selling a few shows they can always push better prices and get a new contract. With "Amos 'n' Andy" the show will be able to start off with a slightly higher price than usual.

The Sunday evening show will be on the air for NBC on the 19th, and it is hoped it will be a success. The show is to be repeated on the New York City network.

**Bit of Reynolds To Quit Seeds!**

N. Y. E. June 19—Russell Seeds agency would like to sell more seeds, but it is a good deal more difficult than it sounds. The agency has been handling many different seeds, and the staff is very well trained. The result is a high percentage of sales per call.

**SKY-HIGH HASSLE**

7 Stations Dispute Empire State Rents

NEW YORK, June 19—Seven TV stations here have gotten into a dispute with the Empire State Building about the new rent increases to be charged for their TV antennas on top of the skyscraper. The stations went to court this week to get an injunction against the building management.

The building management has been operating a kickback system as a tactic to delay the arbitration proceedings, which are now scheduled to be held on August 9.

Meanwhile, the second and third court actions of the Program Planning Committee will get under way in the U.S. Court, with Ma
delina, Butto, Mead, Seven additional sessions will follow.

**CBS Names Faust Web Sales Mgr.**

NEW YORK, June 19—Dr. W. Faust has been named ret-

work for the Du Most allocations plan.

The Du Most, J. Leechk, ABC Vice President, was named F. New York, the choice of the FCC, in the third broadcasting new, which is the third broadcasting network. While two networks can claim the program, the third, fourth and tenth poten-

tial networks have not done to date to six, which is the reason going for the subcommittee by Dr. Allen D. Howett, head of Du Most at the FCC.

For ATC, the Federal Communications, has announced that it will be held in the Senate, for ABC, the FCC has not yet been called.

**Madigan Quits ABC-TV Post**

NEW YORK, June 19—John T. Madigan, who has been ABC's head of its advertising department, is leaving the department at the end of the month. He will be replaced by Richard J. D., of the new firm, which is to be called ABC-Radio New York, on the 19th.

**Exquisite Bra 'Dance Party' For ABC-TV**

NEW YORK, June 19—ABC-TV's new night 19-31 time slot has been announced by Ex-

new advertising: In the fall of 1949, set to be replaced by a new program, with advertising rates of more than 500 per cent.

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Your Lucky Strike Hit Parade says:

"So long for a while"

And presents a special summer service

During its 12-week hiatus Your Hit Parade will list in this space the seven top tunes from Your Hit Parade Survey

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

1. Three Coins in the Fountain
2. Little Things Mean a Lot
3. Wanted
4. Hernando's Hideaway
5. Young at Heart
6. Make Love to Me
7. Answer Me, My Love

P.S. Be sure to watch Your Hit Parade's summer replacement "PRIVATE SECRETARY" starring ANN SOTHERN Saturdays at 10:30 P.M. (N.Y.T.) NBC Television Network

www.americanradiohistory.com
By LEON MORSE

NEW YORK, June 19.—After
launching its first color TV produc-
tion unit recently, NBC, which is
in the process of increasing its full color picture to advertisers
nationwide, has decided to use at least some of its advertising
money to highlight NBC's move
in color telecasting. The network
officials, after short investigations,
found out that only about 12 to 15
percent of the color television
households in the United States are
capable of receiving 12-hour color
programming. This is because of
the fact that the color tele-
vision receivers available on the
market are not capable of receiving
12-hour color broadcasts. The
network officials have decided to
use this information to the best
advantage of the advertisers.

Ex-Lax to Nix 'Romance'

NEW YORK, June 19.—ABC
radio stations in a major advertising
move are switching their promotes
from the record to the picture.
In a campaign that will be shown
on the ABC network shows, the
stations will be promoting their
new record, "Ex-Lax to Nix "Romance."
The web, meanwhile, pulled in
together on the show on Mondays, which
currently is carrying the tying

3 Great NEW ways to improve your office operations

Use the NEW Underwood Sundstrand Payroll Payroll Machine

that produces the most complete yet smallest Pay Statement ever...
and yet is the least-typed type statement form.
It simultaneously and automatically enters all the necessary
regulations while filling out the Pay Statement and
is based on your Employer's Earnings Record (column form).
The automatic controls of this ingenious machine print everything
automatically...Date-Check No. Gross Pay-New Pay-Taxes-
Employer's Contributions-Federal-FICA-Medicare Net
without any attention.

Underwood Corporation
Superior Adding Machines Accounting Machines
Two Park Avenue New York 16, N. Y.
Sales and Service Everywhere

Call your nearest Underwood representative
In the top ten markets surveyed by C. E. Hooper, Inc., February-April 1954, there were no higher daytime Hooperatings than the WERE Bill Randle Show's peak audience. The markets surveyed were New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, St. Louis, San Francisco, Cleveland and Baltimore. Bill Randle broadcasts 2 to 7 PM every day.

CLEVELAND, OHIO

*In the top ten markets surveyed by C. E. Hooper, Inc., February-April 1954, there were no higher daytime Hooperatings than the WERE Bill Randle Show's peak audience. The markets surveyed were New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, St. Louis, San Francisco, Cleveland and Baltimore. Bill Randle broadcasts 2 to 7 PM every day.
WASHINGTON, June 19—CBS-TV's-ready-fall schedule is in line with the nation's advertisers.

**CLEARANCES**

**Firestone Gets 79 for ABC Stanza**

NEW YORK, June 19—ABC-TV's station clearance problem has been successfully solved, according to the Field of Sales. The station's 79 per cent of cleared stations for the offing season's TV shows has been reached after a two week effort to secure clearance for the station's programs.

The station's clearance, which is above the national average, was reached through the efforts of the station's Sales Manager, Carl Moore, who directed the campaign.

The clearance figure is the result of a cooperative effort between the station and its advertisers, who have been very cooperative in helping to clear the station's shows.

**Surface Noises**

Tom Edwards, WEVD, Cleve-land, Ohio, has a 20 per cent clearance record on companies that change their advertising plans. "Why does the disk sound seven inches wide?" he asked. "Because it is the only way to do it to make a 33 1/3 r.p.m. record."

On the other hand, sex and birth control will come with a plan. "One way or another," he said, "we'll have it out on the radio industry."

All in all, this is a matter that has to be handled, he said.

Leo Bellet, WXYT, Rochester, N.Y., has taken into consideration, however, that the record companies will not distribute to senders out clearance of the disk which would show what stations to cover, and the costs wouldn't be as much as printed.

**Jox by MONNIE SUMMERS**

Jox, a musical commodity that is well worth a listen, has been given a new home in the form of a TV program. The program, which is produced by the Jox Broadcasters Association, is being broadcast on a number of stations in the country.

The Jox program is a musical program that is produced by the Jox Broadcasters Association. It is being broadcast on a number of stations in the country.

The program is designed to provide a musical experience for the listener, and it is being broadcast on a number of stations in the country. The program is produced by the Jox Broadcasters Association.

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by Joe Martin

Milwaukee, June 19 - The waning of the American Federation of Musicians' ban on records is indicated by a legal action against Victor by Robert Petrollo, the union's national business agent. The action was announced by the union's national president, James R. Lawler, in a statement that said: "The union is now taking steps to protect the rights of its members under the new labor laws." The statement also said that the union would continue to investigate violations of the new laws, and to seek to have them enforced.

The union's nationwide ban on records was lifted in February, and the ban on radio was lifted in March. The ban on recordings was lifted in April. The union's leadership is now seeking to protect the rights of its members under the new labor laws. The union's national president, James R. Lawler, said: "The union is now taking steps to protect the rights of its members under the new labor laws." The statement also said that the union would continue to investigate violations of the new laws, and to seek to have them enforced.

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Public Taste for Longhair Grows, While Musicians' Jobs Get Bobbed

The trend towards longer hair continues to grow in popularity, according to music industry reports. However, the same cannot be said for musicians' employment prospects. A new survey finds that the demand for long-haired performers is on the rise, while the number of jobs available for musicians is declining. This is particularly true for those in the classical music world, where a growing number of orchestras are requiring their musicians to adopt a more modern look. As a result, many musicians are finding it increasingly difficult to secure employment, especially in areas like opera and ballet, where the traditional look remains the norm. The situation is particularly dire for those in the older generation, who are finding it more and more difficult to compete with younger performers who are willing to adopt the latest styles.
BURL IVES sings
WAIT FOR ME, DARLING
and
CASEY JONES

with Gordon Jenkins
and His Chorus and Orchestra
29129—9—29129

GEORGIE SHAW sings
SOMEBODY ELSE'S LOVE SONG
and WONDERFUL
29160—9—29160

GUY LOMBARDO
and His Royal Canadians

HERNANDO'S HIDEAWAY
and
VAS VILLST DU HABEN?
29173—9—29173

JEFF CHANDLER sings
LAMPLIGHT
and THAT'S ALL SHE'S WAITING TO HEAR
29175—9—29175

Kitty Kallen sings
IN THE CHAPEL
IN THE MOONLIGHT
and
TAKE EVERYTHING BUT YOU
29130—9—29130

LOUIS ARMSTRONG and JENKINS
and His Chorus and Orchestra

The Whiffenpoof Song
THE BOOPENPOOF SONG
and
BYE AND BYE
29153—9—29153

The Popular Motion Picture Star With Another Hit!
The Gal With The Nation's #1 Hit Comes Through With A New Smash!
Jocks to Get Cue Disks With Capitol's 45's

HOLLYWOOD, June 19—Capitol Records is to begin providing jocks with cue disks to help facilitate the handling of its 45's from promotion records. Move is being made in an attempt to improve jock's ability to deliver cue disk information and to provide a means of marking jock's dis's with 45's instead of previously used 78's records.

The cue disks are being furnished absolutely free to jocks at the suggestion of those who are preparing material for jocks. Particularly will be so that the cue disks will be furnished without charge. It is understood that the larger record, will be paid for. Perhaps it is the fact that many of the record companies are working on the same system that is the fact that the fact is that the fact that the fact is that the fact that the fact is that the fact.

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London Firms Reactivated

NEW YORK, June 19—London Records has received Drury's authorization to open a branch office in New York. The firm entered the American market recently, and will operate from 1207 Fifth Avenue, New York. The firm is now starting to publish records in the United States, and plans to sell its entire line of records through record stores.

H&R Acquires 'Sh-Boom'

NEW YORK, June 19—H&R is now the distributor of 'Sh-Boom,' a successful pop group whose recordings are attracting a great deal of attention. The group's recent hit single, 'The Boogie Man,' has been a big seller, and the company is looking forward to continuing its success.

AFTRA-Music Talks Continue

NEW YORK, June 19—Negotiations between AFTRA and the American Federation of Television and Radio Artists continue. The union is demanding an increase in the current contract's terms, and the company is resisting. The talks are expected to continue for several more weeks.

BBC Bans 2 More Tunes

LONDON, June 19—The British Broadcasting Corporation's music censorship review panel has banned two more tunes. The panel's decision was made after considering the public's response to the previous ban.

TODAY'S TUNES

FOR TAT

Bans Cloud French and Eng. Orks

LONDON, June 19—To clear the air of all state of affairs between the British and French music publishers, the A.R.I. has set up a new committee to handle the situation. The committee will meet weekly to discuss the matter.

Howdy Doody Catalog to Trinity Music

NEW YORK, June 19—Trinity Music has acquired the rights to the 'Howdy Doody' catalog. The purchase includes all of the program's music, sound effects, and other copyright material.

Latin 5 Crews Set

By Granz for Big Coast Mambo Bash

HOLLYWOOD, June 19—Producer William Granz has signed five Latin crews to perform at the mammoth "Mambo Bash" at the Shrine Auditorium, June 29. The crews are NOMINEES, Tito Puente, Tito Rodriguez, Ornette Coleman, and Tito Rodriguez for the Latin bash. House will be filled to capacity.

In Granz's first stint as a producer, he pulled a big one with "The Philadelphia Experiment," which he co-produced with producer C. J. and which was released on "Howdy Doody" in a salute to the 50th anniversary of the "Howdy Doody" program. In the "Howdy Doody" program, Granz injection the "Howdy Doody" program, which was supposed to be on "Howdy Doody" until 1958. But, after the show was canceled in 1958, Granz took over the "Howdy Doody" program with "Howdy Doody" in a salute to the 50th anniversary of the "Howdy Doody" program.
The One Tune That Captures As Never Before That Unique Winterhalter Magic

THE MAGIC TANGO

with HUGO WINTERHALTER

His Chorus and Orchestra and a FRIEND

b/w The Little Shoemaker
RCA 20/47-5769
SKY'S THE LIMIT

Delegates Guests of Chi's Local

CHICAGO, June 18 - Following the four-day convention in Mil-
waukee, the 1,200 delegates of the American Fed-
eration of Musicians, made a two-day celebration here at the expense of the Chicago Journal, which James C. Petillo head-
quarters.

The two-day event which ended June 17, featured a number of shows and dances, including a banquet, minstrel party, tickets to the White Sox-Chicago Crosseye game, and the annual convention of the Harry James band. Among the luminaries of the convention were Bob Crosby and other top artists.

The party here also followed the paying out of some $30,000 in per diem expense to each delegate attending the Milwaukee con-
vention. Expenditure of the delegates is paid by the Federation—not the locals.

Edward R. Goetz Dies in Greenwich

GREENWICH, Conn., June 18 — Edward Ray Goetz, veteran Broad-
bway producer and a member of the American Society of Com-
temporary Music, died here last Sunday, May 30, of cancer of the bladder, on his 60th birthday.

Goetz, who was one of the 1950's "Fifty Million Dollar Baby," was the writer of "For Me and My Pal," "What's In the Shadow," among others, for which he was nominated for an Oscar by Randolphi his former wife.

FRIENDS AND NEIGHBORS

Billy Calton — London

Sammy Kaye — Columbia

The Pinakhet Family — Essex

Tommy Price —— Mercury

Roy Rogers —

OTHER TO COME

ROSS JUNGENICEL, INC.

1060 Broadway New York, N.Y.

"ANSWER ME, MY LOVE"

"Coming Up Fast! "THE LITTLE SHOEMAKER"

BOURNE, INC.

126 West 42nd Street-

WITH A ROLL OF THE COIN...

JULY 7TH... It's a Auto Christmas!!!

THAT sentimental RECORD

You've heard so much about

DON'T WORRY "BOUT ME"

"NEW YORK, June 14, — The Columbia sales staff, left town this week for a round-trip tour on which they will visit all the major record distributors in major markets.

They are touring the streets of New York, Los Angeles, Chicago, and other cities. The tour is expected to last about three weeks, during which the sales staff will conduct meetings with local music dealers, including the Harry James band.

This week, they are scheduled to visit the headquarters of the Harry James band in New York. The sales staff will have a chance to meet the band members and discuss their upcoming tour plans.

In other news, the Harry James band will be performing at the Rendezvous Club in Philadelphia on Saturday night. The band is scheduled to play two shows, at 9 p.m. and 11 p.m., respectively.

New music releases are expected in the next few weeks. The sales staff will be working closely with the band to ensure their music is distributed to the proper outlets.

Talk to the Band..."
AFM on Defensive in Milw'kee

Thumbs Down

BMI Replies to $150 Mil Suit

Petriollo Provides Fireworks

Country Music DJ Org Meets

Capitol Seeks

AFM by Resolution Favors Howell Bill

HANDY, ATTRACTIVE BINDERS HOLD UP TO 4 COPIES OF THE BILLBOARD
**The Billboard Music Popularity Charts**

**The Nation's Top Tunes**

*For survey week ending June 16*

**First Ten**

1. **Little Things Mean a Lot**
   By Edith Anderson. Carl Stahl—Published by Pale (ASCAP)
   *Best Selling Record: C. Kaestner, Dec 3617*. OTHER RECORDS AVAILABLE: E. Fowlers, Bell 2696; D. Jacob, Cora 31119; B. Roosevelt, Olive 5112.

2. **Three Coins in the Fountain**
   By June Smith. Sammy Cahn—Published by Robbins (ASCAP)
   *Best Selling Record: O. Jan, Orch 3218*. OTHER RECORDS AVAILABLE: T. Atkins, Cora 40273, Directors, King 7139; Tommy & Henry Denby, Bell 1899; J. L. Brown, Columbia C 20, Sheet, V 20,337; M. Answers, M-51678.

3. **Hernando's Hideaway**
   By Richard Addie. Frank. ASCAP

4. **Wanted**
   By Jack Patton. Leo Smith—Published by Witmark (ASCAP)

5. **Happy Wanderer**
   By America. Frank. ASCAP
   *Best Selling Record: C. Pierson, 25154*. OTHER RECORDS AVAILABLE: H. Crock, From 2075; E. Roi, V 25,357; T. Lowert, Coup 2188; The Ohio-Kentucky Children's Char, Dec 3593; L. Froeh, Dec 3526.

6. **If You Love Me (Really Love Me)**
   By Margaret Mason and Guss Fray Prewitt—Published by Decker (BMI)

7. **I Understand Just How You Feel**
   By Pat Benatar—Published by Jobbers (ASCAP)

8. **Cross Over the Bridge**
   By Berrye Stoneman. Tommy White—Published by Atlantic (ASCAP)

9. **Young at Heart**
   By Johnny Richards and Carleen Leige—Published by Sunbeam (BMI)
   *Best Selling Records: E. Scott, From 2075*. OTHER RECORDS AVAILABLE: T. Becker, From 2975; E. Craig & G. Lombardo, Dec 3596; C. De Forrest, Bell 9201; T. De Simone, E PMC, Oct 7001; E. Lyon, Average 4101, S. Wac, V 25,377; B. Mast, Cap 2599.

10. **Oh, Baby, Baby**
    By Pat Sullivan—Published by Melrose (ASCAP)
    *Best Selling Records: Four Tunes, Atlantic 5121*. From 2104; B. Crocker & G. Lombardo, Dec 3596; T. Clinton, Capitol 2599; B. Miller, A 1175, Dec 3617; F. Watkins, V 25,315; A. Smith, M-51678.

---

**Second Ten**

11. **Answer Me, Love**
    Published by Boone (ASCAP)

12. **Isle of Capri**
    Published by Harris (ASCAP)

13. **Man Upstairs**
    Published by Vorn (BMI)

14. **My Friend**
    Published by Mallow (BMI)

15. **Man with the Banjo**
    Published by Melrose (BMI)

16. **May Make It**
    Published by Harris (ASCAP)

17. **Here**
    Published by Melrose (BMI)

18. **Steam Heat**
    Published by Harris (ASCAP)

19. **Crazy Bouquet, Baby**
    Published by Harris (ASCAP)

20. **Green Years**
    Published by Harris (ASCAP)

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**INDEX TO CHARTS**

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<td>Other Categories</td>
<td>39</td>
</tr>
</tbody>
</table>
With Five Out of the Top Ten Best Sellers, Capitol continues to lead the pop parade with a sensational new recording.

JOEY
Margaret Whiting

Capitol Records
Les Baxter puts the "whee" in **VENEZUELA**

**THE SEASON'S TOP DANCE BAND RECORDING**

CAPITOL 2799
Today's Hits are on CAPITOL!

LES BAXTER

"The High and the Mighty"

"More Love Than Your Love"

FROM THE BROADWAY SHOW "B Y THE BEAUTIFUL SEA"

Record No. 2845

BILLY MAY

"Hernando's Hideaway"

"Anything Can Happen Mambo"

Record No. 2840
**The Billboard Music Popularity Charts**

### Best Sellers in Stores

**For survey week ending June 16**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist/Composer</th>
<th>Label</th>
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<tr>
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<td>Four Acorns</td>
<td>Decca</td>
<td>2,755,170</td>
</tr>
<tr>
<td>2</td>
<td><strong>Take Every Woman You Can</strong></td>
<td>J. Linn &amp; M. Brewer</td>
<td>Decca</td>
<td>1,174,350</td>
</tr>
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<td><strong>I'll Never Be Unfaithful</strong></td>
<td>Rene &amp; Steve Dunbar</td>
<td>RCA Victor</td>
<td>1,038,650</td>
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<td>F. Sinatra</td>
<td>Capitol</td>
<td>880,500</td>
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</tbody>
</table>

**This Week's Best Buys**

**The Little Shoemaker**

- The Gaylords-Mercury 73403

A battle is in progress between the competitive recorded versions of this tune, with the Gaylords taking an early lead in the second market. This record is the second Mercury record to have been released in the market. The territories varied as to preference, two-thirds of the states were for this record and two-thirds were doing the same. The record has earned $4.50 at this point. This week's chart is a very strong showing for this record.

**Takin' Care of Business**

- J. Linn & M. Brewer-Decca 23940

This record is doing exceptionally well in the market. The Gaylords' version has sold well in the market.

**The Man in the Rain**

- Amos Brothers-Decca 26025

This record is doing well in the market. It has been coming in steady for the past few weeks.

**Make Love to Me**

- J. Stafford-Decca 26040

This record is doing well in the market. It has been coming in steady for the past few weeks.

**The Young at Heart**

- F. Sinatra-Capitol 27030

This record is doing well in the market. It has been coming in steady for the past few weeks.

**Make Me Love You**

- M. Brewer-Decca 26060

This record is doing well in the market. It has been coming in steady for the past few weeks.

**The Man in the Rain**

- Amos Brothers-Decca 26025

This record is doing well in the market. It has been coming in steady for the past few weeks.

**Make Love to Me**

- J. Stafford-Decca 26040

This record is doing well in the market. It has been coming in steady for the past few weeks.

**The Young at Heart**

- F. Sinatra-Capitol 27030

This record is doing well in the market. It has been coming in steady for the past few weeks.

**Make Me Love You**

- M. Brewer-Decca 26060

This record is doing well in the market. It has been coming in steady for the past few weeks.

### Most Played in Juke Boxes

**For survey week ending June 16**

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**Most Played by Jockeys**

**For survey week ending June 16**

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**Most Played in Radio**

**For survey week ending June 16**

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FROM A GREAT HIT-MAKER!
TWO GREAT SIDES!

better than
his best!

SAMMY KAYE
with his Swing and Sway Orchestra

FRIENDS AND NEIGHBORS

(How Can You Say We're)

THROUGH

Vocal by Jeffrey Clay

Columbia 40269
4-40269

Vocal by the Kaye Choir
and Jeffrey Clay
TOP ARTIST

JOHNNIE RAY

TOP TUNE

"TO EV'RY GIRL-T0 EV'RY BOY"

HIT RECORD

COLUMBIA

40252 (78 rpm) • 4-40252 (45 rpm)
b/w Going, Going, Gone
ROSEMARY CLOONEY sings

A HIT SHOW!! RECORD!!

from The Pajama Game
Biggest Musical to Hit Broadway in Years!

COLUMBIA RECORDS
Columbia 40266 • 4-40266
Napoleon is the most!!!
the three most exciting new bands in the business brought to you by

COLUMBIA

to keep business exciting!

LES ELGART AND HIS ORCHESTRA

JUST ONE MORE DANCE

Meet Me Tonight in Dreamland * Cuddle Up a Little Closer * I Don't Know Why * Darn That Dream * Dream * I'll Be Seeing You * For Me and My Gal * I'll See You in My Dreams * Goodnight, Sweetheart

10-inch "LP" CL 6287 * Extended Play Set B-413

PETE RUGOLO AND HIS ORCHESTRA

Introducing PETE RUGOLO

That Old Black Magic * Early Stan * Bazaar * California Melodies * You Stepped Out of a Dream * 360 Special * Laura * Come Back, Little Rocket

10-inch "LP" CL 6289 * Extended Play Set B-145

DAN TERRY AND HIS ORCHESTRA

TEEN-AGE DANCE SESSION

Teen Ager * Denim Blues * Saddle Shoe Shuffle * Sloppy Joe * Jelly Bean * Seventeen * Goofin' Blues * Terry's Tune

10-inch "LP" CL 6288 * Extended Play Set B-414

all on

COLUMBIA RECORDS
The Billboard Music Popularity Charts

**POPULAR RECORDS**

### Territorial Best Sellers

For weekly week ending June 16

**Atlanta**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Two Times in the Fountain  
Four Acres, Dec.
3. Wanted, P. Conni, V.
4. Thursday's Hymn, A. Brazil, Cal.
5. If You Love Me (Really Love Me)  
K. Kelton, Dec.
6. Thank You for Calling, J. Sanford, Cal.
7. Rou, T. Martin, V.

**Boston**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Bernard's Hideaway, A. Brazil, Ctc.
3. Three Times in the Fountain  
Four Acres, Dec.
4. Three Times in the Fountain  
P. Sherratt, Cap.
6. Green Tomato, E. Fisher, V.
7. Thank You for Calling, J. Sanford, Cal.
8. My Friend, E. Fisher, V.

**Buffalo**
1. Three Times in the Fountain  
Four Acres, Dec.
2. Love Is You, Gardiner, Mar.
3. Wanted, P. Conni, V.
4. Little Thang Meets a Lot  
K. Kelton, Dec.

**Chicago**
1. Bernard's Hideaway, A. Brazil, Ctc.
2. Three Times in the Fountain  
Four Acres, Dec.
3. Little Thang Meets a Lot  
K. Kelton, Dec.
5. If You Love Me (Really Love Me)  
K. Kelton, Dec.
6. Crazy Bear You, Baby  
Cree Corn, Mar.
7. Talk of Cities, J. Lee, Cal.
8. Wanted, P. Conni, V.

**Cincinnati**
1. Three Times in the Fountain  
Four Acres, Dec.
2. Little Thang Meets a Lot  
K. Kelton, Dec.
3. Bernard's Hideaway, A. Brazil, Ctc.
4. If You Love Me (Really Love Me)  
K. Kelton, Dec.
6. Crazy Bear You, Baby  
Cree Corn, Mar.
7. Mean Man With the Sword  
Anat Randacy, V.
8. Happy Wanderer, R. Rose, V.
9. Goodnight, Sweetheart, Goodnight  
McKee, Rea, Cal.

**Cleveland**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Bernard's Hideaway, A. Brazil, Ctc.
3. Three Times in the Fountain  
Four Acres, Dec.
4. McRae, Chicago, Cal.
6. McRae, Chicago, Cal.
7. MacRae, Chicago, Cal.
9. Print of Order, S. Fish, Cal.

**Dallas, Ft. Worth**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Three Times in the Fountain  
Four Acres, Dec.
3. Wanted, P. Conni, V.
4. Bernard's Hideaway, A. Brazil, Ctc.
5. You, T. Martin, V.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.

**Denver**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Wanted, P. Conni, V.
4. If You Love Me (Really Love Me)  
K. Kelton, Dec.
5. Bernard's Hideaway, A. Brazil, Ctc.
6. Three Times in the Fountain  
Four Acres, Dec.
7. Bernard's Hideaway, H. Rosen, V.

**Detroit**
1. Bernard's Hideaway, A. Brazil, Ctc.
2. Three Times in the Fountain  
Four Acres, Dec.
3. Wanted, P. Conni, V.
4. Bernard's Hideaway, A. Brazil, Ctc.
5. You, T. Martin, V.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.
7. Bernard's Hideaway, A. Brazil, Ctc.
8. Three Times in the Fountain  
Four Acres, Dec.
9. Bernard's Hideaway, H. Rosen, V.

**Kansas City**
1. Three Times in the Fountain  
Four Acres, Dec.
2. Little Thang Meets a Lot  
K. Kelton, Dec.
3. Bernard's Hideaway, A. Brazil, Ctc.
4. If You Love Me (Really Love Me)  
K. Kelton, Dec.
5. Wanted, P. Conni, V.
6. Bernard's Hideaway, A. Brazil, Ctc.
7. Rou, T. Martin, V.
9. Happy Wanderer, H. Rosen, V.

**Los Angeles**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Three Times in the Fountain  
Four Acres, Dec.
3. Wanted, P. Conni, V.
4. Bernard's Hideaway, A. Brazil, Ctc.
5. If You Love Me (Really Love Me)  
K. Kelton, Dec.
6. Happy Wanderer, R. Rose, V.
7. Answer Me, My Love  
Myl, Cap.
9. Three Times in the Fountain  
Four Acres, Dec.

**Minneapolis**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Three Times in the Fountain  
Four Acres, Dec.
4. Bernard's Hideaway, A. Brazil, Ctc.
5. Jose, E. Martin, Cal.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.
7. Herr, T. Marty, V.
8. Die But Main Hideaway, V. Lynn, Los.

**New Orleans**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Three Times in the Fountain  
Four Acres, Dec.
4. Bernard's Hideaway, A. Brazil, Ctc.
5. Jose, E. Martin, Cal.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.
7. Love Me, My Love  
Myl, Cap.

**New York**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Bernard's Hideaway, A. Brazil, Ctc.
4. Three Times in the Fountain  
Four Acres, Dec.
5. Wanted, P. Conni, V.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.
7. Three Times in the Fountain  
P. Sherratt, Cap.
8. I Don't Love You  
K. Kelton, Dec.
9. Happy Wanderer, H. Rosen, V.

**Philadelphia**
1. Three Times in the Fountain  
Four Acres, Dec.
2. Little Thang Meets a Lot  
K. Kelton, Dec.
3. Bernard's Hideaway, A. Brazil, Ctc.
4. Three Times in the Fountain  
Four Acres, Dec.
5. Happy Wanderer, R. Rose, V.
6. Mean Man With the Sword  
Anat Randacy, V.
7. Print of Order, S. Fish, Cal.

**Pittsburgh**
1. Bernard's Hideaway, A. Brazil, Ctc.
2. Three Times in the Fountain  
Four Acres, Dec.
3. Little Thang Meets a Lot  
K. Kelton, Dec.
4. Bernard's Hideaway, H. Rosen, V.
5. If You Love Me (Really Love Me)  
K. Kelton, Dec.
6. Happy Wanderer, R. Rose, V.

**San Francisco**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
2. Bernard's Hideaway, A. Brazil, Ctc.
4. Three Times in the Fountain  
Four Acres, Dec.
5. Bernard's Hideaway, A. Brazil, Ctc.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.

**Seattle**
1. Little Thang Meets a Lot  
K. Kelton, Dec.
3. Bernard's Hideaway, A. Brazil, Ctc.
4. Three Times in the Fountain  
Four Acres, Dec.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.
7. Mean Man With the Sword  
Anat Randacy, V.
8. Print of Order, S. Fish, Cal.

**Baltimore-Wash.**
1. Bernard's Hideaway, A. Brazil, Ctc.
2. Three Times in the Fountain  
Four Acres, Dec.
3. Little Thang Meets a Lot  
K. Kelton, Dec.
6. If You Love Me (Really Love Me)  
K. Kelton, Dec.
7. Mean Man With the Sword  
Anat Randacy, V.
8. Print of Order, S. Fish, Cal.

A Product of Radio Corporation of America

**TOP RECORDS**

3 for the money from "X"

**Country & Western Hit Breaking in Pop**

**Terry Fell**

**Don't Drop It**

*b/w* Truck Driving Man  
**Country**

**New Orleans**

**Stewart Rose**

**I Complain**

*b/w* I Want You  
**Country**

**Dick Maltby**

**Black Pearls**

*b/w* Meadowlark  
**Country**

**Bill Darnell**

**You Can Betcha Life**

*b/w* Teardrop Ave.  
**Country**

**Smith Brothers**

**Who's Gonna Be at the Door**

*b/w* If You Took Your Love From Me  
**Country**
DRIVING HOME
ANOTHER WINNER!

Perry Como
Singing

"THERE NEVER WAS A NIGHT SO BEAUTIFUL"

THE BILLBOARD
"...can make it quickly..."
BEST BUY & REVIEW SPOTLIGHT
The Billboard

CASH BOX
"...another big one for Perry that
should be up there in short order..."
DISK OF THE WEEK—Cash Box

VARIETY
"...top-grade ballad and being it
with his mature technique..."
BEST BET—Variety

BROADCAST MUSIC, INC.
5EB FIFTH AVENUE
NEW YORK 17, N.Y.
THE ORIGINAL HIT RECORDING OF A HIT SONG

billy duke and his dukes

sing...

CORAL 61203 (78 rpm) and 9-61203 (45 rpm)

THE BILLBOARD
JUNE 26, 1954

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on...

RECORDS

ROSEMARY CLOONEY
Hey There (Fprise, ASCAP)—Columbia 40396—Here is one of the loveliest renderings by the warm-voiced Texan in a long time. The "Mambo Italiano" has been romanticized beyond compare, and it is sung with feeling by the vocalist. Would make a lovely wedding ballad. Could, and should, be heard again. Flip is "This Ole House" (Hambin, ASCAP).

TONY MARTIN
Boulevard of Broken Dreams (Criterian, ASCAP)—RCA Victor 40446—Tony Martin, who has been coming up with solid selling wax lately, has two more good items here. "Boulevard" is a romantic ballad, and the flip is in the religious vein. Martin sings them in big-voiced fashion and they should get action.

• Reviews of New Pop Records

KITTIE BALLES
It's in the Church in the Moonlight (Coral, ASCAP)—Here is a lovely rendering of this pretty waltz song. It is easy to dance to, but not too easy for singing. A good item. Flip is "One Good Reason Why" (Coral, ASCAP).

THE GATCROSS
The Little December (Coral, ASCAP)—Here is another pretty little waltz. It is easy to dance to, but not too easy to sing. A good item.

SUES...
Super Tune—Here is a lovely ballad that could attract fair numbers of juvenile listeners.

BILLY JAMES
Be Myself (Capitol, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

JUNEE MOODY
Mr. I Don't Like Your Apple Pie (Cygnet, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

LUCY ARMSTRONG GRIFF
Yes and No (Ridgeway, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

PERRY VALE
A Child Is Born (Columbia, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

TONEY MARTIN
Angels in the Sky (Capitol, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

RENA BERG
Romantic Heart (Coral, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

PERRY VALE
COLUMBIA 31239—The romantic ballad portions require a solid rendering by Vale, who tells the lyrics with much élan. Vale appears to be on the stage of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident. Vale's rendering is not nearly as strong on the signal of cracking down and this is a tip, which is evident.

PERRY VALE
Mr. Follow You... (Ms. Capital, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

TONEY MARTIN
The Plunder Family (Capitol, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

BILLY JAMES
Sweet and Sentimental (Coral, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

BILLY JAMES
We're All Grown-Up (Coral, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

BOB MANNING
I Won't Come by You (Capitol, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

BOB MANNING
Why Didn't You Tell Me...? (Capitol, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

LEN BERTO GRIFF
The Three Little Bears (Coral, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

HENRY WHEATON
The Three Little Bears (Coral, ASCAP)—Here is a lovely rendering of this pretty ballad. It is easy to dance to, but not too easy to sing. A good item.

RATINGS-COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard staff. It is our policy to represent the record as it appears in the commercial market, the best judged through the following dimensions: performance, acceptance, promotion, and exposure potential.

<table>
<thead>
<tr>
<th>Album</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>85</td>
<td>Excellent</td>
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<tr>
<td>80</td>
<td>Good</td>
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<tr>
<td>75</td>
<td>Average</td>
</tr>
<tr>
<td>70</td>
<td>Below Average</td>
</tr>
<tr>
<td>65</td>
<td>Poor</td>
</tr>
</tbody>
</table>

(Continued on page 32)
Bustin' Wide Open!

EILEEN BARTON
singing

SWAY

CORAL 61185 (78 rpm)
9-61185 (45 rpm)

Coral Records
America's Fastest Growing Record Company
A GREAT NEW VOICE!

TOMMY PRISCO

SINGS

"FRIENDS and NEIGHBORS"

AND

"My Love Is Yours"

MERCURY 70396 • 70396X45

GOING STRONG!

GARY MANN
"Who Cares" AND "Little House"
MERCURY 70401 • 70401X45

DICK CONTINO
"Bella, Bella, Bella" AND "Midnight In Paris"
MERCURY 70393 • 70393X45

BOBBY WAYNE
"They Were Doin' The Mambo" AND "Bring Of Broken Hearts"
MERCURY 70402 • 70402X45

LOLA DEE
"You're The One" AND "Altar Of Love"
MERCURY 70403 • 70403X45

TINY HILL
"Don't Do It Darling" AND "On The Uppermost Branch"
MERCURY 70394 • 70394X45

BIG R & B HIT!

THE EAGLES
"Please, Please" AND "Tryin' To Get To You"
MERCURY 70391 • 70391X45

THE GAYLORDS
MERCURY 70350 • 70350X45

PATTI PAGE
MERCURY 70380 • 70380X45

GEORGIA GIBBS
MERCURY 70386 • 70386X45

RONNIE GAYLORD
MERCURY 70265 • 70285%45

EDDY HOWARD
MERCURY,70386 70389X45

tiny hill
MERCURY 70395 • 70395045

THE EAGLES
"Please, Please"
MERCURY 70391 • 70391X45

"Tryin' To Get To You"
MERCURY 70391 • 70391X45

"Don't Do It Darling"
MERCURY 70394 • 70394X45

"On The Uppermost Branch"
MERCURY 70394 • 70394X45

"Bring Of Broken Hearts"
MERCURY 70402 • 70402X45

"My Love Is Yours"
MERCURY 70396 • 70396X45

"Little Shoemaker"
COUPLED WITH "MECQUE, MECQUE"
The Gaylords
MERCURY 70386 • 70386X45

"Sh-Boom"
COUPLED WITH "I SPOKE TOO SOON"
The Crew-Cuts
MERCURY 70404 • 70404X45

"Steam Heat"
COUPLED WITH "LONELY DAYS"
Patti Page
MERCURY 70380 • 70380X45

"Wait For Me Darlin'"
COUPLED WITH "WHISTLE AND I'LL DANCE"
Georgia Gibbs
MERCURY 70386 • 70386X45

"ISLE OF CAPRI"
"LOVE I YOU"
THE GAYLORDS
MERCURY 70350 • 70350X45

"CRAZY 'BOUT CHA BABY"
"ANITA MIA"
THE CREW-CUTS
MERCURY 70380 • 70380X45

"CUDDLE ME"
"OK, AN LONELY"
RONNIE GAYLORD
MERCURY 70385 • 70385X45

"DON'T WORRY BABY"
"VIENI SU"
EDDY HOWARD
MERCURY 70388 • 70388X45

"Don't Do It Darling"
"Ring Of Broken Hearts"
MERCURY 70401 • 70401X45

"Please, Please"
"Tryin' To Get To You"
MERCURY 70391 • 70391X45

"My Love Is Yours"
MERCURY 70396 • 70396X45
This week you will receive the fifth and last kit in the OPERATION PUSHPOP program.

Enclosed with it is a brief questionnaire which is designed to find out just how valuable the OPERATION PUSHPOP material has been to you.

Please help us to measure the strengths and weaknesses of this type of merchandising program by completing your questionnaire and returning it promptly.

OPERATION PUSHPOP has been costly to The Billboard. If it has proved valuable in your record programing — either on the air or in juke boxes — the cost will have been justified. The only way we can find out is thru your cooperation.

Your answers and suggestions will help determine the pattern of future promotions by The Billboard in the interests of disk jockeys, juke box operators and record dealers everywhere.

Sincerely,

THE BILLBOARD STAFF
THE NATION'S BEST SELLING RECORDS ON Dot

THE HILTOPPERS
Sweetheart
The Old Cabaret
15201

JAN GARBER
Doll Dance
Love Tales
15202

MAC WISEMAN
I Saw Your Face In The Moon
You Can't Judge A Book
1202

THE COUNTS
Darlin' Dear
Hot Tamales
1199

JIMMY SACCAC
Alone With My Heart
Mansion On The Hill
15163

THE FONTANNE SISTERS
Happy Days & Lonely Nights
If I Didn't Have You
15171

JIMMY NEWMAN
Cry Cry Darlin'
You Didn't Have To Go
1195

JOHNNY MADDOX
Peg O' My Heart
Teddy Bear Blues
15169

BOB EBERLY
I'm A Sentimental Fool
You're The Only Star
15172

AL LOMBARDY
The Blues
The Boogie
15143

RUSTY BRYANT
Pink Champagne
Slow Drag
15164
All Nite Long
15134

LORRY RAINES
I'll Tell The World I Love You
I'm Only Human
15173

ORDER FROM YOUR NEAREST DOT DISTRIBUTOR:

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 880-881

THE BILLBOARD MUSIC 35
**Best Sellers in Stores**

for survey week ending June 16

**Country & Western Records**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td><em>I'll Be There</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>You Better Not Do That</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>I Really Don't Want To Know</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>You Don't Want A Woman Like Me</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>Don't You Want To Know</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>Make Love In Me Or Hit Me</em></td>
<td>Price</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

for survey week ending June 16

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>Don't Cry Darling</em></td>
<td>Newman</td>
</tr>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

for survey week ending June 16

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
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<td>Price</td>
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<td>Price</td>
</tr>
<tr>
<td><em>I Don't Need Anybody</em></td>
<td>Price</td>
</tr>
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</table>

**Reviews of New C & W Records**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>From A Million</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>When The Moon Is Low</em></td>
<td>Price</td>
</tr>
<tr>
<td><em>I'll Be There</em></td>
<td>Price</td>
</tr>
</tbody>
</table>

**Review Spotlight on...**

**RECORDS**

**SLIM WHITMAN**

Beautiful Dreamer — Imperial 8397 — Slim Whitman should have another hit with this warm rendition of the old Foster tune. His love songs are always a hit, and his fans will certainly want it. Flip is "Ride Away" (Jamboree, BM).**

**THE CARLISLES**

*If You Want It* (Cedarwood, BM) — Mercury 70865 — The Carlisles turn in a spirited and happy rendition of a bright new country song with solid condition. Should grab sale thru the entire market. Flip is "Moody's Glow" (Acrofile, BM).**

**This Week's Best Buys**

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

**THANK YOU FOR CALLING** (Blackbird, BM) — Billy Walker — Cascade 3126

Aive new rendition by the late Billy Walker. This tune which is coming up on the pop charts in the Jo Stafford version is proving to be another hot one in the country fields. Chicago also. The Billy Walker disk this week placed 14th on the national c/d retail chart and the most popular disk in the entire country spectrum. All territories, Atlanta and Dallas also reported the record as a chart topper. This week's "Pretty You Don't Just Do It" (Acrofile, BM). A previous Billboard "Spotlight" Pick.

**THE CHAPEL ON THE HILL** (Acrofile, BM) — Eddy Arnold — Hillside 6760

A sacred record that all country & western (and a large percentage of pop) stations should give considerable push. As many other sacred wishes of Arnold's, this will probably become a standard that will sell steadily over a long period of time. Mrs. Arnold's singing and the harmonies returning good sales reports were Philadelphia, Chicago, New York, Nashville, Dallas, Houston, L.A. A previous Billboard "Spotlight" Pick.

**C & W, Territorial Best Sellers**

for survey week ending June 16

Copy-city listings are based on key market reports from leading country and western stations and juke box operators in each of the named cities.

**Birmingham**

*Give In* | Price |

**Nashville**

*What Did You Do Last Night* | Price |

**Memphis**

*One* | Price |

**New Orleans**

*Somebody* | Price |

**Richmond, Va.**

*One* | Price |

**The Carter Sisters**

Me And My Darlin' — MGM 0946 — Columbia 23650 — "Me And My Darlin'" (MGM) — This ballad was named "Me And My Darlin'" by RCA Victor. Of course, the music and sound record was made by the RCA Victor organization. MGM is now releasing the song, and it's a big hit. The record is a high volume disk, and the song has been sold with much enthusiasm. **Those Who Love Us* | Price |

**WILMINGTON BROTHERS**

*The Lonely One* | Price |

**TOMMY HILL**

*New York* | Price |

Copyrighted material
HITTING LIKE CRAZY!!!

2 BIG SIDES

JIM REEVES
"BEATIN' ON THE DING DONG"

GIRLIE WRIGHT
"YOUR EYES FEASTED UPON HER"

ANNIE "I'LL LOVE YOU"

ANOTHER

JIM REEVES
"BEATIN' ON THE DING DONG"

GIRLIE WRIGHT
"YOUR EYES FEASTED UPON HER"

ANNIE "I'LL LOVE YOU"

A GREAT NEW COUNTRY AND WESTERN SENSATION!

MIDLAND TOWERS
"JOLLY CHOLLY"

OH! SUZANNA"

FLOYD CRAMER
"SUGAR DOLL"

WITCH'S WALTZ"

NEW SENSATION...

ALVADEAN COOKER

ABBOTT RECORDS Inc.
6356 Hollywood Blvd.,
Hollywood 28, Calif.

FABOR RECORD CO.
6356 Hollywood Blvd.,
Hollywood 28, Calif.

FABOR RECORD CO.
6356 Hollywood Blvd.,
Hollywood 28, Calif.

MAY 26, 1954

THE BILLBOARD

MUSIC

37

Folk Talent and Times

By JOEL FRIEDMAN

4600 Sunset Boulevard, Hollywood

Texas Jim Roberts made the trip to New York for a recording session last week. . . . Merv Blumner opened for six weeks at stage迷人, N. J. . . . The Plaisfingers setting up a schedule of park dates thru the summer. . . . Wild Catie set for a Canadian tour this summer, in addition to three months of work in Australia this fall. . . . Vaughn Horton getting in shape again after a siege of illness last winter. He had double pneumonia and pleurisy, and is on the mend. . . . Texas Jean Vail signed for her routine with the Milton Heir show at Las Vegas again this year. . . . Ray Smith appearing at the Wagon Wheel in New York with the Trail Blazers. . . . Jack Hunt and the Rhythm Ranch Hands from "Lousiana Hayride" guests at Merl Alexander's Picnic Park near Waco. Tex., this 26th, along with the Gay Brothers and the Oklahoma Dilliters. . . . Jim Blumner due for a guest shot there next week. . . . Ron Allen included a four-day personal appearance in Tex., last week, setting a record gross of $72,000 for his annual rodeo. Allen planned to Edwards, Ala., for a day at their annual round-up celebration. The Billboard's chart coverage of the country and western field stands substan-
tially the same as last week's issue. The national disk jockey and best-selling lists have been extended from 90 to a new high of 120 spots. And added to the six regular territory listings are tabulated reports from Birmingham, Ala.; Asheville, N.C.; and, Charlotte, N. C. The improved coverage will increase the value of the charts for dealers and juke box operators, since power stations getting the best-
to-sell charts now spot them a week earlier. It has been made possible by adding the number of disk jockeys and stores surveyed weekly.

land for the summer, in addition to his daily radio chores at WOFX, Dallas. . . . Tillman Franks has discontinued his management duties, and is now handling disk jockeys for M. G. M. Records, working with a series of clients and disk jockey Roy Goodrich, WIBB, Ocala, Fla., prior to returning to Fort Worth, Tex. . . . Jimmy Ellridge, KFRO, Los Angeles, Calif., closed "the Frisco Nite Club" last week, with Bob Hingel as guest, show will return in the fall. . . . Jimmy Heap, on tour with the "Grand Ole Opry," closing June 1st at Amarillo, Tex. . . . Jimmy Graham, WSB, Atlanta, Ga., has been thru the Midwest recently, and while he met with a fair response in the West, he cut a new group, "Jimmie Dickens and Dale Wood" that is proving highly successful. . . . Johnny Horton losing his job at WYAD, Richmond, Va., taking over the job of handling some of the show's regulars in the capacity of managing disk jockeys. . . . Slim Everhart, WOW, Omaha, working up a full series with Henry Pesnel out of Wichita. Slim will vacation in July. . . . Curtis Gordon, WABB, Mobile, Ala., has been working with Jim Wilson, of WWHO, Or-

n... Richard Rick, WICT, Wichita Falls, Tex. . . . Ed Chapman, WSKA, Mobile, are putting on a regular "Street Corner" in Mobile, with both Ed and Alex via KACL, Mobile. . . . Jimmy Dickens and Dale Wood have been booked out thru August at WAXO, Tulsa, Alta. . . . Johnny Horton losing his job at WYAD, Richmond, Va., taking over the job of handling some of the show's regulars in the capacity of managing disk jockeys. . . . Slim Everhart, WOW, Omaha, working up a full series with Henry Pesnel out of Wichita. Slim will vacation in July. . . . Curtis Gordon, WABB, Mobile, Ala., has been working with Jim Wilson, of WWHO, Or-

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**Best Sellers in Stores**

For survey week ending June 16

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<tr>
<th>Store</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>New York</td>
<td>&quot;I'm Sippin' In&quot;</td>
<td>Duke Robinson</td>
<td>RDL</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>&quot;Blue Skies&quot;</td>
<td>Harry Barrat</td>
<td>RCI</td>
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**Rhythm & Blues Records**

- **Earl Bostic ORK**
  - Blue Skies (Carmen, ASCAP) - King 432 - This is one of the most exciting records issued to date by the brilliant Earl Bostic. The Earl has no copies in stock, so the listener who can find a copy in the music store is really going to have a treat. "Blue Skies" is in a quiet tempo, but also has a great deal of down-home feeling. Two potent notes that would break pork chops.

**This Week's Best Buys**

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

**SEXY BAXES** (Arm, BMI)-The Midtowners, Rock-n-Roll 2185

With "Work With Me, Annie" still at the top of the R&B retail chart, this group's most recent release moved out slowly in the first three weeks of release, but is now breaking rapidly. Areas where the record has been most strongly received include Philadelphia, Buffalo, Cincinnati, Atlanta and St. Louis. Volume was good in Detroit, Nashville and Durham also. Flip is "Don't Say Your Last Good-Bye" (Arm, BMI). A previous Billboard "This Week's Best Buys." (Continued on page 29)

**Rhythm & Blues Territorial Best Sellers**

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</tr>
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</table>
Magnavox for NAMM Show

The MAGNAVOX line of high fidelity will be introduced this week at the Chicago convention by the Magnavox Company of Chicago. The line will include both high fidelity units and readers and will feature Magnavox's own line of amplifiers and speakers. The line will be exhibited in the Magnavox building at the convention center.

Collins and Center for Victor Posts

NEW YORK, June 9—Louis J. Collins, president of Walter R. Center, has been appointed by Victor Records as sales manager of RCA Victor's record and movie sales division. Mr. Collins was formerly assistant to the president of the company.

NYC Center Ballet

Ork to Cut for Vox

NEW YORK, June 9—Vox, the new national radio station operated by the City Center Ballet, has announced that it will reduce its programming by 25% in order to meet the demands of its expanding audience.

Dealer Doings

IN THE FIELD

By June Bundy

Charles Eisner opened a new branch of the Eisner radio sales organization in Chicago, Ill., with the announcement that a new branch will be opened here shortly. The new store will be located at 1326 W. Madison St., and will be under the supervision of Mr. Eisner.

Angel Offers "Extended Pay" Stocking Plan

NEW YORK, June 9—Angel Records, Inc., has announced a new "Extended Pay" stocking plan for dealers. The plan will be offered to dealers next month and will include a 12-month program, beginning on July 1. In addition, the plan will entitle dealers to receive one free sample of each new five-factory-recorded set of records during the program, as well as six free samples of each new five-factory-recorded set of records released during the program.

Kaye & Associates, New York distributor of Recordare and Beedles equipment, has announced the appointment of Mr. Kaye as its new sales manager.

TRADE NOTES

B & R Electronics has been appointed by RCA Victor as its new Eastern representative.

Richard Guinn has been appointed district manager for the New York metropolitan area by RCA Victor. He will handle the distribution of RCA Victor products in the New York area.

Steelman, Roland Plan NAMM Show of Lines

CHICAGO, June 10—Among the new products to be introduced at the Chicago convention here next month will be Steelman's new line of radio-phonograph combinations. The new line will include a new high-fidelity radio-phonograph combination, a new hi-fi stereo combination, a new hi-fi compact disc unit, and a new hi-fi turntable.

The Steelman line will be exhibited in the Steelman section of the convention center.

Dealer Notes

The Billboard NAMM Convention Number

... dated July 17 ... out July 12 ... deadline July 8

Just a few of the key features in the Billboard NAMM Convention Number

COL/BIA ISSUES 2-IN-1 RECAPS OF CLASSICS

NEW YORK, June 9—Colonna's classical units will be able to purchase more music for their libraries through the firm's new line of LP recordings being issued by the company. The new line will feature a selection of popular records in 10" LP format.

The firm has released an LP edition of its new "Distant" version of 15 minutes, 41 seconds. All the LPs will be available in 10" or 12" LPs for 41.25 and 43.75, respectively. A 15-inch LPs to fit on the record player's 12-inch turntable will be offered.

The "Live in Boston" series will be released on one LP instead of two, making it easier for the consumer to handle. Other "Live in Boston" series are also now on one LP instead of two.

"One-Two-In-One-Record" includes the "Bluebird" and "Rite of Spring" of the Boston Symphony Orchestra backed by the "Piano Concerto" of the Boston Symphony Orchestra.

Steelman will show a full line of record players, including three-speed portable, table model, and floor model. All of these units will be available in 10" or 12" LP format.

Rolland will feature a new hi-fi planar turntable, a new hi-fi stereo sound system, a new hi-fi radio-phonograph combination, and a new hi-fi turntable.

All of the new products will be available at the Steelman section of the convention center.

ペンシル ワイ Vale

High Fidelity

Communications to 1954 Broadway, New York, N. Y.

June 26, 1954

LISTENERS DIGEST TO TIE IN 45'S, PHONES

Aims for 500,000 New Customers

12 Major Works Reduced on 10 EP's

In 1917, when the Decca Wireless and Phonograph Company was formed, it was estimated that there were approximately 25,000 phonographs in use in the United States. Today, it is estimated that there are over 50 million phonographs in use in the United States, and that the number is increasing daily. The phonograph has become an integral part of American life, and is enjoyed by people of all ages and backgrounds.

The phonograph, or record player, has undergone many changes since its invention in the 1800s. Early records were made of wax and were played on a hand-cranked device. Later, records were made of shellac and were played on an electric motor. Today, records are made of vinyl and are played on modern stereo equipment.

The phonograph has played a significant role in the development of popular music. Many famous songs have been recorded on records, and have become popular hits. The phonograph has also been used to record speeches, lectures, and other forms of recorded sound.

The phonograph has been an important part of American culture and history. It has been a medium for the expression of ideas and emotions, and has been a source of entertainment and education. It has been a symbol of progress and change, and has been a source of inspiration and motivation.

Today, the phonograph is an integral part of American life. It is enjoyed by people of all ages and backgrounds, and is a symbol of our cultural heritage. The phonograph has played a significant role in the development of popular music, and has been an important medium for the expression of ideas and emotions. It has been a source of entertainment and education, and has been a symbol of progress and change. It has been a rich source of inspiration and motivation, and has been an important part of American culture and history.
**Best Selling Popular Albums**

Albums are ranked based on their national sales strength at the retail level as determined by a survey of key dealers in the trade.

1. **GLM MILLER PLAYS SELECTIONS FROM THE HOLIDAY SONGS**
   - RCA Victor LPM 3607, RP 3607
2. **MUSIC FOR LOVERS ONLY**
   - Capitol VM 595, ESB 595
3. **THE GLM MILLER STORY**
   - Decca DL 6059, ED 6059
4. **SONGS FOR YOUNG LOVERS**
   - RCA Victor LPM 2612, RP 2612
5. **ROSE MARIE—Are You Bluff, Howard Keel?—M-G-M 4 229 X 228
   - LP 4 229 X 228
6. **THE GREAT WAYNE ALLEN**
   - Capitol H 493, ESB 497
7. **TAWNY—Jackie Gleason—RCA Victor LPM 3800
   - RP 3800
8. **MUSIC TO MAKE YOU MINTY**
   - Jackie Gleason—RCA Victor LPM 3802, RP 3802
9. **THAT BAD EARTHA—Eartta Kittrick**
   - Decca DL 726, ED 726
10. **LINERACE AT THE PIANO**
    - Columbia CL 738, E CL 738
11. **BELIEVE—Ferry Corso**
    - RCA Victor LPM 3169, RP 3169
12. **MUSIC FOR DINING—Melodierna Strings**
    - RCA Victor LPM 3186, RP 3186

**Classical Possibilities**

Recently issued below show strong initial sales notices, according to dealers.

1. **RUBINSTEIN PLAYS BRAHMS**
   - RCA Victor LM 197
4. **BRALOS: ALT RHAPSOODY—Kathleen Ferrier, London Sinfonietta**
5. **GRIFF: CATULLI CARMINA—Solisten, Vienna Kammerorchester—(Felix Leitner)**

**Reviews and Ratings of New Classical Releases**

A CONCERT BY THE VIENNA CHOIR BAND, conducted by Fritz Waxler, Cosmo Records, DL 5486.

THEATRE ORCHESTRA, Conducted by Joseph Blatt, Capitol, DL 5487.

LONDON CHORAL SOCIETY, conducted by William Hare, Columbia, DL 5488.

HOLIDAY IN VIENNA (1946—Abbe Wolf, Vienna Operatic Chorus, London, DL 5386)

RICHARD STRAUSS: ELECTRA—Highlights (1943—Carlo Maria Giulini, Berlin Philharmonic—Georg Solti, Cosmo, DL 5484)


**JAZZ**

DECCA'S 40 BEST OF 1954 SERIES: (1955, Decca)

**LINER NOTES**

By IR HOFFMANN

Elsewhere in this issue the promotion board is set to break on RCA Victor’s “The Red Garter”—a dis- cussed film. While the commercial situation for motion pictures cannot be judged for some time, the impresisons are weighty and the potential market is huge. The RCA Victor crooner- on-dots can be far-reaching.

The RCA Victor LP-EL 1058 (“Concerto for Violin, 1950” with Yehudi Menuhin) contains classical material, to be released in the near future, has been released by the RCA Victor. A new and improved 12" LP-EL 1058 will be released in the near future. A new and improved 12" LP-EL 1058 will be released in the near future. The RCA Victor has already sold more than 50,000 copies of their new album. A new and improved 12" LP-EL 1058 will be released in the near future.

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“Jazz”

DECCA'S 40 BEST OF 1954 SERIES: (1955, Decca)

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**Pittsburgh Showbiz Crippled by Strikes**

**PITTSBURGH,** June 19—The receding wave of strikes has left in its wake a number of significant show business distresses in this city. The major losses were the permanent closing of the Carlisle and the Monte Carlo as night clubs, and the temporary closing of outstanding cabaret clubs for eight years in the state. The loss to the state of a local amusement tax for the hotels and the loss to the city of a little known but basic revenue. The state and the city lost perhaps $20,000 per year through the closing of these clubs.

**The economic stranglehold started when the two big hotels, the Hotel Victorian and the Hotel Kellogg, announced that they were closing. The news was shocking to the city, the state, and the nation. The two hotels have been at the heart of the city's entertainment industry for years.**

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**Sponsors for Service Shows**

**HOLLYWOOD,** June 19—Sponsorship by Hollywood organizations of benefits for the Troops at the overseas fronts is currently being emphasized by Jack H. Lasky, head of the Army Service Forces. As a result, a number of shows have been planned for the next few months. The first show is scheduled for July 4th, and will be held at the Hollywood Bowl. The show will feature a number of famous Hollywood personalities, including Clark Gable, Jean Harlow, and Douglas Fairbanks, Sr.

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ON THE CANOUSED (TV) WCBY-TV, Springfield, June 19-Richard Magee, Ralph Bledsoe-Jeanne Bufo, Robert Baer, Jack Landis, Susan Batory-Motion picture, drama. Submitted by Richard Magee. A good-looking but unoriginal film set in the early 1900s and starring several well-known actors. The story centers around a group of people who are trying to protect their farm from the encroachment of a big corporation. The film is somewhat predictable, but it is well-produced and has a strong cast. Recommended for older audiences.

THE YOUTH, THE MUSIC, THE HISTORY (TV) WORCESTER, June 18-Program presented by the Worcester Public Schools. A good overview of the history and development of music in the United States, focusing on key events and figures. The program is well-organized and informative, with a mix of lecture, film clips, and demonstration. Recommended for music lovers and history buffs.

THE LAST CRUISE (TV) WORCESTER, June 19-Drama presented by the Worcester Public Schools. A poignant story about a group of young sailors who are forced to make a critical decision during World War II. The film is well-written and directed, with strong performances from the cast. Recommended for mature audiences.

THE CIVIL WAR (TV) WORCESTER, June 20-Historical drama presented by the Worcester Public Schools. A detailed and comprehensive look at the events and figures of the American Civil War. The film is beautifully shot and features a talented cast. Recommended for history enthusiasts.

THE ART OF MUSIC (TV) WORCESTER, June 21-Program presented by the Worcester Public Schools. A fascinating exploration of the various art forms that have been influenced by music, from dance to painting. The program is well-researched and engaging, with a mix of lecture, film clips, and demonstration. Recommended for artists and music lovers alike.

THE GREAT AMERICAN WESTERN (TV) WORCESTER, June 22-Drama presented by the Worcester Public Schools. A thrilling and action-packed Western saga set in the late 19th century. The film is well-written and directed, with strong performances from the cast. Recommended for fans of Westerns.

THE DANCE OF LIFE (TV) WORCESTER, June 23-Drama presented by the Worcester Public Schools. A touching story about a young girl who learns to cope with her disabilities through dance. The film is beautifully shot and features a talented cast. Recommended for all ages.
THE MAGIC master of the Central States in July... Roy Beeman is in the midst of a two-weeker at the Mount Royal Hotel, Miami, Lady Frances (Frances R. Francis) for a permanent post in color television. She was a guest last week of the National Broadcasting Company's headquarters in New York City. Miss Francis worked for the NBC last year in London, where she was well known and favorably received. The London edition of the Daily Telegraph of London, its British correspondent, called Miss Francis "a model of charm and grace in her work." She is doing all the more so for having been stationed for so long in Europe.

NATIONAL Jeans, the three-piece "Jeans," is a product of the National Jeans Company, Inc., of Detroit, Michigan.

THE MET is a musical comedy, a two-year engagement at the New York Met, starring Clara Ray and Rex Harrison. The show opened June 19, 1954.

Charlotte Rae was the leading lady in the hit show "Hocus-Pocus." She is currently performing in "Samar the Three Flames." Rae was known for her talent in both music and acting, and her role in "Hocus-Pocus" highlighted her versatility in the entertainment industry.

Charlie 's Angels' was a popular television series that ran from 1976 to 1981, featuring three female crime-fighters in the Los Angeles Police Department. The show was famous for its themes of romance and action, and its energetic and glamorous portrayal of women in law enforcement.

BROADWAY SHOWBOY

By June 19, 1954

Burlesque Bits

By Uno

HAROLD MINsky and Joe Ross hit the auditorium at the Adams, N.J., and will go on to the Garden, N.Y., for a summer engagement there. Miss Ross has been a part of both the Adams and Savannah, and has played for both houses... Hul and Alan's 11 girl line-up that created the chorus at the new City Center in Union City, N.J., is now working the ring in the new stage show "The Big Parade," which opened in the Palace, Buffalo, N.Y., last week. Jack Ralston, who recently directed "The Big Parade," is now the producer of the show. The show is playing to packed houses and has received excellent reviews.

HORACE HEIDT ORK, host of the Hotel, Los Angeles, announces the premiere of a new television series called "Burlesque Bits." The series features interviews with burlesque performers, showcasing the history and culture of burlesque in America.

THE professional렀 무 hampered when he appeared on the Stater fair face last week... He has been to every fair in the country... He will come to Harlem in the fall, where he will have to Americanize his name to "Joe Ross." He plans to open a new show in Harlem next month.

There's little doubt that Heidt's show is not the only one to get... the commercial world is not interested in burlesque. However, the show has been well received by the audience and has been called "a hit." Heidt is reported to be considering a move to Hollywood to expand his burlesque empire.

JOE HAMMII, former Columbia Records executive, now manages the Empress in Detroit, Michigan. The Empress is a popular night club that features burlesque and other forms of entertainment. The club is known for its high-quality performers and its lively atmosphere.

This new series, "Burlesque Bits," promises to bring the spirit of burlesque to the screen in a way that has never been done before. The show is expected to be a hit with audiences, and is sure to spark interest in the history and culture of burlesque. The series will be available on home video in the near future.
Remedial Action by FCC Seen

The Final Curtain

Continued from page 2

unless we have UHF or unless men are found to expand the number of VHF stations.

Commenting that alhouth many programs are available to the home viewer, the
imminent introduction of UHF and VHF has been pointed out that so far little evidence exists.
If the FCC were to grant licenses, whether or not it would be prac-
ticable is unknown. The commission recommends that this committee
review the matter and report on the flow of information available to
to a revision plan utilizing both UHF and VHF band to cure VHF trouble areas in informa-
tion and commercials, and will be pertaining the long-range develop-
ment of the television service.

Frank J. Stanaitis, Chairman, said the subcommittee that was
meeting was made up of VHF stations operators were meeting
not in itself enough to warrant government

"After all," he said, "only a few of the UHF stations have stations on
the air for more than a year; most of these have been operating
for less than 12 months. It is un-
realistic to assume that any new
service or any new business would automatically and

Stanaitis said UHF band was
brought in by the licensees received without the realization
themselves that the FCC
revisions equal VHF coverage.
Coverage of the UHF band with all TV stations to the VHF spec-
ameter, and coverage, as currently
being measured on the "Qual-
mark," is not even. A revision plan
would probably cause the subcommittee to begin looking into the
various advantages of eliminating the in-
spector and the complaints in the same market.

broadcasting as held to the view
nugget expressed during the 1950s for the VHF portion of the spectrum shows a
T. extension of the UHF band as to require it to compete with the
in the same markets.

"The Public Service Commission of Stour-
and NBC, it is common for the report
not know that his com-
his committee band modulation and to provide a network television serv-
ity responsibility now indicates that some serious variables contribut-
the competition and the new network's
prove a television network to service to the television stations in the bands of the public as possible.

Pittsburgh

Continued from page 42

show put on a performance to no
trend can be measured. What points
itself a vast improvement in the rate of
the Twinkles last year who
Catherine Colleen took a nice bath.

The story is over when the
city still a department store in his sixteenth
The relatively short, for Pitts-

Lettvin on the" first one of the
town moved to the city in the sixteenth
the story moved to the city in the sixteenth

Hot War

Continued from page 45

He also told the assembled defi-
breakout with the 4×4 AG's union

At other times during the four-
attack with a Shell station. 94th

He also told the assembled defi-
breakout with the 4×4 AG's union

When the 4×4 AG's union

was called to Irving "gol his job with a

local union; even bas a board member
was started in trust
Newtette also told the
to play for AG's

Deedee, a small

Pete noted that this provided a

years ago. He says the

James, 32, who

In Lee County, Kan.,

In Loving Memory of Melvin H. Vaught
DIED JUNE 27, 1948

SADLY MISSED BY PEARL VAUGHT

In Memory of Our Friend and Pal
MELVIN H. VAUGHT
Buried May 27, 1948

MARGARET POUL

JOE and SALLY MURPHY

WILL—Bar 14. Producer and town leader
SPEAKING OF LEGIT

Continued from page 42

Gardner, Ind., was the con-
secutive season of summer stock. Last
season. Central City (Colly
in this year's Central City, "Faulk," featuring Miss Hazel
Thomas, piano, and Miss Eva Likens. Season closes Sep-
Wendell Corey, editor of an edition of
under Charles Lynd's direc-
season of Keensmonth (Mik
E.
... Lakeview (Ms.) Fayer

were attached to the first of

In Lee County, Kan.,

W. Theodore Pfeiffer, who said
his firm, Pfeiffer & Ball, repre-

Mr. and Mrs. R. W. Mix, ranchers, have

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GOOSE-TO-EXCELLENT YEAR IS SEEN FOR OUTDOOR OPs

By HERB DUTTON

CHICAGO, June 18—Outdoors are expected to do well during spring weather behind it, and a better-than-normal year for the consumer and an even better fall, according to a survey made by several of the nation's leading merchants.

AFM's Murdock Says CNE Will Have Full Show

MILWAUKEE, June 19.—The American Federation of Musicians, which will take part in the CNE at Milwaukee for the second year, has been given a full complement of artists. The entire board of the American Federation of Musicians who are members of the union's Branch 9, was at the Chicago convention held at the Schroeder Hotel.

Wilmington, N. C., Okays Auto Races

WILMINGTON, N. C., June 19.—The City Council has agreed unanimously to permit Sunday auto racing here at Legion Stadium behind the advice of the county's richest auto race track.

N. Y. Operator Wins Two Bingo Tests

BUNKIRK, N. Y., June 19—Harry R. Leoworthy and Carlerson Larson have been fined of $100 a county judge on a charge that they were violating the state law against bingo games. The men were convicted by Judge William A. Bishop in a county court.

The game was sponsored by the American Legion.

The game was won by the Wilmington Auto Club.

Chairman of the board is a director.

The game was voted to be a success.

Resentments of the Fete Books Van Hooten

BOSSICKVILLE, Ont., June 19.—The papers were delivered to the Van Hooten Amusements by the United Press International and the Associated Press.

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Bally-Conscious N. J. Kiddie Zoo Wins With TV and Press Coverage

Dr. IRWIN KIRBY
FAIRLAWN, N. J., June 19. — The crowds that jam the entrance of the new Animal Farm at the Jersey Zoo last week were as thrilled over the antics of Baby the Camel as they were over the antics of the zany Melvin Klein, the manager of the zoo. And Baby is a fine representative of the Jersey Zoo's unusual contributions to the field of theme parks, which are rapidly becoming a major element in the Jersey tourism picture.

The Jersey Zoo is run by Mr. and Mrs. Melvin Klein, who, besides being the managers of the zoo, are also the owners of the nearby Jersey Airport. The airport is a popular stopover for many travelers, and the zoo is a popular attraction for them. The zoo is located in the center of the state, near the New Jersey Turnpike.

The Jersey Zoo is a 100-acre facility, featuring more than 100 species of animals, including giraffes, lions, tigers, and elephants. The zoo is open year-round and is a popular destination for families and tourists alike.

The Jersey Zoo's main attraction is Baby the Camel, a baby camel that has become a favorite among the visitors to the zoo. Baby is a gentle and friendly animal, and he is often seen walking around the zoo with visitors.

In addition to Baby the Camel, the Jersey Zoo also features a variety of other animals, including giraffes, lions, tigers, and elephants. The zoo is a popular destination for families and tourists alike, and it is a great place to spend a day with the kids.

The Jersey Zoo is a great place to visit if you're looking for a fun day out with the family. The zoo is open year-round and is a popular destination for families and tourists alike. So why not plan a trip to the Jersey Zoo today? You won't be disappointed!
Wis. State Fair
Hard Surfaces
Its Race Track

FOR many years the Wisconsin State Fair, Milwaukee, has ranked second only to the Indianapolis speedway among the nation’s auto race centers. For 50 years it used a mile dirt track. But recently the fair assured its popularity with the speed-motored, hard surfaced 1-mile track, and the results, judging by the inaugural event, indicate that Wisconsin will continue Milwaukee as the country’s second-ranking speed center.

A track of 31,725 turned out for the inaugural of the track, and this was a particularly good turn-out. The speed of the cars was slowed by the opposition from the Milwaukee Braves playing in their own ground. The speed was the best ever attained at Milwaukee, the winner averaging 97.53 miles per hour.

The hard surfaced track, besides enabling greater speed, minimizes the effects of bad weather, obviating of course, the ironing out of the track after heavy rains, and at the same time eliminates dirt and the expense of treating the track against dust.

Bill Masterson, manager of the fair, who pushed for the hard surfacing, is pleased with the reception given the hard track.

"Everybody I talked to was happy with the new advantages that the track has," he declared. "Spectators were especially pleased with the absence of dirt and dust, and the drivers were unanimous in praise of the new speedway."

The project, Masterson said, cost $115,000. Crushed stone was before the bituminous concrete was applied.

Masterson said that with the track still in place, the dirt track would give the fair four tracks, at the same time the new hard surfaced track the fair now will push the old track would give the Milwaukee second only to Indianapolis, the plan for a half-mile sports car and a lighted fifth of a mile plant facilities for a greater range home of the 500-mile race.
COMING EVENTS

Arizona
Pheasant-Mustang Hunt. Payard, June 24.

California

Connecticut
Bloomfield, June 19.

Georgia
Atlanta-Spartanburg - Rome Glens, and B. Z. Schwartz, Fall Positional, Aug. 8.

Pennsylvania
White Deer State, June 12.

South Dakota
Nye, June 20.

Arizona
Pikes Peak State Show, Aug. 21-23.

California

Connecticut
Bloomfield, June 19.

Georgia
Atlanta-Spartanburg - Rome Glens, and B. Z. Schwartz, Fall Positional, Aug. 8.

Pennsylvania
White Deer State, June 12.

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South Dakota
Nye, June 20.

Arizona
Pikes Peak State Show, Aug. 21-23.
Four livestock buildings under construction, are included in the Oklahoma State Fair’s initial $5,000,000 building program at its new site. Above is one of the structures.

$5,000,000 START

Readying Okla. City Plant for Fall Opening

More than a score of new buildings, complete in every detail, plus a 10,000 capacity grandstand, will be ready when the Oklahoma State Fair opens September 25 on its new site in Oklahoma City.

The construction of these buildings will cost $5,000,000 and comprise the first phase of a $20,000,000 long-term construction program planned for the fair. All of the structures are at focal points from a spacious plaza—the center of all attractions.

To be ready this fall will be:

- A $1,500,000 youth 4-H and FFA Center north of the plaza consisting of seven buildings with two story dormitories, cafeteria, exhibit halls, offices and meeting rooms.
- Also to be completed will be a $150,000 Agricultural Building, across from the plaza, facing the main entrance. It will be 372 feet long and house poultry, agriculture and dairy products. Four huge livestock buildings also will be up, southwest of the plaza.

A women’s building also will be finished. It will connect with a 506-foot long General Exhibit Building, already practically sold out of space for this year. Fronts of these two buildings join in a convex corridor, which also will connect with large public room. A modern appliance building, 130 by 240 feet, is under construction. This building will not contain a single supporting post. The 15,000-capacity grandstand, construction of which is now in advanced shape, forms these two tracks built side by side. The design features a curvature of a main track and a quarter-mile oval for special and fair events. Offices of Pete Baker, fair secretary, and other officials will be located in the first floor of the grandstand.

In addition to buildings being built by the fair, one planned by the Oklahoma Publishing Company is also to be completed by this time. This structure includes an observation tower from which visitors may get a bird’s eye view of the plant.

The Appliance Building was designed to serve for trade shows, sporting events and ice rink, as well as for sporting events. Building area is 150 by 241 feet wide and provides a space 120 by 240 feet clear of posts. Unique in design for Oklahoma, it will have a Lancett barrel-type arch roof of contemporary design.

Future Farmers of America dormitory, one of seven buildings in the youth center, will house 1,200 boys. Besides dormitories, the center will include exhibit buildings, cafeterias, meeting rooms and offices.

The 4-H dormitory under construction is designed to accommodate 2,000 boys and girls.

Agriculture Building under construction. The building will have a decorative front, which will include a large pylon.

One wing of the Women’s Building of the General Exhibits Building in the background. The buildings will join in a concave circle front on the plaza.

Above shows the main entrance, with divided drive leading to the plaza. Parking areas are designed to accommodate 50,000 cars.
Ray Marsh Brydon Dead

**Continued from page 6**

played a colorful role. He was at various times a circus magician (Borden Rice Circus), the largest operator of independent midway shows in America, and the owner of Side Show museums and store shows.

During his many years, he has seen many carnivals and fairs of success and failure. His peak years came after 1900 when, as a supplier of midway shows, he provided many of the attractions for many of the biggest crowds in the city. He was in charge of the Midway at the Chicago World's Fair, and the operator of the Midway at the New York World's Fair.

At his death his operation had declined to some shows with the Gurn City Shows and a few small, scattered operations.

The Sleepy Hollow Formula

**Continued from page 66**

which a license was received in November. There is also a restaurant and other facilities.

Gate fee is 50 cents for adults and a quarter for kids from 10 to 18. Saturday and Sunday rides are presented during the day and night. Picnic areas and restrooms are free, with accommodations for about 1,000 cars.

The park opens Sundays at 9 a.m., and the first show hits the air at 11 a.m. The show runs in half-hour intervals. Tickets are available at the ticket booths.

TICKETS

Adult tickets: $1.10

Children (6-12): $0.60

Children (0-5): Free

N.Y. Bingo Test

**Continued from page 66**

in any way, and if states were available, could occupy them without charge.

The game in question does not constitute a lottery.

It was the second time Legs had been forced to close down for the day. After the Jury in the City Court found him not guilty on May 20, he will be back again operating bingo on the Knights of Columbus Hall.

This time the game will be played on July 11.

Game Described

The police witnessed that they paid $300 worth of cash and received a ticket entitling them to two boxes of $100 tickets. They also paid $10 and received a $100 ticket.

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FIREWORKS
FOR ALL OCCASIONS
FAIRS — PARKS — CELEBRATIONS
Programs include services of expert
experts are covered by either public or private
www.americanradiohistory.com
1954 Fair Dates

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be issued July 30, 1954.

Alabama:

Arkansas:

California:

Colorado:

Connecticut:

Florida:

Georgia:

Illinois:

Indiana:

Iowa:

Kansas:

Kentucky:

Louisiana:

Maine:

Maryland:

Massachusetts:

Michigan:

Minnesota:

Missouri:

Montana:

Nebraska:
- Omaha: The Omaha Co., Fair Assn., Oct. 16.

Nevada:

New Hampshire:

New Jersey:

New Mexico:

New York:

Ohio:

Oklahoma:
- Oklahoma City: The Oklahoma City Co., Fair Assn., Oct. 16.

Oregon:

Pennsylvania:

Rhode Island:

South Carolina:

South Dakota:

Tennessee:

Texas:

Utah:
- Salt Lake City: The Salt Lake City Co., Fair Assn., Oct. 16.

Vermont:

Virginia:

Washington:

West Virginia:

Wisconsin:

Wyoming:
Here are the Spotlights WHICH HAVE WON SUCH WIDE ACCEPTANCE

THEY GIVE EVERY PRODUCTION SPARKLE AND LIFE

FULLY AUTOMATIC • HIGH INTENSITY

ARC SPOTLIGHT

for large auditoriums, theaters and arenas. Adjustable, self-regulating transformer in base. No heavy rotating equipment is required. Quiet operation. Burns 80 minutes without overheating.

INCANDESCENT SPOTLIGHT

for small theaters, hotels, schools and night clubs. 4½ times brighter head spots than other incandescent spots.

Simply plug into any 110-volt outlet for an extremely bright, flickerless spot —sharp edged from head to flood!

Equipped with a two-bulb sleeveable focus length adjustable lens system and dished glass reflector. Horizontal masking control angles 45 degrees in each direction. Fast operating, 6-slide color beam screen. Mounted on casters.

Strong spotlights offer so many exclusive advantages that you should decide now to get rid of your ancient spots.

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projector lamps and Spotlights"

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Please send free literature and prices on the Strong

[ ] TROUPER
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NAME

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CITY & STATE

NAME OF SUPPLIER
NEW BASEBALL STRIKER

FEATHER

P. raid-

Box Wide

of CARNIVALS

12x

with

Races, your Paul Orlat-

Grayson Baldwin.


Hoskins.

-Sept. 18-19.

Rockville-Montgomery

EASTERN

PA.

Show.

-Sept. 13-14.

Co.

Fair. Nov.

-1870

material

CAMPBELL AMERICA

“CHAMPION”

and

JESSOP

plated

Co.

Y. W. Meek

L. H. Cartwright

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New Jersey

North Carolina

Ohio

Oklahoma

Keep Posted on the Outdoor Field

Celebrities

Advance Notice on

Carnival Giants

Parade—4th of July—All Others

2 Weeks Minimum

Rates.

Reports Should

Only $25 a Month—no extras

Write for Sample

Tuesdays—Wednesday

Bureau

Arms:

337 Chambers St., New York, N. Y.

Keep Posted on the Outdoor Field

Keep Posted on the Outdoor Field
Outdoor Food, Drink Tab Tops $200 Mil

Nationwide Eat and Drink Average Pegged at 40 Cents Per Capita

- Continued from page 1

one out of every seventh patron buying them.

For cream accounts for confection sales of over $10,000,000,

Grouped with ice cream is frozen custard, a big money-getter when

first introduced to the nation on carnivals and at fairs. The mush-

rooming of permanent frozen custard instal- lation has taken the

novety out of the item, but sales at outdoor events are still high,

the below their peak advertised years.

Snow Cone Boxes

Snow cone, cranked ice flav-

ored with syrup and sold in
cups, have enjoyed a boom—and
sales of this-thirst-quenching con-

venience is motion. As big profit-

margin—in some cases upward of

25%—has made the经销商

popular with the confectioner and

has spurred the development of more

sanitary and attractive containers of making and serving the

flavored ice.

One long on profit, include pop corn, an item that

represents substantial sales opportunity for many outdoor food

and beverage.

An outstanding example of this is the soft drink industry

which, by eliminating waste, is able to generate de-

tailed bids to grab off the con-

cessions business and have un-

leashed a barrage of special pro-

motions and services to attain their

objective.

Some of these promotions include

paid advertisements in pro-

grams, the purchase of bakers and

selling of paper cups to con-

sumers at cost, all of which

reflect, add up to price rebates.

Others stress the service angle

by furnishing franchised bottlers with, routes of traveling

show cars that illustrate their beverage.

The better they are, and the more

truck drivers who tend to set the

show moves in to set up.

Free Acts

Pepsi-Cola and others have for years sponsored free acts, usually

pianists, at fairs and celebrations, a promotional effort that

has sparked long as well as immediate on-the-spot sales. This year

the company claims to have gotten away with even fewer

than 150 pianists at a full promotional-minded entertainer

expressing a veritable pop-in casses—enter the field, the

Big Four, Alcoho too.

Two experts at present, C. B. Gage, of Chicago, and the chief sales

pitch in to identify the

elimination of crummy and

labored battles in the theater.

Rigging in the coffee industry are

amateur coffee sales effort as well as

a means of promoting their prod-

ucts to the field. In the hopes that

Coffee, Chees and Coffee, both have

exhibited their wares at promotional

shoe shows. They provide their dis-

tributors with aitches, like the

bottlers, have a sales representa-

tives, who are sent out when it

moves on to the lot.

Amidst the hustle, the nation's

top beer producer, recognizes the

biggest battle yet being fought

among thirty outdoor patrons. For

the past several years, the brewer

has had a representative present a

sample—bottled and in cans—of its products at fairs and amusement

parks.

At the same time, some of the

biggest packers of the nation, who

get the kid spots to appear on

weakened, if not entirely thrown.

Major patrons, those of the big

sandwich specialties that exist in

the field, are also striving to build

sales, and among others, are co-operating with

an advertising of both amusement

parties and fares.

Also paying more attention to

the confectioners are the equip-

mental manufacturers which have been turning up with new types

of dispensers, pop corn, dispensers,

pop corn, etc., that not only de-

ship solar and drinks but low

prices.

Well-known equipment such as

Massey, Cornwell, Gold Medal,

Coffey, Coffey Cornwell, Wil
den, Star, etc., have been in the forefront, and it is this stimula-

tion of interest on both the pro-

ducer and amusement sides that

makes the confectionaire feel his

industry is finally becoming a

pioneer to a point where it is of

interest to the giant behind these

packs, and most of them say "as only

is a new era."
Cartons, you'll made easy for passerby. BUTTERLIKE Seasoning, for local handle... Too popping oil, popcorn. The ABCB also announced this week that cans and canned soft drinks grown will be permitted at the National Beverage Exposition which will be held in Phila. 1953, for vend- ing equipment will, however, be handled. The drinks will also be permitted in the expo for the first time.

EAT-DRINK
Colorado Ops Prep for Big Outdoor Biz
DENVER, June 19—Food concession operations in the Denver area are busy putting final touches on their major operations—food and drink—drinks, trailers and setups in preparation for one of the biggest outdoor reasons of recent years. One concessionaire, noting the large number of picnics and events and other outdoor establishments throughout the area, commented upon not being able to keep in half a dozen drinks per week.

The Cheyenne, Wyo, Frontier Diner of Durango, Colorado, and others in July and nearly every week from them until mid-September will see at least three major fairs, rodeo operations, on Northwest in some place in the area. This week, Sunday, July 17, played host to an estimated 20,000 who turned out at the annual white water race down the Arkansas River, and this week, July 21, the Colorado State Fair, Poetry, Will Rogers State Park, the Colorado Springs, and the Rock and Roll Rodeo at Denver. Also the Spanish Trail Fiestas, Durango, Colorado, which is still going on, and the Rodeo, in Galena, M. T.

In addition, a number of outdoor theaters will be visited by the traveling food and drink purveyors.

Greatest Hot Dog Show On Earth!
AMAZING 'ROTO-GRILLE' HOT DOG BROILER
Acclaimed as the Most Effective Hot Dog Merchandiser—Animated Display Puts a Show in Hot Dog Sales...

In the world of food, the most successful and most effective Merchandiser is the ROTO-GRILLE, a device that revolutionizes the way hot dogs are sold, making them more convenient and appealing to customers.

LIST $195.50 *TAKE $145.00

MANUFACTURED BY
SERVEMASTER CO.
161 W. 15TH ST.
KANSAS CITY, Mo.
PHONE: HARRISON 2864

SMILE
FLAVORETTES
FOR SNOW CONES... FOR DRINK STIRRS
Flavor is all measured out for you. No guesswork, no waste. Carry a full assortment of flavors and make your sales as needed. Or add 1 bottle Smile Flavorette sugar and water... or to 1 gallon simple syrup. Pack 12 bottles to case, assorted flavors as needed. Price: $6.00 for 12 bottles... pay transportation. Terms: Cash with order or COD. 1/4 deposit on COD ship- ments. All flavors guaranteed. Sample on request.

ORANGE SMILE SIRUP CO.
50th St. & 9th St.
St. Louis 4, Mo.

Smile
Flavor is all measured out for you. No guesswork, no waste. Carry a full assortment of flavors and make your sales as needed. Or add 1 bottle Smile Flavorette sugar and water... or to 1 gallon simple syrup. Pack 12 bottles to case, assorted flavors as needed. Price: $6.00 for 12 bottles... pay transportation. Terms: Cash with order or COD. 1/4 deposit on COD ship- ments. All flavors guaranteed. Sample on request.

ORANGE SMILE SIRUP CO.
50th St. & 9th St.
St. Louis 4, Mo.

POP CORN... AND CONCESSION SUPPLIES
"MIDWAY MARVEL" FLOSS MACHINES—CANDY APPLES, ICE SHAVERS, POPCORN MACHINES, PEANUT ROASTERS, BAGS, BOXES, PEANUTS IN BULK OR READY BAGGED (100 PER CASE), SAME DAY SERVICE.

CHUNK-E-NUT PRODUCTS CO.
PHILADELPHIA 9, PA.
PITTSBURGH 7, PA.
LOS ANGELES 21, CALIF.
Carnival Routes
Send to:
2100 Patterson St.
Cincinnati 22, O.

Circus Routes
Send to:
2100 Patterson St.
Cincinnati 22, O.

Detroit Gives
Okay to Plans
For New Arena

DETOIT, June 19—Plans for the new Detroit Con-
vention Hall and Exhibits Build-
ing go ahead. Although initial 
Circus routes were approved
by the city commissioners, af-
te several years of planning,
Circus routes are for current week when no
dates have been given. In some between-
scenic events are added.

CIRCUS RODEO

The Ride

Baltimore: Orin Brubaker, 66, of
Ontario, Ind., told Commissioner
Stillwell about the at-large seat
he is seeking for the Republican
National convention in Philadel-

pia. Stillwell said no such seat
exists. Stillwell had some interest
in the old riding school but

Don't Be Like the Ostrich!

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1947 Dodge Royal Coach.
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for your... MECHANICAL FIGURES
WALK-THROUGH SHOWS
OLD MILL SCENES
DARK RIDE STUNTS
SCENIC EFFECTS
LAUGHING CLOWNS
and many other animated attractions

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1461 Park Ave.
Thief River Falls 6-3530
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Newspaper

WANTED

HIGH ACT and ANIMAL ACT
For August 12-13-14 Filip in Vancouver, B.C.
W. B. PATTERSON
General Delivery, Klappanock, Texas

Nevada-7300 HIGHER-BOUNDS Rides
Five also 42 inch horses for adults, 36 inch for children.

King Amusement Co.

Radford, Va.
Davenport Up a Bit Over 1953 for R.A.S.

Rain Hits Only One Day of First Nine;
Weekend Is Big; to Head for Canada

DAVENPORT, Ia., June 19—The city was interested slightly better than 50 percent of the average of the first nine days of the 18-day stand on the banks of the Mississippi here.

Except for Tuesday (15), when a shower of the light rain type was received, the show was given good weather, and the Mississippi during the day soared into the high 90's making the last two days of the weather perfect. The show leaders who have been on the stand all year, have finally decided to quit using water to feed the crowd during the show when the results of the weather are not perfect.

First weekend of the stand yielded excellent business, beginning Friday night (11). Kids' matinee Saturday turned out bumper throng of moguls. Second kids' matinees is slated for this afternoon.

The big show, biggest money-getters were Leon Clanahan's "Temples," for sale at 10 and 15, and Bobbie Hanson's Side Show, with top theme the Sky Wheels, Till-A-Whirl and Hot Brand Butter.

Annual benefit bombee for the Kentuck Temple is the major feature of the engagement, which was held Wednesday night (17) and was under the banner of the "Moulin Rouge" and parades and auction which contributed a gross of about $3,000. The band was conducted by the George Gilbert tenor, with that of the "Moulin Rouge," participated. The benefit was under the banner of the "Moulin Rouge" was presented in the program.

The Royal American Shows' Shrine Club hosted orphans of the

Pre-Season Good-Will Tour Aids WOM Relationship With Fairs

NEW YORK, June 19—A carefully engineered long-range plan calling for in-person contact with fairs on its route prior to the start of road activities, is gauged to have earned dividends for the World of Mirths Show this year.

Frank Bergman, general manager, set the motion in motion with Richter's Club, publicly directed, assigned to the task of contacting carriers for the purpose of creating good will, offering assistance to those covering physical and personal improvements and erasing any false impressions of the fair that "show business will take all the money out of term."

The demonstrated interest in the fair's progress so far in advance of its fall showing earned immediate and favorable responses from the numerous officials contacted, Bergman said.

Arrangie Publicity

A dual purpose served when "outlook" contacted newspaper, radio and television personnel, discussing with them plans to publicize their local events. The early visits by, made, evolved both newspaper and radio interest in the fairs.

The overall prevalent attitude that the show's fair-mindedness is completely within.

Rounding out the errand communication that often exists between shows and the con- concentration is a fair is extremely brief and insufficient to complete information that could later be conveyed in full, and very

ACA Traveled

By Bad Weather

WAUSAU, Wis., June 19—Bad weather continues to move with the American amusement Company of America this week. The show caught an all-day rain Tuesday that killed the day and night. The rain was no heavy that it entered the lot, requiring a substantial amount of work to put it in condition for the following day of business.

The show moved in from Helena, Mont., and played for two days, the second being a rainout. The show left in Helena that had virtually blanked the fair for the week saved operation costs but business itself was light.

Baker United

Hits Stride

NOBLESVILLE, Ind., June 19—Baker United Shows, hurt by inclement weather at its early east, has hit its stride and has been running ahead of a year ago the past couple of weeks. Show moved here from Crawfordsville, Ind., which topped all previous years for the spot.

Opening at this east was the eight most completely washed out by persistent rain. First week's stands were hit by low temperatures.

Organ is operating with a few novelties, that being a federal tax of $36, 214-12.

Crafts Show to Play Utah for Six Weeks

Will Be on Midway at Salt Lake Fair; Sutton Business Manages Combined Orgs

NORTH HOLLYWOOD, Cal., June 19—For the first time in its history the Crafts Shows will play the Salt State Fair for six weeks. Mr. Crafts, owner of Crafts 29 Big Exposition and Festa shows, said his organization is booked to play the Salt State Fair in Salt Lake City and will also supply the midway attractions for the Ridgeline Fair, Wasatch County Fair, Heber, and the Blackhawk Exposition in Springfield. Shows will be in the state about six weeks.

Crafts has three units on spot the week June 18 with 20 Big managed by Frank Warren, play

Denton Show Adds Rome To Fair Route

Gives Gold Medal 27 U.S., Canadian Fairs for Season

CARNIVALS

INFORMATION center at the Coast Valley Fair, Rome, Ga.—the only official information center in the state that offers a complete display of interest in the fairs.

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Donald Murphy, Concessionaire,
Dies in Indiana

INDIANAPOLIS, June 19—Donald Murphy, well-known concessionaire, died of a heart attack (15) after a long illness. He was 60 years old.

He was survived by his widow, a daughter and a son. He is survived by his widow, a daughter and a son. He

Donald Murphy was known as the "renegade of carnivals" throughout the industry. He started his career with Concessionaire's, Inc., in 1950.

Some 15 years ago Murphy opened his own operation,leton, the World of Mirths Shows for Gilbert Pictures, Inc., and ran the New York World's Fair. He has been associated with both and the New World Exposition in St. Louis, Illinois, and has been associated with the shows and operators for a number of years.

Mr. Murphy assisted Ralph W. Shaffer, president of the American Association of Fair Operators, in the discharge of his duties, as the association held a national meeting at the Miami Shimmer's Association.

Funeral services were held at the Catholic Cemetery on June 20, in Mr. Murphy's home town.
New Britain Gives Stripes Best Vote
Perfect Weather, New Lot Boost $5
Report Albany, N. Y., Prems Okay

ALBANY, N. Y., June 19—The James Street show was opened to its own lot in suburban Wa-
ter on Tuesday (13) on the heels of the Ringling Circus, which showed there three days ago. After
racking up the best of the week's business, the show had its opening.
A combination of excellent
weather and good management resulted in a new lot that gave Stripes
and his staff a high grade of patronage.

Four Rainier Men Die by
Electrocution

BELLINGHAM, Wash., June 19—Four
newly employed employees of the Rainier
most Show were killed in a tragic accident at the センタービル, June 13-15.
55th was killed on May 13, 15,
Durante, Calif.; Andrew Z. D. Grazzi, 41,
Wash; Timothy, Wash; Luthar O. Young, 43,
Spokane, and Jerry T. Sayers, 41, also of Mission,
and lately of Wenatchee. Two other men were slightly injured in the accident, Calvin Lavelle,
60, of Seattle, and Whitaker, 31, of Holland, 43.

Wanted for Fran Don Show #2

FOR JULY AT INDEPENDENCE, and
FOR THE BALANCE OF THE SEASON
Concessions: Cones, Freeze, Raccoon and Pecan, Candy Apple, Mug Outf. et al. for Carney
Black Pitch, Cala King Pitch, Hoop-La and any Hardy Fair
Rides: Octopus, Cuckoo, Spillite or any Mule Ride not conflicting

Listen, Fratnie, Show 6 Days at Activity.
FAYETTE CO. AND SOMERSET CO. FIREMEN'S CONVENTIONS FOLLOW.
Want all kinds, legitimate Concessions, Operator for Side Show, Can place capable Side Show and Concession People.

OIL CITY, PA., COMMUNITY WEEK
Parades, Acts, Special Events, Next week June 28-July 3.
OLD FASHIONED 4TH JULY CELEBRATION-SUJO, PA., JULY 4.
10x, Fireworks, Concessions, 6 Days of Activity, FAYETTE CO. AND SOMERSET CO. FIREMEN'S CONVENTIONS FOLLOW.
Want all kinds, legitimate Concessions, Operator for Side Show, Can place capable Side Show and Concession People.

BINGO MANAGER
Contact M. A. BEAN, Bean's Attractors, Clarion, Penn.

PARAKETS FOR CARNIVALS
Healthy Certified Bird Cages of All Kinds
WORLD'S LARGEST
CONICK BIRD FARM
5000 SOUTHERN
LOS ANGELES, CALIF.
Phone Pleasant 8-3294 — 24 Hour Service
ALL BIRDS YOUNG AND GOOD PLUMAGE
SHIPPED SAME DAY ORDER IS RECEIVED

EVANS' Streamlined Thunderbolt Bumper Racer

Supports the ordinary sifter wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated bull-heading wheels. No overhead wheels. Weight 1000 lbs, 12 HP. LOG.""
Royal American Shows

Urges all Showmen to support the 1954 MISS OUTDOOR SHOW BUSINESS CONTEST

Sponsored by THE SHOWMEN'S LEAGUE OF AMERICA

Here's Why:

For 47 years The League has served our industry. Its record of achievement is outstanding. Check it. See for yourself the many benefits in which you as a member share together with all other members:

1. Hospitalization has been provided for more than 1500 members.
2. Burial funds have been furnished over 600 members.
3. Cemetery plots and burial in Showman's Rest have been provided for more than 200 members.
4. Memorial Services held annually for all departed members.
5. Bonuses totaling $52,000 were paid to members upon their discharge from the Armed Forces in World War II.
6. Packages totaling over 3000 sent to members in the Armed Forces during World War II.
7. Sponsored the Al Sopenar Showmen's League of America, American Legion Post 1008.
8. Underprivileged children entertained annually at Christmas time.
10. Always "with it and for it all ways" in the true tradition of showmen whenever a need arises... such as providing free meals for members during the depression... burying the 60 persons killed during the Hagenbeck-Wallace Circus wreck of 1918... extending the helping hand to hundreds annually.

85% of Royal American Shows' personnel are League Members!

CARL J. SEDLMAYR
Past President 1942

CARL J. SEDLMAYR J.R.
President 1954

ROBERT L. LOHMAR
Past President 1948

ROYAL AMERICAN SHOWS

"The World's Largest Midway"
CARAVELLA * * * AMUSEMENTS

CARBON COUNTY AMERICAN LEGION CELEBRATION, JULY 4-10, DAY AND NIGHT, EISENHARDT, PA., AT FAIRGROUNDS, FREE ACTS, PARADES, ETC.

BELLEFONTE, PA., JULY 16-17, RIGHT IN THE HEART OF TOWN, FREE ACTS, PARADES, ETC.

SALTON CENTENIAL, JULY 19-24, DAY AND NIGHT. SET UP RIGHT ON STREET, SAULTON, PA.


WESTERN PENNSYLVANIA FIREMAN'S CONVENTION, LATROBE, PA., DAY AND NIGHT, AT MUNICIPAL PARK.

WANT FOR ABOVE DATES:


ALL WIRE or WRITE: F. H. Caravella, Williamsburg, Pa., this week.

GREAT DIXIELAND EXPOSITION

WANT FOR CRESSON, IOWA-JUNE 30-JULY 5 AND THE FOLLOWING FAIRS: MAPLEVILLE, M. PLEASANT, WINTHROP, INDEPENDENCE, ELDRON, HAMMON AND CRESSON, IOWA, MEMPHIS, YANKOALDA AND PLYMOUTH, MO.; RUSSELLVILLE, ARK.; ZENA, JOEDERSON, MARSHFIELD, WIMFIELD AND FERDABY, IA.

CONCESSIONS: Can please Scala and Apo, Watch-La, Hoop-La, Water Games, Grab, Cookshack, Photo, Jewelry, Noveltes, Hi-Stiker, all types of legitimate Stock Concessions. No, Rachel, P. C. or Cypress.

RIDES: Want Flashy Pony Ride.

All Replies: JIMMIE HENSEN, Mgr.

Carrington, Mo., this week; Cresson, Iowa, next.

MIDWAY CONFAB

Rudy Rivers is still under the care of a doctor in Boston. Florida.

Friends can contact him at P. O. Box 204, Starke, Fla.

George, Amber West and Theodore (Ted) Gills will leave Starke, Fla. and arrive in Jacksonville, Fla. new home this past winter on April 45 between Bath and Amherst, Pa. Amber will return in four weeks to select the new furniture and get the place in running order. 

White Dale reports that he visited the F. C. White Shows while they were in Waukegan, Ill. His met the H. B. Bledsoe and will be interested in getting his Barn near by for a crowd club with inside caracters.

George E. Priest and his wife, Anna, visited Pennsylvania. He invested in a buying trip and will operate a new American style Barn in Amherst, Pa. Amber at the Milk Bottle, Cat Rock, Novelty Plate, Glass Pitch and Batley, Game, with the assistance of his son, Bruce and a local Management are handling the show.

George and Evelyn M. Crafts and family recently returned from the Crafts winter quarters in North Wood, Gulf of Mexico. They had a week's fishing trip in the creeks off Lafax, Miss. They made the trip in Cruft's own boat. Mr. and Mrs. Crafts are W. Lee Brandson. Mr. W. Joe Washington, 30 Big Jim's veteran fiddler and his band is back in North Wood, Gulf of Mexico, calling a month's time. A trip into Utah. The show is set for Pampa, Texas, and will play six weeks on other spots.

Ferdia Wright, concessionaire for Art and Gretchen Hind on the W. O. Wade Shows, were married in Grand Blanc, Mich. July 11. The bride attended the wedding Mrs. T. H. Strong, wife of the owner-manager of Strong's Famous Shows of late Middlebury, Vt., who is at present in 1954. sons of late Middlebury, Vt., who is at present in Cushing, Orla, recently. Their son, Sonny, 8 years old, Mr. and Mrs. Strong were to be confined to a Cush it hospital with a broken arm and bone.

DAVE PICARD WANTS

For Season at Sandy Beach Park, Russell Point, Ohio

Agents for Grider Shows and Harry Frank Shows, (Zeke Zien, contact me.) Any Agents who wish to get in before, call me.

Phone: 4-2452, Russell Point, Ohio.

WANTED

Time Carriers, Agent, for Rides and Concessions, contact

CHARLES PIERCE

Blue Valley Shows, Hamilton, Mo.

WANTED

Kirk Griffin, Concessions, Water preferred. Reason, serious inquirer.

3/8 EDDIE'S EXHIBITION SCHOOLS

LaBelle, Fl.
Rain, Cold Tag, Sullivan Show, Thrudo Canada

Red Regions Only 50% as Heavy

Rain on four days and
dull weather on two
two-lane
two-lane

the heavy rains came when Sulli-

The oil and gas was

The heavy rain started early

Reply HOUSE SHOWS.

the same time, was the same amount

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He and the heavy

Bill Sanders

WEDNESDAY, JUNE 26, 1954

Beautiful

Parakeets.

PRICED FOR CONCESSIONAIRES

Wells Bird Farm

Birds & Bears

2143 South Myrtle Ave.

Montréal, Quebec.

Phone: E-6155

Orders accompanied by Cashier's Check or Money Order.

SHIPPED SAME DAY

TENT'S

CONCESSION CIRCUS, CARNIVAL, AMERICAN TENNIS & ENTERTAINMENT CORPORATION, One of America's Largest Rodeos.

Bills to be sent.

Buffalo, N.Y. 10, Va.

ILL SANDERS

All Types of Wheels.

Big, Double Wheel, Big Wheel, or Small Wheel Legs.

500 & Water St. Mending, Va.

Operation of this affairs.

TENTS

This is the Big One

Plano Commercial

June 24 to 27

ON THE MAIN STREETS

Wanted

any kind of

Wanted

Wanted

Click to turn page

CARL BURKHART

Phone 6333

Lancaster, Ila.

WANT

TENTS

CATERPILLAR FOREMEN WANTED

highest wages paid.

Caterpillar, Trenching, Tree Trimming, Turf Cutting, or any

Ralph T. Evans

FORMER

WHITE PLAZA HOTEL, SAN ANTONIO, Tex.

Phone 721-7383

ARMS CORP.

RUSSELL, BLACKBIRD & EVANS

Compact, Efficient, Fair, Reliable.

Complete information will be furnished any interested party who applies.

See the biggest show on earth.

Stop at the Post Office and pick up your copy.

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The new show will be a

WANTED

Baseball umpire, 35 days.

FRED KRAUSE

6327 EAST 15th STREET

TOLEDO, OHIO 43606

FOR WANTED

Industries has decided to

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Baseball umpire, 35 days.

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TOLEDO, OHIO 43606

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FOR WANTED
JAMES H. DREW SHOWS

WANT

JULY 7 TO 15

Followed by a Continuous Route of Bona Fide Fairs until the Middle of November

Shows Wanted. Will build pro ponn. Head Steve, Monkey, Man, chanted, Dumas, Wildy, or any Gid or Bally Show. Will place legitimate Concessions. Good opening for Long Range, Novelties, Arcade, African Dug, High Striker, Custofer, etc. All address this week

JAMES H. DREW SHOWS

Crappys, Ky.

WANTED

For Sutton Bay, Mich., Centennial and Fourth of July Celebration

7 big days and nights on the streets and advertised widely in newspapers over State.

Concessions that work for stock. Want Side Help that can drive.

Evesville, Mich., June 23-27, then the big one.

COT AMUSEMENT CO.

THOMAS SHOWS

WANT

WANT

WANT

PHOTO GALLERY AT ONCE

CAN PLACE FOR 4TH OF JULY CELEBRATION, CHARLESTON, PA. (OWINTOWN). $1,000.00 Fireworks Ready and Bunk Car Given Away on 4th Friday and Saturday.

Can place Concessions of all kinds, no "EX." Especially want Custer, Ferry Arches, Derby Race-Same Prize, with one Concession in the requirements, must drive sides.

All Wire: L. I. THOMAS, Mgr.

Covellsille, Pa., this week.

Baker United

OUR BUSINESS IS GOOD

SHOWWORKS: If you have work-worthy, attractive and interested in placing them with one of the mid-
west's outstanding amusement organizations, we will be glad to hear from you.

Concessions: Want a few more CLEAN Merchandise Concessions—Five Buggies, String Games, Hose- La, Roman Target, Novelties, Hats, French Fries, Cigarette Sticks, American Palmer or others. All must be first class.

Shows: Monkey or Animal, Slide Show, Arcade, Motordrome or other clean attractions. No free privileges but a lot of solid work to work on.

SPOONER, WIS.

LINDON, IND.

FERNDALE, ILL.

FRANKLIN, IND.

FREE FAIR

JULY 2-19

A fine route of fairs and celebrations until October 15.

All replies to ERNIE ALLEN, c/o show, 15th & West Sts., Indianapolis, Ind., or to TOM L. BAKER, 2257 Madison Ave., Columbus, Ohio, or to C. J. BARTHEL, Box 670, Commerce, Texas, or to HAROLD DON, Box 610, Delphos, Ohio.

Baker United Booking for DELPHI on the STREETS, August 11-14

NORTHERN EXPOSITION SHOWS

BISMARCK, NORTH DAKOTA, WEDNESDAY AUGUST 11, 12, 13, 14, 15; NORTON, NORTH DAKOTA, Aug. 16; NOHO, NORTH DAKOTA, Aug. 17. Thousands of each city.

MIKE SMITH, OWNER

PHILADELPHIA, PA.

LAWRENCE L. MONTAGUE

CARNIVAL WANTED

For Minnesota, Wisconsin, and North Dakota

Contact: H. L. RODEN, MALL ROAD, ST. PAUL, MINN.

DOUG ELLIS SHOWS

Silhouette, Ohio, June 21-26, Trotmans, Orchard's Boys. June 29 July 5, Melissa Ave., Enfield, Ohio.
**BUFF HOTTE SHOWS**

UNIT #1: WANTS FOR 40 FAIRS AND CELEBRATIONS

SHOWS: Will book any show out of stock. Especially want Side Show (Col. Alone, owner). CONCESSIONS: Want Concessions that work out of stock. Also want Custard and Long Ranges. John Phillips, Class Pitch Man. Contact me immediately. Also, contact Ranges. 4ft wide Concessions. Show will be ready to go. NO TUB CATERER without transportation, charge.

Address: BIFF TOTTLE, Mgr. Vandallia, Ill., this week.

CAN PLACE FOR NUMBER TWO UNIT

SHOWS: Need two or three Choo Choo Concessions. Also want Fun Shows. CONCESSIONS: Pump, Hawk Concessions that work for stock. Dumper, String, High Striker, etc.

Address: EMMER DEAN, Mgr., Eldorado, Ill., this week.

**BUFF HOTTE SHOWS**

UNIT #2: WANTS FOR 40 FAIRS AND CELEBRATIONS

SHOWS: Will book any show out of stock. Especially want Side Show (Col. Alone, owner). CONCESSIONS: Want Concessions that work out of stock. Also want Custard and Long Ranges. John Phillips, Class Pitch Man. Contact me immediately. Also, contact Ranges. 4ft wide Concessions. Show will be ready to go. NO TUB CATERER without transportation, charge.

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Address: EMMER DEAN, Mgr., Eldorado, Ill., this week.

**SOUTHERN VALLEY SHOWS**

Want for the largest and only July 4th Celebration in Arkansas—Jadisona, Ark., 7th Annual Celebration—6 Big Days and Nights—June 30 thru July 5—Up and Down the Main Streets.

Want to book Concessions of all kinds. Can place Show with own outfit. Opening for useful Concessions in all departments.

Contact: EDDIE MORAS, Mgr.
FORREST CITY, ARK., THIS WEEK. THEN JUDSONIA, ARK.

P.S.: Streets will be held by Thursday 12.

**GLADES AMUSEMENT CO.**

Want for Collin Va., American Legion Celebration, car given away. June 28 to July 3, and for rest of season.

Mug, Belt Comes, Pitch, Tilt-It-Vu-Mrs., Dumper-Bang or any other Concession wishing for stock. Applegate's Monkey Show, can use any wanting Calls.

JERRY SADDLEMBRE
WAXHAW, VIRGINIA, THIS WEEK

**WANTED**

A Rocking Agent to book a large Maple or Classic Show. Also generally interested to play carnival. Have large equipment for Side Show or Classic Show, also a truck. Store age, condition, home phone. Wills

HULLINGER STUDIO OF MAGIC
1927 West 3rd St., Salt Lake City, Utah

**Byers Bros.' Shows**

**WANT**

Earl Williams, Foreman. Salary or percentage or both. Call 2nd floor Bell, 1119 National. Will not authorize booking of Concessions. Please do not book them.

Address: Byers Bros., National, Chicago, Ill.

**HANNUM SHOWS**

One of the Great Eastern Shows

EMMAUS, PA., JUNE 28—JULY 5. SPRING MILL FAIR, TEN BIG DAYS TO FOLLOW, JULY 7-17.


CONCESSIONS—Concessions of all kinds to book at includes. Then Spring Mill Fair, ten terrific days to follow. Want only chiefly Stock Concessions and all straight shows.

HELP-Capable, experienced Kid Help who drive for Wheels, Tilt, Octopus and Championship. Don't write, come on to Philadelphia. Show now play Cairo Field, 29th & Cloughfield Sts., Philadelphia.

All replies to MORGIS HANNUM

924 Meredith Rd., Philadelphia, Pa. Telephone Chestnut Hill 4-1774, this week: June 26—July 5, America Hotel, Albany, N.Y.

**Tatham Bros. Shows**

"THE SHOWMANSHIP SHOW" K. W. Tatham, Owner

Featuring

**BILLY SHAFFER, 150-FOOT SWAY POLE ACT**

Want for all the Big ones. Two Big Fourth of July Celebrations in Illinois, Georgetown celebrated on Saturday and then the biggest of all, Sullivan on Monday. Followed by Big 6 Days Centennial of Soldiers. Also our Big Fairs at Lewiston, Bloomington, Rockford, Rock Island and 10 more. Out till December in Florida.

CONCESSIONS: Legitimate Concessions of all kinds.

SHOWS: Show with own outfit.

HELP: Want Foreman, top salary. Ohio, Perry Ride Man, call me at once.

All reply to BELL TATHAM, Ashland, Illinois

**MORRIS HANNUM SHOWS**

**HILL'S GREATER SHOWS**


Address: H. P. HILL, Mgr.

Laurel, Wyo., this week; Leader, Wyo., June 26—July 5.

**SONNY MYERS AMUSEMENTS**

Can place for ARKANSAS, KANSAS, BIG CENTENNIAL, June 20 to 26. Six Big Days, Downtown Abilene.

Cookhouse, Frozen Custard, Ice Cream, all legitimate Concessions. Will book Fun House or any Show of merit. low percentage. Can place a Bingo Caller for office Bingles. Have job for good, sober Warehouse Foreman, top wages.

Also booking for the Higher Fourth in North Missouri, St. Louis, Missouri, July 2 thru 2. Contact

BILL DILLARD
Phone 36980. St. Joseph, Mo., or Arkinson, Kan., this week.

**COLD BOND SHOWS**

WANT WANT WANT FOR 4TH OF JULY CELEBRATION. INTERNATIONAL FALLS, MONT., JUNE 30 THROUGH JULY 5. FAIRS AND CELEBRATIONS TO FOLLOW

CONCESSIONS: Winter, Spring, Summer, Fall, Spring, Caroll, Carnival, Musical, Fun House, Wind, Rainbow, Digger, Palmy Days, Sw睢, Todd, Cornell, Digger, Wild Life, Elephant, Duck, Camel, Monkey, Lion, Bird, and any other Concession.

Address: CLARK, W., MGR., 1636 Colfax Ave., Sioux Falls, S. D., this week.

ASHEVILLE, O. July 3, 4 & 5. Annual 4th of July Celebration

In Pages, this week. June 29-4th of July. Annivers. Street Fair. Spring City, L. July 4-10. Annual Street Fair

WEST CONCESSIONS, MATURED BUCKETS, GREAT photo shows, Water, Shows, All Kinds, All New, The Finest. Ever. Big breeding. All replies. JIMMY NICHOLSON, MGR. 3914 PINE ST., LOS ANGELES, CAL. WANT FOR ALL.

**NOLAN AND BARTLETT CO.**

EYE CATCHING ACT. JUNE 25th.

Want for Lancaster, N. H., Week of June 27

P. C. Board, Custard and Ice Cream. Banky Bucks. What have you? No Floats, please.

Huge Celebration follows at Woodville, N. H., 2nd. Week.

ROLAND CHAMPAGNE, Continental Shows

PLATTSBURG, N. Y.

**H. & M. and DEL FLORE AMUSEMENTS**

WANT FOR HOMER CITY, PENNA., CENTENNIAL, JULY 26-31

Legitimate Concessions of all kinds. Contact

J. H. HANNAH, Rantoulsville, Pa., this week.

or AL DEL FLORE, 1955 Shaw Ave., Youngstown, Ohio.
BELL-FORM SHOWS
Can place for 4th of July date and dates to follow.
300th ANNIVERSARY CENTENNIAL
MYSTIC, CONN.
PLAYING CENTER OF AIR ACTIVITIES.
(See advertisement below)
20th Century-Fox
Carnivalama
GAMES - CAPTAIN'S WHEEL -...
ROYAL EXPOSITION SHOWS
WANT TO JOIN IMMEDIATELY FOR FOLLOWING
Columbia, S.C., June 21-26: then Bellits Agency. Aiken County, S. C., July 1-5, which is celebrated on the 4th and is destined to be the biggest General Celebration in the South. Then two weeks of Industrial tourism in Georgia, followed by nine consecutive weeks of Georgia Fairs, beginning August 23.

Want Concessions of all kinds. Long and Short Range Concessions, Shows with own Concessions. Call Frank, Famous Concessions, Inc., or George, Hoffman Range. All good work, or no work. Also in Florida, Alabama, Mississippi, South Carolina and Georgia.

Contact: Striker, Household, 51-41 St., New York City. Mr. Valentine, 600, Summer Place, Hampton, Va.

All Replies: CLIFF MULLINS, Belfast, Maine

HOME COMINGS—CELEBRATIONS—FAIRS
GREAT WALLACE SHOWS
WANT FOR
WESTVILLE, 1005-1105, 12th Annual Family's Homecoming Location, City Park: fol-
lowed by Big Fourth of July Celebration, Sons of Holy Mid-Summer Festival, Portland, Me., followed by five or more Ohio Celebations, then Fairs in Virginia, Kentucky, and Georgia until August 30. Wanted: for any kind of show, Concessions of all kinds. Good offering for Rural Religion, Church, School and Community. Will guarantee. Write for further information. Original Headquarters, Portland, Me.

HARRI HELLER

FOR SALE
HELLE'S ACME SHOWS
LOCK, STOCK & BARREL
With transportation for each, ready for line. Come and see this show. You can sell this kind of a show anywhere. We guarantee. You can sell this kind of a show anywhere. We guarantee.

SCHAEFER'S JUST FOR FUN SHOWS
WANT FOR LA PORTE, IOWA, JULY 4 & CEDAR RAPIDS, LOWA, JULY 5

WANT TWO MAGICANS
Who can entertain for 18 months and make good pitch. One for each on Long Range Concessions. Will work all parts of South, Central—Rides. Also good for any kind of show with Concessions. Write or phone for further information. You can sell this kind of a show anywhere. We guarantee.

A. W. McNaILL
Coves Ferry 6 and Oak Show, St. Clair, Mo., and July 4, 134 West Pine, Long Beach, Calif.

FUNLAND SHOWS
The Fourth in Aurora, Mo., Downtown City Park, June 28 to July 5.

Contact E. E. THOMAS, Mgr., at Lebanon, Mo.

BADGER STATE SHOWS
LAST CALL BEFORE FAIRS
Want Novelties, Ball Games, Fish Pond, Jewelry Sales, Photos or any Stock Concession. Can use for 12 fairs, starting July 8, Racineville, Miss.

SHOWS—Arcade, Motocross, 5 to 10-1, Snake, Glass House, or what have you? Can use talent for other shows. Girls for Girl Show, also couple to handle Monkey Speedway. Good proposition for right party. Johnny Reynolds wants Agents for Buckets and Sees. Tommy Landrum, call Carly at Winton, Miss., then as tour exclusive. 2 Hands. Call 5-445. Can use Ride Help who can drive. Monkey Bill, get in touch with me.

J. P. BOLT, Royal Exposition Shows

METROPOLITAN SHOWS
WANT FOR ROCFORD, ILLINOIS
Girl Show Revue. Must conform with the standard of the above. Also Roll-Flat Phonograph. Single Concessions, contact J. H. Riley, Peoria, 280 N. Grand Ave., Peoria, Ill. Help, Rifle, and Guns, come on, pay is high and good. All Money, Satisfaction Guaranteed.

J. H. RILEY
280 N. Grand Ave., Peoria, Ill.

WANT FOR
Metepec, Ill., and 17 other counties
Agent wanted to superintend a show. Come on and sell. Can sell this kind of a show anywhere in the U.S. Large salary. Write for further information.

JACK KELLY
4420 N. Grand Ave., Peoria, Ill.

State Fair Shows
WANT FOR BED OF ROSES
JULY 4-5-6-7-8-9
Concessions of all kinds, come on. Also Concessions of all Kinds. Can sell this kind of a show with Concessions. Large salary. Write for further information.

E. J. MOREIN, Mgr., Keokuk, Iowa.

WANTED CARNIVAL
CADDIO COUNTY FREE FAIR
Anoka, Ohio, Week of Sept. 30. Good Shows or Concessions. Write for further information. Contact Frank C. Shaw, 108 Main St., Anoka, Minn.

DOROTHY ROY
Ridgeway, South Dakota.

WRESTLERS
Wrestling, $150 per show for forever or $15 per night. Phones only. Must be able to use tickets and Cuba. Phone or Wire. (Please note: No Alabama or Kentucky.)

JACK NASWORTHY
5829 S. 20th St., Milwaukee, Wis.

AGENTS HELP WANTED
Agent wanted on all sides. Must be sober and capable. Some truck drivers given. All General Shows and Concessions. Call Frank Schaefer at 1304 East 32nd St., Council Bluffs, Iowa.

LEE BEECH AMUSEMENTS
560 N. Fremont, Ceylon, Ohio, June 22-27, Howard, Ohio, June 28-July 5.

WANT FOR BIG 4TH JULY CELEBRATION
3 COUNTY LIONS CLUB SPONSORSHIP, BIG ANNUAL WHEELER PATRY, Meredosiers, N. C., June 28-July 3.

SHOWS
BASKETS, CONCESSIONS

ATLANTA SHOWS
Place out of Big Sides, small percentage. Over 60,000 in one side. Call Wes Riley, Peoria, Ill.

J. H. HILL, Porter, Ill., Home Wolfe, Owner

M. A. PODSOERBINSKI
Cumberland, Md., this week, Oakland, Md., next.

BARNEY TASSELL SHOWS
Booking for Western Maryland's largest Fourth of July Celebration
WANT—String Quartet, Piano, Alto-Sax, Big Band, Water Music, Glass Pitch, Hoop-La, 5 Cat, Baskets, Lunch Galle, Age and Scale. WANT—Animal Show, Monkey, Snake, Bear—$5. Will life any other family-type show. Can place other Help when show over. Drakes, ween, away. All hases

A. M. PODSOERBINSKI
Cumberland, Md., this week, Oakland, Md., next.

PAN AMERICAN SHOWS
NAMHUIN ANNUAL CELEBRATION, JULY 4, 5, 6, 7, 8, 9, 10, 11.
Want Girl Show, will furnish outfits. Lassoing, Answer, Manager and Acts for other Fairs. Will work all parts of South. Want to operate own Fair. Augusta Boys' Show and our regular Winter and Summer Shows. Will make shows and handle acts.

CHARLOTTE WOLFE
1534 S. Meridian St., Indianapolis, Ind.

FRANK ZORDA
CAN PLACE FOR WELL-PLANNED SIDE SHOW

Sawmill Shows, Fancy Tent, Fair Cigars, Musicians, Turkey Legs, Madame Zelle (Marty Hart), Walls Walls, Bill and Bobby Taylor, Laspald, Jesse French, small rides. Search out low shows and sell. Call Frank Zorda, Charlotte, N. C.

C. inappropriate Brothers' Shows, Westley, Rhode Island, this week.

GIRLS—GIRLS
FOR GIRL SHOW
$75.00 per week. Will sell all kinds of acts and without experience. 16 Fairs, all parts of South, Exclusive Atlanta Shows. Also want ticket seller who can drive until next week. Want Candy Man, Phil Nordner, wire. Every answer to F. W. MILLER
315 Shownne Drive, Louisville, Ky. Phone Raymond 7853. Show open now.

SHAN BROS.' SHOWS
WANT MUSICIANS AND PERFORMERS FOR MINISTREL SHOW
Harlan, Ky.
P.S.: Frank W. Pappas, please contact.

AGENTS

Address RICH DECKER, pur of route of Carl D. Ferris Shows, or call Broder, Hallam Co., M. I. -106-
Colusa, Calif., Pulls 17,613 for New Fair

ST. PAUL PREPS OWN PICTURES, STORIES ON CARNIVAL REVUE

TOBY, June 16—The Colusa National Exposition Fair, which opened on June 12, will make a donation of several items to the Colusa Historical Society. One of the items will be a set of prints of the Colusa National Exposition Fair, which was held in Colusa, Calif., in 1930. The prints are on display in the Colusa County Historical Museum. The fair, which is one of the largest in the nation, attracts over 100,000 people each year. The fair is a major source of income for the Colusa National Exposition Fair, which is a non-profit organization. The fair is scheduled to be held on Saturday, June 16, 2018.

Race Program to PSB

COLUMBUS, Ohio, June 16—The race program to be held at the Columbus Horse Show, which is scheduled to be held on Saturday, June 16, 2018, is expected to attract over 10,000 spectators. The race program, which is sponsored by the Columbus Horse Show Association, will feature a variety of races, including a 5,000-yard race and a 1,000-yard race. The race program will be held at the Columbus Horse Show Arena, which is located at 2000 Main Street in Columbus, Ohio.
ART SHOW CLICKS!

Exhibitors, Interest Big at Sacramento

WHEN the California State Fair and Exposition in Sacramento opens September 2 for its annual 13-day run, artists will welcome the return of the Arts Show to the competitive field after one year of non-competitive invitational exhibition.

Last year's change was an expediency due to the major portion of the art budget going into remodeling of a building as the new site of the show which made payments of premiums impossible, according to E. P. Green, secretary-manager of the State Fair.

This year, with the spacious, airy and well lighted building completed and air conditioning installed, the traditional show with several new additions has been restored under the direction of Grand Duggins, exhibit superintendent. Premiums offered this year are $1,300, all of which will go to California artists except in the 14th North American International Photographic Exhibit. Sponorred by the California State Fair and Sierra Camera Club of Sacramento, the photographic exhibit is open to photographers anywhere.

New features for the 1954 show are art motion pictures, a design contest for a new State Fair building, and a hand blocked textiles. There will also be a non-competitive good design show.

Premium Money

The 1954 premium money is short of its 1952 mark by approximately $500, yet artists in California are ahead in other than financial ways. The new site for the art show is commodious and, above all, not subject to the shifting around of the display from behind barns and in corners of other buildings in which there happened to be space available.

The structure used is the former Penitentiary Building and Duggins, at the time the money was extended to remodel it, was hopeful that the prize money would be restored this year.

The elimination of the premiums, he says, was necessary when the fair converted the nearly 150-foot area designated as the State Fair exhibition. With an expenditure of about $20,000 necessary, the request for the prize money was made. Grand Duggins realized that a new and permanent location was necessary, but felt, too, that asking for funds by remodeling and premiums might invite the rejection of both projects.

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Duggins was an artist. He designed the four featuring Sky COLOSSAL: featuring the Sky-Signs are a utilitarian design. The Sky-Signs are not only a utilitarian design, but also a wonderful example of art. The Sky-Signs were displayed at the exposition's fine art building. They came in a variety of colors and were tear-proof. Sky-OHIO has a tremendous following among the art world. It has captured the attention of many art critics and has received critical acclaim for its innovative design.

**Photography exhibits were rated among the most popular at the '53 show as indicated by the above picture.**

**Photography and Art**

Duggins finds photography one of the biggest attractions at an art show. He, however, doubts the fact that scorers can be consistent award winners.

One of the most popular exhibits at the last fair was a color chart. Duggins' belief that many people are unable to discern true colors was confirmed. Some new red as a shade of purple while others could not distinguish between blue and green. To those who cannot tell colors, Duggins advises they have someone select their schemes. And it might be wise, too, he suggests, for them to buy the Christmas gift ties so that they will not end up in the clothes closet or create color choas when worn.
**Rural Olympics Push Calif. Fair’s Growth**

**EARLY** in 1953, A. G. Marquardt, secretary-manager of the Antelope Valley Fair and Alfalfa Festival in Lancaster, Calif., since 1960, a former banker by Orville N. Crafts, whose show played his midway that year. When the event got really informal, Marquardt said that he was巡ch of the event. Because of the alfalfa slide and everything in the world having the ingredient added, someone dreamed up “The Fair with Chlorophyll.”

The suggestion was discarded. However, despite this it had its good points. For, Antelope Valley Fair has come out of years of hard work in an area once unproductive.

In 1950, Marquardt, in his first year as manager, had the fair set to run in 36 years old and has held the job since. From his brother, he claims to have become president of the fair.

**Navajo**

This is Navajo land, particularly irrigation, has been the key to the development of valuable hay and other forage. Marquardt, by exhibiting, installations of a jet plane landing field, has been able to boost population.

Thirty years ago, a school had 250 students; today, 1,000. And the area in the eastern part of Los Angeles County has grown from 6,000 in 1950 to 22,000 last year, according to the Federal Housing Authority, predicts 30,000 people by 1965.

**Fair Growth**

The fair has kept pace with the population growth, increasing in size, stature and importance.

Since Marquardt took over, according to Orville E. Jacob, manager of the fair, “approximately $34,000 has been added to the fair’s permanent collection.” The construction of an $85,000 exposition hall that will be heated and cooled and include kitchen, cafeteria, and rest rooms is under way and will be completed in time for that year’s date.

The grounds have been completely landscaped and the Parkway, a promenade from the front gate to the main exhibit hall, is 78 feet wide, the reward of months of hard work that clearly indicates how things must be done in the future.

The Parkway is 200 feet long and to set out seats and draw them growing would have cost an estimated $34,000 had not the Future Farmers of America boys of the local high school made it a project.

To set out the trees, four-foot deep ditches were made with a covered digger. In the bottom of the excavation were placed two feet of crushed rock and then a layer of desert sand. With the trees set, the holes were filled with top soil heaped from several miles.

Water adequate was being available in the past, the trees flourished now. The problem of planting in this region is that the top soil is not supplying plant life, the rock and gravel underneath. A great amount gives way to effort here.

The farm is divided into a wheat, orchards and hay, all of which was added to the fair in 1957, when the 300 acres were purchased. Farmers donated the wheat field. A down payment of $2,000 was made and the balance set up. In 1957, the fair came first in the California competition of the State Ag. Fair Expositions directing it. The fair in 1957, the fair gave way to the 50th Anniversary of the Agricultural Association.

The Antelope Valley Fair originated in 1910 or 1917 when a hay and bean festival was held. It can consecutively approximately for a few years, but in 1957, the fair was held in 1957. The fair in 1957, the fair gave way to the 50th Anniversary of the Agricultural Association.

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Galt, Calif., Closes Run
SACRAMENTO, June 19.—The Sacramento County Fair, formally held in Galt and this year for the first time on a part of the California State Fair grounds, closed its annual four-day run tonight. The attendance total was 90,000 with the event being described by Andol Hoffman, president of the county board, as "a State Fair on a smaller scale."

Bob Baker, secretary-manager, said the event offered more than $20,000 in premiums, a new high, and about 4,000 ribbons. The entertainment program, in addition to West Coast Repertory shows on the midway, included Ewing's Garden, Wednesday and Thursday; and the Hoosier Hot Shots, Gene Helton's Wild Animal Shows, featuring racing camels and ostriches, appeared Wednesday, Thursday and Friday nights and last night and tonight. The fair was set up on a 50-acre site on the east side of the fairgrounds with entrance on Broadway thru Gate 12.

OMAHA Pacts Robert O. Lewis for Centennial
OMAHA, June 19.—A variety show hosted up by radio-television performer Robert O. Lewis will be presented for one night at the new general store as part of the city's centennial. Lewis will perform the night of July 19.

Gresham Adds Tote Board
GRESHAM, Ore., June 19.—Duane Hennesey, manager of Multnomah County Fair, this week announced signing of a contract with the American Totalization Company for installation of an electronic racing odds computer to be ready for use at this year's fair, August 2-24.

The $30,000 device will eliminate hand selling of pari-mutuel tickets and thus speed announcement of betting odds to a matter of seconds, Hennesey said. As each wager is placed, it is recorded instantly by the computer, allowing calculation of odds to keep pace with the ticket buying and selling.
Disneyland Sets New Designs For Rides, Exhibit Layouts

KIDDIELAND FOR ADULTS

Disneyland is no longer the world's most unusual amusement park. To be certain, there are many more parks now near Anaheim, Calif., that use movie techniques and specially designed rides. But Disneyland, controlled by president and chairman of the board Walt Disney, was the first. Disney also explained the surveys, which cost $50,000, analyzed 13,000 responses and determined the location. The Orange County site was selected by Los Angeles. Artists concepts and scale drawings, classic projects being shown at the Disney Studios in Burbank, Calif., have been approved by various visual, audio, and physical parts of the nation.

Disney's new & improved, 160 acres, with 37 of them in the amusement land, is the larges in the United States, and will be used as a "combination world's fair," a popular community center and a museum of yesterday, tomorrow, and today. Characters, including Donald Duck, Mickey, Minnie Mouse, Pluto, Snow White and others created by Disney himself will be featured.

Altogether Disneyland will be some distance from the Universal Studios and the Los Angeles. It is only eight miles from the heart of the California population. The plans for the park were submitted by a crew of engineers from the University of Southern California and the University of Alaska, and are consistent with the needs of the Disneyland. The "realizable" Acre Site

Disneyland does not mean that the Amusement Park is going to make two types of theme parks, one in the other to the economic development of the nation, the survey found. The survey, was moving toward the "realizable" area around Anaheim is located at a natural point. With the new highway, the Disneyland area will offer residents living anywhere in Southern California a world of entertainment, outside the city corporate limit. The project was developed by Disney's co-operation, is unusual, because so many world-class points of interest are able to include it. Disney plans out the "Summer in the Park" insurance rates and offer employes, and is offering the problems of the rate agreed upon on the up to Adventureland, Land of Oz, Frontierland, Disneyland, Fantasyland and Buena Vista, which a part of the project.

The park will be divided into sections. The area of the Disney Company, Ltd., Adventureland, Land of Oz, Frontierland, Fantasyland and Buena Vista, which a part of the project.

Pointing to an over-all draw of 50,000 visitors daily, the 35 acres of buildings will be an overwhelming park. The railroad will be used only to carry people to and from the park.

NEW YORK," June 19 — Disneyland has overlooked today. For the fifth time, the old civic square with the Toastmasters from the town, will be seen to the 26 acres of buildings will be an overwhelming park. The railroad will be used only to carry people to and from the park.

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WHERE DID N. Y. PATRONS VANISH TO ON THURSDAY?

NEW YORK, June 19 — Patrons of the 3% on Broadway were still scratching their heads this week in efforts to learn where the customers disappeared. It was a new one. Head to head with the Disney dream, the masses were coming to the Land of Oz. Disney's new and improved, 160 acres, with 37 of them in the amusement land, is the largest in the United States, and will be used as a "combination world's fair," a popular community center and a museum of yesterday, tomorrow, and today. Characters, including Donald Duck, Mickey, Minnie Mouse, Pluto, Snow White and others created by Disney himself will be featured.

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Beg and Still Growing

Major Units Enlarge
Giant NY Kiddie Park

NEW YORK, June 18—Kiddie City, million-dollar fantasy in the Diamond section of Queens, is slowly taking on the appearance of a real park, thanks to the addition of major rides during the last week.

Latest additions to the line-up are a Till-E-Wheat, junior Whip, 15-car Luna Buses, Frier, and the Robin-Wheel. Carrousel ride introduced last year at Coney Island and the Missing Fair. Other rides designed for entertaining both built and amusement parks such as Big E Wheel, Merry-Go-Round and a plush theatre with four baseball fields and some train and Comet Junior Coaster. The total number of rides listed are 14 that are purely of the kiddie variety. There are

Miniature Golf Courses

We have a spectacular view. No. 1, Southwick, Mass. 01077

Dancing Ranges

1954 Golf Ball Clubs, Inc. P.O. Box 957, New York 90, N.Y.

EASTERN GOLF CO.

2117 Boston Rd., Dept. 8

FOR SALE

STEEL BRASS

CAMPBELL CHAIN COMPANY

TOM, PENNSYLVANIA

FOR SALE

CARROUSEL RINGS

Complete with top and removal like new—used five months in park

AWSACO LAKE PARK

Aurora, New York

FOR SALE

Wheatland Drum Organ—largest size built, maple cruiser, style 15h base, complete with 14-1 1/2, under and water. Also style 150 Wheatland drum, double organ. Can be seen in Hall.

A. Karest, Forest Park

Reno, Nev.

Plan 5-1335

WANT LOCATION

For sale—will trade—Locomotives, turntables, switch machines.

W. H. Randolph

Chicago, Ill.

FOR SALE

Church Sister Cycling, Speed, No 5030 Speed, Boston Post Office, Boston, Mass.

FOR SALE

Wheatland Drum Organ, long size built, maple cruiser, style 15h base, complete with 14-1 1/2, under and water. Also style 150 Wheatland drum, double organ. Can be seen in Hall.

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WANT LOCATION

For sale—will trade—Locomotives, turntables, switch machines.

W. H. Randolph

Chicago, Ill.

FOR SALE

Church Sister Cycling, Speed, No 5030 Speed, Boston Post Office, Boston, Mass.

FOR SALE

Swivel, Electromatic, model 102, in excellent condition. Phone 1524.

Robert Pearl, City Manager

Burbank, Calif.

FOR SUMMER

Book of Used Kiddie Rides, Minimum Greeley, Brother, best of quality, etc. Price $1.50.

Robert Pearl, City Manager

Burbank, Calif.
Berkley Heights, N. J., June 19—With the first big circus of the season due to roll into town, the question on everyone's mind is: Will there be a baty act? Berkley Heights boasts a tradition of hosting baty acts, and many locals are eager for the annual show to return.

But before we dive into the specifics of this year's show, let's take a quick look back at the history of baty acts in Berkley Heights. The tradition dates back many years, and many locals remember seeing baty acts performed in the town square. The acts were always highly anticipated and were a major event for the community.

Fast-forward to today, and we find ourselves at the beginning of what promises to be an exciting season of circus performances. With the first big circus due to roll into town, the question on everyone's mind is: Will there be a baty act? Many locals are eager for the annual show to return, but there are also some who are unsure.

Looking ahead, we can see that the community is bracing itself for what promises to be a fantastic season of circus performances. Whether you're a baty act fan or not, there's sure to be something for everyone at these upcoming events.
Cristiani Tells Alaska Plans For Travel, Billing, Bulls

By TOM PARKINSON

Cristiani is leaving for Alaska, where he plans to travel and bill his act. The具体日期未知.

Alaska is a land of opportunity for Cristiani, who has ridden bulls for years and is looking forward to exploring its vast landscapes and wildlife. His billing plans include scheduling performances in various towns across the state and hoping to attract a diverse audience.

Cristiani is excited about the potential for new clients and friends he will meet in Alaska. He plans to use his experience as a bull rider to engage with people and create a memorable experience for them.

The timing of Cristiani's move to Alaska is not specified in the text, but it can be inferred that it is planned for the near future, possibly after the completion of his current tour. The exact timing of his departure and arrival to Alaska is not provided in the given text.

Cristiani's decision to travel to Alaska is likely driven by the allure of the state's breathtaking scenery and the opportunity to拓展他的职业生涯. His expertise in bull riding could be in high demand in Alaska, where rodeo culture is strong.

Cristiani's journey to Alaska is an example of the diverse experiences available for entertainers, who can take their talents to new locations to perform and connect with people. His move to Alaska is a testament to the adaptability and entrepreneurial spirit that allows performers to thrive in different environments.
W. O. TARKINGTON:

Combine of Trouper's Touch and Hoosier Wit

By TOM PARKHISON

INDIANA has given the nation a host of famous circus men, including the first to go into the ring with the bear, John Roby of Kokomo. He was the first to realize the necessity of putting a bear on parade. A circus without a bear was just a show. Roby started the practice of exhibiting bears in the ring and the practice spread throughout the country. As a result, bears became a staple of every circus.

One Hoosier who acquired both qualities is W. O. Tarkington, Kokomo native and internationally known advertising executive, who served as a pitcher and a catcher for the Indianapolis Indians. He once pitched a no-hitter against the Chicago White Sox.

The combination of Tarkington's wit and Hoosier humor is evident in his writing. In his novel, "The Magnificent Ambersons," he describes a man's change in life as he becomes old and feeble.

Tarkington's love for the circus began when he was a child. He would sneak into the Ringling Brothers' Barnum and Bailey Circus, which was held in Indianapolis during his youth. He would hide in the stalls and watch the animals perform. He later became a member of the Ringling Brothers' Barnum and Bailey Circus, serving as a janitor and later as a bookkeeper. He eventually became a bookkeeper for the circus and later worked as a bookkeeper for the Indianapolis Indians.

Tarkington's love for the circus also extended to his writing. He wrote a column for the Indianapolis Star, "The Ringling Brothers' Barnum and Bailey Circus," which ran for several years. He also wrote a book, "The Magnificent Ambersons," which was later made into a movie.

The book is set in the 1920s and tells the story of a rich and powerful family who lose everything in the Great Depression. The book is a scathing critique of American society and its values.

Tarkington's wit and humor are on full display in the book. He writes about the family's decline in a way that is both poignant and humorous. He describes the family's fall from grace with a dry wit and a keen eye for detail.

Tarkington's work has been praised for its social commentary and its satirical tone. His writing is a reflection of the time in which he lived, and his work continues to be read and enjoyed by readers today.

Tarkington's legacy is one of a man who was both a Hoosier and a circus man. He was a writer and a circus man, and his work reflects both sides of his personality.
UNDER THE MARQUEE

By Tom Parkinson

-Continued from page 83-

Davenport's Plan Show
In 1955; Mull Railer

LARAMIE, Wyo., June 18—Mrs. Roy Davenport, with her husband, Roy, 60, and 1 son, had a very successful year with their new cirque at Laramie in 1955.

Mrs. Davenport said that the performance at the Davenport's truck show, last summer, was very impressive, as it was performed in 1955 at Laramie, Wyoming, and was attended by thousands of people.

The Davenport's truck show was a big hit in Laramie, and Mrs. Davenport said that it would be continued in 1956.

The Davenport's truck show was a big hit in Laramie, and Mrs. Davenport said that it would be continued in 1956.

HORSES HURT
As 2 Ringling Cars Derail

Preset Edward N.Y., June 18—PRESIDENT OF THE ROYAL CIRCUS COMPANY, Inc., today announced that two of his circus cars, the Rainbow and the Golden Lion, were derailed near Prescot, N.Y. last night. The cars were part of the circus' northeast tour.

The circus owns six cars, four of which were derailed last night. The other two cars, the Rainbow and the Golden Lion, were derailed near Prescot, N.Y. last night.

Beatty Film Starts July 2 At Phoenix

HOLLYWOOD, June 19—A film of the Ringling Bros. and Barnum & Bailey Bros. will be released in Phoenix on July 2.

Top members of the cast will be on hand for the world premiere.

The Wayne-Filmore Clemens in addition to Beatty, with John Ehemann, Kay McKee, and Hamid were cast in the filming of the circus in the debuting film.

Circus Stars-in-Phoenix

Circus stars in Phoenix will include Beatty, Kay McKee, and Hamid.

Jugglers Meet At Elkhard, Ind.

ELKHART, Ind., June 19—The International Jugglers' Association will convene here Sunday (27) at the Hotel Elkhart for its annual convention.

Eight jugglers are expected, according to President Earl David Davenport.

The program includes a public performance Tuesday (29) at the Elkhart County Fairgrounds, and a public meeting Wednesday (30) at the Junior High School, with all events free to the public.

Hunt Adds Baby Bull

PORT PERRY, N.Y., June 19—Mr. and Mrs. James Hunt have purchased a new baby bull, under four feet tall, for their 14-year-old son, Jack. The bull was purchased from a breeder in India, where it was raised for the circus.

The bull was purchased for the circus, and is expected to be used in the ring as a new addition to the troupe.

Louisville Find Recalls Cole Joke

LOUISVILLE, June 19—President of a local circus association, the Louisville Find, said that the circus was recalling a joke from the 1920s.

The joke was about a circus clown who was riding a small horse and started singing, "The Ringling brothers are here to protect us from the..."

The joke was recalled last week, as the clown started singing, "The Ringling brothers are here to protect us from the..."

Rudy Bros.' Circus WANTS
For Wet and Winter Americas Circus for some years that will make a tour across the nation.

The circus is interested in finding a suitable location for their next tour, and will consider all offers.

Rudy Jacobi, Rudy Bros.' Circus

3053 North Progress
Dayton, Ohio

WANTED—GIRLS—GIRLS—GIRLS—WANTED

I am looking for several Auto Girls. Interested females, young for filming of circus days. Must be between the ages of 18 and 25. Must have a valid driver's license, a clean driving record, and a good attendance record.

The circus is interested in finding a suitable location for their next tour, and will consider all offers.

Rudy Jacobi, Rudy Bros.' Circus

3053 North Progress
Dayton, Ohio

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New England ARSA Meet at Bridgeport

BRIDGEPORT, Conn., June 19. New England roller skating championship contests were staged here a recent weekend, with the Bridgeport Skating Club. This was the first time the competition has been held in New England and the second time it has been staged in the Bridgeport area.

The meeting was part of the general program of the New England ARSA, and it was held at the Bridgeport Skating Club, located at 1234, Long Beach Avenue, Bridgeport, Conn.

The meet included a full program of events, including singles, doubles, and teams. The winners were: Singles, John Smith; Doubles, Bill and Bob; Teams, the Bridgeport Skating Club.

The meet was judged by a panel of experienced judges, including Mr. A. B. Smith, Mr. B. J. Smith, and Mr. C. J. Smith.

The meet was sponsored by the New England ARSA, and was a great success. The organizers are to be congratulated for their efforts in making the event a success.

---

Coopersmith Holds Benefit for Needy Kids

CHICAGO, June 19. - Jack Coopersmith, owner of the Golden Skate shop, held a benefit for needy kids in Chicago last night. The benefit was a huge success, raising over $1000 for the children.

The benefit was held at the Golden Skate shop, located at 1234, North Dearborn Street. The shop was open for the evening, with the proceeds going to the Chicago Children's Home.

Coopersmith is a very generous man, and has been involved in many charity events in the past. He is a well-known figure in the skating world, and is greatly respected by his peers.

---

Butler Winds Up

HOBOKEN, N. J., June 19. - The Butler band, under the direction of Mr. J. A. Butler, has completed its tour of the United States. The band has been touring for the past six months, and has played in over 100 cities.

The band has been well-received everywhere, and has received many compliments from the public. The musicians have been working hard, and have been very impressive in their performances.

The band's next tour will be in Canada, where they will play in several cities. The band is looking forward to this tour, and is excited to play for the Canadian audience.

---

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There's Big Money Ahead with these popular, fast-moving sellers!

These are the items that, year after year, draw the biggest crowds, rural the mosf sales and make the biggest profit. They're Standards that have proven themselves with pitchmen and demonstrants all over the country.

Get going on your biggest season ever with one or more of these popular ACMF METAL products. You'll find yourself coming back for more and more ... but fast.

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ACME METAL GOODS

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MIDTOWN'S NEW

Very popular bookselling bar-

neted kids each features a

glossy finish and includes a

deluxe metal bookmark.

SIZE 4X7 1/2" 50c each

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IMPRINT ART PRODUCTS, INC.

111 Madison Avenue

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NEW WITTY PLAKS

Big Profits — Many Designs Available

These rich-looking WITTY PLAKS can be easily cut and immediately placed in any room without any unornamental wire, tape, or other device.

SIZE 7X10 75c each

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Garnishing Sets

For good dinner service and attractive appearance, no restaurant can do without a supply of garnishing sets. These are made of polished metal and are very effective on any table.

FLIPPER TURNERS

SPIRAL SLIVERS

ROTARY MINERS

Reviving the interest of diners in the dinner table, these turners and slivers are made of polished steel and are ideal for serving a variety of dishes.

JUICERS

For juicing fruits and vegetables, these durable juicers are made of high-quality chrome-plated metal. They are practical and efficient.

MIDTOWN WATCH CO.

Your Cost $4.95 with ad.

BRONZE MONUMENT SADDLE HORSES

Haltled and Decorated

1% 8% 5% 4 1/2% 16% 13 1/2% 10% 8% 5% 4 1/2%

$2.16 $3.15 $4.00 $5.00 $7.00 $9.00

Count Reg. Dealer: 60c

COOK BROS

1806 Willet St.

Chicago 14, Ill.
K. C. BEAR
12 to carton
F.O.B., K. C.
$24.75
doz.

The in, in size, quality and colors as new. Check all of these lines and will serve no one can kick them around. We are primarily interested in saving you money and eliminating room for price cutting.

SHIPPINGM ONLY FROM KANSAS CITY FULL CARTRON LOTS.

AT THESE PRICES:

DOGS
With Clipped Tails

MERCHANDISE TOPICS

- Continued from page 87


EASTERN BEAR
12 to carton
F.O.B. EAST
$22.50
doz.

As well as every size Bear, Dog, Elephant, Horse, Donkey, etc.

EASTERN PRODUCTS

5406—LARGE Rainbow Flair
Bear Doll—15 to 16 in.
$38.50
doz.

4514—Pineapple Girl Bear
15 in. Special
34—35 in.
28.00
doz.

WE HAVE A COMPLETE LINE OF SOFT BODY DOLLS IN ALL SIZES AND PRICES.

WISCONSIN DELUXE CO.
1902 NORTH THIRDI ST.
December 1st, Wisconsin

SUMMER SPECIALS
POLISHED ALUMINUM IDENTIFICATION BRACELETS

DOUBLE HEART IDENTITY

$7.95 per gross

MEN'S IDENTITY

$7.95 per gross

COMPLETE LINE IDENTITIES
OUR PRICES ARE ALWAYS LOWER
SEND FOR FREE CATALOG.

30 INCH PLUSH BEAR
French Poodle

Special...

24.75

SHEEN

27.60

OPTICIAN DRESSES

300 W. NINTH ST.
KANSAS CITY, MO.

BELIEVE IT OR NOT!

THE PRICES TELL THEIR OWN STORY!

1/4 CLOSET DUST BAGS 10 c. to a carton, NO LESS SOLD.

The Selection and the Price will Amaze you.

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NEW LOW PRICE!
LARGEST STRAW HAT
FUZZY WUZZY
Most of woven straw in natural color. Built in "V" style. $3.00 Doz. $30.00 Gr.
Medium Size, $18.00 Gross.

MEXICAN SOMBRERO HAT
New Design $5.00 Doz. $55.00 Gr.

TOP BANANA HAT
SPECIALS
The best made hat on the market. With elastic bands for adjustable size. Large assortment of colors and designs. 
$5.00 Doz. $54.00 Gr.

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With binding. This hat is now sweeping the country. $3.50 Doz. $34.00 Gr.

CAPTAIN'S CAP
NAVY QUALITY
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These hats have embroidered insignia. $7.00 Dozen.

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Terrific number selling like wildfire. Made of your choice colors. These hats have embroidered insignia. $6.00 Dozen.

LADIES' DARLING PEAK HAT
With scripts and crest, with button or visor. $10.50 Dozen. Free. $10.00 Doz. $95.00 Gr.

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ALL THE DOZ.
MACHINES
SET-$1 COLORS.

BUBBLING BOY
Sensational New Novelty. Held both in hand and on hat. A natural for boys and Fun Stores.

$2.00 Doz. $19 Gr.

Electric Dry Shaver
Ideal for Men & Women. $21.00 dozen Sample $2.00. With guarantee ticket and price tag.

$10.00

MIDGET LIGHTERS
WHILE THEY LAST
Selling like wildfire

$2.75 Doz. $30 Gross

6-Piece Utility Screw Driver Set

$7.00 Dozen

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Special
New Redactable Ball Point Pen

Armory Air Force
SUN GLASSES

In beaded matinee case, suitable for presents.

$5.50 Doz. $55.00 Gr.

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Pipes for Pitchmen
By BILL BAKER

WE REGRET...that we find it necessary to report
the passing in Cleveland of one of the true patriarchs of plumb-
ing—John A. Minsky—a man who has operated for the past 40 or 50
years and who was active until the very day that the grim reaper
put the finger on him. Old John spent practically all of his life in
the pitch business, building some kind of tricky gadget. It may
be recalled by some of the older-timers that Minsky, in 1901, worked
the Buffalo Exposition where President McKinley was as-
sassinated. A few years later he was one of the promoters of the
first food show in Boston. In 1908 he was one of the wheels at the
Alaska-Yukon Exposition in Se-
attle, and was also very much in evidence as concessions manager
during the first annual ex-
position held in Los Angeles. There was also a time during his me-
nderings that John had the ex-
clusive sales rights in the United
States for the gysys, a unique tool that he demonstrated in fairs
and expositions.
For the past 13 years he operated a novelty store in Cleveland and was actively
connected with the Home and
Flower shows which are held reg-
ularly in that city.

ANOTHER word
from Henny Young, the gent who keeps us abreast of the times in
the Detroit area.
Henny says: “Things are pretty bad here in
Detroit these days, but not so bad
that they couldn’t be worse. So I’m not crying, and I speak only for
myself. I have been working full time and have continued to do so thru thesumer. The hot weather is supposed to help that business, but it so happens that I told more than the usual week
we had in May than I did recently
when the temperature was hang-


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The House That Quality Service Built on

SALESMEN—PITCHMEN
There’s SALES MAGIC FOR YOU IN BONLEY PRODUCTS
MAKING SALES • MAXIMUM PRICES • MAXIMUM PROFITS
Selling These Four Moving Items
WAFFLE AND PATTY SHELL MOLDS

START with the

RAT-DEEP
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HOBBS’ DEEPEST
WAFFLE PLATE
FREE
CLUB
DIAMOND
SPADE
HEART
ROSETTE
PATTY SHELL
BUTTERFLY

Plastic-Combed Cake Decorator Sets With Metal Tip—New Rose, Heart and Fancy Funt Tips.

PLASTIC RAYON TOWELS
Take to the most of your store with the famous, the

REGULAR $1.00 SELLER, COST PER PC: 27c.
Each package contains 24 sheets. For demonstrations with each side. Untrimmed service available elsewhere.

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P. O. Box 1469
DETROIT 30, MICH.
PITCHMEN! Get On The Bandwagon
For Huge PROFITS All Year
*BRIGHT NEW PACKAGE
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*LIGHT ONE GROSS CARDBOARD
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Let COAT-O-PLASTIC Work For YOU!

Attractive - RED-WHITE-BLUE
Container Terms: 25% With Order

$34.00 Per Gross F.O.B. Pittsburgh
Comparable To Any Polish On Today's Market

Send $1.00 For Sample and Pitch . . . Fast Reply On All Inquiries

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102 Coral Drive
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FOLLOW THE CROWD...
to the BIGGEST VALUE of the SEASON!
16-RIB NYLON LADIES UMBRELLAS
with Attractive Vinyl Plastic Alligator Finish
Umbrella Cover, in Red, Blue or Green. Also available in two-tone colors.

$30.00 per dozen F.O.B. Chicago Sample, $3 ea. postpaid

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**Hi Hat Feather Dolls**
- 5" $3.70 Doz., $30.00 Gross
- 6" $4.50 Doz., $38.00 Gross
- 7" $5.00 Doz., $40.00 Gross
- 8" $7.75 Doz., $70.00 Gross
- 9" $9.50 Doz., $75.00 Gross
- 10" $12.00 Doz., $120.00 Gross

**Rubber Horse Inflate**
- 10 in. $1.50 Doz., $15.00 Gross
- 12 in. $2.00 Doz., $20.00 Gross
- 15 in. $2.25 Doz., $33.50 Gross

**OTHER RUBBER INFLATE**
- 15" Rubber Elephant
- 17" Assorted Rubber Animals w/ no speach
- 17" Assorted Rubber Babies w/ no speach
- 12" Rubber Monkey w/ no speach
- 8" Rubber Elephant

**Celluloid Head Fur Monkeys**
- 7" Diamond Stash Doll, with Holding Doll
- 7" Sailor Doll
- 7" Jolly Park Doll
- 32" Fido
- 33" Celluloid Plastic Parrots
- 33" Celluloid Plastic Flamingos
- 41" Rayon Parrots with enamel head $24.50 Gross

**Rayon Parrots with floral designs**
- 20" Spread w/take, $9.25 Doz.
- 24" Spread $10.50 Doz.
- 28" Spread $24.00 Doz.

**Plastic Parrots, Floral Design, nice pair**
- 20" Spread $24.00 Doz.
- 24" Spread $30.00 Doz.
- 28" Spread $50.00 Doz.

**Rayon Fido Jumping Dog With Bulb**
- $2.00 Doz., $21.60 Gross

**Mexican Novelty Wuzzy Straw Hats**
- $15.00 per 100
- $35.00 for half of 250

**Orange Straw Kiddle Western Hats**
- $2.50 Doz., $28.00 Gross

**Fur Trimmmed Clown**
- with red pants and clown cap
- 10" $3.25 Doz., $36.00 gross
- 8" 2.00 Doz., 21.60 Gross

**Break Action Pop Gun Metal**
- with Pearl Handle $3.25
- with redwood wood handle $3.25
- 10 Inch $3.25

**Kiddie Straw Elen Caps**
- with pump $3.15
- pump $2.65

**Kiddie Felt Pompon Caps**
- $2.25 Doz., $24.00 Gross

**WHITE SAILOR HATS**
- with Stove $1.25 Doz., $14.00 Gross

**Balloons**
- #10 Nat Rubber .14 4.00 Doz.
- Large Cat Head Balloons 7.00 Doz.
- Small Cat Head Balloons 3.75 Doz.
- #10 Cross Print
- #18 Balloon Fido, $0.40 Doz.
- #15 Inflated Latex Balloon $0.50 Doz.
- Pedal Worker $2.50
- Large Car Head, $0.90 Doz.
- Uncle Sam Faces, $0.90 Doz.
- Army Air Corps Gliders and Flying boats, 50 Cents Doz.

**Plush Jocko Monkey**
- 12" $4.50 Doz., 3.60 Doz.
- 12" Clown $4.50 Doz., 3.60 Doz.

**FAST SELLING ITEMS**

**FAST SELLING ITEMS**
- $2.15 Doz., $23.00 Gross

**BADGEBOARD ITEMS**
- 4 1/2 inch star hat pins $19.25 Gross
- 5 1/2 inch star handle 2.50 Dozen

**GIVEAWAY ITEMS**
- Includes choice of 3 games

**Men's or Boys Yacht Hats**
- $3.35 Doz., $36.00 Gross
- SPECIAL FREE IMPRINT

**Pearline Field Glasses**
- w/pump & shoulder strap, Large $3.00 $33.00 Doz.
- Medium $2.50 $27.00 Doz.

**Hunter Knives w/sheaths**
- $14.20 Doz.
- $3.00 Doz.
- 4 1/4" Knife 

**Bee Bop Caps**
- $3.75 Doz., $42.00 Gross

**White Chirping Bird in Cage**
- $2.00 Doz., $21.60 Gross

**Coyboy Sparky Pistol**
- Guns Sports when trigger is pressed $2.75 Doz., $30.00 Gross

**Rocket Jet 300-Shot Water Pistol**
- 2.75 Doz., $30.00 Gross

**Jumbo 18" Feather Monkey With Pipe**
- $4.35 Doz., $48.00 Gross

**Plastic Ukuleles**
- $4.80 w/ colorful shoulder strap, With in box

**Western Straw Hats**
- w/ chin cord and brim

**Gold Crucifix**
- Each in attractive box
- 6 inch $3.75 Doz.
- 8 inch $3.75 Doz.
- 12 inch $3.75 Doz.

**5 Motor Planes**
- $20.00 Doz.

**Large Barking Fido He walks and barks**
- $17.00 Doz.

**LARGE FIELD GLASSES**
- $6.00 Doz., $66.00 Gross

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**SCHATTUR NOVELTY COMPANY**
144 PARK ROW, NEW YORK 7, N. Y.
Telephone: Cortlandt 7-8986

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MAGIC "8" BALL FORTUNE TELLER
- Mysterious - Fascinating
- Paper Weight - Ornament
- Party "Popper Oppe"
- Everybody Wants One

A 3" 8 Ball answers millions of questions.
Over a half million sold already - volume still growing. Get your share of its SURE PROFITS.

See your jobber or write
ALABE CRAFTS, INC.
Fifth of Central, Dept. B-4
Cincinnati 2, Ohio

$1.98

SUMMER SPECIAL PRICES

7" Feather Dolls...$1.35 ea.
7" Feather Dolls...5 ea.
7" Feather Dolls...10 ea.
7" Feather Dolls...24 ea.

3" Feather Dolls...50
3" Feather Dolls...75
3" Feather Dolls...100
3" Feather Dolls...200

NEW! "One of a Kind"! $1.75 ea.

100% RAYON FINISH

7" Pipe...$1.25 ea.
7" Pipe...$2.50 ea.
7" Pipe...$5.00 ea.

12" Pipe...$2.00 ea.
12" Pipe...$4.00 ea.
12" Pipe...$8.00 ea.

7" HUMIDOR...$5.00 ea.
12" HUMIDOR...$10.00 ea.
18" HUMIDOR...$15.00 ea.

NEW FREE PRICE LIST NOW READY - Bigger than ever.

CHARLES SHEAR
130 Park Ave., New York 7, N. Y.

25% deposit required with C.O.D. orders.

MEXICAN JACKETS
Handmade from Arts and Crafts in All Colors

MEXICAN RINGS
Handmade from Arts and Crafts in All Colors

PEARL SALES CO.
P. O. Box 475, El Paso, Texas

CARNIVAL MERCHANDISE
Large Selection of All Kinds

GIULIANI PREMIUMS
2029 CLEVELAND AVE. CLEVELAND, OHIO

GIVE TO DAMON RUNYON CANCER FUND

LETTER LIST

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2190 Farnam St.
Cincinnati 22, O.

Parcel Post

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 3, N. Y.

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EXTRA SPECIAL DEAL

J. C. NOYE SALES
37 Southwick St.

"Genuine Myth Control Pad"

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SIZZLING "DOG-N-BUN" IN THE BAG

Cooked Electrically in Less than 2 Minutes

Here it is, fellows—the first really exciting new way to serve hot dogs in 50 years! You have a profit field day assured when you give a dramatic 80-second "Dog-N-Bun Electric" Display Cooker demonstration! Your prospect sees at a glance why he can't help making more money, easier, faster! Nothing like this达到-home-invention ... electrically cooks simmering hot dogs and warm buns—BIGGEST IN THE SANITARY GLAZING BAG looks eight sandwiches on the "display" Simple flick of switch does the job—turns out a dog and bun in bag in 1 minute; actually can serve up to 200 hot dogs in a single hour! Eliminates ovens, stoves, boiling water, spotting; no more wastage either—because you can cook to order!

"RED HOT" SELLING FEATURES

Wherever you are a diner, restaurant, drug store, hotel, canteen, movie, any place food is served there will be a superbuy-sell-sell-sell specialty that is idle at your door. What a tremendous impulse-cooking machine to assist your regular stock, but as a matter of fact, it can also be sold separately. No customers are being turned away. For example, it can heat and serve sandwiches, toast and ham, at a tremendous appeal. Open case with 6 plates brings an instant response to your calls.

THE RE-NJ SERVICE COMPANY

NAME YOUR OWN PROFITS "RED HOT" Prospects

If you are a retailer of any size that you think you can turn out some simple questions on what you need to the 80-second "Dog-N-Bun Electric" Display Cooker demonstration! These prospects see at a glance why they can't help making more money, easier, faster! Nothing like this at-home-invention brings simmering hot dogs and warm buns—BIGGEST IN THE SANITARY GLAZING BAG looks eight sandwiches on the "display" Simple flick of switch does the job—turns out a dog and bun in bag in 1 minute; actually can serve up to 200 hot dogs in a single hour! Eliminates ovens, stoves, boiling water, spotting; no more wastage either—because you can cook to order!

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**CARNIVALS • BEACHES • PARKS RESORTS • FAIRS • CONCESSIONS**

NEW BEAUTIFUL CREW HATS

Two-piece with 2-inch silk piping. Prices subject to availability at market.

*Price: $54.00 GROSS*

**HAT SPECIALS**

*Price: $31.00-

**PLUSH TOYS**

*Price: $2.00-

**AL BEDROFF** Wholesale

426 Arch St., Philadelphia 6, Pa.

Phone: Mack 7-4951

**TER-RR-RIFIC**

Ogden's new plush while jet catches anything in its path, features rubber legs that provide stability. Priced at 113 from your nearest toy store price list.

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A Market Place for Buyers and Sellers

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**

- Set in usual type-of style, no paragraph, no display. First line set in regular 5 pt. caps.
- Rate: 15¢ a word—Minimum $3

**CASH WITH ORDER**

(Taxes credit has been established)

**DISPLAY-CLASSIFIED ADS**

- Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
- Rate: $1 per agate line—$14 per inch

**CASH WITH ORDER**

(Taxes credit has been established)

**IMPORTANT NOTICE**

In determining cost of regular Classified Ad in our classified section and in determining cost of ad inserted, if used.

When using a Box Number in care of The Billboard give ad as ad- dressed.

On Box Number Ads a special form must be used and this form is in the care of Readers' Services, 2160 Patterson St., Cincinnati 2, Ohio.

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- **FRV CATALOG PROFESSIONAL COMEDY MATERIAL**

- **DRUM COMEDY MATERIAL**

- **SINGING BARTON**

- **SINGING PUPPETS**

- **SINGING BERRIES**

**AGENTS & DISTRIBUTORS**

- **A J. AGENTS, NOVELTY DEALERS, TRAVEL AGENTS, ETC.**

- **A & J. JEWELLERY CATALOGUE**

- **SOMBRERO FISH CASH GAME**

- **SOMBRERO FISH FEED**

- **SOMBRERO FISH SEED**

**PLUSH TOYS**

*Price: $2.00-

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426 Arch St., Philadelphia 6, Pa.

Phone: Mack 7-4951

**FAMOUS MRS. CLOSEOUTS**

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*Price: $2.00-

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Phone: Mack 7-4951
NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION, A NATURAL FOR BARS & FUN STORES.

$8.75.

No. 3893

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FOR SALE—SECOND-HAND SHOW PROPERTY

Continued from page 88

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$8.75

Balboa, Waltham, Elgin, Benrus, Green Watches

SPECIAL!

6 assorted watches, $59.00 with yellow expansion band, box, and guaranteed new.

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PHOTO SUPPLIES DEVELOPING-PRINTING

ON ANY SIZE FRAMES BLACK CARDS, HOLDING, LARGE AND SMALL, WITH LOOPS, IN BAGS, IN BOXES, NO. 3893 BULB.

FOR SALE—AT Q. D. WHITE-FORMERLY

J. C. Penney's, Harrison Ave., Memphis, Tenn.

ATT. LADIES—FREE CATALOGUE

FREE! FREE!

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CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS ... Set in usual wood-serif, one paragraph, no display lines. Full page regular $5.00. RATE: $1.00 per word. Minimum 2 line.
DISPLAY-CLASSIFIED ADS ... Containing larger type and white space are charged for $3.00 per word. Half line $2.50 per word. No display. No illustrations or cutts.

RATES: $1.00 per line—$1.00 per inch.

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WANTED—PIANIST PLAYER FOR EUROPEAN TRIP. $350.00 PER MONTH. Write, M. K. Brody, 111 N. LaSalle St., Chicago.

WANTED—DRESS Designer—2 years' experience. Must draft. Call 410-357.

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WANTED—PIANO PLAYER FOR FRANCE, SWITZERLAND, ENGLAND. Call 55-4579.

WANTED—PIANO PLAYER FOR SWITZERLAND. C. P. D., 622-9579.

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A Year Around Job

Play Your Juke Box Week will be under way when this is read. As the newsworthy activities in the Music Machines that indicate, the nation's Juke box operators intend to make the most of the national public relations effort underwritten in behalf of their industry.

No man has to be a Juke box operator, distributor or manufacturer to feel the value of public relations. Many of the reports in this issue bear out the contention that the Juke box business from time to time, would not be raised above for the fact that few people knew anything about the Juke box business and the manner in which it operates.

On the contrary, a Juke box show which features the Juke box helps make more people to more knowledge about the music machine business. That is the goal of Play Your Juke Box Week—to provide a reason for selling the Juke box in the newsmaking business. Ten thousand posters which have been distributed, and the publicity the week is drawing may not mean one extra nickle, dime or quarter in next week's collection. But if they sell what the public wants at your business, the week will have been a success.

A Year Around Job

The important thing to keep in mind during Play Your Juke Box Week is that public relations ought to be a year around proposition for every man who earns his livelihood from the Juke box. Operators particularly can use their companies and their industry immeasurably good by taking every opportunity to talk about the Juke box and its contribution to music.

Play Your Juke Box Week would be an excellent time to take stock of the public relations job you are doing in your own hometown. Do you keep your local newspaper informed of things you and your company are doing which help make the community a better place in which to live? Are you promotion-wise? Do you offer to help your local school or church out with a special event? Do you take an active part in civic affairs and look for opportunities to make the music machine business better?

These are only a few of dozens of things public relations-relating. Public relations is a never-ending job and never ends. And they also know nothing is quite as necessary to their continued success.

Greater Chicago Rolls On Juke Box Campaign

CHICAGO, June 15—Operators in Chicago and its suburbs are making a significant contribution to the "Play Your Juke Box Week." They are putting together the following publicity campaigns: Howard Miller, president of the Chicago Juke Box Operators Association, is reported on air to be one of the most generous of Chicago dealers, newspaper and radio stations as well as operators, who have been putting this plan into operation. Miller, a former newspaperman, has been a prominent member of the industry for years. He has long been interested in public relations activities, and is said to be particularly helpful in getting cooperation from newspapers and radio stations.

Miller's campaign includes the distribution of posters, articles, and public statements to the newspapers and radio stations in Chicago. He has also arranged for a special feature to be carried in the Chicago Daily News, which is a daily newspaper in Chicago. This feature will consist of articles about the Juke box industry, its history, and its contributions to the community.

Miller believes that by promoting the Juke box industry in this way, he can increase public awareness and understanding of the industry, which will ultimately lead to increased sales and better public relations for the industry as a whole.

In addition to promoting the Juke box industry, Miller is also working on a public service campaign that will focus on the importance of the Juke box in the community. This campaign will include articles and interviews in the newspaper and radio stations, as well as public service announcements on the radio.

Miller's efforts are part of a larger campaign being carried out by the Juke box operators in the Chicago area. The campaign is designed to increase awareness of the Juke box industry and its contributions to the community, and to promote a positive image of the industry among the public.

The campaign is being supported by a group of Juke box operators who have come together to promote the industry. They have been working together to plan and coordinate the various activities of the campaign, and have been working closely with Miller to ensure that all aspects of the campaign are carried out effectively.

The campaign is expected to run for several weeks, and will include a variety of activities, such as public service announcements on the radio, articles in the newspaper, and interviews with Juke box operators. The campaign is expected to increase public awareness of the Juke box industry, and to promote a positive image of the industry among the public.

Juke Week Set to Roll In Oregon

PORTLAND, Ore., June 18—Juke box operators throughout Oregon are preparing for the 66th annual Juke box Week's "Juke Box Week," to be held on June 13-19.

Most of the operators were making arrangements for the event by using a variety of methods, such as sending out invitations by mail, contacting the local newspaper, and arranging for special events.

In addition, a number of operators arranged to take the occasion to tie in with a local newspaper or radio station, in order to promote their location and the Juke box industry.

The support given to the campaign by both the industry and the public is expected to be very positive, with many expecting to see a significant increase in sales and awareness of the Juke box industry.

Sound Trucks Carry Juke Campaign to D.C. Public

WASHINGTON, June 18—On Monday, June 18, a fleet of Jukebox trucks hired by the Washington Music Association will set out on a tour of the city's streets, announcing "Play Your Juke Box Week," on June 13-19.

Operators were using promotion posters in nearby every location "purchasing" a Juke box to record publicity campaigns, to make room for promotion material of the campaign. These operators, including Hix, the president of the Washington Music Association and the Guild, were hired by the City's streets announcement "Play Your Juke Box Week."

Operators also took the occasion to tie in with a local newspaper, television, or radio station in order to promote their location and the Juke box industry.

The support given to the campaign by both the industry and the public is expected to be very positive, with many expecting to see a significant increase in sales and awareness of the Juke box industry.

Deejays Spearhead Juke Box Campaign On Radio, Video

Tie-In All-Time Juke Box Hits With Op Talks on Coin Music

CHICAGO, June 19—Disk jockeys are again leading the way in public relations activities for Play Your Juke Box Week, which runs through June 25.

The campaign, which is supported by the American Radio History Association, seeks to raise public awareness of the Juke box industry and its contributions to the community.

Deejays are the key players in the campaign, as they use their influence in the community to promote the Juke box industry. They have been invited to join the campaign, and are using their platforms to talk about the Juke box and its role in the community.

One of the deejays, Roy Deaux, has been particularly active in the campaign, and has been using his platform to talk about the Juke box industry and its contributions to the community. He has been promoting the Juke box and its role in the community through his shows and interviews, and has been urging people to support the industry and its operators.

The campaign is expected to run from June 13 to June 19, and is designed to increase public awareness of the Juke box industry and its contributions to the community. The support given to the campaign by both the industry and the public is expected to be very positive, with many expecting to see a significant increase in sales and awareness of the Juke box industry.

First L. A. Op Party Ready For June 21

LOS ANGELES, June 19—A record of recruiting starts will be on the books by June 21, as a result of the after-

DIME MUSIC

Op Switches To 10c Play, Ups Take

BURLINGTON, Wis., June 19—Disc jockeys have been making an effort to promote Play Your Juke Box Week, which runs through June 25.

The campaign, sponsored by the American Radio History Association, seeks to raise public awareness of the Juke box industry and its contributions to the community.

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Why A Juke Box Route

A Story of the Man Behind a Juke Box Route; His Problems, Headaches and Accomplishments

By Jim Wickman

DURING the past six years a new phenomenon has been added to the American way of life - juke boxes. It started with an idea, then with a prototype, and has grown into a multi-million dollar industry.

Wickman started his route in 1962 and has grown it to a multi-million dollar business. He was one of the first to see the potential of juke boxes and has been a leader in the industry ever since.

His story is one of hard work, perseverance, and success. He has overcome many obstacles along the way, but his determination and dedication have helped him achieve his goals.

Wickman's experience is valuable for anyone considering entering the juke box business. His insights will help you understand the challenges and opportunities that come with running a juke box route.

He is a true pioneer in the industry and his story is an inspiration to all who dream of success in the music business.
Model "E" dares to be different in order to get you better locations, more patron attention, faster play and bigger profits.

This is the one juke box with that ever new-on-location look that always stimulates your music business.

AMÍ Incorporated

GENERAL OFFICES AND FACTORY: 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensed: Jensen Music Automates—building the IMA-AMÍ Juke-Box sold through Oscar Sierbye A/S, 5 Palaisgade, Copenhagen K., Denmark.
Diversification: Pass Key To New Locations, Profits

L. A. Ops Find Continuous Music, Juke Boxes a Perfect Combination

By Sam Abbott

The combining of non-coin and coin-operated music—or continuous and juke box music—is working a three-fold purpose for operators in the Los Angeles area using it to diversify and expand their routes. The addition of continuous music is opening new locations, offering location security and putting music machines in what is generally conceded to be better-type locations.

Among those using this type of operation are Al Hanlin and H. A. Buchhart, both veteran coin operators. And while they operate in separate sections of the country, their set-ups parallel in many ways.

Hanlin uses Steelberg's Select-O-Matic, 100 library models, while Buchhart uses the blend finished model.

They purchased their equipment from Minthorne Music, headed by James Minthorne, who runs a branch office in Beverly Hills and Palm Springs that specializes in the continuous music end of the industry. This Minthorne headquarters gives the operators a chance to buy, test and hear this equipment, adapting it mentally to their locations.

Hank Trombier, general manager of Minthorne, describes the diversification in this way, "In the past, juke box operators were up against a brick wall when it came to adding juke boxes in some locations. But with the new non-coin-operated equipment, it is possible to install a juke box in the bar or drive-in section of a location when the location owner is offered continuous music in the dining room."

"The financial arrangements for each location are different," Trombier points out, "since each job requires a different type of wiring and special speakers. However, one common method used by operators when a juke box is installed along with continuous music is to supply all the continuous music at no charge to the location owner, in turn for the entire juke box collection. This way the location has its background music without digging into its treasury, and the operator receives additional funds to pay for the equipment."

Trombier estimates that a continuous music installation can be made for about $750. However, in more elaborate locations, the price may run as high as $1,200 or more. Such was the case of Ludlow's Restaurant in North Hollywood. Location Expansion

Robert Ludlow, location owner who recently enlarged his place to include a drive-in, coffee shop and a large and small dining room, went all out for both types of music when he started last November. This operation, he said, was to guarantee that patrons would hear music everywhere.

The original installation, costing about $1,090, was made by Bob Reynard and recently taken over by Hanlin. A library music room was used in the coffee shop along with four eight-inch Accent juke speakers in the large dining room and two in the smaller dining room and coffee shop. The juke box is hidden behind the piano and in the background ceiling square.

The juke box, also Hanlin's special design, is installed between the small dining room and the coffee shop. It is from here it is heard in these three rooms and the drive-in area.

In addition, Ludlow, by a set of switches, has his continuous music set-up to include not only that type of music but radio, the inter-com messages. He limits his radio use to important news events.

Continuous Music

In Ludlow's large dining room only continuous music is heard. The system in the small dining room and coffee shop a cut-off after the dinner rush, giving the juke box an opportunity to rest at the end of the evenings.

At Spencer's in Van Nuys, Hanlin also uses a library unit. Here it is placed in full view of the customers, sitting on easier's counter at the entrance. Spencer's are placed through the dining room, and again in the coffee shop along the walls. It is a typical installation, one of the many now available from juke box manufacturers throughout the country.

The juke box has an advantage in selling music to patrons, who purchase juke box records at Hanlin's store in Palm Springs, California. The store carries a wide variety of music suitable for juke box players. Hanlin said that his juke boxes are well liked in the Los Angeles market. (Continued on page 106)
everyone is a prospect for MAGNECORD and RCA Planned Music A "PACKAGED" BACKGROUND MUSIC SERVICE

For years Music Operators and Distributors have had to be satisfied with only a fraction of the business that could be had with the right kind of music service.

For years Background Music has failed to realize its vast potential.

NOW THINGS ARE DIFFERENT! Magnecord’s "PACKAGED" Background Music Service takes the ceiling off your business and finally breaks the bonds that have long been hampering the growth of Background Music. How?

IT'S AS SIMPLE AS 1-2-3!

1 Magnecord Background Music is an MAGNETIC TAPE reels! 8 hours of continuous, unduplicated music (equal to 160 full musical selections) can be played from 1 reel, right on the location. Each reel has four distinct musical moods divided into 2-hour intervals that may be played individually, alternatively or consecutively at the option of the user. THIS IS FLEXIBILITY NEVER BEFORE POSSIBLE.

2 Magnecord Background Music is RCA Planned Music! Expertly planned, programmed, and produced by RCA itself, Magnecord Background Music is psychologically correct, professionally selected music which scientifically sound and properly diversified in theme, mood, tempo, and volume range. THIS IS TOP DRAWER BACKGROUND MUSIC NEVER BEFORE AVAILABLE.

3 Magnecord, world's largest manufacturer of quality, professional tape-recording equipment has developed an entirely new, continuous magnetic tape playback that delivers truer tone, richer quality and higher fidelity than ever before available in any other Background Music service. THIS IS A BACKGROUND MUSIC SERVICE THAT TRULY CREATES UNRESTRICTED OPPORTUNITY.

"Remember: ONLY MAGNECORD'S 'PACKAGED' BACKGROUND MUSIC SERVICE OFFERS ALL THREE IN A CONVENIENT, EASY-TO-SELL AND SERVICE PACKAGE. That's why everyone is a prospect for MAGNECORD'S 'PACKAGED' BACKGROUND MUSIC SERVICE. Whether you are a Music Distributor or Operator, now, in complete harmony with your present franchise, you can expand and remain in an entirely new and profitable field. To take the first step, send in this coupon RIGHT NOW!"

"Heinnie" Roberts

Henry ("Heinnie") T. Roberts, General Manager, Commercial Music Division, 225 W. Ohio Street, Chicago 10, Illinois. Telephone Whitehall 4-1889


Mail Today To:
Magnecord, Inc.
225 W. Ohio Street
Chicago, Illinois

Dear "Heinnie":
Please fill in complete details on how I can fit into the Magnecord Inc. Background Music Service.

I am a Music Operator, 8 Distributor and I handle these coin operated phonograph stands.

Name: ____________________________
Street: ____________________________
City: ____________________________ State: ______

Send this coupon today!
1953-1954 Public Relations Efforts Top All Past Marks

Operators, Associations Prove Local Concentration Pays Off

CHICAGO, June 19—Juke box operators, trade publications, and radio stations, realizing the importance of public relations programs, have been stepping up their efforts in all areas during the past year, with particularly good results being shown in the field of local concentrates.

Joseph Silverman, association business manager for the American Radio History Company, which published the recently issued price sheet of juke box operators, said that the company has noticed a marked increase in the number of operators who are using the sheets as a promotional tool.

Moreover, the juke box industry has been making strong efforts to get into the playing public. Newspapers through the nation have carried articles and stories about the community benefit of the juke box industry.

Silverman said that the company's research shows that the majority of juke box operators are using the public relations sheets as a means of promotion.

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STRIKES A TERRIFIC CHORD WITH LOCATION GOERS

MAKES MORE MONEY FOR OPERATORS

Location patrons have put their approval on the Wurlitzer 1700HF by putting more nickels, dimes and quarters in the coin boxes of these high eye-appeal, high-fidelity phonographs than any juke box ever collected. More and better music for the public. More and more earnings for the operator. That just about sums up why the Wurlitzer 1700HF, whether measured by its output of music or its intake of money, is the greatest Wurlitzer of all time.

SEE IT—HEAR IT—BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE HIGH EARNING, HIGH FIDELITY Wurlitzer 1700HF

TAKES THE MASK OFF THE MUSIC

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856
The Spectacular Growth of the Juke Foreign Market in a Handful of Years Indicates That the Industry Has Just Stepped on the Threshold of a New Era of Expansion

Juke Box Exports: A Story of Record Growth

CHICAGO, June 19—Juke exports were down this year, but the 26 per cent over the corresponding period in 1953 was due to the fact that the 1954 foreign market was higher than 1953.
Judge Warns Witnesses In Detroit Union Trial

DETROIT, June 19—Recorder's agent Jo Ann A. Gillis again attempted to question witnesses at a hearing here last week that if they insisted on answering yes, in the face of opposing and naive answers they would hold up their answers. The trial of William J. Shumway, president of the Teamsters Union, AFL, was adjourned for the fourth week and conspiracy to conspire,

Longo, the witness, who probably their court, said that his brother-in-law, George Burns, former witness and no financial interest in the company, but acted only in an advisory capacity for Remington, Corbett said that he would agree with Longo. The Friendly Music Company of Chicago and the Friendly Music Company, of Kansas City, and the Friendly Music Company, of Charlotte, were all involved in the Friendly Music Company of Chicago.

The Friendly Music Company of Chicago was formed in 1925 and is still in operation. The Friendly Music Company, of Kansas City, was formed in 1927 and is still in operation. The Friendly Music Company, of Charlotte, was formed in 1928 and is still in operation. The Friendly Music Company, of Chicago, was formed in 1929 and is still in operation.

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Magnetocord to Move Office, Plant Aug. 1

CHICAGO, June 19—Magneto, Inc., plans to move its plant or offices in August in a larger space in line with its expansion of development and production facilities started this year when the firm leased additional space in mid-year. With offices at 50 South Dearborn Avenue, Magnetocord Inc. will own Magnetocord's 42,000 square feet on several floors of buildings at 225 W. Erie Street. In order to disrupt production schedules, the move will be removed in a few weeks with the commercial unit, office and offices set up for production. The ground floor of the two-story building will be used for production and shipping.

D.J.'s Spearhead Juke Drive

Continued from page 32

Juke Box Week to Get Big Push in NY

NEW YORK, June 19—-Bud

F. A. Baker, president of the National Jukebox Manufacturers Association, and R. W. Dreklow, president of the National Jukebox Manufacturers Association, met with the Juke Box Manufacturers Association and the National Jukebox Manufacturers Association, here this week to plan a nationwide campaign to publicize the Juke Box Month.

The campaign will begin in New York, which is utilizing a national advertising campaign, "Play Your Juke Box Week" to be done in conjunction with the 1952 annual program of educating the music-listening public, as well as the advantages of the Juke Box Month, to move the Juke Box Distributors in New York and New Jersey, and launch the Jukebox phase of "Play Your Juke Box Week." The campaign was approved by the National Jukebox Manufacturers Association, and the National Jukebox Manufacturers Association, and the National Jukebox Manufacturers Association, here this week to plan a nationwide campaign to publicize the Juke Box Month.

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COINMEN YOU KNOW

Toronto

Communications to:
Harry Allen Jr.
Ohio 686

Trade Fairs a Great Success

The Car Audio International Trade Fair is a thrilling even-
to trade fairs. Attendance for the 290 Saturday, Car Audio
is far higher. Car Audio reports a record total of attendees,
show, which has attracted buyers and sellers alike from all over
the world.

Wally Luchton, last year's top seller, has ex-
hibited Seattle products.

A. J. Alberts, owner of the 1933 model, has re-
lated a md of the MOC project committee, said
"We are planning to make the MOC project
into a great national event."

And Clarence Cullen, local manager for the
project committee, stated that the first
will be offered to the Canadian opera-
tors.

Signs of the Times

Bill Louison, head of Park Lane Presents in Boston,
where world's smallest owner of the 1933 model, has re-
ceived his first shipment of the new model.

"As we approach the end of the year, we can
already see a tremendous increase in the demand
for our new model," Louison said.

And A. Louison, owner of the 1933 model, has
received his first shipment of the new model.

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Juke P-R Drive Opens On 3 Fronts in Nebraska

LINCOLN, Neb., June 19—the

P-R Drive opens its new

3-Front operation on June 19.

Play Your Juke Box Week,

June 10-27, was held

aggressively promoted here dur-

ing the week, the three front

Juke box operators, by radio sta-

tions and by local reports.

The managers of four premi-

um record stands operated

wholesale and retail to promote

the products in the region.

The three front Juke box

operators were:

The Canadian customers.

The three front Juke box

operators were:

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operators were:

The Canadian customers.
VENDING MACHINES

Commodities to 188 W. Randolph St., Chicago 1, Ill., THE BILLBOARD

JUNE 26, 1954

EndDime Acquires
Old Office Building

Auto. Cafeteria Idea Continues Growth, It is a Bumper Month

NEW YORK, June 19.—The Dime Corporation, pioneer husbandry auto. cafeteria maker, has acquired the Manhattan office buildings, formerly Jackson Plastics' location which rolled up a good advertising and sales promotion program and topped that the sec- ond largest sales promotion in the nation's leading textile market. Former employees of the company have been hired to set up a new business and a four- function Spacebar cup drink opener.

Other equipment includes a full line of regular and mercantile stocking machines, a cigarette vending machine and a candy vending machine and a five-foot automat. EndDime's office building is located on the second floor of the company's headquarters. The company can meet the spacebar's needs from any location.

Candy Sales Jump
$8 Million in 1953

Per Capita Volume Off Despite
20 Million Pound Hike; Bars Climb

WASHINGTON, June 19—Candy sales were 20 million pounds higher in 1953 than in 1952, according to the American Confectionery Manufacturers Association, which published a report of its findings. The increase was credited to the increased buying of candy by consumers and the increased demand by retailers. The report, which is based on a survey of about 1,000 retail stores, shows that candy sales increased by 20 million pounds in 1953.

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Form Tri-State Op Group
For Maine, Vt. and N. H.

WEST FRANKLIN, N.H., June 19.—Formation of the Tri-State Vendors' Association here was announced this week.

An operating group, with membership representing Vermont, New Hampshire and Maine, is working to create a statewide organization between the National Automatic Merchandising Association and operators in the three-State area, according to Secretary Treasurer Herbert G. Gregory, Londonderry, Vt.

Over 20 operators attended the meeting, planned by Gregory, a major share of the organizational groundwork work in forming the association was handled by New Hampshire operator Cleve Ord.

Electors Elected at the meeting were: David Mastfield, Peterborough, N. H. president; Harrison Parkham, Bennington, Vt., vice-president; Gregory, secretary-treasurer, and the following directors: Adam Young, Bangor, Me.; Arthur Johnson, Portland, Me.; Dick Springer, Woodin, Vt.; Lawrence Currier, Lyndonville, Vt.; Clarence Milton, Waterville, Me., and Frank Chehmer, Norway, Me.

Dues are $10 per year, with an additional meeting sponsored by Gregory. The meeting attended by the operators is held every month.

Valuable Information Can Be Yours Every Month...Without Cost!

This lovely little newspaper is packed with stories that can make your life easier. We bring you tips on how to improve the happiness of the average person. Here are some of the highlights:

- **Mail Order Catalogs:** If you have never ordered mail order items before, this is the place to start. You can find catalogs that offer everything from furniture to clothing.
- **Health Tips:** Every month, we bring you tips on how to stay healthy and fit.
- **Money-Saving Tips:** We provide tips on how to save money on everything from groceries to utilities.
- **Travel Ideas:** Whether you're looking for a weekend getaway or a vacation, we have ideas for you.
- **Craft Projects:** We feature projects for all ages, from simple DIY projects to more complex ones.
- **Recipe Ideas:** From breakfast to dinner, we have recipes for every meal.
- **Pet Care:** If you have pets, you'll want to check out our tips on how to care for them.
- **Gardening Tips:** Whether you're a beginner or an expert, we have tips for you.

Attention, operators in
OHIO—IOWA—Illinois—MINNESOTA
Here is a genuine GOLDEN OPPORTUNITY
an honest ONCE-IN-A-LIFETIME DEAL!

In liquidating our own operations of penny weight scales we are practically GIVING AWAY OUR LAST FOUR ROUTES!

If one of these routes is in your territory then GRAB IT... because the source asked is SO LOW IT'S PRACTICALLY A STEAL!

We are the oldest and largest penny weighing machine business in the world! Now we are closing our routes! This Opportunity Cannot Happen Again!

A CT NOW! THIS WHOLE DEAL IS SO REASONABLE THE ENTIRE NEGOTIATION CAN BE CLOSED BY MAIL! FIRST COME, FIRST SERVED!

Every route is complete—In perfect working order—On location now—Making big profits Right this minute!

Each route consists of:

- IN OHIO (Northern Part)—54 scales.
- IN IOWA (Central Part)—180 scales.
- IN IOWA (Southeastern Part)—40 scales.
- IN MINNESOTA (Northern Half)—104 scales.

Write Wire or Call Today:

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>42-32 11th St., Long Island City, N. Y.</td>
<td>570-462-1120</td>
</tr>
</tbody>
</table>

Champ Ball Gum

The Bubble Gum with the soft chew. Superior machine filled. No chewing. Be sure to use the N.A.B.V. and Ball Gum's display.

Write to the sales and information: BALL-GUM, INC., 3675 West 8th St., Cleveland, Ohio. GIVE TO DAMON RUNYON CANCER FUND

Victor's Topper

The World's Thinnest Feather and Fattest Feather. Generous inches of black or white. $12.99 each.

Write for samples and information.

**Contact Information:**

- **Northwestern Sales Co.**, 110 W. 35th St., New York 1, N.Y.
- **Mandell Guaranteed Used Machines**, 165 W. 42nd St., New York, N.Y.
- **Contact Form**, 103 W. 42nd St., New York, N.Y.

* Benjamin C. Leo, Publisher
* James A. Sweat, Editor

Visit us on [www.americanradiohistory.com](http://www.americanradiohistory.com)
VICTOR'S
Baby Grand Deluxe
5 CAPSULE VEND
IMMEDIATE DELIVERY! $60.00

VEN DIME
Always Guaranteed NEW!

LITTLE GETS MG FOR USING MATS NEAR VENDERS
NEW YORK, June 18—Poll little, who has the main name division of Pepsi-Cola in this state, owner of a new automobile, which he earned by his intelligence, has installed rubber mats in front of his vending trucks to keep the floor clean and to assure foot traffic of people making their purchases. The Pollie Mat Co., exclusive distributors of the mats, awarded little, $100, a new automobile because they feel he has spent a new market for the product. Henceforth, Pollie will make a $100 mat to sell to the mats to vending operators.

British Hair Oil
Op Changes Name, Plans Expansion
LONDON, June 18—Automatic Hair-Wax Vending Machines Ltd., operator of Breeday vending machines, announced a new name this month: The Automatic Hair-Wax Manufacturing Co., Ltd. A. W. C. Sebastian, managing director, stated that the new company would facilitate the extension of the firm's operation to other types of automatic merchandising equipment.

Rowe-Corder Sells
$16,50 to All
NEW YORK, June 18—The Rowe-Corder story in the June issue caused some comment, but the units sold the out on the operator $179.80. Rowe-Corder, however, reports that the 1960 sales were down due to the lack of interest in the cabinets, but that the firm need not subsidize the cabinets, and that efforts will be made to sell the cabinets by the cabinet. Commission is a 5% of net sales for the year.

Coke Enjoins Phila. Op
PRESIDENTIAL, June 18—A court decree against the New York City, Pennsylvania Automatic Vending Co., here, is said by Columbus and Pennsylvania Automatic Vending Co. owner, President Col. and Pennsylvania Automatic Vending Co. owner, President Col., to sell the company's cola business at a loss of 19,500,000, a message of the company's future. The suit is filed in Federal Court recently.

SCHOENBACH STAMP VENDORS
Folded Type

4500 W. 42nd Place, Chicago, Ill.

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Folded Type

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THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES

VENDING MACHINES

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Machine</th>
<th>Year of Manufacture</th>
<th>Current Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. Colson</td>
<td>Rocket</td>
<td>1983</td>
<td>$2,500</td>
<td>Used Rocket vending machine</td>
</tr>
<tr>
<td>V. Williams</td>
<td>Rake</td>
<td>1984</td>
<td>$3,500</td>
<td>Rare Rake vending machine</td>
</tr>
<tr>
<td>J. Smith</td>
<td>Capsule</td>
<td>1985</td>
<td>$4,500</td>
<td>Classic Capsule vending machine</td>
</tr>
</tbody>
</table>

We Buy! We Sell! We Trade! Vending Machines, Supplies, and Parts

- **New Designs**
- **New Ideas**
- **New Finishes**

Send 35¢ for a Complete Sample Kit

We are the largest selling distributor of vending machines, supplies, and parts in the world.

**PENNY KING COMPANY**
2153 Winick Street Pittsburgh, Pa.

**SAMUEL EPPY & CO., INC.**
3311 14th Place
Washington, D.C.

Both brand new -
METAL-PLATED GIMMICK-LIKE CHARMS Series #4
and METAL-PLATED QUALITY CHARMS Series #5

**FREE** Stamp for each 5¢ taken off.
WASHINGTO, June 19—New York is the big state in the coin game business. In recent weeks the state has taken over control of coin-operated amusement devices while Nebraska leads in the use of juke boxes.

The agency’s breakdown of the tax law involved in the state’s use of the law, which has been extended by the state to the legal limit of $1,000.

The agency’s breakdown by the state’s use of the law involved in the state’s use of the law, which has been extended by the state to the legal limit of $1,000.

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Court Vacates

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Exposed and prices listed below are taken from advertisements in The Billboard issue in which they appeared. Experiences and prices of machines advertised are approximate and may vary. Terms of sale may also vary. Before inquiring about any machine advertised, it is advisable to contact the advertiser for details.

KIDDIE RIDES (COIN-OPERATED)

- MEGO LEADS THE FIELD
- LOO'S BLAST OFF LARGE RIDES - 10 IN ALL
- ALL NEW CONSTRUCTION

NOW AT NET LOW PRICES

SAVE MORE MONEY - MAKE MORE MONEY

Subscribe to The Billboard Today!

The Market Place for the Coin Machine Industry

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

DISPLAY CLASSIFIED ADS

You can display this text in your display, print it out and keep a permanent record of your firm's activities. Each line is 11x7.5 inches minimum.

CASH WITH ORDER

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2120 PATTERSON ST., CINCINNATI 25, O H I O

Business Opportunities

Parts, Supplies & Services

Gowan's Supplies

Used Coin-Operated Equipment

Wanted to Buy

Firm Markets New Coin Mach. Paint

L O S A N G E L S , June 19--A

new multi-colored coating for re-

machine equipment was announced by the Paramount

Paint & Lacquer Company.

Called Zolene, the new coating is available in 48 basic colors from

which different combinations of colors can be mixed. Thus a spray

process, the coating gives

a mottled effect, the base color

topping the tinted one.

According to the manufacturer, a surface can be sprayed with
two coats of the product in a single coat, and alloys can be used to achieve

different effects.

The paint is said to be non-

staining and oil-resistant. It is washable.
## 1953 U. S. Coin

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1953</td>
<td>$195.00</td>
<td>1953</td>
<td>$195.00</td>
<td>1953</td>
</tr>
</tbody>
</table>

**Shuffle Games**

Informed and prices listed below are taken from advertisements in The Billboard on an as advertised basis. All advertisements are machine and hand printed. **COINS** is a hand printed advertisement, and prices listed are as advertised and not as advertised in any other publication. Prices are subject to change without notice. **COINS** is not responsible for any errors or omissions in the advertising.
Fabulous New Money Maker
Mutoscope's
DRIVEMOBILE

Thurmont, Md. Project 3,414.045

Thrilling Drive Yourself
Road Test

Most exciting amusement machine introduced in years! New large scoring playing area in location. Appeal for both adults and children. Skill, reflexes, and game play is highly competitive and lots of fun.

Driver sits behind steering wheel, sits well, and he’s on the ball with a hint of slight control. Road is paved in appreciable asphalt, asphalt, economy, and cars shine as a silver. All driver is rated from "tough" to "wonderful.""
Russell Leaves Dad Post, Joins Welch

WASHING DON, June 18.—Russell
Welch resigned his post as sales man-
ger at Dad's Root Beer Company and
assumed the position of Executive
and Andy Sophko, assistant sales
manager, at the Welch Grape Juice Company.

For Everything You Need
in new and
used equipment
Write for Our Lists

BINGOS FOR SALE

Atlantic City, 1277
Bingo, 800-

Eaton, 800-

Harper, 800-

J. Lipton, 800-

O'Brien, 800-

Cassady Linn.

610 S. St. Louis, St. Louis, Mo.

All games thoroughly instructed and
ready for delivery. U.S. money.

Purveyor Distributing Co.

4234 N. Western Ave., Chicago 13, III.
Phone: 40244

Bally, MOON-RIDE
FASTEST MONEY-MAKER
EVER BUILT IN 1924

Bally Manufacturing Company, 3404 Belmont Ave., Chicago 18, Illinois

YEAR AHEAD OF SCHEDULE

See Coffee Cost Dip
As Supplies Improve

WASHINGTON, June 18.—
ithal of earlier dire predictions to the
contrary. The Agriculture Department,
which has made a tongue-in-cheek ob-
ervation that rising coffee prices
may drop later this year, and at
most sure to go down in 1950.

The department had made
that the coffee prices would be
1950 or 1956 before the coffee prices
to begin to decline.

Reason for the new outlook in the
price picture: the depart-
mont's Foreign Agriculture Service,
who another look at the
world coffee situation, concluded
the more hopeful cost trend was
likely to continue.

The expected decrease of co-
production by Brazil (due to the
fractured coffee production during
the 1945-50 crop year, which be-
the 1945-56 crop year, which be-
the 1950-51 crop year, which be-

Frozen Juice

Profections of commerce in the
two countries are outlined in
the Department of Agriculture,
which said that Brazilian coffee
production was expected to

Sugar Supplies

Delivers sugar by primary
distributors in the U.S. consump-
tion during April totaled 1,200,000
tons, down somewhat from the 1,000,000
tons delivered for consumption in
April last year, according to Agri-
culture Department.

The sugar deliveries for the first
four months this year and 1,480,000
tons compared to 2,489,000 tons in
the same period last year. Blocks
held by primary distributors on
May 1, however, were 1,604,000
tons, up from the 1,300,000 tons
held in stock on the same date
last year.

Coffee Outlook Good

World coffee production is ex-
pected to be good next year,
Despite the 1950 coffee crop,
which will cut the coffee output
of Brazil, according to the
Department. Rising production
in other countries now is ex-
pected to offset any drop in
year's Brazilian output. Latin
American coffee imports this year
will be held in blocks of 500,000,
said the agency.

Hart Sales Up

10% Over 1953

UNION CITY, N. J., June 19.—

Leon H. Stenstrom, manager of
Coca-Cola Bottling Co., reported
Hart sales during the first six
months of 1956 were running about 10
per cent ahead of last year at this
time.

Lestry said that New England,
and the Southeast are leading in
and the Southeast are leading in
1956 in the soft drinks industry.
He said Texas and the Upper Mi-
west were "lagging slightly."

According to Lestry, weather
conditions are largely responsible
for these sales. Severe conditions
of merchandise would give oper-
ations a bad start in the area, but
would not cut into bulk sales.

Dr. Little Named
By Tobacco Group

NEW YORK, June 19.—The
Tobacco Industry's Research Com-
mittee's Scientific Advisory Board
this week named Dr. Clarence
Cook Lattin, executive director, as
chairman. The committee includes
the smoking literature. The com-
mittee consists of the following
members, except Lattin and Myers,
who were replaced by Lattin and

Dr. Little was formerly presi-
dent of the American Association
for Cancer Research, president of
the American Cancer Society, and
president of the University of
Michigan.

Some $290,000 has been allo-
cated by the industry to finance
research on any projects the board may
approve.
**GARFIELD, N. J.**

*Continued from page 115*

and promptly displayed on such machine or device, or on the premises where such machine or device is located.

Operators are prohibited from placing machines within 50 feet of the property line of any church building or school.

**Staff Penalties**

Penalties are very stiff: "Any person, firm or corporation or association violating this ordinance, upon conviction, shall be subject to a fine not to exceed two hundred ($200.00) dollars or not exceeding ninety (90) days, or both, such fine or imprisonment, in the discretion of the court.

This act shall constitute a distinct and separate violation of the provisions of this ordinance and shall be punished accordingly."

Thus, any operator who had a cigarette vendor or game on location for two weeks and failed to pay his $1,001 for the privilege could face nearly four years in the big and a $2,800 fine. It surely seems worth it.

Section 11 of the ordinance prohibits that "The first operator's license hereunder is hereby void, and granted to Peter Ricardi, U.S. Ramone, of 300 MacArthur Avenue, Garfield, New Jersey, provided, however, that said Peter Ricardi shall file the necessary application prior to the period and initial reading of the ordinance."

The final reading has been performed, and the ordinance has been filed for nearly a month. According to the Garfield City Clerk's office, Ricardi holds the only license in the city.

**NEW PROFIT HORIZONS WITH VISTA-SCOPE**

COIN-OPERATED TELESCOPE

Add this self-liquidating 250 power telescope to your present line of coin-operated equipment at little or no extra service costs.视力Scope is simple to install, requiring no electrical service work. The steady flow of profits day after day, year after year, anyone can operate. Anyone can set it up and watch it produce. Write for FREE descriptive supplement and price list.

AMERICAN LENS & PHOTO CO.

7100 Northwest Highway
Chicago 13, Ill.

**WANTED**

**BINGO MECHANIC**

GOOD PAY. NO DRIFTERS OR DRUNKS.

WRITE

THE BILLBOARD

BOX 742.

180 W. Randolph, Chicago, Ill.

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

**EVANS' LATEST**

"CLUB MODEL"

Saddle & Turf

**GARFIELD, N. J.**

*Bounce on the"FIRST" Step to Good Operating!

BIGGEST Record-shattering Money Maker in Over 50 Years

EXHIBITING NEW SHOOTING ARMY

A Selection of 3-Hour-Matic Machines

Every Location!

3 Gift Games

Suits G. Samson

POSTER PROS

New Deliciously Served

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THE BILLBOARD

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**EVANS' LATEST**

"CLUB MODEL"

Saddle & Turf

GUARANTEED

REPLAY AWARDS

every game when 7 coins are played.

Especially designed for locations demanding liberal Replay awards.

**SINGLE COIN DROP**

(EWITH SLUG REJECTOR)

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124  COIN  MACHINES  THE  BILLBOARD  JUNE  26, 1954

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WITH ENTIRELY NEW MATCHING PRINCIPLES!

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