Spring Special

featuring the 1958 outdoor amusement directory issue
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ALLAN
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COMPANY, INC.
NORTH TONAWANDA, N.Y.
Season Outlook OK For Eat, Drink, Ops

"A G O O D  or better than ever..." 1957--that's the consensus of opinion as far as the big outdoor food and drink business is concerned this year.

With few exceptions suppliers reported a very strong demand and supply to outdoor operators who cater to the thirsts and appetites of the millions of sun-seekers who look for a day out in the sun. This is tempered, however, by the advice of some who think the concessionnaire will be forced to dress up his establishment and promote his wares. Impulse buying is still the key to success, and some increase in the out-of-door market is indicated.

Prices of equipment this year, with few exceptions, held to levels of 1957. In a survey of food equipment prices reported to distributors by The Billboard, that was forcibly brought out. In context, the number that quoted unchanged prices was overwhelming in the majority of cases and a few here and there that reported a few of a per cent age points.

Personal to Bruce Evans, of Cold Metal Products Company, Cincinnati, O., summary business conditions at the annual meeting of the National Association of Amusement Parks, Pools, and Beaches, said: "Most of us who read the Washington predictions letters never know that things are not the same. Economists do predict a pickup in late spring, which should be helpful. However, we believe that this year the smart operator is going to make a little money, but some of the boys are going to lose out. Definitely, it is going to be harder to get public to spend their money. They have more monthly commitments than ever.

"However, we believe that the wholesalers who are now in the money as good products, sensibly priced and sold them modern, attractive and flashy stands are still going to get their share of the money. The operators must give the equipment replace and report sold out. We don't worry much about the weather. The worst days of giving the public a short cut is definitely over. Second hand prices were applied to the contract business to be successful.

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**Questions Loom for Ride Manufacturers**

The coming outdoor amusement season presents more of a question mark to ride manufacturers than many a year which has gone past. The men who turn out adult and kiddie riding devices are less in agreement than at any period in the past, the reason, it is revealed in the 1958 Ride Manufacturer's Survey conducted by The Billboard.

In recent years there has been a general air of enthusiasm in the business about the apparent eagerness of the people nation to visit nation's midway. Those new rides offered to the market were snapped up by operators who realized the public's attitude and had money to back up their faith. Successes were scored by Earl Bridge's Scrambler, Altra, Hertel's Helicopter and Twister, and the Wild Mouse offered by Ben Schiff and others.

The picture is different, however, this year and somewhat what this year as evidenced by a reluctance to buy at the Chicago convention of the National Association of Manufacturers, Fairs, and Beaches.

Variate Outlook

The outlook for both manufacturers and operators varies, but there is not as much discrepancy along the lines of equipment. Close to half of those on the manufacturing end reported an increase of prices due to higher costs of materials and labor. The price rise, producing a hesitation on the part of several potential buyers, has put the manufacturers in what can be termed a "tight squeeze between higher costs and less capital being available for expansion.

These parks, he noted, buy minimum of standard rides while spending principally on other attractions. In general there is less capital working because of tax factors and higher operating costs. "Operators," it was emphasized in discussing the bids manufacturers get themselves into by creating products so durable they are virtually unalterable, "are not reserving to discard equipment that has served its usefulness. The expanding kiddie business, which does buy rides, has been our best market." 

Elsewhere, and in contrast to the view already stated, it was pronounced by various manufacturers that:

- There are too many kiddie parks and several are going out of business.
- Manufacturers who suffer but operators will profit from the tendency of patrons to stay closer to home this summer.
- Kiddie rides are here to stay, thanks to this past year's emphasis on the population.

"Cheapest Amusement"

While some firms pointed to factory layoffs as affecting ride patronage, one prominent Midwestern manufacturer claimed, "This will give the manufacturers time to spend in parks and at fairs. This is their finest form of amusement and in the last depression the ride operator did very well. His prices were less, but so were his expenses. A volume of business at a reasonable figure is far better than a trickle of business at too high a price."

There is no denying that developments in the attires and rides have reflected over the years and that major producers long ago gave up hopes of holding the line on prices of several years ago. In addition to higher costs of materials, chiefly steel, workers are receiving more in wages, and the larger firms with the strength to hold on are in a position to work out profitable formulas. A couple have found it necessary to produce items for purposes other than amusements in order to keep costs down and buy the few key workers.

A more than half down coming

Several new manufacturers are making their appearance on the scene and others of established standing. Some of the newer names to be called for the 1958 season are Canal Wood, Arrow Development, Philadelphia Toboggan, Smith and Soldo, K. M. and Selleck Waterways, B. A. Schiff—report working on new rides and a couple may be seen in 1959. In past years it has not been uncommon for devices to be tested for at least part of a season on a carnival or at a resort or amusement park. Now it is working on a Monarch, a lifting tower version of its Flying Planet, and a giant rotating unit table.

Wide Price Range

It is still available for potential buyers to spend virtually anything for a ride. A single Water Cycle is rated $2,000 at one end of the price range, but park people desiring to spend into six figures for a major-sized Roller Coaster will not have to strain themselves to be able to build it for them. In between, where the great majority of ride prices fall, kiddie rides of the standard flat variety range from $2,500. Adult rides, however, are more varied in their size, weight and complexity and there is virtually no limit on the amounts charged for them.

On the foreign scene, where the Nefa-Jet made such an impression four or five years ago with American ride operators, there continues to be a steady flow of devices from the country. But the importation of massive units has slackened somewhat. And most units on the market are of Hot Rod and Junior Hot Rod variety and are related to the well-known, highly developed German Carousels.

The continuing interest of Americans in European rides is evident in the group of park owners making a trip abroad every year. This season there are even more manufacturers of rides from various countries that have not done business in the United States since the Brussels World's Fair and is expected to feature the best in rides that the Continent has to produce. While the particulars do hang a natural curiosity about the fair midway operation, several have the reputation of not hesitating to order what strikes their fancy.

But as the survey indicates, there is not a shortage of American rides. They are on the market in profusion, although some firms have vated their prices 5-50 per cent for understandable reasons. The results of the efforts since last fall have been a greater number of inquiries and somewhat smaller number of sales, although, it must be noted that this observation is a generality and does not denigrate those whose business is better than last year. But these few exceptions. In general, the manufacturers have had a tough year and the hope by all concerned is that the American public will not shun what has always been the most colorful and economical form of entertainment, outdoor amusements.
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Let us streamline your coaster with new custom-built modernistic cars.

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A real Junior size Coaster appeals to Teenagers and Adults.

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A 10-car De Luxe Buggy Ride. The Kiddie's delight.

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10 or 20 ponies fitted Western style. Leather saddles.

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**SHOOTING GALLERIES HAVE COLORFUL PAST**

Of the many traditional money-makers employed by the outdoor showman, few have the colorful history of the shooting gallery, which derives its origin almost from the birth of destructive weaponry. Tests of skill have always been a popular diversion, and early competitions evolved over the centuries to the modern supervised range and the public amusement gallery.

It was late in the 19th century that firearms were offered for public amusement use. The emergence of Coney Island as a major fun location drew attention to the pioneer galleries which had become established there along with the bathhouse and sea food emporiums.

Traditional names like McCullough and Mangels, prominent for more than 50 years in the outdoor amusement industry, have a well-lighted niche in the development of shooting for fun. The former, represented by James McCullough, a Coney pioneer, was instrumental in presenting the mechanically motivated moving target to the public. The late William F. Mangels had been a prime manufacturer of galleries and the business, carried on by his sons, has lost none of its attraction and skill.

Spin the Spottnik

Alertness in the shooting gallery business is difficult to develop when the product has been worked out to a fine art and, on top of that, is virtually indetectable. Most modern refreshments have therefore been in the creation of novel targets. The most enticing of these is Mangels' pilot model, Spottnik which is now undergoing tests. This is a highly polished steel ball with a round paddle target at the end of each antenna. The attraction: Hit the paddle, spin the satellite.

Another recent effort is the Peel-Peach unit of Capital Shooting Galleries. In this item a revolving drum shows a model in various stages of dismemberment, with bull's-eye below. The attraction: Hit the bull's-eye and the game is over, that is.

One of the major developments has been the compressed air machine gun gallery of Melch and Felman. Tried with overwhelming success by Charley Feltman at the 1939 New York World's Fair, the guns have an economy advantage in several ways over the .22-caliber single shot firearms. They use air which is reclaimable for sale and scrap, and they use aluminum targets and lighter steel gallery structures than are required for the .22-caliber units. For the operators whose action is dominated by money considerations, the auto...

(Continued on page 8)

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(Continued on page 10)

**On Location Trials Prove Commando Gun**

**LOCATION** tested last year to marked success, the crew-operated machine gun, Commando, manufactured by Chicago Coin Machine division of Chicago Dynamic Industries, Inc., will be operated on many midway through out the U. S. this season.

At least 250 gun units will be delivered and the number may well hit 500, San Wilhelms, president of Chicago Coin, said, adding he is basing his forecast on sales already made and indications of further early sales.

The machine guns were tested at Chicago's Riverview Park last year, where a battery of 10 were operated with highly successful results. The results, in fact, were...
New "Wonder Attraction"
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PARKS! FAIRS! CARNIVALS!
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Adjustable to Shoot From 120 to 325
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Steel Ball Cleaner Insures Dirt Free
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Takes Only Seconds to Reach and
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New type gun sight for greater
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The Safest Gun Ever Manufactured!

Commando Machine Gun Units are Furnished with an Attractive Colorful Target Assembly. All targets made of genuine rubber requiring a minimum of upkeep.

Big Money Making Opportunities
For Large and Small Investors!

For the first time, one of
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David Gillian (Park Operation)
Green Tree Show. landscaping
W. P. Lynch (Canada)
Lakeside Park (Denver, Colo.)
Parada Shows. Swisher & Swisher, Owners (Kans.)
Pavilion Park (South Carolina)
F. W. Pearce Corp. (Parks—Mich. and Minn.)
Shamrock Shows, H. Flanagan, Owner (N. J.)
Skeerbeck Great Northern Shows
Wallace Brothers, E. E. Farrow, Owners
World's Finest Shows (Canada)

Other Scrambler Owners will be added as BIG ELI Production permits.

ASK THE MAN WHO OWNS ONE
Investigate a flashy, lifetime service, profit-earner, THE BIG ELI WHEEL—all standard Wheel sizes are available for spring shipment.

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Colorful Past of Galleries

Of many satisfied and enthusiastic Owners of BIG ELI WHEELS and BIG ELI SCRAMBLERS we list a few:

The single shot operation, however, in the grandpa and most widely used unit on portable and stationary midway, and in the actual districts.

Lever Back Popular
Shooting galleries have improved in many ways while steadily increasing in price because of steel and labor conditions. Early targets were loose and knocked off a shelf, requiring setting up by hand and a consequent slowing of the operation. Over the years the lever back has become common, and now the gallery attendant has merely to tag an overhead cord and pop up 80 loaded soldiers—or taunts, or birds, or pipes.

In early days the danger of injury from ricochets was more of a matter of concern than today, since the modern 22-caliber shot gallery ammunition pulverizes upon contact. Regular ammunition proved its risky character eloquently during the 1911 fire which swept Downtown and Luna Park on Coney Island. A McCallough gallery was consumed in the blaze accompanied by a pattering of lead bullets that had an injury toll of three persons.

Steel and iron predominate in target material. The clar pipe which was popular before World War II was actually a pipe made for smoking, a natural for gallery use because of the way it shattered. These were factory rejects, and after the improvement of manufacturing techniques developed gallery operators of the pipes, a Brooklyn firm started renting them especially for target use. The holders of replacing them, however, became greater than the operator desired to take. Besides, steel was no longer a nickel a pound and the ensuing rise in his investment made the businessmam more interested in the lever-up target racks, which yielded a faster and more profitable play.

But the 25-cent-a-shot standard still holds at permanent installations. The loo cost to consist of 15 shot 22s is never.

Grease Caps Added
The improvements in manufacture, while safer for the customer and faster for the operator, still present their little irritations. For example, the greased chains which activate such moving targets as swinging belts, rotating projectors, etc., used to move along with no trouble when the nickel ammunition was in use. The pulverizing bullets created a new problem. In diarrhoeating they splattered a film of abrasive shot on the chains links and clogged up the gear. Grease cups were instituted to solve the problem.

Today's shooting gallery is a far cry from piece of equipment as the amusement businessman can obtain. It represents 20 days of labor and bears fore and backgrounds of three-tenths staked plate, riveted in angle iron frames. Targets are instant and drop forged steel. They stand up surprisingly well despite the constant sledging of bullet impacts.

An old line of target usage, which few gallery people convert to their amusement, is the correct all this peening has on the targets. In stets and warps them. A flat surface help backed fire the fire of a star or ball at season's end will show a definite corning or wear around the outer rim. But the tendency of metal to yield to constant impact is ever. And Fred. Waller's points out. It is especially easy when the background tank offers rows of dots of bullet holes in opposite directions. Just take out the copper pins and reverse the targets, he says, and another season will see them bent flat again, thanks to hammering from the other side.

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The .22 SHORT Gallery model that so many gallery operators have asked us to make has now been thoroughly tested and accepted by many of the largest shooting places.

This is the Gallery model built for you. Its substantial, long-life serviceability will prove to be the most profitable investment you can make.

It's no appealing in styling, design that everyone wants to shoot it. It's so lightweight, where's balanced and well dimensioned that a man, woman or youngster can handle it with equal ease and accuracy.

Only 4 lbs. 15 oz. - 724 inch special steel barrel. - overall length 40 inches.

Dependable self-loading and ejection, double extractions for bottom ejection. 16 round magazine capacity. Loading port is in top, especially designed for fast, safe loading with loading tubes.

Stainless walnut stock with grooved and contoured steel butt plate for shooting comfort and real protection to the stock.

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THE ADVANTAGES of trailer living for a carnival family outweigh any disadvantages.

That's the opinion of Mrs. E. E. (Ernie) Farrow, wife of the owner of Wallace Bros. Shows, who for six months of each year runs a mobile household for her husband and two young children. "In all we're weighing my likes and dislikes of trailer living, I am reluctant to say I find anything wrong with it. It seems rather easy that six months out of every year," Mrs. Farrow declared. "It has always meant a change of scenery every week and many places to see. There is always a new neighbor on both sides of us each week due to the difference in midway layout. That is one advantage I enjoy—new neighbors."

The Farrow's have two children, twin boys, six and three years old, and used a 40-foot, two-bedroom mobile home. In shopping for a trailer, they looked for the best constructed, lightweight piece that fits the family needs as they tow it in a passenger car. "Housekeeping, compared to a permanent home, is less trouble, yet it seems difficult to keep a trailer as clean as a house. Every meal meal seems to clutter up the living-dining area. In a home, meals are usually confined to a room that is out of sight of the front entrance or can be closed off. Cooking easier."

"In cooking and preparing meals in a trailer, I take less steps each day, and everything is within easy reach. We don't have as much as we do at home due to the fact that we travel in the summer months and even meals heat up the trailer. "We carry most of our appliances each summer but as electricity varies from location to location, we sometimes aren't able to use those that require a heavy load. We take a large supply of food due to the short stays in each city or town and use sometimes go out of service. We don't carry our finest china or glassware but take an average set of dishes necessary for our family," Mrs. Farrow pointed out.

Fairgrounds and still dates vary in their advantage, Mrs. Farrow observed. Fairgrounds are generally the most desirable due to level and grassy locations. She prefers to be near the show's office trailer but this is not always possible at fairgrounds. At still dates, however, the mobile home is parked near the office and the Farrow automobile is always ready for the numerous shopping trips into town. Disadvantages to the trailer dweller at still dates is the mud and dirt that's tracked into the home.

"Television plays a big part to entertaining all members of the family. The Farrow enjoy TV with the aid of a telescoping antenna that is mounted on the hitch. It requires a minimum of space and can be easily beamed toward the nearest station. Reception is good in most places, Mrs. Farrow declared. Air conditioning of the 40-foot home has never been adequately solved, according to the home owner's wife, due to the length of the trailer and the arrangement of the rooms. Two separate coolers are needed and this would add too much weight to the hitch. The more weight, the more tire trouble is the way Mrs. Farrow sums it up.
Tent Business Big; Color Comes Strong

Circus, Music Theater, Carnival Orders Bulk Large; Rentals, Too

This spring's show canvas picture is headed up by the new big top and allied tents being delivered to the Clyde Beatty Circus and the Cristiani Bros. Circus. Other fields in which buying is heavy include those of carnivals and music theaters. The biggest top this season is for a fairival. Other construction includes large tents in pastel colors like rose pink, rosy red, blue and forest green, all for garden party rentals. Color also marks the show canvas jake. Circus big tops are being delivered not only in white but also in vivid color combinations. Concession tents are being made in plastic coated blue. Music theater tents are turned out in combinations of tangerine, blue, green and orange.

Beatty's Details
Canvas for the Clyde Beatty Circus was shipped from the O. Henry Tent plant, Chicago, to Palisades, N. Y., for the show's opening. It leads off with a white big top that is 140 feet with three 50-foot middles. Side show-massenger tent is 60 by 30 feet with three 30's. Also in the spread are two marquees, a complete set of concession tents, and blue and white side walls for all of the tops. Cristiani starts their double delivery on a large and colorful spread built by the United States Tent Company, Sarasota, Fla. It has a 140 by three 50's, in a rival blue and forest green combination.

Cristiani also is getting a marquee top that measures 80 feet with three middles and a separate side show that is 70 by four middles. Other tops are included in this lot. Unique feature of the Cristiani big top is that its middle pieces actually are made in a single piece measuring 150 feet, with ball ring seats for admission only every 50 feet. Making this as one unit eliminates the need for lacing and it permits spooling of the canvas on a mechanical unit without the bulking of lacing. Other circus work being done by U. S. includes Benson Bros. Circus's new 80 with three 40's, the Beers-Barnes Circus 80 with three 30's plus a magazine tent, and a new side show top for Carson & Barnes Circus.

U. S. is building a giant 220 with six 30's and one 40 for the Rova of Tableau. This gives an over-all measurement of 220 by 60. Unique feature is that this top starts and ends with a 140-foot side wall, but graduates up to three sections of 50, 30 and 15, the middle section goes over the rearmost. Other large U. S. tents include several

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES
NEW-IMPROVED

Calliopes Still Draw; Shop! Continue Work

There is continuous interest among showmen in public calliopes, and these machines are still being produced. Calliopes traditionally were powered by steam, and now almost all of them are operated by compressed air. They are commonly used around circuses and parades, while the diminutive band organs are usually found at Merry-Go-Rounds, parks or carnivals.

Cuzzit, the founder of the Cuzzit Calliopes, has been producing calliopes for over 70 years. He reports that the calliopes field is quite active, with many buyers buying collections of 15-25 calliopes. Cuzzit himself has delivered a 43-piece calliope to the Wisconsin, Minn., Historical Museum recently. Lee also built a 31-piece calliope for a Lawrence Whaler performance in Dallas. Parks for only five more 25-piece jobs remain. After that, Lee reports, it will not be economical to make them. Furthermore, while many are being reconditioned, and some parts replaced with new ones. He has sold about 10 calliopes in the past seven years, limited largely by the amount of time he can devote to it. Several tapes for records, commercial use, model ships and other uses have been made on Lee's instruments, the latest being for the Maytag Company.

Repairs and tuning of calliopes are part of Lee's activities, but he is also actively engaged in used equipment, since used machines generally require complete overhaul. New calliopes are being produced.

There are other calliope plants in active work, most of them using modern methods and equipment, since used machines generally require complete overhaul. New calliopes are being produced.

Cuzzit has a veteran pipe organ builder and has constructed one of these on a trailer. But now he has line of four air calliope models, ranging from 37 to 69 whistles. He has recently ordered parts to perfecting a new blower, new whistles and other parts.

He declares that with his unit the speed of play determines the air pressure rate, as that now when a chord is held there is no dump in the sound. Cuzzit has the urge to build a steam calliope and has worked on the project. He recognizes that he is seeking a lost art, since the original steam calliope builders are in past age and other attempts to build steam calliope have been marked solely by failure.

However, Cuzzit already has overcome some stumbling blocks and is really a Dynamic Faire Plan. Singer has designed and built on his own a new unit for automobiles and has it on the market in the future. Meanwhile, his was recorded for a network radio show.
Trials Prove Commando Gun

such that the concession operator plans to double the number of guns this year providing additional space is made available.

The gun was formally introduced at the Chicago outdoor convention in early December and were tested on a fair midway for the first time at the Florida State Fair, Tampa, in February.

Commando offers a number of features, quite apart from its coin-operation. Each unit is self-contained, electrically operated, automatically loaded and has no troublesome exterior compressors or air hones.

Its hopper houses 8,000 rounds of steel balls, which are poured in thru the top of the gun. It comes equipped with a coin chute which is available for $.50, 10 and 25-cent play. It is so designed and built that it requires only a matter of seconds to reach and service any part. Adjustment to varying depth location is made quickly and easily.

In action, the gun arrests attention. It shoots in three-shot bursts at less than one-half second per burst, with 150 shots for 10 cents taking only about one minute. The ball target unit is arresting, with the balls made of plastic of long-lasting quality.

FOR SALE

Handy-Do-Board, 70 Safe Target, 10 good targets, Alice Player...$7.50

A Day, Day, Day, 20 Tickets...$1.25

One try without payment...1,000.00

One try for better score, 15 tickets...1,500.00

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Elsewhere $1.00, $2.00, $3.00 and $5.00 are not in same buildings.

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already running for extra hours. Owners in southern areas feel<br>
their units virtually unbreakable. No maintenance problems. Operate 8 hours on gas, brilliant red rod and<br>white fiberglass hull.

Be first in your area to feature a Amanda. Owners on the latest<br>feature! Rental at $5.00, but Write for special opportunities to render owners.
GREAT SOUTHWESTLAND

Giant Dallas-Fort Worth Center Pairs Kiddieland, 'Adultland'

PLANNING and construction are under way on the Great Southwest Corporation’s expansive sports and recreation center located between Fort Worth and Dallas.

Here, in time for the 1959 season, is to be a giant fun zone with a kiddieland inspired by such other parks as Disneyland and an "adultland" marked by its wide range of sports facilities.

Great Southwest Corporation is planning a larger industrial center of which the kiddieland are only a part. Principal investors in the company are Lloyd Lee Wynne, Sr., a group of Fort Worth business men and Webb and Knapp, the development corporation of America, and Rockefeller Center, Inc.

The amusement section will be the Great Southwestland — the amusement park phase, and the Great Southwest Sports Center — the section devoted to many types of participating sports activities.

Six-Part Park

Great Southwestland is still in planning stage but it is intended to have six basic sections with names and themes that parallel Texas Under Six Flags.

Thus one section will have a Spanish theme, another will be linked with Mexico, the next will be concerned with the Republic of Texas, fifth will be the Confederacy and sixth is to be the United States. The latter would bring things up to date with a theme of space and the world of tomorrow.

This area will include not only the theme elements but also amusement rides and similar devices. Preliminary sketches call for an elaborate miniature railroad, Ferris Wheel, and many more familiar units. One estimate is that there will be 20 rides on the 60-acre section.

Big Sports Plaza

Near this site is the first of the Great Southwest units to be

(Continued on page 17.)

GREAT SOUTHWESTLAND

DALLAS/FORT WORTH TURNPIKE

GREAT SOUTHWESTLAND

ARLINGTON DOWNS ROAD

B & B SPECIAL AMUSEMENT ROPE

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ONLY THE BILLBOARD — among overall entertainment mediums — is a member of the

AUDIT BUREAU OF CIRCULATIONS.
TV Cowboy Head Fair Name Parade

Top Names in television and motion pictures with emphasis on the newer—will top the mammoth at many of the nation's fairs this season.

In time with the times, video cowboys, currently riding the top rating rates, are increasingly popular not only with the connoisseurs but with the fair attendants who have their cash cued to the box office receipts.

Roy Rogers, Dale Evans and Company, who racked up whopping grosses at fairs during the past season, will be seen once this year to 77 when they played only the Mexico State Fair, Albuquerque.

This year the Rogers aggregation will head up the program at the Wisconsin State Fair, Milwaukee, Eastern States Exposition, Springfield, Mo., Montana, N. Dakota, Louisville, and the Nebraska State Fair, Lincoln.

Gene Autry, also a perennial favorite with the horse opera fans, will again play the series of one- and two-day stands at Midwestern county fairs on a percentage basis, the deal that he introduced last year with success. On Autry's route are fairs in Iowa, W. Dakota, W. Missouri, Ws., Magapunke and Davenport, Iowa, Memphis and De Pere, Wisc., Escalada and Curo, Mich. These will be followed by rodeo cities.

An addition to the roster for this year is Dale Robertson, of the "Wells Fargo" TV series, who will head up rodeos at fairs in Wisconsin, Salem and Raleigh, N. C. Richard Boone, Rivera star, is also being brought as a result of his gun-slinging tactics at Paladin of the "Have Gun, Will Travel" TV series. Bond Ward, featured in "Wagon Train," is also included.

James Arness, the Marshal Matt Dillon of "Gunsmoke," has already made a number of appearances at fairs and rodeos and is reported to be doing well at some of the fairs he爾 recently was the name at a Shreve- ton, La. rodeo and has made several appearances at indoor equestrian events around the country.

Also this year is on the Western performers, other top names in television and motion pictures, corresponding. Tennessee Ernie Ford will head the list at the Michigan State Fair, Detroit, this year with additional dates in the making. Jack Beatty and Clodie Mack-Krone are being sought by several major fairs and Red Skelton, Com- son Marlo and Tommy Sands have each been pencilled in by at least one major agricultural annual.

Herb Shriner has once again been signed for a role of smaller fairs as 'Old Ma' Digiton,' his big hit, and with a number of additional years of experience at West Union and Monticello, Ia., Champugia and Kankakee, Ill., and Ashland and Cuffinfield, O., the Lemon Sisters, from the Lawrence Wells TV show are expected to be popular enough at the fair that last year fair to be booked again for this year.

Even some of the glamour girls are turning to the fair-type of event. Tyne Phillips, Ifland, who was featured at the recent Bicentennial Day celebration in Cor- pus Christi, Texas, played the "Ozrie and Harriet Show," was also featured at the Meno County Fair, Mesa, Ariz.

Numerous other bookings are in the works. Through Canadian National Exhibition, Toronto, has set up a major event that will be working on their bills are the Indiana State Fair, Du Quoin (Ills.) State Fair, and the Illinois State Fair.

The World's Largest Pacific National Exhibition in Vancouver, B. C., has indicated it will sign a list of names to bring in Masquake in Canada, his 100th birthday this year. And although the World's Fair in Tokyo is planning the outing the celebration has already been confirmed is the 100th birthday, which will be celebrated Aug. 31.

In the sports center they will offer all sorts of equipment and clothing to sports participants. It's the ultimate in competitive fishing equipment for youngsters. Quadrangle, which is basically a driving, shooting range, and deer ranges, and other wildlife.

Another addition featured in the sports section of this layout will be a driving range, shot gun ranges, deer ranges, and other wildlife.

Additional features in the sports section of this layout will be a driving range, shotgun ranges, deer ranges, and other wildlife.

In the sports center also is to include a shrine with sleding snow, travel agency facilities for lodging. It's shown to your friends to foreign conferences in a major annual agricultural annual.

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NEW! low-cost Cretors counter model popcorn machine

Here's the biggest little money-maker in the country—the new CRETORS "American" Counter Model. All-steel kettle, thermostatically controlled, pays 8-8 cents. of raw corn per charge, turns out $14.00 of corn per hour. Automatic corn cover. While all-metal frame with red and blue "POP-CORN" sign. Popper case heated by electric element. Equipped with flexible doors. Measures 20 1/2" high x 27" wide x 21" front to back. Fits into any ordinary 100 Volt AC outlet.

Giant popping units gas or electric

The ever-popular CRETORS Giant Popping Unit with B.B. capacity (50 lbs. per batch) is available with either Electric or Electric Kettle. Either can produce $75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle, or $50.00 per hour.

SALES OFFICE: CRETORS POPCORN MACHINES SINCE 1895

SOUTH, 69, NASHVILLE, TENN.
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Have fun!

Have a Pepsi

Light refreshment is what they want...in a cold bottle or in a cup. They know Pepsi-Cola refreshes without filling.

NEWS FOR CONCESSIONAIRES!

PEPSI "PRE-MIX"—Saves labor costs...no bottles, breakage or storage. Serve the drink they want...perfectly. Get the "Pre-Mix" story from your Pepsi bottler.

PEPSI SINGLE-DRINK SIZE—Now available in new 65 oz. unit bottle.

Prices Stable

Season Outlook OK For Eat, Drink Ops

Leading new item in the Gold Medal line is the White Bang popcorn machine designed for kiosks, swimming pools and general use where a large capacity popper is needed at a low price. The machine has a kettle capacity of 12 ounces which will produce up to $26.00 worth of popped corn per hour. List price is $220. For the carnival trade they are offering two electric poppers with six and 12-ounce capacity that can be used in conjunction with large popping units to produce fresh corn thus taking advantage of the important aroma.

Gold Medal is also selling a new blue-raspberry flavor for snow cones and has gone all out in pushing two new flavors for the flex operator, grape-purple and blue-raspberry. In Evamy opinion, the two-color flex operation will almost universal this year, with the concessionaires running two machines each, with a different color. A ring of candy is taken from one and then a ring from the other.

Lawrence S., Goldmeier, president of Poppers Supply Company of Philadelphia, this year is offering a new series of machines designed to bring more of the amusement-seeker's dollars into the concession stands. Slight increases have been put into effect due to the rising cost of steel, some freight rates and labor, Goldmeier reports.

Popping the Poppers' list of new equipment is its Roast-King gas equipment, the first of its kind to be manufactured since Goldmeier reports. The unit roast...corn, potatoes per roast and up to 50 pounds per hour. It lists at $237.50. A powdered mix to coat candy apples is being offered at $1.50 per batch which is enough to coat 110 apples. The mix comes in a moisture-proof bag. The fan's name is Cash for snow ball and soft drink operations holds 50 pounds of ice and is heavily insulated. It has split lid for quick service and lists at $39.50.

Also new at Poppers is its dis- . . . . cern candy syrup concession stands that list at $1.50.50 and $3.50.50; a snow ball flavor dispenser turn-table that holds up to six gallons of flavor and spins around at the flick of a finger and lists at $12.50; red and white striped flex paper; foldway concession stands in several sizes, and a line of display cases and warmers for candy apples, popcorn, peanuts and caramel corn.

S. T. Erholt, Inc., Bismarck, ND, manufacturers of snow cone machines and supplies, are noting unchanged prices this season and look for a good year in outdoor show business.

H. H. Brockway, veteran man-...ager of Concession Supply Com-pany, Toledo, O., is putting four new articles this year, its new gas-fired, electrically stirred corn pop- per and an infra-red sandwich oven.

The popper has an output of from 589 to 650 per hour and can be easily installed by means of four bolts, Brockway points out. The base is stainless steel, chrome and cast aluminum construction. The kettle is of heavy gauge drawn stainless steel, has a large seven-inch gas burner and operates on 125 volts, 60 cycle current. The unit is placed at $252.50 and is designed for parks, carnivals, race tracks, trailers, theaters and other outdoor locations.

Quick Cooker.

The oven handles sandwiches of practically all types, sealed in cellulose bags. The pre-prepared sandwich is removed from the refrigerator, placed in the oven, the automatic timer set and when the buzzer sounds, the sandwich is ready to be served. Hot dogs in buns are cooked in three minutes; pre-cooked barbecue sandwiches in four minutes, and hamburgers the same. The oven has a capacity of six hot dogs at gas time. Ovens are available with heat sealers for the cellulose bags at $72.50 each, Toledo.

Latest entry in the snow cone field has been introduced by Supreme Manufacturing Company, Baltimore. This new unit occupies only square foot of space, holds approximately 25 pounds of ice and is 65 pounds. It is approved by health authorities because its product does not come in contact with the operator's hands. It produces dry, fluffy snow cones as needed or an storage of shares for necessary.

Republic Supply Company, St. Louis, has introduced its new Multiple automatic carbonator de-
Our New Perfection Candy Floss Machine

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**TIGHT MARKET**

**Popcorn Shortage Boosts Prices 50%**

The cycle has again turned and prices of popcorn in the neighborhood are faced with 1958 raw corn prices, which are 50 per cent above those that prevailed a year ago. This is due to the condition that existed in the spring of 1957, in which the weather was dry and hot, causing a large number of continuous celebrations in Minnesota this year which should help move more popcorn and other concession merchandise. Current prices on yellow popcorn are running 50 per cent ahead of last year, Sturm reports.

The market on raw corn is the Southwest is a full 40 per cent higher than last year, according to Charles E. Darwen Company, Richmond, Va. This firm believes there is a possibility of still higher prices before the new crop is available in fall.

The 50 per cent price increase is currently being quoted in Missouri by the Prunty Seed & Grain Company, St. Louis, F. H. Ram-\nridge, president, blames the increase on the poor harvest. He also reports that they now have packing corn in 125-pound polyethylene bags for a corrugated case.

George E. Brown, vice-president of Waucolot Popcorn Company, Marion, O., says popcorn will be in extremely short supply until the new crop is ready in fall. At that time, if the 1958 growing season is satisfactory, there probably will be ample popcorn of all varieties. The shortage is greatest in large barrel yellow hybrids. The supply of ballon has been moderately short, while the supply of white hulls is ample. Prices being quoted by Brown run 50 per cent above those of a year ago. Victor Popcorn Supply, Topeka, Ks., is quoting 50 per cent ahead of last year.

Virginia & Spanish Peanut Company, Providence, R.I., is quoting prices 10 per cent higher on peanut and popcorn supplies due to short crops. Lummis & Company, therefore, Walter L. Wat-\ns, assistant vice-president, reports prices on peanuts in the shell as 50 per cent higher than a year ago.

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Portable Foldaway Concession Stands & Tents

All tents come in either 4'4" or 5'4" width. They are 7' tall in front, 5'6" in the rear, 3' deep with a 3'6" awning. When awning is dropped, will enclose stand.

KHAKI duck tents have blue valance with white fringe.

DACRON is vinyl coated both sides in alternating red and white stripes. All tents are water-proof, fire-resistant, and Dacron is also mildew-proof and wipes clean. Side curtains on all models equipped with finger snaps for easy use.

STANDS, both 4' and 5' wide stands fold away in 4' of space. Warp-proof body, adjustable legs. Wipes easy. Storage shell holds ample stock. Knocks down and sets up in minutes. Red and white striped design gives your stand individual attention.

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Oxley—Oxley, just north of campus, 12:25, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Pineville—Pineville, southeast of campus, 12:30, 1:15, 2:00, 2:45, 3:30, 4:15, 5:00, 5:45, 6:30, 7:15, 8:00, 8:45, 9:30, 10:15, 11:00, 11:45, midnight. Mgt.; 25.00.

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Portland Park—Portland Park, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Ravenna—Ravenna, west of campus, 12:30, 1:15, 2:00, 2:45, 3:30, 4:15, 5:00, 5:45, 6:30, 7:15, 8:00, 8:45, 9:30, 10:15, 11:00, 11:45, midnight. Mgt.; 25.00.

Saratoga—Saratoga, north of campus, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Sawyer—Sawyer, northwest of campus, 12:25, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Shelby—Shelby, west of campus, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Sierra—Sierra, southeast of campus, 12:30, 1:15, 2:00, 2:45, 3:30, 4:15, 5:00, 5:45, 6:30, 7:15, 8:00, 8:45, 9:30, 10:15, 11:00, 11:45, midnight. Mgt.; 25.00.

Sparta—Sparta, southwest of campus, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

St. John—St. John, north of campus, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Staunton—Staunton, west of campus, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Talladega—Talladega, northwest of campus, 12:25, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

Tuscaloosa—Tuscaloosa, west of campus, 12:15, 1:00, 1:45, 2:30, 3:15, 4:00, 4:45, 5:30. Mgt.; 25.00.

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1958 Fair Dates

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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 June 15 issue of The Billboard.

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Alabama


Arkansas


California


Colorado

Colorado—Fair State Fair, Ind. Aug. 27-Sept. 3.

Connecticut


Idaho


Indiana

Indiana—Fair State Fair, Ind. Aug. 27-Sept. 3.

Kansas

Kansas—Fair State Fair, Ind. Aug. 27-Sept. 3.

Kentucky

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Louisiana

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New Mexico

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New York

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North Carolina

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Wisconsin

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Wyoming

Wyoming—Fair State Fair, Ind. Aug. 27-Sept. 3.

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AUGUST 4, 1958

Delaware

Delaware—Fair State Fair, Ind. Aug. 27-Sept. 3.

Florida

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Georgia

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Wisconsin

Wisconsin—Fair State Fair, Ind. Aug. 27-Sept. 3.

Wyoming

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FEATURING THE ACAPULCO CLIFF DIVER.

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The Stars of CIRCUS BOY

Corky, Joey the Clown, Tim Champion

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<th>AMUSEMENT PARKS AND KIDDIELANDS</th>
<th>AUTO RACES</th>
<th>THRILL SHOWS</th>
<th>RODEOS (Grounds Liability only)</th>
<th>DRIVING RANGES</th>
<th>BATTING RANGES</th>
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**Chairman**

125th Anniversary Steering Committee

Bangor Daily News

Bangor, Maine

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Originated by J. F. Stout and Act is Copyrighted.

Sensational Comic Act featuring "Pat" the Egg-Laying Rooster, backed by a new, clever "Softtitle" Act, Clown Numbers, etc. The Hit on Any Program. Available for week or longer engagements. Special, novelty, vaudeville, etc. Also do parades and advance street promotions.

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"It was a pleasure to have you and Pixie . . . this was a treat for the youngsters who came to see you."

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THE BILLBOARD

APRIL 7, 1958

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AUGUST 20, 1958

411 N. Damen

HUNTING SCALE MODELS, INC.

Chicago 44, Ill.
HAND-IN-HAND

Stun Jewelry, Midways Longtime Partners

By IRWIN KITNER

For more than 50 years stun jewelry has been a standard item on the nation's midways, originally as a giveaway item to concession game purchasers. Since those early days, the growth and development of the carnival industry saw jewelry sales keep pace, and the two businesses, therefore, have been close bedfellows.

For domestic low-cost jewelry Providence, R. I., has always been the mecca, the producer of jobber's products throughout the country. Some of the jobbers who sell jewelry are well established, their jewelry was available, today's pin findings being priced at that level. Today the prevailing range is from $2.50 to $14.40 and more, for a great number of items, although of better quality than the early era.

Few Old-Timers

There aren't a great many of the business who recall the early days Sam Pockar, who has been handling stun for more than 40 years, is one of them. He says he can point to jewelry items from a penny up. Pockar's experience harks back to the days of the Montana diamond, Battleweld, Battleship Maine, and brass unit's; Bond's ring changed $1,300, the first step was being convinced and picking them from a Model T Ford to shows and parades along the Eastern Seaboard. Son Bill Pockar has been involved in the operation since.

There were manufacturers in the early days who could afford to make a good sales pitch when they arrived at a little carnival or outdoor trade. Popular were the scarf pin, novelty brooches, old gold plain wedding bands. Battleship Maine key chains, the man's diamond, Montana diamonds were fairly common, just as they stand today.

The Montana was a white stone scar pin pin, probably the most popular. It is a diamond or diamond jewelry dipped to bright it like gold and lacquered to preserve its finish, at least for awhile. Pockar recalls some of these pieces—scarf pins, brooches, wedding rings, etc. that were handled. As a matter of fact, Pockar was born in the Georgia rose pin, golliwog pin and many other novelty pins that were common in those days.

As far back as 1945, the industrialization of Japan has enabled that country to turn out a vastly improved product today, just as the domestic product also is monthly.

Imports Were Carded

The imported pin trade is a display method returned to this day, for the cheaper jewelry handled today is almost invariably mounted on paper cards for flash display and ease in counting.

During World War I when jewelry, spindles and pitch to-win hospitals became popular, stun jewelry items were used as quantity and beauty appeals to sell the war bond. It was a race to win World War II. If the public's increasing jewelry-consumptions was being catered to by manufacturers who were turning out an immense volume of inexpensive costume jewelry, American manufacturers had to recognize the carnival lists as a straight sales piece in conjunction with a game. Shoppers in the daily shows and carnivals also were to be encouraged to take office going-type items and cheap rings that were either cast or stamped out of brass.

Today the straight sales jewelry stand is a fixture wherever there is an organized show, with the manufactured set, which is the commercial sales card, has one, and that are placed in the hands of the publics, they sometimes, in every considerable number.

Popularity among the operators stems from jewelry's cheap cost, compact packing and almost non-existent breakage. In addition, because of jewelry being such a bland item on the retail market, the consumer usually feels he is getting his money worth, as it is almost impossible for the average operator to determine the true value of the item. There is also the inexplicable appeal of jewelry for the female. Many operators of games who use to pass out stun jewelry as give-away-fingerprints, paracords, and rubber bands, etc.—are now working for higher customer prices and feel able to give away a better piece of merchandise for a lower price. Quite often the origins of the pieces are elusive, job lots and obsolete manufacturer's lines.

Some Old Firms

The face of the manufacturing city of Providence is changed now, although a couple of the oldsmen still provide material for the outdoor trade. For example, the Sales Bros. of 144 Broad Street, no longer a prominent name. Armour Manufacturing at Eighth Street, A. Bellin on Orange Street, and Studor Bros. in Charlott., Mass. Armour bought out Smith Belin, who was well established. We are informed he accepted the better's location and with two other firms bought a building from Venetian Knitting Company and is now a thriving business. Power Mechanical pencils and Imperial is Imperial Knit Company. Armour later bought out Lucht & Company, which was a very prosperous, before quitting the business. Archie Bellin is one of the few pioneer jewelry manufacturers still active in the business.

The novelty items which have passed out of the field are Goldsmith- Hartberg, Studor Bros. McLaure, Kreoler of Attleboro, Mass., Marden Knitting Co., and others.

Their pieces have been taken by others, however, and the Providence area's products blanket the country during the month has seen its annual convention. A show of the many developments of the carnival industry saw jewelry sales keep pace, and the two businesses, therefore, have been close bedfellows.

Pipes for Pitchmen

"TO SURE!" looks good to see a few pipes coming in, and Smiley's report about the pipe smoker who tried to steal his pipe and gave up after being told, "If you don't do it soon, I don't want it," is no laughing matter to build a tip, beat your buns out getting a dollar and then have some lame brain try to steal it from you," writes Henry R. Day, the Greensboro, N. C., manager.

A few years ago Charlie Hurdine and I had a mad show up in Ashe County. The third night there were we were working, a Holy Roller preacher decided to hold a revival meeting a couple of blocks away. When not body showed up we went to the country fathers and, believe it or not, my license was revoked for disturbing a meeting. Try to beat that on. One at the Forest City trade day I pay a Holy Roller preacher two bucks if he doesn't hoiller in my tip. When one asked Tex Wasson for $2, I refused, she said she would put the he on, and so it went.

We have an ex-pitchman, who, being prochased by preachers, he can, and the only thing to do is to smile at them and try to get a buck. The western in Greensboro has been mean and rainy for the past couple of weeks but the sun will shine again once. I am looking forward to the day when my friend, C. E. Hurl, of Connecticut, will join me for the summer. I am glad to hear that Peg Leg is still in a packed house, old timer and a real showman. I may run down to Charlotte, N. C., next week.

RECENTLY —

writers on Maxwell Street, Chica-

pea, were Bernard D. Kastor and

Joseph W. Hill, Jr., who pitched
twenty-five-cent Thurber boxes.

However, and Kastor, the
customers showed great resistances to part with the cash, haggling, dle-cating, etc, before concluding nego-
tiations. The same evening, Sun-
day (24), said Bowers, "we dashed
to the Modern Living Ex-Posi-
tion and Flower Power booth and
the flowers were beautiful and spacey, but violent winds de-
nished many in a balloon as well
as our high hopes."

EYE-CATCHER

See Fresh Basket As Sturdy Seller

By HAYE DOLLES

Outdoor-Merchandising Editor

SEEING is believing. And, we've
seen the fresh basket. And, on
the basis of first-hand observa-
tion (and some experience) we
have no hesitancy in predicting that this demonstration will be, for
first full year before the U. S. pub-
lic will not a guy who's whoring sales.

The fresh basket — or Le-
Crassite, which, translated means "true smile" — is, indeed, a smile. It is, also meaningfully useful, and when de-
signed or seen one of its many shapes and usages, it is "catching" and eye-holding.

Innovatively made of wire, it lends itself well to a wide variety of shapes and uses — shapes and uses which delight the frets and arrest men on the lookout for something distinctive and useful to give members of the family.

With a quick movement of one's hands or hands, it can be trans-
folded out of shape and carried in a pocket; a serving tray (2) or a tray with a band on it to hold cups; (2) a pedestal for serving cans and snacks; (5) a lot of other uses; (6) a bag hand, (7) table stand, (8) book stand, (9) a plate setter for server and roll-and-to sit nice some of the items in these can be put, both appealingly and practically.

Something of a Doubting Thomas, we had heard of this "true smile," but were not continued of its strong appeal of its tremendous sales basis in the West of the Mississippi.

It was not long before we visited Bob Olson, of the Eastern Basket Sales Company, who has the exclusive distributorship.

We expressed our skepticism to Olson.

He laughed and said he understood.

He related how far he had been skeptical himself, but, seeing one of the ballots, he had turned down an offer made to him to handle all U. S. sales on it.

The manufacturer, however, did not accept Olson's "no." He wanted Olson to handle the sales. That was understandly and the manufacturer already had demonstrated his ability to sell products on a national, wide basis. The manufacturer made it clear that the basket itself would be sold, not Olson; as he, anyhow.

"LO-HI"

188 W. Randolph St.

Chicago 1, Ill.

A new sales stimulus, once a month, open to all our advertisers who want to get extra sales. For particu-
larly,

advertisers contact The Billboard's nearest office or write—

"LO-HI!"
HATS—NOVELTY, CARNIVAL—HATS

- FELT HAT $5.00 dz. $69.00 gr.
- STRAW BONNET Imperial
- COOLIE HATS $1.75 dz. $20.00 gr.
- FELT DERIVES $4.00 dz. $45.00 gr.
- CALYPSO FUZZY HAT $5.40 dz. $51.00 gr.
- FELT CONFEDERATE OFFICER'S HAT $7.50 dz. $84.00 gr.
- LADIES' TOYO HATS $5.00 dz.
- COWBOY FELT HAT $6.00 dz. $69.00 gr.
- STRAW HAT $4.50 dz. $51.00 gr.
- MILITARY CAP all colors $6.75 dz. $72.00 gr.
- MOTORCYCLE CAP $4.50 dz. $51.00 gr.
- IVY LEAGUE CAP Domestic $3.50 dz. $39.00 gr.
- SAILOR GOB HATS $5.25 dz. $60.00 gr.

22% deposit with order, balance C.O.D., F.O.B. New York

CHARLES SHEAR
130 Park Rm. New York 7, N. Y.
Phone WOrth 2-2493
All orders shipped same day. All prices subject to change. Write for complete list.

SPECIAL PRICES TO QUANTITY PURCHASERS WHERE POSSIBLE
The NEW OAK WINNER BALLOONS

—featuring colors that stay bright no matter how big they are inflated—an exclusive new development—yours for MORE COLOR MORE FLASH—

- Can be seen 'a block away
- Pre-Stretched for big standout
- Free Worker with every gross

and TWO ALL TIME BEST SELLERS

PACKED 1 GROSS and a WORKER IN THIS POLY BAG WITH CARRYING HANDLE

ORDER NO. 61-156

Mickey Mouse Nose Balloon
A Good Pitch with its Bright Red Nose and Red Ears...


No. 40-109 — Stretched for bigger value at the handset.

The Oak Rubber Co.
RAVENNA, OHIO.

OAK

YOUR JOBER HAS YOUR WINNERS

N.E.W. LOW PRICES

POLISHED ALUMINUM IDENTYS

No. 113 — Ladies’ Crown
No. 114 — Ladies’ S. S.
No. 115 — Child’s Asset
No. 116 — Giltoss 2-15

ALUMINUM BRACELETS

No. 123 — Ass’t. Perpants, G. $1.40

COMPLETE LINE—LOWER PRICES! SEND FOR FREE CARNIVAL CATALOG.

15€% Depaut with Order. PHONE C.O.D.

Optician BROTHERS
1202 W. MUIR M. ST., KANSAS CITY, M. O.

WATCHES! WATCHES! WATCHES!

BENRUS! GRIENS!

BULOVAS! ELGINS!

ALL 17 JEWELS! LADIES’ AND MEN’S.

BOXED $12.00

COSTUME JEWELRY AND GIFT ITEMS

Dolls and other Carnival Items.

CHAIN STORE NOVELTY CO.
19 West 34th Street
New York, N. Y.

NEW SWISS WATCHES

FOR MEN

- Automatic
- Manual wind
- Red sweep
- White dial
- Stainless steel back
- Black gold
- Diamond set
- Watch Case
- $35.00

FOR LADIES

- Automatic
- Manual Wind
- Red sweep
- Stainless steel back
- Black gold
- Diamond set
- Watch Case
- $25.00

NEW L. D. W.

THF BILLBOARD
APRIL 7, 1958

Parks, Kiddieland

- Continued from page 99

West Virginia


Pep—J. B. Brown, 404 Main St., Parkersburg, W. Va.

Balloons—penny rides, balloon, pinto facilities

Amusement—Carney, Parkersburg, W. Va.

Owner—William H. Smith, Jr., Main, 10 miles; 8 kiddy rides, balloon, 10 games, 7 refreshment stands; restaurant, pinto arcade, pony rides, swinging gallery, pool, pitch & put, pendant, Ponytail, Golf, 2 ref. stands, snack bar, pool, pinto arcade, pony rides, swinging gallery, pool, pitch & put, pendant, ponytail, golf

Continued on page 99
CELLO HEAD MONKEYS

BLACK METAL SABERS

w/reelhead

$1.75 doz. $20.00 gr.

RUBBER REINDEER

Inflates

$5.50 doz.

BABOON

w/SARAN Wrap

$1.00 doz.

CIRCUS CLOWN

BEATING DRUM

w/pearlware

$1.60 doz. $18.00 gr.

BUBBLING SQUIRT BOTTLE

MONKEY

w/marbles

$1.00 doz.

RUBBER HORSE INFLATES

$1.25 doz. $14.00 gr.

12" 1.25 doz. 14.00 gr.

15" 1.80 doz. 21.00 gr.

18" 2.60 doz. 42.00 gr.

TOY CLOTH CAPS

for beach &

swimming suits

Packed 2 doz.

$2.00 doz. $22.50 gr.

HURRICANE LANTERN

$4.50 Doz.

Batteries for Lanterns, 75c doz.

BADGEBOARD ITEMS

Cob Knives w/Beads

$0.80 gr.

1,000 Slum Assortment

$5.50

Includes Rats, Rings, Fans, Watches, Arrows, Daggers, etc.

500 Sc Assortment

$12.50

Includes Hand Held Fans, Shell Flowers, Folding Fans, etc.

250 10-15c Assortment

$12.50

Includes Tapping Sticks, Wrist Plush, Winders, Dust Pins, Telescopes, Grease Gun, etc.

PENDANT/SHORT TIES

$2.00 gr.

$10.00 per 100. Send for list of names.

NAME BUTTONS

DEBBIE PERRY

$10.00 per 100. Send for list of names.

CORK RIFLES

18" Break Action, $3.60

30" Bolt Action w/tern, $8.25

Black Powder, $3.75

30" Long Rifle w/double cones, $14.00

SAILOR DOLLS

8" $1.80 doz. $21.00 gr.

12" $3.00 doz. $33.00 gr.
Parks, Kiddielands

Continued from page 40

Canada

Calgary, Alberta—Breton Park, Cory. B. H. Pyett, Mgr.; 1 major ride, 3 kiddie rides, refreshment stand, restaurant, shooting gallery, roller coaster, ball, bowling, house, miniatures, go-karts, picnic area, showing gallery, rink, bowling, 14 major rides, 4 refreshment stands, restaurant, pony track, row boat rides, water front, 2 restaurants, penny arcade.

Ottawa, Ont.—Sub-La-Island Amusement Park, T. H. Branson, Mgr.; 2 major rides, 6 kiddie rides, refreshment stand, restaurant, showing gallery, roller coaster, ball, bowling, house, miniatures, go-karts, picnic area, 3 refreshment stands, restaurant, pony track, row boat rides, water front, 2 restaurants, penny arcade.

Amesbury, Ont.—Crystal Beach Park, T. L. Hall, Mgr.; 20 major rides, 12 kiddie rides, 11 games, 4 refreshment stands, restaurant, showing gallery, roller coaster, ball, bowling, house, miniatures, go-karts, picnic area, 2 refreshment stands, restaurant, pony track, row boat rides, water front, 2 restaurants, penny arcade.

Coral Beach, Ont.—Crystal Beach Park, T. L. Hall, Mgr.; 20 major rides, 14 kiddie rides, walk-thru, 23 games, 10 refreshment stands, 2 restaurants, penny arcade.

World's Smallest Liter

Smaller than a Postage Stamp

All metal chrome finish, easy to operate, includes1 bowl, 14 oz. size on•

STERLING JEWELERS

Columbus, Ohio

Ideal for Engraving. Save Your Business.

Water seeks its own level

There is Only

One Original Swiss Precision

Made Automatic Food Chopper

Award Received Substantially Superior Award—Philadelphia Exposition 1933. Winner of over $1,000,000 in First Prize Money. 200,000 sold in 2 years, made only by this original Swiss company. Typical of automatic choppers, requires no skill. Operates smoothly, automatically. Can be used like a knife.

Every One a Winner

No Livery—Real Flash

Send Samples for Examination

New-Nei Kitchen Products Co.

487 Tiffin Road, Willard, Ohio

We Sell Below Market

MFRS.' CLOSEOUTS

3" TO 24" FANS

1/3 TO 5 TON AIR-CONDITIONERS

31 CENTRAIN

1510 W. Randolph St., Chicago, Ill.

Closeout and Closing

5,000 LAMPS

MFG. CO., INC.

410 W. Bowery, New York, N. Y.

CLOSING OUT

Smith's Jobbing House

108 Atlanta Ave., Chicago, Ill.
HARRIS SPECIALS
PRICED TO SELL AT TERRIFIC PROFITS

MEN’S JEWELED GOLD TONE WRIST WATCH
Choice of two bands or Metal Expansion Band.
$3.50 each $39.00 dozen

LADIES’ GOLD TONE WRIST WATCHES
Choice of stone band or Metal Expansion Band.
$4.25 each $48.00 dozen

7-Pc. MEN’S WATCH SET
Includes Coift Watch— Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Available in Life-matching, antimagnetic or Metal Gold Tone Pen and Pencil Set. Tremendous value.
3 Year Service Guarantee
$5.00 set $5.40 per dozen
Sample $6.00 postpaid

LADIES’ 5-PIECE GENOVA WATCH SET
Watch & Expansion Band to match. Includes 5x Magnify Mirror, Watch Band in 5 colors, and 3 special silvertone designs. In attractive gift box.
$12.00 dozen $1.50 sample set

HARRIS SPECIAL
4-PIECE CAMPO AND BRILLIANT STONE JEWELRY SETS
Necklace, Bracelet & Pin, all set, satin lined gift box.
$6.00 complete set $69.00 per dozen
Sample Set $7.00

Rhinestone Brooch Pins
Assorted styles, with safetyatches
$1.20 doz. each

Rhinestone Earrings
Assorted styles
$7.20 doz. pair boxed.

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100.50

HARRIS NOVELTY COMPANY
1102 ARCH ST. THIS IS OUR ONLY STORE
Phones: Market 7-9848—WA 6970
PHILADELPHIA 7, PA.

AMAZING FLOWER GARDEN COMES IN ROLLS
Produces hundreds of blossoms per roll.
ROLL IT OUT! WATER IT! WATCH IT GROW!
And Watch Your Bankroll grow with it.

BRAND NEW DEMONSTRATION ITEM GETTING TOP MONEY
at Florida Fairs, Shows and Department Stores.
GROSS $300-$3000 daily or $2.98 per roll, in good spots, and triple your investment. A real sneaker. X Your Best Spots Now.
RUSH $3.00 today for circuit, prepaid package and details. This product will set you on fire with enthusiasm.

D. L. VAUGHN & ASSOCIATES
101 8th Ave. S. E.
St. Petersburg, Florida.

NEW—NEVER BEFORE OFFERED
RAIN CHECK
WILL PAY YOU AND MORE
NATIONAL AND LOCAL
ALL WEATHER
PLASTIC PENNANTS
"WHEN YOU WATCH IT GROW" PLASTIC PENNANTS
FREE DISPLAY, POSTAGE, HANDLING
CLASSIC ADD-ON FOR CARNIVAL & PARK CONCESSIONS

ACR
1016 W. BANCROFT ST.
TOLEDO, O.

PRACTICAL—PROMotional—PRACTICAL FOR CARNIVAL AND PARK CONCESSIONS
Protecting the most valuable investments of your business, Stutzke Wreaths, Wreaths, and Wreaths. Awnings and Straw Hats, are especially fitted to the needs of your business. Wreaths and Straw Hats are made of the latest methods and are made to last. They are especially designed with your business in mind. We have the largest assortment of Wreaths and Straw Hats in the world. Our prices are the lowest, and we guarantee satisfaction.

A & A NOVELTY CO.
CINCINNATI, OHIO

GIVE TO DAVON RINTON CANCER FUND

OUTDOOR AMUSEMENT DIRECTORY
APRIL 7, 1958
It's here! The fastest selling import from France since 1776!

Le Gracieux
FRENCH BASKET

Just touch it... and you're the world's best showman—earning $10 to $50 an hour!

MAGICALLY FORMS INTO USEFUL SHAPES AT THE TOUCH OF YOUR FINGERS

1. For boiling eggs, washing fruit
2. For floral centerpiece
3. For serving casserole or fruit
4. As serving tray
5. As pedestal server for candy, snacks
6. As ivy planter
7. As cake and sandwich server
8. Turn it over!
9. As hot casserole carrier & server
10. Presto!
11. As salad and vegetable washer
12. And dozens more!

300 French Baskets sold in 6 hours! 27 sold in one hour! No other product in selling history offers a demonstration so compelling—so surprising! Rush coupon for demonstrator now!
YOUR "LIVE" BASKET MAGIC DEFIES MECHANICAL "LAWS"—TAKES IN MONEY FROM AMAZED CROWDS!

Every woman wants one on sight! A real goldmine for salesmen, crew managers, demonstrators, party plan people!

This amazing import from France is acclaimed by salesmen as the NINTH WONDER OF THE WORLD. When you see it, you'll know why pictures can't begin to reveal the real thrill of seeing the FRENCH BASKET in action. It seems to defy every mechanical law as it changes itself into an endless variety of useful shapes at the touch of your fingers! Astounds everybody more than taking a rabbit out of a hat—-you make fantastic magician's pay just by showing it. This mechanical marvel is so different in construction that it can NOT be made by machinery—each one is hand assembled by French craftsmen. Women buy just as quickly as they recover from astonishment—in about 20 seconds. As one salesman says—"I leave everybody dumbfounded—with their money in my pocket!" See for yourself. We'll positively guarantee that you've never had so much fun making money!

START COUNTING YOUR SALES IN THOUSANDS

If we seem to bubble with more enthusiasm than you can feel as you read these words, remember that we've actually seen what happens when FRENCH BASKET is shown. Until you've seen a demonstration for yourself—you'd better keep an open mind. It doesn't matter where you go or how you sell, you'll take in money anywhere you see people! In homes, in stores, in factories, in offices the FRENCH BASKET draws people—even crowds—like a busy circus. Put your trust in any woman to fall in love with the FRENCH BASKET on sight—even if you show it a hundred times a day! At the low retail price of just $2.95 it's a wild runaway seller!

Comes to life as you touch it, magically forming into dozens of useful shapes. Made of polished metal wire with plastic handles and hinges. Withstands boiling water; rust-proof. Use as receptacle for plants; as basket to hold eggs in boiling water; as server for hot casseroles; dozens of uses. Saves time... saves work—yet is the ultimate in graceful design.

How does it work? This invention baffles everyone—fills your pockets with profits. Turns, bends, twists, opens, closes to form:
- Planter for flowers
- Cookie Pedestal
- Holder for washing vegetables and fruits
- Ladies' Handbag
- Pie Plate
- Serving Tray
- Trivet for hot dishes

USES UNLIMITED! New uses discovered every day.

GO INTO ACTION NOW—MAIL COUPON FOR SAMPLE

See for yourself why all the "raving" about this product is completely justified. Don't let skepticism cheat you out of a small fortune. Believe your own eyes ONLY—but give yourself the chance you deserve to cash in. Just say "Watch that!" and see how the French Basket gives you the master salesman's touch by the uncanny way it does the "impossible." No sales experience needed... demonstration means action—and action sells. So act now. Rush just $2.00 for a demonstration postpaid— or send $21.24 for a full dozen (Retail value $23.75 each or $28.50 per dozen). Quantity buyers ask for special gross lot discounts. Mail coupon at the right.

FRENCH BASKET SALES CO.
Dept. 8-4, 1003 Northeast Military Drive
San Antonio 9, Texas

RUSH FOR SAMPLE

Rush additional details free and postpaid about the fabulous new Le Gracieux FRENCH BASKET.

☐ I am enclosing $2.00. Rush one demonstrator postpaid.

☐ I am enclosing $21.24. Rush one dozen FRENCH BASKETS. (Retail value $35.40, my profit $14.16.) Send information about gross lot discounts.

NAME

ADDRESS

CITY

ZONE

STATE
GIANT AUTOMATIC
FOOD CHOPPER
Last year Chopper sales broke all records. This year with our New Low Price, you can really prepare yourself for the jackpot.

NEW
"Hasty-Tasty"
PAstry CUTTERS
3 PC. SET
Brand New! Never before offered as a set. Available in six beautiful assorted colors. This is a natural for the fair. These ingenius cutters are great for:
- DOUGHNUTS
- LITTLE PIECES
- TURNOVERS
- COOKIES
- BISCUITS
- POT PIEs
RETAIL $1.00 PER SET

SHINE BOY
NEW SHOE SPRAY
Here's one that will knock you for a loop this fair season. It took 25 years to develop this product. Shine Boy in the heat spray shines on the undercover, it's 100% guaranteed. It is now being demonstrated at a Chicago Shoe Store, doing better than $500. per day. You just can't get this for your own home, remember, it's never been at a fair before.

PHONE: TAYLOR 9-3254 ASK FOR MR. VILLA

POPEIL BROTHERS, INC.
14 N. Sangamon Street
Staley 8-1214
Chicago 7, Illinois

PITCH MEN
YOU HAVE THE "KNOW HOW"
WE HAVE THE ITEM

1958 Fair Dates
Continued from page 37

Oklahoma
Alva, Ardmore, Enid, Pampa, Am. Sept. 3
14. Robert, Ardmore, Pampa, Cl. Sept. 3
1. W. J. Ross, Oklahoma City, July 23.

Pennsylvania
Adolphus, McKeesport, July 23.

Terrell, Dallas, July 23.

West Union, Adena, Hillsboro, and Uhrichsville, July 23.

Vernon, Williamsport, July 23.

Williamsport, July 23.

Continued on page 49
SELL THESE BIG MONEY MAKING ITEMS!

THE NEW SENSATIONS FOR 1958
LIFETIME COIN PURSES—MITE MIDLET

TOOLED CLUTCH BAGS
6 inch $10.75 doz.
8 inch $15.75 doz.
1 1/2 inch Trophy Belts, top quality, cutted leather, sizes 22 to 48 $6.75 doz.
Assorted Nickel Silver Buckles with western motifs $2.50 each.

ATTENTION BONA FIDE WHOLESALERS & JOBBERS
If you are well rated, will ship samples of these and other red hot leather goods numbers on memo with jobbers prices; if not rated and you are a jobber $27.00 will bring you outstanding samples (returnable).

NEW YORK Diamond Exchange
130 E. 7th St., N. Y. N. Y. 3-6760

NAME BUTTONS
NAME BUTTONS

NEW! NEW! NEW! NEW!
3-DIMENSION ENGRAVING JEWELRY
8 SAMPLES including Necklaces, Bracelets, etc.
$2.00 MONEY-BACK GUARANTEE

A BIG SELLER EVERYWHERE!

DELUXE THIRSTY
PORTABLE HOME WATER BUBBLER
Attach to garden hose or outdoor faucet
Here is the safest, most sanitary home water bubbler made. It ends annoying trips into the kitchen—saves floor, glasses and hundreds of steps. A clean, refreshing drink of water within easy reach of all who garden, picnic, play or work outdoors.
The "thirsty" bubbler is truly portable. New Porta-Bracket permits easy installation on wall, tree or post. Rubber drain hose keeps feet dry.

NORTHERN INDUSTRIES, INC.
407 East Michigan Street
Milwaukee 2, Wisconsin
DEMONSTRATORS

Read this!

Mauli presents the
BIG ITEM for the coming Fair Season,
the Original Pastry Maker first intro-
duced at New York World Trade Fair,
New York, June 1953.

Clearly demonstrated, the original
Mocky Pastry Maker is the easiest,
cheapest, most reliable way to
produce any size of any shape of
pastry and bread without effort or
skill or money. In a few minutes,
make a dozen 3-inch cookies.

• 6 "Right" colors
• Excellent "FLASH"
• Right Size
• Biggest Possuts
• The right instruction sheets
• No "Beefs"

Exclusive PATENTED sealing principle

U.S. PAT. NO. 2,694,987
Nov. 23, 1954

Avoid cut-out price items that blow your tips!
Get in early on a good new thing.
Make your Fair bookings on the original Mauli Pastry
Maker. Send 25c for special "Pack-Pack-
age" with samples and new selling ideas.

Write Dept. B

MOULI MANUFACTURING CORP.
91 Broadway, Jersey City 6, N. J.

SPRING SPECIALS FOR ENGRAVERS
NEW SHIPMENT JUST ARRIVED
ALL NEW HIGHLY POLISHED

CHROME HEART W/CROSS NECKLACES
24" $20.00
No. 2116 Chrome Aluminum Heads $4.25 Gates
No. 2117 Silver Chrome Heads $4.50 Gates
No. 2118 Nickel Heads $4.00 Gates
No. 2119 Silver Heads $3.50 Gates
No. 2120 Silver Heads $4.00
No. 2121 Nickel Heads $4.50
No. 2122 Diamond Heads $6.00
25" $22.50
No. 2123 Diamond Heads $7.50 Gates
26" $25.00
No. 2125 Diamond Heads $8.00 Gates

14" CHILD'S NECKLACES
24" $10.00
No. 2127 Chrome Aluminum Heads $2.50 Gates
No. 2128 Silver Chrome Heads $2.75 Gates
No. 2129 Nickel Heads $2.50 Gates
No. 2130 Silver Heads $2.00 Gates
No. 2131 Nickel Heads $2.50 Gates
No. 2132 Diamond Heads $4.00 Gates
25" $12.50
No. 2133 Chrome Aluminum Heads $3.50 Gates
No. 2134 Silver Chrome Heads $3.75 Gates
No. 2135 Nickel Heads $3.50 Gates
No. 2136 Silver Heads $3.00 Gates
No. 2137 Nickel Heads $3.50 Gates
No. 2138 Diamond Heads $4.50 Gates
26" $15.00
No. 2139 Chrome Aluminum Heads $5.00 Gates
No. 2140 Silver Chrome Heads $5.25 Gates
No. 2141 Nickel Heads $5.00 Gates
No. 2142 Silver Heads $4.50 Gates
No. 2143 Nickel Heads $5.00 Gates
No. 2144 Diamond Heads $6.00 Gates

JUST ARRIVED-HIGHLY POLISHED
34" CHROME PLATED NECKLACES

No. 2116 Chrome Aluminum Heads $17.00 Gates
No. 2117 Silver Chrome Heads $17.50 Gates
No. 2118 Nickel Heads $17.00 Gates
No. 2119 Silver Heads $16.50 Gates
No. 2120 Nickel Heads $17.00 Gates
No. 2121 Diamond Heads $20.00 Gates

CHROME PHOTO IDENT
No. 2116 Cities' Aluminum Heads $4.25 Gates
No. 2117 Silver Chrome Heads $4.50 Gates
No. 2118 Nickel Heads $4.00 Gates
No. 2119 Silver Heads $3.50 Gates
No. 2120 Nickel Heads $4.00 Gates
No. 2121 Diamond Heads $6.00 Gates

GOLD PLATED PHOTO IDENT
All Sizes Nickel Heads 60c Gates

SPRING SPECIALS FOR ENGRAVERS
NEW SHIPMENT JUST ARRIVED
ALL NEW HIGHLY POLISHED

CHROME HEART W/CROSS NECKLACES
24" $20.00
No. 2116 Chrome Aluminum Heads $4.25 Gates
No. 2117 Silver Chrome Heads $4.50 Gates
No. 2118 Nickel Heads $4.00 Gates
No. 2119 Silver Heads $3.50 Gates
No. 2120 Nickel Heads $4.00 Gates
No. 2121 Diamond Heads $6.00 Gates

CHROME HEART W/CROSS NECKLACES
25" $22.50
No. 2123 Diamond Heads $7.50 Gates

CHROME HEART W/CROSS NECKLACES
26" $25.00
No. 2125 Diamond Heads $8.00 Gates

Catalog Now Ready
Write for Copy

ORIENTAL TRADING COMPANY
(Phone Jackson 6115) 1115 Foram St., Omaha, Nebr.
HOTTEST ITEMS EVER ATTENTION
DEMONSTRATORS-CHAIN STORES WAGON JOBBERS-PITCHMEN
FOAM GLASS—Ironing Board Covers, Sponges, Table TOP PADS, Bath Mats, Mattress Pads, "CRAZY CALIPSO HATS."
ALL ITEMS FROM #1 STOCK—LABELED.
FIVE Pastel Colors—Beautifully Packaged
FOAM RUBBER mattresses, bad pillows, bed padding, shredded rubber, furniture cushions.
"Custom Work From Your Own Plans."

CHEMICALLY TREATED SPONGES:
Non-Acid, Non-Injured. Cleans, polishes and preserves Gold, Silver, Brass, Copper, Pewter, Non-Abusive. Removes Rust From Chrome. Removes Ink Stains and Alcohol Stains From Furniture...

"DON'T FORGET THE CRAZY CALIPSO HATS"
ALL ORDERS SHIPPED—SAME DAY RECEIVED.
Torns, 25%, with order balance COD.
All Prices quoted F.O. Factory
Own and Operate rated accounts, shipped 1%, 10 days
WRITE—WIRE—PHONE—VISIT
MIRRO-FOAM RUBBER MANUFACTURING CO.
2167 N. W. 25th Street
Miami 52, Florida.
Phone: Nisfan 5099 Ext. 1
FOR THE MOST SELLING LINES FOUNDED ANYWHERE.

LOWEST PRICES IN AMERICA
We Guarantee the Items Listed below to be proven sellers or your money will be refunded...
PLEASE ORDER BY NUMBER FOR QUICKER SERVICE

1958 Fair Dates
Continued from page 49

DERBIES—HIGH TOPPERS
"SOLD WHEREVER NOVELTIES ARE ESSENTIAL"
CENTENNIALS, CELEBRATIONS, FUND SHOPS, FAIRS, MADE OF SELECTED FUR PELT (NABUL), COCOA BLACK, DOWN, LIGHT WHEAT & VENTILATED, CLOSE HAND-CURVED BRUSH FOR THE BEST STYLE LINES, TOPICAL HEADS
Top Hats—$10.00 Per Dozen
Sun Bonnets—$6.50 Per Dozen
High Crown Derbys—$5.00 Per Dozen
Kentucky Col. Raw Tins—$4.00 Per Dozen
Low Crown Derbys—$5.00 Per Dozen
Guy 90" Visors—$12.00 Per Dozen
All Types of Beards, Mustaches & Combs—American Color & Print Felted. For Stock Sales. 5¢ Each. Derbys & Hatpins, silk, satin, wool, tinsel, Gold, Green or Colorful Colors. And Your Choice of Colorful Without.

BERGER SCHWARTZ HAT CO.
"Best in the West Since 1920"
1655 So. Los Angeles Street, Los Angeles 8, California.

ATTENTION, ALL COIL WORKERS
The new Spool-Fix Col and the Sport-Master, we give you either one. You can go over your old stationery, with this new Spool-Fix Col, and have new stationery. You can make your business with this new Spool-Fix Col. Look of end on card. You mean you will have. I see you hold the card up. You can see this card there. Not a plastic or paper, but made of genuine satin. The card will not tear or fall. Larger has a better grip and will not bulge. Ideal for women. Carbon resistor in all cards. 50¢ each. Pack of 50. In stock for shipping in much cheaper.

HAROLD NEWMAN
PHONE: W. 3671
NIVERSITY RUBBER CO.

DEMONSTRATORS-PITCHMEN—JOBBERS
Fastest Selling Merchandise
- Waffle & Patty Shell Molds 17 11 different designs.
- Cloth Cake Sacks With the new magic touch change. Nylon, Plastic and Cotton Sacks
- Cake Decorating Supplies
- Pastel Paper Plate Sets
- New Two-Color Decorator Plates
- New Flannel Bags
- Tissue Paper Plates
- Box Paper
- Paper Plate Sets
- Wax Paper Plates
- Wax Paper Bags
- Inexpensive Favors
- Board Game Sets
- Twenty different games

Writc TODAY FOR NEW LOW PRICES AND CATALOGS.

BARN-LUCKY PRODUCTS CO.
Nett Price: 335 S. Pasana St., Chicago 7, Ill.

PLUSH PLASTER SLUM
We have been serving controls and parks since 1919, deliver or ship. We have the merchandize for you at the right price. Large line of Plush, Plunger, Plunger, Septum, Wafer. Rubber, Recreational, 22% down, 78% balance. Price range 25¢ to 50¢ per car. Inventory after 10 years. After 21 years, 100% sold out. Loading dock, plenty of work. No catalog. Write for price list or sample.

INDIANAPOLIS STATUTORY CO.
1349 Madison Avenue at Lincoln
Indianapolis 22, Indiana
Phone No. 7-7577. Rev. St. 6-5681.

SPECIAL LOT
- Markets and Icicles—FOX FLAT, $5.00 each, all sizes, all colors.
- Close out on Water Sets
- Includes Icicles and Water Sets—$3.75 per dozen
- Samples Free
- Samples Free—10¢ each, 1¢ each

SLUM JEWELRY AND RESALE JEWELRY
GIVEAWAYS FOR GAMES—HANNY PANKS, CRAB BAGS AND REV. ELY SPINDE, EACH ONE ON A CARD. GOOD FLASH, GOOD PRICE. SOLD FOR 5¢. WE SELL IT ON HANDS DOWN AND FOR CIRCULAR. WE HAVE ENCRAINING MERCH IDES. SETS, RINGS, RELIABLE JEWELRY, EXPANSION IDETS, LARIETTS AND JEWELRY BAGS.

SABRU M. POCKAR PRODUCTS
477 SMITH ST. (Rear)
PROVIDENCE 8, R. I.

SPELLEGRI BROS.
Cornual Plants, well rooted, ash trees, wall Plaques for stores. Top quality merchandizing. For delivery.
Price List: MON5-C. 2-30511. 314 Hopme Rd. 12 Forge, Pa.

CARNIVAL MERCHANDISE
Catalog
GIBERT'S PLASTER SHOP
F. D. R. 612 Florence, Alabama.
COMING EVENTS

Alabama

Arkansas

Arizona

Florida

California

Ohio

Missouri

Montana

Michigan

Minnesota

Michigan—New England—Alpaca and Sheep Show

Sunset AMUSEMENT CO.

OPENING downtown Excelsior Springs, Mo., Thursday, April 24

CONCESSIONS

SHOWS

Contact

ATTENTION

Independent Operators

We can Accommodate You Before Your Fairs Start in Canada and the United States.

Fabulous "WONDERLAND PARK"

on the outskirts of Minneapolis and St. Paul at Anoka, Minnesota.

CAN STILL PLACE

A few more Major Rides not conflicting. Also Kiddie Amusements. Good spot for portable roller skating rink.

Have a few choice locations for Stock and Straight Sales Concessions. Excellent opportunity for Glass House, Dark Ride and Funhouse.

Contact:

WINTER QUARTERS OPEN

Tampa, Florida

Tampa, Florida

5½ Months’ Work

MURPHY’S NORTHERN STATE SHOWS

5½ Months’ Work

WANT A FEW MORE CONCESSIONS. Jewelry, Age and Weight, H-Jinks, some Fillins or what have your EX on ed

Also want one good attractive CRANE SHOW. No better territory in the country for Shows. Definitely no need for a

Glass House.

Say or State any kind of Concession you will take. Will not carry more concessions than show room can hold. We will also consider

Rides and some Concessions open April 15 for balance of April.

Complete show runs Thursday, May 1. Much larger act than last year. Will be one of the best shows ever put on. Will be open.

Have two Agents for Stock. If you want to bid, write.

John Murphy, Murphy’s Northern State Shows

1622 St. Joseph, Phone 21978

Rapid City, South Dakota

Shows—osome address: Box 1104, Williston, North Dakota

$100.00 REWARD

LYNN’S MIDWAY SHOWS

Have Daily Shows, Contests, Celebrations and Fairs

Competition—National, State, County, Village, School, City or Town.

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Competition—National, State, County, Village, School, City or Town.

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Competition—National, State, County, Village, School, City or Town.

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Competition—National, State, County, Village, School, City or Town.

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Competition—National, State, County, Village, School, City or Town.

—

Competition—National, State, County, Village, School, City or Town.
1958 Rodeo Dates

Arkansas
Fort Smith
Cottonwood-Rogers Rodeo, Aug. 16-18.

California
Bakersfield-Roseland Rodeo, May 24-26.
Chico—Clara Rodeo, April 26-27.
Hollister—Osbourne Rodeo, Juy 1-4.

Montana
Missoula-Benikay Rodeo, Aug. 8-9.
Great Falls—Great Falls Rodeo, Aug. 8-9.
Lewistown—Lebanon Rodeo, Aug. 8-9.

Nevada
Carson City—Carson City Rodeo, July 1-4.

Ohio
Columbus—Altona Rodeo, Aug. 15-16.
Canton—Canton City Rodeo, July 12-13.
Cleveland—Cleveland Springs Rodeo, April 9-10.
Dodge City—Dodge Rodeo, Aug. 8-10.
Green—Green Rodeo, Aug. 17.

North Dakota
Bismarck—Bismarck Rodeo, Aug. 15, 16.

Oregon
Salem—Salem Rodeo, Aug. 3-4.

South Dakota
Belle Fourche—Belle Fourche Rodeo, July 3-5.

Texas

Utah
Salt Lake City—Salt Lake City Rodeo, July 7-8.
Utah—Utah Rodeo, July 21-22.

Wisconsin
Green Bay—Green Bay Rodeo, Sept. 26-27.

The New Roman Target
One of the greatest Concessions ever built!

It is the Strongest, Most 2-Tiered Concession ever built.

It is the only Concession that is built high enough to allow customers to see the game without straining their necks.

It is the only Concession that offers a wide variety of food and drink options.

It is the only Concession that is fully air-conditioned.

It is the only Concession that is located directly in front of the playing field.

Write for Literature and Prices
C. A. WOODIN
Phone: Mayfair 6-3314
Joplin, Missouri

Skerbeck's Amusement Co. Can Place
RIDEs—Roll-A-Planes, Round-Up, Spitfires or any high Novel Ride, Can place for Large Fair, Aug. 18-23, Scooter or Dodgem.

SHOWS—Fat Girl, Variety, Hillbilly, 5 or 10-in-1, Snake, etc.

Have opening for a few more Legitimate Concessions.

Solid route booked in Upper and Lower Michigan. All Celebrations and Fairs from June 25 until we close middle of September. Open May 12 at Escanaba.

Contact—Write or Wira
EUGENE W. SKERBECK, Mr. or P. A. PITTMAN, Gen. Agnl.
Box 175, Darchester, Ws.
Box 814, Galesburg, Hl.

KEN-PENN AMUSEMENT CO.

Good opportunity for Man and Wife to operate office-owned Monkey Speedway Side Show.

Will book Matedrome, Wildlife or any family-type Show.

Opening TARENTUM, PA., May 5, on Acres parking lot. RALPH D. SANDERS
619 Earl Avenue
New Kensington, Pa.
COMING EVENTS

Competition and booking notices from the Billboard magazine, April 7, 1958.

ICE SHOWS

ICE CADEAS

1. Operated by John H. Harris, Pittsburgh, playing principal cities and buildings including arenas belonging to the Arena Managers Association. The organization operates two companies, each consisting of a single production for two years. Currently, the 15th edition is playing its first season, making principal cities, and the 17th edition is completing its second year. In the fall the 19th and 18th editions will operate. "Ice Capades" is equipped with indoor or outdoor engagements requiring portable rink equipment.

ICE FOLLIES

Operated by Shipitack and Johnson, Los Angeles, playing principal cities and buildings. Annual winter engagements start at Los Angeles and take the show to East, then back to San Francisco, where it operates most of the summer. Plays only buildings with built-in rinks.

HOLIDAY ON ICE

Operated by Morris Challen, Minneapolis, playing principal cities and buildings and using both indoor areas and outdoor locations such as fairgrounds. Equipped with portable rink facilities. Corporation also operates units of "Holiday on Ice" in Europe, Asia, and South America. Secondary units in this series have been discontinued.

In addition to the above major shows are numerous other productions which are offered by various booking agencies. Some of these are in operation regularly, some operate intermittently or for specific locations, and some have been discontinued. Among these titles are:

- "Ice Time," operated by Harry Harling, handled by labor-carnival, ratherrugby Agency, Chicago.
- "Ice Varieties," formerly operated by J. N. Fleck, Chicago.

NOW BOOKING—'58 BIG PROFIT ROUTE

RIDER SHOWS

Special preparation to Dark Ride for entire season.

WANT capable Girl Show Operator with their own equipment. Can also place good Grind Shows with their own equipment.

CONCESSIONS

Can place Hanky Parks, all Pitches, Long Range, Short Range and Ball Games.

Context: BERNARD THOMAS, Manager

Phone: Midway 7-2407

WILLIAM T. COLLINS SHOWS

"AMERICA'S LARGEST MOTORIZED MIDWAY"

A Show with a proven route of County and State Fairs, Fairs start July 4, Jamestown, N. Dak. Show opens June 1—Winter Quarters new open.

CONCESSIONS

Can book large Dark Ride or any new or novel ride.

SHOWS

Due to disappointment, will book Side Show with own equipment and transportation. Want town.

Help

Want town to take charge of Towns and Front Gates. All must have chauffeur Service. Drunks and shysters, save your stamp.

ALL REPAIRS: WILLIAM T. COLLINS, Mgr.

OHIO'S MODERN MIDWAY

Opening Chillicothe, Illinois, April 18; then a full route of Fairs and Celebrations in Illinois, with Missouri and Arkansas Fairs to follow.

CONCESSIONS: Short and Long Range, Bowling Alley, Ball Games, Scale and Age, Dish, Bear, Glass and Lamp Pitchers. Photo, Cake, Bottle, Illinois Dork or what have you. Hanky Parks only. NO GRIFT.

RIDE HELP: Experienced Men for all Rides. Must drive and have chauffeur's license. No Sur.

Want party to take over Ringa or will book Ringa.

D. J. ROHR

Box #414, Chillicothe, Illinois

Minnieapolis, Minnesota

FORMER MANAGER NAME BANDS AND THEATRICAL AGENT

Opening May 13 thru 17, St. Marys, Ohio Opening Wide Legitimate Contract of all kinds, Cole Brothers, Age & Variety. Summer Car, Hose, Station, 160'thumb, Rubies Show, London, Chicago, Buffalo, Cleveland, Detroit, etc., etc.

WRITE FOR COMPLETE INFORMATION

H. H. MINER

21 CHANDLER ST., PHILADELPHIA, PA.

GARDEN STATE SHOWS

7 RIDES—2 SHOWS—Including Col. LEW ALTERS CIRCUS RIDE SHOW, OPENING AT "ILLA-WAN", NEW YORK

WE CARRY ALL KINDS, UNBEATABLE PRICES, BARGAIN STOCK, 160' THUMB, PROFESSIONAL QUALITY. OPENING EASILY IN MARYLAND

BINGO FOR SALE

"GOLDEN BRIDGE" BINGO MACHINE—$100-

FOR SALE

A R20 HAND LIFT, surplus—$50.

FOR SALE

PLAYLAND PARK

Box 145, Lake Shore, Ohio

Phone: MICHIGAN 7-3365

BINGO MACHINE FOR SALE

FOR SALE

STOCK TICKETS

$100.00 ROLL EACH

BUT SEND IN THE COUPON

ISO.
OPENING MEMPHIS COTTON JUBILEE, MAY 9
WESTLANDS PLAZA, JACKSON, MISS.
MARCH 15-MAY 3
MEMPHIS, TENN., MAY 9-17
SHOPPING CENTER, MAY 20-JUNE 23
MADISON, WIS., FESTIVAL, JULY 4
DELAVAN, WIS., LIONS CLUB FESTIVAL
DANE COUNTY FAIR, MADISON, WIS.
LAFAYETTE COUNTY FAIR, DARIKINGTON, WIS.
ROCK COUNTY FAIR, JANESVILLE, WIS.
WISCONSIN VALLEY FAIR, WAUSAU, WIS.
JEFFERSON COUNTY FAIR, JEFFERSON, WIS.
MANITOWOC COUNTY FAIR, MANITOWOC, WIS.
WALWORTH COUNTY FAIR, ELKHORN, WIS.

FORMAL OPENING JULY 1-ALL FAIRS AND CELEBRATIONS UNTIL CLOSING NOV. 1
Wintertumblers Now Open — Playing Shopping Center-Downtown Jackson, Miss., Until May 3.

SHOWS
RIDES
Round-Up, Leap, Tropic.
CONCESSIONS
Pigpens, Bucking, Six Gates, Snow, Flame, Cornstalk, Hair, Navalline, Snake, Phonc Pant Game, Cash Baskets, Bunleen Baskets, Short Range, Oak Shellery, Bull Game, Basketball Fun Pot, Baiser, Pitch-Tilt-To-Win, Seed Pitch, Seed Fling, Swinger, Stock Games all kinds.
PLACE THREE CRIN STORES FOR MEMPHIS ONLY.
HELP
Foreman and Second Man for all Rides. With Electricity's Helper. Also Man for Towers.

E. L. WINROD, M.R.
Box 177, Pacific, Mo.
Telephone: Clearwater 7-2228

CARNIVAL WANTED
ROODHOUSE AMERICAN LEGION
ANNUAL HOMECOMING
One week in July or August. Contact: Homeroom Club, Ingomar, Monticello, Ill.

ATTENTION, AGENTS
Can place Agents for Rodeos, Rattlesnakes, Pan Concert, Palooza, and other Exposition Shows.

Showtime Concessions
WANT—Waltz Band, Athletes.
Lindal's Athletic Band, June 20, 21, 22, 23; July 1, 2, 3, 4, 5; Aug. 16, 17, 18, 19, 20;
McClenahan
Berrics, Ill.—Rebekah 4-1178

Come Home—All's Forgiven

If you are an Outdoor Showman, you should belong to an Outdoor Showmen's Organization.

If your membership has lapsed or you wish to become a member, a special invitation is extended you. Enjoy the fellowship of the P. C. S. A. clubsrooms by paying only $1.00, which includes initiation and dues to September 1, 1958.
We've missed you. The light is burning in the window. We're looking for your letter that you'll join with us.

To All Showmen—Best Wishes for a Successful Season
PACIFIC COAST SHOWMEN'S ASSOCIATION
JIMMY LANTZ, President
1235 South Hope Street
Los Angeles 15, California

FAIR TIME SHOWS INC.
INeorporated
Olivea Warden, Pres.
800 Stanley Center • 900 Wilshire Blvd.
Los Angeles 17, Calif.

CONCESSIONS
Contact Olivea Warden or
Chat Barker regarding opening dates and routes following.
Address: Fair Time Shows, Inc.

WASHINGTON, D.C.

WALLACE BROS. SHOWS INC.

WANT FOR 14 FAIRS THIS IS A 15 RIDE SHOW
Opening Pacific, Mo., April 24—Followed by the Industrial Fair, Granite City, Ill. (This is a big spring spot).

CONCESSIONS
Can place first class Cashshows, also Hanky Pants of all kinds, Navallines, Phoons, High-Heeler, Age and Weight, Rodeo-the-Round, Glass and Bear Pitchers, Long and Short Ranges, Bellman Darts and other Merchandise Concessions. (No Flats or Opposites).
With own equipment, Snake, Monkey, Mechanical Funhouse or any clean Grind Show. Have several exceptionally good spots for Five show Grit Show.

Can place good, reliable Farmers and Second Men who drive ants. Can place Wires as Ticket Sellers. Especially want Farmers for Wheel, Dugout, Dark Ride on Semes and Counter.

1958 Fair Dates

• Continued from page 55

L'Assietta — W. Louisa, Calif. Aug. 16-20
Windsor — Ste. Genevieve, Mo. Aug. 16-20
Young Ladies — St. Joseph, Mo. Aug. 16-20
Lodestar — Osage Beach, Mo. Aug. 16-20
Dixie — Osage Beach, Mo. Aug. 16-20
Jersey — Ste. Genevieve, Mo. Aug. 16-20
Lark — Ste. Genevieve, Mo. Aug. 16-20

ROCKOPLANE

Waldon, Miss. Aug. 21-24
Windsor, Wis. Aug. 21-24

For Sale

1958 Fair Dates

Any information regarding prints on page 55, please address:

R. J. Mullen, Fair Time Shows, Inc.
800 Stanley Center
Los Angeles 17, Calif.
AN ENTIRELY NEW AND DIFFERENT RIDE MADE FROM THE SPITFIRE FRAME AND OUR NEW, EASY TO ASSEMBLE, LOW COST CONVERSION KIT.

This Conversion Kit consists of a new set of cars with necessary supports and hangers which fit the Spitfire frame without alteration, except to weld one fitting to each wheel spoke. This can be done in three to four hours.

The car suspensions have universal joint action, so while in operation they are free to swing in and out as well as forward and backward, giving a real lively ride action.

Loading is from the ground and two cars, which handle three passengers each, are loaded simultaneously. Cars are fitted with self-locking fool-proof safety bars and are upholstered in foam rubber and U. Naugahyde in bright colors.

THE CONVERSION KIT MAKES AN ENTIRELY NEW AND DIFFERENT RIDE OUT OF THE OLD SPITFIRE... AT LOW, LOW COST.... AND HAS PROVEN ITSELF IN THE FIELD TO BE ONE OF THE MOST POPULAR RIDES ON ANY MIDWAY.

The ROUND-UP

MORE MONEY AT LESS COST

It's Popular Because It's Good

Proven the Greatest MONEY-MAKER on Any Midway

FRANK HROUBETZ & CO.

2880 SOUTH 25TH STREET
SALEM, OREGON
Kids Do Their Own Piloting In The

ALLAN HERSHEY RIDE

Here is a list of persons who have purchased or ordered the Helicopter Ride since it was introduced two years ago.

For Your Own PRIDE, PLEASURE and PROFIT—
A Complete Kiddieland by Allan Herschell

Kiddielands are a fascinating business. It is fun to entertain children and fun to make money. Now is the time to get ready for the boom in the birth rate. Write or phone for information on Allan Herschell's complete Kiddieland service... rides, accessories, layout and financing.

Merry-Go-Rounds • Miniature Trains • Boat • Auto • Portable Roller Coaster • Sky Fighters • Tank • Horse and Buggy • Jolly Caterpillar • Helicopter • Roadway Ride • Rodes • Twister • 18-car Car • Record Player • Records • Tapes • Ride Timers • Canvas

ALLAN HERSHEY
Company, Inc.
104 OLIVER ST.
NORTH TONAWANDA, NEW YORK