

# The Billboard

## SPRING SPECIAL

APRIL 7, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC** PRICE: 25 CENTS

### News Break Rarely Affects Film Stock

TV Firms' Market Prices Usually Don't Reflect Big Moves Which Stir Trade

By GENE PLOTNIK  
NEW YORK—If you are thinking of buying an interest in one of a few publicly owned companies in the TV film business, don't pay attention to the trade news. The prices of the stock of these companies rarely respond to major news announcements such as make-over stories in *The Billboard* and other trade papers. Major acquisitions, such as National Telefilm Associates' lease of 11 big movies from David O. Selznick, do not usually cause a rise, not after a fact anyhow.

**NTA Example**  
NTA's acquisition of the Selznick pictures was consummated and announced in the middle of December. At that time NTA stock as selling on the American Stock Exchange at around \$3.25 to 1.50. A month later the closing price of NTA stock had edged down to 3/4 and 3 points. In the next month it has climbed back up to gain to 3/4. NTA, meanwhile, has sold the Selznick package to some 40 stations at phenomenal prices. Last week it issued a quarterly report showing the biggest gain and net of all time.

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On January 24 PRM was trading on the small board for \$20. On February 17, when a good report on President Eisenhower's health caused a market flurry, PRM went up to 30. Two days before the Warner deal it was over 40 and leveled off. Meanwhile, Warner Bros., which at book value had suddenly become about \$10 a share richer, was sliding on the big board from over 23 on February 25 down to 20 1/2.

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At that time holders of Official stock were able to sell it to dealers over the counter for \$2 per share.

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Two months have now passed since the Official-Four Star deal, and the distributor has now begun to sell these films to stations at good prices. In this time the bid price of Official stock has remained quite steady at \$2.

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In each of these instances the private trader who might have been persuaded by the money-making potential of these acquisitions to speculate on the securities of these companies, would today have a loss on his hands.

However, speculators with inside information, a sharp sense of timing and a lot of good luck could have realized some short term gains in these situations.

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All Facets Expect to Benefit From Healthy Economic State

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On this, owners-operators in every segment of the industry, excepting the circus field, are in agreement, convinced that the year ahead will be every bit as good and probably better than 1955.

Only in the world of the touring circuses is sturdy confidence lacking. Yet, even for circuses, prospects for the outdoor season are better than they were at the corresponding point last year—a year which proved none-too-good for the shows that work under canvas.

**Flourishing Economy**  
Carnivals, amusement parks, kiddielands, fairs and the upsurging amusement centers base their confidence largely on generally excellent economic conditions—high employment and high wages thru-out both the U. S. and Canada.

Owners-operators and officials in those branches of the business this past winter spoke eloquently of their confidence. Those who use rides bought new ones at a near-record, if not record rate. Others set new attractions, constructed new facilities, added improvements, or upped their advertising budgets.

Characteristically, outdoor showmen will invest money only when they are convinced that they will get their investment—plus a good profit—back in short order. And, they are convinced that this season and others immediately to follow will provide business that amply warrants their outlays for new equipment, attractions, advertising, etc.

**See Better Second Half**  
While most of their optimism stems from the existing strong economy in this country and Canada and on forecasts of even better conditions the second half of the year, outdoor showmen also cite the bulging population as an added cause for their confidence.

In a comment which echoed the observation of fellow showmen throughout the country, one operator put it this way:

"Now, we can cash in on the mounting population. Up until a year or two ago, the rising population figures were just so many statistics to us. Then, our business began to pick up as the post-war babies grew into customers. And, this year, we should really feel the impact of that big, post-war crop of new customers."

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### DEPARTMENTS AND FEATURES

Amusement Games . . . 142	Music . . . 16
Carnival . . . 94	Music Charts . . . 28
Circus . . . 91	Music Machines . . . 130
Coming Events . . . 128	Parks & Pools . . . 9
Classified Ads . . . 116	Pipes . . . 110
Coin Machine Market . . . 143	Radio . . . 16
Fairs & Expositions . . . 88	Rides . . . 81
1956 Fair Dates . . . 72	1956 Rodeo Dates . . . 93
Final Curtain . . . 81	Roules . . . 80
General Outdoor . . . 49	Television . . . 2
Honor Roll of Hits . . . 28	TV Film . . . 6
Letter Box . . . 138	TV Reviews . . . 12
Merchandise . . . 108	Vending Machines . . . 136

## Ride Men Lead In Optimism

CHICAGO—Ride men lead all others in their optimism over the outlook for the '56 outdoor season. A consensus reveals that owners-operators of riding devices believe their unit will return even bigger grosses than last year . . . a banner one for them.

Typical observations, made throughout the country, cite a variety of reasons. Here are some of them: "Everyone is working and getting good wages. How can we miss?" "New rides introduced in recent years have stimulated patronage." "Kiddie rides will go bigger than ever because we've got more youngsters of ride age now than ever before."

## TvB, Webs & Film Distribs Challenge Jones TV Blast

### Video Industry Strikes Back to Defend Medium

NEW YORK—Slightly aghast that any advertiser in this day and age could question the effectiveness of TV advertising, the TV industry rose to arms last week to take issue with Ernest Jones, president of MacManus, John & Adams, who challenged TV's ability to sell durable goods, especially automobiles, to the American public.

Jones, in a speech delivered to the Pittsburgh Council of the American Association of Advertising Agencies on Thursday (29), voiced his belief that television is far less effective than print media in selling such durable goods as automobiles and home appliances. Television, he said, can do an excellent job of selling low cost package goods, but it can't deliver the selective audiences advertisers of high-priced durable goods must reach. "I think it is significant that even the top-rated shows simply aren't moving cars for their sponsors," he stated.

Jones offered the opinion that a 60-second commercial "is too fleeting" to sell high-priced products that "require thought and consultation among members of a family." TV, he stated, "has its place, but well behind newspapers and

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### Kodak Eyeing ABC-TV Slot

NEW YORK—Eastman-Kodak last week was close to buying a half hour of time on ABC-TV. The client is looking at either Wednesday, 9-9:30 p.m., or Tuesday 9:30-10 p.m., with the former time period said to be favored.

The advertiser has not made any program decision, the information from J. Walter Thompson, the agency, is that it will probably drop "Screen Directors' Playhouse," now in the Wednesday night 8-8:30 time period on NBC-TV for Kodak. The NBC time period, of course, will be relinquished by Kodak.

### Du P. Eyes NBC Tuesday Hour

NEW YORK — Du Pont, thru Batten, Barton, Durstine & Osborn, has expressed an interest in picking up Tuesday night 9:30-10:30 on NBC-TV next season. This time period currently is being programmed by Pontiac's "Playwright's 56," which has already been canceled.

Du Pont would probably program an hour dramatic show of its own, produced by BBD&O, which is already landing several hour dramas for its clients, among whom are Armstrong and United States Steel. Armstrong now has the alternate Tuesday 9:30-10:30 time period on NBC.

### JONES' BLAST MAY POINT NEW GM POLICIES

NEW YORK—Behind the slashing attack on TV as a mover of durable goods by Ernest Jones, president of MacManus, John & Adams, the Pontiac agency, is the not inconceivable possibility that General Motors is letting the networks know that video must produce or else its romance with the nation's biggest corporation is over, according to trade speculation.

MacManus, John & Adams is known as the policy agency for General Motors, also servicing the Cadillac account. It is altogether possible that other General Motors agencies—D. P. Brothier, the Kuder Agency, Campbell-Ewald—concur with Jones' statement, along with top advertising brass at the company.

General Motors is known to be more than disappointed with its 1955-56 TV season on all networks. Sponsorship of the NBC-TV Saturday spectaculars by Oldsmobile next season is up in the air. Jackie Gleason has not done as well as expected for Buick on CBS-TV, Saturday nights. Pontiac's "Playwright's 56" on NBC Tuesday nights has already been canceled. And Bob Hope's Tuesday night NBC hours have been something less than a success for Chevrolet, as has that company's sponsorship of "Crossroads" on ABC-TV.

Coupled with this is the fact that the car industry has not done the business it expected this year, Pontiac being the most badly hit of the General Motors family. General Motors is estimated to have spent about \$23,400,000 on network TV during the season of 1955-56.

The Jones attack may be a tip-off on GM's intentions for the 1956-57 season, for which half of the NBC election coverage is the only new item currently on the agenda.

### TV Film Survey Shows Dealers Spending Freely

NEW YORK — The TV film industry was taking a long look at auto dealer spending in video for an answer to agencyman Ernest Jones' statement last week that TV has not proven effective as the "prime" advertising medium for durable goods such as automobiles. Oliver Treyz, president of the Television Bureau of Advertising, declared, "We have learned much about the productive use of TV from local car dealers around the country, including Pontiac, who are using TV productively and who devote the bulk of their advertising to TV."

There were no authoritative figures immediately available on the number of auto dealers in TV or the amount they spend. The TvB is expected to have a good estimate this week, when it completes tabulation of the Rorabaugh survey of spot TV spending.

But every TV film distributor and most stations know that dealers of both new and used cars, who usually have a more intimate feeling of the sales effectiveness of their advertising than the manufacturers, even without benefit of research, have been spending tremendous sums in TV and

(Continued on page 8)

### SEEK SATURDAY BEEF

## NBC May Shift Caesar To Strengthen Line-Up

NEW YORK — NBC-TV last week was close to making the first move to beef up its Saturday night programming next fall. Prime consideration is being given to shifting the Sid Caesar show to Saturday 9-10 next season.

Only "People Are Funny," now at 9 on Saturdays, would have to be shifted because Texaco is reported to have already called it quits on Jimmy Durante who fol-

### EDITORIAL

## Along Came Jones

A year ago at this time, auto manufacturers could not sing TV's praises loudly enough. A record-breaking sales season was in full swing, with General Motors benefiting as much, if not more, than its competitors. TV might be credited with doing too good a job, if the remarks of Ernest Jones, head of one of the GM ad agencies, are to be considered seriously. For it was with TV's aid that so many '55 models were sold that the public has not stormed local dealers with quite the same frenzy this year.

Of course, sales of the '56 cars cannot be said to be dangerously low. If it weren't for last year's precedent, they'd be regarded as positively sensational. Yet, in his downgrading of TV's sales ability, Jones has taken none of this into account; nor does he note that none of the GM divisions made any major design changes in the current models, surely another factor in the lowered sales picture.

Perhaps the most significant comment comes from the ad expenditures themselves. As a group, auto makers are devoting about one-third of their total ad expenditures on TV. Chrysler, which made a sharp comeback last year, did so by allocating better than half its total budget to network TV in the first six months of 1955. General Motors itself was the leading web advertiser in that same period.

Blaming TV for a general industry condition seems to us about as logical as blaming a TV station's weather forecaster for a surprise snowstorm.

### SATURDAY SHAMBLES

## CBS Set Sun., Mon. —But Not Always

NEW YORK—Indications are that CBS' Sunday, Monday and Wednesday evening programming schedules next season will show little change from those currently in effect. Most of the bankrollers on these nights are happy with the shows they're currently sponsoring. The one change that may be made on Sunday night is "64,000 Challenge," which is set to hit the air for Revlon and Lorillard shortly.

If it proves successful, it will no doubt be kept for next season.

The big question mark on Tuesday night is the 8:30-9:30 p.m. period, currently occupied by "Navy Log" and Guy Lombardo's

(Continued on page 4)

### KID STRIP

## NBC Takes Option on 'Lancelot'

NEW YORK—It looks as though NBC-TV is preparing to put half-hour kiddie adventure programs in the 7:30-8 p.m. strip, following the lead of CBS-TV this season.

NBC was reported to have taken an option on "The Adventures of Sir Lancelot" and "The Buccaneers." These two shows are being produced and sold by the same outfit (Official Films) responsible for CBS' greatest 7:30 triumph, "Robin Hood." Both "Lancelot" and "The Buccaneers" are in production in England. As far as could be learned, their first prints still have not been received here.

NBC has still other new all-family shows with which to build a 7:30-8 p.m. block. It has already bought "Circus Boy" from Screen Gems.

## Scott Ponders Halving 'Father'

NEW YORK — Scott Paper is considering going to alternate sponsorship of "Father Knows Best." The advertiser now has the entire show in the 8:30-9 p.m. Wednesday time period on NBC-TV, where it has been doing a fairly good job according to the ratings.

One reason for the cutback might be the increase in the cost of the show next season, and the feeling on the part of the sponsor that it might do better by using an additional vehicle.

- ... PRODUCTION
- ... COSTS
- ... PRE-TESTING
- ... SAVINGS
- ... PITFALLS
- ... EFFECTIVENESS
- ... SPEED
- ... ROUGHS
- ... PROBLEMS
- ... RE-USE
- ... FILM
- ... LIVE
- ... UNIONS

and featuring the sales messages of the INDUSTRY'S LEADING COMMERCIAL PRODUCERS

The Pay-Off Phase of Television Programming Comes in for Spotlight Treatment in the Spring Edition of

... THE BILLBOARD'S TELEVISION COMMERCIALS QUARTERLY

Out Next Week in the April 14 Issue

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However, speculators with inside information, a sharp sense of timing and a lot of good luck could have realized some short term gains in these situations.

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### Du P. Eyes NBC Tuesday Hour

NEW YORK — Du Pont, thru Batten, Barton, Durstine & Osborn, has expressed an interest in picking up Tuesday night 9:30-10:30 on NBC-TV next season. This time period currently is being programmed by Pontiac's "Playwright's 56," which has already been canceled.

Du Pont would probably program an hour dramatic show of its own, produced by BBD&O, which is already landing several hour dramas for its clients, among whom are Armstrong and United States Steel. Armstrong now has the alternate Tuesday 9:30-10:30 time period on NBC.

### JONES' BLAST MAY POINT NEW GM POLICIES

NEW YORK—Behind the slashing attack on TV as a mover of durable goods by Ernest Jones, president of MacManus, John & Adams, the Pontiac agency, is the not inconceivable possibility that General Motors is letting the networks know that video must produce or else its romance with the nation's biggest corporation is over, according to trade speculation.

MacManus, John & Adams is known as the policy agency for General Motors, also servicing the Cadillac account. It is altogether possible that other General Motors agencies—D. P. Brothier, the Kuder Agency, Campbell-Ewald—concur with Jones' statement, along with top advertising brass at the company.

General Motors is known to be more than disappointed with its 1955-56 TV season on all networks. Sponsorship of the NBC-TV Saturday spectaculars by Oldsmobile next season is up in the air. Jackie Gleason has not done as well as expected for Buick on CBS-TV, Saturday nights. Pontiac's "Playwright's 56" on NBC Tuesday nights has already been canceled. And Bob Hope's Tuesday night NBC hours have been something less than a success for Chevrolet, as has that company's sponsorship of "Crossroads" on ABC-TV.

Coupled with this is the fact that the car industry has not done the business it expected this year, Pontiac being the most badly hit of the General Motors family. General Motors is estimated to have spent about \$23,400,000 on network TV during the season of 1955-56.

The Jones attack may be a tip-off on GM's intentions for the 1956-57 season, for which half of the NBC election coverage is the only new item currently on the agenda.

### TV Film Survey Shows Dealers Spending Freely

NEW YORK — The TV film industry was taking a long look at auto dealer spending in video for an answer to agencyman Ernest Jones' statement last week that TV has not proven effective as the "prime" advertising medium for durable goods such as automobiles. Oliver Treyz, president of the Television Bureau of Advertising, declared, "We have learned much about the productive use of TV from local car dealers around the country, including Pontiac, who are using TV productively and who devote the bulk of their advertising to TV."

There were no authoritative figures immediately available on the number of auto dealers in TV or the amount they spend. The TvB is expected to have a good estimate this week, when it completes tabulation of the Rorabaugh survey of spot TV spending.

But every TV film distributor and most stations know that dealers of both new and used cars, who usually have a more intimate feeling of the sales effectiveness of their advertising than the manufacturers, even without benefit of research, have been spending tremendous sums in TV and

(Continued on page 8)

### SEEK SATURDAY BEEF

## NBC May Shift Caesar To Strengthen Line-Up

NEW YORK — NBC-TV last week was close to making the first move to beef up its Saturday night programming next fall. Prime consideration is being given to shifting the Sid Caesar show to Saturday 9-10 next season.

Only "People Are Funny," now at 9 on Saturdays, would have to be shifted because Texaco is reported to have already called it quits on Jimmy Durante who fol-

### EDITORIAL

## Along Came Jones

A year ago at this time, auto manufacturers could not sing TV's praises loudly enough. A record-breaking sales season was in full swing, with General Motors benefiting as much, if not more, than its competitors. TV might be credited with doing too good a job, if the remarks of Ernest Jones, head of one of the GM ad agencies, are to be considered seriously. For it was with TV's aid that so many '55 models were sold that the public has not stormed local dealers with quite the same frenzy this year.

Of course, sales of the '56 cars cannot be said to be dangerously low. If it weren't for last year's precedent, they'd be regarded as positively sensational. Yet, in his downgrading of TV's sales ability, Jones has taken none of this into account; nor does he note that none of the GM divisions made any major design changes in the current models, surely another factor in the lowered sales picture.

Perhaps the most significant comment comes from the ad expenditures themselves. As a group, auto makers are devoting about one-third of their total ad expenditures on TV. Chrysler, which made a sharp comeback last year, did so by allocating better than half its total budget to network TV in the first six months of 1955. General Motors itself was the leading web advertiser in that same period.

Blaming TV for a general industry condition seems to us about as logical as blaming a TV station's weather forecaster for a surprise snowstorm.

### SATURDAY SHAMBLES

## CBS Set Sun., Mon. —But Not Always

NEW YORK—Indications are that CBS' Sunday, Monday and Wednesday evening programming schedules next season will show little change from those currently in effect. Most of the bankrollers on these nights are happy with the shows they're currently sponsoring. The one change that may be made on Sunday night is "64,000 Challenge," which is set to hit the air for Revlon and Lorillard shortly.

If it proves successful, it will no doubt be kept for next season.

The big question mark on Tuesday night is the 8:30-9:30 p.m. period, currently occupied by "Navy Log" and Guy Lombardo's

(Continued on page 4)

### KID STRIP

## NBC Takes Option on 'Lancelot'

NEW YORK—It looks as though NBC-TV is preparing to put half-hour kiddie adventure programs in the 7:30-8 p.m. strip, following the lead of CBS-TV this season.

NBC was reported to have taken an option on "The Adventures of Sir Lancelot" and "The Buccaneers." These two shows are being produced and sold by the same outfit (Official Films) responsible for CBS' greatest 7:30 triumph, "Robin Hood." Both "Lancelot" and "The Buccaneers" are in production in England. As far as could be learned, their first prints still have not been received here.

NBC has still other new all-family shows with which to build a 7:30-8 p.m. block. It has already bought "Circus Boy" from Screen Gems.

## Scott Ponders Halving 'Father'

NEW YORK — Scott Paper is considering going to alternate sponsorship of "Father Knows Best." The advertiser now has the entire show in the 8:30-9 p.m. Wednesday time period on NBC-TV, where it has been doing a fairly good job according to the ratings.

One reason for the cutback might be the increase in the cost of the show next season, and the feeling on the part of the sponsor that it might do better by using an additional vehicle.

- ... PRODUCTION
- ... COSTS
- ... PRE-TESTING
- ... SAVINGS
- ... PITFALLS
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Out Next Week in the April 14 Issue



SECOND CHANGE

NBC Nears Junk Of 'Comedy Hour'

NEW YORK — NBC-TV has just about decided to junk its "Comedy Hour" at the end of this season's run.

NBC most likely will use two half-hour shows to go into its 8-9 time next year.

An outside possibility is that the network will try again with another hour show.

TELERAMAS

ABC Skeds Big Shows For 1957

NEW YORK—Three of the six "telaramas" that the Theater Guild will produce for ABC-TV next season are "Playboy of the Western World," tentatively scheduled for Saturday, May 5;

The hour and a half Metropolitan Opera productions are penciled in for Sunday, December 9, and April 21.

A total of 12 specials are scheduled to be aired in the seven months between November, 1956, and May, 1957.

which has an advertiser with an hour program on tap for the time period.

The network's "Comedy Hour" has improved somewhat over its dismal start, but only an amazing rating showing can change the thinking going on at NBC among program executives.

Young & Rubicam has already expressed interest in the 8-8:30 time period for one of its clients and is also interested in the preceding half hour, probably for General Foods.

Plotnik Heads Special Issues

NEW YORK — Effective this week, Gene Plotnik was promoted to TV special features editor of The Billboard, a new post within the television division.

The TV editorial department's structure calls for Plotnik, with TV editorial personnel in all offices, to report to Leon Morse, TV news editor, on news and review assignments.

HOLLYWOOD—Len White, of J. Walter Thompson Company, has been named an executive assistant to Cornwell Jackson, v.p. in charge of the Hollywood office.

KRAFT'S NIGHT TO REMEMBER

NEW YORK—The Kraft Theater's production of "A Night to Remember" sent the show's ratings soaring, proving it a success with audiences, as well as critically.

FILM NEWS

Headlines No Indicator Of Stock \$

Continued from page 1

ning of December it turned up to 214. It was apparently at that point that insiders, aware of Matty Fox' connection with C&C, had been assured that Fox would indeed consummate the deal with RKO Teleradio for the TV rights to the library, a deal that was not actually concluded for another month.

NTA stock could have been bought in October or November for \$3 or less. At the end of November, a month before the Selznick deal was announced, it went over \$3.

Warner and Seton Named

NEW YORK — Hank Warner has been appointed director of press information for ABC, and Al Seton, ABC's manager of press information, has been promoted to assistant director of press information, effective April 9.

Warner comes to ABC from CBS, where he's been copy chief and manager of press information. In his new capacity, Seton will be in charge of exploitation for the web.

Seven 15-Min. Slots Up for 'Mickey' Buy

NEW YORK — Approximately seven quarter-hour segments per week of ABC's high-rated daytime "Mickey Mouse Club" is due to be opened for sale to new bankrollers for next season.

Most of the show's major sponsors have renewed the program, but a number of others, including smaller bankrollers who share time slots, are understood to be bowing out.

The advertisers who, with perhaps a few exceptions, are giving up their stake in the show are Mars, Miles Labs, Welch Grape Juice, Lettuce Growers of America, Morton Salt, TV Time Popcorn, Johnson's Wax, Campbell's Soup, Minnesota Mining and Vicks, Am-Par Records, a house account, may be back, but nothing definite has yet been set.

Definitely set to return next season are Armour, Bristol-Myers, Carnation Milk, Coca-Cola, General Mills, S.O.S. Company and Mattel, Inc. General Mills this season sponsored six quarter-hour segments singlehandedly and shared another one with Vicks.

It's not known whether there will be any change in the number of segments each of these bankrollers have decided to sponsor next season, but it's considered likely that General Mills may cut back now that it's become well identified with the show.

ABC is offering the show only on a firm 52-week, non-cancellable basis, tho it will permit two bankrollers to team up on sharing a quarter-hour segment between them over a 52-week period.

P & G Renews 'Young' Show

HOLLYWOOD — The Loretta Young Show is being renewed by Procter & Gamble following settlement of some financial and format difficulties.

The program will continue in the 10-10:30 Sunday night time slot for the 1956-'57 season, closing out the present five-year contract.

CBS Sets Sunday, Monday

Continued from page 2

"Diamond Jubilee," both of which will probably go off the air. The web is understood to be eyeing that hour (among other places) for its forthcoming Herb Shriner hour-long variety show, but the problem here is to get the current bankrollers in those time periods to go along with this or other programming moves.

According to presen' plans, CBS' Thursday night programming line-up will see "Sgt. Preston" back at 7:30-8; a new show, as yet not bought, for Reynolds in the 8-8:30 period; "Climax" 8:30-9:30 "Playhouse 90" 9:30-11.

Friday shapes up as "Flicka" 7:30-8 p.m.; new programs for General Foods in the 8-9 periods; the Bob Cummings show or another show to replace "Crusader" 9-9:30; "Schlitz Playhouse" or perhaps another show for Schlitz in

the 9-30-10 period; "The Line-up" and "Person to Person" will continue to occupy their present 10-11 time periods.

Saturday night on CBS is wide open and has become a major headache for the web. One of the big problems is what to do with "Gunsmoke," which CBS wants to move out of its present 10-10:30 time slot to make way for its new "Perry Mason" show to run 10-11.

About the only thing being taken for granted as an established fact on Saturday night is that Jackie Gleason will occupy the 8-8:30 p.m. slot.

hour a week will have to pay a total of approximately \$1,033,000 for program and time for the year.

If two bankrollers share a quarter hour, each will have to shell out approximately \$564,000 for the year.

Australian TV Shoots Wad On U. S. Films

NEW YORK — Australian TV, which starts test patterns in June and plans to be programming regularly in the fall, has now exhausted its first quota of dollars allotted for the purchase of TV film.

The quota that the Australian government made last November amounted to about \$350,000. Their purchases were largely made by two representatives here, Charles Michelson, head of his own transcription firm, and Paul Talbot, head of Fremantle Overseas Radio & TV.

A total of 30 half-hour films series were bought here in addition to lots of miscellaneous product such as Encyclopaedia Britannica films and Studio Films' musical shorts.

Artransa is now building its own film studios outside Sydney.

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# Does NBC Film Shuffle Loom With Emphasis on Production?

By BOB SPIELMAN

**HOLLYWOOD**—A major reorganization in the structure of the NBC Film Division, with a greatly increased emphasis on production, appears in the offing with the appointment this week of Alan Livingston, executive vice-president of Capitol Records, to the presidency of the Kagan Corporation. At the same time RCA exec Manie Sacks was named chairman of the board.

Kagan, a wholly owned subsidiary of RCA, was until recently solely the company's merchandising division. Earlier this year, however, the NBC film division was also placed under the aegis of Kagan.

In developments surrounding the new appointment, it is indicated that the plan is to make the NBC film division a strong producing organization in its own right. This would encompass both TV series and "special projects," i.e., spectacles which could later be released for theatrical showing, such as "The Constant Husband" and "Richard III."

The long-range plan, apparently, is to move the headquarters of the film division from New York to

Hollywood. For the present, however, according to Sacks, the division will remain in its New York offices.

NBC Film has in the past been principally an organization for the syndication of the net's second-run product, altho it has been adding some first-runs to its roster this season, e.g., "Western Marshall," "Great Gildersleeve" and "Crunch and Des."

It does not appear to be outside the bounds of reason to speculate

that, with the development of video tape and the present turmoil as to the networks' role in TV, supervision and control of production of all web shows may eventually be turned over to the film division. In this regard, the Kagan Corporation may change its name when the appropriate time occurs.

Livingston is setting up his own headquarters on the West Coast. He has been a vice-president of Capitol since 1949, and in 1950 assumed charge of the entire artists and repertoire operation. He was responsible for the development of Bozo the Clown, on which a pilot film was made two years ago, and which to date has netted Capitol approximately \$7 million in record sales and another \$3 million in merchandising.

## C&C Studying New Sales Plan For RKO Titles

**NEW YORK**—The C&C Television sales force was brought in for a meeting late last week at which they were expected to study revisions in their sales plan for the 740-title RKO library. It was deemed likely that Matty Fox, president of C&C, would decide to break the library up into packages. There apparently has been considerable pressure on Fox from stations and even his own sales force to make this move.

There was no indication that C&C would retract its demand for spot time. However, in its negotiations for library deals it has been reported that C&C has shaved down its cash demands.

According to latest reports, C&C has closed deals with two stations, but no details were available.

Meanwhile, Fox's negotiations for a possible merger with Associated Artists Productions, which has distribution of the Warner Bros. library, seemed to have completely broken down last week.

## Winchell May Host New M-G-M Series

**HOLLYWOOD**—Indications that M-G-M may not move out of the TV picture entirely, despite the cancellation of "The M-G-M Parade," were evident this week with the initiation of talks between Walter Winchell and the studio for the commentator columnist to act as host for a projected series.

Show would probably be based on M-G-M's old "Crime Does Not Pay" shorts. Negotiations are being held in New York.

## Pine-Thomas Bow in TV

**HOLLYWOOD**—Veteran theatrical pic producers Pine-Thomas are entering the television film field. The indie outfit, which was previously associated with Paramount and has a number of features playing on TV, has started work on pilots for two series.

Both are outdoor yarns. One, a western, to be titled "Outpost," is the creation of Frank Gruber. The second, "Torrid Zone," is a jungle-adventure program being scripted by Paul Monash.

Thomas said Friday (30) that the shows are not being particularly aimed for the fall market and that the project is a long-range one which has been planned for some time.

## Ask Co-Client For 'Trooper'

**NEW YORK**—MCA-TV is looking for an alternate week sponsor for "State Trooper," which it has already sold to Chesebrough Manufacturing. It is understood that Chesebrough will accept Wednesday, 7:30-8 p.m., (opposite "Disneyland") on CBS-TV if they can find a co-sponsor.

**NEW YORK**—The special Telepulse survey revealed that "King Kong" had a cumulative rating of 79.7 on WOR-TV's "Million Dollar Movie" March 5-11. A conservative 2.5 viewers per set means a total audience of 9,395,820.

## BEHIND THIS WEEK'S NEWS

### Manie Sacks Makes the Switch: Lindy's to Shor's

**L**INDY'S loss is Toots Shor's gain. That's the way one wag took the news of the official change in Manie Sacks' functions. Sacks is formally renouncing all RCA Victor Record activity in favor of full-time operations on behalf of RCA and NBC (where he is a v.-p.) and Kagan Corporation (of which he is chairman of the board). The move actually formalizes an existing situation, inasmuch as Sacks has been devoting a growing proportion of his efforts to these activities.



SACKS

Buddy Clark was killed, it was Manie Sacks who saw that Clark's widow was provided for.

This solicitude has paid off. Wherever Sacks has gone, his large personal following of artists has followed, something that bodes well for NBC Film's future. Manie started at WCAU, the CBS outlet in Philadelphia, handling artists bureau bookings about 25 years back. He went on to MCA, Columbia Records, and then up the RCA ladder since joining Victor in 1950.

Sacks is equally at home with song pluggers and captains of industry. One day he may lunch with musicians or talent at the Turf, and the next with General Sarnoff and Frank Folsom in the RCA private dining room. This was immortalized in song some years back with the line: "I Never See Manie Alone."

Manie's experience has ranged from working with struggling music publishers to setting top-budget TV spectacles, and he's been at it from the days of the crooner to the present era, when TV is used to kick off many songs. This all should serve him well in the days to come. And one thing is for sure: With Manie Sacks around, the TV business won't be dull.

## 'GOOD MORNING'

### CBS Rating Better on Ayem Show

**NEW YORK**—The first Nielsen ratings on CBS' new "Good Morning" show have improved CBS' position in the 7-8 time slot. CBS pulled a 34 per cent share of audience vs. NBC's 43.5 per cent share for the 7-7:30 a.m. period and a 39.3 per cent share against NBC's 42.5 share for the 7:30-8 a.m. half hour, according to Nielsen's first March report.

The previous Nielsen report gave CBS 21.3 per cent share, compared to NBC's 50 per cent share for 7-7:30, and 30 per cent vs. 48.7 per cent for 7:30-8.

## Lever Would Move 'Theater'

**NEW YORK**—Lever Bros. is reportedly asking NBC to find another time slot for "Lux Video Theater" for next season. The bankroller apparently is unhappy about being pitted against new dramas forthcoming on both CBS and ABC, "Playhouse 90" and "Command Performance" respectively.

## Guild Sets Series From Jack London

**NEW YORK**—Guild Films is reading its programming move for the season of 1956-57. The film production and distribution firm has secured the rights to the works of Jack London, and will produce 39 half-hour films based on one of the writer's characters, Captain Frief. The show will be shot for national sale as will "Here Comes Tobor," and other series already in preparation, but both may go into syndication if substantial local interest is evinced.

Also in preparation is an anthology series based on the works of name writers such as F. Scott Fitzgerald and Rupert Hughes, and a vidfilm program to be shot in England for Guild by Herbert Wilcox, noted British film producer. Anna Neagle, Wilcox's wife, will probably be starred in

the latter series. Other Jack London characters may also be developed into series.

"Here Comes Tobor" will be shot in Hollywood by Carl Dudley, the co-producer. The Captain Frief series may be filmed in New York, with Hollywood an outside possibility. The anthology series will probably be shot here.

## WCBS Skeds 2 Rerun Strips

**NEW YORK**—WCBS-TV here has finally decided to strip the "My Little Margie" reruns 9-9:30 a.m., as was expected when it bought the 126 films from Official Films several months ago. The station further decided to strip "Amos 'n' Andy" back to back, 9:30-10 a.m. The new hour film block will replace the live George Skinner show effective April 16.

The station is selling four participations per half hour at the same rate as the Skinner show was sold, \$600 per minute announcement.

"Amos 'n' Andy" has been running on WCBS-TV on Sundays, 2-2:30 p.m., sponsored by Dufy-Mott as part of a large regional deal. The station got the 79 "Amos 'n' Andy" films for its morning strip from CBS-TV Film Sales.

## CBS-Film in British Deal

**NEW YORK**—CBS-TV Film Sales has added another British produced series to its roster of shows available for national sale. The new series is "Dick Turpin, Highwayman," which is being produced by Harry Alan Towers.

Agreement was reached between CBS Film's chief, Les Harris, and Associated Rediffusion, one of the British commercial programming contractors, for CBS Film to sell Associated's properties in the U.S. A series of six hour-and-a-half dramatic films will be Associated's first offering in the U. S.

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# TvB Finds Local Auto Dealers Using Video Film Productively

• Continued from page 2

have kept increasing their TV expenditures.

Ziv-TV last week made a study of its auto dealer sponsors. Bud Rifkin, sales vice-president, stated "One or more Ziv film shows is now being sponsored by auto dealers or dealer groups in a total of 48 major markets."

The Ziv study disclosed a close correlation between manufacturers' share of sales and the amount of syndicated film sponsorship by their dealers. No less than 52 per cent of Ziv's auto sponsors sell General Motors cars. GM, of course, sells approximately that proportion of the auto market.

Rifkin added that Ziv has been picking up GM business faster than that of any of the other makes. Ziv's dollar volume of sales to auto dealers climbed 17 per cent in the past 12 months, while the spending of GM dealers has jumped more than 22 per cent, he said.

A good part of this money was taken out of other media, Rifkin declared, and for a simple reason. "Dealers at the local level can see daily the pulling power of effective TV sponsorship in competition with other media," he asserted.

More than half of Ziv's GM sponsors are Chevrolet dealers, including such heavyweights as Mohr Chevrolet in Dallas and Feld in Kansas City, both of whom sponsor "Man Called X." Dealers of Ford cars represent 30 per cent of Ziv's auto business. Chrysler dealers (Chrysler accounted for 17 per cent of all auto sales last year) represent 13 per cent of Ziv's auto sponsors.

### MCA and Official

MCA-TV Film Syndication made a hefty presentation on auto dealer sponsorship last fall titled "Moving into High Gear." In it MCA listed some 80 auto dealers then sponsoring its shows. An MCA spokesman estimated that since then MCA has sold 20 to 25 more auto dealers on the strength of this presentation. The MCA list, of course, included a number of Pontiac dealers (Pontiac's agency is McManus, John & Adams of which Jones is president).

Official Films has been running an ad in auto trade publications listing its auto dealer sponsors (including Cadillac on "Star and the Story" in Albuquerque; Pontiac on "My Little Margie" in Columbus, Ga.; Buick in Fresno, Calif., and Chrysler in Detroit). In the past couple of weeks Official has sold "Foreign Intrigue" to the Plymouth Dealers' Association in San Francisco and "Colonel March" to the Nash dealers in Detroit.

### Other Distributors

A check of a few other distributors revealed innumerable other auto dealer sponsors including Pontiac in St. Louis on "Ellery Queen," Lincoln-Mercury in Sacramento, Calif., on "Count of Monte Cristo," and Buick in Birmingham on "Crunch and Des."

The dealers sponsoring half-hour syndicated series are mainly sellers of new cars. Their ad expenditures are on a co-op basis, with the manufacturer paying about \$15 or \$20 per car sold.

Dealers in used cars also use TV heavily. They do not get co-op money. Used car dealers in many markets have had extraordinary success sponsoring the first runs of feature films.

One of the outstanding TV-auto success stories is that of Jim Moran's Courtesy Motors in Chicago, which sponsors feature films Sunday night on WGN-TV. Courtesy was Hudson franchised until about a month ago, when it switched to Ford.

## 'Sheena, Queen of Jungle' Captures 5 of 8 Markets

NEW YORK — Ratings being pulled in by ABC Film's new syndication property, "Sheena, Queen of the Jungle," has the TV film distributor firm jumping with glee.

Out of eight markets in which American Research Bureau rated the show in February, "Sheena" beat all its competition in five markets and pulled strong ratings in the other three, according to ABC Film.

In Atlanta, "Sheena" drew a 26.9 rating against a combined rating of 7.7 pulled by the other two competing stations in the Thursday, 6:30-7 p.m. period. In Little Rock, Ark., the program garnered a 34.7 rating, doubling its previous month's 17.4 in the Saturday 9 a.m. time period.

The show is also first place in its

time slot, Thursday, 6:30-7 p.m., in Los Angeles, where it pulled a 12.4 rating on KABC. In San Diego, it outrated its closest competitor by 11 points in the Thursday, 6:30-7 p.m. period on KFMB. It was also first in its time slot in Lubbock, Tex.

## Reprint of BB Ad Plugs Station Win

CHICAGO — WBKB-TV, here, has distributed a reprint of its ad in the March 24 issue of The Billboard to 500 time buyers. The ad calls attention to the station's recent first place award in The Billboard's 18th annual Promotion Competition for its efforts on behalf of promoting local live shows.

## Saturday Beef

inherit the time period this fall. Caesar's show next season will probably get a higher budget in line with its Saturday night status, if the shift is made. Caesar originally started on NBC-TV Saturday nights with M.x Liebman's "Your Show of Shows" on which he was featured with Imogene Coca.

## STALLED

# SAG, AFTRA Tiff Hits Stalemate

HOLLYWOOD — The battle over jurisdiction of video tape has, for the time being, apparently ended in a stalemate between the Screen Actors' Guild and AFTRA. The SAG, after failing to gain ground in negotiation with the nets (Billboard, March 24), last week sewed up the producing organizations.

By mutual agreement with the Association of Motion Picture Producers and the Alliance of TV Film Producers, a new paragraph was added to the basic agreements between the Guild and producers. In effect, this gives SAG jurisdiction over tape as far as the AMPP and the Alliance are concerned.

The SAG similarly has moved to solidify its position in regards to film commercials. The situation, therefore, has resolved itself to one in which AFTRA has an agreement with the nets, and SAG another with the producers.

One web exec said this week

that, when tape does arrive, he believes actual jurisdiction between the two unions will remain much as it is today, with AFTRA controlling network studio production and SAG all film-taping done elsewhere.

## SEG Sour on 'Runaways'

HOLLYWOOD — So-called "runaway" film production has become a key issue in negotiations for a new contract between TV film producers and the Screen Extras' Guild. The SEG this week filed a 60-day contract termination notice, required by the Taft-Hartley law, because, according to Guild execs, talks have become deadlocked.

The SEG objects to filming outside the Los Angeles or San Francisco zones because producers are there sometimes able to hire non-registered extras at below scale. One producing organization, Gannaway-Ver Halen, has been black-listed by the Guild for making a feature pic, "Daniel Boone," in Mexico.

Other points of issue are wage rates, health and welfare benefits, pensions and vacations. The present contract will expire May 31.

## Aerojet Preps Defense Segs

HOLLYWOOD — Series of 26 dramatized documentaries on various Defense Department activities has been put into production by the Aerojet General Corporation, a division of General Tire Company. The half-hour TV films, being shot at Visual Drama Studios, will be syndicated by RKO Teleradio.

A large part of the shooting is being done on location at such places as Edwards Air Force Base and the like. Narration will be used with the films, each of which will deal with a separate defense activity. Bill Taft, Aerojet exec, is producing.

## WABC Shops for Film Reruns for Noon-Night Segs

NEW YORK — WABC-TV here is shopping for more rerun feature films to schedule on its "Afternoon Show" and then on its "Night Show." Last week it bought seven pictures from RKO Teleradio's "Moulin" group that have played WOR-TV's "Million Dollar Movie." The buy includes "Belle of the Yukon," "Along Came Jones," "Woman in the Window," "Casanova Brown" and "It's a Pleasure."

WABC's two shows are still playing pictures from Teleradio's 30-title "Bank of America" group, which it takes thru its 26th run in this market. But it is coming to the end of that stockpile. Its ratings have ranged from fair to pretty good.

## TV Industry Defends Medium

• Continued from page 2

magazines" as an advertising medium for such items.

Jones' stand was blasted by spokesmen for the networks and the TV industry. Oliver Treyz, president of Television Bureau of Advertising, challenged Jones' qualifications to judge whether or not TV should be the prime medium for durable goods advertisers. Jones' agency, he said, has used television for its durable goods clients only as a supplementary medium to print and therefore cannot rightly judge TV's effectiveness as a prime medium.

A high CBS official strongly disagreed with Jones' thesis that TV's ability to deliver mass audiences makes it less effective in selling automobiles. The market for automobiles, the exec noted, today has become a mass market in which the majority of families are potential buyers. Far from being a drawback, TV's ability to reach the mass of the public is an asset, he said.

But perhaps more important, this official pointed out, is the fact that only with television can an automobile manufacturer or any durable goods company, show its product in action, and have it demonstrated and endorsed by a personality whom the public respects and likes.

### Cite Other Factors

Another important factor, he declared, is that no other medium can arouse dealer enthusiasm for the product as well as TV.



**JOAN DAVIS**  
CLOWN QUEEN OF TV

**"I MARRIED JOAN"**

co-starring **JIM (Mr. Magoo) BACKUS**



You can tell a girl by the company she keeps... and for the past two years Joan kept one of the nation's biggest companies dizzy with sales. We've just pried her off the network to make I MARRIED JOAN available to regional and local advertisers. No other syndicated film series goes to work for you so unquestionably pre-sold. When you attach your product message to Joan Davis in I MARRIED JOAN, you hold the attention of all age groups, all economic levels, all the time.

## 98 HALF HOURS

The happiest, high-rated network show... now tv's smash hit syndicated series.

**Interstate**  
TELEVISION CORPORATION  
NEW YORK | CHICAGO | HOLLYWOOD  
445 Park Ave. | 1250 S. Wabash | 4376 Sunset Drive  
URray Hill 8-2545 | WAbash 2-7937 | NOrmandy 2-9181



a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

**WGR-TV**  
Buffalo's FAVORITE station!  
CHANNEL 2  
**BUFFALO**

# MASS APPEAL!

## NEVER A FILM SERIES TO MATCH...

# Celebrity Playhouse

FEATURING THESE...  
AND OTHER TOP STARS!

The Billboard Scoreboard FEBRUARY 25, 1956

The Pulse Audience Composition Studies

### Syndicated Film Drama Shows

DECEMBER RATINGS		Avg. Dec. Rig.	Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Douglas Fairbanks Jr.				
2.	Celebrity Playhouse (Screen Gems)	15.8	1.	Celebrity Playhouse (Screen Gems)	79
3.	Star and the Story (Official)	12.2	2.	Times Square Playhouse (MCA)	74
4.	Dr. Hudson's Secret Journal (MCA)	11.2	3.	Science Fiction Theater (Ziv)	75
5.	Mayor of the Town (MCA)	10.8	4.	Dr. Hudson's Secret Journal (MCA)	75
6.	Heart of the City (MCA)	7.5	5.	Douglas Fairbanks Jr. Presents (ABC)	74
7.	The Unexpected (Ziv)	4.5	6.	Famous Playhouse (MCA)	72
8.	Your All Star Theater (Screen Gems)	4.1	7.	Heart of the City (MCA)	72
9.	The Visitor (NBC)	3.5	8.	Star and the Story (Official)	70
10.			9.	The Visitor (NBC)	69

VIEWERS/100 HOMES		Viewers Per 100 Homes Tuned In	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	223	1.	Celebrity Playhouse (Screen Gems)	96
2.	Douglas Fairbanks Jr. Presents (ABC)	195	2.	Famous Playhouse (MCA)	95
3.	Mayor of the Town (MCA)	185	3.	Famous Playhouse (MCA)	85
4.	Science Fiction Theater (Ziv)	185	4.	Times Square Playhouse (Ziv)	85
5.	Times Square Playhouse (Ziv)	185	5.	Mayor of the Town (MCA)	83
6.	Dr. Hudson's Secret Journal (MCA)	193	6.	Star and the Story (Official)	83
7.	Heart of the City (MCA)	163	7.	Dr. Hudson's Secret Journal (MCA)	82
8.	Star and the Story (Official)	192	8.	The Unexpected (Ziv)	80
9.	The Visitor (NBC)	191	9.	Your All Star Theater (Screen Gems)	76
10.	The Unexpected (Ziv)	189	10.	Heart of the City (MCA)	76

- EDWARD G. ROBINSON
- ANN SHERIDAN
- LARAINÉ DAY
- RICARDO MONTALBAN
- JOSEPH COTTEN
- ZACHARY SCOTT
- ANGELA LANSBURY
- SYLVIA SIDNEY
- JOANNE DRU
- GALE STORM
- TERESA WRIGHT
- FRANK LOVEJOY
- DANE CLARK
- FAITH DOMERGUE
- KEEFE BRASSELLE
- CHARLES BICKFORD
- MACDONALD CAREY
- THOMAS MITCHELL
- CESAR ROMERO
- MONA FREEMAN
- PAUL HENREID
- PAT O'BRIEN
- LOUIS JOURDAN
- RUTH ROMAN
- WENDELL COREY
- LINDA DARNELL
- MARK STEVENS

Scan all ratings... Screen this show!

For details ... call

## SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 WEST 49TH STREET, NEW YORK 19, N. Y. CIRCLE 5-5044

# Commercial Cues

## IT'S SO-O-O EXPENSIVE

Despite film suppliers' and others' efforts to reduce costs of color film, a color commercial is costing about 10 times what it cost in black and white, said Ralph Kich, of K. & W. Film Service. Why? Because of the many processes needed to produce a color negative, problems in accurate co-ordination of the triple shooting with the three spectrums—blue, red and green. Likewise, Ted Gaski, of Consolidated Film Industries, speaking at the same National Television Film Council forum, detailed the many processes necessary to produce what the sponsor wants—35-mm. prints, 16-mm. prints, color inter negatives, black and white duplicates, etc. The consensus of the panelists was that there absolutely cannot be any rush jobs done, as some agencies have been accustomed to with black and white in the past. In line with this, Robert Jenness, of Sarra, Inc., stressed a greater necessity than ever for a good commercial story, good direction and photography and leave the complicated gimmicks out.

## ID'S

Storyboard, Inc., has added the First National Bank of Portland (Ore.), the Pacific Finance Company and the Commonwealth Bank of Detroit to its list of bank clients. . . . Bob Clampett, producer of kid shows for TV, is forming Clampetoon Commercials, Inc., as his entry into the field . . . Andre H. Carbe has resigned from his production superior and director chores for George Blake Enterprises to free lance.

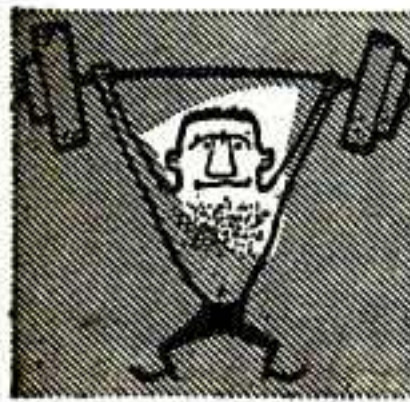
# TV Commercials in Production

## A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

Sponsor, Product & Agency (Show, if any) No. (Seconds)	Type (C-Color)	Commercial Producer	
<b>AGRICULTURAL AND PET FOODS</b>			
General Mills, Trix, Tatham-Laird (Texas Rangers).... 6 (60) .....	SA .....	Cascade	
General Mills, Sure Champ Dog Food, Tatham-Laird.... 6 (60) .....	SA .....	Cascade	
<b>AUTOMOTIVE (Cars, Tires, Gasoline, Accessories, etc.)</b>			
General Motors, Pontiac, MacManus, John & Adams.... 4 (60) .....	LA .....	Reed-Krasne	
Ford Motor Co., Ford Car, J. W. Thompson.... 4 (120) .....	LA .....	Reed-Krasne	
Ford Car, J. W. Thompson, (Ford Star Jubilee).... 1 (120) .....	LA (C) .....	Reed-Krasne	
American Motors, Nash, Geyer (Disneyland).... 2 (90) .....	LA .....	Reed-Krasne	
Contest, Geyer (Disneyland).... 2 (90) .....	LA .....	Reed-Krasne	
Ford Motor Co., Ford, J. W. Thompson.... 1 (180) .....	LA .....	Reed-Krasne	
Pontiac, Used Car, MacManus, John & Adams.... 3 (60) .....	FA .....	TV Spots	
1956 Car, MacManus, John & Adams.... 2 (60) .....	FA .....	TV Spots	
1956 Car, MacManus, John & Adams.... 2 (60) .....	FA (C) .....	TV Spots	
1956 Car, MacManus, John & Adams.... 3 (20) .....	LA .....	Roland Reed	
1956 Car, MacManus, John & Adams.... 7 (50, 60) .....	LA .....	Transfilm	
American Motors, Nash, Geyer (Disneyland).... 6 (90) .....	LA .....	Roland Reed	
U. S. Rubber, U. S. Royal Tire, Fletcher Richards (Sunday Spectacular-NBC-TV).... 1 (60), 1 (120)...	LA, FA, J .....	Transfilm	
Koylon, Fletcher Richards, (Sunday Spectacular).... 1 (90) .....	LA, FA, J .....	Transfilm	
General Motors Corp., Pontiac, MacManus, John & Adams (Wide, Wide World, Playrights '56).... 3 (30) .....	LA .....	Transfilm	
Studebaker, Cars, Benton & Bowles .....	NA .....	United World	
DeSoto, Cars, BBD&O .....	NA .....	United World	
B. F. Goodrich, Tires, BBD&O .....	NA .....	United World	
General Motors, Buick, Kudner (The Honeymooners) .....	8 (135) .....	LA, M .....	McConnachie
Goodyear Tire & Rubber, Pliolite S-5, Kudner (Goodyear Playhouse) .....	1 (130) .....	LA .....	Caravel
Chrysler Motors, Chrysler Cars, McCann-Erickson .....	4 (60), 4 (20) .....	SE .....	Lalley & Love
Oklahoma Oil Co., Gasoline, Maryland, Hollingshead, Hi Shine Auto Wax, Manchester Williams & Kreeer .....	1 (60), 1 (20) .....	LA .....	Fred Niles
Lion Oil, Oil, Ridgeway Advertising .....	2 (20) .....	SM .....	Filmack
<b>BAKERIES AND BAKE GOODS (Cookies, Crackers, Pretzels, etc.)</b>			
National Biscuit, Ritz Crackers, McCann-Erickson .....	2 (60) .....	LA .....	Reed-Krasne
Strietmann, Biscuit Co., Ralph H. Jones .....	2 (40) .....	SA, FA .....	Filmack
<b>BEER AND WINE</b>			
Ballantine Beer, Beer, Wm. Esty .....	4 (60) .....	FA .....	Lou Lilly
Lucky Lager Brewing, Beer, McCann-Erickson .....	4 (60) .....	LA (C) .....	All-Scope
Molson's Brewery, Golden Ale, Export Ale, Cockfield Brown, Ltd. .....	1 (25), 7 (60) .....	LA .....	East Coast
Schaeffer Beer, Beer .....	.....	M .....	George Blake
Falstaff Brewing, Beer, Dancer, Fitzgerald & Sample .....	.....	NA .....	United World
Wiedemann Beer, Beer, Tatham-Laird .....	14 (60) .....	LA, FA .....	Cascade
Theo, Hamm Brewing, Hamm's Beer, Campbell-Mithun .....	2 (60) .....	LA, FA, SE, M, J, SM .....	Swift-Chaplin
<b>BUILDING AND PAINT SUPPLIES</b>			
Rust-Oleum, Rust Paint, O'Grady-Anderson, Gray .....	4 (60) .....	LA .....	Fred Niles
Phelan Paints, New Exterior Lix, Ridgeway .....	2 (60) .....	LA, FA .....	Filmack

(Continued next week)



Put REAL MUSCLE in Your Sales efforts through "WRESTLING from Chicago"  
 Proven popularity that guarantees FAST ACTION. . . . SOLID SALES RESULTS. A New Show each week!  
 imperial WORLD films  
 12 E. Delaware Place, Chicago 11, Ill.  
 SYLVIA DAVIS, PRESIDENT  
 GENE LUKAS, SALES MANAGER

# ADVISORY BOARD SURVEY

# Stations Do Not Plan To Hike Movie Time



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

The majority of TV stations do not expect to increase the amount of time in which they program feature films despite the new influx of pictures from Warner Bros., RKO, Columbia and other major companies. Ad agencies, on the other hand, expect to find more movie availabilities on station schedules.

This seeming contradiction reflects the contrasting perspective of the stations and agencies that responded to this survey of the TV Editorial Advisory Board.

The stations, aware of their commitments to their networks and syndicated film sponsors, are at pains to see where they can add still further feature films to their schedules.

"Most stations are now carrying about as many features as they can handle," explains one Southern station executive. "We have certain periods set aside for features which we believe are adequate," replied another station.

It is, however, a bare majority of the stations that anticipates no change in the quantity of their movie programming. These, of course, are not unhappy about the rash of new pictures. Most of them intend to use them to improve their established movie programs.

A total of 66 stations responded to this survey. That's 15 per cent of all U. S. stations. Those that do not plan any change in their movie time comprise 50 per cent of the respondents. Another 41 per cent said they do expect to increase their use of feature films.

## Better Pictures a Key

One key reason given for expecting an increase is that the better pictures coming into TV may induce more advertisers to buy full sponsorship of movies instead of buying them on the usual participating basis.

One station known as a big user of syndicated series predicted an increase in time devoted to movies because the influx of feature films "will further tend to decrease the availability of first-run syndicated product."

Whereas the station vote showed a slight majority expecting no change in the amount of

movie programming, the ad agencies by a ratio of three to one do expect an increase in the time given to movies. Of the 56 ad agencies that responded, 63 per cent anticipate an increase, 22 per cent anticipate no change and 14 per cent anticipate a decrease.

Asserted one major agency executive, "Better films will replace inferior local programming." Said a small town agency, "More film material will lead to more sponsor encouragement to increase time."

The agencies obviously are not so concerned with the stations' scheduling problems. If feature films will produce better ratings or better cost per thousand, they want more of them.

The Advisory Board was also asked: "If in your opinion stations will increase the time devoted to feature films, in what manner and in what areas of their schedules can they further exploit this type of programming?"

There were far more answers to the "where?" than to the "how?" And the chief answer was "daytime."

A total of 70 respondents recommended running movies in daytime. Among these, 17 suggested late afternoon specifically, 12 suggested

## HOW THEY VOTED

What effect will the new influx of feature films have on the quantity of feature programming time on stations?

	Increase	Decrease	No Change	Don't Know
Networks and Stations .....	27	2	33	4
Ad Agencies .....	35	8	12	1
Advertisers .....	17	2	2	—
Distributors .....	14	1	4	1
Producers .....	11	3	4	1
TOTAL .....	104	16	55	7

morning. Against this vote, 18 members recommended increased use of movies in the late evening.

Among ad agencies in particular, 11 mentioned daytime in general, another seven mentioned late afternoon, another three recommended the morning and three said late evening.

## ADVERTISERS AND AGENCIES SAY . . .

SCOTT HENDERSON, president, SCOTT HENDERSON ADVERTISING, Tucson, Ariz.: "The new influx will give more sponsors a crack at this form of advertising. There will be more from which to choose. These new films should be so good that they can logically take over 'Class A' time—so called network time."

WILLIAM B. TEMPLETON, vice-president, BRYAN HOUSTON, INC., New York: "Million Dollar Movie" has proved the success of this type of programming. New features will only make it more appealing to stations."

BOB EDRINGTON, TV director, HENRY QUED-NAU ADVERTISING, Tampa: "Feature film availabilities (top films) have been scarce on affiliated stations. Now with the new General Teleradio, National Telefilm Associates and Screen Gems packages available, both the national and local advertiser will be more inclined to move toward feature film programming. Any weak spot in a program schedule with heavy network competition can be strengthened with improved programming promised by these feature packages. UHF stations which do not sign on until afternoon can increase their daytime strength with good feature films."

J. T. FARQUHAR, FARQUHAR & COMPANY, Utica, N. Y.: "We feel that stations will utilize such films to provide vehicles for participation spots—probably live in many instances—much as networks are developing spectaculars to offer spots to the limited budget advertiser. It seems to us that this type of programming would be a 'natural' for some of the weaker daytime spots."

## STATIONS SAY . . .

J. MICHAEL BAISCH, general manager, WREX-TV, Rockford, Ill.: "Better quality films will find their competitive position in present 'mediocre' time periods. Newer films will take the place of tired fifth, 10th and 15th runs of older films. This type of programming can be moved up from very late night time spots to earlier night and evening time slots. Caution to film buyers—quality features will draw

audiences but beware of the dog! There is still an overabundance of poor properties in most film packages."

CHARLES T. LYNCH, program director, WKZO-TV, Kalamazoo, Mich.: "I believe most stations are programming the number of feature film shows now that will do the best job in their market. The influx will increase the quality rather than the quantity of these films. If there should be an increase in some areas—alho we are not planning any currently—it will probably be in daytime programming. On net affiliates, 6 to 11 is obviously out, and later than that is saturated. That just leaves daytime."

ROY E. MORGAN, executive vice-president, WILK-TV, Wilkes-Barre, Pa.: "Network station commitments are pretty well determined by the network, as I see it. Independent stations have already been scheduling a considerable amount of feature film. I see no change in the quantity of feature programming time. I doubt if they will increase, but if they do, it obviously would have to be daytime and weekends."

## DISTRIBUTORS SAY . . .

RALPH M. COHN, vice-president and general manager, SCREEN GEMS, New York: "As better features become available, they will get higher ratings, thus increasing their value as good profitable programming. They can further exploit this type of programming by repeating the telecast of a feature several times in one week, when word of mouth that spreads is good."

AL LEVINE, SPORTSVISION, INC., Chicago: "More salable product will bring added revenue to stations if the network 'grab' of time doesn't continue. For example, NBC and CBS may decide to copy the ABC pattern of feature programming. Based on the success of Official Films 'My Little Margie' and 'Stu Erwin,' I look to a cycle of morning movies, matinees (other than ABC stations, of course) evening and late shows. There's no such thing as overdoing any segment of programming as long as it proves profitable."

In the next TV Editorial Advisory Board study:

**FEATURE FILM PRICES: GOING UP OR DOWN?**

# TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### • Web Quiz and Panel Shows

##### FEBRUARY RATINGS

Rank	Show, Sponsor & Web	Rating
1.	\$64,000 Question Revlon (CBS)	57.0
2.	You Bet Your Life DeSoto-Plymouth (NBC)	46.8
3.	I've Got a Secret R. J. Reynolds (CBS)	40.0
4.	Big Surprise Purex, Speidel (NBC)	39.0
5.	What's My Line? Montenier, Remington-Rand (CBS)	33.5
6.	People Are Funny Toni, Paper Mate (NBC)	29.1
7.	Do You Trust Your Wife? Frigidaire (CBS)	28.6
8.	Truth or Consequences P. Lorillard (NBC)	27.8
9.	Two for the Money P. Lorillard, Schaeffer (CBS)	24.9
10.	Name That Tune Whitehall (CBS)	24.7

##### AMONG WOMEN

Rank	Show, Sponsor & Web	Women Per Set
1.	Two for the Money P. Lorillard, Schaeffer (CBS)	1.28
2.	Big Surprise Purex, Speidel (NBC)	1.27
3.	What's My Line? Montenier, Remington-Rand (CBS)	1.26
4.	You Bet Your Life DeSoto-Plymouth (NBC)	1.23
5.	Chance of a Lifetime Emerson, Lenthic (ABC)	1.20
6.	People Are Funny Toni, Paper Mate (NBC)	1.19
6.	Break the Bank Dodge (ABC)	1.19
8.	\$64,000 Question Revlon (CBS)	1.18
8.	Masquerade Party Knemark, Pharmaceuticals (ABC)	1.18
10.	Do You Trust Your Wife? Frigidaire (CBS)	1.16
10.	Truth or Consequences P. Lorillard (NBC)	1.16

##### AMONG MEN

Rank	Show, Sponsor & Web	Men Per Set
1.	Break the Bank Dodge (ABC)	1.10
2.	Chance of a Lifetime Emerson, Lenthic (ABC)	1.09
3.	Big Surprise Purex, Special (NBC)	1.01
4.	What's My Line? Montenier, Remington-Rand (CBS)	.99
4.	Two for the Money P. Lorillard, Schaeffer (CBS)	.99
6.	People Are Funny Toni, Paper Mate (NBC)	.97
7.	You Bet Your Life DeSoto-Plymouth (NBC)	.93
7.	\$64,000 Question Revlon (CBS)	.93
9.	Do You Trust Your Wife? Frigidaire (CBS)	.91
10.	Truth or Consequences P. Lorillard (NBC)	.90
10.	I've Got a Secret R. J. Reynolds (CBS)	.90

##### AMONG CHILDREN

Rank	Show, Sponsor & Web	Children Per Set
1.	Beat the Clock Sylvania (CBS)	1.01
2.	Dollar a Second Mogen-David (ABC)	.86
3.	People Are Funny Toni, Paper Mate (NBC)	.70
4.	Name That Tune Whitehall (CBS)	.67
5.	Truth or Consequences P. Lorillard (NBC)	.66
6.	Big Surprise Purex, Speidel (NBC)	.65
7.	Two for the Money P. Lorillard, Schaeffer (CBS)	.57
8.	Break the Bank Dodge (ABC)	.49
9.	Masquerade Party Knemark, Pharmaceuticals (ABC)	.47
10.	You Bet Your Life DeSoto-Plymouth (NBC)	.45

#### Web Winners

**THE BIG SURPRISE**—NBC-TV Rallying after a slow mid-season start, this show is now pulling in very respectable ratings, which, with its relatively low cost, is undoubtedly offering an excellent cost-per-thousand buy. Its February American Research Bureau rating of 39.0 gained for "Big Surprise" the honor of being the fourth highest rated network quiz and panel show. By drawing 1.01 male viewers per set, the program copped the third spot in its category for popularity among men. Among women it pulled 1.27 women viewers per set, topped in its category only by "Two For the Money."

#### Films to Watch

**BADGE 714**—NBC Television Films "Badge" was the second best syndicated mystery according to Pulse's January weighted average. NBC Film made a check of 33 market reports of the American Research Bureau and found old reliable "Badge" tops in its slot in every one of them. And it proved a rough competitor for a number of network shows. It topped "Studio One" in Albuquerque and Des Moines. It beat "The Line-Up" in Fresno, Calif. It edged out "Fireside Theater" in Grand Rapids, Mich. "Badge" outpulled "Godfrey's Friends" in Oklahoma City. It murdered "I've Got a Secret" in Phoenix, Ariz.

#### • ARB Top Shows Among Kids

##### How Network Shows Rated Among Children in February

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

Rank	Show, Sponsor & Web	Children Per Set	Avg. Feb. Rating
1.	*Fury, General Foods (NBC)	1.90	14.1
2.	Howdy Doody, Partic. (NBC)	1.82	8.8
3.	*Mighty Mouse, Sust. (CBS)	1.80	9.7
4.	Children's Corner, Sust. (NBC)	1.78	5.8
5.	Winky Dink & You, Sust. (CBS)	1.77	10.0
6.	*Mickey Mouse, Partic. (ABC)	1.76	23.5
7.	Pinky Lee, Partic. (NBC)	1.70	7.1
8.	*Tales of the Texas Rangers, Gen'l Mills, Curtiss (CBS)	1.65	16.5
9.	Paul Winchell, Sust. (NBC)	1.63	9.5
9.	*Captain Midnight, Wander (CBS)	1.63	15.3
9.	*Wild Bill Hickok, Kellogg (CBS)	1.63	13.4
12.	*Rin Tin Tin, National Biscuit (ABC)	1.61	27.1
13.	Captain Kangaroo, Partic. (CBS)	1.59	7.7
14.	*Lone Ranger, Gen'l Mills (CBS)	1.58	15.1
15.	*Disneyland, Partic. (ABC)	1.57	40.0
16.	*Roy Rogers, Gen'l Foods (NBC)	1.54	20.5
17.	Mr. Wizard, Sust. (NBC)	1.52	5.7
18.	*Gene Autry, Wrigley (CBS)	1.43	15.0
19.	*Captain Gallant, Heinz (NBC)	1.42	16.2
20.	*Lassie, Kellogg, Campbell (CBS)	1.40	31.8
21.	Ding Dong School, Partic. (NBC)	1.39	7.1
22.	*The Lone Ranger, Gen'l Mills, Amer. Dairy (ABC)	1.29	17.0
23.	*Robin Hood, J&J, Wildroot (CBS)	1.22	33.0
24.	Big Top, Nat'l Dairy (CBS)	1.15	19.4
25.	*Adventures of Champion, Sust. (CBS)	1.12	8.2
25.	*The Lucy Show, D. Gray, Leln & Fink (CBS)	1.12	25.6

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Mysteries

##### JANUARY RATINGS

Rank	Show & Distrib.	Avg. Jan. Rtg.
1.	Mr. District Attorney (Ziv)	17.2
2.	Badge 714 (NBC)	14.5
3.	Man Behind the Badge (MCA)	13.7
4.	Follow That Man (MCA)	10.9
5.	Racket Squad (ABC)	10.7
6.	City Detective (MCA)	10.2
7.	The Whistler (CBS)	8.5
8.	Ellery Queen (TPA)	8.1
8.	Sherlock Holmes (UM&M)	8.1
10.	Captured (NBC)	6.9

##### AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Ellery Queen (TPA)	87
2.	Boston Blackie (Ziv)	84
2.	Mr. District Attorney (Ziv)	84
2.	Racket Squad (ABC)	84
2.	The Whistler (CBS)	84
6.	Inspector Mark Saber (Koch)	82
6.	Mr. & Mrs. North (ATPS)	82
6.	Sherlock Holmes (UM&M)	82
9.	Lone Wolf (MCA)	81
10.	City Detective (MCA)	80
10.	Man Behind the Badge (MCA)	80

##### AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Badge 714 (NBC)	26
2.	Inspector Mark Saber (Koch)	25
3.	City Detective (MCA)	24
3.	Sherlock Holmes (UM&M)	24
5.	Inner Sanctum (NBC)	23
5.	Man Behind the Badge (MCA)	23
7.	Mr. & Mrs. North (ATPS)	21
7.	Racket Squad (ABC)	21
9.	Captured (NBC)	20
9.	The Whistler (CBS)	20

##### VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Badge 714 (NBC)	238
2.	Boston Blackie (Ziv)	215
3.	Mr. & Mrs. North (ATPS)	214
4.	The Whistler (CBS)	212
5.	Lone Wolf (MCA)	210
6.	Man Behind the Badge (MCA)	209
6.	Pendulum (Koch)	209
6.	Sherlock Holmes (UM&M)	209
9.	Follow That Man (MCA)	208
10.	City Detective (MCA)	205

##### AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	The Whistler (CBS)	92
2.	Follow That Man (MCA)	90
3.	Mr. & Mrs. North (ATPS)	89
4.	Mr. District Attorney (Ziv)	88
5.	City Detective (MCA)	85
5.	Ellery Queen (TPA)	85
7.	Lone Wolf (MCA)	83
8.	Boston Blackie (Ziv)	81
8.	Pendulum (Koch)	81
10.	Inspector Mark Saber (Koch)	80

##### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Badge 714 (NBC)	64
2.	Captured (NBC)	44
3.	Pendulum (Koch)	37
4.	Boston Blackie (Ziv)	33
5.	Sherlock Holmes (UM&M)	28
6.	Lone Wolf (MCA)	27
6.	Man Behind the Badge (MCA)	27
8.	Follow That Man (MCA)	24
9.	Mr. & Mrs. North (ATPS)	22
10.	Inspector Mark Saber (Koch)	18

#### • Pulse Top Pix Among Children

##### How Non-Net Films Rated Among Children in January

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th St., N.Y.C.

Rank Order	Title and Distributor of Series	Kids Per 100 Homes	Avg. Jan. Rating
1.	Little Rascals (Interstate)	105	15.4
2.	Abbott & Costello (MCA)	99	6.6
3.	Annie Oakley (CBS)	98	15.0
4.	Buffalo Bill Jr. (CBS)	97	10.7
5.	Ramar of the Jungle (TPA)	96	9.0
5.	Range Rider (CBS)	96	9.3
5.	Superman (Flamingo)	96	16.0
8.	Captain Zero (Atlas TV)	94	11.5
8.	Long John Silver (CBS)	94	8.5
10.	Cisco Kid (Ziv)	92	13.9
11.	Hopalong Cassidy (NBC)	89	9.3
11.	The Ruggles (Corradine)	89	3.2
11.	Steve Donovan, Western Marshal (NBC)	89	11.6
11.	Wild Bill Hickok (Flamingo)	89	13.9
15.	Cowboy G-Men (Flamingo)	87	7.9
16.	Gene Autry (CBS)	85	6.8
17.	Jungle Jim (Screen Gems)	79	9.5
18.	Judge Roy Bean (Screencraft)	74	9.5
19.	Soldiers of Fortune (MCA)	65	10.9
20.	Badge 714 (NBC)	64	14.5
21.	Death Valley Days (Pacific Borax)	47	10.1
21.	Mobil Theater (Socony-Mobil)	47	6.7
23.	Captured (NBC)	44	6.9
24.	Highway Patrol (Ziv)	41	13.5
25.	His Honor, Homer Bell (NBC)	40	4.9

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The Billboard Scoreboard PULSE LOCAL RATINGS—FEBRUARY

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market, in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "u" denotes UHF. The symbol "a" shows that a program originates in another city, but has scored a rating of 3.0 or more. Complete ratings are published over a span of one month's weekly

issues, beginning with the issue of The Billboard dated the third Saturday of each month. For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

BALTIMORE (3 Stations) 406,800 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include I Love Lucy, \$64,000 Question, Ed Sullivan, Godfrey's Talent Scouts, Climax, Perry Como, I've Got a Secret, G.E. Theater.

THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Little Rascals, Guiding Light, Paul's Puppets, Search for Tomorrow, Love of Life, Valiant Lady, Early Show, Arthur Godfrey, Strike It Rich.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists 30 film series such as Wild Bill Hickok, Annie Oakley, Cisco Kid, I Led Three Lives, Little Rascals, Soldiers of Fortune, Hopalong Cassidy, etc.

BOSTON (5 Stations) 875,300 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Ed Sullivan, I Love Lucy, \$64,000 Question, Perry Como, Godfrey's Talent Scouts, Climax, I've Got a Secret, Four Star Playhouse.

THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Carnival, News Caravan, Patti Page, Dinah Shore.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists 30 film series such as Range Rider, Superman, Wild Bill Hickok, Man Behind the Badge, Mr. District Attorney, Confidential File, I Led Three Lives, Highway Patrol, Badge 714, Ebbey Queen, Steve Donovan, Buffalo Bill Jr., Stories of the Century, Ramar of the Jungle, Waterfront, Studio 57.

KANSAS CITY, MO. (3 Stations) 271,000 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, I Love Lucy, Ed Sullivan, George Gobel, December Bride, Your Hit Parade, Disneyland, Loretta Young.

THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Howdy Doody, News, Sports, Pinky Lee, Dinah Shore, CBS News, Movie, Three Star News, My Little Margie, News Caravan.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists 30 film series such as Studio 57, Your All Star Theater, Mr. District Attorney, Annie Oakley, Confidential File, San Francisco Beat, Steve Donovan, I Led Three Lives, Man Called X, Little Rascals, Dr. Hudson's Secret Journal, Sky King, Badge 714, Celebrity Playhouse, Wild Bill Hickok.

CINCINNATI (3 Stations) 296,000 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, Disneyland, I Love Lucy, Ed Sullivan, Groucho Marx, Dragnet, Perry Como, December Bride.

THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Fifty-Fifty Club, City Final, News, Weather, News Caravan, Al Lewis Show, News-John Daly, Pantomime Hit Parade, Dinah Shore, Patti Page.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists 30 film series such as Highway Patrol, I Led Three Lives, Cisco Kid, Racket Squad, Amos 'n' Andy, Stories of the Century, Mr. District Attorney, Badge 714, Annie Oakley, Man Behind the Badge, Hopalong Cassidy, Eddy Arnold Time, Judge Roy Bean, Steve Donovan, Hopalong Cassidy.

HOUSTON-GALVESTON (3 Stations) 302,300 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, Your Hit Parade, George Gobel, Groucho Marx, Lux Video Theater, This is Your Life, Montgomery, Curly Fox-Ruby, Big Surprise, Dragnet, Waterfront, Fireside Theater, Father Knows Best, Perry Como, I Love Lucy, Life of Riley.

THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include My Little Margie, Mickey Mouse Club, Dinah Shore, News Caravan, News, Sports, Eddie Fisher, Queen for a Day, Howdy Doody, News, Weather.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists 30 film series such as Waterfront, Cisco Kid, Highway Patrol, Star and the Story, I Led Three Lives, Great Gildersleeve, City Detective, Judge Roy Bean, Dr. Hudson's Secret Journal, Annie Oakley, Buffalo Bill Jr., Count of Monte Cristo, Andy's Gang, Soldiers of Fortune, Mr. District Attorney, Celebrity Playhouse, Heart of the City.

SEATTLE-TACOMA (4 Stations) 300,100 TV Homes

THE TOP 15 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include \$64,000 Question, Disneyland, Groucho Marx, Dragnet, Ed Sullivan Show, Life of Riley, I Love Lucy, Boxing, Perry Como, Wyatt Earp, This is Your Life, Warner Bros. Presents, Do You Trust Your Wife?, What's My Line?, Lone Ranger.

THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows include Mickey Mouse Club, Early Edition, Sheriff Tex, Little Rascals, News Caravan, KNTN News, World Today, Deadline, Dinah Shore, CBS News.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Lists 30 film series such as Life of Riley, Celebrity Playhouse, Badge 714, Death Valley Days, King, Annie Oakley, Mr. District Attorney, Wild Bill Hickok, Superman, Search for Adventure, Steve Donovan, I Led Three Lives, Highway Patrol, Judge Roy Bean, Sky King, Buffalo Bill Jr.

# Govt. Interest in AFM Squabble Rises

Read Reports Fed. Musician Property Rights Study of Disk Reuse to 802

HOLLYWOOD — Federal government interest in the blazing anti-Petrillo battle being waged by a majority of Local 47 musicians was heightened last week with the disclosure by Vice-President Cecil Read that the Copyright Office was studying the opinion that "musicians' property or performance rights were involved in the reuse of recordings."

A. J. Goldman, chief legal adviser to the copyright office, has advised Read that the registrar of copyrights is particularly interested in the current dispute as it affects the rights of performers. Correspondence between Read and Washington has resulted in an open invitation for Read to appear

there and further explain his views in the situation.

Read explicitly declared that he does not advocate the organization of a separate performance rights society for musicians, but believes that provision for such collection should be made within the framework of the American Federation of Musicians. He will seek support for the introduction of legislation to the Congress for such changes in the copyright law, and indicated that he will again make such a request at the convention of the AFM this June.

The introduction of such legislation would support existing bills in both the Senate and the House seeking to change those sections of the copyright law which exempt juke boxes as "performance for profit." The unquestionably in the distant future, passage of legislation suggested by Read would grant musicians royalty payment from the radio, television and juke box industries.

The board of directors of Local 47 at its weekly meeting here on

*(Continued on page 130)*

## NEWS REVIEW

### 'Rock' Seen Surefire With Teen Brigade

HOLLYWOOD — As an off-beat black and white musical, "Rock Around the Clock" is certain to meet with better than average reception by the teen-age set and the legion of fans who worship at the shrine of rock and roll. Tho it may not come up for an Academy Award nomination next December, its entertainment value alone will

*(Continued on page 21)*

### Alexander Inks Two New Bands

NEW YORK — Willard Alexander, veteran protagonist of the dance bands, solidified his new arrangement with Benny Goodman last week and also inked two new bands, those of Ralph Fay and Buddy Williams.

The tentative Goodman tour, reported here last week, is definitely in the works, and Goodman has given his okay to the inclusion of several promotional dates along with the college appearances.

Alexander, also, is booking some week end dates for Skitch Henderson in the East, now that the Steve Allen maestro has created some demand.

Altho it could not be confirmed at press time, tradesters were not ruling out the possibility of a deal between Alexander and Tommy Dorsey. Dorsey has maintained his own booking operation for some years.

### GTJ, NOJS in Record Pact

HOLLYWOOD — Good Time Jazz and the New Orleans Jazz Society have signed an agreement under which the NOJS is to record their concerts, festivals, programs, as well as a number of the Crescent City bands, with the indie diskery to release these packages on a royalty basis.

First wax recorded as a result of the agreement includes music by Santo Pecora and the Tailgaters, Sharkey Bonano's Jazz Band and the Eddie Pearson Creole Stompers, to be released as a 12-inch LP.

# Remington Ups Pkg. Prices Come April

Gabor Announces New M'kt'g Pattern, Discounts, Etc.

NEW YORK — Don Gabor, Remington Records chief and one of the pioneers in the low-priced disk field, enters the standard price field April 15. Some 125 packages of the Remington line, considered by Gabor to be the cream of the crop known as The Musirama Series, will be upped to \$3.98. Heretofore, the price has been \$1.98.

In addition to the 125, Gabor has an additional 50 unreleased disks which will be added to the line.

Coincident with the price rise, Gabor is setting up a new marketing pattern for the line. He will sell thru the regular distributor-

*(Continued on page 21)*

# Haymes in New Cap Release

HOLLYWOOD — Capitol Records once again leaned heavily on foreign repertoire in releasing a total of 15 albums for April, eight of which come from its affiliation with Electrical & Musical Industries, Ltd.

April release highlights the first Dick Haymes package by the company titled "Rain or Shine," slated to get heavy promotion and merchandising aids. Additional pop album material includes "Coast Concert," by Bobby Hackett; "Voice of the Name Bands," by Helen Forrest; "Favorite Instrumentals of the Islands," by Webley Edwards, and "Music From the Eddie Duchin Story."

Foreign packages are "Kasongo" — music of the Belgian Congo; "Argentina Today," "Cairo," modern popular music of Egypt; "My Ireland," by David Curry; "When in Rome," by Marisa Fiordaliso and Carlo Buti, and three classical albums from abroad.

# Baer to Coast With Attorney For SPA Meet

NEW YORK — Abel Baer, president of the Songwriters Protective Association and attorney John Shulman are on the West Coast for the annual Western SPA membership meeting in Los Angeles Thursday (5). Baer said that he and Shulman will be prepared to answer any and all questions from the members concerning current projects.

One likely topic for discussion is the pending NLRB hearings on the Coast involving SPA and Composer Guild of America claims for representation of writers working under contract to motion picture producers. Still another matter likely to come up is the current investigation by a special SPA writers' committee into the pavola situation.

## ONLY THE BEGINNING, FOLKS

# Goody's New 'Annex No. 1' Signposts Expansion Bid

By IS HOROWITZ

NEW YORK — Discounter Sam Goody, currently estimated to rack about 4 per cent of the industry's LP volume at retail, is deep in an expansion program aimed at biting off a still larger chunk of the total record business.

Dealers here and in other cities who have felt the weight of Goody competition via widespread advertising and mail-order campaigns may expect more of the same, but with several new twists. By June, Goody expects to enter the singles field, these platters, too, to be offered thru mail order. The giant merchant also is mulling a number of proposals that may see the establishment of Goody branches in a number of communities around the country.

Goody reported that he has been approached by Howard Johnson interests to set up record departments in the restaurant chain's outlets. These would bear the Goody

name and presumably operate under similar price policies as in the headquarters store here. A decision on this proposal is still pending, said Goody.

Other proposals under study include franchising dealers in other territories to use the Goody name

# Becker Leaves Columbia Post

NEW YORK — Gene Becker has resigned his Columbia Records post as director of special pop artists and repertoire. His chores will be taken over by Irv Townsend, special projects exec and former advertising chief.

A.&r. responsibility, now being assumed by Townsend, includes special pop singles, EP's, the label's "House Party" 10-inch pop LP's and the "Hall of Fame" series of singles.

# RCA Coupon Test Looks Like Winner On the First Lap

Real Test of Save-on-Records Plan Due in July and October

By BILL SIMON

NEW YORK — As RCA Victor's Save-on-Records Coupon Plan entered the last two weeks of its selling period, it appeared that at least the first phase of the plan would be clearly successful. Trade estimates indicated that approximately 300,000 books would be sold by April 15, the termination date. Few dealers had offered outright opposition to the promotion, and some of those who voiced reservations about it indicated at the same time that they had sold large quantities of the books.

What most of the dealers, and even Victor itself, now want to see is whether or not the plan increases store traffic 12 months a year, and especially in July and October, when book holders must come into the store to pick up their free bonus disks. If the plan fails to produce the anticipated traffic, several big dealers have indicated that they will mark it down as a costly gamble.

Other things that could be determined to a reasonable extent were that the plan was working especially well in department stores, and that it was getting more enthusiastic support from dealers in outlying regions than in the metropolitan discount areas.

It was estimated by Victor that close to 7,000 dealers are participating actively in the coupon drive.

It also could be determined that dealers selling coupons were selling additional records to the same buyers. The extra sales ratios ranged from fair to very good, but in some stores where plus sales failed to keep pace, dealers complained that the books might force them into the red for this particular month.

Hecht's Approves

Hecht's Department Store in Washington, termed the plan tailor-made for department stores. The outfit used radio plugs for a solid week and also went into co-

op newspaper ads. It claimed that the plugs tripled regular business. Another big dealer in the city claimed that he sold about 1,000 books, but "only a handful" of these were to new customers. This particular retailer complained that

*(Continued on page 21)*

# Operator Role Detailed in Seeburg Drive

CHICAGO — Details and plans of Seeburg's proposed concentrated push in the field of background music, and the role of the juke box operator in this drive, was outlined Thursday (29) by R. E. Lindgren, sales manager of the firm's background music division.

The proposed plans follow in the wake of a licensing agreement arrived at by Seeburg and the American Society of Composers, Authors and Publishers (The Billboard, March 31), which opened the door to the entire ASCAP music library for Seeburg's background music service.

According to Lindgren, Seeburg hopes to interest more and more operators in supplying background music as a sideline to their juke box routes. "In all but metropolitan areas, operators are the most logical group to sell, install and service background music systems," he stated.

Seeburg does not plan to encourage operators to concentrate on background music and thus neglect their juke box routes, Lindgren disclosed. He pointed out that background music installations would be presented as an added source of revenue, one which would not require additional investment on the part of operators.

"Operators can add new music customers without buying new

*(Continued on page 130)*

## NEWS REVIEW

### Ames Bros. Offer Solid Grove Show

HOLLYWOOD — The Ames Brothers and the James Brothers have one thing in common. They're straight shooters and they hit their marks. While not a smash success in their opening at the Coconut Grove, the Ames quartet gives the customers almost a solid hour of entertainment.

Show is a mixture of harmonizing, solo and comedy. Brother Vic hams it up a la Jerry Lewis. Brother Ed, with the best voice of the group, stands out in "Love Is a Many-Splendored Thing." Brother Joe, the basso, pounds out the Torcador song from "Carmen." Series of impressions done by the four is topped off by a quadruple Vaughn Monroe take.

Stuart Morgan dancers put a few new wrinkles into the old acrobatic dance set. Russ Morgan ork backstops nicely.

Bob Spielman

AS EASY TO SELL

**gisele**



**DANCE IF YOU  
WANT TO DANCE**



See and Hear  
Gisele MacKenzie  
on the **JACK BENNY SHOW**  
CBS-TV, Sunday, April 8, 7:30 PM  
and the  
**EDDIE FISHER SHOW**  
NBC-TV, Wednesday, April 11, 7:30 p.m.

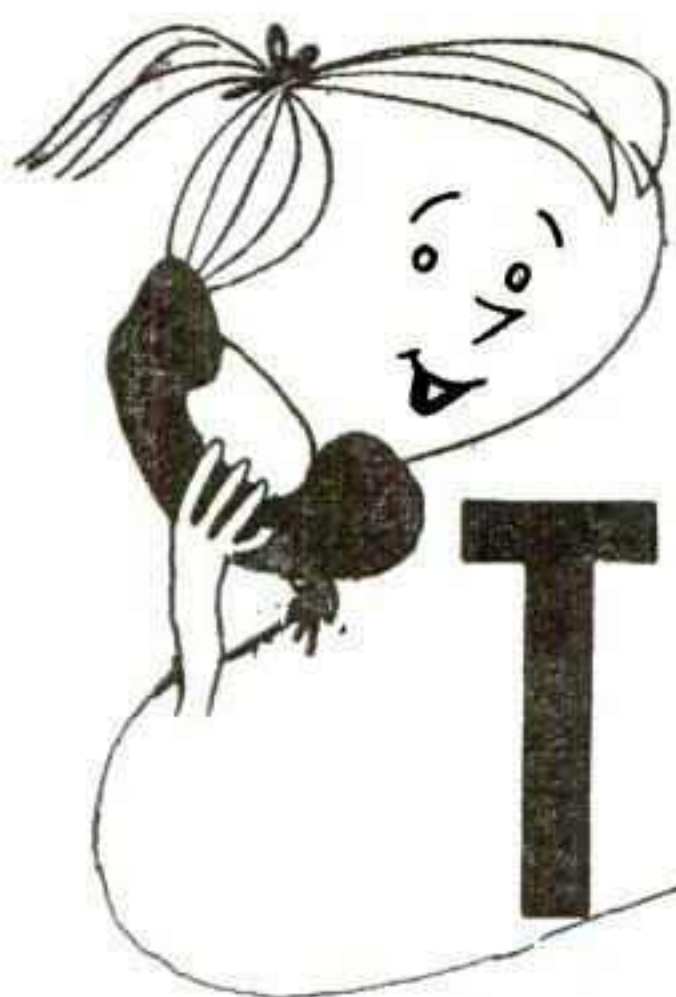
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AS "HARD TO GET"

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## PUB-WRITER HASSLES

# Huge Royalty Tie-up Due To Copyright Litigation

NEW YORK—Royalties on an increasing number of tunes are being held in escrow—both by record companies and by Harry Fox, publishers' agent and trustee—owing to unsettled claims or copyright litigation. In some instances, publishers other than those who secured the recordings are the claimants. In other instances, writers claim prior authorship. Fox estimates that currently his office is holding about \$100,000 in mechanical royalties in escrow because of such unsettled claims.

Situation has reached the point, the Fox office notes, that a tremendous mass of bookkeeping is involved on these special cases.

Recent tunes which achieved hit status via the best-selling record charts, and whose publishers and writers are currently involved in copyright hassles are many. Included are "The Great Pretender," published by Panther Music and a smash seller via the Platters' disk on Mercury; "Only You," published by Southern and also a hit via the same artists on Mercury; "It's Almost Tomorrow," published by Northern and a big seller via the Dream Weavers on Decca. In each of these instances, claims have been made by individual writers.

There's also a claim pending on "Hearts of Stone," published by Regent, and a big hit in the pop field by the Fontane Sisters and in the rhythm and blues field by the Charms on De Luxe. In this case, the question is whether the copyright should revert back to the

writer on the allegation that he was under-age.

"More and More," the country hit via the Webb Pierce disk on Decca, is the center of a controversy between Commodore and Cedarwood publishing firms.

"Rock and Roll Waltz," the Kay Starr smash on Victor, is the target of a claim by J. Russell Robinson, a writer.

"Teen-Agers Waltz" is also the subject of a claim.

#### Recent Settlements

Tunes on which claims were settled recently include "Paper Valentine," recently cut by the Mills Brothers on Decca, and "Whispering." In the former, E. B. Marks made the claim against Stratton Music. In the case of "Whispering," this was a hassle between Miller Music and Fred Fisher, and was settled with a 50-

50 division of current and future royalties.

Another controversy—on which the announcement of a settlement is expected momentarily—is that involving "The Happy Wanderer"—European tune which had a lot of disk activity about one year ago and is regarded as a valuable copyright in the educational and standard field. Hill & Range and Sam Fox have claimed ownership of this copyright.

Another, still unsettled, is "Dance With Me, Henry," a smash some time ago via Georgia Gibbs on Mercury. Published by Modern, the ditty has been the target of a claim by Sid Nathan as a publisher.

The total monies tied up in copyright litigation on songs is tremendous—much more than the

(Continued on page 40)

## 'TIS NO DISEASE

# Sam, B. G. & Paul Champion R&R

By JUNE BUNDY

NEW YORK—Rock and roll, which has been getting kicked around plenty this month by civic officials in key cities across the country, was defended last week by three staunch—albeit unexpected gladiators—Sammy Kaye, Benny Goodman and Paul Whiteman.

The trio sounded off in favor of r.&r., the most recent display of anti-rock and rollism in Hartford, Conn., where local police sought to revoke the license of the State Theater following a three-day appearance (March 23, 24, 25) on stage by Alan Freed's "Rock 'n' Roll" show. Altho WINS deejay Freed denied there was any riot, the police claimed to have arrested 11 teen-agers at the theater over the weekend.

Psychiatrist Dr. Francis J. Braceland, of the Institute of Living, Hartford, Conn., got into the act—

in relation to the Freed incident—when he called rock and roll a "communicable disease with music appealing to adolescent insecurity and driving teen-agers to do outlandish things.... It's cannibalistic and tribalistic."

Altho Sammy Kaye personally prefers to "swing and sway" rather than rock and roll, he deserves the right to defend the teen-agers' right to do so. Consequently, the veteran bandleader (in an open letter to Dr. Braceland last week) blasted the psychiatrist's comments as "thoughtless and in bad taste." Kaye noted, "It seems—that you regard any persons who enjoy rock and roll on much the same plane as you would regard gangsters."

While Kaye agreed that youngsters who seriously misbehave in a theater should be punished, he pleaded: "Please do not injure the millions of nice, respectable youngsters who like rock and roll music by automatically putting them in the same class as the wrong-doers.... Some years ago when the teen-agers began to Lindy Hop there were persons—among them perhaps you—who called them lunatics and delinquents. I have no doubt that the same reception greeted those who first danced the fox trot years ago."

In line with Kaye's statement about the controversies kicked up by swing and jazz in the past,

(Continued on page 21)

## Carl Perkins In Memphis After Crash

WILMINGTON, Del.—Country singer Carl Perkins, seriously injured in an auto crash near Dover, Del., March 21, while en route from Norfolk, Va., to New York for a guest shot on the Perry Como TV show, was transferred last week-end from a local hospital to a hospital in Memphis for examination and observation. Perkins suffered a spine injury and numerous cuts about the face and body and physicians fear that he will be out of action for at least a month.

The accident occurred when the car driven by Dick Stuart, Perkins' personal manager, overturned after colliding with a pick-up truck. The driver of the truck was killed. Perkins' brother, Jim, sustained a spine injury, several broken ribs and internal injuries, and is still in a serious condition in a local hospital. Another Perkins brother, Lloyd, escaped with minor cuts and bruises, as did Stuart and three members of the Perkins' band.

Carl Perkins, heard on the Sun label, has been riding high with his recording of "Blue Suede Shoes."

## ALCO Readies New Machines

HOLLYWOOD—ALCO Research & Engineering Corporation, independent record pressing plant here, is expected to complete the installation of six injection mold machines by fall, increasing the capacity of the plant by more than 50 per cent.

New equipment will produce 45 r.p.m. records only, operating on a single cavity with a cycle of approximately 24 seconds.

The addition of injection equipment by ALCO brings the number of plants using this method in this area to five, others including Columbia Records, Monarch Record Manufacturing Corporation, Cadet Record Pressing and Hank Fine.

## Trends & Forecasts

A Monthly Digest of Key Developments and Trends in the Music-Record Business

### UP, UP AND STILL HIGHER

With LP's the pacemaker, the record boom continues. New evidence of increased sales came last month from the confidential report of the Record Industry Association of America. Reported exclusively in The Billboard, it corroborated previous estimates of a 22 per cent industry rise over 1954. Tradesters are cautiously predicting a percentage increase at least as abundant for 1956.

### LP'S ARE TAKING THE LEAD

But the phenomenal growth of LP's dominates the scene. The RIAA report showed a 128 per cent gain in the sale of 12-inchers last year for the 21 reporting manufacturers, who cumulatively gross about 90 per cent of the total industry volume. It's where the new money is, and diskeries are stepping up competitive moves to slice off a bigger cut of the LP pie. Trends noted last month and due for a long run would include these: Moves by manufacturers to jump on any album format tried successfully by a competitor. It's the familiar story of the "cover" record, adopted from the singles field. Too, disk jockeys are spinning more LP's and producers are out to make time with this product exposure. There will be more promotional LP's sent out gratis to radio stations the remainder of this year, and greater promotion of LP subscription services for radio.

### YEAR-END REPORTS

In March a number of the top diskeries had finished with 1955 accounting and issued annual reports boasting solid accomplishment. Total sales of Capitol Records in 1955 hit \$21,308,633, or 31 per cent over the previous year. Decca racked up \$22,610,809 in its record division in 1955, or 20 per cent over 1954. While RCA Victor and Columbia figures are included in the totals of their respective parent companies, these majors, too, reported disk volume at an all-time high.

### LOTS OF TALK... SOME ACTION

Rumors, always insistent in the trade, blossomed luxuriantly in recent weeks. These had to do particularly with who's buying out whom. Some of the most fanciful rumors fell flat on their respective faces. Others actually happened. Firm denials by Decca and Mercury toppers spiked reports that deals for the sale of these firms were being considered. But General Teleradio did mark its long-heralded entry into the record business via the acquisition of a hunk of Unique Records. American Sound Corporation finally inked a paper as the new owner of Urania. And Haydn Society, burdened by debts, has just been sold to giant retailer The Record Hunter.

### TRANS-ATLANTIC RECIPROCITY

Just when the new reciprocal deal between Victor and British Decca will take effect, in the form of record releases, remains in doubt at this time. Disclosure in March that RCA and Electric and Musical Industries are finally snipping their near half-century tie did not come as too great a surprise. This was expected. It was in line with post-war moves by giant disk interests to own and operate their own properties world-wide. But the RCA deal with British Decca did not fall in with the pattern. It showed that at some point in overseas expansion it perhaps no longer makes sense to go it alone.

One of the unanswered questions is the master plan of E. R. (Ted) Lewis for London Records, British Decca's subsidiary here. Tho it is stated that London will continue unchanged, some shift in status is due when Victor begins releasing diskings by top album artists long known as exclusive London talent.

### THE EMI-CAPITOL-ANGEL SIDE

As part of the international reshuffling, EMI's His Master's Voice material will soon become free for use here by Capitol and Angel. Latter, of course, are EMI properties. Thus the artist picture becomes even more mixed. Some former Victor talent (Melachrino Strings, for instance) on Capitol; some (Yehudi Menuhin is an example) on Angel.

### WHAT'S WITH THE KIDISK BUSINESS?

One of the more interesting record industry sidelights over the past few years has been the gradual frittering away of the moppet business by the major diskeries. To some extent this is also true of the established dealer. The situation was highlighted recently when disk exhibitors at the Toy Fair in New York wrote big orders. But none of those showing moppet wax were "big-name" manufacturers.

Only one major currently has a full-time children's artist and repertoire exec. But even this company, Columbia, has played down this end of its operation. One of the reasons for a recent price hike in Columbia kiddie EP's was to the effect that they weren't selling too well at a lower peg anyway.

In some quarters, however, a step-up in kiddie activity is seen as the record companies entrench themselves further in the rack field. This may provide them with enough potential volume to warrant a greater effort. The disks then would also be pushed more aggressively to regular dealers.

## Time for DJ's To Watch Step, Says Randle

NEW YORK — The irresponsible actions of some deejays today are giving the entire fraternity a bad name, disk jockey Bill Randle (WERE, Cleveland and WCBS here) told a group of students at the New School for Social Research here Monday (2) night. He was addressing a class in show business conducted by Bill Smith, The Billboard's ex-nitery editor.

The deejay and the music business in general, said Randle, is currently undergoing the strongest attack they've ever been subjected to, what with accusations of payola, record hop riots, anti-rock and roll drives, etc. Altho jocks haven't yet felt the effect of the attacks on their audience ratings, said Randle, they may soon feel them where it hurts the most—at the sponsor level. Advertisers, said the jock, don't want their products sold by

(Continued on page 21)

## Deep South R&R Hassle

BIRMINGHAM — Rock and roll was blasted here last week by the White Citizen's Council, which has started a campaign to rid all local juke boxes of rock and roll platters.

Local coin machine operators said the plan is "fantastic" and that they have not yet been contacted by the Council. However, Asa (Ace) Carter, executive secretary of the North Alabama Council, speaking at a rally here last

(Continued on page 133)

Goody's New Annex No. 1

Continued from page 17

be about 10 or 15 per cent below suggested lists. This store will also carry EP's in depth and pop LP's.

The annex will, as well, serve as a one-stop for juke box operators and dealers, this section to be partitioned off from the main selling floor.

Fixtures being set up in the annex will accommodate a stock of up to 250,000 singles and EP's, said Goody.

Player Tie-In

Campaigns being mapped include tie-in merchandising of EP's and 45 r.p.m. players.

Of Goody's \$4,350,000 LP gross in 1955, \$3,680,000 worth moved out thru store sales.

CARL PERKIN'S SMASH!

BLUE SUEDE SHOES

- Recorded by: BOB ROUBIAN & CLIFFIE STONE ... Capitol

HI LO MUSIC, INC. HILL & RANGE SONGS, INC.

BILL HALEY and HIS COMETS R-O-C-K

Decca 29870



Five Big Records

SERENADE

- Recorded by: MARIO LANZA - R.C.A. Victor

HARMS, Inc.

- ASK ME
- CAPRI IN MAY
- ME AND MY SHADOW
- WHEN THE RED, RED ROBIN
- WHITE BUFFALO

Bourne, Inc. 134 W. 52d St N.Y.C., N.Y.

Columbia Aids Cancer Drive

NEW YORK — Columbia Records and United Airlines have joined in a promotional drive for the 1956 Cancer Crusade.

Mitch Miller, Tony Bennett, Percy Faith and Lu Ann Simms will be among the talents flying on the cross-country junket.

DJ's, Watch Step!

Continued from page 20

people who have lost the respect of the community.

"There is no reason," maintained Randle, "why station managers and owners should allow the people they hire to utilize the radio station's time and facilities to plug outside commercial activities."

Randle said he is in favor of outside promotional activities by jockeys, but only when the affairs are staged as benefits and operated in co-operation with local schools or civic groups.

Altho Randle doesn't think jockeys should manage talent, own a publishing company or stage dances for personal profit, he said ethics have nothing to do with it.

No Disease

Continued from page 20

Freed noted that both Benny Goodman and Paul Whiteman have invited him over to "compare scrapbooks," wherein similar charges were made against them for sponsoring music with allegedly "corrupted, the youth of their day."

Swing Once Target

Swing was the target, of course, when Goodman had them dancing in the aisles at the New York Paramount, while jazz was the whipping-boy when Whiteman was in his heyday.

Freed, who is currently presenting his r.&r. show on stage at the Brooklyn Paramount Theater, interprets the nation-wide crackdown on rock and roll as some kind of "conspiracy," altho he hasn't yet decided exactly what faction is behind it.

over-all disk total of \$5,000,000. About 54 per cent of his gross is attributed by Goody to sales of RCA Victor, Columbia, London and Decca packages.

Goody, an industry storm center for many years, has never established "normal" trade relations with Angel. This is the only label he doesn't handle regularly in his operation.

Previously, in 1949 and 1950, Goody and Columbia tangled horns over fair trade. Goody, who sees himself as a prime test-case target, recently successfully defended himself in an important case involving the retailer's obligation in sales of pirated disks.

Among Goody's other interests is a one-quarter piece of Phonotapes, the recorded tape firm headed by Abner Levin, manager of the Goody store.

Goody's current payroll roster includes 128 full-time employees, this number to be augmented when the new store opens its doors. In charge of the annex's audio department will be Sid Krinitz, "imported" from Hudson Electronics.

Goody's present store, of course, will be continued. It will specialize in classical LP's and higher priced audio equipment.

Remington Ups

Continued from page 17

dealer structure, but states that he will give a higher than usual discount to the trade. Gabor also intends to cut new recordings for the \$3.98 line, in the classical, light classical and mood music categories.

Distributors already set to handle the line include Mangold, Baltimore; Universal, Philadelphia; Transdisk, Boston; Portal, Pittsburgh; Jimmy Martin, Chicago; Sunland, Los Angeles; Richter, Seattle; Jather, Indianapolis, and Cadet, Detroit.

The Remington catalog includes masters by Jonel Perlea, Fritz Busch, Edward Kileny, Astrid Varnay, Albert Spalding, Paul Schoeffler, Emanuel List, Kurt Baum, Thor Johnson, Eugene List, Luboschutz and Nemenoff, the RIAS Symphony, Cincinnati Symphony and others.

Gabor stated, will be new covers, and liners, with all merchandise factory-sealed.

Gabor's Plymouth line will remain at 99 cents. Heretofore sold in department stores, it will now be promoted in chains and supermarkets.

Gabor recently entered the low-priced singles field, the disks selling at 39 cents and three for \$1.

MARLIN JOINS KAHL MUSIC AS PROFESSIONAL MGR.

Mack Martin has joined Phil Kahl's music publishing outfit as professional manager. Martin, formerly with Raphael Music, will handle all three firms - Patricia, Planetary and Kahl Music.

RCA Coupon Test a Winner

Continued from page 17

Victor was asking him to "swap dollars with them," buying a book for \$3.98 and turning it over at the same price, plus 36 cents extra for postage.

This same dealer, one of those who favored the Columbia Club, informed The Billboard that he was receiving an average of \$500 a month from Columbia in club commissions.

In direct opposition to this were dealers in smaller cities, many of whom estimated that 50 per cent of the customers drawn by the coupon advertising were new customers. Enthusiastic acceptance was general on the West Coast.

It was learned that 25,000 coupon books had been put in the hands of Southern California dealers, and that only a few minor objections had been voiced.

The operator of a big record shop chain in the Midwest claimed that he was "forced to go along" with the plan, but that he had advertised and sold more than 1,500 books.

'Rock' Surefire

Continued from page 17

endear such stars as Bill Haley and His Comets, the Platters, Freddy Bell and His Bell-Boys and the Tony Martinez orchestra to their cult even more.

With more than 80 per cent of the film's running time devoted to music, two of the tunes, "See You Later, Alligator" and "The Great Pretender," are currently established on The Billboard popularity charts.

The story line concerns the familiar tale of a band's rise to popularity, interspersed with some bright dialogue, dances and continuous music. With the film scheduled to be booked in conjunction with a number of Alan Freed rock and roll personal appearances, the future augurs well for the disk market.

It was generally agreed that all doubts and reservations could be dispelled, and that Victor could shape up as the great benefactor, if the promotion brings the traffic around in July.

THE POOR PEOPLE OF PARIS (Jean's Song) Recorded by: Larry Clinton ... Bell, Les Baxter ... Capitol, Philippe Clay ... Columbia

ANOTHER BMI PIN-UP HIT ROCK ISLAND LINE The Only Authentic Version. Originated by LONNIE DONEGAN.

COMPLETELY YOURS THE FOUR CHAPS Rama #193 MYERS MUSIC, INC. 122 N. 12th St. Philadelphia 7, Pa.

A Solid Hit! THE LADY WITH THE BIG UMBRELLA MILLER MUSIC CORPORATION

Watch this cute novelty go! SMALL TOWN Recorded by Kay Cee Jones on AMERICAN RECORDS AMERICAN ACADEMY OF MUSIC, INC.

# THE BONNIE SISTERS



pick

# WANDERING HEART

by  
**BENNIE BENJAMIN**  
and  
**SOL MARCUS**

as their next release

# RAINBOW RECORDS

#333

produced by

# EDDIE HELLER

D.J.'s, Ops, for promotional  
records write Rainbow

## MUSIC AS WRITTEN

### UTTAL BUYS INTO MONUMENT & DOVER . . .

Larry Uttal bought out Bill Buchanan's interest in Monument Music and Dover Music (both BMI) last week dissolving a partnership of several years standing. Uttal will operate the firm solo henceforth, while Buchanan will concentrate on developing material via independently produced record dates.

### AMSEL-LFVY HOOK-UP IN M'G'T-PUB SET-UP . . .

Talent managers Fred Amsel and Jerry Levy joined forces last week in a new management-publishing set-up to be called Directional Enterprises. Two new publishing firms, operated by the team will be Billboard Music (ASCAP) and Directional Music (BMI). The former has no connection with your favorite trade paper. Among the talent handled by the group are the Rover Boys and the Four Voices, as well as several legit and TV acts. Amsel will maintain his interest in two other publishing firms, Ample (BMI) and Treble Music (ASCAP).

### BETHLEHEM CUTS DEALER PRICES FOR APRIL . . .

Bethlehem Records, the jazz disk specialist, cut its dealer price on April 1, and will announce an across-the-board cut in retail prices on May 1, thus giving dealers a full month to pick up an extra dollar profit on every disk sold. The new retail scale will be \$3.98 for 12-inch disks and \$2.98 for

### NEWS REVIEW

#### Vaughan Has Off-Night At Zardi's

HOLLYWOOD — There isn't any room for a middle of the road attitude at Zardi's Jazzland; either you dig the brand of progressive jazz they offer or you don't. Unfortunately, Sarah Vaughan had one of her off-nights when caught here with the bitter sword of a virus about to attack. Despite the fact that her turn is brief, Miss Vaughan neglected to sing any of the numerous tunes she made famous on record, and at that only purred one of her recent recordings, "Mr. Wonderful." In some respects she appears to sing differently on a night-club floor than she does when in a recording studio, using additional modern phrasing and trills not apparent in her wax. The bulk of her repertoire consisted solely of standards, none of which caught the fancy of this reporter. Joel Friedman

#### ASCAP Meets At Waldorf

NEW YORK—Annual meeting of the American Society of Composers, Authors and Publishers takes place this Tuesday (3) at the Waldorf-Astoria. Statistics presented to the membership on the Society's past year are generally a reprise of the earlier meeting on the West Coast, altho additional developments may occur.

Pressing matter of the moment is the selection of candidates for the presidency when Stanley Adams leaves that post. Writer members of the board have been caucusing the last couple of weeks.

Another matter of interest is the recent appointment of a committee to explore the advisability or necessity of extending the Society's logging system.

10-inch LP's. At present, they sell for \$4.98 and \$3.98 respectively.

### BASSO TOZZI SIGNS WITH RCA VICTOR . . .

Giorgio Tozzi, the young basso signed by the Metropolitan Opera Company this year, signed a disk contract with RCA Victor last week. On Friday (30), Tozzi participated in the first session of the diskery's all-star diskings of "La Boheme."

Victor's "La Boheme" is the recording project for which the company obtained permission to use conductor Sir Thomas Beecham, who is under contract to Angel. Other members of the disk cast will be Victoria de los Angeles, Robert Merrill and Jussi Bjoerling.

Tozzi is managed by David Rubin.

### New York

Bandleader Alvy West, formerly with Columbia, has recorded a couple of sides for ABC-Paramount, which will be released shortly. West uses his "little band" plus four drummers to produce a sound-blend of folk and jazz. On one side is "Ya, Ya, Ya" with a chorus of Roslyn, N. Y., teen-age girls. The flip is an instrumental "Blue Bongo."

Lucille Pfisterer, secretary to Capitol's local publicity chief, Joe Mathews, marries non-pro Jay Bollinger in May. . . . Elvis Presley, whose first Victor album just passed the 100,000 sales mark, took a Paramount screen test last week. He guests on the Milton Berle NBC-TV show Tuesday (3). . . . ABC-Paramount has signed Russ Carlyle and his band. The label's artist and repertoire man, Don Costa cut Carlyle's first side last week in Chicago.

The new release by Stuart Hamblen on RCA Victor was reviewed erroneously last week as a sacred record. Actually, the coupling of "Hell Train" and "A Few Things to Remember" is being pushed by the diskery as a straight pop disk. . . . Ken Luttmann and Mickey Wallach switched jobs last week, Luttmann joining the Dick Gersh promotion office, and Wallach leaving Gersh to take over Luttmann's job as promotion man with Malverne Distributors here. . . . The Jazz Messengers, jazz group, has signed with Columbia Records. The Columbia exclusive just covers the group name. Actually several of the current members have separate disk deals, Horace is with Blue Note, and Art Blakey is with EmArcy.

### Hollywood

Dot Records president Randy Wood cut some new Gale Storm material here last week before returning to his home base in Cal-

#### Hoffman Sales Zoom in '55

HOLLYWOOD — Hoffman Electronics Corporation, manufacturer of radio, television and phonograph equipment, last week reported sales and profits for 1955 were the second highest in the company's history. Net profit for the year amounted to \$1,560,596, an increase of 5 per cent over 1954, while consolidated sales were \$44,416,873.

The company's expansion of its activities into new fields during 1955 were immediately profitable, according to H. Leslie Hoffman, president. Further expansion into additional fields, including phonograph and high fidelity equipment will be made during 1956.

latin, Tenn. . . . Bally Records prexy Jimmy Hilliard arrived for a week's stay. . . . Capitol rushed its Don Robertson diskings of "The Happy Whistler" into release this week. . . . Bill Daniels takes over Zeke Manners' disk jockey post at KFVB here, with Manners resigning to devote full time to his KCOP television show. . . . The Perez Prado Ork comes into the Palladium for a three-week stay beginning April 4. . . . Publisher Herb Monte left here for New York, to plug his latest tune, "French Fried Potatoes and Ketchup," penned by Al Trace and Jack Fascinato. . . . Walter Heebner, Capitol Records vice-president, due in from New York for a look-see at the firm's new headquarters and a week's vacation in the sun. . . . Decca's Mike Conner due in town next month. . . . Jerry Sybilrud, Mercury Records promotion man, sent local disk jockeys a picnic lunch touting the Ralph Marterie recording of the theme song from the "Picnic" film. . . . Dorothy Lamour, sans sarong, bows at the Statler here April 5. An LP cut independently is currently being offered to the majors. . . . Shorty Rogers and His Giants will play Jazz City this May. . . . TV star Elena Verdugo will slice some wax for Coral Records, her first since she recorded with the Xavier Cugat ork some years ago.

### NEWS REVIEW

#### 'Fair Lady' Album Off To Hot Start

NEW YORK — Columbia's original cast album of Broadway's new smash hit musical, "My Fair Lady," was accorded an almost unprecedented sales welcome this week, with 100,000 orders reportedly already on file.

The unusual sales interest was undoubtedly sparked by the remarkable newspaper reviews (the N. Y. Times critic tagged it "show of the century"), and rave notices in national magazines garnered by the musical since it opened here March 15. (see The Billboard, March 24.)

The sock sales take-off of the LP is particularly interesting, in that unlike most of the past original-cast best sellers (e.g. "South Pacific," etc.) "My Fair Lady" would ordinarily appeal to a more specialized market. Its stars—Rex Harrison, Julie Andrews, Robert Coote and Stanley Holloway—are excellent actors and strong in showmanship, but with the exception of Miss Andrews, singing is strictly a sideline for them, and even she really has to be seen to be appreciated.

The score by Alan Jay Lerner and Frederick Loewe is sprightly and contains some brilliant special material, but many of the show's best tunes are so closely integrated with the show's great book (adapted from George Bernard Shaw's "Pygmalion") that the impact of their clever lyrics is considerably diminished on wax.

Oddly enough, Rex Harrison—who "talks" a song rather than sings it—makes the best impression on the album. His witty, deftly timed readings of "I'm an Ordinary Man," "Why Can't the English" and "I've Grown Accustomed to Her Face" are sheer delight. Miss Andrews scores with the much-covered "I Could Have Danced All Night," and Michael King (Dennis King's son) contributes a smooth legit-styled baritone on the show's most commercial ballad "On the Street Where You Live."

June Bundy.

*America's Fastest Selling Records*



**DECCA**  
RECORDS

# TO LOVE AGAIN

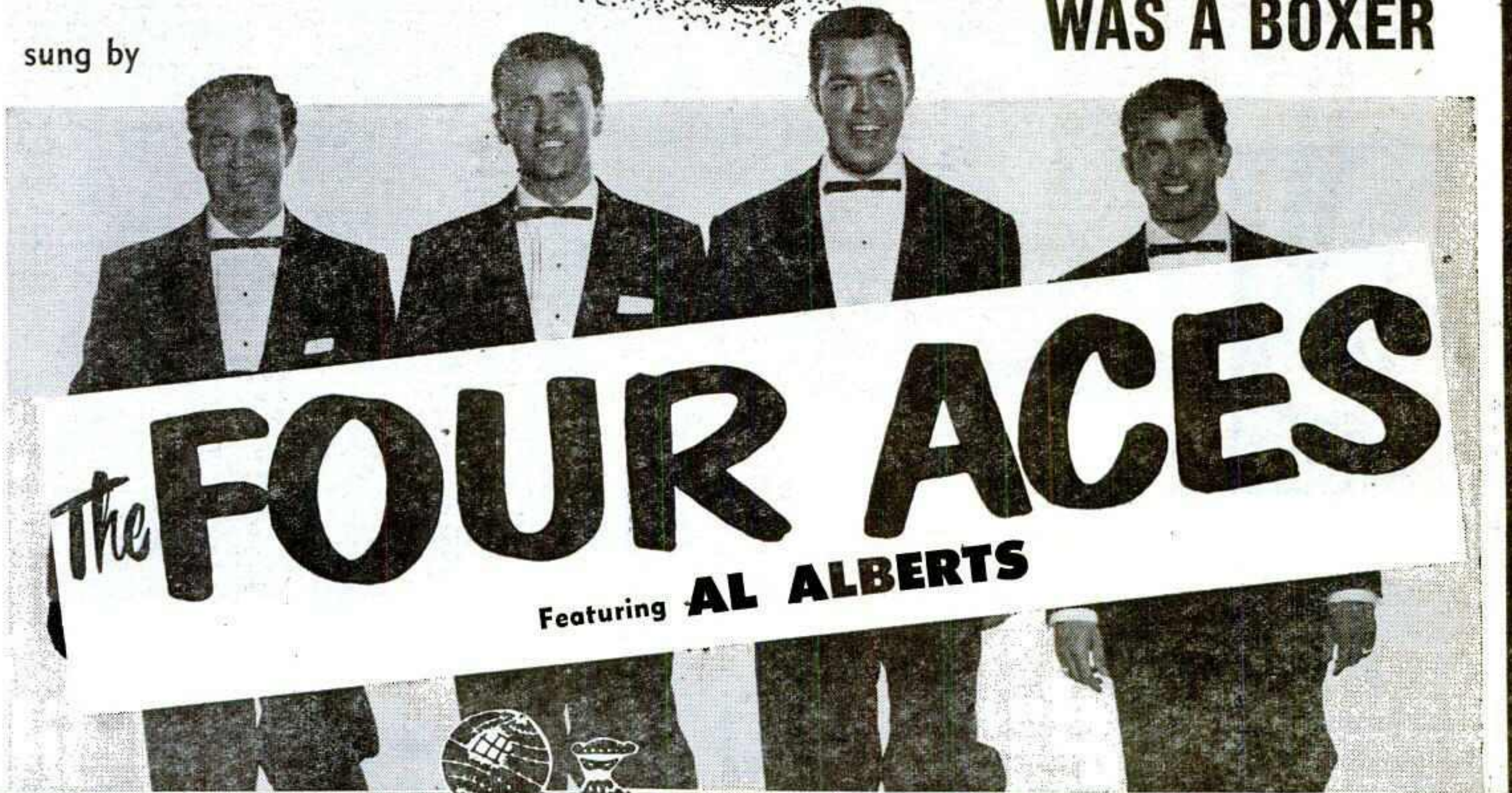
*Based on Chopin's E Flat Nocturne*

The Theme  
From the  
Columbia Pictures  
CinemaScope  
Production  
"THE EDDY DUCHIN  
STORY"

Decca  
29889 and  
9-29889

b/w **CHARLEY  
WAS A BOXER**

sung by



Featuring **AL ALBERTS**

*A New World of Sound*



**DECCA records**

• Review Spotlight on . . .

ALBUMS

Popular

BUBBLES IN THE WINE (1-12)—Lawrence Welk Ork. Coral CRL 57038

Lawrence Welk's success story—both on TV and in the album field—continues to be the top dance band story in the trade.

as "Lisbon Antigua," "Poor People of Paris" and "Moritat."

GALE STORM (1-12)—Dot 3011

TV's "Margie" is hot right now in the single field, and, if her fans are loyal, this—her first LP—should be an equally solid seller in the album market.

• Reviews and Ratings of New Popular Albums

MOONLIGHT SONATA . . . . .79

Liberace, Piano (1-12") Columbia CL 764

Liberace is off the best-selling album charts right now, but at one time he virtually dominated the list, and there's a strong possibility he might jump back on with this LP.

CARNIVAL IN VENICE . . . . .76

Carmen Cavallaro, Piano (1-12") Decca DL 8241

Carmen Cavallaro has been one of the most popular pianists in the standard and pop fields for years, and this package—spotlighting tunes of Italian folk derivation—should enjoy a steady sale.

BY REQUEST . . . . .76

Winifred Atwell (1-12") London LL 1247

The wide selection of material in this package is an ample showcase for the unusual talents of this English pianist.

PIANO INVENTIONS . . . . .74

Jo Harnell and His Trio (1-12") Jubilee 1015

Pianist Harnell shows some very colorful and inventive streaks as he wanders thru a collection of straight standards plus a parody item called "Tcha Tcha Tchaikovsky."

ROMANCE IN RHYTHM . . . . .74

Johnny Douglas Ork (1-12") London LL 1378

Johnny Douglas, one of the British ork men featured in the label's pop package series, batons the big crew, with a good bit of both strings and bass, thru a set, some of which is danceable and all definitely listenable.

THE MELODY LINGERS ON . . . . .73

Peter Yorke and His Concert Ork (1-12") Decca DL 8240

Music of Irving Berlin and Victor Herbert always makes good cocktail and conversation accompaniment. And so it is here.

EVERYBODY SING . . . . .73

Guy Cherney (1-12") Mercury MG 20131

The liner on this job says, "It will become the most used item in your record collection and you will be the most invited person to the town's

out of this package. It is fresh in style and sound and has an extra measure of musical wit.

SWING AND SWAY TO TODAY'S TOP POPS . . . . .76

Sammy Kaye and His Ork (1-10") Columbia CL 2571

The Kaye band and singers give their versions of six of the day's top pop hits. "Moritat" is there, along with "The Great Pretender," "No, Not Much," "The Poor People of Paris," "It's Almost Tomorrow" and "Lisbon Antigua."

SUMMER EVENING SERENADE . . . . .75

Stanley Black Ork (1-12") London LL 1332

The noted BBC maestro has cut a pleasant album of mood music, reminiscent of summer evening and balmy breezes.

REVERIES D'EUROPE . . . . .75

Guy Luypaerts and His Ork (1-12") Capitol T 10024

Maestro Luypaerts conducts the orchestra of the Nouvelle Association Symphonique de Paris in a dozen light classical portraits of Europe, its countries and cities.

AFTERNOON IN AMSTERDAM . . . . .70

(1-12") Capitol T 10003

Another in the "Capitol of the World" series, this novel package was recorded on the streets of Amsterdam.

BESIDES STILL WATERS . . . . .70

Lew Charles, Organ (1-12") Word W 3003

Lew Charles, with the Hollywood NBC Pipe Organ as his instrument, offers a program of religious music here that ought to have wide appeal.

CAT MEETS CHICK . . . . .79

Jimmy Rushing, Ada Moore, Buck Clayton and his Ork (1-12") Columbia CL 778

This package is a companion piece of "As Girl Meets Boy," the Peggy King, Jerry Vale and Felicia Sanders LP which told a romantic story thru the lyrics of songs.

parties." Some folks might find that debatable. At any rate, for those who need a record to capture the gay spontaneity of party singing, maybe this is the ticket.

MUSIC FOR SWEETHEARTS . . . . .72

Peter Yorke and His Concert Ork (1-12") Decca DL 8242

An even dozen Victor Herbert mementos have been put on wax by Peter Yorke and a big orchestra here, which adds up to a captivating mood music set.

STRINGS WITH A BEAT . . . . .72

Peter Todd and his Ork (1-12") M-G-M E 3326

This particular ork is strictly strings and the innovation comes with the group straying from the usual lush balladry of that instrumentation and getting on a swinging kick.

THE MAGIC HARP . . . . .71

OF VERLYE MILLS (1-12") HIFI R 601

Buyers interested in the harp as a solo instrument will be interested in this album. The potential is not large, but there is a definite small market.

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• Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

- 1. BELAFONTE—Harry Belafonte . . . . .RCA Victor LPM 1150
2. THE MAN WITH THE GOLDEN ARM—Sound Track . . . . .Decca DL 8257
3. ELVIS PRESLEY . . . . .RCA Victor LPM 1254
4. OKLAHOMA!—Sound Track . . . . .Capitol SAO 595
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra . . . . .Capitol W 653
6. FOUR FRESHMEN AND FIVE TROMBONES . . . . .Capitol T 683
7. CAROUSEL—Sound Track . . . . .Capitol W 694
8. THE BENNY GOODMAN STORY, VOLS. 1 AND 2— . . . . .Decca DL 8252, 8253
9. JULIE IS HER NAME—Julie London . . . . .Liberty 3006
10. SPARKLING STRINGS—Lawrence Welk . . . . .Coral 57011
10. THE STUDENT PRINCE—Mario Lanza . . . . .RCA Victor LM 1837

• Reviews and Ratings of New Classical Releases

PROKOFIEFF: LOVE OF THREE ORANGES SUITE; LIEUTENANT KJIE SUITE (1-12")—London Philharmonic; Paris Conservatory Orchestra; Sir Adrian Boult, Cond. London LL 1294 . . . . .78

Outstanding sound, plus a marked sympathy for this delightful music by the conductor, add up to a distinguished package. The works are highly popular and should bear catalog duplication better than many others.

BEETHOVEN: SYMPHONY NO. 6 (PASTORALE) (1-12")—Philharmonic Symphony Orchestra of New York; George Szell, Cond. Columbia ML 5057 . . . . .77

This set faces formidable competition from practically every name conductor in the business. Szell does himself proud, however, with a vigorous, rugged interpretation that underlines the bucolic elements. Excellent recording. Smaller dealers who can't carry all versions may find other names easier to sell.

VERDIANA (1-12")—New Symphony Orchestra of London; Salvador Camarata, Cond. London LL 1385 . . . . .75

Camarata has arranged 16 of the most popular Verdi arias into a potpourri for symphonic ork, and London has recorded it with brilliant sound.

HINDEMITH: MATHIS DER MALER SYMPHONY; SYMPHONIC DANCES (1-12")—Berlin Philharmonic Orchestra; Paul Hindemith, Cond. Decca DL 9818 . . . . .75

"Mathis der Maler" is among the very few contemporary compositions that has become a "classic" in the sense that it is well-known and loved by a wide circle of concertgoers.

BERLIOZ OVERTURES (1-12")—Royal Philharmonic Orchestra; Sir Thomas Beecham, Cond. Columbia ML 5664 . . . . .75

A mixture of the familiar and rare that will have strong appeal for Berlioz fans. To the expected "Roman Carnival" and "Corsair" are added the early "King Lear" overture and the still earlier "Les Francs-Juges" and "Waverly" overtures.

RAVEL: VIOLIN SONATA; TZIGANE; KADDISCH (1-12")—Zino Francescatti; Violin; Arthur Balsam, Piano. Columbia ML 5658 . . . . .74

A superb exhibition of fiddle playing, very musical in the sonata, brilliant in "Tzigane." In addition to lited pieces, this desirable Ravel package includes "Piece en Forme de Habanera" and a "Berceuse." As violin disks go, this is strong vinyl. It should enjoy frequent sales in many package shops as one of the finer entries of its type.

GIJERE: ILVA MOUROMETZ (SYMPHONY NO. 3 IN B MINOR) (1-12")—RIAS Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9819 . . . . .74

Only other recording of this flavorsome work is held on three sides of an older Westminster two-LP package. Here, judicious editing has brought its length down to single-LP dimensions and what remains should be sufficient for most.

BERLIOZ OVERTURES (1-12")—Paris Conservatory Orchestra; Albert Wolff, Cond. London LL 1297 . . . . .73

Set includes "Le Corsaire," "Les Francs-Juges," "Le Roi Lear" and "Le Carnaval Romain" overtures. Berlioz's brilliant orchestration is beginning to emerge in its full glory for a new generation, thanks to hi-fi recording.

DEBUSSY: CHILDREN'S CORNER; PETITE SUITE (1-12")—Concert Artis Orchestra; Felix Slatkin, Cond. Capitol P 8328 . . . . .73

Two of the most appealing Debussy works are performed in a highly artistic manner. The "Children's Corner" is a set of six picture sketches, originally written for piano and orchestrated by Andre Caplet.

FIVE ROSSINI OVERTURES (1-12")—London Symphony Orchestra; Pierino Gamba, Cond. London LL 1366 . . . . .72

This gambit has made for any number of good LP packages in the past. What better disk entertainment than a bunch of Rossini overtures. Here, the young conductor leads the orchestra thru sparkling and vibrant readings of the "William Tell," "Tancredi," "Siege of Corinth," "Il Signor Bruschino" and "Cenerentola" overtures. Impressive sound and delivery make of this set a respected contender for sales to anyone wanting this music.

FAURE: VIOLIN SONATA NO. 1 IN A MAJOR; VIOLIN SONATA NO. 2 IN E MINOR (1-12")—Zino Francescatti, Violin; Robert Casadesu, Piano. Columbia ML 5049 . . . . .72

Competition aplenty exists on this somewhat rarified repertoire, and in one case the exact coupling appears. In no case, however, are the stature and public acceptance of these two artists approached.

ON WINGS OF SONG (1-12")—Dorothy Wareskjold, Soprano; Jack Crosson, Piano. Capitol P 8333 . . . . .71

Miss Wareskjold's dishing of Dvorak and Grieg songs was one of the finer vocal entries of a season or so ago. In this follow-up she performs some of the most familiar art songs in the repertoire, such as the title Mendelssohn opus, Schubert's "Ave Maria" and "Serenade," and Brahms' "Cradle Song," in addition to such standbys as Gounod's "Ave Maria" and the perennial "Comin' Thru the Rye." Greatest potential is therefore among the unsophisticated audience.

BERLIOZ: SYMPHONIE FANTASTIQUE (1-12")—Paris Conservatory Orchestra; Bruno Walter, Cond. Camden CAL 281 . . . . .70

Despite the superb sound engineering of several fairly recent recordings of this symphony, more than one discophile undoubtedly has held on to his shellac disks of the venerable Walter interpretation. In former days, his penetrating reading of it was much admired; indeed, before the advent of LP, probably only Monteux was a serious rival in this connection.

Jazz

(Continued on page 48)

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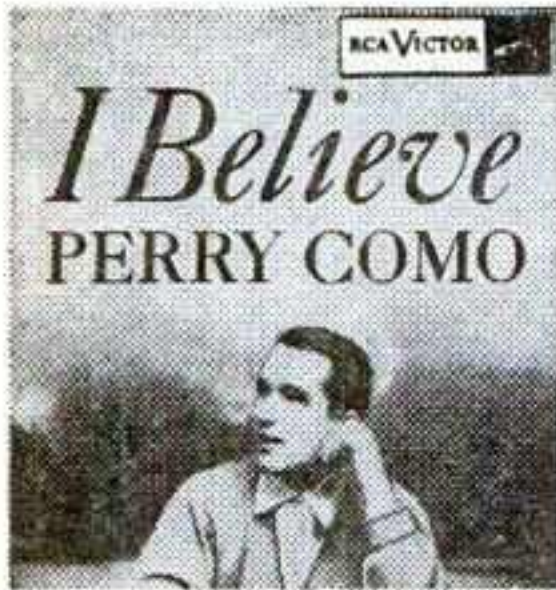
Crazy Bones Rag, Frankie Carle Rag (Swanee River), Piano Role Blues, 9 others. Long Play (LPM-1188) \$3.98



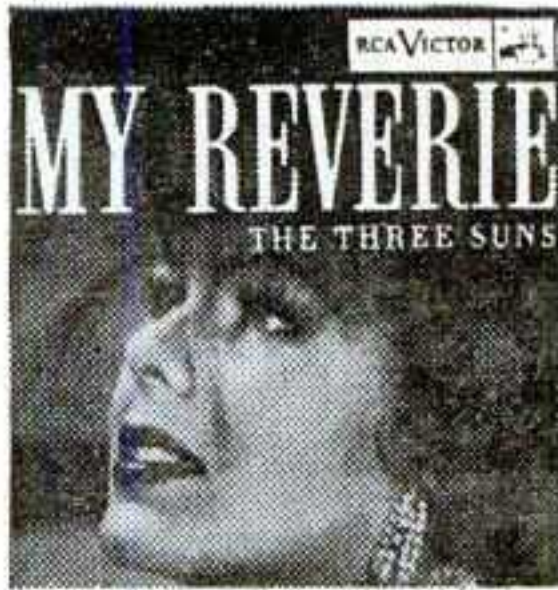
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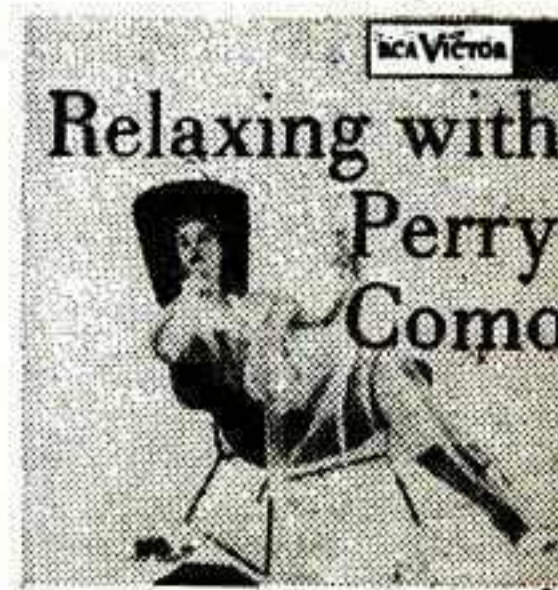
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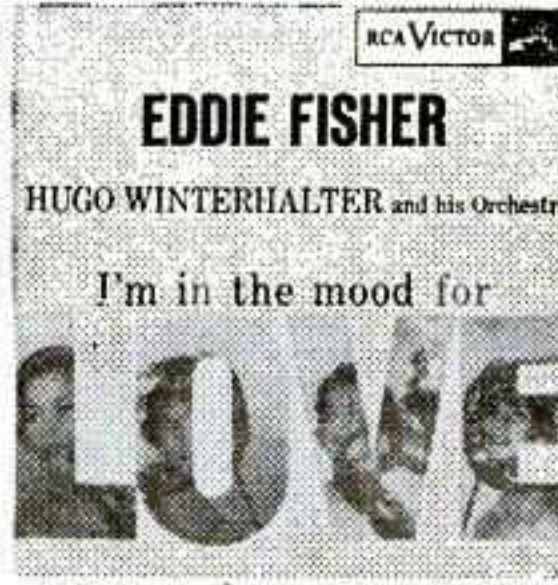
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All By Myself, Remember, With You, How About Me?, Night and Day, 7 others. Long Play (LPM-1181) \$3.98



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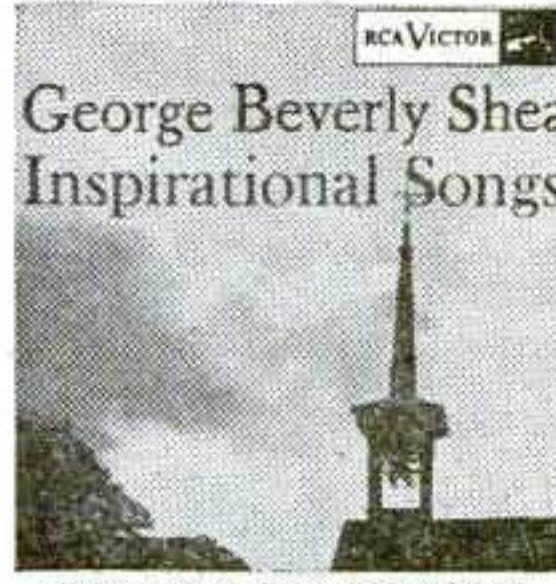
12 Selections. Long Play (LPM-1184) \$3.98; 45 EP versions: 2-record (EPB-1184) \$2.98, 1-record (EPA-723) \$1.49



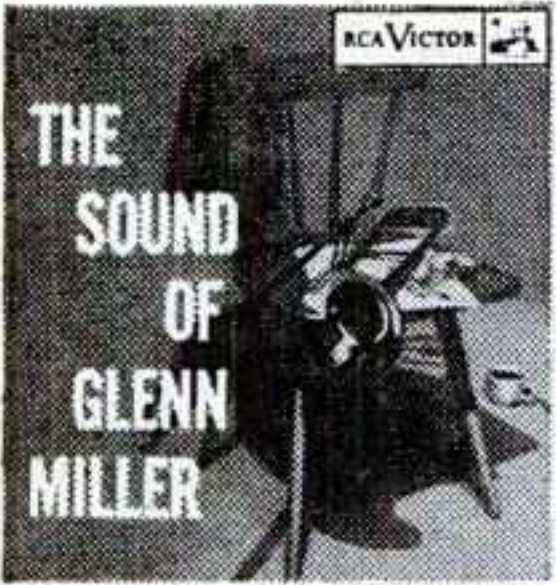
12 Selections. Long Play (LPM-1185) \$3.98; 45 EP versions: 2-record (EPB-1185) \$2.98, 1-record (EPA-724) \$1.49



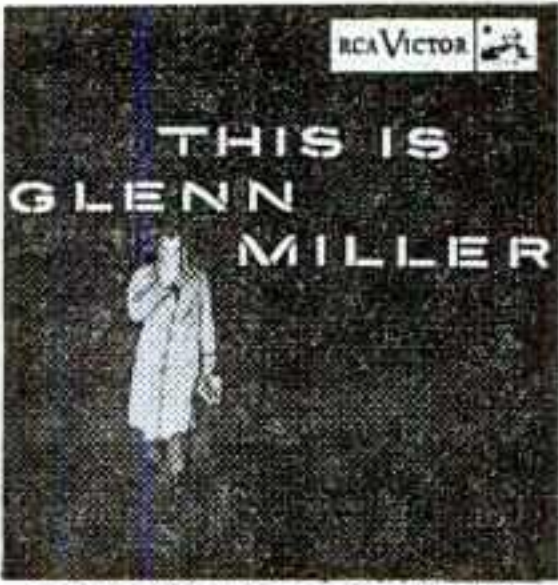
Alice Blue Gown, Smoke Gets in Your Eyes, Intermezzo, When You're in Love, 8 others. Long Play (LPM-1186) \$3.98



12 Selections. Long Play (LPM-1187) \$3.98; 45 EP versions: 2-record (EPB-1187) \$2.98, 1-record (EPA-725) \$1.49



12 Selections. Long Play (LPM-1189) \$3.98; 45 EP versions: 2-record (EPB-1189) \$2.98, 1-record (EPA-726) \$1.49



12 Selections. Long Play (LPM-1190) \$3.98; 45 EP versions: 2-record (EPB-1190) \$2.98, 1-record (EPA-727) \$1.49



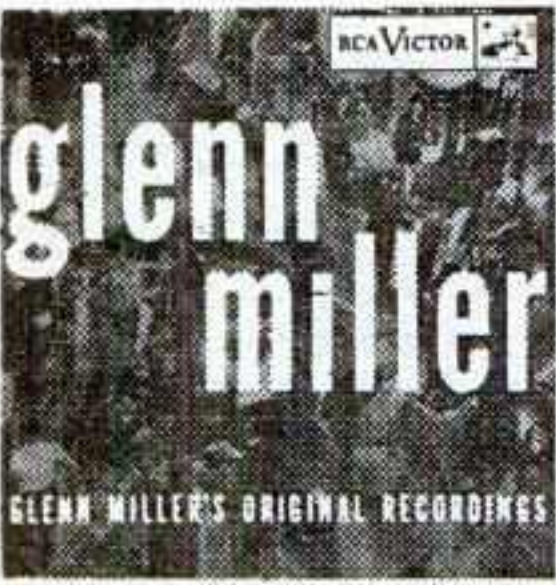
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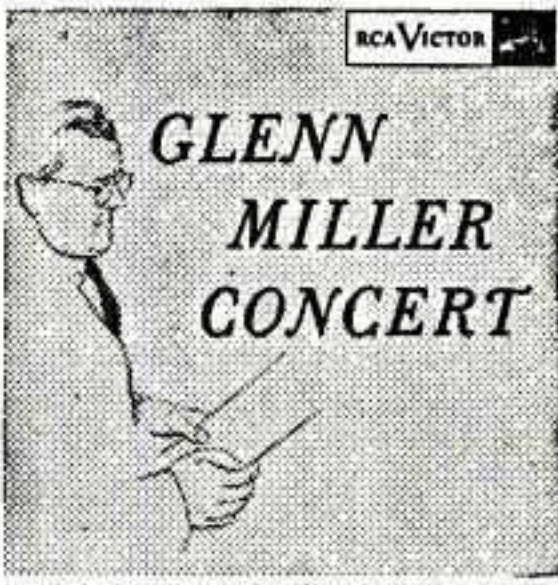
12 Selections. Long Play (LPM-1194) \$3.98; 45 EP versions: 2-record (EPB-1194) \$2.98, 1-record (EPA-730) \$1.49



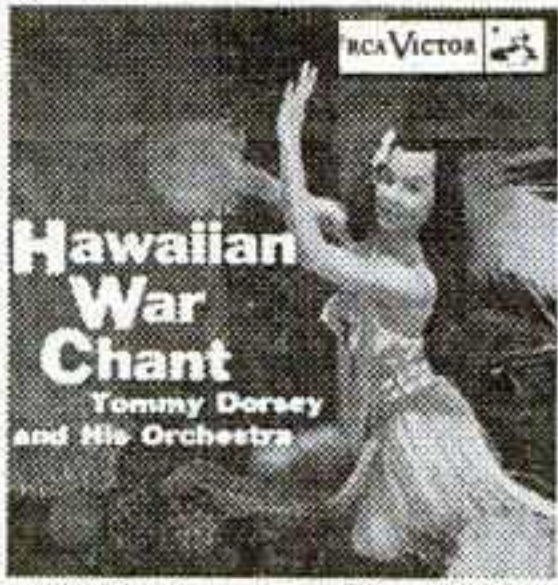
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## THE NATION'S TOP TUNES

For survey week ending March 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Poor People of Paris (Jean's Song)</b>		<b>1</b>	<b>8</b>		
By La Gaulante de Pauvre-Jean-Marguerite Mannot—Published by Reg Connelly Music (ASCAP) BEST SELLING RECORD: L. Baxter, Cap 3336. RECORDS AVAILABLE: W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Clay, Col; L. Clinton, Bell 1122; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; L. Welk, Coral 61592.					
<b>2. Lisbon Antigua</b>		<b>2</b>	<b>15</b>		
By Galhardo-Vale-Portela—Published by Southern (ASCAP) BEST SELLING RECORD: N. Riddle, Cap 3287. RECORDS AVAILABLE: A. Dale, Coral 61553; L. Diamond, Vic 20-6406; 1956 Jazz All Star, Vic 20-6418; M. Miller, Col 40635; L. Welk, Coral 61595.					
<b>3. Rock and Roll Waltz</b>		<b>3</b>	<b>14</b>		
By Dick Ware and Shorty Allen—Published by Sheldon (BMI) BEST SELLING RECORD: K. Starr, Vic 20-6359. RECORDS AVAILABLE: A. O'Day, Verve 2000; L. Welk, Coral 81128.					
<b>4. No, Not Much</b>		<b>4</b>	<b>11</b>		
By Stillman & R. Allen—Published by Beaver Music (ASCAP) BEST SELLING RECORD: Four Lads, Col 40629.					
<b>5. Why Do Fools Fall in Love?</b>		<b>5</b>	<b>7</b>		
By Lyman-Goldner—Published by Patrica Music (BMI) BEST SELLING RECORDS: Diamonds, Mercury 70790; Teen-Agers, Gee 1002; G. Storm, Dot 15448. RECORD AVAILABLE: G. Mann, Dec 29832.					
<b>6. I'll Be Home</b>		<b>7</b>	<b>9</b>		
By Washington & Lewis—Published by Arc (BMI) BEST SELLING RECORD: P. Boone, Dot 15443. RECORD AVAILABLE: Flamingos, Checker 830.					
<b>7. Hot Diggity</b>		<b>9</b>	<b>4</b>		
By Al Hoffman & Dick Manning—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6427.					
<b>8. Blue Suede Shoes</b>		<b>11</b>	<b>5</b>		
By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill and Range Songs, Inc. (BMI) BEST SELLING RECORD: C. Perkins, Sun 234. RECORDS AVAILABLE: B. Roublan, Cap 3373; B. Bennett, King 4903; F. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; S. Taylor, M-G-M 12197.					
<b>9. Theme From the Three Penny Opera (Moritat)</b>		<b>8</b>	<b>10</b>		
By Kurt Weill-Brecht—Published by Harms (ASCAP) BEST SELLING RECORDS: D. Hyman, M-G-M 12149; R. Hayman-J. August, Mercury 70781. RECORDS AVAILABLE: L. Armstrong, Col 40587; O. Bradley, Dec 29816; J. Gordy, Vic 20-6419; T. Murphy, Col 40586; L. Paul, Cap 3329; T. Puente, Vic 20-6417; B. Raeburn, Col 40657; 1956 Jazz All Star, Vic 20-6418; B. Vaughn, Dot 15444; L. Welk, Coral 61574.					
<b>10. Great Pretender</b>		<b>6</b>	<b>17</b>		
By Buck Ram—Published by Southern (ASCAP) BEST SELLING RECORD: Platters, Mercury 70753. RECORD AVAILABLE: J. Riggs, Media 1020.					
<b>Second Ten</b>					
<b>11. Heartbreak Hotel</b>		<b>12</b>	<b>5</b>		
By Axton, Durden & Presley—Published by Tree (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6420. RECORD AVAILABLE: Cadets, Modern 985.					
<b>12. Eddie My Love</b>		<b>10</b>	<b>5</b>		
By Collins, Ling & Davis—Published by Modern-Roosevelt (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15450; Teen Queens, RPM; Chordettes, Cadence 1284. RECORD AVAILABLE: L. Briggs, Epic 9151.					
<b>13. Juke Box Baby</b>		<b>17</b>	<b>4</b>		
By Noel Sherman & Joe Sherman—Published by Winneton (BMI) BEST SELLING RECORD: P. Como, Vic 20-6427.					
<b>13. Mr. Wonderful</b>		<b>17</b>	<b>6</b>		
By Buck Holofcener-Weiss—Published by Valando Music (ASCAP) BEST SELLING RECORD: S. Vaughn, Mercury 70777. RECORDS AVAILABLE: D. Collins, Coral 61591; T. King, Vic 20-6392; P. Lee, Dec 29834; Mello-Larks, Epic 9146; B. A. Steele, ABC Paramount 9669.					
<b>15. A Tear Fell</b>		<b>20</b>	<b>5</b>		
By Dorian Burton & Eugene Randolph—Published by Progressive (BMI) BEST SELLING RECORD: T. Brewer, Coral 61590. RECORD AVAILABLE: I. J. Hunter, Alco 1086.					
<b>16. See You Later, Alligator</b>		<b>13</b>	<b>12</b>		
By Robert Guldry—Published by Arc Music (BMI) BEST SELLING RECORD: B. Haley, Dec 29791. RECORDS AVAILABLE: O. Bash, Vic 6426; B. Charles, Chess 1609; R. Hall, Dec 29786.					
<b>17. Eleventh Hour Melody</b>		<b>19</b>	<b>7</b>		
By King Palmer-Carl Segman—Published by Paxton (ASCAP) BEST SELLING RECORD: A. Hibbler, Dec 29789. RECORDS AVAILABLE: L. Busch, Cap 3349; T. Mottola, M-G-M 11885; B. Snyder, Dec 29827.					
<b>17. Memories Are Made of This</b>		<b>15</b>	<b>18</b>		
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) BEST SELLING RECORD: D. Martin, Cap 3295. RECORDS AVAILABLE: M. Carson, Col 40573; G. Storm, Dot 15436.					
<b>19. Band of Gold</b>		<b>16</b>	<b>19</b>		
By Bob Musel & Jack Taylor—Published by Ludlow Music (BMI) BEST SELLING RECORD: D. Cherry, Col 40597. RECORDS AVAILABLE: K. Carson, Cap 3283; Hi-Fi Four, King 48856.					
<b>20. Main Title Molly-O (Man With the Golden Arm)</b>		<b>22</b>	<b>2</b>		
By Sylvia Fine and Elmer Bernstein—Published by Dena Music (ASCAP) BEST SELLING RECORDS: R. Maltby, Vik 0196; E. Bernstein, Dec 29869. RECORDS AVAILABLE: L. Elgart, Col 40664; B. May, Cap 3372; Naturals, M-G-M 12158; D. Jacobs, Coral 61806; B. Morrow, Wing 90063.					
<b>Third Ten</b>					
<b>21. He</b>		<b>14</b>	<b>29</b>		
By Richard Mullan & Jack Richards—Published by Avax (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 17078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501; G. B. Shea, Vic 20-6292.					
<b>22. Bo Weevil</b>		<b>24</b>	<b>4</b>		
By Antoine Domino & Dave Bartholomew—Published by Reeves (BMI) RECORDS AVAILABLE: T. Brewer, Coral 61590; F. Domino, Imperial 5375; B. Lou, King 4900.					
<b>23. Innamorata</b>		<b>24</b>	<b>3</b>		
By Jack Brooks & Harry Warren—Published by Famous (ASCAP) RECORDS AVAILABLE: D. Martin, Cap 3352; J. Vale, Col 40634; F. Verna, Dec.					
<b>24. Ivory Tower</b>		—	<b>1</b>		
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: C. Carr, Fraternity 734; O. Williams, De Luxe 6093.					
<b>24. Magic Touch</b>		—	<b>1</b>		
By Buck Ram—Published by Panther (ASCAP) RECORD AVAILABLE: Platters, Mercury 70819.					
<b>26. I Was the One</b>		<b>28</b>	<b>3</b>		
By Schroeder, De Mtruis, Blair and Peppers—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6420.					
<b>26. Tutti Frutti</b>		<b>21</b>	<b>11</b>		
By La Bastrie Tenniman—Published by Venice (BMI) RECORDS AVAILABLE: P. Boone, Dot 15443; Jackson-Harris Herd, Clef 89052; Little Richard, Specialty 561; A. Mooney, M-G-M 12165; M. Torme, Coral 61263.					
<b>28. Rock Island Line</b>		—	<b>1</b>		
By Lonnie Donegan—Published by Hollis Music (BMI) RECORDS AVAILABLE: L. Donegan, London 1650; L. Dreslar, Mercury 70831.					
<b>28. To You My Love</b>		—	<b>1</b>		
By Jack Lawrence and Louis Gaste—Published by Leeds (ASCAP) RECORDS AVAILABLE: B. Maudigan, M-G-M 12156; N. Noble, Mercury 70821; G. Shaw, Dec 29839.					
<b>30. Dungaree Doll</b>		<b>26</b>	<b>14</b>		
By Ben Raleigh & Sherman Edwards—Published by E. B. Marks (BMI) RECORDS AVAILABLE: E. Fisher, Vic 20-6337; Rock Brothers, King 4851.					

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances, as determined by The Billboard's weekly nationwide surveys.

one of the  
**"MOST PLAYED by DISC JOCKEYS"**  
**BOB**  
**MANNING**

his  
 great  
 first  
 for  
 RCA  
 Victor



Arranged  
 and  
 Conducted by  
 JOE REISMAN

*From the Columbia Picture "The Eddie Duchin Story"*

**TO LOVE AGAIN**

b/w SING ME A LOVE SONG

RCA Victor 20/47-6462

the dealer's choice

RCA VICTOR



Best Sellers in Stores

For survey week ending March 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 25 records including 'POOR PEOPLE OF PARIS', 'LISBON ANTIGUA', 'BLUE SUEDE SHOES', etc.

Most Played in Juke Boxes

For survey week ending March 28

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 records including 'ROCK AND ROLL WALTZ', 'POOR PEOPLE OF PARIS', 'LISBON ANTIGUA', etc.

Most Played by Jockeys

For survey week ending March 28

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 25 records including 'POOR PEOPLE OF PARIS', 'NO, NOT MUCH', 'LISBON ANTIGUA', etc.

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 sheet music titles including 'Rock and Roll Waltz', 'Poor People of Paris', etc.

# Mercury Hits With Hot Groups!

THEIR LATEST AND ABSOLUTE GREATEST!

## "Who's Gonna Take You To The Prom"

AND

## "Bella Bambinella"

### THE GAYLORDS • MERCURY 70834



ALREADY ON ALL BEST SELLING CHARTS!

## "The Magic Touch"

AND

## "Winner Take All"

### THE PLATTERS • MERCURY 70819



TWO SIDED SMASH!

## "Out Of The Picture"

AND

## "Honey Hair, Sugar Lips"

### THE CREWCUTS • MERCURY 70840



SECOND HIT IN A ROW!

## "Church Bells May Ring"

AND

## "Little Girl Of Mine"

### THE DIAMONDS • MERCURY 70835



MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS





**CHARLIE APPLEWHITE**  
**I COULD HAVE DANCED ALL NIGHT**  
 (From musical production "My Fair Lady")  
 and  
**SHANGRI-LA**  
 (From musical production "Shangri-La")  
 MGM 12220 • K12220

**NEW HIT!**  
**ART MOONEY AND HIS ORCHESTRA**  
**TALLY HO**  
 (THE LITTLE RED FOX)  
 and  
**YOU ARE THE ONE**  
 MGM 12219 • K 12219

**Robert Maxwell**  
 His Harp and His Orchestra  
**THE NEARNESS OF YOU** **MIDNIGHT BREEZE**  
 MGM 12215 • K12215

**CONNIE FRANCIS**  
**MY FIRST REAL LOVE**  
 and  
**BELIEVE IN ME**  
 MGM 12191 • K 12191

**LEROY HOLMES AND HIS ORCHESTRA**  
**WHEN YOU'RE IN LOVE** **RIO BATUCADA**  
 MGM 12206 • K 12206

**JAMES BROWN**  
**BLUE HARMONICA**  
 and  
**BLESSED ART THOU**  
 MGM 12211 • K 12211

**DAVID ROSE AND HIS ORCHESTRA**  
**SERENADE** **PAM PAM**  
 (From Warner Bros. Film "Serenade")  
 MGM 30887 • K 30887

**ALAN DEAN**  
**TAKE WITHOUT A BOW** **WITHOUT YOU**  
 MGM 12189 • K 12189

**SHEB WOOLEY**  
**THE BIRTH OF THE ROCK 'N ROLL** **A KING OR A CLOWN**  
 MGM 12202 • K 12202

**BOB GALLION**  
**MY-SQUARE DANCIN' MAMA**  
 (She's Done Learned to Rock and Roll)  
 and  
**YOUR WILD LIFE'S GONNA GET YOU DOWN**  
 MGM 12195 • K 12195

**• Territorial Best Sellers**

For survey week ending March 28

Statistics are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
  1. Heartbreak Hotel, E. Presley, Vic
  2. Ivory Tower, C. Carr, Fly.
  3. Lisbon Antigua, N. Riddle, Cap.
  4. Port-au-Prince, N. Riddle, Cap.
  5. Blue Suede Shoes, C. Perkins, Sun
- Baltimore**
  1. Blue Suede Shoes, C. Perkins, Sun
  2. Saints' Rock and Roll, B. Haley, Dec.
  3. Poor People of Paris, L. Baxter, Cap.
  4. Hot Diggity, P. Como, Vic.
  5. Rock Island Line, L. Donegan, Lon.
  6. Innamorata, D. Martin, Cap.
  7. Lovely One, Four Voices, Col.
  8. Lovely Lies, Manhattan Brothers, Lon.
  9. No Other One, E. Fisher, Vic.
- Boston**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Hot Diggity, P. Como, Vic.
  3. Moon Glow, M. Stoloff, Dec.
  4. Blue Suede Shoes, C. Perkins, Sun
  5. Rock Island Line, L. Donegan, Lon.
  6. Why Do Fools Fall in Love? Teen Agers, Gee
  7. Lisbon Antigua, N. Riddle, Cap.
  8. Main Title ("Man With the Golden Arm"), E. Bernstein, Dec.
  9. Main Title ("Man With the Golden Arm"), D. Jacobs, Cor.
  10. Eloise, K. Thompson, Cdc.
- Buffalo**
  1. Heartbreak Hotel, E. Presley, Vic.
  2. Lisbon Antigua, N. Riddle, Cap.
  3. Hot Diggity, P. Como, Vic.
  4. Poor People of Paris, L. Baxter, Cap.
  5. Blue Suede Shoes, C. Perkins, Sun
  6. Rock Island Line, L. Donegan, Lon.
  7. Eddie, My Love, Teen Queens, RPM
  8. Magic Touch, Platters, Mer.
  9. Why Do Fools Fall in Love? Diamonds, Mer.
- Chicago**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Why Do Fools Fall in Love? Teen Agers, Gee
  3. Blue Suede Shoes, C. Perkins, Sun
  4. Lisbon Antigua, N. Riddle, Cap.
  5. Rock and Roll Waltz, K. Starr, Vic.
  6. I'll Be Home, P. Boone, Dot
  7. Juke Box Baby, P. Como, Vic.
  8. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  9. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
  10. A Tear Fell, T. Brewer, Cor.
- Cincinnati**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Heartbreak Hotel, E. Presley, Vic.
  3. I'll Be Home, P. Boone, Dot
  4. Lisbon Antigua, N. Riddle, Cap.
  5. Ivory Tower, C. Carr, Fly.
  6. No, Not Much, Four Lads, Col.
  7. Rock and Roll Waltz, K. Starr, Vic.
  8. Hot Diggity, P. Como, Vic.
  9. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
  10. Why Do Fools Fall in Love? Teen Agers, Gee
- Cleveland**
  1. Blue Suede Shoes, C. Perkins, Sun
  2. Main Title ("Man With the Golden Arm"), D. Jacobs, Cor.
  3. Poor People of Paris, L. Baxter, Cap.
  4. Crazy Little Palace, B. Williams, Cor.
  5. A Tear Fell, T. Brewer, Cor.
  6. Lisbon Antigua, N. Riddle, Cap.
  7. I Was the One, E. Presley, Vic.
  8. Rock Island Line, L. Donegan, Lon.
  9. Moon Glow, G. Cates, Cor.
  10. Hot Diggity, P. Como, Vic.
- Dallas-Fort Worth**
  1. Lisbon Antigua, N. Riddle, Cap.
  2. Poor People of Paris, L. Baxter, Cap.
  3. Blue Suede Shoes, C. Perkins, Sun
  4. Rock and Roll Waltz, K. Starr, Vic.
  5. Heartbreak Hotel, E. Presley, Vic.
  6. No, Not Much, Four Lads, Col.
  7. Great Pretender, Platters, Mer.
- Denver**
  1. Lisbon Antigua, N. Riddle, Cap.
  2. No, Not Much, Four Lads, Col.
  3. Poor People of Paris, L. Baxter, Cap.
  4. Rock and Roll Waltz, K. Starr, Cap.
  5. Great Pretender, Platters, Mer.
  6. Theme From "The Three Penny Opera" (Moritat), R. Hayman-J. August, Mer.
  7. Eddie, My Love, Fontane Sisters, Oot
- Detroit**
  1. Hot Diggity, P. Como, Vic.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Rock Island Line, L. Donegan, Lon.
  4. Ivory Tower, O. Williams, Del.
  5. Long Tall Sally, Little Richard, Spe.
  6. Little Girl, Cletones, Gee
  7. Poor People of Paris, L. Baxter, Cap.
  8. A Tear Fell, T. Brewer, Cap.
  9. Ivory Tower, C. Carr, Fly.
  10. Magic Touch, Platters, Mer.
- Kansas City**
  1. Heartbreak Hotel, E. Presley, Vic.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. I'll Be Home, P. Boone, Dot
  4. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  5. Juke Box Baby, P. Como, Vic.
  6. Bo Weevil, F. Domino, Imp.
  7. Poor People of Paris, L. Baxter, Cap.
  8. No, Not Much, Four Lads, Col.
  9. Innamorata, J. Vale, Col.
- Los Angeles**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Lisbon Antigua, N. Riddle, Cap.
  3. No, Not Much, Four Lads, Col.
  4. Rock and Roll Waltz, K. Starr, Vic.
- Milwaukee**
  1. Why Do Fools Fall in Love? Teen Agers, Gee
  2. Rock Island Line, L. Donegan, Lon.
  3. Poor People of Paris, L. Baxter, Cap.
  4. Hot Diggity, P. Como, Vic.
  5. I'll Be Home, P. Boone, Dot
  6. Mr. Wonderful, P. Lee, Dec.
  7. Port-au-Prince, N. Riddle, Cap.
  8. Juke Box Baby, P. Como, Vic.
  9. A Tear Fell, T. Brewer, Cor.
- Minneapolis-St. Paul**
  1. Heartbreak Hotel, E. Presley, Vic.
  2. Blue Suede Shoes, C. Perkins, Sun
  3. Lisbon Antigua, N. Riddle, Cap.
  4. Hot Diggity, P. Como, Vic.
  5. Poor People of Paris, L. Baxter, Cap.
  6. Why Do Fools Fall in Love? Diamonds, Mer.
  7. Why Do Fools Fall in Love? Teen Agers, Gee
  8. No, Not Much, Four Lads, Col.
  9. I'll Be Home, P. Boone, Dot
  10. Eleventh Hour Melody, L. Busch, Cap.
- New Orleans**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Juke Box Baby, P. Como, Vic.
  3. Rock and Roll Waltz, K. Starr, Vic.
  4. Lisbon Antigua, N. Riddle, Cap.
  5. No, Not Much, Four Lads, Col.
  6. Great Pretender, Platters, Mer.
  7. Heartbreak Hotel, E. Presley, Vic.
  8. Magic Touch, Platters, Mer.
  9. To You, My Love, N. Noble, Mer.
  10. Why Do Fools Fall in Love? G. Storm, Dot
- New York**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Lisbon Antigua, N. Riddle, Cap.
  3. No, Not Much, Four Lads, Col.
  4. Why Do Fools Fall in Love? Teen Agers, Gee
  5. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
  6. Juke Box Baby, P. Como, Vic.
  7. See You Later, Alligator B. Haley, Dec.
  8. Great Pretender, Platters, Mer.
  9. Hot Diggity, P. Como, Vic.
- Philadelphia**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Lisbon Antigua, N. Riddle, Cap.
  3. No, Not Much, Four Lads, Col.
  4. Why Do Fools Fall in Love? Teen Agers, Gee
  5. Church Bells Are Ringing, Willows, Mba.
  6. Rock and Roll Waltz, K. Starr, Vic.
  7. Eddie, My Love, Teen Queens, RPM
  8. Great Pretender, Platters, Mer.
  9. Mr. Wonderful, P. Lee, Dec.
- Pittsburgh**
  1. Hot Diggity, P. Como, Vic.
  2. Magic Touch, Platters, Mer.
  3. Blue Suede Shoes, C. Perkins, Sun
  4. Poor People of Paris, L. Baxter, Cap.
  5. Rock Island Line, L. Donegan, Lon.
  6. Lovely One, Four Voices, Col.
  7. Lisbon Antigua, N. Riddle, Cap.
  8. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  9. That's Your Mistake, O. Williams, Del.
  10. Down in Mexico, Coasters, A.
- St. Louis**
  1. Blue Suede Shoes, C. Perkins, Sun
  2. Hot Diggity, P. Como, Vic.
  3. Poor People of Paris, L. Baxter, Cap.
  4. Lisbon Antigua, N. Riddle, Cap.
  5. A Tear Fell, T. Brewer, Cor.
  6. Why Do Fools Fall in Love? Teen Agers, Gee
  7. Rock Island Line, L. Donegan, Lon.
  8. Eddie, My Love, Fontane Sisters, Dot
  9. Eleventh Hour Melody, L. Busch, Cap.
  10. Heartbreak Hotel, E. Presley, Vic.
- San Francisco**
  1. Rock and Roll Waltz, K. Starr, Vic.
  2. Poor People of Paris, L. Baxter, Cap.
  3. Lisbon Antigua, N. Riddle, Cap.
  4. No, Not Much, Four Lads, Col.
  5. Why Do Fools Fall in Love? Teen Agers, Gee
  6. Theme From "The Three Penny Opera" (Moritat), D. Hyman, M-G-M
  7. Blue Suede Shoes, C. Perkins, Sun
  8. Eddie, My Love, Teen Queens, RPM
  9. Great Pretender, Platters, Mer.
  10. Theme From "The Three Penny Opera" (Mack the Knife), L. Armstrong, Col.
- Seattle**
  1. Heartbreak Hotel, E. Presley, Vic.
  2. Why Do Fools Fall in Love? Teen Agers, Gee
  3. Poor People of Paris, L. Baxter, Cap.
  4. I'll Be Home, P. Boone, Dot
  5. Lisbon Antigua, N. Riddle, Cap.
  6. Main Title ("Man With the Golden Arm"), R. Maltby, Vik.
  7. Rock and Roll Waltz, K. Starr, Vic.
  8. No, Not Much, Four Lads, Col.
- Toronto**
  1. Poor People of Paris, L. Baxter, Cap.
  2. Rock and Roll Waltz, K. Starr, Vic.
  3. Eddie, My Love, Chordettes, Cdc.
  4. No, Not Much, Four Lads, Col.
  5. Why Do Fools Fall in Love? Teen Agers, Gee
  6. Why Do Fools Fall in Love? Diamonds, Mer.
  7. Lisbon Antigua, N. Riddle, Cap.
  8. Great Pretender, Platters, Mer.
  9. Juke Box Baby, P. Como, Vic.
  10. Heartbreak Hotel, E. Presley, Vic.

*The Spotlight is on...*

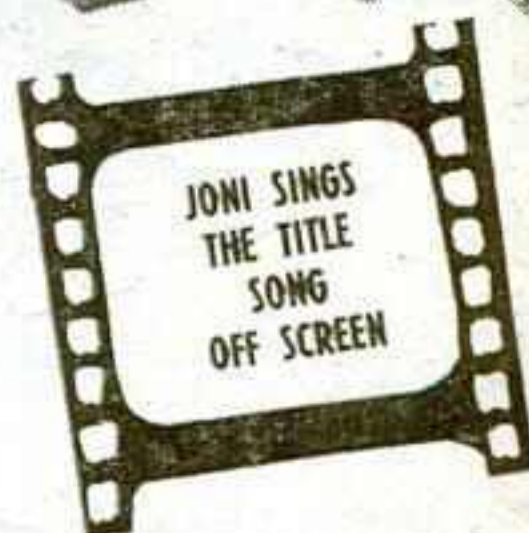
# JONI JAMES



Singing Her New HIT Record

I WOKE  
UP  
CRYING

THE  
MAVERICK  
QUEEN



(From Republic Film  
"The Maverick Queen")

M-G-M 12213—K-12213

Orchestra and Chorus  
Conducted by  
**DAVID TERRY**

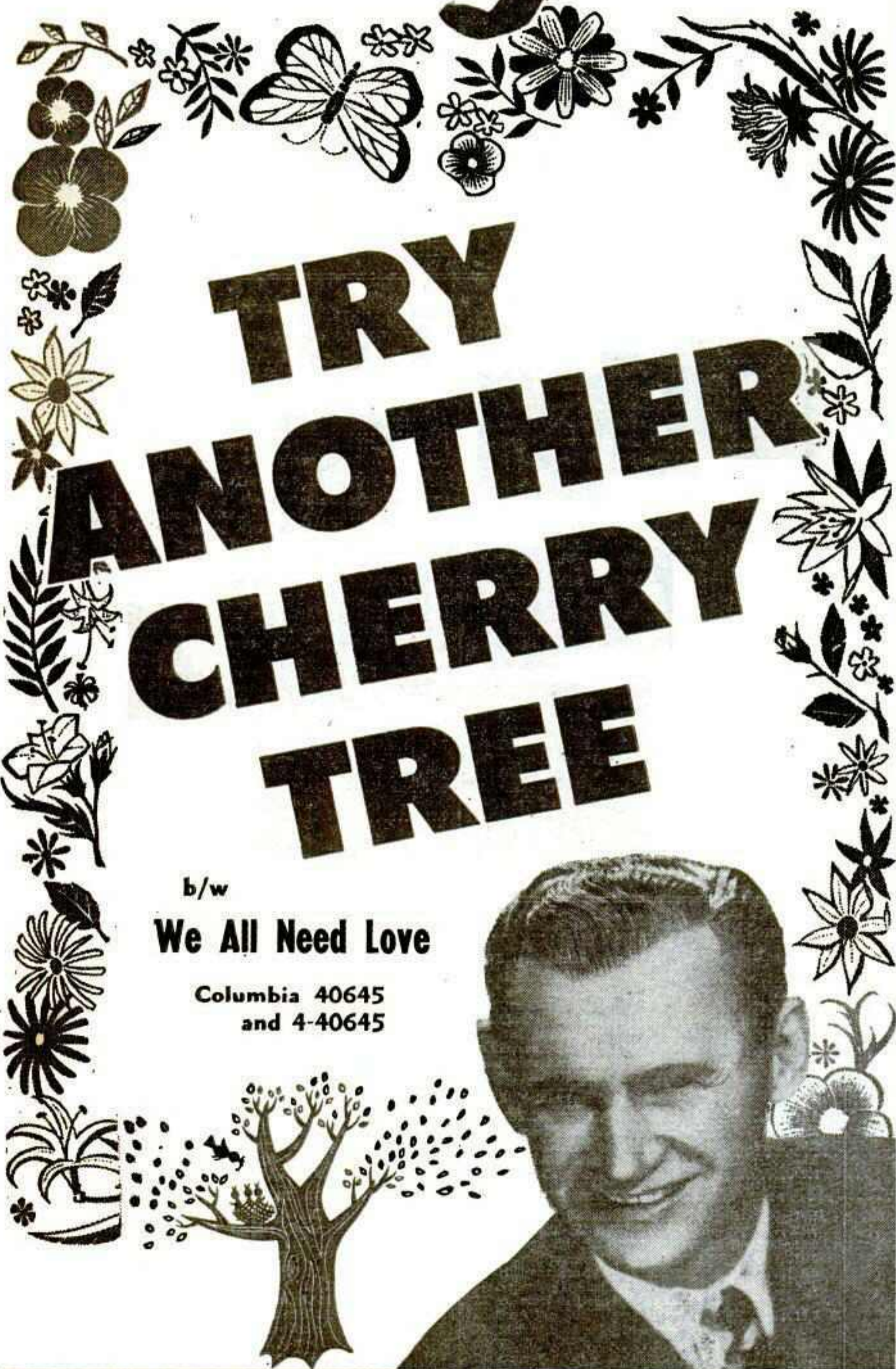
**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. / NEW YORK 36, N. Y.

# Sammy Kaye

and his orchestra



## TRY ANOTHER CHERRY TREE

b/w

**We All Need Love**

Columbia 40645  
and 4-40645



**COLUMBIA RECORDS**



### • THIS WEEK'S BEST BUYS

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

- SAINTS ROCK AND ROLL** (Northern, ASCAP)
- R-O-C-K** (Valleybrook, ASCAP)—Bill Haley and the Comets—Decca 29870—Dealers and operators in all parts of the country report another solid hit in Haley's latest. Both sides are garnering substantial loot, with the "Saints" side holding a slight edge. Fast action placed the disk in the No. 21 slot of the national retail chart this week. It was a previous Billboard "Spotlight" pick.
- MOONGLOW AND THEME FROM "PICNIC"** (Mills, Columbia Pictures Music, ASCAP—George Cates Ork—Coral 61618—Morris Stoloff and Columbia Pictures Ork Decca 29888—Once more a movie that is proving potent basic material for several orks. The two listed are wasting no time in getting good holds on the various sales territories, and have outdistanced the opposition. Cates is enjoying the advantage of earlier delivery in most areas; the Decca disk holds a trump in being the original sound track music, which many who have seen the movie are demanding. Both should find their ways into the charts shortly. The flip of the Cates record is "Rio Batucada" (Panorama, ASCAP); that of Stoloff's is "Theme From "Picnic" (Columbia Pictures, Music, ASCAP).
- TOO YOUNG TO GO STEADY** (Robbins, ASCAP)—Nat (King) Cole—Capitol 3390—Despite earlier availability of Patti Page's reading of the tune, Cole is coming ahead quickly and, in many territories, taking a definite lead. New York, Philadelphia, Baltimore, St. Louis, Atlanta and Los Angeles were among the cities where this was happening. Providence, Buffalo, Durham, Nashville, Milwaukee and other areas also indicated good sales. Flip is "Never Let Me Go" (Famous, ASCAP). A previous Billboard "Spotlight" pick.

### • COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. **Main Title & Molly-O**  
(Themes From "Man With the Golden Arm")  
..... **Dick Jacobs**  
(ASCAP) Coral 61606
2. **Ivory Tower**..... **Otis Williams**  
(ASCAP) De Luxe 6093
3. **Innamorata**..... **Jerry Vale**  
(ASCAP) Columbia 40634
4. **To You, My Love**..... **Nick Noble**  
(ASCAP) Mercury 70821
5. **Moonglow**  
(Theme From "Picnic")..... **George Cates**  
(ASCAP) Coral 61618
6. **Moonglow**  
(Theme From "Picnic")..... **Morris Stoloff**  
(ASCAP) Decca 29888
7. **Without You**  
**No Other One**..... **Eddie Fisher**  
(BMI; (BMI) RCA Victor 6470
8. **Port-au-Prince**..... **Nelson Riddle**  
(BMI) Capitol 3374
9. **Wild Cherry**  
**I'm Still a King to You**..... **Don Cherry**  
(BMI); (ASCAP) Columbia 40665
10. **Too Young to Go Steady**..... **Nat (King) Cole**  
(ASCAP) Capitol 3390

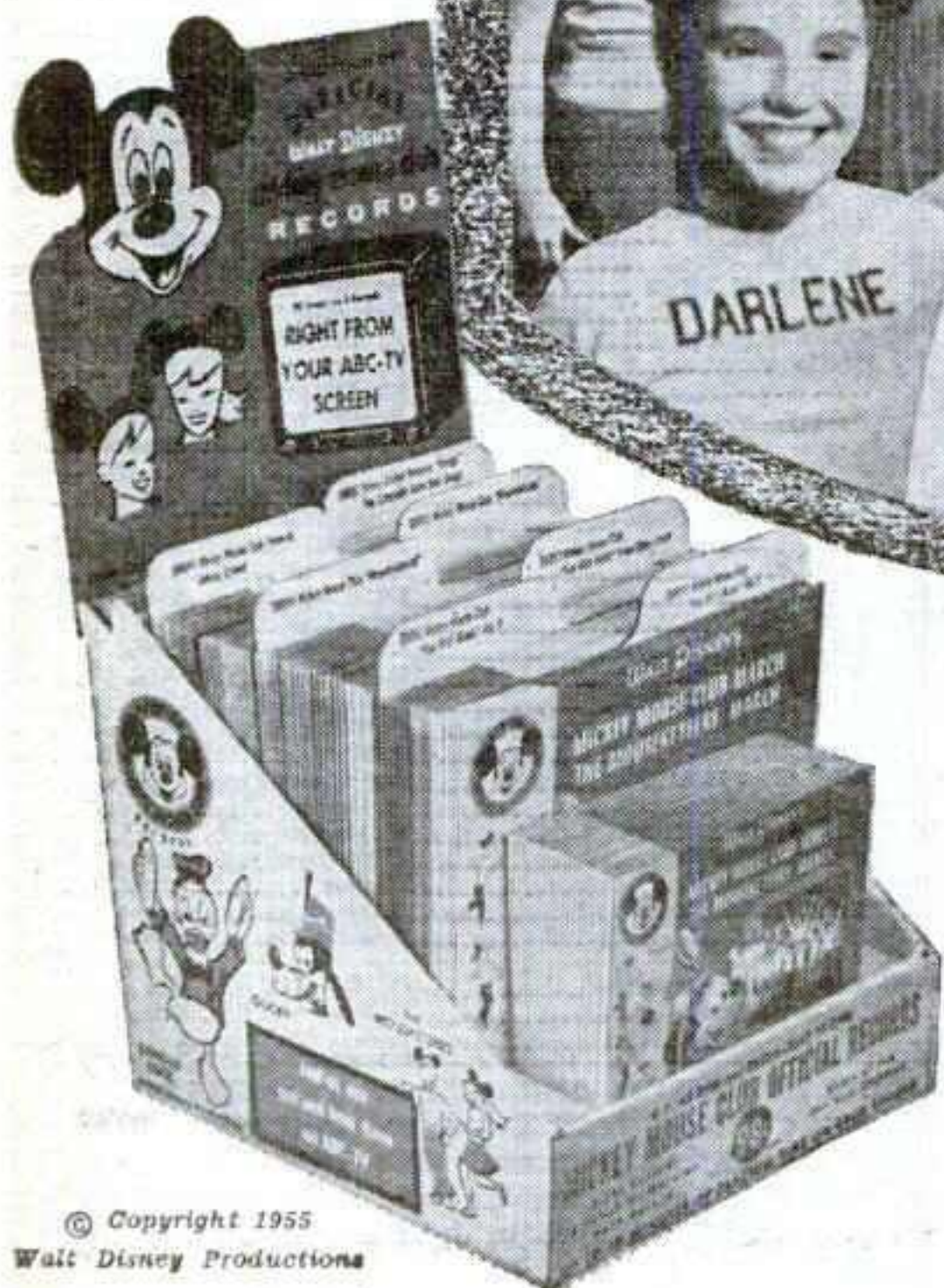




# ABC-PARAMOUNT ANNOUNCES THE BIGGEST ADVERTISING PROMOTION IN RECORD HISTORY!

MAKING CUSTOMERS FOR  
**THE ONLY OFFICIAL BIG  
MICKEY MOUSE CLUB RECORDS ON  
WALT DISNEY'S TV MICKEY MOUSE CLUB**

Stock up now-  
Stock up heavy-  
Don't be left out!  
Let the  
Disney Magic  
sell them  
for you!



See your  
distributor for  
full details of  
promotion and  
six-page  
color brochure!

**26 Weeks,  
16,500,000 Viewers a Day  
Reaching a Total of  
608,778,000  
Sales Messages**



© Copyright 1955  
Walt Disney Productions

# More Good Music from M-G-M

**NEW HIT!**

**DICK HYMAN TRIO**

**HI-LILI, HI-LO**

(From MGM film "Lili")

MGM 12207  
K12207

**BETTY'S BEST**

**BETTY MADIGAN**

**SURPRISE**

MGM 12214  
K12214

**2 DANDYS**

**DAN DAILEY**

**THE GAL WITH THE YALLER SHOES AND MY LUCKY CHARM**

**FRANKIE AND JOHNNY**

(From MGM film "Meet Me in Las Vegas")

MGM Studio Orch. Jazz Group cond. by Johnny Green

MGM 12198 K12198      MGM 12212 K12212

**IN SEASON**

**RAY CHARLES SINGERS**

**A YOUNG MAN'S FANCY**

**SPRING IS HERE AND SPRING! SPRING! SPRING!**

MGM 12201 K12201      MGM 12217 K12217

**HOT CHA-CHA**

**JERRY JEROME and his Orch.**

**JA-DA CHA CHA**

MGM 12216 K12216

**STRONG SELLER**

**SUSAN HAYWARD**

**I'LL CRY TOMORROW**

MGM 12174 K12174

**FROM THE SOUND TRACK**



**I'LL CRY TOMORROW**

MGM EP X1180

# THE TOP 100

Week ending March 28

A list of the TOP 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	1
2.	LISBON ANTIGUA	N. Riddle	Capitol	2
3.	ROCK AND ROLL WALTZ	K. Starr	Victor	3
4.	NO, NOT MUCH	Four Lads	Columbia	4
5.	I'LL BE HOME	P. Boone	Dot	5
6.	BLUE SUEDE SHOES	C. Perkins	Sun	9
7.	WHY DO FOOLS FALL IN LOVE?	Teen Agers	Gee	7
8.	GREAT PRETENDER	Platters	Mercury	6
9.	HEARTBREAK HOTEL	E. Presley	Victor	9
10.	JUKE BOX BABY	P. Como	Victor	13
11.	A TEAR FELL	T. Brewer	Coral	14
12.	EDDIE, MY LOVE	Fontane Sisters	Dot	18
13.	SEE YOU LATER, ALLIGATOR	B. Haley	Decca	8
14.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	D. Hyman	M-G-M	12
15.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	16
17.	BO WEEVIL	T. Brewer	Coral	22
18.	EDDIE, MY LOVE	Chordettes	Cadence	18
19.	MAGIC TOUCH	Platters	Mercury	31
20.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	R. Hayman-J. August	Mercury	23
21.	BAND OF GOLD	D. Cherry	Columbia	15
22.	EDDIE, MY LOVE	Teen Queens	RPM	24
23.	I WAS THE ONE	E. Presley	Victor	25
24.	MEMORIES ARE MADE OF THIS	D. Martin	Capitol	17
25.	TUTTI FRUTTI	P. Boone	Dot	21
26.	ROCK ISLAND LINE	L. Douglas	London	50
27.	HOT DIGGITY	P. Como	Victor	11
27.	TO YOU, MY LOVE	N. Noble	Mercury	35
29.	POOR PEOPLE OF PARIS	R. Morgan	Decca	26
30.	IVORY TOWER	C. Carr	Fraternity	42
31.	INNAMORATA	D. Martin	Capitol	44
32.	INNAMORATA	J. Vale	Columbia	30
33.	MR. WONDERFUL	P. Lee	Decca	28
34.	DUNGAREE DOLL	E. Fisher	Victor	27
35.	BO WEEVIL	F. Domino	Imperial	47
36.	MR. WONDERFUL	T. King	Victor	59
37.	MAIN TITLE, MOLLY-O ("MAN WITH THE GOLDEN ARM")	D. Jacobs	Coral	57
38.	MR. WONDERFUL	S. Vaughan	Mercury	48
38.	PORT-AU-PRINCE	N. Riddle	Capitol	32
40.	THEME FROM "THE THREE PENNY OPERA" (MACK THE KNIFE)	L. Armstrong	Columbia	34
41.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	R. Maltby	Vik	41
42.	LIPSTICK, CANDY AND RUBBER SOLED SHOES	J. La Rosa	Victor	29
43.	IVORY TOWER	O. Williams	De Luxe	69
44.	LOVELY ONE	Four Voices	Columbia	43
44.	OUR LOVE AFFAIR	T. Charles	Decca	52
46.	ELEVENTH HOUR MELODY	A. Hibbler	Decca	33
47.	FLOWERS MEAN FORGIVENESS	F. Sinatra	Capitol	40
48.	ROCK RIGHT	G. Gibbs	Mercury	62
49.	CRAZY LITTLE PALACE	B. Williams	Coral	—
50.	ASK ME	Nat (King) Cole	Capitol	48
50.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	E. Bernstein	Decca	71
52.	FOREVER DARLING	Ames Brothers	Victor	35
52.	MAIN TITLE ("MAN WITH THE GOLDEN ARM")	B. May	Capitol	64
54.	IT'S ALMOST TOMORROW	Dream Weavers	Decca	38
55.	ELEVENTH HOUR MELODY	L. Busch	Capitol	38
56.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	B. Vaughn	Dot	70
57.	LOVELY LIES	Manhattan Brothers	London	45
58.	ANGELS IN THE SKY	Crew Cuts	Mercury	61
59.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Paul & M. Ford	Capitol	55
60.	LULLABY OF BIRDLAND	Blue Stars	Mercury	35
61.	ELOISE	K. Thompson	Cadence	56
61.	POOR PEOPLE OF PARIS (JEAN'S SONG)	C. Atkins	Victor	68
63.	SEVEN DAYS	Crew Cuts	Mercury	65
63.	THEME FROM "THE THREE PENNY OPERA" (MORITAT)	L. Welk	Coral	50
63.	WITHOUT YOU	E. Fisher	Victor	—
66.	LONG TAIL SALLY	Little Richard	Specialty	—
67.	SAINTS ROCK AND ROLL	B. Haley	Decca	—
68.	LISBON ANTIGUA	M. Miller	Columbia	58
68.	WINNER TAKE ALL	Platters	Mercury	—
68.	WILD CHERRY	D. Cherry	Columbia	—
71.	BEYOND THE SEA	R. Williams	Kapp	63
72.	POOR PEOPLE OF PARIS	L. Welk	Coral	54
73.	LITTLE MUSICIANS	H. Winterhalter	Victor	—
74.	CHURCH BELLS MAY RING	Willows	Melba	—
74.	SIXTEEN TONS	Tennessee Ernie	Capitol	82
76.	HELD FOR QUESTIONING	R. Draper	Mercury	—
77.	APRIL IN PARIS	C. Basie	Clef	91
78.	MADERIA	M. Miller	Columbia	91
79.	R-O-C-K	B. Haley	Decca	—
80.	THAT'S ALL	Tennessee Ernie	Capitol	53
81.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	L. Elgart	Columbia	—
82.	IN A LITTLE SPANISH TOWN	Bing Crosby	Decca	—
83.	MISSING	McGuire Sisters	Coral	46
84.	BAND OF GOLD	K. Carson	Capitol	78
84.	TUTTI FRUTTI	Little Richard	Specialty	66
86.	IF YOU CAN DREAM	Four Aces	Decca	85
87.	INTO THE NIGHT	Dream Weavers	Decca	88
88.	BLUE SUEDE SHOES	E. Presley	Victor	—
88.	GO ON WITH THE WEDDING	P. Page	Mercury	66
90.	THAT'S YOUR MISTAKE	O. Williams	De Luxe	—
91.	ANGEL PIE	P. King	Columbia	—
91.	TOO YOUNG TO GO STEADY	Nat (King) Cole	Capitol	—
93.	ARE YOU SATISFIED?	R. Draper	Mercury	60
94.	CHINESE ROCK AND EGG ROLL	B. Hackett	Coral	—
94.	IT'S ALMOST TOMORROW	J. Stafford	Columbia	84
96.	ONLY YOU	Platters	Mercury	—
96.	WHY DO FOOLS FALL IN LOVE?	G. Mann	Decca	79
98.	CHAIN GANG	B. Scott	ABC-Paramount	74
98.	MEMORIES ARE MADE OF THIS	G. Storm	Dot	79
98.	MY FIRST FORMAL GOWN	P. Page	Mercury	95
100.	YOU'RE MINE	Dream Weavers	Decca	—

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



Check with the man from

# COLUMBIA

Zim Zamarel, Joseph M. Zamoiski Company, Baltimore, Md.

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## BEST SELLING POP SINGLES

NO, NOT MUCH—I'LL NEVER KNOW  
The Four Lads... 40629... 4-40629

- 1. Wild Cherry—I'm Still A King To You... Don Cherry... 40665... 4-40665
- 2. Lovely One—Geronimo... The Four Voices... 40643... 4-40643
- 3. Innamorata—Second Ending... Jerry Vale... 40634... 4-40634
- 4. Can You Find It In Your Heart—Forget Her... Tony Bennett... 40667... 4-40667
- 5. We All Need Love—Carmelita... Percy Faith... 40644... 4-40644

## BEST SELLING POP ALBUMS

SWING LOW IN HI FI... Percy Faith  
CL 796... B 7961... B 7962... B 7963

- 1. The Great Benny Goodman... Benny Goodman... CL 820  
B 8201... B 8202... B 8203... B 8204
- 2. Jazz Spectacular... Frankie Laine and Buck Clayton... CL 808  
B 8081... B 8082... B 8083... B 8084
- 3. Love Music From Hollywood... Paul Weston CL 794... B 7941... B 7942... B 7943
- 4. Today's Top Pops... Sammy Kaye... CL 2571... B 2102
- 5. Songs Of The West... Norman Luboff and Choir... CL 657... B 506... B 2003

## BEST SELLING MASTERWORKS

GLENN GOULD  
Goldberg Variations... ML 5060

- 1. Shostakovich: Violin Concerto... David Oistrakh... ML 5077
- 2. Brahms: Double Concerto... Walter, Stern, and Rose... ML 5076
- 3. Tchaikowsky: Symphony #4... Ormandy—Philadelphia Orchestra... ML 5074
- 4. Tchaikowsky: Symphony #5... Mitropoulos—N.Y. Philharmonic... ML 5075

## BEST SELLING FOLK RECORDS

THE FIRE OF LOVE—BEAUTIFUL BABY  
Bobby Lord... 40666... 4-40666

- 1. I Feel Like Crying—You're Free To Go... Carl Smith... 21462... 4-21462
- 2. I've Changed—If You Do Dear... Carl Smith... 21493... 4-21493
- 3. Run Boy—You Never Will Be True... Ray Price... 21474... 4-21474
- 4. Tennessee Toddy—Mean Mama Blues... Marty Robbins... 21477... 4-21477
- 5. Blue Suede Shoes—Let 'er Roll... Sid King & The Five Strings... 21505... 4-21505

### NEW POP RELEASES

(From "My Fair Lady") both sides  
I COULD HAVE DANCED ALL NIGHT  
I'VE GROWN ACCUSTOMED TO YOUR FACE  
Rosemary Clooney 40676... 4-40676

- 1. (From "The Most Happy Fella")  
Standing On The Corner—My Little Angel... The Four Lads... 40674... 4-40674
- 2. (From "The Most Happy Fella") ("The Man Who Knew Too Much")  
Somebody Somewhere... We'll Love Again... Doris Day... 40673... 4-40673
- 3. (From French Picture "Razzia Sur La Chnouf") La Chnouf  
Saddie Shoe Boogie... Les Elgart... 40671... 4-40671
- 4. Solo—Green Grows The Grass... Guy Mitchell... 40672... 4-40672
- 5. Infatuation—Theme from "My Foolish Heart"... Paul Weston... 40675... 4-40675

### NEW FOLK RELEASES

LONG TALL SALLY—MR. TEARDROP  
Marty Robbins... 40679... 4-40679

- 1. Answers—My Dream Of The Old Rugged Cross... Carl Smith... 21507... 4-21507
- 2. Promises—Today Is That Tomorrow... Lefty Frizzell... 21506... 4-21506
- 3. Honky-tonk Man—I'm Ready, If You're Willing... Johnny Horton... 21504... 4-21504
- 4. Only One Heart—Watching The Clock... Carl Butler & The Webster Bros... 21503... 4-21503
- 5. He's Everywhere—Jacob's Ladder... The Harvesters... 21511... 4-21511

### SPECIAL RECORDINGS OF UNUSUAL INTEREST

EXCLUSIVELY ON COLUMBIA,  
THE COMPLETE, ORIGINAL-CAST  
RECORDING OF "MY FAIR LADY"

REX HARRISON  
JULIE ANDREWS  
MY FAIR LADY

Book and lyrics by: Alan Jay Lerner  
Music by: Frederick Loewe  
Production staged by: Moss Hart

in Stereo  
Columbia Records



Review Spotlight on . . .

RECORDS

THE FOUR LADS . . . Columbia 40674 . . . . . STANDING ON THE CORNER (Frank, ASCAP)

MY LITTLE ANGEL . . . . . Columbia 40674

The boys have a most impressive entry here on a novelty tune from "The Most Happy Fella." Song itself could be one of the big ones from the show and The Lads' gently swinging version could be the big disk. On the flip, the group chants a pretty hymn to a lovely lady. Almost equally strong stuff. Both could break out.

GALE STORM . . . Dot 15458 . . . . . IVORY TOWER (E. H. Morris, ASCAP)

Miss Storm has the hit look about her again with this fine waxing of the haunting tune. The Cathy Carr version has already hit the charts, but Miss Storm has the power in this heartfelt effort to catch up fast. Flip is "I Ain't Gonna Worry."

THE AMES BROTHERS . . . RCA Victor 6481 . . . . . IT ONLY HURTS FOR A LITTLE WHILE (Advanced, ASCAP)

The group delivers a solid job on this unusually strong piece of material. It's got beat, lyrics and a very contagious melody with a hint of the country flavor. The Winterhalter backing adds plenty, too. Flip is "If You Wanna See Mamie Tonight," an impressive Latin item from the pic "The Revolt of Mamie Stover" (Miller, ASCAP).

PEGGY LEE . . . Decca 29877 . . . . . JOEY, JOEY, JOEY (Frank, ASCAP)

The Lee gal's wonderful husky pipes come thru with sincere and touching tones on the tender ballad from "The Most Happy Fella." The tune is due for plenty of exposure and when the chips are counted this version figures to be close to the top of the heap. Flip is a fine job on the standard "They Can't Take That Away From Me" (Gershwin, ASCAP).

Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 90-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor

DORIS DAY
Somebody, Somewhere . . . . . 80
COLUMBIA 40673 - Tender thrushing on a lovely ballad with warmly expressive lyrics. Listenable wax which should get plenty of jockey and juke play. Tune is from "The Most Happy Fella." (Frank, ASCAP)

We'll Love Again . . . 79
Another standout vocal job by Doris Day on a pretty ballad.

TONY MARTIN
Flamenco Love . . . . . 78
VICTOR 6493 - This is the best of Martin's recent disks. He chants the gypsy-flavored lyric with artfulness of passion. Disk has fine instrumental backing, and is the best of several recent etchings of the tune. (Bregman, Vocco & Conn, ASCAP)

Walk Hand in Hand . . . 76
This is a sacred side, well sung, altho there are other versions that can give it a tussle. (Republic, BMI)

FANNY VAUGHAN
Walk Hand in Hand . . . . . 77
KAPP 143—Pressing is from the original Canadian master of the inspirational romantic ballad. It's getting plentiful coverage, but many will like this version for its able presentation by the chanter. Good wax. (Republic, BMI)

Just Sing a Song . . . 71
Denny Vaughan chants out happily in this fresh-sounding hand-clapper. A spirited side that should also win spin exposure. (Republic, BMI)

MILLS BROTHERS
Standing on the Corner . . . . . 77
DECCA 29897—This typical Mills styling of the novelty from "The Most Happy Fella" should click with fans, but it faces heavy competition in the open market from the potent Four Lads' version. (Frank, ASCAP)

King Porter Stomp . . . 72
The Jelly Roll Morton jazz classic has a new set of words that are a mouthful even for this great group. Many jocks will spin it, but the brothers have turned in more likely sides. (Melrose, ASCAP)

JONI JAMES
I Woke Up Crying . . . . . 77
M-G-M 12213—Miss James appears to be less than her usual convincing self on this tune despite valiant rhythm backing. Fans insure a healthy sale, however. (Tanglewood, ASCAP)

The Maverick Queen . . . 70
Western flick's narrative theme is an unlikely piece of material for the thrush. (Young, ASCAP)

MIKE PHILLIPS
Lonely Man Am I . . . . . 76
RAINBOW 336—Phillips and the Vocalaires wrap up a moving theme in a sock emotional warbling stilt, backed by a strong beat. (Rush, BMI)

Out of the Picture . . . 75
A catchy, good-humored version of the swingy rhythm ditty. However, the Crew Cuts' platter is still the one to beat. (Lanor, BMI)

STEVE ALLEN ORK
Theme From "Picnic" . . . . . 76
CORAL 61620—This pretty film tune is presented here and carried thru as a piano solo, with strings and chorus coming in later to enrich the texture and add impact. Allen's should be one of the more powerful contenders in the competition shaping up on this material. (Shapiro-Bernstein, ASCAP)
My Nita Juanita . . . 74
The tune is an old one, of course, but it has new appeal in a beautifully blended choral arrangement like this. A lush, listenable side that will have a highly positive effect on the deejays. Also from "Picnic." (Tee Kay, ASCAP)

SID FELLER ORK
I've Grown Accustomed to Her Face . . 76
ABC - PARAMOUNT 9692 - Sid Feller's ork, with a vocal chorus, has cut a tender, sensitive version of the ditty from "My Fair Lady." (Chappell, ASCAP)
Midnight Breeze . . . 74
Another instrumental with vocal chorus. There are sweep and melody to the arrangement. (Mills, ASCAP)

THE LANCERS
Joey, Joey, Joey . . . . . 76
CORAL 61614—Of the sides bouncing out on this ballad, the Lancers' treatment should find a solid niche. The boys sing out warmly and the entry figures to win plays. Tune is from "The Most Happy Fella." (Frank, ASCAP)
When You're in Love . . . 71
This cute ditty, sung mightily pleasantly by the group, is from the TV production of "High Tor." It's another pleasant side, but flip will gain most of the attention. (Chappell, ASCAP)

THE NEAL HEFTI SINGERS
Joey, Joey, Joey . . . . . 75
EPIC 9158—The group turns in a sensitive reading of the pretty opus from "The Most Happy Fella" score. Side should win plays and could garner some of the action. (Frank, ASCAP)
Standing on the Corner . . . 74
Another fine job of chanting, the arrangement bright and full of life. Ditty, also from the "Happy Fella," should also create some extra attention via this etching. (Frank, ASCAP)

BILLY FARRELL
Cherry Lips . . . . . 75
IMPERIAL 7001—A lot of flavor to Billy Farrell's vocal. Side has a beat, too. (Lanor, BMI)
Shippin' and Slidin' . . . 72
Farrell does a strong vocal job here on a cover of the Little Richard hit. He is backed by unusually potent instrumentation. (Venice, BMI)

BETTY MADIGAN
I Miss the Boy . . . . . 75
M-G-M 12214 - Sweetly sentimental ballad is warbled with fine expression. A quality side.
Surprise . . . 75
Betty Madigan sings prettily in another mighty listenable effort. Will win spins.

DON McNEILL
Make America Proud of You . . . . . 75
CADENCE 1285—A patriotic item, with spiritual insight, in that it presents the theme that the American way of life is also the most satisfying from the viewpoint of one's conscience. McNeill does the narration well. Two high school choral groups, p's Boys and Girl Scout choruses, give the disk a fresh, youthful sound. Unusual deejay fare, and "Breakfast Club" fans will support their favorite emcee. (Randolph, ASCAP)

THE GAYDEN SISTERS
How Can You Not Believe? . . . . . 75
BALLY 1003 - Highly pitched gal group intones an impressive "I Believe" type number with big production assistance. Side should be watched. (Heartbeat, ASCAP)
Honestly, Honestly . . . 74
Despite artistic drawbacks, the group socks over this routine rock and roll opus with some disk showmanship. (Trinity, BMI)

DANNY KAYE
Madam, I Love Your Crepe Suzette . . 75
DECCA 29874 - Mildly suggestive ditty is handed a solid performance by Kaye. It's somewhat on the sophisticated side, but still close enough to the current idiom to move up. Kaye fans will gobble it up. (Chappell, ASCAP)
My Darling, Jenny Macoo . . . 74
Folkish three-beater is mounted pleasantly in this happy-sounding waxing. This, plus flip, combine in one of the strongest diskings Kaye has produced for the pop market in some years. (Deerhaven, ASCAP)

DOROTHY OLSEN
A Smile May Hide a Breakin' Heart . . 75
VICTOR 6484—Miss Olsen, a TV quiz winner, school teacher and recent Billboard "Talent Pick," sings with sweetness and simplicity on a moving ballad with an appealing folksy flavor. (Jungnickel, ASCAP)
I'll Be Waiting Up for You . . . 73
Same comment. (Tannen, BMI)

GOGI GRANT
The Wayward Wind . . . . . 75
ERA 1013—An attractive vocal treatment of a folksy tune with listenable lyrics and a stirring beat reminiscent

of "High Noon." (Warman, BMI)
No More Than Forever . . . 73
Miss Grant contributes a warmly expressive vocal on a pretty ballad. (Thunderbird, ASCAP)

PATTI ANDREWS
Friendship Ring . . . . . 75
CAPITOL 3403—Teen-age love ditty in the rock and roll, slow-beat style makes a strong vehicle for the thrush. She does a great job here and the result is a slicing that can go far. Watch it.
Music Drives Me Crazy . . . 71
Novelty item has a sprightly beat and it's chanted pleasantly by Miss Andrews.

RALPH MARGERIE ORK
Picnic . . . . . 75
MERCURY 70836 - Tasteful instrumental. Margerie's arrangement is sensitive and full of mood. Good deejay programming. (Columbia Pic, ASCAP)
Rock and Roll the Barrel . . . 70
The idea is implicit in the title, but it doesn't quite come off despite the honking horns and the rock and roll type lyric. (Manners, ASCAP)

JACK CARROLL
AND DOLLY HOUSTON
I've Grown Accustomed to Her Face . . 75
UNIQUE 333 - The attractive tune from the smash "My Fair Lady" legiter gets a very warm and winning working over. Singers offer enough to compete with other versions. (Chappell, ASCAP)
Monte Carlo Moon . . . 70
The disk says this is dedicated to Grace Kelly and her Prince. Duet has a certain appeal, but the flip is the side to watch. (Chappell, ASCAP)

ELLA MAE MORSE
Rock and Roll Wedding . . . . . 74
CAPITOL 3387—This cover stacks up very nicely against the earlier entries and has a strong chance to cash in if the number takes off. (Simon House, BMI)
Down in Mexico . . . 74
Pop cover of the Coasters' Atco hit, coupled with another likely cover, this could represent a marketable entity. Original is likely to grab most of the play in all fields, however. (Tiger, BMI)

JO ANN TOLLEY
Always a Bridesmaid . . . . . 74
JUBILEE 5240—A three-beat item, and there are interpolations of Lohengrin. A very refined piece. There's a recitation, too. Deejays are likely to find it out of the common groove. (Bennell, BMI)
First Offender . . . 73
The chick broke the laws of love—but only once; and wants another chance. Jo Ann Tolley sings this ballad with sincerity. (Oxford, ASCAP)

ANDY WILLIAMS
Walk Hand in Hand . . . . . 74
CADENCE 1288—Williams gives a smooth, tender reading of this beautiful ballad. It is a deeply emotional piece of material, and Williams impresses by underplaying the climaxes. There are other versions of the tune available; commercially, this will be a contender. (Republic, BMI)
Not Any More . . . 72
Basically a country blues, this material makes an unusual vehicle for the singer. He keeps the bluesy flavor but styles it in a rather sophisticated way that will score with many. (Acuff-Rose, BMI)

ART MOONEY ORK
You Are the One . . . . . 74
M-G-M 12219—Mooney and the ork do a waltz on this side. It's leisurely in tempo, with a vocal arrangement sung by Ocie Smith and the Cloverleaves. Has a big sound.
Tally Ho (The Little Red Fox) . . 72
This side is a lively novelty, with Tony Sacco doing the vocal.

RITA PAUL
Ding-Dong-Ding . . . . . 74
DECCA 29798—Pretty ballad is sung persuasively by the thrush, with the great sound one has come to expect from wax cut by Deutsche Grammophon, Decca's overseas affiliate. Good program stuff. (Panorama, ASCAP)
Oh My Lieber Liebchen (Oh! My Dearest Darling) . . . 71
The German songstress does nicely in this reading of the waltz ballad. Backing is by the lush Werner Muller ork, which furnished support for past Caterina Valente clicks. (Shapiro-Bernstein, ASCAP)

THE FOUR KNIGHTS
Mistaken . . . . . 74
CAPITOL 3386—A rock and roll type tune is rendered in fairly poppyish style by the good group. Meris spins in pop and r.&b. arenas. (Gale & Gayles, BMI)
Bottle Up the Moonlight . . . 70
Pleasant, swingy harmony effort on a tune that's based on an old familiar chant. (Shapiro-Bernstein, ASCAP)

BILLY ECKSTINE
(Your Eyes Say Yes)
My Heart Says No . . . . . 73
VICTOR 6488—Eckstine sings with warmth and heart on an unusual ballad with a pounding beat and interesting arrangement. (Mellin, BMI)

Joey, Joey, Joey . . . 73
A tender warbling wrap-up of the poignant ballad from the forthcoming Frank Loesser musical, "The Most"
(Continued on page 43)

**Rock 'n Roll  
= Hot Hits!**



**SWINGING SALES**



**"DING DONG"**

(AS FEATURED IN THE COLUMBIA PICTURE "ROCK AROUND THE CLOCK")

**FREDDIE BELL  
AND THE BELL BOYS**

WING 90066

**JUST RELEASED**

*RED RIDES AGAIN!*

**"FRUIT BOOTS"**

AND

**"PLAID LACES"  
RED PRYSOCK**

WING 90070



**NEW RELEASES**

**Forever More / Leave It To Me**  
WING 90067 • **THE GRIFFINS**

**My Silent Heart / My Dearest Treasure**  
WING 90068 • **CHARLIE JONES**

**Tell Me Why / As Long As I Love**  
WING 90069 • **MARIE KNIGHT**

**Lovers In Love / This Is Where I Came In**  
WING 90071 • **TOMMY PRISCO**

**CURRENT BEST SELLERS**

**The Man With The Golden Arm / I Should Care**  
WING 90063 • **BUDDY MORROW**

**Doot Doot Dow / I Don't Want Nobody**  
WING 90064 • **BUDDY JOHNSON**

**Monkey See Monkey Do / Eyes Of Fire, Lips Of Wine**  
WING 90065 • **JERRY WALLACE**

**Baby Girl Of Mine / Flowers, Mr. Florist Please**  
WING 90056 • **BOBBY SHARP**



**WING RECORDS**

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THE Original  
AND THE HOTTEST RECORD IN AMERICA

# ROCK ISLAND LINE



AND HIS  
**LONNIE DONEGAN SKIFFLE GROUP** #1650

**BILLBOARD** }  
1st Week — "SPOTLIGHT"  
2nd Week — "BEST BUY"  
3rd Week — "No. 21 BEST SELLER"

HOT POPS

THE FOUR ESQUIRES  
**LOOK HOMEWARD ANGEL**  
SANTO DOMINGO #1652

DAVID WHITFIELD with Mantovani  
**WHEN YOU LOSE THE ONE YOU LOVE** #1617

NEW POPS

The JOHNSTON BROS.  
**ROSES OF PICARDY**  
JUST A WEARYIN' FOR YOU #1616

TED HEATH  
**SIBONEY**  
THE MAN WITH THE GOLDEN ARM #1644

**LONDON** RECORDS



## • Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

### Radio

Ask Me (R)—ABC—ASCAP  
Can You Find It in Your Heart? (R) Wiltmark—ASCAP  
Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP  
Great Pretender (R)—Southern—ASCAP  
Hot Diggity (R)—Roncom—ASCAP  
I Could Have Danced All Night (R) (M) Chappell—ASCAP  
If You Can Dream (R)—Feist—ASCAP  
Innamorata (R)—Paramount—ASCAP  
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP  
Magic Touch (R)—Panther—ASCAP  
Main Title (Man With the Golden Arm) Theme (R)—Dena—ASCAP  
Missing (R)—Mellin—BMI  
Moonlow (R) (F)—Mills—ASCAP  
Most Happy Fella (R) (M)—Frank—ASCAP  
Mr. Wonderful (R) (M)—Laurel—ASCAP  
Never Let Me Go (R)—Famous—ASCAP  
No, Not Much (R)—Beaver—ASCAP  
On the Street Where You Live (R) (M)—Chappell—ASCAP  
Picnic (R) (F)—Shapiro-Bernstein—ASCAP  
Poor People of Paris (R) —Connelly—ASCAP  
Rock and Roll Waltz (R)—Sheldon—BMI  
Rock Island Line (R)—Hollis—BMI  
Serenade (R) (F)—Harms—ASCAP  
Shadow Woman (R)—Saunders—ASCAP  
Small Town (R) —American Academy—ASCAP  
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP  
To You, My Love (R)—Leeds—ASCAP  
Walk Hand in Hand (R)—Republic—BMI  
We All Need Love (R)—Remick—ASCAP  
When You're In Love (R) —Chappell—ASCAP  
Wild Cherry (R)—Hollis—BMI  
Without You (R)—Broadcast—BMI

### Television

A Little Love Can Go a Long, Long Way (R)—Northern—ASCAP  
And the Angels Sing (R)—Bregman, Vocco & Conn—ASCAP  
Band of Gold (R)—Ludlow—BMI  
Bo Weevil (R)—Reeve—BMI  
Chinese Rock and Egg Roll (R)—Tee-Kaye—ASCAP  
8-9-10 (I'll Never Get Mad Again) (R)—Sheldon—BMI  
Eleventh Hour Melody (R) — Paxton—ASCAP  
Go On With the Wedding (R)—Pincus—ASCAP  
Good Will (R)—Thunderbird—ASCAP  
Great Pretender (R)—Southern—ASCAP  
Hot Diggity (R)—Roncom—ASCAP  
If You Can Dream (R)—Feist—ASCAP  
Juke Box Baby (R)—Winnerton—BMI  
Lisbon Antigua (R)—Southern—ASCAP  
Lullaby of Birdland (R)—Patricia—BMI  
Memories Are Made of This (R)—Montclare—BMI  
Mr. Wonderful (R) (M)—Laurel—ASCAP  
Never Let Me Go (R)—Famous—ASCAP  
No, Not Much (R)—Beaver—ASCAP  
Nothing Ever Changes My Love for You (R)—Marvin—ASCAP  
Poor People of Paris (R) — Connelly—ASCAP  
Rock and Roll Waltz (R)—Sheldon—BMI  
Rock and Roll Wedding (R)—Simon House—BMI  
Rock Right (R)—E. B. Marks—BMI  
See You Later, Alligator (R)—ARC—BMI  
Small Town (R) — American Academy—ASCAP  
Theme From "The Three Penny Opera" (Moritat) (R)—Harms—ASCAP  
Vino, Vino (R)—Paramount—ASCAP  
Who Are We? (R)—Thunderbird—ASCAP  
Without You (R)—Broadcast—BMI

## • Best Selling Sheet Music in Britain

For Week Ending March 24

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

It's Almost Tomorrow — Macmelodies (Northern)	With Your Love—Macmelodies
Memories Are Made of This—Montclare (Montclare)	Theme From "The Three Penny Opera"—Arcadia (Harms)
Zambezi—Fields (Shapiro-Bernstein)	The Great Pretender—Bron (Panther)
Young and Foolish—Chappell (Chappell)	The Dambusters March—Chappell (Chappell)
Rock and Roll Waltz—Maddox (Sheldon)	When You Lose the One You Love—Bradbury (Chappell)
The Ballad of Davy Crockett—Disney (Disney)	Love and Marriage—Barton (Barton)
The Poor People of Paris—Berry (Connelly)	Love Is the Tender Trap—Connelly (Barton)
Band of Gold—Essex (Ludlow)	My September Love—Campbell Connelly
Jimmy Unknown—Bron (Jefferson)	Only You—Sherwin (Wildwood)
Robin Hood—New World (Official)	
Pickin' a Chicken—Berry (Connelly)	

## • Best Selling Pop Records in Britain

For Week Ending March 24

Published thru the courtesy of The New Musical Express, Britain's Foremost Musical Publication.

This Week	Last Week
1. ROCK AND ROLL WALTZ—Kay Starr (HMV)	2
2. IT'S ALMOST TOMORROW—Dream Weavers (Brunswick)	1
3. POOR PEOPLE OF PARIS (POOR JOHN)—Winifred Atwell (Decca)	5
4. ZAMBESI—Lou Busch (Capitol)	6
5. ONLY YOU—Hilltoppers (London)	4
6. MEMORIES ARE MADE OF THIS—Dave King (Decca)	8
7. MEMORIES ARE MADE OF THIS—Dean Martin (Capitol)	3
8. SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	7
9. CHAIN GANG—Jimmy Young (Decca)	9
10. THEME FROM "THE THREE PENNY OPERA"—Dick Hyman Trio (M-G-M)	12
11. GREAT PRETENDER—Jimmy Parkinson (Columbia)	11
12. BAND OF GOLD—Don Cherry (Philips)	10
13. ZAMBESI—Eddie Calvert (Columbia)	16
14. YOUNG AND FOOLISH—Edmund Hockridge (Nixa)	14
15. THEME FROM "THE THREE PENNY OPERA"—Bill Vaughn (London)	17
16. THE TROUBLE WITH HARRY—Alfie and Harry (London)	15
17. JIMMY UNKNOWN—Lita Roza (Decca)	19
18. WILLIE CAN—Alma Cogan (HMV)	—
19. ROCK ISLAND LINE—Lonnie Donegan (Decca)	13
20. NOTHIN' TO DO—Michael Holliday (Columbia)	—

## Dot Exec Veepee

• Continued from page 16

and immediately begins a tour of distributors and disk jockeys in the Northwest on Monday (2).

Onorati continues as Eastern division manager and in charge of the firm's album line. Chris Hamilton has been named director of production in Callatin. Wood also appointed Bernice Mason to handle national publicity for the company working out of Hollywood. Miss Mason continues her association with Jerry Johnson Associates who represent Dot for disk jockey promotion here.

Wood, meanwhile, was slated to return to his Callatin headquarters following a series of Coast recording sessions with Gale Storm and Jolly Bee. The company plans on having a minimum of 30 12-inch LP's in release by the fall.

## Pub-Writer Hassles

• Continued from page 20

\$100,000 currently in escrow in the Fox office. This is obvious, in view of the fact that claimants would also claim performance money, sheet music income, etc.

Without prejudicing any of the individual cases aforementioned, it may be mentioned that traditionally in the music business, claims are very often made when the song shows some potential. In most of the cases listed above, it will be noted that the songs proved good financial properties. The Fox office notes, however, that in addition to claims on new songs, litigation involving old tunes is also on the increase. Much of the latter is attributed to the reluctance of the original publisher to recognize the assignment of a new publisher in the renewal period.

# WHAT A STAKE YOU'VE GOT IN THE BILLBOARD'S

# 1956 M.O.A. CONVENTION SPECIAL MAY 12th

Billboard's 1956 M.O.A. Convention issue will be so full of downright necessary-to-the-business information that it'll be kept . . . kept . . . kept for reference during the months to come . . . particularly since Billboard's new, **stitched and trimmed format** keeps Billboard all in one piece, for easier reading.

## Just look what you'll be getting

... here's a partial list of contents:  
9th Annual Juke Box Operator Poll

Billboard's once-a-year survey of what operators themselves are doing to build bigger business . . . record planning, promotion, programming.

- ✓ The "Dime Play"—its progress, future, etc.
- ✓ Juke Box Programming—a series of successful case histories
- ✓ Plus side of the ledger Public Relation
- ✓ The Yearly wrap-up of the whole juke box business
- ✓ And pages more of operation news and doings across the country . . . what's ahead in '56!

## Talent and Record Manufacturers

## HERE'S YOUR SELLING STAKE!

This Billboard's particularly wired for sales! It makes a terrific impact on the men who program your records . . . buy 'em and sell 'em. You get **extra distribution**, too . . . 2,500 copies distributed on the MOA Convention floor!

**TALENT:** Make absolutely sure your personal ad's there with all the other toppers in the business . . . you'll be missed if you're absent . . . and **you, yourself will miss out on your biggest sales opportunity!**

**MANUFACTURERS:** Don't miss this tremendously vital once-a-year opportunity to sell your product . . . your artists . . . top names . . . top tunes to this basic, important segment of the music industry!

We'll be glad to help you plan your ad. Reserve big space by phone today!

**CLOSING DATE FOR YOUR AD: MAY 3d—RUSH YOUR COPY NOW!**

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2160 Patterson St.  
DUbar 1-6450

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800

Chicago 1, Ill.  
188 W. Randolph St.  
CEntral 6-8761

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 1-0443

Hollywood 28, Calif.  
6000 Sunset Blvd.  
HOLlywood 9-5931



**BELIEVE IT OR NOT!**  
I Pay 5¢ Extra  
per Record and  
Make MORE Money!

**"I NEVER  
MISS A SALE WITH  
UPTOWN 1-STOP SERVICE"**

GET  
ALL THE  
SMASH  
HITS  
NOW!

Records  
**5¢**  
Over  
Regular  
Wholesale  
Albums 10%  
Over

WE SHIP  
ALL  
LABELS  
WITHIN  
24 HOURS

ALL THE POP  
RECORDS • RHYTHM  
AND BLUES  
COUNTRY AND  
WESTERN

**OPERATORS:**  
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nished at no charge  
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**"IN A ROMANTIC MOOD"**  
OSCAR PETERSON with STRINGS  
Orchestra Conducted by Russell Garcia  
Mood Music at Its Best. A Brilliant Piano With String Accompaniment  
IN PANORAMIC TRUE HI-FIDELITY—\$3.98  
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MIDWEST'S LARGEST ONE-STOP

5¢ ABOVE COST

FREE TITLE STRIPS TO OPERATORS!

**VOX JOX**

By JUNE BUNDY

**"OH YOU KID" DEPART-  
MENT:** In an effort to help some  
platter artist grab off publicity,  
Binghamton, N. Y. jockeys (speci-  
fically Jerry Griffin, WNBC, and  
David Michael Potts, WKOP) have  
run the risk of being unfairly  
labeled "mashers." Griffin, for in-  
stance, recently helped bandleader  
Les Elgart and other local jocks  
select "Miss DeeJay of the South-  
ern Tier." "The only bad feature,"  
writes Griffin, "was that the jocks  
had to mingle with the crowd and  
select the girl they liked best.  
Then the audience selected their  
favorite from our candidates. Many  
of the young ladies' escorts got hot  
under the collar because they  
thought we poor disk spinners  
were giving their girls the eye. It

Monday thru Friday after-  
noon ainer. . . New staffer at  
KGGF is Bill Miller, ex-  
KLKC, Parsons, Kan. . . Ray  
Moran, KTXL, San Angelo,  
Tex., has started a new two-  
hour pop platter seg from 8  
to 10 a.m. across the board.  
Moran also jockeys two video  
shows over KTXL-TV.

Dave Neil has started a new  
show, "Cinderella Ballroom," over  
KBIZ, Ottumwa, Ia., from 10 p.m.  
to midnight, nightly except Mon-  
day. . . Bill Collins, formerly with  
WLOX, Biloxi, Miss., is now chief  
engineer and librarian at WPMP,  
Pascagoula, Miss. Collins also em-  
cees a three-hour Saturday after-  
noon record show over WMPM.  
. . . Russ Garner has taken over  
"Penthouse Serenade" and "Musical  
Showcase" at KSIM, Sikeston,  
Mo., replacing Lee Voss, who  
moved over to KLCN, Blytheville,  
Mo. KSIM staff man Jim Hill has  
also left to serve a two-year U. S.  
Armed Forces hitch

**YESTERYEAR'S TOPS—**

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

APRIL 6, 1946

1. Oh! What It Seemed to Be
2. Personality
3. One-Zy, Two-Zy (I Love You-Zy)
4. You Won't Be Satisfied (Until You Break My Heart)
5. Doctor, Lawyer, Indian Chief
6. Shoo-Fly Pie and Apple Pan Dowdy
7. Day by Day
8. Symphony
9. I'm Always Chasing Rainbows
10. Atlanta
11. Seems Like Old Times
12. Some Sunday Morning
13. I Can't Begin to Tell You
14. I'm Glad I Waited for You
15. Sioux City Sue

APRIL 7, 1951

1. If
2. Mocking Bird Hill
3. Be My Love
4. Aba Daba Honeymoon
5. Would I Love You?
6. Tennessee Waltz
7. My Heart Cries for You
8. Sparrow in the Tree Top
9. You're Just in Love
10. It Is No Secret

all came to a happy ending, but  
this sort of thing could prove  
hazardous! . . . In the name of  
sweet publicity Potts actually of-  
fered himself up as a date. Carry-  
ing a roving mike, he and Mike  
McManus interviewed girls on the  
sidewalk last month and asked  
them to give ideas on "trapping  
men." The girls who offered the  
best suggestions won a double date  
(dinner, dancing and tickets to the  
movie) with Potts and McManus.  
The two jocks were billed that  
week as "the town's eligible  
young bachelors, and Potts con-  
fesses: "We both had a hard time  
facing all the other guys in the  
town."

**CHANGE OF THEME:** In  
an effort to catch up on  
changes in jockey personnel  
since the first of the year,  
this Vox Jox column is extra  
heavy on these items, . . .  
Bruce Talford, formerly with  
WTSV, Claremont, N. H., is  
now stationed with the Armed  
Forces Radio Service, New  
York City, where he handles  
the play-by-play broadcasts  
of pro-basketball and major  
league baseball, which are  
beamed to all points of the  
globe, via shortwave. . . Carl  
Reeves, KGGF, Coffeyville,  
Kan., has acquired a new  
hour-and-15-minute morning  
show, "Carl Calling," in addi-  
tion to his regular two-hour

Following a two-month  
absence from the station dur-  
ing which he underwent ma-  
jor surgery, Art Ford has re-  
turned to WNEW, New York,  
and his two daily shows, "Ford  
at Four" and "The Art Ford  
Show." . . . Bob Bartl, for-  
merly with WFMD, Freder-  
ick, Md., has joined WEAM,  
Arlington, Va., where he spins  
'em from 6 a.m. to noon. . .  
Dave Croninger (not Bill as  
previously reported here) took  
over the shows vacated by  
Pete Tripp at WHB, Kansas  
City, Mo. . . Shel Horton has  
been named promotion man-  
ager and sales chief of  
WKMC, Roaring Springs, Pa.  
Horton, incidentally, says the  
station "needs records badly."

Floyd Garrett has moved from  
KEBE, Sacksonville, Tex., to  
KDSX, Denison, Tex. . . New dee-  
jays at WRIT, Milwaukee, include  
Gerry Grainer, Dick Richmond, ex-  
KLIF, Dallas; Bob Drews, for-  
merly with WAAF, Chicago, and  
Larry Fisher, ex-WTCN, Minneap-  
olis. . . Ranger Bill Shimer, for-  
merly with KTLN, Denver, has  
moved to WOCH, North Vernon,  
Ind. . . Bob Barrett is back at  
WATO, Oak Ridge, Tenn. . .  
Dean S. Hagen, ex-spinner at  
KEYZ, Williston, N. D., has joined  
KILQ, Grand Forks, N. D., while  
Mert Johnsrud has replaced Hagen  
at KEYZ. . . New staffer at  
WSKI, Montpelier, Vt., is Guy  
Curtis. . . New deejays at WVO5  
include Bob Klein and Tony Rus-  
seau. . . Joseph D. Coons is spin-  
ning 'em for WRUC at Union Col-  
lege, Schenectady, N. Y., for the  
next term.

New gal deejay at WVLC,  
Lexington, Ky., is ex-movie  
starlet Mimi Chandler,  
daughter of governor-elect,  
Happy Chandler. . . Buddy  
Basch is handling disk pro-  
motion for Monica Lewis'  
new King disk and Marti Mu-  
sic on Helen Grayco's new  
platter, "Lilly's Lament." . .  
Bob Nordmeyer is record li-  
brarian of WPGU, Cham-  
paign, Ill., radio station run  
by students of the University  
of Illinois. The station has  
both national and local spon-  
sors and one of the former,  
the American Tobacco Com-  
pany, recently awarded  
WPGU the title, "Number One  
College Radio Station in the  
Nation," according to Nord-  
meyer. A feature show on  
WPGU is tagged "Monoto-  
nous," a continuous 60-hour  
show which runs from Friday  
noon to Monday morning and  
is designed as a take-off on  
NBC's "Monitor."



OTIS WILLIAMS AND HIS  
CHARMS  
IVORY TOWER  
DeLuxe 6093  
**THAT'S YOUR MISTAKE**  
DeLuxe 6091  
BOYD BENNETT  
BLUE SUEDE SHOES  
King 4903  
LITTLE WILLIE JOHN  
ARE YOU EVER  
COMING BACK b/w  
I'M STICKING WITH  
YOU BABY  
King 4893

BONNIE LOU  
BEYOND THE SHADOW  
OF A DOUBT b/w  
LITTLE MISS BOBBY SOX  
King 4895  
MOON MULLICAN  
HONOLULU ROCK-A  
ROLL-A b/w  
SEVEN NIGHTS TO ROCK  
King 4894

JAMES BROWN WITH THE  
FAMOUS FLAMES  
PLEASE, PLEASE, PLEASE  
Federal 12258  
BILL DOGGETT  
IN A SENTIMENTAL  
MOOD b/w  
WHO'S WHO  
King 4888

EARL BOSTIC  
BUGLE CALL RAG  
I'LL STRING ALONG  
WITH YOU  
King 4905

**NEW RELEASES!!**  
THE MIDNIGHTERS  
OPEN UP THE  
BACK DOOR  
ROCK, GRANNY, ROLL  
Federal 12260

THE "5" ROYALES  
MY WANTS FOR LOVE  
I COULD LOVE YOU  
King 4901

JOHNNY BRANDON  
ROCK-A-BYE BABY  
LONELY LIPS  
King 4909





**BREAKING FAST!**  
 Checker #834  
**"LET ME EXPLAIN"**  
 by  
**Sonny Boy Williamson**  
 Chess #1621  
**"FORTY DAYS AND FORTY NIGHTS"**  
 b/w  
**"ALL ABOARD"**  
 by  
**Muddy Waters**  
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IT'S A HIT  
**"WALK HAND IN HAND"**  
 by ANDY WILLIAMS  
 b/w  
**"Not Any More"**  
 1288  
**cadence RECORDS**

Breaking for a Hit!!  
**THE CLETONES**  
**LITTLE GIRL OF MINE**  
 b/w  
**YOU'RE DRIVING ME CRAZY**  
 Gee #1011

**GEE**  
 G Records, 220 W. 42d Street

**Denny Vaughan**  
**WALK HAND IN HAND**  
 and  
 Just Sing A Song  
 Kapp #143

**KAPP RECORDS**

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**Reviews of New Pop Records**

Continued from page 38

**HAPPY FELLA.** Should get considerable spins. (Frank, ASCAP)

**DAN DAILEY**  
**Frankie and Johnny, Pts. 1 and 2** . . . . .73  
 M-G-M 12212—Movie star Dailey is a better hooter than singer, but he does a personable vocal job on this five-talk version of the oldie. It's a big box office musical, which should help this disk grab off deejay play. Excellent backing by Johnny Green and the M-G-M Studio Jazz Group. (Felt, ASCAP)

**RAY HEINDORF**  
**Serenade** . . . . .73  
 COLUMBIA 40681—Tho there is competition on this tune from the Lanza pic, this is a most appealing instrumental and choral waxing that stands to get some attention.

**Bull Fight** . . . . .72  
 Lush ork with a light classical flare makes a pleasant picture indeed. Jockeys may like this one.

**GUY MITCHELL**  
**Green Grows the Grass** . . . . .73  
 COLUMBIA 40672—This one, with its hallowed "Halls of Ivy" flavor and its sentimental tug, has real appeal. Particularly good tavern juke entry. (Oxford, ASCAP)

**Solo** . . . . .71  
 A soulful, crooning Mitchell emerges here, minus gimmicks of any kind. Material is not the strongest, but the guy sells the song well. (Hawthorne, ASCAP)

**HAL MARCH**  
**Love Is the \$64,000 Question** . . . . .73  
 COLUMBIA 40684—March plays the part well of the guy who wants the big answer from his gal. There's bound to be some interest from some of the TV show's fans.

**Do It Yourself** . . . . .71  
 Novelty bit by March kids the "do it yourself" expert with some cute lines. Flip is the likely action side.

**KATHY LLOYD**  
**You Are Mine** . . . . .73  
 CAPITOL 3385—With typical Nelson Riddle background, Capitol's new thrush essays a pretty, touching ballad with considerable warmth. Will require hefty plugging if it's to show in the present-day market. (Shapiro-Bernstein, ASCAP)

**Only When You're Lonely** . . . . .71  
 Another attractive job by the gal on another pleasant tune. (Zodiac, BMI)

**THE STAFFORDS**  
**Cry, Baby, Cry** . . . . .73  
 DECCA 29828—Well constructed ballad has a pleasantly old-fashioned quality. It's sung well by the group, and the side could pull repeat spins. (Tee Pee, ASCAP)

**Come Back to Me** . . . . .70  
 Pleader with a beat is a listenable entry. (Shapiro-Bernstein, ASCAP)

**DINAH WASHINGTON**  
**Let's Go Around Together** . . . . .73  
 MERCURY 70833—A labored "idea" novelty provides the potent thrush with an unlikely vehicle. (Robbins, ASCAP)

**Let's Get Busy Too** . . . . .70  
 Extremely weak tea on this pop styling. (Mayfair, ASCAP)

**THE VOICES OF WALTER SCHUMANN**  
**Shangri-La** . . . . .72  
 VICTOR 6487—Here's a weirdie, which could be a sleeper. Tune is from forthcoming musical version of the James Hilton novel "Shangri-La," and if the show clicks this platter should grab off play. The chorus recites lyrics Greek chorus style. Theme is exotically lovely. (E. H. Morris, ASCAP)

**On the Outskirts of Paree** . . . . .72  
 Swingly group vocalizing on a bouncy theme with infectious pacing. (Mills, ASCAP)

**TOMMY PRISCO**  
**This Is Where I Came In** . . . . .72  
 WING 90071—Instead of the "pretty" kind of ballad that has made up the bulk of Prisco's releases so far, he gets a vigorously rhythmic piece of material here, and he tears into it with zest. The singer's fans will enjoy his exciting performance. (Studio, ASCAP)

**Lovers in Love** . . . . .71  
 Also on a somewhat unusual kick for this singer, is this r.&b. ballad. He gives the melody some fancy ornamentation and has good backing by a vocal quartet. (Melody Lane, BMI)

**GEORGE GOBEL**  
**Bright Red Convertible** . . . . .72  
 VICTOR 6483—Parody of the blues idiom, is such it is, is too subtle for the general market. As straight stuff it doesn't hold up. Strictly for the C'bel fans. (Jungnickel, ASCAP)

**The Birds and the Bees** . . . . .70  
 Cute ditty from the title movie is sung straight by the comic. Jockeys ought to spin it some. (Gomallo, ASCAP)

**JOHNNY BRANDON**  
**Rock-a-Bye Baby** . . . . .72  
 KING 4909—The young English warbler sings with a sock rock and roll beat on this bouncy rhythm

ditty with a strong, danceable beat. (Lowell, BMI)

**Lonely Lips** . . . . .70  
 Brandon does a take-off on Johnny Ray on a moving ballad. Flip, tho, is the better showcase for his talents. (Mecca, ASCAP)

**BOB DAYIE**  
**Corn Poem** . . . . .72  
 BALLY 1004—There's an infectious quality to this deliberate corn opus played by a tricked-up piano, billed as a "planksichord." May get plays. (Trinity, BMI)

**Moon Pearls** . . . . .68  
 A moody piece, with some whistling a la Dick Hyman. Planksichord is used here too. (Trinity, BMI)

**HERB JEFFRIES**  
**The Conqueror**  
**(The Mightiest of Them All)** . . . . .70  
 HERB JEFFRIES PRESENTS 101—An elaborate epic memorializing the hero of the forthcoming picture "The Conqueror," a savage Oriental warrior of the Genghis Khan order. Jeffries handles this difficult material very well, and gets an appropriately gaudy orchestral backing.

**The Heart of a Woman** . . . . .67  
 Jeffries turns here to the kind of torch song that has long been a specialty of his—and always popular with his fans. He handles the material with velvet gloves, as it were, making a tender, moving experience of it.

**PETER LIND HAYES AND MARY HEALY**  
**If I Had My Life to Live Over** . . . . .69  
 KAPP 141—A pretty, bouncy reading of the oldie, Hayes and Miss Healy harmonize spritely to Norman Leyden's orchestral backing. (General, ASCAP)

**For Every Drop of Rain**  
**(The Sun Will Shine Again)** . . . . .68  
 Many will be happy that this standard has been revived, too. To a delightfully lazy tempo, the duo awakens nostalgic memories. Deejays will enjoy programming both of these handsomely arranged evergreens. (Bregman, Vocco & Conn, ASCAP)

**ROBERT MAXWELL ORK**  
**Midnight Breeze** . . . . .68  
 M-G-M 12215—This catchy tune is enjoying considerable currency these days, and is apt material for the harpist, Robert Maxwell. Set to strings in tango rhythm, it makes for delightful listening.

**The Neerness of You** . . . . .68  
 An inviting arrangement of the standard, again combining Maxwell's harp and string ork. Tender and evocative, most deejays can find good use for this disk.

**THE HI-FIS**  
**Bridey Murphy Was Her Name** . . . . .68  
 LIBERTY 583—Here's another bid to cash in on the popularity of the current best-seller "Bridey Murphy." Ditty is a folksy item with a sweetly solemn pace and acceptable vocal performance by the group. (Liberty, ASCAP)

**Easter Lillies** . . . . .68  
 A solemnly paced song with a timely theme is handed a pleasant warbling treatment. (Liberty, ASCAP)

**ROSS BAGDASARIAN**  
**The Bold and the Brave** . . . . .67  
 LIBERTY 585—Enthusiastic vocalizing on a bouncy tune with a strong march tempo. (Rooney, ASCAP)

**See a Teardrop Fall** . . . . .65  
 Bagdasarian sings a raucous little ditty in okay fashion. (Rooney, ASCAP)

**BILL WOODS ORK**  
**Go Crazy, Man** . . . . .67  
 FIRE 100—Taking a leaf out of the Bill Haley book, Woods and his band blow up a storm here. Neither the vocal nor the band segs have much polish, but they generate enough excitement to hold interest. (Fire, BMI)

**Bop** . . . . .64  
 Another fast side in similar vein. If the record gets exposure, moderate sales among teen-agers can be expected. (Fire, BMI)

**TOMMY DUNCAN**  
**Daddy Loves Mummy** . . . . .66  
 FIRE 101—The styling of this material is reminiscent of the records Elvis Presley is putting out; there are elements of pop, c.&w. and r.&b. in cozy communion. A novel sound and a good vocal by Duncan. (Fire, BMI)

**Crazy Mixed Up Kid** . . . . .64  
 An unusual effect is obtained here by setting rock and roll material to a flashy Latin backing. Fair to good commercial potential. (Fire, BMI)

**DONALD DARE**  
**I'll Never Know Why** . . . . .60  
 TERRY TUNES 161—A completely undistinguished effort. Tho the voice is by no means bad, the trumpet-piano combo and a so-so recording job are hard to take.

**Never Loved** . . . . .55  
 This time the poor material destroys any chance of success.

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**FIRE RECORDS**  
 of 725 34th STREET  
 BAKERSFIELD, CALIFORNIA  
 PROUDLY ANNOUNCES A NEW RECORD RELEASE!

**"CREATED EQUAL"**  
 Fire Record No. 105  
 The most terrific song and story on record!  
 Back with another smash hit

**"MY FRIENDS"**  
 Be sure you have the first two Fire hits! Distributors, order direct from Fire. We pay shipping charges!  
 Fire 101—"Crazy Mixed Up Kid" backed with "Daddy Loves Mommy-O" Tommy Duncan.  
 Fire 100—"Bop" backed with "Go, Crazy Man" Bill Woods.

**REMEMBER! "IF IT'S ON FIRE IT'S HOT!"**

The Honorable, Mrs. Franklin D. Roosevelt, will mention this "HIT," "CREATED EQUAL," in her nation-wide syndicated column. Here is a copy of her very recent letter to Billy Barton of Fire Records.

Mrs. FRANKLIN D. ROOSEVELT  
 311 EAST 62ND STREET  
 NEW YORK 21, N. Y.

March 13, 1956

Dear Mr. Barton:  
 Thank you very much for your letter. I will gladly mention your record in one of my columns.

With my good wishes,  
 Very sincerely yours,  
 Eleanor Roosevelt

**The Best in Hits... The Finest in Fidelity**

...from

**Capitol RECORDS**

FULL DIMENSIONAL SOUND

**SEMI-FLEX 10" or 45 RECORDS PRESSED-15c-INCLUDING labels, carton sleeves, etc.**  
 Write for full particulars  
**BEST PRESSING DEAL ANYWHERE**  
**ROYAL PLASTICS CORP.**  
 1540 Brewster Ave., Cincinnati 7, Ohio

**45 RPM RECORDS**  
 Rock and roll only. New and used, but all perfect. Assorted titles and artists—most very well known. No lists available. Minimum order 100. All orders C.O.D. and F.O.B. Baltimore.  
**12c**  
**JALEN AMUSEMENT CO.**  
 14 E. 21st St. Baltimore 18, Md.

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**SAY YOU SAW IT IN THE BILLBOARD!**

THE HIT VERSION

**"EDDIE MY LOVE"**  
 by  
**THE CHORDETTES**  
 1284  
**cadence RECORDS**

Best Portable Hi-Fi!

V-M 556  
 by  
 Voice of Music

**RECORD PRESSINGS**  
 Shellac—Vinylite—Flex  
 78 RPM—45-33 1/2  
 Fast Pressings Free  
 Small or Large Quantity.  
 Labels—Processing—Masters  
**SONG CRAFT, INC.**  
 1450 Broadway New York 19, N. Y.

• This Week's Best Buys

HOW FAR IS HEAVEN? (Peer, BMI)
DUST ON THE BIBLE (Acuff-Rose, BMI)-Kitty Wells-Decca 29823

• Review Spotlight on . . . RECORDS

HANK SNOW AND ANITA CARTER

It's You, Only You, That I Love (Trinity, BMI)
Keep Your Promise, Willie Thomas (Pickwick, ASCAP)

JANIS MARTIN

Will You, Willyum (Tannen, BMI)-RCA Victor 6491-
Billed as the "female Elvis Presley," this 16-year-old

NOVELTY

LEON PAYNE

Two by Four (Starrite, BMI)-Starday 232-Payne plays
both parts to the hilt as he imitates Red Foley and

• Reviews of New C & W Records

- LEFTY FRIZZELL
Today Is That Tomorrow (I Dreamed of Yesterday) . . . 80
COLUMBIA 21506 - Frizzell brings all his unique style to bear in his reading of this clever weeper.

- Marvin gives a solid vocal performance. (4 Star, BMI)
You're Never Too Young . . . 75
Here's a solid country item—a weeper with a fresh idea in the lyric, Eddie

Europe Ripe

• Continued from page 16
The deejay will play r.&b. and r.&r. wax exclusively, and his format will be the same as his WINS airer—special dedications to European fans, etc.

• C & W Territorial Best Sellers

- For survey week ending March 28
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.
Birmingham
1. Heartbreak Hotel, E. Presley, Vic.

'55 Sales Volume

• Continued from page 16
Dimitri Mitropoulos and the New York Philharmonic.
The report stated that Columbia Records added new affiliations in South Africa, Australia and New Zealand during 1955.

Livingston Exits Capitol

• Continued from page 16
at the present time to replace Livingston with other personnel. John D. Lovelace, a member of Capitol's finance committee, will replace Livingston as a member of the board of directors, subject to approval by the board at their meeting on April 9.

Sacks Full Time

• Continued from page 16
tenure with RCA Victor, he and Larry Kanaga instituted a number of developments of major importance not only to Victor but to the entire industry.

Decca Plugs

• Continued from page 16
Paris" LP is being kicked off with a tie-in with Worth Perfumes of Paris. Along with the album, jockeys get a sample bottle of Worth's "Vers Toi" along with suggested scripts.

Record Hunter

• Continued from page 16
Hunter stores and mail-order program. It is known that Record Hunter outlets in other cities are being mulled, and the acquisition of the new catalog on an exclusive basis was seen as a powerful weapon for building traffic in new locations.



- this one, but the side has little commercial value. (Deltmore, ASCAP)
JOEY GILLS
My Name Is Joe . . . 69
MERCURY 70832—Bouncy ditty is chanted with spirit, but there's nothing unusual here. (Acuff-Rose, BMI)

Best Sellers in Stores

For survey week ending March 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like HEARTBREAK HOTEL, BLUE SUEDE SHOES, I FORGOT TO REMEMBER TO FORGET.

Most Played in Juke Boxes

For survey week ending March 28

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like HEARTBREAK HOTEL, BLUE SUEDE SHOES, I FORGOT TO REMEMBER TO FORGET.

Most Played by Jockeys

For survey week ending March 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 4 columns: Rank, Record Title, Weeks on Chart, Last Week. Includes records like HEARTBREAK HOTEL, BLUE SUEDE SHOES, I FORGOT TO REMEMBER TO FORGET.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jimmy Rodgers Snow, badly battered in an auto crash January 4 last, has discarded his crutches and is again perambulating on his own. Indications are that he'll resume work in another fortnight or so.

Magnolia Gardens, Houston, which cracked the new season April 1, will again feature top country and western acts, with the first show highlighting Jimmy Newman, George Jones, Sonny Burns and a contingent of local talent.

Justin Tubbs has been set for a string of late-April bookings in Texas by his personal manager, Gabe Tucker, starting at City Auditorium, Galveston, April 22.

Rita Robbins (RCA Victor) has joined "Home Folks on RFD 8," telecast live, Monday thru Friday, 12 noon-1 p.m. Other show features are Joe Allison, Ernie Newton, the Boys Next Door.

Jim Reeves, who put in last Saturday (31) in Providence and Easter Sunday in Niagara Falls, N. Y., spent early this week in New York on business with his personal manager Herb Shucher.

Red Hayes. Trek begins at Rocky Mount, N. C., and follows with Raleigh, N. C., on the 16th; Jacksonville, N. C., 17; Danville, Va., 18; Florence, S. C., 19; Valdosta, Ga., 20, and Charleston, S. C., 21.

Grandpa Jones and Stringbean have purchased a large farm, with two homes on it, on the outskirts of Nashville, and are readying the place to move in around mid-May.

Back in Louisville after a sojourn in Florida and a trek thru Alabama, Georgia and Tennessee, Pee Wee King is up to here in work, readying several more films for TV.

The second annual Country Musician's Luncheon, for artists of the Fort Wayne, Ind., area, was held March 11 at the YMCA, Fort Wayne, with some 180 musicians and their guests attending.

Buddy Rayner heads up the Newcomb-Rayner Cannonballers, new six-piece collegiate country and western group now on tour of Upper New York State.

Lonzo and Oscar and yodeling Judy Lynn head up a "Grand Ole Opry" unit which Sunday (10) began a 12-day trek thru Colorado, Idaho and Utah.

POSITIVELY 3 IN A ROW!

— for — GEORGE JONES

Vertical advertisement for George Jones records: "YOUR HEART", "YOUR HEART"—GEORGE JONES STARDAY #234, "I'M RAGGED BUT I'M RIGHT", "WHAT AM I WORTH"—George Jones, Starday #216.

For PERSONAL APPEARANCES by a real Showstopper CONTACT WM. G. HALL Personal Management GEORGE JONES 3584 Elder, Beaumont, Tex.

**IMPERIAL'S CHART BUSTERS!**

**BOBBY MITCHELL**  
**"TRY ROCK AND ROLL"**  
 #5378

**SMILEY LEWIS**  
**"ONE NIGHT"**  
 #5380

**ERNIE FREEMAN**  
**"LOST DREAMS"**  
 #5381

**FATS DOMINO**  
**"I'M IN LOVE AGAIN"**  
**"MY BLUE HEAVEN"**  
 #5386

Imperial Records  
 6425 Hollywood Blvd. Hollywood 28, Calif.

**Reviews of New R & B Records**

**THE DRIFTERS**  
 Your Promise to Be Mine ..... 80  
 ATLANTIC 1089 — A gentle ballad builds into an intense exciting production as the lead singer turns in a truly outstanding performance. Could be another big one for the boys. (Progressive, BMI)

Ruby Baby....78  
 The high lead takes over on this pounding 16-bar blues theme taken at a good rock tempo. Less weight than on the flip, tho it's an infectious item. (Tiger, BMI)

**THE CARDINALS**  
 Off Shore ..... 80  
 ATLANTIC 1090—The one-time instrumental hit apparently is coming back with lyrics. The group's warm and polished reading, with harp, etc., backing, is definitely pop-styled, and it could be a big one in both markets.

Choo Choo....76  
 Tune is a bright, chugging train blues by the cleder of "Tweedle Dec." A most listenable side as cut by this fine group, tho the flip figures to get first attention. (Progressive, BMI)

**JACK DUPREE**  
 Overhead ..... 77  
 KING 4906—This novelty blues is good for plenty of chuckles. Side is one of a series of similar items Dupree has been cutting. Deejays will find it a useful change of pace. (R-T, BMI)

So Sorry, So Sorry....74  
 This side is good traditional blues chanting, Southern-style. It's a slow, moody selection done with heart. (Jay & Cee, BMI)

**DOLLY COOPER**  
 Teen-Age Wedding Bells ..... 77  
 MODERN 986—The songstress has a fine piece of material to work with here. In the groove of "Eddie, My Love," it is just what teen-agers are in the market for. Miss Cooper is a capable stylist, whose smooth, light voice gives the song just the right touch. (Modern, BMI)

Every Day and Every Night....73  
 A more conventional pleader, this side's strength is in its sturdy beat and the singer's impassioned reading, if not in the material itself. (Modern, BMI)

**ROY (MR. GUITAR) GAINES**  
 De Dat De Dum Dum ..... 76  
 GROOVE 0146—To his characteristic down-home style guitar backing, Gaines whacks out a very effective

novelty here. The catchy riff makes an impression without trying hard. The over-all effect is on the Bo Diddley side and easily sold. (Monument, BMI)

Right Now Baby....73  
 Gaines, vocally and on guitar, swings powerfully in this fast, tricky-beat material. Two attractive sides in the Southern idiom. (Monument, BMI)

**MEL WILLIAMS**  
 Here at My Phone ..... 76  
 DIG 107—Poppish ballad conveys a feeling of sentimental loneliness in this warmly sung waxing. Side has strong potential if it's given energetic promotion. Deejays ought to hand it many repeat spins. (Dig, BMI)

Talk to Me....68  
 Another good side, well sung and produced, altho it doesn't have impact of flip. (Dig, BMI)

**THE CLIQUES**  
 The Girl in My Dreams ..... 74  
 MODERN 987—Thru use of odd rhythmic twists, the group has converted an ordinary blues ballad into a most intriguing waxing. The Cliques show real class here. (Modern, BMI)

I Wanna Know Why....73  
 The group sells the rhythmic blues powerfully. Beat is solid and material good. Side should prove a good coin catcher in the jukeboxes. (Modern, BMI)

**THE LAMPLIGHTERS**  
 Everything's All Right ..... 74  
 FEDERAL 12261 — The humming voices behind the lead singer create a lyrical and moody effect. A gently paced, satisfying blues. (Armo, BMI)

It Ain't Right....72  
 This side is a jump blues, competently done by the Lamplighters. (Armo, BMI)

**THE PREMIERS**  
 Baby ..... 74  
 DIG 106—Good group chant of a happy rhythm opus. Teen-agers will find it solid terp wax, and it should do okay on the boxes. (Dig, BMI)

New Moon....69  
 The boys project an interesting deadpan sound in rendering this pleasant ballad. (Dig, BMI)

**PIANO RED**  
 I'm Nobody's Fool ..... 74  
 GROOVE 0145 — Piano Red and Bertha Colbert engage in some snappy repartee in this upbeat opus. The groovy rhythm pattern is nailed

(Continued on page 48)

**This Week's Best Buys**

**LOST DREAMS** (Reeves, BMI)  
**ROCKIN' AROUND** (Reeves, BMI)—Ernie Freeman—Imperial 5381—Freeman's "Jivin' Around" on another label was a surprise hit some months ago. He has come up with another strong disk here that has gradually established itself in a wide variety of markets. They include Dallas, Atlanta, Durham, Nashville, Detroit, Cleveland, Buffalo, Philadelphia and Chicago. "Lost Dreams" has, little by little, taken the lead over "Rockin' Around" as the preferred side.

**PLEASE, PLEASE, PLEASE** (Armo, BMI) — James Brown and The Flames—Federal 12258—Coming out of left field, here is a disk that is shaping up as a sleeper to watch. Two territories—Atlanta and Cincinnati—for two weeks have reported very strong activity, considering how quickly it has developed there, other markets are advised to keep a sharp eye on it. Flip is "Why Do You Do Me?" (Armo, BMI).

**Review Spotlight on . . . RECORDS**

**RUTH BROWN**  
 Sweet Baby (Maggie, BMI)  
**I'm Getting Right** (Progressive, BMI)—Atlantic 1091—The thrush has a fine two-sided hit in her new platter. She's in her usual sock vocal form on "Sweet Baby of Mine," a moving rhythmic torcher, which could go pop as well as r.&b. The flip is a crisp rhythm ditty, and provides a neat showcase for the canary's effective vocal tricks. Excellent backing job spotlights a grunting bari sax instead of the usual tenor.

**MUDDY WATERS**  
 Forty Days and Forty Nights (Arc, BMI)—Chess 1620—Muddy Waters comes thru with a strong exciting warbling job on a dramatic piece of material with effective lyrics. Flip is a spirited rhythm item "All Aboard" (Arc, BMI) with an infectious beat.

**R & B Territorial Best Sellers**

For survey week ending March 28

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

**Atlanta**

- Blue Suede Shoes, C. Perkins, Sun
- Long Tall Sally, Little Richard, Spe.
- Please, Please, Please, J. Brown, Fed.
- Why Do Fools Fall in Love? Teen Agers, Gee
- Drown in My Own Tears R. Charles, Atl.
- Great Pretender, Platters, Mer.
- Need Your Love So Bad Little Willie John, Kng.
- Mary Ann, R. Charles, Atl.
- Bo Weevil, F. Domino, Imp.

**Charlotte**

- Long Tall Sally, Little Richard, Spe.
- Why Do Fools Fall in Love? Teen Agers, Gee
- Blue Suede Shoes, C. Perkins, Sun
- Slippin' and Slidin', Little Richard, Spe.
- Eddie, My Love, Teen Queens, RPM
- Try Rock and Roll, B. Mitchell, Imp.
- Great Pretender, Platters, Mer.
- Magic Touch, Platters, Mer.
- Ain't That Lovin' You, Baby? J. Reed, VJ
- Drown in My Own Tears R. Charles, Atl.

**Chicago**

- Blue Suede Shoes, C. Perkins, Sun
- Why Do Fools Fall in Love? Teen Agers, Gee
- Who? Little Walter, Che.
- In Paradise, Cookies, Atl.
- Speedoo, Cadillac, Jse.
- Slippin' and Slidin', Little Richard, Spe.

**Cincinnati**

- Why Do Fools Fall in Love? Teen Agers, Gee
- Please, Please, Please, J. Brown, Fed.
- Eddie, My Love, Teen Queens, RPM
- Long Tall Sally, Little Richard, Spe.
- Drown in My Own Tears R. Charles, Atl.
- Down in Mexico, Coasters, Ato.
- In Paradise, Cookies, Atl.
- Ain't That Lovin' You, Baby? J. Reed, VJ

**Detroit**

- Why Do Fools Fall in Love? Teen Agers, Gee
- Who? Little Walter, Che.
- I'll Be Home, Flamingos, Che.
- Blue Suede Shoes, C. Perkins, Sun
- No Money Down, C. Berry, Chs.
- Eddie, My Love, Teen Queens, RPM
- Down in Mexico, Coasters, Ato.
- Long Tall Sally, Little Richard, Spe.
- Great Pretender, Platters, Mer.
- Devil or Angel, Clovers, Atl.

**Los Angeles**

- Why Do Fools Fall in Love? Teen Agers, Gee
- I'm a Fool, Turks, Mon.
- Down in Mexico, Coasters, Ato.
- Bo Weevil, F. Domino, Imp.
- Devil or Angel, Clovers, Atl.
- Great Pretender, Platters, Mer.
- Eddie, My Love, Teen Queens, RPM
- Speedoo, Cadillac, Jse.
- Blue Suede Shoes, C. Perkins, Sun
- Long Tall Sally, Little Richard, Spe.

**New Orleans**

- Try Rock and Roll, B. Mitchell, Imp
- Eddie, My Love, Teen Queens, RPM
- Why Do Fools Fall in Love? Teen Agers, Gee
- One Night, S. Lewis, Imp.
- Bo Weevil, F. Domino, Imp.
- Blue Suede Shoes, C. Perkins, Sun
- Drown in My Own Tears, R. Charles, Atl.
- Down in Mexico, Coasters, Ato.
- Long Tall Sally, Little Richard, Spe.
- Great Pretender, Platters, Mer.

**New York**

- Why Do Fools Fall in Love? Teen Agers, Gee
- Blue Suede Shoes, C. Perkins, Sun
- Eddie, My Love, Teen Queens, RPM
- Magic Touch, Platters, Mer.
- I'll Be Home, Flamingos, Che.

**Philadelphia**

- Why Do Fools Fall in Love? Teen Agers, Gee
- Drown in My Own Tears R. Charles, Atl.
- Eddie, My Love, Teen Queens, RPM
- I Don't Want Nobody B. & E. Johnson, Mer.
- Sister Sookee, Turbans, Her.
- I'll Be Home, Flamingos, Che.

**St. Louis**

- Why Do Fools Fall in Love? Teen Agers, Gee
- Blue Suede Shoes, C. Perkins, Sun
- In Paradise, Cookies, Atl.
- Smokestack Lightning, H. Wolf, Chs.
- Drown in My Own Tears R. Charles, Atl.
- Bo Weevil, F. Domino, Imp.
- Long Tall Sally, Little Richard, Spe.
- Down in Mexico, Coasters, Ato.
- Eddie, My Love, Teen Queens, RPM

**Washington, D. C.**

- Blue Suede Shoes, C. Perkins, Sun
- Drown in My Own Tears R. Charles, Atl.
- Why Do Fools Fall in Love? Teen Agers, Gee
- Great Pretender, Platters, Mer.
- Eddie, My Love, Teen Queens, RPM
- Bo Weevil, F. Domino, Imp.
- Long Tall Sally, Little Richard, Spe.
- Magic Touch, Platters, Mer.

**Maltby Bookings Tout a Happy '56**

NEW YORK—Richard Maltby is booked solid between now and June 2, with 19 college proms on his schedule and a three-day appearance (April 17, 18, 19) at the Eastman Kodak Party, Rochester, N. Y.

According to Associated Booking, a year ago Maltby was "lucky" to get \$1,000 for a one-nighter, while his current dates are pegged at \$2,500 and up.

**WATCH THIS ONE**

**DUKE RECORDS**  
 2809 Erastus St. Houston 26, Texas

**A Star Is Born**  
**RANDY SHIPP**  
 sings  
**"AM I TO BLAME"**  
 b/w  
**"BABY I NEED YOU"**  
 Duke #150

**Sensational Singing**  
 by  
**SENSATIONAL NIGHTINGALES**  
 with feeling  
**"SEE HOW THEY DONE MY LORD"**  
 b/w  
**"LORD HAVE MERCY"**

Peacock #1761

**BIG WALTER**  
 Terrific New Artist  
**TWO GREAT TUNES**  
**"SHIRLEY JEAN"**  
 b/w  
**"GAMBLING WOMAN"**

Peacock #1661

PEACOCK RECORDS, Inc.  
 2809 Erastus St. Houston 26, Texas

• **Best Sellers in Stores**

For survey week ending March 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. WHY DO FOOLS FALL IN LOVE? (BMI)—</b> Teen-Agers . . . . .	1	8
Please Be Mine (BMI)—Gee 1002		
<b>2. BLUE SUEDE SHOES (BMI)—C. Perkins . . . . .</b>	4	4
Honey, Don't (BMI)—Sun 234		
<b>3. EDDIE, MY LOVE (BMI)—Teen Queens . . . . .</b>	3	8
Just Goofed (BMI)—RPM 453		
<b>4. DROWN IN MY OWN TEARS (BMI)—R. Charles . . . . .</b>	2	7
Mary Ann (BMI)—Atlantic 1085		
<b>5. LONG TALL SALLY (BMI)—Little Richard . . . . .</b>	—	1
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
<b>6. BO WEEVIL (BMI)—F. Domino . . . . .</b>	6	9
DON'T BLAME IT ON ME (BMI)—Imperial 5375		
<b>7. GREAT PRETENDER (BMI)—Platters . . . . .</b>	5	17
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>8. SPEEDOO (BMI)—Cadillacs . . . . .</b>	9	14
Let Me Explain (BMI)—Josie 785		
<b>9. DOWN IN MEXICO (BMI)—Coasters . . . . .</b>	10	2
Turtle Dovin' (BMI)—Atco 6064		
<b>10. I'LL BE HOME (BMI)—Flamingos . . . . .</b>	11	7
Need Your Love (BMI)—Checker 830		
<b>11. DEVIL OR ANGEL (BMI)—Clovers . . . . .</b>	7	10
HEY, DOLL BABY (BMI)—Atlantic 1083		
<b>12. TUTTI FRUTTI (BMI)—Little Richard . . . . .</b>	—	19
I'm Just a Lonely Guy (BMI)—Specialty 561		
<b>13. MAGIC TOUCH (ASCAP)—Platters . . . . .</b>	—	1
Winner Take All (ASCAP)—Mercury 70819		
<b>14. IN PARADISE (BMI)—Cookies . . . . .</b>	12	2
Passing Time (BMI)—Atlantic 1084		
<b>14. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed . . . . .</b>	8	9
Baby, Don't Say That No More (BMI)—Vee Jay 168		

• **Most Played in Juke Boxes**

For survey week ending March 28

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. DROWN IN MY OWN TEARS (BMI)—R. Charles . . . . .</b>	1	6
Mary Ann (BMI)—Atlantic 1085		
<b>2. WHY DO FOOLS FALL IN LOVE? (BMI)—</b> Teen-Agers . . . . .	4	5
Please Be Mine (BMI)—Gee 1002		
<b>3. BLUE SUEDE SHOES (BMI)—C. Perkins . . . . .</b>	5	4
Honey, Don't (BMI)—Sun 234		
<b>4. GREAT PRETENDER (BMI)—Platters . . . . .</b>	2	12
I'm Just a Dancing Partner (ASCAP)—Mercury 70753		
<b>5. DEVIL OR ANGEL (BMI)—Clovers . . . . .</b>	3	7
Hey, Doll Baby (BMI)—Atlantic 1083		
<b>6. EDDIE, MY LOVE (BMI)—Teen Queens . . . . .</b>	6	4
Just Goofed (BMI)—RPM 453		
<b>7. WHO? (BMI)—Little Walter . . . . .</b>	10	2
It Ain't Right (BMI)—Checker 833		
<b>8. AIN'T THAT LOVIN' YOU, BABY? (BMI)—J. Reed . . . . .</b>	8	8
Baby, Don't Say That No More (BMI)—Vee Jay 168		
<b>8. DOWN IN MEXICO (BMI)—Coasters . . . . .</b>	—	1
TURTLE DOVIN' (BMI)—Atco 6064		
<b>10. BO WEEVIL (BMI)—F. Domino . . . . .</b>	—	1
Don't Blame It on Me (BMI)—Imperial 5375		

• **Most Played by Jockeys**

For survey week ending March 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
<b>1. WHY DO FOOLS FALL IN LOVE?—Teen-Agers . . . . .</b>	1	6
Gee 1002—BMI		
<b>2. GREAT PRETENDER—Platters . . . . .</b>	4	15
Mercury 70753—ASCAP		
<b>3. EDDIE, MY LOVE—Teen Queens . . . . .</b>	2	6
RPM 453—BMI		
<b>4. DROWN IN MY OWN TEARS—R. Charles . . . . .</b>	3	7
Atlantic 1085—BMI		
<b>5. AIN'T THAT LOVIN' YOU, BABY?—J. Reed . . . . .</b>	7	9
Vee Jay 168—BMI		
<b>5. LONG TALL SALLY—Little Richard . . . . .</b>	—	1
Specialty 572—BMI		
<b>7. BLUE SUEDE SHOES—C. Perkins . . . . .</b>	6	5
Sun 234—BMI		
<b>8. TUTTI FRUTTI—Little Richard . . . . .</b>	8	19
Specialty 561—BMI		
<b>9. SEE YOU LATER, ALLIGATOR—B. Haley . . . . .</b>	—	4
Dee 29791—BMI		
<b>10. BO WEEVIL—F. Domino . . . . .</b>	5	8
Imperial 5375—BMI		
<b>11. NEED YOUR LOVE SO BAD—Little Willie John . . . . .</b>	12	7
King 4841—BMI		
<b>12. HEARTBREAK HOTEL—E. Presley . . . . .</b>	11	2
Vic 20-6420—BMI		
<b>13. DEVIL OR ANGEL—Clovers . . . . .</b>	9	10
Atlantic 1083—BMI		
<b>13. MY HAPPINESS FOREVER—L. Baker . . . . .</b>	13	4
Atlantic 1087—BMI		
<b>15. PLEASE, PLEASE, PLEASE—J. Brown . . . . .</b>	—	1
Federal 12258—BMI		
<b>15. I'LL BE HOME—Flamingos . . . . .</b>	—	2
Checker 830—BMI		

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RHYTHM-BLUES NOTES

By BILL SIMON

One of the hottest r.&b. package shows in history was set to roll Easter Sunday (1). It's Shaw Artists' "Rhythm and Blues of 1956," produced jointly by Lou Krefetz and Eli Weinberg. Of the 10 acts on the bill, seven have ridden the best selling record charts in the last two months. Here's the lineup:

Fats Domino, Ruth Brown, the Clovers, the Cadillacs, the Turbans, Little Richard, Little Willie John, Joe Medlin, the Sweethearts, Al Jackson and the Fat Men and the Chiker Campbell 12-piece ork.

According to Shaw, the unit has been booked solid, with not a single day off in five weeks. With only a handful of exceptions, the troupe will play concerts, always in the biggest auditorium available. The Easter opening will be in Richmond, Va., and the first 12 days will be played in the East, including such stops as Baltimore, Pittsburgh, Buffalo and Newark. New York will be skipped. April 10, the show will become the first of its kind to play Toronto, Canada. It goes into the Mutual Arena there.

From there it moves over to the Midwest and down to Texas to play a series of dates for the big Texas promoter, Howard Lewis. From there it goes into Weinberg's own bailiwick, the Southeast, and wraps it up on May 6 in Birmingham, Ala. Price of the package is \$3,500 on week-days and \$4,000 on week-ends.

A new note is being introduced with this particular tour. Several of the dates are to be played for colleges. For example, Loyola University in New Orleans is holding two of the concerts in its Field

House. Another has been booked at Tennessee A.&I. in Nashville.

For Krefetz, this package is a new entry in addition to his annual "Top 10 R.&B. Show." The last edition of the latter went out in August, and another edition is planned for this fall. Jack Archer, Shaw veepee, is directing the bookings for the producers, and Murray Nadell is serving as company manager on the road.

Now that rock and roll is to reach into Canada, it figures that it should spread into other sectors eventually. DeeJay Alan Freed's plan to invade London, England, Albert Hall in October is interesting. (See separate story.)

The first national convention of the National Jazz, Rhythm and Blues Disk Jockeys' Association has been scheduled for Chicago May 18, 19 and 20. This worthwhile outfit deserves everyone's support. At present it claims 400 paid-up members, but it's shooting for 1,000 by convention time. The aims of the outfit include general improvement of local programming, discouragement of suggestive recordings, sharing of new ideas, techniques and trends.

President of NJR&BDJA is Jack Gibson, of WERD, Atlanta, Ga. Vice-presidents are Ken Knight, WRHC, Jacksonville, Fla., and Tommy Smalls, WWRL, New York. Other officers are Jimmy Woods, WJIV, Savannah, Ga., treasurer; Larry Dean, WCIN, Cincinnati, secretary; Howard Coles, WSAY, Rochester, N. Y., chaplain; Buddy Young, WEBB, Baltimore, sergeant-at-arms (he's the famous footballer). There are 15 regional veepees as well.

Reviews and Ratings of New Popular Albums

Continued from page 24

similar tale—but the music is in the jazz mood, and perhaps the chatter is cooler. Buck Clayton and his trumpet, and the vocals of Jimmy Rushing vie for the chick, who, of course, is Ada Moore. There's plenty of good jazz here, all knit together by a cute idea. Numbers include "You're My Thrill," "Any Place I Hang My Hat Is Home," "After You've Gone," etc.

TROMBONE BY THREE . . . . .78
Jay Jay Johnson, Kai Winding, Bennie Green (1-12")
Prestige LP 7023

The material making up this package has been available previously in Prestige 10-inch LP's (Nos. 109 and 123). Johnson, Winding and Green are each heard in four selections with entirely different personnel. Johnson, recording in 1949, was backed by an outstanding group that included Sonny Rollins, Kenny Dorham, John Lewis and Max Roach. Winding's set dates from the same year, and on that occasion Brew Moore, Gerry Mulligan, George Wallington and Roy Haynes were aboard. Bennie Green, in a 1951 session, had Eddie Davis, (Big Nick) Nicholas, Rudy Williams and Art Blakey among his colleagues. This is still a top-notch anthology of modern trombone playing.

THE MODERN ART OF JAZZ BY ZOOT SIMS . . . . .77 (1-12")
Dawn DLP 1102

Full disks by this tenor sax star are fairly rare, and this excellent sampling of his romping art should find a good, ready clientele. There's a worthy, swinging rhythm section with Mik Hinton on bass, Gus Johnson on drums and John Williams on piano. Also there's that stimulating supporting artist, trombonist Bob Brookmeyer, who does for Sims what he has done for Stan Getz and Gerry Mulligan in earlier LP's. There's a Basie feeling here, and Sims himself is a disciple of both Lester Young and Charlie Parker. A virile, happy package with attractive cover.

SONNY ROLLINS QUARTET . . . . .76 (1-12")
Prestige LP 7020

Some facets of Rollins' work have never been brought out adequately until this issue. There are subtleties and depths in his hard swinging jazz tenor that needed ampler documentation on wax. The success of this date was enhanced by the presence of Max Roach, who is simply fantastic here. One selection alone is worth the price of the LP: "There Are Such Things," a beautiful tribute to Coleman Hawkins, one of Rollins' earlier influences and permanent inspirations. Rollins' own influence is spreading fast and his market should broaden.

JAZZ GOES TO POST GRADUATE SCHOOL . . . . .73
Art Harris Trio (1-12")
Kapp KL 1015

Harris is one of the better modern pianists to appear in recent months. Obviously he's well grounded in the swing-jazz tradition and also in the materials of "serious" music. But he does not use the latter in the pretentious or self-conscious manner of, say, a Don Shirley. Rhythmically, he has some fancy tricks, like playing in 7-4 time on "The Night We Called It a Day," or playing in 3-4 time against the drums' 4-4 in "I'll Take Romance." And it all swings. Piano fans will find it worth while, and the cover is display-worthy.

MODERN MUSIC FROM INDIANA UNIVERSITY . . . . .66
Jerry Coker, Tenor Sax (1-12")
Fantasy 3-214

Which all goes to show that not all collegians play Dixieland. Coker's compositions and arrangements are in the Woody Herman-Gerry Mulligan idiom, with some of the "Four Brothers" sax sound. Competent written jazz, the not too original. The soloists don't have anything new to contribute at this time. Campus fans insure some local action, but most dealers can make better investments elsewhere.

Reviews of New R & B Records

Continued from page 46

down solidly by a hand-clap routine in the backing. (Raleigh, BMI)
That's My Desire . . . . .73
This standard has probably never been put thru such a wild styling, but it has a certain fascination in Piano Red's far-out vocal. Recorded at a p.a. of the artist, the audience noisily punctuates his reading with enthusiastic approval. (Mills, ASCAP)

MARIE KNIGHT
Tell Me Why . . . . .74
WING 90069—Sister Knight, in her WING debut, switches to straight rock and roll from spiritual. Performance is more potent than the material. (Danbury, BMI)
As Long as I Love . . . . .70
Same comment. (Blossom, BMI)

EARL BOSTIC ORK
I'll String Along With You . . . . .73
KING 4905—The Bostic ork does a tasteful reading of the standard, with fine alto sax by Bostic. (Witmark, ASCAP)
Begle Call Rag . . . . .73
The standard gets unique treatment here via a fresh, lively arrangement. (Mills, ASCAP)

RED PRYSOCK
Flaid Laces . . . . .73
WING 90070—Prysock's instrumental has a Scotch flavor underlying the honking horns. A good performance. (Hartsdale, BMI)
Fruit Boats . . . . .73
A solid instrumental, with driving horns and rhythm section. (Duchess, BMI)

WILLIE KING
Peg Leg Woman . . . . .73
VITA 123—King gets on a good swinging commercial kick as he chants about the gal's charms. Backup moves in good style. (Spark, BMI)
Mistreating Me . . . . .69
The weepin' guitar sound makes these blues sound bluer. Performance builds the mood well. (Spark, BMI)

CHARLES JONES
My Silent Heart . . . . .72
WING 90068—A fancy-schmancy ballad rendered competently by an appealing warbler. Nothing startling, however. (Pure, BMI)
My Dearest Treasure . . . . .70
A swingy rendition by the pleasant warbler, with some interesting bop alto sax spots. (Pure, BMI)

THE NITECAPS
Tough Mama . . . . .72
GROOVE 0147—The Nitecaps lay a solid rhythm foundation for their swinging lead, who produces an unusual, distinctive sound by working the upper falsetto range for all its worth. A good juke box disk. (Patricia, BMI)
Sweet Thing . . . . .69
The group works up a rollicking momentum on this cheerful gang-sing. Light and pleasant listening. (Aready, ASCAP)

THE GRIFFINS
Forever More . . . . .72
WING 90067—A ballad side that

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various record labels and their release counts across different genres.

lacks any trace of originality. (Blossom, BMI)
Leave It to Me . . . . .68
A routine group romp in the rock and roll idiom. (Wadsworth, BMI)
DEMPLES HARRIS
If You'll Be True . . . . .72
CREST 1013—Sultry beat is combined with happy shouting here for okay results. (American, BMI)
This I Do Believe . . . . .68
Dimpled gal makes a good try with a super slow confessional, but somehow nothing jells. (American, BMI)
CLELUS HARRISON BAND
I Wait for You . . . . .71
ALADDIN 3318—Inferior material and the organ in the backup hold the guy back. He's got a great walkin' way that could be good in the right showcase. (Aladdin, BMI)
How Much I Love You . . . . .70
Harrison makes up in intensity what he lacks in polish on this amatory declaration. (Aladdin, BMI)

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## Estes' Rodeo Set for Paris Opener April 20

NEW YORK — The biggest organized rodeo offering thus far will be playing France late this month, the stock having already left Houston, Tex., and performers and other hands scheduled to depart Friday (6) on the French vessel, Liberte.

The show will be the Lone Star Ranch Rodeo of producer Bob Estes, former circuit competitor who has been booking rodeos for several years in Texas and Oklahoma. Opening date in the Palais des Sports, just outside Paris, is April 20.

Bankrolling the presentations in Europe is Charles Marchellis, booker for the French arena. His contract with Estes, negotiated thru Frank Moore, manager of the World's Championship Rodeo of Madison Square Garden, calls for 12 weeks, with an additional 12 on option. It is understood the booker is guaranteeing transportation, renting the stock, besides the admission percentage terms.

Tom Mix and other Western stars have played France, and rodeos have played England in the

past. Also, European circuses have incorporated cowboy sequences in their shows. A production the size of Estes' has reputedly not been held on the Continent before.

### Date, Stock Breakdown

In addition to the four weeks in the Palais des Sports, Marchellis has booked four one-week dates in other French locations, and four one-week dates in Spanish bull rings. Estes' stock includes 70 bucking horses, 36 saddle horses, 25 brahma bulls, 16 Mexican bulldogging steers, six longhorn steers, a clown mule, and a stagecoach.

The program, designed for two and a half hours, will require a total of 54 people in the troupe. There are eight Indians to take part in the stagecoach chase, and eight girls who will perform quadrille, trick riding, and barrel race. Cowboys will all be on salary plus prize money, which amounts to \$250 per show. There will be nine shows weekly, with matinees scheduled only on Saturdays and Sundays. Salaries depend on work duties and the number of competitive events entered weekly.

Two horse acts will be on the program, as will cowboy singer Eddie Smith, and two clowns.

The show is the biggest thing Estes has attempted yet. Stock and some hands left by steamer on Friday (23). Other hands will arrive from Dallas by plane Thursday morning (6) and stay over in preparation for the Liberte's departure.

## Benson Opens With 8 Trucks; New Partner?

DE LAND, Fla. — Benson Bros.' Circus opened here some days ago and has been playing Florida stands under auspices. Show moves on eight trucks and is under management of Bill Morris. Jimmy Bagwell has the concessions.

The show formerly was Kelly-Morris and that title may be used again as the outfit completes its early-season tour of Florida and lights out on its regular season with the full complement of trucks.

While Morris has made no official comment, it is understood that his father-in-law, Pat Kelly, no longer has an interest in the show. He has been wanting out for some time. Whether Bagwell has taken over that share in ownership was a subject of speculation. Meanwhile, the show includes Eddie Mellon, boss canvas; Eddie Hill, agent, and Frank DeRiskie and two daughters, performance. Show carries three elephants. Promotion men have been pushing banners rather than tickets and have been selling between 30 and 70 banners a day.

Leonard Woodruff, George Cable and Skippy Donald are with it.

This week the show is booked for Perrine, Fla. (3); Ojus, Boynton Beach, Deerfield Beach, and Riviera Beach (7). Tickets are 50 cents and \$1, plus tax.

## Calgary Zoo Names Lancaster President

CALGARY, Alta. — George Lancaster was re-elected president of the Calgary Zoological Society at its annual meeting. Howard Morton was elected vice-president and D. V. Hicks is secretary-treasurer.

The Calgary zoo had receipts of \$44,535 during the year and spent \$25,345. Donations brought the Society's bank balance to \$23,250.

## Orrin Davenport In Columbus; Canada Next

COLUMBUS. — Orrin Davenport Circus opens here Monday (2) for its annual one-week stand under Shrine auspices. Organization had a week between its closing at Dayton and opening at Columbus.

Plans call for more matinees than usual in Columbus, and personnel will make an appearance at Ohio State Prison, an annual affair.

Following Columbus is a 1,000-mile jump to Fort Williams, Ont. Fort Williams is new to the Davenport route this season. A club of the Winnipeg Shrine, the new stop is to be played the week of April 9. It kicks off the string of northern stands on the show's route, which includes Duluth, Grand Forks, Winnipeg, Brandon, Regina and Edmonton, where the unit closes with the week of May 28.

## Mrs. America In Last Round

NEW YORK — Bert Nevins' Mrs. America promotion gets to the final round the week of May 7 in Daytona Beach, Fla. Sponsored by the American Gas Association and other companies, it will have the State winners and their husbands spend a week in identical villas, containing identical appliances and food. Judges will check the homes daily on homemaking, while husbands are out playing golf and sightseeing. Winner gets \$15,000 in prizes, new De Soto, and trip abroad on Sabena Belgian Airways.

### NEW APPROACH:

## Movable Light System Set By Winkley

MINNEAPOLIS—A new approach to race track lighting—one that utilizes individual power units for each bank of lights—has been developed by Frank Winkley's Auto Racing, Inc., auto race promotion firm.

Called Porto-Flood Lights, the units are designed to do a maximum illuminating job with minimum of equipment and a minimum of set-up and tear-down time, according to Winkley. The units are all transported in a single semi-trailer and consist of individual generators that range from 7.5 kw. to 16.5 kw. Each is mounted on a two-wheel trailer to facilitate loading and unloading and movement to its specific location on the track.

Telescoping from the generators are tubular steel towers on top of which is a bank of eight floodlights with 1,000 to 1,500 watt mogul bulbs in standard type wide beam globes. The towers are 35 feet high and can be lowered and raised with a minimum of effort for adjustment.

According to present plans, six of the generator towers, plus the use of lights on top of the grandstand roof, will light most half-mile tracks for nighttime auto racing. Additional units can be added for extreme conditions but in excess of 60,000 watts can be produced by the six units. Many half-mile ovals are being currently operated with as little as 40,000 watts, according to Winkley.

The initial set of units is currently in production and plans are to use them for the first time at the Stutsman County Fair, Jamestown, N. D., on July 3. They will then be moved to Cedar Rapids, Ia., for a July 4 program of auto races.

Winkley estimated that the first set of units will cost close to \$15,000 but additional systems could probably be manufactured at around \$12,000.

### BUILDS LURE:

## Huron, O., Funspot Broadens Promotions

HURON, O.—The Huron Kiddieland, which operates as the hub of a multi-featured outdoor recreation area here, this year will go all out on a promotion program that includes television commercials, newspaper and radio advertising and direct-mail brochures, Randy Andress, manager, announced.

The funspot, which in addition to the kiddieland, has an Arcade, zoo, baseball diamonds and game field, picnic grove and refreshment

stands, was scheduled to open its third season on Easter Sunday.

Emphasis will be on picnics and already bookings are looking up, Andress said. The promotion program will include a regular schedule of personal appearances by TV personalities, candy giveaways and prizes.

In order to broaden the spot's lure, a new adult amusement area is being constructed to include a television lounge, shuffle boards, horseshoe courts and other games for parents.

Attendants will also be uniformed this year. The spot is owned by Melvin Moore and Dick Pugh, who purchased it last spring from Harry Suhren.

## American Tent Sales Cue Big Biz—Sanders

NORFOLK—If canvas buying is any criterion, outdoor show business in 1956 will be better than it was last year, according to Bill Sanders, president of American Tent Corporation here.

American Tent, which also does a large tent rental business with many of the South's large fairs, recently purchased 18 acres of land on Suffolk Highway, between Norfolk and Suffolk, as site of the firm's new plant, expected to be in operation by August 1. The new facilities will insure better service, said Sanders. The firm is being represented by Mr. Setlow, of Allset Associates, New York, in the East, and Mr. Wilson, Phoenix (Ariz.) Theatrical Supply, in the West. Expanded service to other sections of the country is planned, said Sanders.

G. C. Mitchell, field representative, officiated at recent presentations by the firm of 20 by 40-foot tents to the Miami and Tampa showmen clubs. The clubs will use them for special outdoor functions. Numerous showfolks have been recent visitors at the firm's plant here, Sanders reported.

## Cincinnati Shrine Annual Set With Joyce, Jacot, Marquis

CINCINNATI — Shrine Circus produced by Bill Horstman opens at the Cincinnati Gardens Monday (2), for a six-day run. Acts will include Jack Joyce's animals, Jules Jacot's Lions; the Paul Kelly Elephants, and the Marquis Chimps.

Staff for the show has Tom Barry, announcer-equestrian director; George Smith, musical director; and Orville Wilbur, props.

Full line of acts follows: The Barons, comedy acro; Aragonis, aerial; Co-eds and Bobettes, ground gymnastics; Paul Duo, contortion and double traps; Braun Duo, double traps; Miriam France, single trapeze; Jack Joyce's camels, llamas, zebra and pony act; St. Leon Troupe, teeterboard; Marquis Chimps.

Also the Great Frederico, swaypole and dive; Jules Jacot's Lions, worked by Louis Regan; the Great Beckett, aerial wheel; Shanghai Twins, Young China and Chai and Somay, Oriental contortion and acrobatics; Lott and Anders, unicycle juggling; Bill Keo, trampoline.

Also the Flying Malkos and the Flying Roberts, flying return; Paul Kelly Elephants; Happy Kellems,

clowning and advance publicity appearances; Jerry Bangs, producing clown, and Les Kimris, aerial closing number.

The Joyce act will be making one of its first appearances with the animals which have been added to the original camel act. The Marquis Chimps, which have been on the West Coast, will make the Cincinnati show just before sailing for Europe. The Jacot cats have been at Peru, Ind., quarters since they were acquired from the St. Louis Zoo. The Paul Kelly Elephants also came from the St. Louis Zoo. The Flying Roberts are some personnel from the old Ward-Bell Troupe. The Great Frederico's act includes a leap from a high pole, catch by an elastic rope, and bounce back to an aerial platform.

OSCEOLA, Ind.—This Hoosier town will celebrate its 100th birthday June 18-23 with a program of fireworks, parades and amusement rides. Gooding Amusement Company will provide rides for the event, which is being co-sponsored by the Lions, American Legion, Firemen and the Merchants' Association.

## Beatty Names Staff, Clowns, Annex People

LOS ANGELES—Jack Knight will head phone promotion for the Clyde Beatty Circus in addition to his duties for handling press.

Managerial line-up of the circus includes Clyde Beatty, owner; Frank Orman, general manager; William Moore, general agent; Harlan DeWitt, legal adjuster; Jack Knight, Mae Wong, Shirley Carroll, press and television; William Petty, auditor; J. W. Gilman, red wagon; Coulson Glick, front door tickets; Claude Cox, assistant; John Cline, equestrian director; Charles Cox, announcer; Victor Robbins, band leader; Joe Applegate, boss canvasman; Robert Reynolds, lot superintendent and props; Otis Leslie, trainmaster; Bob McGraw, ring stock; Betty Alpaugh, wardrobe mistress; Forrest Freeland, merchants' tickets, and William Cartright, cookhouse.

Laurence Cross is the producing clown with the alley including Eddie Dullum, Poodles Hanneford, Roy Barrett, Jack LaPearl, Mingo, Shorty Hinkle, Candy Dixon, Bill Brickell, Tommy Cooper, Tommy Thompson, Loretta and Vern Colbert, Larry and Liz Bastian, J. D. Facer and Len Keeler.

Side Show personnel Charles Cox, manager; Arthur Hoffman and Arthur Woods, tickets; W. F. Dutton, assistant. Acts are Mimi Garnau, snakes and sword swallower; Vanteen, magician; Bob Drake, Punch and Judy; Doree, atomic girl; Ray Johnson, giant; Barney Nelson, armless wonder; Takayama, top spinner, and Pilani and Steve Lakua and Lenaala Iona, Hawaiian trio.

## Garbrick Names Stephen Merten West Coast Rep

CENTRE HALL, Pa.—Garbrick Manufacturing Company, manufacturer of Ferris Wheels, has appointed Stephen J. Merten, of Fontana, Calif., as its west coast representative, Lewis H. Garbrick, announced.

Merten, who was recently here to purchase a Garbrick wheel, owns SJM Enterprises, which operates in California, Arizona and Nevada. Garbrick disclosed that other recent purchasers include J. M. McCloud, of Columbus, O., and Joe and Wanda Harper, of Owensboro, Ky.

# THE BILLBOARD

## KIDDIELAND SURVEY

*An informative report based on statistics developed from a survey conducted by The Billboard among kiddieland operators thruout the nation.*

**QUESTION:** How many years have you operated a kiddieland?

**ANSWER:** Six years is the average.

**COMMENT:**

It wasn't until shortly after World War II that kiddielands were able to come into their own. Results of the survey show that most operators entered the field about 1949 or 1950. A few reported up to 20 years' service, and the number who have been in 10 years is about equal to the number in for one year.

**QUESTION:** How long have you operated a kiddieland at this location?

**ANSWER:** 5.8 is the average.

**COMMENT:**

Once a kiddielander gets into business, he's pretty certain to stay in one location. There is little moving around. Location is of great importance, and if the original site is good the kiddieland stays put. Presumably, if it is poor, it goes out of business instead of moving.

**QUESTION:** Please check income group into which most patrons fall.

**ANSWER:** Low, 0; low-medium, 10; medium, 44; medium-high, 12; high, 0.

**COMMENT:**

Results make it clear that most kiddieland business is to be had from the medium income groups. Peak business comes from the middle group, and its low and high variations contribute in nearly equal amounts. Low income people can't afford it; high income people are fewer.

**QUESTION:** Which method best describes how you arrive at attendance figures?

**ANSWER:** Ticket sales, 55; auto count, 3; gate count, 3; other, 2.

**COMMENT:**

With most spots operating with a free gate, how to calculate attendance becomes a problem. Further complications enter when strip tickets are used. Thus, some operators turn to car counts or various kinds of gate checks. But the overwhelming majority relies on some form of ticket counting. These include those whose ticket set-up permits them to count the total and arrive at a fixed attendance figure. But in most cases a ticket count, itself accurate, can give only an educated estimate as to actual attendance.

**QUESTION:** What was your average weekday attendance in 1955?

**ANSWER:** 400 customers is the average.

**COMMENT:**

Reports ranged from 50 to 2,500 and more, but the survey averaged out at about 400 persons. An attendance of 200 was reported most frequently in the survey. There were as many spots reporting 1,000 daily attendance as there were places reporting 50, 300 or 400.

**QUESTION:** What was your average weekend attendance in 1955?

**ANSWER:** 2,500 is the average.

**COMMENT:**

The range was from 300 to more than 7,500, and this averaged 2,500 persons. Most frequently reported attendances were 1,500 and 3,000, with parks drawing 2,000, 2,500 and 5,000 in the next most frequently mentioned brackets. Here, as in the case of daily attendance figures, kiddieland operators often noted that their totals were estimated. One-third of those answering the survey either did not answer this part or stated they did not know their attendance.

**QUESTION:** How many persons do you employ during your operating season?

**ANSWER:** Most places have four or five permanent employees and about six part-time employees.

**COMMENT:**

No clear picture or standard procedure emerges on employee numbers. However, most of the kiddielands reported no more than five full-time employees and up to six part-time employees. There was a wide range of extremes, with some spots reporting all full-time employees or one full-time operator and many part-time employees. Very few told of having 20 or more full-time employees while others said they use 20 or more part-timers.

Only those kiddielands which are independent operations are included in this study. Excluded are those which are departments or sections of an amusement park or carnival. This line was drawn so that problems typical of one kind of operation would not be confused with those of another.

From 375 questionnaires mailed to kiddielands, The Billboard received 62 replies for a return of 16.5 per cent, considered very high by statisticians. A sampling of this size assures an accurate cross-section of the business.

These returns came from kiddieland operators in all parts of the country. Eleven came from the South; 12 came from Western States; 14 from eastern sections of the nation and 25 from the Middle West.

Returns also proved representative of large and small cities. Using a rough rule of thumb to classify them on this point, it was noted that 21 reporting kiddielands are in large centers, while 41 are in medium and smaller centers. There also is good balance between large and small kiddielands.

This survey is another phase of The Billboard's continuing efforts to supply statistics, averages and general information which kiddieland operators have indicated they need as measuring sticks and guide posts.

**QUESTION:** Exclusive of your personal salary, what percentage of the gross expense do payroll costs represent?

**ANSWER:** 5 per cent, one; 10 per cent, four; 15 per cent, four; 20 per cent, nine; 25 per cent, 14; 30 per cent, seven; 35 per cent, five; 40 per cent, six; 45 per cent, one; 50 per cent, two; 55 per cent, none; 60 per cent, two.

**COMMENT:**

Most kiddielands put 25 per cent of their gross expense into payroll costs. There are as many who spend less as there are who spend more. The range is all the way from one operator whose payroll is only 5 per cent to two operators who find 60 per cent of their expenses are in the payroll category.

**QUESTION:** Is your operation free from debt? If not, are you having any difficulty in making payments?

**ANSWER:** Free from debt: 31. Not free from debt: 28. Difficulty in making payments: 4. No difficulty making payments: 23.

**COMMENT:**

Fact that only one in seven kiddielands is experiencing any degree of difficulty in making payments on indebtedness is seen as significant. Many of those spots which now are free from debt are those which have been in business a number of years and have paid off earlier loans.

**QUESTION:** How big a problem is obtaining financing?

**ANSWER:** Considerable: 10. Average: 11. Little: 31.

**COMMENT:**

Altho some lenders have been slow to take loans of this type, the survey establishes that they are well in the minority. The number of operators who experience no trouble in obtaining loans is far in the majority. This would seem to indicate most money sources are aware of amusement property potentials.

**QUESTION:** How do you usually finance purchase of equipment?

**ANSWER:** Manufacturer's finance plan: 16. Local banks: 25. Local finance companies: 0. Private means: 10.

**COMMENT:**

Once again it is shown that banks will work with kiddieland operators. Also demonstrated is that a ready alternative is the finance plan offered by makers of equipment one is buying. Many makers offer such facilities.

**QUESTION:** Exclusive of land, please check how much you have invested in your operation.

**ANSWER:** Less than \$25,000, nine; \$25,000-\$50,000, 18; \$50,000-\$100,000, 18; \$100,000-\$250,000, nine.

**COMMENT:**

Results are evenly balanced, with the same number investing between \$50,000 and \$250,000 as invested less than \$50,000. This puts the average at \$50,000, going mostly for rides and concession equipment.

**QUESTION:** What percentage of profit on gross income did you make last year?

**ANSWER:** 23 per cent is the average.

**COMMENT:**

The range of replies was as wide here as in similar questions, and no standard answer emerges. Four operators reported making 5 per cent. Six told of making 37 per cent or more. More people reported a 25 per cent profit than any other single figure.

**QUESTION:** Do you consider this percentage of profit terrific, good, average or poor?

**ANSWER:** Terrific: 1. Good: 14. Average: 23. Poor: 17.

**COMMENT:**

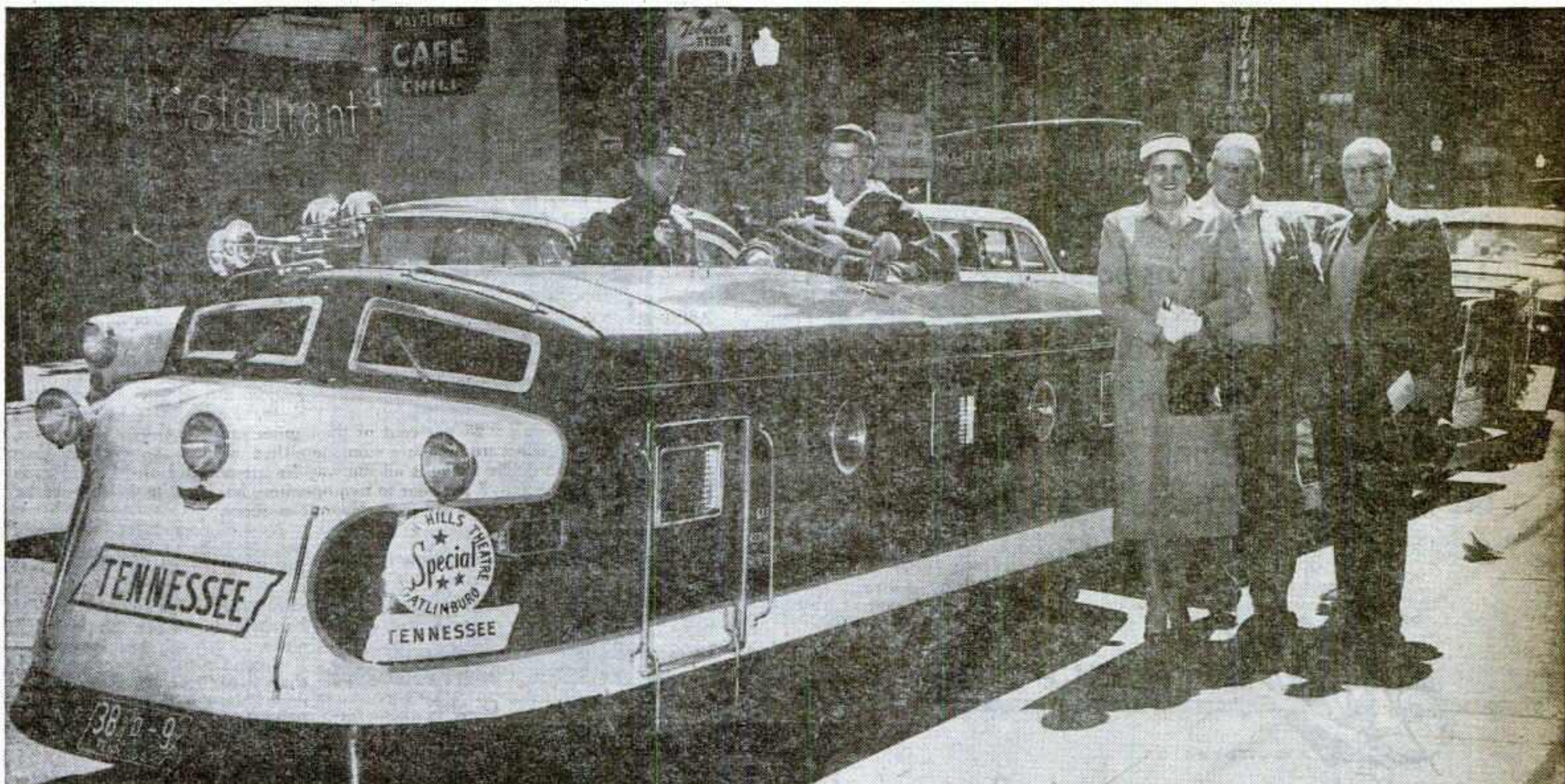
There was not always agreement between high figures in the previous question and satisfaction in this one, or between low percentages and dissatisfaction. The one operator who considered business "terrific," however, did report a 5 per cent profit. In general, those who reported 7 per cent or more felt the return was average, and those reporting 20 per cent or more usually believed this was good or above average.

*(Continued on page 56)*



# Another Trackless Train Hits the Highway...

HEADED FOR GATLINBURG, TENN., IN THE GREAT SMOKY MOUNTAINS



Photographed in downtown Cincinnati while en route to Gatlinburg, where it will go into operation as an advertising feature and to transport patrons from their hotel to the Hunter Hills Outdoor Theater in the Great Smoky Mountains. Traveling overland with the train were

R. L. Maples, hotel proprietor and president of the Gatlinburg Chamber of Commerce and the Great Smoky Mountain Historical Association; his wife and son Jack (at the throttle), and Bart Leiper, director of public relations.

## IDEAL FOR FAIRS • PARKS • ZOOS • LARGE AMUSEMENT AREAS

### NATIONAL TRACKLESS TRAIN RUNS ANYWHERE

Needs no rails or roadbed.

Can be operated by anyone who drives an auto.

Built for Capacity—Economy—Easy Handling.

Powered by 4-wheel-drive Jeep, self-energizing brakes.

Speed ranges up to 40 miles per hour.

Size of locomotive: 15 ft. long, 55" wide, 52" high.

Size of cars: 15 ft. long, 55" wide, 46" high.

All cars follow locomotive in near-perfect pattern. Turning radius: 20 feet.

### TESTED AND PROVEN AT

CANADIAN NATIONAL EXHIBITION, Toronto (8 Units)

AFRICA, U.S.A., Boca Raton, Fla. (3 Units)

GRANT'S ANIMAL FARM (Anheuser-Busch Co.), St. Louis (2 Units)

CINCINNATI ZOO, Cincinnati, Ohio

BO-BO ISLAND PARK, Detroit, Mich.

CINCINNATI MILLING MACHINE CO. (Industrial Plant), Cincinnati

METZ BAKING CO., Sioux City, Iowa (Used for Advertising Purposes)

AGASSIZ MOUNTAINS, Bethlehem, Pa.

HUNTER HILL OUTDOOR THEATER, Gatlinburg, Tenn.

### Built by the manufacturers of

#### CENTURY FLYER

Safest Miniature Train built. Operates on 24" gauge tracks.

#### KIDDIE FERRIS WHEEL

Simple mechanism, push-button control. Mounted on trailer if desired.

#### KIDDIE BUGGY RIDE

A 10-Car Deluxe Buggy Ride that delights the kiddies.

#### FUN HOUSES

Designed especially to fit you location and pocket book.

#### MIRROR MAZES

Fascinating Walk-Thru Fun House with a confusing mirage of mirrors.

#### KIDDIE PONY TROT

10 or 20 ponies fitted with Western style leather saddles.

#### LAUGHING MIRRORS

Laugh-provoking mirrors that amuse both young and old.

#### PARK BENCHES

Designed and built for real tough usage. A lifetime product.

#### OLD MILLS—MILL CHUTES

Suitable for parks and permanent locations.

#### MAJOR ROLLER COASTERS

Engineered and built for enduring lifetime service.

#### COASTER CARS

We will streamline your present Coaster with new custom-built cars.

#### COMET, JR.

A Junior Roller Coaster sturdy enough for adults.

## COMPLETE KIDDIELANDS PLANNED AND DESIGNED

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National Rides are built complete from raw materials to the finished product in our own plant, occupying an entire city block, under the direct supervision of AUREL VASZIN, its founder, with 50 years of experience designing, engineering and building money-making Rides.

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Whether you have an established amusement center and merely want to add a ride or two, or if you want complete plans for your location, the personal services of WILLIAM DE L'HORBE JR. are available to you. He has had a lifetime of experience in planning parks and amusement areas and will be glad to discuss your problems with you. No obligations.

Write for literature describing all National Money-Making Rides

# NATIONAL AMUSEMENT DEVICE COMPANY

Box 488, V A F, DAYTON 7, OHIO

# THANK YOU

We wish to express our sincere thanks to all our customers and to assure the most recent ones that our production line is working top speed to get your Tilt to you as quickly as possible.

The current backlog of orders for the Tilt is indicative of the popularity and value of this ride as a top money-getter. Our only regret is that at present we are unable to guarantee immediate delivery.

*Sellner* MANUFACTURING CO., INC.  
BUILDERS OF  
The **TILT-A-WHIRL** for Amusement Midways  
501-515 FOWLER AVENUE  
FARIBAULT, MINN.

## Herb Dotten

c/o Santa Claus, Ind.

**WHITE-THATCHED**, ruddy-cheeked Mike T. Clark, who lacks only a beard and some padding to qualify as a St. Nick, lives in Indianapolis but gets his mail at Santa Claus, Ind.

"They remember Santa Claus; they would forget my Indianapolis address," explains the long-retired carnival agent.

There is every likelihood, however, that those who knew Mike when he was an agent will long remember him with warmth and respect.

To them, the 84-year-old showman, who retired in 1932, ranks with the all-time greats among carnival agents. Rarely, they recall, did he give up more than 15 per cent of a carnival's gross to a fair. And, he kept the moves short, railroad costs down.

Ever the gentleman and always a neat but not flashy dresser, he bred deep respect for carnivals. He had genuine pride in the S. W. Brundage Shows for which he was general agent for many years, and he imbued this pride in others.



MIKE CLARK

Scrupulously honest, he bent over backward to be fair. Devoutly religious, it was his practice to invite many of his friends among the clergy to visit the show. Always, tho, Mike insisted upon buying tickets for them, rather than waving them thru the gates. And, this he did even when he became half-owner of the show.

As a pioneer, Mike has several notable firsts to his credit or to the credit of the shows and attractions he agented—shows and attractions which included a girls' baseball team, Indian baseball clubs, Negro minstrel shows, the Boston Opera Company and, then, a carnival, the S. W. Brundage Shows, with which he served 27 years beginning in 1906 when the show operated under the title of the Brundage and Fisher Amusement Company.

Chief among these firsts in Mike's mind is that he "discovered" and played a major part in giving Merle Evans his first job with a show band, a job which led to Evans' long and colorful career as cornetist-leader with the Ringling-Barnum Circus band.

"It was in 1915," Mike recounts. "I was then with the Brundage shows, and our brass band which numbered more than 20 men needed a cornet player. I learned about a fellow named Evans, who lived and played with a firemen's band in Columbus, Kan. He, I was told, could make a cornet do everything but talk.

### Beginning for Merle Evans

"I went to see him. At first Merle, who then was a shy, tall, gangling boy, said he wasn't interested. He didn't think he could play fast enough for a show band. Moreover, he was afraid kids would laugh at him when the band played downtown streets:

"When Harry Pullen, leader of the Brundage band, heard Evans play he was convinced that Evans would be outstanding. Pullen wouldn't take Evans' 'no.' Finally, Evans consented to give it a week's try. At the end of that week, he stayed on. He found he could play as fast or faster than the others and that his shyness was overcome when the band was applauded at its street concerts."

Each night, Mike recalls, Pullen complimented Evans, sometimes as many as three times, invariably saying, "Keep this up and you'll make the Ringling band." It was only a few years later that this prophecy came true, and Evans remained with the Ringling band for 37 years.

The Brundage show, quite apart from being the first to hire Evans, recorded other firsts. It was the first carnival to carry its own light plant and the first to move its show wagons with motor power.

One of Mike's earliest show business ventures was a touring attraction that featured women, the New York Bloomer Girls, in 1905. It was Mike's responsibility to book the Bloomer Girls and he successfully spotted the baseball team thru the Middle Atlantic States and New England, where they played to good crowds.

### Wigged-Wortham in Bloomers

Actually, the Bloomer Girls played softball, rather than baseball. And, actually, the Bloomer Girls were not an all-girl team. Four or five members were gals, the remainder men, who donned wigs and bloomers for the occasion.

One of the men players was Clarence Wortham who later became owner of the carnival which bore the title of the C. A. Wortham Shows. Clarence was the team's catcher, and his was a trying assignment, for in going after a four fly ball his wig not infrequently was dislodged—and this made him the butt for jibes from the spectators.

One of Mike's firsts, recorded while with the Bloomer Girls, was the introduction of night baseball in this country. During an earlier period, he had sold gasoline lamps and thus had acquired knowledge of how well they functioned. In booking the girls in Pennsylvania he had run against a big obstacle, blue laws which prohibited Sunday baseball.

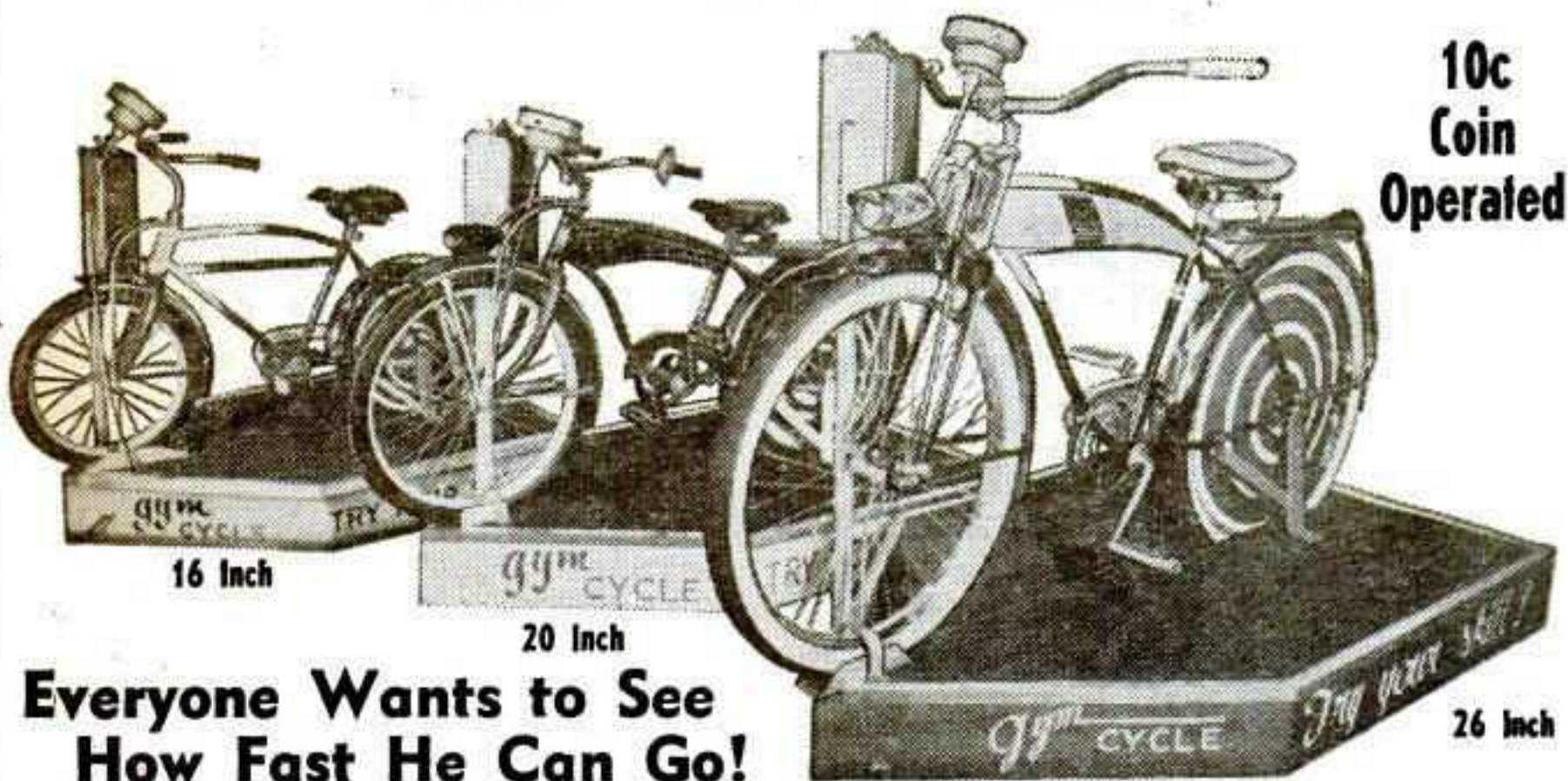
Pondering the bright possibilities for the girls' team in Pennsylvania, Mike hit upon the idea of lighting the infield of a ball park for night games. He secured 20 gas lamps, had them strung from poles around the infield, and presented the first baseball game under lights.

Mike won't make baseball's Hall of Fame for that first. But, the showman who gets his mail at Santa Claus, Ind., has earned a niche in the history of outdoor show business for his contributions to it.

## ARCADE OPERATORS

### The GYM CYCLE IS A SURE Money-Maker

Tried and tested in all types of locations, the GYM CYCLE has proved tops at Parks, Kiddielands, Fairs, Carnivals, etc.



Everyone Wants to See  
How Fast He Can Go!

### Check These Proven Advantages

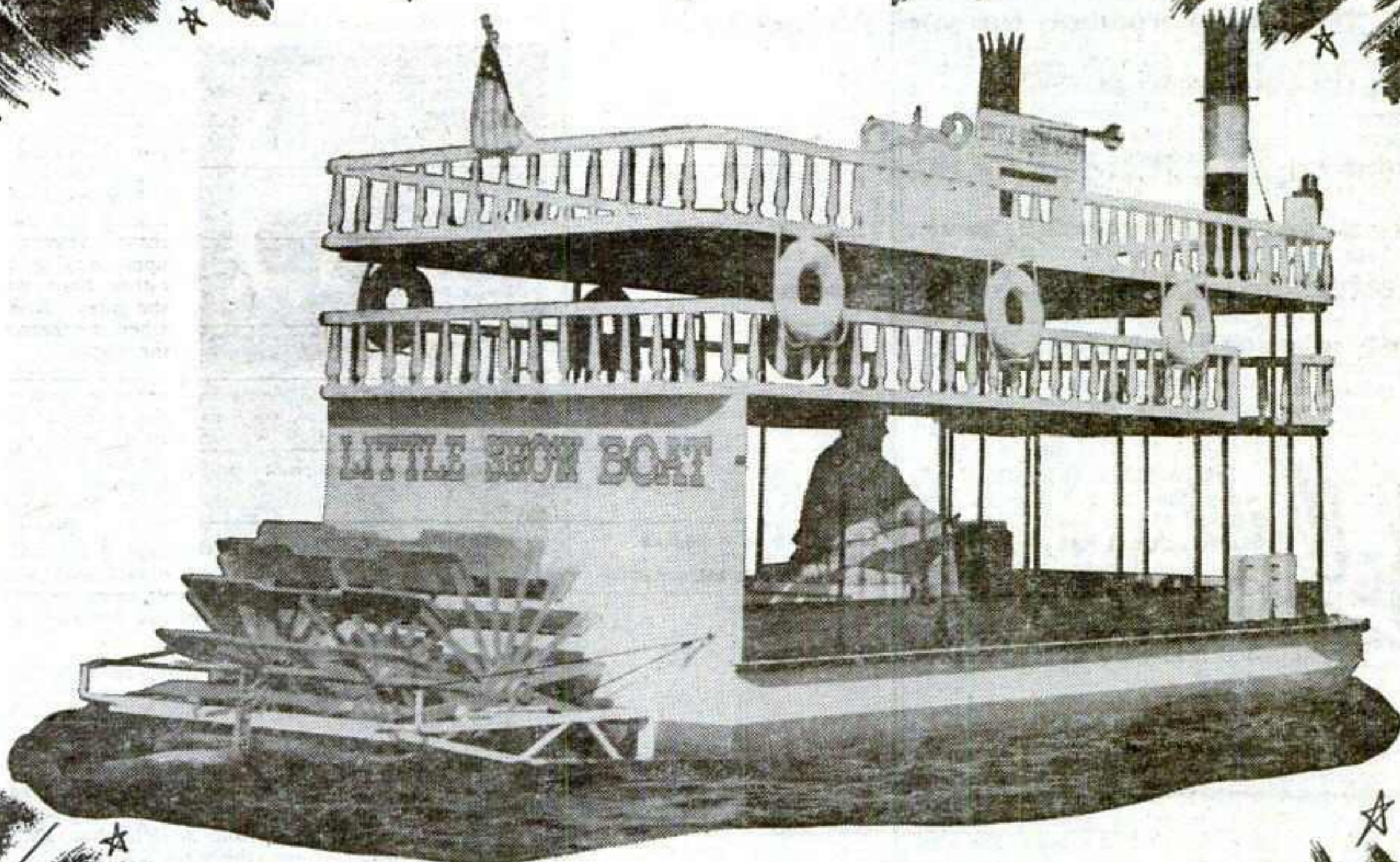
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- Shop and Field Tested and Constructed of top Quality Products.
- It's Fun to Ride. Amusement for men, women, boys and girls. Giving the action kids crave as well as supplying the thrill of speed.

For further information write, call or wire

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**\$60.00**

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**Is**

**Not**

**Unusual**

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- ★ Riverview Beach Park, Pennsville, N. J.
- ★ Shrimp Boat & Yacht Basin, St. Andrews, Fla.
- ★ Railtown, U. S. A.
- ★ Panama City Beach, Panama City, Fla.
- ★ LeSourdsville Lake, Ohio.
- ★ Lake Acworth, Ga.
- ★ Lakewood Amusement Park, Atlanta, Ga.
- ★ Urbana, Illinois

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Replica of an Early American River Boat colorfully decorated to add dignity and nostalgia to your operations. Power supplied by conventional single propeller for fast, maneuverable and dependable service. Sturdy fiberglass top and hand-turned banisters. Optional side or front loading into plastic-covered foam rubber seats for 30 adults. (Complete with Challenger and Universal sound equipment and double chrome compressed air horns, extra cost.)

24' long • 8' wide • 12' high • Draws 8" of water • Max. speed 10-15 M.P.H. • Turning radius 20' • 35 H.P. water cooled Gray Marine engine • Hull—fiberglass over 5/8" marine plywood • 10-gallon fuel tank • Adequate buoyancy compartments in hull for safety • Brass fittings throughout.

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**ALAN HAWES** Manufacturing & Display Co.  
 30 MILES NORTH OF ATLANTA ON HIGHWAY 31  
 ACWORTH, GEORGIA      PHONE 6170

## RIDE MAKERS BUSY

# Kidspots' Growth Spur Brisk Sales

By JIM McHUGH

**A** CONTINUING growth of Kiddieland installations and the spread of interest in mechanical riding devices to other outdoor recreation centers are building an especially good year for the manufacturers of amusement rides. Amusement parks and carnivals, the long established market, have also accounted for some brisk buying. Altogether, the promise is for an even brighter future.

These, and other optimistic observations, were brought to light in the 1956 Ride Manufacturers' Survey conducted by The Billboard. Not a single pessimistic note was struck by any of the respondents. While a number of the questionnaires rated the year, in a business sense, as about the "same" as last year, which is remembered as good, most indicated gains—some substantial—over 1955.

### Kiddielands Booming

While manufacturers who limit their output to major units find little meaning in the Kiddieland picture, present or future, the makers of the moppet units indicate a wide knowledge and experience with this market place. Nearly everyone noted that the junior fun centers were continuing to pop up in virtually every section of the country. While no figure to indicate the growth was arrived at, there is no question but that it continues, and in a healthy fashion.

Some manufacturers apparently have encountered only scant interest in rides by outdoor recreational centers. Others, however, indicated a keen awareness, and a likely pursuit of the developing field. Their units, they noted, were finding their way to locations adjacent to supermarkets and other magnetic crowd centers.

The development of new markets—anything other than the amusement park, carnival and Kiddieland fields—would seem to hold considerable promise as an outlet for new devices, according to the returns. The number of new operators represents a very large percentage of the number of new enterprises.

### Plan New Devices

Virtually every one of the larger manufacturers claims to be planning the production of new devices. It is unlikely, however, that any major units will be introduced in time for this season, except on an experimental basis. The lack of a flurry of new devices is, in itself, an indication of a market which is growing in scope and without need at this time for any mass introduction of new devices to create new interest among operators.

Kiddie units continue to outnumber the major ride offerings, still another indication of the importance of the moppet field and the growth in this direction. A successful Kiddieland will not stop short of 10 units, and will mostly add more if space is available.

The Scrambler, manufactured by the Eli Bridge Company, continues as the most successful of recently introduced major units. Put into full production last year for the first time and sold on a priority basis, the ride proved a big earner

from the start and several of the original units were sold profitably. Last year, production and sales were limited to 16 units. Six units have been delivered so far in 1956, with orders for many more reported on hand for months.

### Price No Barrier

The success of the Scrambler is evidence that the industry has a need for, and can absorb, big and costly rides. No price is quoted for publication but it is known that the unit, which started at \$14,100, has risen to more than \$18,000. The increases represent production costs and not the effect of supply and demand.

The Allan Herschell Company, largest of the manufacturers, has on the market a new version of the Rodeo ride designed several years ago by Norman Bartlett. The new unit is primarily a kiddie ride, whereas the initial units, of which more than a dozen were sold, also had appeal for teen-agers and adults. The firm also has a new kiddie Auto Roadway.

In the kiddie field, Overland's Moon Rocker, Pee Wee Valley's Teeter Copter and Hampton's Stagecoach, all rated considerable interest at the trade showing in Chicago last December. Indications then and now are that virtually any new unit in the Kiddieland field will find at least a fair market.

### 1955 Season Very Good

The manufacturers are convinced that the outlook for the operators, as well as for themselves, is excellent. It is recalled that last year ride operators generally enjoyed one of their best seasons. For some unknown reason the populace turned to the mechanical units in vast numbers in every corner of the continent.

The result of the excellent earnings accruing from such activity showed up in the brisk buying that marked the December trade show. Most of the ride exhibitors reported excellent sales and prospects.

Despite the brisk business, the ride builders, like the automobile builders, have little trouble in meeting the demand—at least insofar as the supply of materials is concerned. While some materials, it is reported, cannot be acquired on short notice, the supply appears to be sufficient to meet any foreseeable demand.

The business appears to have earned considerable stability since the postwar boom, when literally dozens of new firms appeared to crop up all over the country. The long established firms survived, along with some few others which looked beyond the present to the future.

Because of the influx of new operators the manufacturer today sometimes finds himself as much in an advisory as a selling role. Most new Kiddieland or recreational operators have dozens of questions on location and operational problems to be answered before they can think seriously about placing orders for rides.

While there are some reports of major coasters in the planning stages, actually the high-cost on-the-spot custom building of units today represents but a fraction of the overall business. Only the major funspots would provide sites for such costly activity and these have been on the decline as investors attracted to the field of permanent amusements stick to Kiddielands or the village-type of presentation aimed at family groups.

## 1956 RIDE MANUFACTURERS' SURVEY

FIRM NAME	UNIT	CAPACITY	PRICE RANGE
Allan Herschell Co., Inc. 104 Oliver St. N. Tonawanda, N. Y.	Kiddie Auto Roadway	12	
	Kiddie Rodco	12	
	Kiddie Merry-Go-Round		
	Major Merry-Go-Rounds	28-68	
	Twister	32	
	Caterpillar	36	
	Moon Rocket	66	
	Looper	20	
	Sports Cars	12	
	Roller Coaster	18-24	
	Kiddie Buggy Ride	20	
	Kiddie Auto	20	
	Sky Fighter	16	
Kiddie Boat	24		
Kiddie Tank	16		
Jolly Caterpillar	18		
Arrow Development Co., Inc. 243 Moffett Blvd. Mountain View, Calif.	Arrow-Flite, Tracked		\$3,850-\$ 5,500
	Kiddie Auto		
	20-ft. Kiddie Merry-Go-Round	24	5,250
	32-ft. Teener Merry-Go-Round	24	10,785
	36-ft. 2-abreast Merry-Go-Round	28	12,500
	36-ft. 3-abreast Merry-Go-Round	38	13,500
	45-ft. 4-abreast Merry-Go-Round	68	26,500
	Streamliner Train		5,750- 11,875
	Kiddie Auto	25	3,950
	Kiddie Boat	24	3,875- 4,070
Comet Mfg. Co. 3430 33d Ave. Sacramento, Calif.	Midget Autos	1	\$689
Custer Specialty Co. 139 Bradford St. Dayton 10, O.	Kiddie Bubble Bounce	32	\$ 5,900
	Kiddie Paddle Boats	2	3,900
	Bubble Bounce	32	\$18,000- 22,000
	Kiddie Custer Cars	2	650
Dodgem Corporation Lawrence, Mass.	Dodgem		
Eli Bridge Co. 800-820 Case Ave. Jacksonville, Ill.	Big Eli Scrambler	24-36	
	Big Eli Wheels, 3 sizes	24-48	\$9,300- \$13,000
	Baby Eli Wheel	12-18	4,127- 4,212
General Playground Equipment 1133 S. Courtland Ave. Kokomo, Ind.	All types playground equipment		
Hodges Amuse. & Mfg. Co. 1415 W. Pruitt St. Indianapolis 23, Ind.	Hodge's Hand Car	6 cars	\$2,600
	Ferris Wheel	24	
A. B. Enterprises Box 875 Peoria, Ill.	Kiddie Atomic Spinner	16	\$1,595
	Kiddie Atomic Spinner	32	1,695
	Santa and Reindeers	12	2,850
	Little Chug Train	16	1,800
	Little Chug Train	24	2,300
	Kiddie Merry-Go-Round	18	\$2,300- 3,300
	Kiddie Swan Swing	16	995
	Kiddie Little Pet	20	895
	Kiddie Ferris Wheel	24	1,995
	Kiddie Airplane	18	1,495
Eyerly Aircraft Co. P. O. Box 670 Salem, Ore.	Octopus	16-48	\$11,000-\$15,000
	Rockplane	16-24	12,000- 14,000
	Rolloplane	8-12	7,000- 8,500
	Flyoplane	16-24	13,500- 16,500
	Kiddie Midge-O-Racer	9	3,600- 5,500
	Bulgy the Whale	8-16	3,500- 4,900
Hampton Amusement Co. Portage De Sioux, Mo.	Mechanical Stage Coach	16	\$2,950
	Live Pony Stage Coach	16	1,600
	Tubs-O-Fun	48	2,950
	Hand Cars		\$1,950- 2,250
King Amusement Co. 82 Orchard St. Mt. Clemens, Mich.	Miniature Electric Train		\$1,880
	Kiddie Airplane	10	1,735
	Kiddie Rocket	20	2,080
	Kiddie Elephant	20	1,265
	Kiddie-Sabre-Jet Auto	16	3,525
	Kiddie Racing Car	16	2,850
	Kiddie Motorcycle	8	2,565
	Over-the-Jumps	10	2,995
	Kiddie Pony and Cart	16	3,300
	Kiddie Army Tank	16	3,200
	Kiddie Train and Boat	16	3,865
	Kiddie Steam Fire Engine	16	3,865
	Kiddie Fire Engine	32	3,085
	Kiddie Combinaton	16	3,760
	Kiddie Combination	20	3,500
	Kiddie Pony Ride	8	1,785
	Kiddie Jet Fighter	16	2,180
	Kiddie Speed Boat	25	1,650
	Kiddie Coaster		3,235
	Rocket Train Coaster		6,950
Kiddie Ferris Wheel	15	1,155	
Kiddie Merry-Go-Round	16	3,500	
Kiddie Merry-Go-Round	6	950	
Kiddie Merry-Go-Round (Mounted)	12	3,200	
Midget Gasoline Cars		550	
W. F. Mangels Co. 2875 W. 8th St. Brooklyn 24, N. Y.	8-Car Portable Whip	16	
	Kiddie Whip	16	\$4,000-\$4,575
	Roto-Whip	16	2,450
	Speed Boat Ride	16	2,300
	Pony Cart	16	2,600
	Carrousel	30	4,900
	Whip, Portable-Stationary	8-12 cars	
Midget Circus Wagon Mfg. Co. 6th and Ferrell Sts. Mountain View, Mo.	Kiddie Stagecoach	4-6	\$1,000-\$1,250
	Prairie Schooner	12	285
	Express Wagon	8	260
	Farm Wagon	8	260
	Jerry Wagon	6-8	325- 350
	(All units are pony drawn)		
Miniature Train Co. Rensselaer, Ind.	G-12 Streamliner (kiddie)	14-34	\$ 3,610
	G-16 Commuter	24-36	8,875
	G-16 Suburban	36-60	10,195
	G-16 Limited	48-108	17,200
	G-16 Transcontinental	108-240	26,550
Gordon W. Morton Co. P. O. Box 5144 Greensboro, N. C.	Automobile		\$150-\$275
National Amusement Device Co. Box 488 VAF Dayton 7, O.	Century Flyer Miniature Train		
	Trackless Train		
	Comet Jr., Coaster		
	Kiddie Buggy Ride		
	The Pony Trot		
	Kiddie Ferris Wheel		
	Major Roller Coasters		
	Fun Houses		
	Mirror Mazes		
	Old Mills and Mill Chutes		

(Continued on page 62)

**GAY 90's**  
**TROLLEY RIDE**  
**\$795.00 Complete**  
Send for Brochure.  
TINKERTOWN COMPANY  
6039 W. 76th St., Los Angeles 45, Calif.

**BIG GATE BOOSTER:**

# Hard-Hitting TV Promotion Clicks at Long Island Zoo

By IRWIN KIRBY

**PROPERLY** promoted, what increase in attendance can be expected at the kiddie zoo when a local TV favorite makes an appearance? How much money should be spent on this type of attraction? Should the zoo make its animals available for television shows, and how does the operator go about it? Is TV a better advertising medium than newspapers or radio?

These questions and many more confront the operators of kiddie zoos in every part of the country, and the locations each have peculiarities not common at all.

Television appearances were tried by one New Jersey zoo operator last season over New York metropolitan area channels. The

results were admittedly poor. Out on Long Island, however, another spot hit the local shows and hit them hard, with the result that grosses jumped in solid fashion right away. This zoo is sold on the gate-boosting value of TV.

**TV Called Best**

"Bar none, it is the best advertising medium for an operation such as ours," Mike Grimaldi notes. The family-owned Massapequa Zoo has grown to one of Long Island's most popular amusement enterprises, under management of Michael Grimaldi Sr. and his five sons — Mike, Anthony, Angelo, George and John.

The experiences the Grimaldis have had with television can be of benefit to other operators, but not to all, for they point out that the best situation is one whereby the operation has more to offer than only a zoo. Massapequa Zoo's entrance is behind its kiddieland, exposing patrons to the six rides, Skee-Ball alleys, coin-operated rides and some other Arcade pieces. With this diversity, coupled with the low 20-cent admission to the animal enclosure, the operators can offer enough to keep customers busy for long stretches of time, at moderate cost.

Part of the six-acre tract, the former Frank Buck Jungle Zoo, is occupied by an appliance discount house and a toy and juvenile furniture store, both operated by tenants. The feeling is that these operations all help one another in the drawing of people. Television, tho, is the big thing.

Having established the zoo in 1951, the Grimaldis tried various publicity endeavors in the formative years. Newspaper advertising in Long Island's publications did little good. An agency was employed but brought in little publicity. Last year Mike Grimaldi called up a New York TV station, mentioned the zoo, offered to "get together" on a fair arrangement with a kiddie program, and the ball got rolling.

**Several Shows Daily**

During the peak August-September weeks the zoo paid for time on as many as 16 shows a week. Mike would load up a truck and start on the 49-mile jaunt to Times Square at 6:30 a.m., taking the previously-arranged-for birds and animals. One typical day had him as "Uncle Mike," appearing at 9 a.m. on the Sandy Becker cartoon show over WABD at 11 a.m. on "Romper Room" and noontime on "Time for Fun," both over the ABC outlet, and at 6 p.m. on the "Merry Mailman" show over WOR-TV. Mike lunched at his home in Jamaica, a 35-minute truck ride from Times Square.

Those kind of days were admittedly tough, but the results were so encouraging that they more than offset the expense involved. Granting that in less populous areas zoos might acquire free time on TV, the Grimaldis cite that fact that the shows they hit pretty nearly saturated the kiddie market in their area. "Uncle Mike" has been besieged on several occasions while making the rounds of nickel animal food vending machines by admiring kiddies. That response and the added attendance make the expense worth while, it is felt.

Altho some shows requested a

change of animals from time to time, a standing arrangement with Ray Heatherton's show, "The Merry Mailman," called for the same ones regularly, a monkey and a peruvian guinea pig. This was a daily routine for more than three months. Sandy Becker was made on a three-times-weekly schedule beginning last August. Mike notes that in most parts of the country there is no reason why the zoo operator cannot arrange appearing on a television program catering to kiddies, either gratis or at modest cost.

**Star Turnouts Good**

Reciprocal appearances, with the attraction turning up at the zoo, also did wonders at Massapequa and paid for themselves every time. The attraction would plug the appearance over TV, the park would plaster its fences with announcements, and (granting favorable weather) the result was usually a stampede. Massapequa Zoo's peak crowds of some 8,000 came on days when attractions like Heatherton, Becker and Uncle Joe Bova ("Time for Fun") appeared. A platform was provided to prevent congestion on the grounds which would have prevented the TV guest from walking thru the place.

Appearances generally include handshaking, story telling, handing out lollipops and signed photographs, singing and whatever else the attraction can do to provide an engrossing period on the stage. There is no set fee by attractions in New York television for this kind of appearance, and it runs into three figures in some instances.

Massapequa Zoo has enjoyed a steady 10 per cent attendance increase yearly as a natural growth, thanks to the housing boom which has seen Nassau County's population more than double (to more than 1,000,000) in the last 10 years. The television activity, however, caused an upsurge of nearly 40 per cent in general attendance compared with previous year's figures.

As a tourist offering, a zoo-ride combination can afford a relatively high gate price, but "neighborhood" places like those on Long Island, catering to steady repeat business, all charge less than \$1 for admission. Massapequa's gate is the lowest, even since going from a dime to 20 cents this winter.

**Head-Count Methods**

Several head-counting methods can be employed to determine how many patrons result from the TV shows. The performer can announce that pictures of him can be picked up at the kiddie spot. Or he can suggest the kiddie spot will hand out pictures in exchange for tokens of the sponsor's product. He can make announcement of some special event or giveaway to be held at the spot on a certain day, or offer gate or ride tickets free upon postal card request. All these schemes permit a count which would not depend on the attraction appearing at the place. The Grimaldis use none of these methods, however, being convinced that television advertising has done big things to their attendance.

"No reason to get finicky about head counts or percentage points," Grimaldi observes. "Business is much better since we got involved in this video advertising, and that's sufficient for us."



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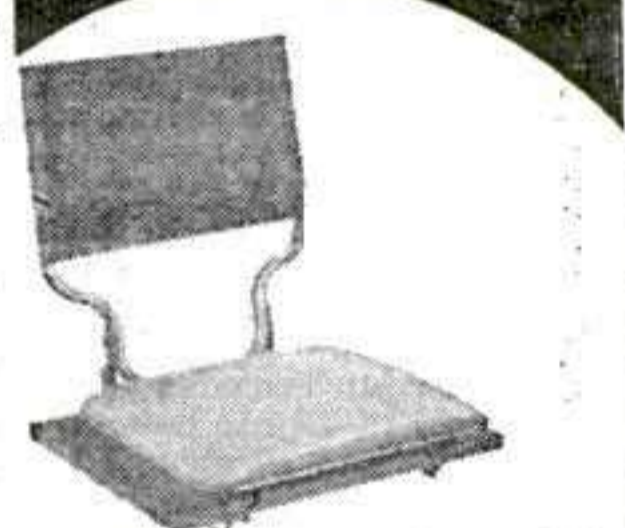
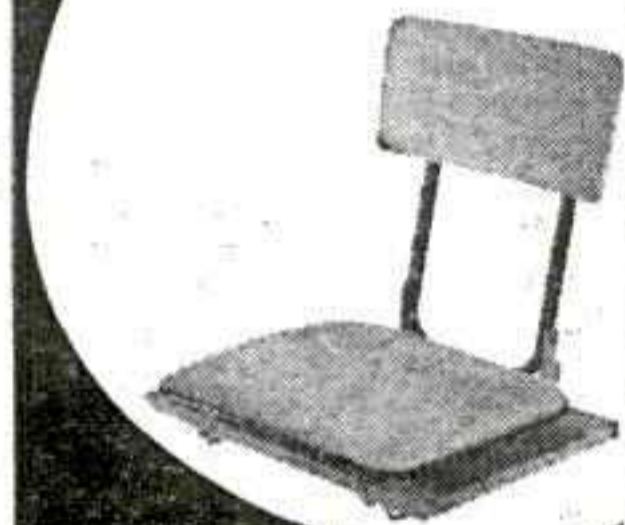
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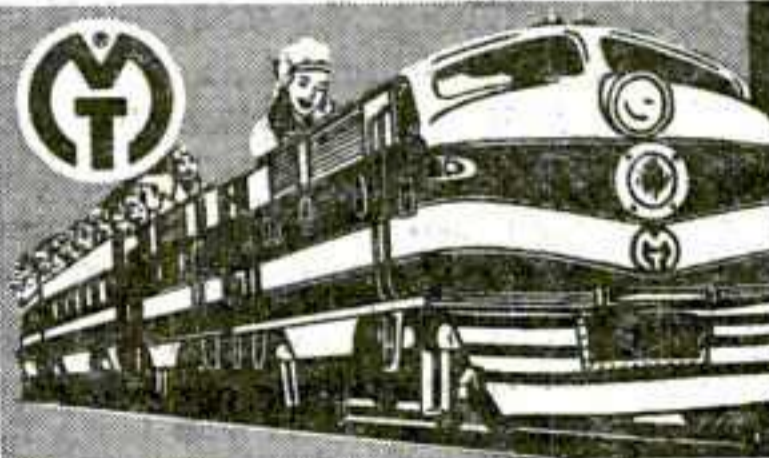
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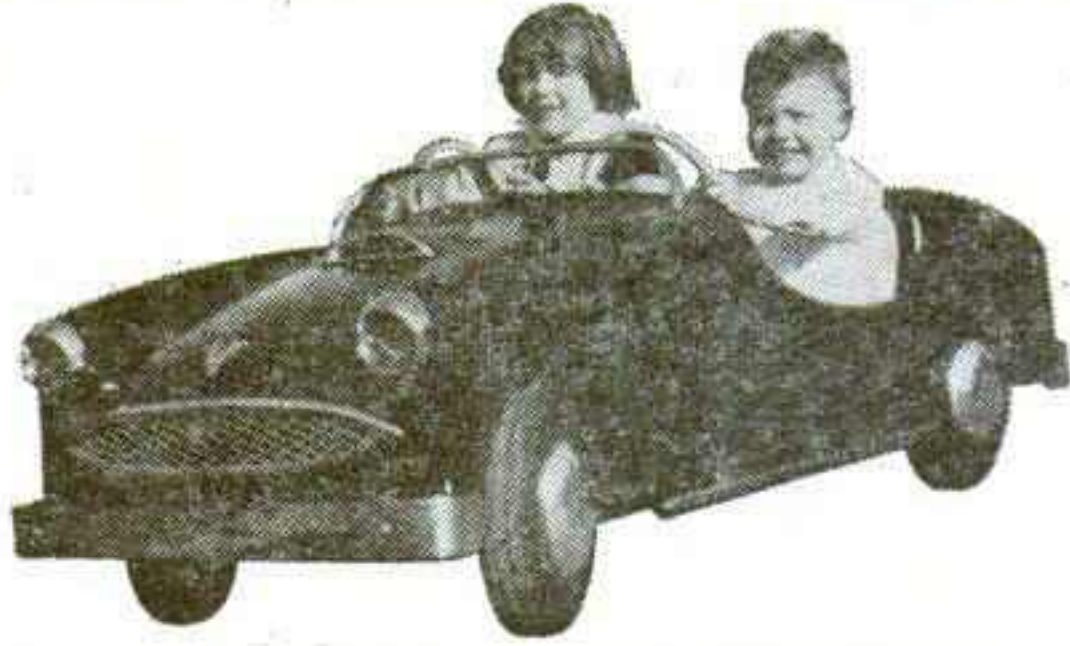
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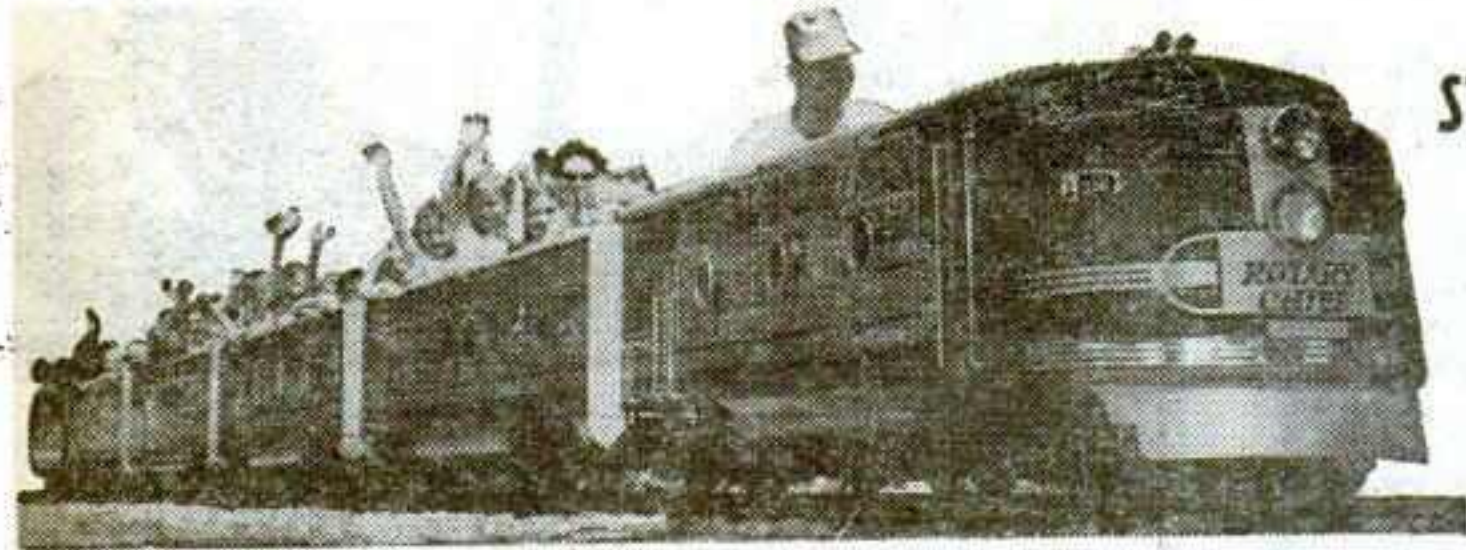
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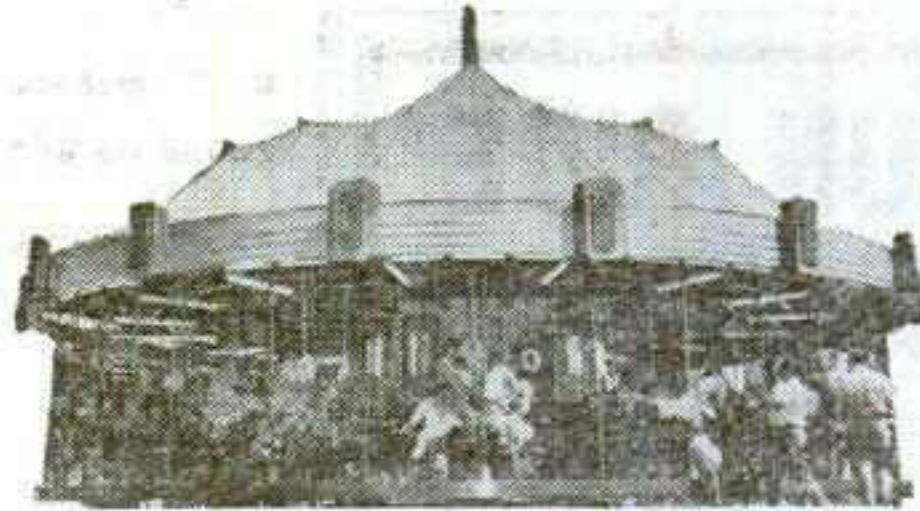


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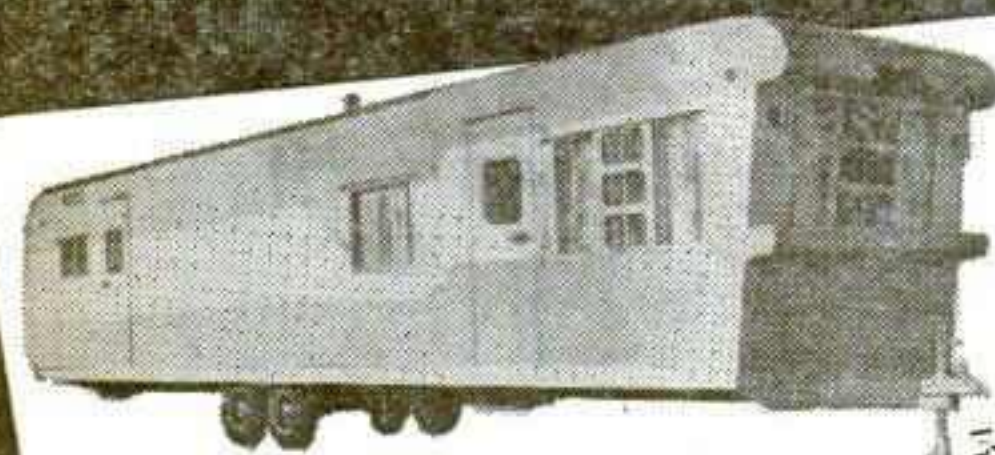
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Stratford, Wisconsin



## Kiddieland Survey

• Continued from page 50

QUESTION: How many rides do you operate currently?  
ANSWER: Eight rides was the average.

COMMENT:

More operators reported seven rides than any other single number, but the number who had more than seven was greater than the number who had less than seven. Six operators reported six rides; nine have seven rides; seven operate eight, and eight kiddielands have nine rides. Three funspots reported 13 kiddie rides, three more have 14 and three others have 15. No one reported more than 15.

QUESTION: Do kiddielanders buy new or used equipment?

ANSWER: Seventeen operators reported buying predominately new equipment. Twenty-two reported buying some used equipment. Six reported making most rides themselves.

COMMENT:

Stand-out fact turned up by this phase of the survey is that kiddielands buy new kiddie rides and used major rides. Of those buying new rides, 15 stayed in the kiddie field and only two bought new adult rides. Of those buying some used rides, 15 indicated most of the used equipment was in the major ride class, and seven told of buying used kiddie rides. In addition, there were 11 replies which were inconclusive in this regard.

QUESTION: What prices do you charge adults for rides?

ANSWER: Twenty-seven charge adults more than children. Twenty-eight charge adults the same price as children.

COMMENT:

While virtually the same number of operators charge more for adults as charge them the same as children, a third and much smaller group either makes no charge for adults or does not permit adults to ride. The group which charges adults extra is made up largely of those who have at least one major ride. Those who charge the same for adults and children are usually those with no adult rides other than a Merry-Go-Round.

QUESTION: What prices do you charge children for rides?

ANSWER: Ten cents by a great majority.

COMMENT:

Most kiddielands use a strip-ticket deal of some type, but for a starting place most operators settle on 10 cents. In detail, four have a basic price of 9 cents; 38 use 10 cents; one uses 11 cents; six start from 12 cents; two use 12½ cents; six use 15 cents; one uses 20 cents, and one uses 25 cents.

QUESTION: Do you redeem unused tickets?

ANSWER: Twenty-nine redeem tickets; 27 do not.

COMMENT:

Among those who replied to this question, slightly more than half will return cash for unused tickets, and the others will not. The second group, however, will accept the tickets on other days. Usually, those who do not redeem tickets find it difficult to do otherwise because of strip-ticket plans.

QUESTION: What percentage of your gross income comes from rides?

ANSWER: Half of the operators get more than 75 per cent from rides.

COMMENT:

Fact that kiddielands are largely in the ride business, to the exclusion of games, food concessions, shows and other operations, is pointed up by these returns. Of 59 replies, 30 showed rides brought more than 75 per cent of the gross. One of these said 100 per cent of the income was from rides. The other half of the replies indicate ride income of 60 to 75 per cent in nine cases; 50 to 60 per cent in six cases, and 40 up to 50 per cent in four cases, while other returns were scattered below that level.

QUESTION: Do you own all rides on your grounds or are some leased?

ANSWER: Fifty out of 58 replies said all rides were office-owned.

COMMENT:

While a scattered few instances turned up in which some rides in a kiddieland are leased to or from persons other than the kiddieland operator, the rule of the majority is that the operator owns and operates all facilities.

QUESTION: Do you use automatic timers?

ANSWER: Yes, 20. No, 36.

COMMENT:

While there are cases both for and against ride timers, that fact that a minority of operators use them on their rides also is due to the fact that a number of operators are not familiar with these devices, and some indicated they did not know they are on the market.

QUESTION: What are the three most popular rides you operate?

ANSWER: Merry-Go-Round, 92 points. Kiddie Train, 91 points. Coaster, 30 points.

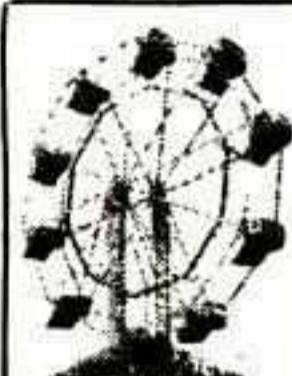
COMMENT:

Leaders, sparked by the nip and tuck race between the Merry-Go-Round and Train, are followed by Kiddie Boats (25), Ferris Wheel (15), Dodgem (11), Kiddie Autos (10), Airplanes (8), Tilt-a-Whirl (6) and Pony Ride and Tractors (5 each).

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**QUESTION:** List the three most profitable rides you operate.  
**ANSWER:** Merry-Go-Round, 86 points; Kiddie Train, 77 points; Boats, 31 points.

**COMMENT:**  
 The Merry-Go-Round and Train continue their lead of the field, and after the first three come Coaster (27), Kiddie Handcar (15), Dodgem (13), Ferris Wheel (11), Ponies (7), Autos (6) and Tilt-a-Whirl and Pony Carts (5 each).

**QUESTION:** List the three most trouble free rides you operate.  
**ANSWER:** Merry-Go-Round, 51 points; Kiddie Boats, 39 points; Kiddie Train, 38 points.

**COMMENT:**  
 As the Merry-Go-Round makes it a clean sweep for first, the first three are followed by Handcars (33), Ferris Wheel (20), Autos (170), Coaster (12), Airplanes (10), Pony Ride (7), Chairplane (6), and Jeep, Sky Fighter and Kiddie Swings (4 each).

**QUESTION:** Does your park open in early spring for weekends only? When does it open for full week's business, and when does it close?

**ANSWER:** Open early for weekends, 50; do not open for weekends only, 4. Open in March, 2; April, 11; May, 32; June, 10; other, 1. Close in September, 36; October, 14; November, 3; other, 2. Open all year, 7.

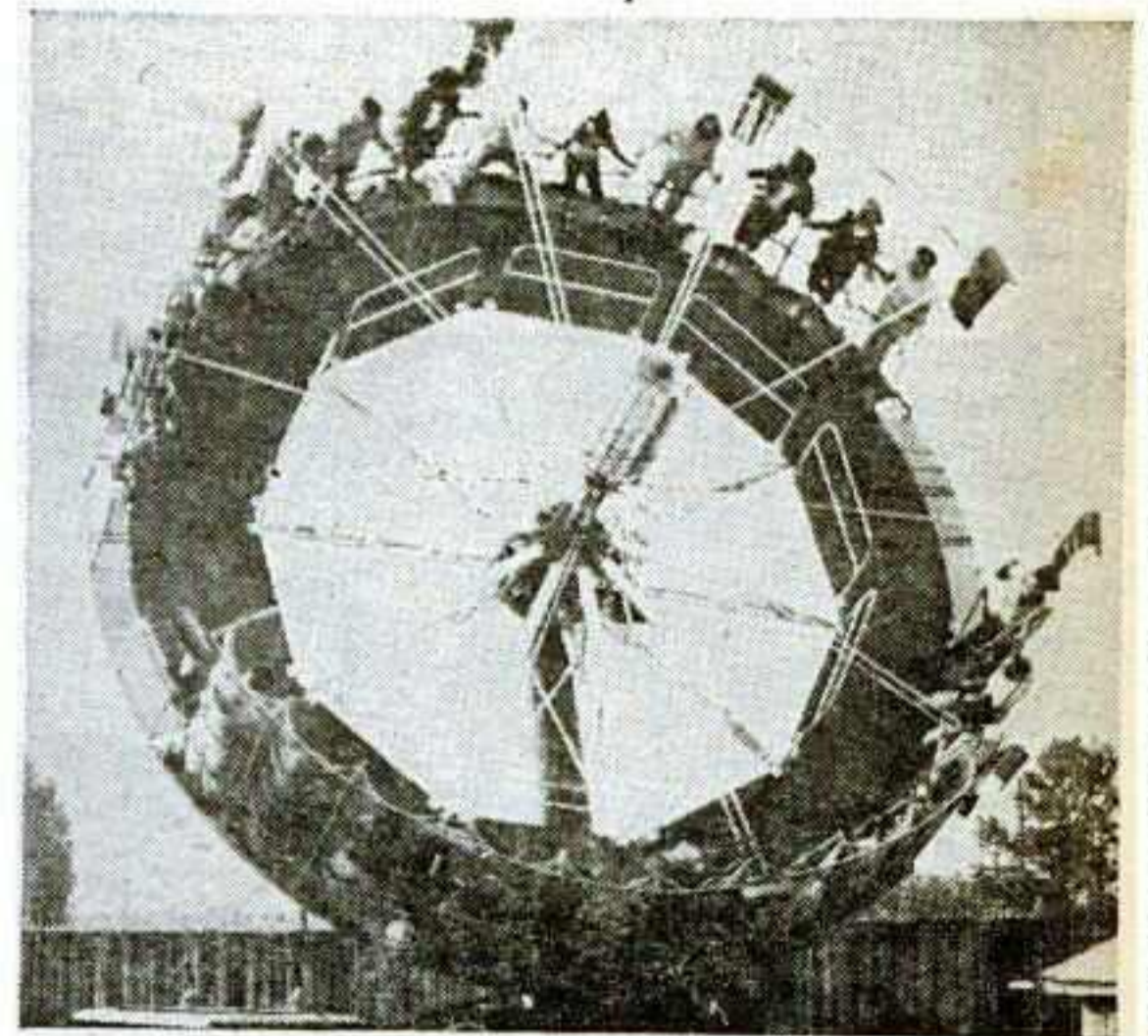
**COMMENT:**  
 Most predominate opening time is May. Most predominate closing time is September. This gives kiddielands the same general season as that of major amusement parks. This means they start about Memorial Day and continue thru Labor Day. Almost all kiddielands open earlier in the spring for weekends only. Those operating all year usually are those in favorable climates.

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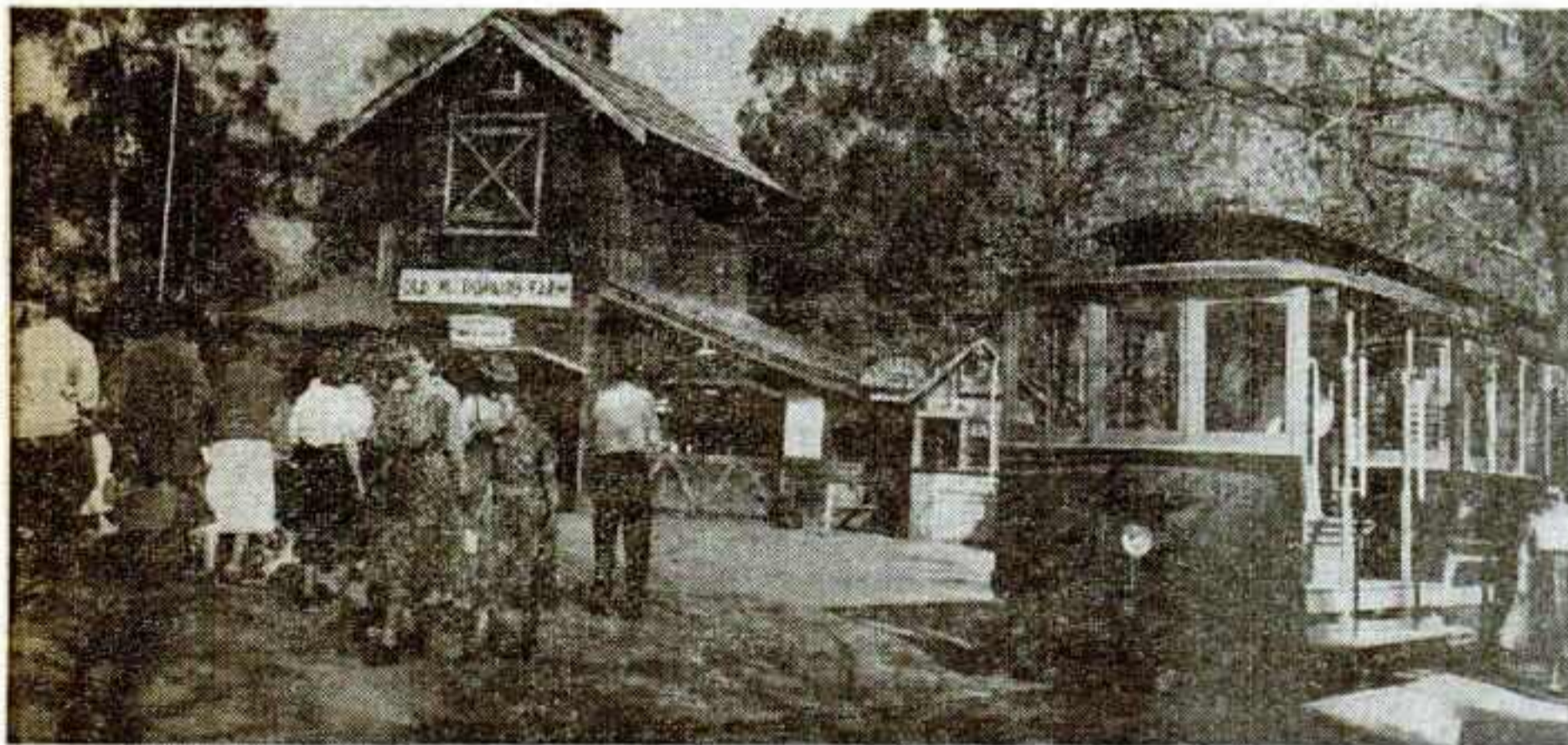
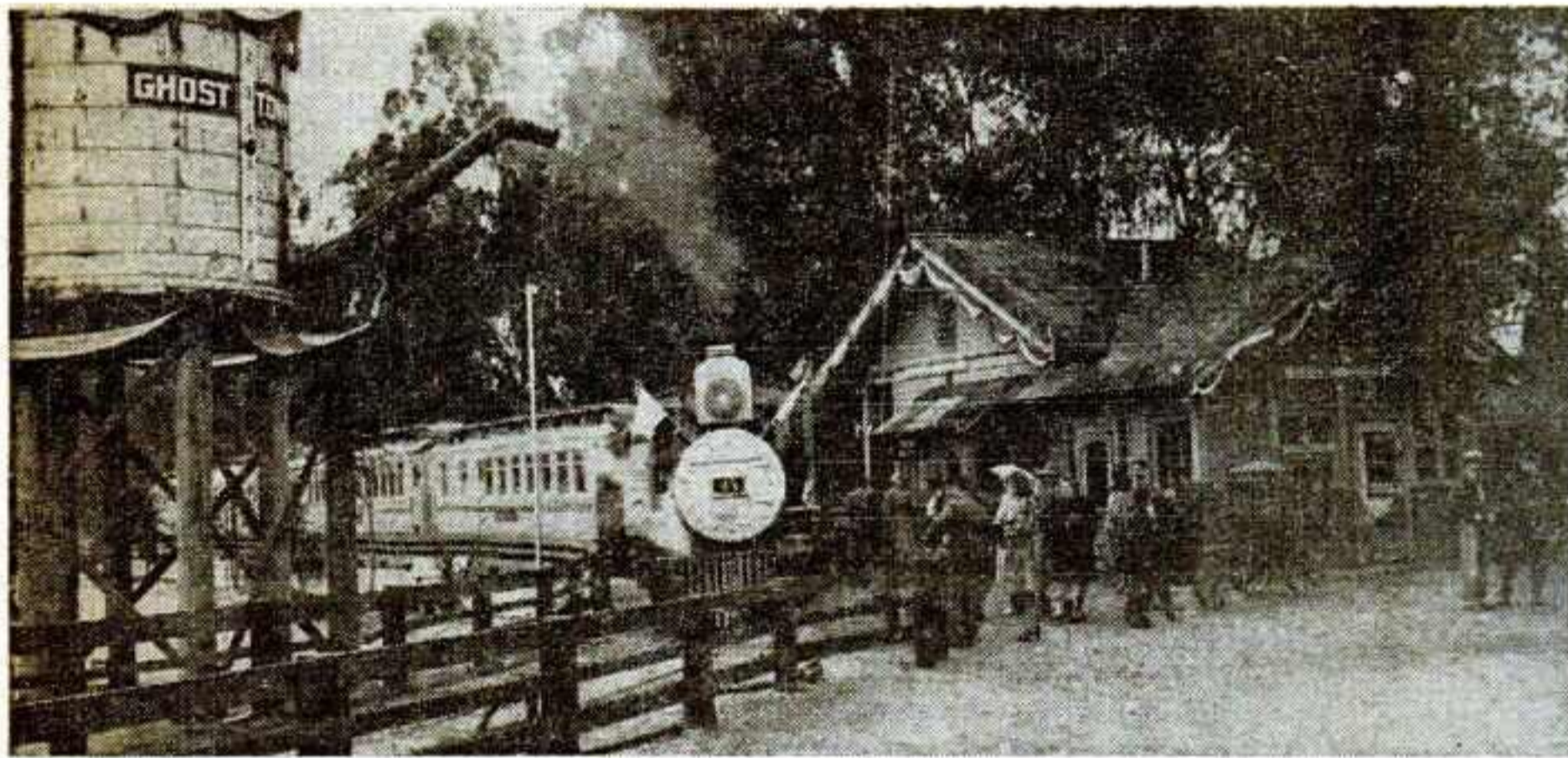
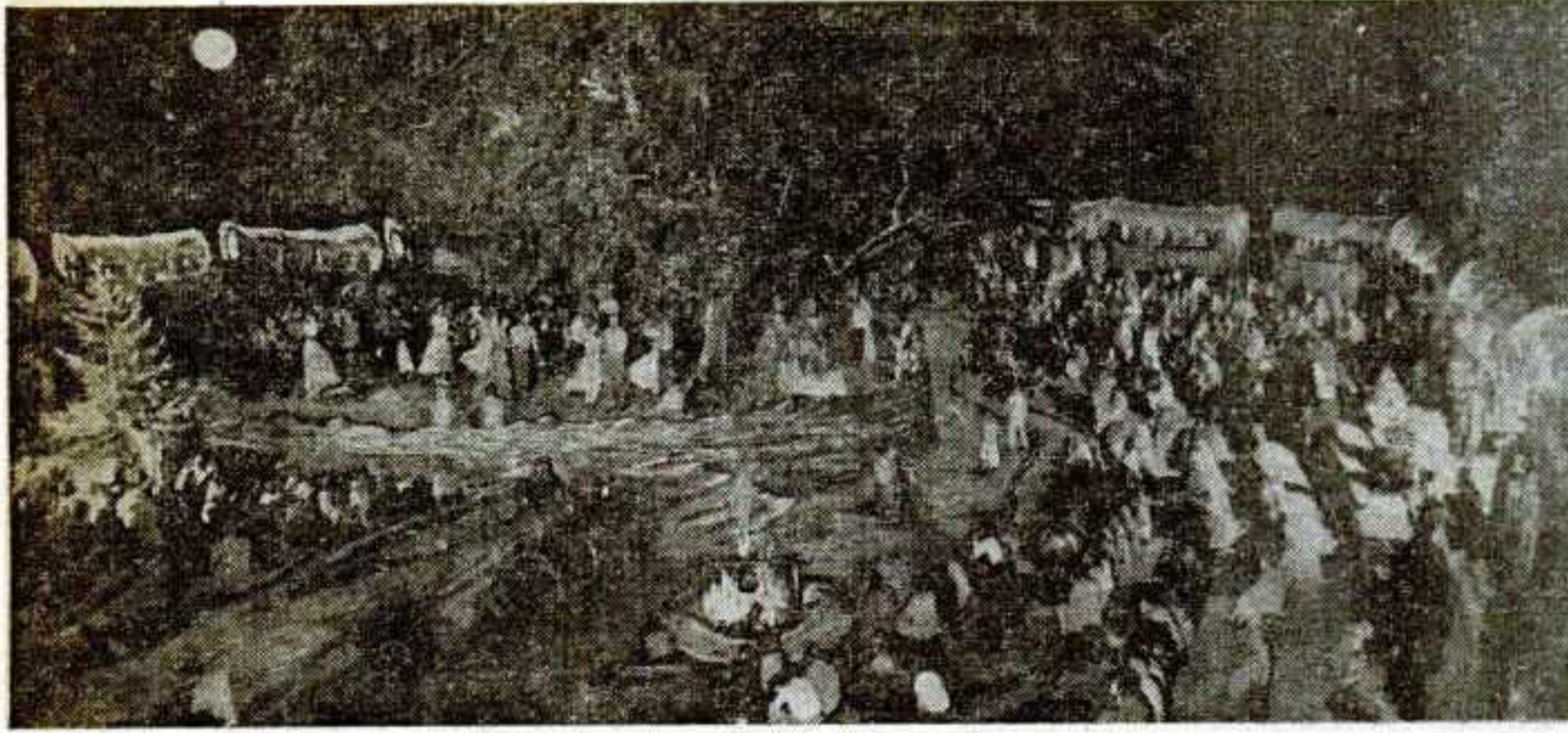
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# FOOD-FUN FARM THRIVES

Knott's Berry Farm, near Buena Park, Calif., has become a must for tourists in Southern California, due not only to its excellent food but a wide variety of attractions, including rides intended to whet an appetite, work off a meal, or extend a diner's stay on the grounds. Pictured below, in order, are the Ghost Town, the first

show-business installation made at the farm; a narrow gauge railroad; a cable car and Old McDonald's Farm. At the bottom is an aerial view of the highly successful farm, with its large parking areas, many restaurants and numerous attractions. Annual gross of the farm is estimated at \$8,000,000. Of this \$800,000 is spent at concessions, such as rides and attractions.



# BERRIES TO BONANZA

## Rides, Attractions Build Farm Gross

By SAM ABBOTT

**K**NOTT'S Berry Farm, which was started in 1920 when the Walter Knotts rented 100 acres for farming near Buena Park, has grown into an outstanding attraction, now grosses about \$8,000,000 annually and is a "must" with tourists in Southern California. About 90 per cent of the gross is from Knott-owned enterprises, with the remaining \$800,000 being spent at concessions, including attractions and amusement rides.

The Farm, as it is affectionately called by the 850 to 1,000 employees and a rare few concessionaires who consider themselves fortunate to be there, is located on Highway 39, a couple of miles from Highway 101 from San Diego to Los Angeles, about 20 miles away. In addition to this prize location, Knott's is near the center of Southern California population and in the fastest growing section of the State. The facts were proved by the Stanford University Research Institute when it made the survey for Walt Disney that resulted in the installation of Disneyland, about five miles away.

### Near Disneyland

Altho Disneyland, Inc., paid about \$25,000 for the survey, Knott's found itself right in the thick of everything. And the fact that Disneyland is in the vicinity complements the berry farm's facilities.

Stage coaches operated at the Farm are patronized by as many as 70,000 in a summer month. The rides cost 25 and 50 cents each for children and grown-ups, respectively. A Merry-Go-Round, hurriedly installed last May by the father-and-son team of Ray and Wendell (Bud) Hurlburt, to take advantage of the Mother's Day patronage, will soon round out its first year. On the basis of figures on hand, it is estimated that in the 12 months ending June 1, the device will have carried 350,000, which for an average is almost 30,000 a month. The charge is 20 cents for adults and children alike.

### Accent on Food

The Knott's operation differs from that of Disneyland in that the Farm's operation is primarily food with amusements an added attraction, whereas amusements are featured, with food an added service.

The Farm evolved gradually into its expansive operation without outside capital. For seven years after starting, Cordelia and Walter Knott sold the berries they grew on

their rented acres at a small stand. Then Mrs. Knott began baking fresh berry pies to sell along with light lunches, which offered hot biscuits and home-made berry jam. In 1927 they bought 10 of the acres and built a tea room with only five tables.

They served their first chicken dinners in 1934. The number of patrons increased and additional rooms were added each year with the capacity jumping from 20 to 40 and then to 70. By 1940, they could accommodate 300.

### Ghost Town Clicks

As patronage grew, people wandered about the grounds before and after dining. To give them something entertaining, the Knotts started their famed Ghost Town in 1940. Next they built the Chapel and their ownership of acreage was stepped up. By then their seven dining rooms accommodated 880 guests at one seating. The kitchen had been enlarged and modernized, and the Steak House was opened.

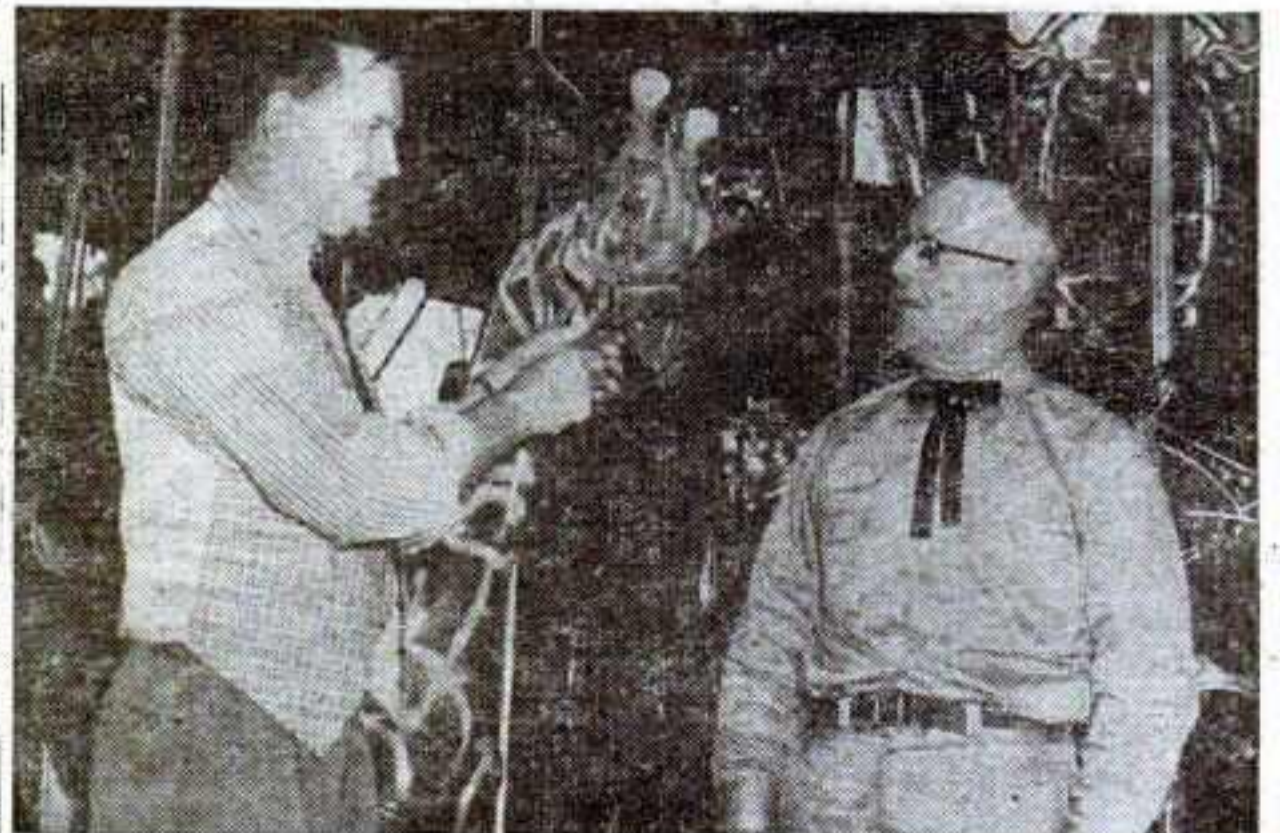
Once the Ghost Town was started the Knotts carried the "Early California" theme further with the addition of stage coaches, the installation of the narrow gauge Denver & Rio Grande Railroad with steam engine, baggage car and coaches. More recently several of the famed San Francisco cable cars were installed, as was the Bird Cage Theater, where melodrama is featured.

Russell Knott, a soft spoken man in his late 30's, directs the Farm today. He explains that the dining rooms serve 1,500,000 dinners a year, and that all entertainment in the area must conform to the overall theme.

### Shun "Hard Sell"

No admission to the grounds is charged. Concessionaire and employees alike are cautioned to follow the rule of letting patrons buy—not to sell them.

Because of the free attractions and the attitude of the management, it's possible to spend a day at the Farm without spending any money. Free picnic grounds are available. If visitors, of whom 22 per cent are from out of the State, want to eat there, they may do so at reasonable prices. A hot dog is 25 cents, a liberal serving of macaroni and cheese is 36 cents, including tax; a \$1 luncheon is available with the cafeteria being reserved for businessmen on weekdays until 12:30 p.m. The famed chicken dinner is \$2.25, and comes with hot biscuits and Boysenberry



Wendell (Bud) Hurlburt and his father, Ray (right), operate the Dentzel Merry-Go-Round at Knott's Berry Farm, near Buena Park, Calif. When the first year of the ride's operation ends, June 1, it will have ridden 350,000 patrons at 20 cents each. The device's varied animals fit into the theme of the farm.



jam, the berries for which were developed on the Farm.

The employees are non-union. Two attempts have been made to unionize them. The Farm, however, pays above scale and also provides medical and hospital benefits, 100 per cent life insurance coverage, paid vacations and participation in the profits.

**Free Attractions**

Knott said that food accounts for 40 per cent of the revenue with the other ventures, including the jam and preserve shops supplied from the Farm's spacious kitchens, nursery, and gift shops providing another 50 per cent. Ten per cent comes from operations not controlled by the Knotts. They do, however, handle all food, deeming it necessary for the control of both quality and price.

Among free attractions are the daily appearances of Serrano, the educated horse; the robbery of the Denver & Rio Grande train by a group of "bandits" who are chased by pistol-shooting railroad detectives and conductor; the seal pool, and the Covered Wagon Camp from which Western television have originated.

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There is also a full-sized church in which services are held. Throughout the week a lecturer is on hand to explain the meanings of the stained glass windows. And there is a chapel in which a taped narration of Christ's life is presented. Donations are received and non-denominational religious folders sold. But the entire proceeds, however, are given to a list of worthwhile charities and amount to about \$25,000 a year. Printing of the folders is an expense paid by the Farm and does not come from the contributions.

There is no charge for seeing the seals in their begging antics. Seal food is sold in 15 and 25-cent packages.

**Soft Drinks Only**

The cable car rides are a dime and those on the Stage Coaches, for which 30 horses are kept in modern stables, 25 and 50 cents. Admission to the Bird Cage Theater is 25 and 50 cents. Only soft drinks are sold for as Russell Knott added, the park caters to the families.

One of the few commercial attractions is the Haunted Shack, where people "grow" or "shrink" in stature and the illusion of walking up a wall is given as water runs, supposedly, uphill. A lecturer is on hand to explain the strange scientific violations. The charge here is 25 and 50 cents.

Among the connoisseurs are Fulton Shaw, who has "Old McDonald's Farm," in which chickens, goats and other common farm animals perform much the way they would in a psychologist's laboratory. A true flying jenny is available free to those who pay the 25 and 50-cent admission charge. The word "flying" is used advisedly. This mule-drawn device offers a ride similar to that of the small sugar cane grinder on Deep South plantations at the fall molasses cooking time.

**Big M-G-M Biz**

The Hurlbut Merry-Go-Round was installed after much consideration. It is a 50-foot device with three-abreast horses, lions, bears, giraffe, goat, reindeer and horses. This device, made by William Dentzel, was brought here from

Meyer's Lake and is reported to have been in Hershey Park for 33 years. When the Hurlbut bought it, it was their impression that it had been in storage for 17 years.

One of the things that posed a small problem during the installation was the ticket box. The Hurlbut obtained the oldest wood they could with which to build it. Small logs were used to guide the ticket buyers as they form a queue.

**How to Theme**

Once the Merry-Go-Round was installed, Bud Hurlbut felt that it might be well to streamline it. He thought that the crest work could be changed. After this proposal was discussed with the Knotts, it remained the same as it was made, perhaps, some 50 or 60 years ago. The Knotts do not permit neon and flashing lights. They want things simple and, above all, in keeping with the early South California theme as much as possible.

The Hurlbut operate their Merry-Go-Round daily from 11 a.m. to 9 p.m. On Saturdays the peak hours are from 2 to 4 and 3 to 5 in the afternoon. Sunday's busiest hours are from 3 to 6 p.m. Although scheduled to close at 9, the Hurlbut stay until all who want to ride have had an opportunity to do it. Often there are dinner gatherings of canasta fans and other adults groups at the Farm. They are the late riders, many admitting that they have not been on such a device in 40 years.

**Restore Mining Town**

A few years ago the Knotts began to restore Calico, one-time silver camp reduced by fire from a town of 3,500 to a handful of adobe ruins in 1887. The Knotts objective is the preservation of the remaining ruins and the faithful restoration of the boisterous mining camp as it was in the early 1880's.

Altho Calico was noted for its silver ore, Knott's Berry Farm literally has its own gold mine. Each year from \$8,000 to \$10,000 worth of gold dust is bought and placed in the sluice to be panned by those who pay 25 cents for the privilege. And this is just another reason why the Farm has proved a bonanza to its owners.



**"Finest Auto Cars  
in the  
Industry"**

This fine endorsement of the Allan Herschell Auto Ride comes from F. E. Gooding, president of Gooding Amusements Co., Columbus, O., owning 100 rides in 8 traveling units. Mr. Gooding likes this ride so well he uses two.

Up-to-the-minute styling of the cars. Wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn. The AH Auto Ride is light, easily portable. Equipped with fluid drive and timer.



- MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • 18-CAR CAT • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

**ALLAN HERSCHELL  
COMPANY, INC.**

**"World's largest manufacturer of amusement rides"**  
104 OLIVER ST. PHONE: LUDLOW 4300  
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**You Have Heard and Seen . . . . Now**

**We Want To Prove To You On Your Grounds  
Without Obligation**

**WHAT HODGES' HAND CAR RIDE CAN DO FOR YOU**



**NO**

**DEPOSIT:** We do not sell the ride until seen in operation on your grounds.

**F.O.B. CHARGES:** We personally deliver and supervise installation free of charge.

**NOTES OR REFERENCES:** This is unusual equipment, sold in an unusual way.

**INTEREST:** This ride makes friends, and we do not charge friends interest.

**LOSSES:** Because if you do not need the ride we will not sell it to you.

**OVERSELLING:** We check your operation and know how many cars you need before you invest one cent.

**SALESMEN:** The ride seen in operation and the enthused and satisfied operator is our best salesman.

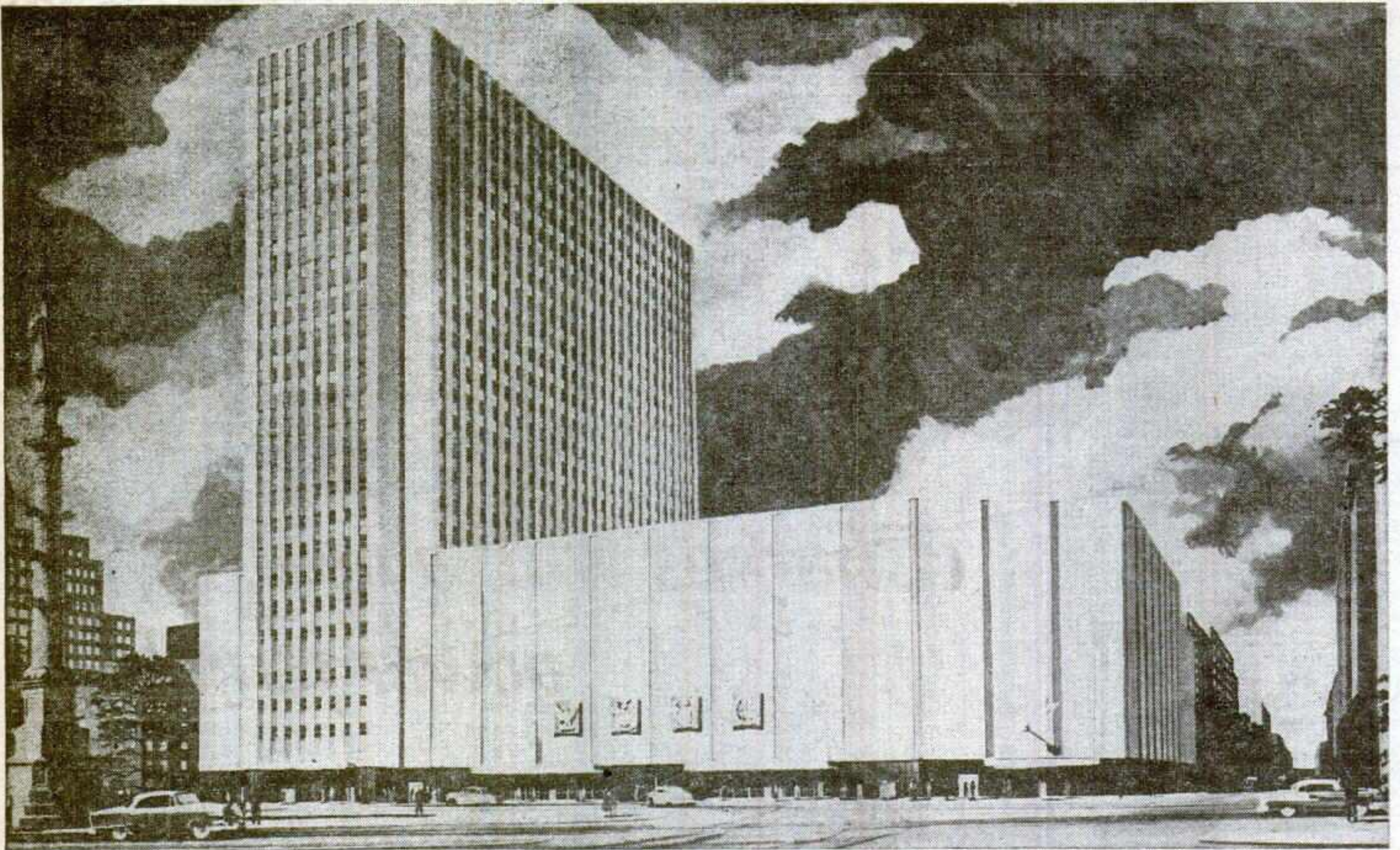
**YOU HAVEN'T A THING TO LOSE!**

**HODGES AMUSEMENT & MANUFACTURING CO.**

1415 WEST PRUITT ST.

PHONE MELROSE 1-1527

INDIANAPOLIS 23, INDIANA



**\$20 MILLION COLISEUM**

**N. Y. Bldg. to Open With Three Shows**

**M**ORE than two years in the building, New York's \$20,000,000 Coliseum will throw its doors open on April 28 with three shows going on simultaneously. A host of innovations will be featured in the structure, which will have four suitable halls available for exhibitions, conventions and other affairs.

Outstanding features include the following:

- Five high-speed freight elevators.
- Air conditioning thruout to serve up to 32,000 persons at one time.
- World's largest elevator, 49 feet long and 15 feet high.
- Three sets of escalators to move 40,000 people hourly.
- Nine passenger elevators.
- Two-lane truck ramp from street to second floor display area.
- Daylight lighting by 46,000 fluorescent lamps.

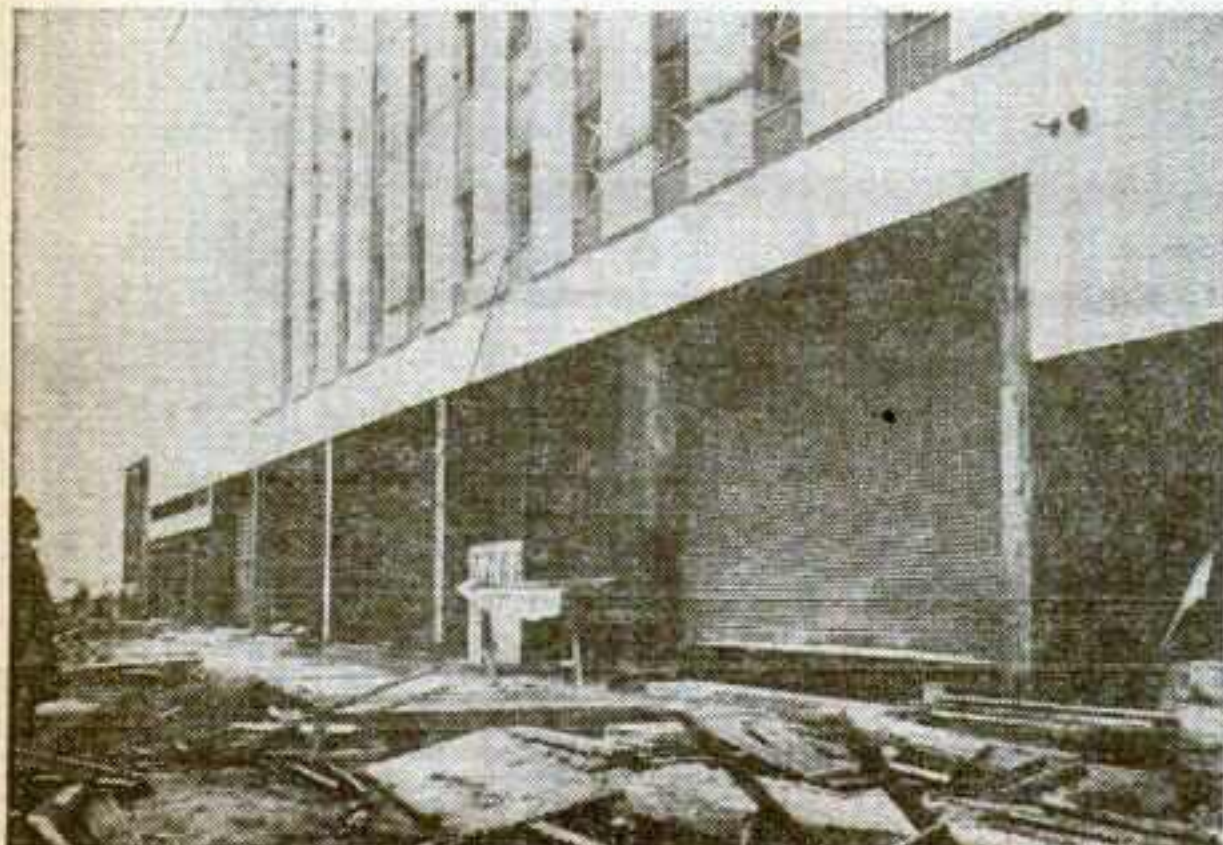
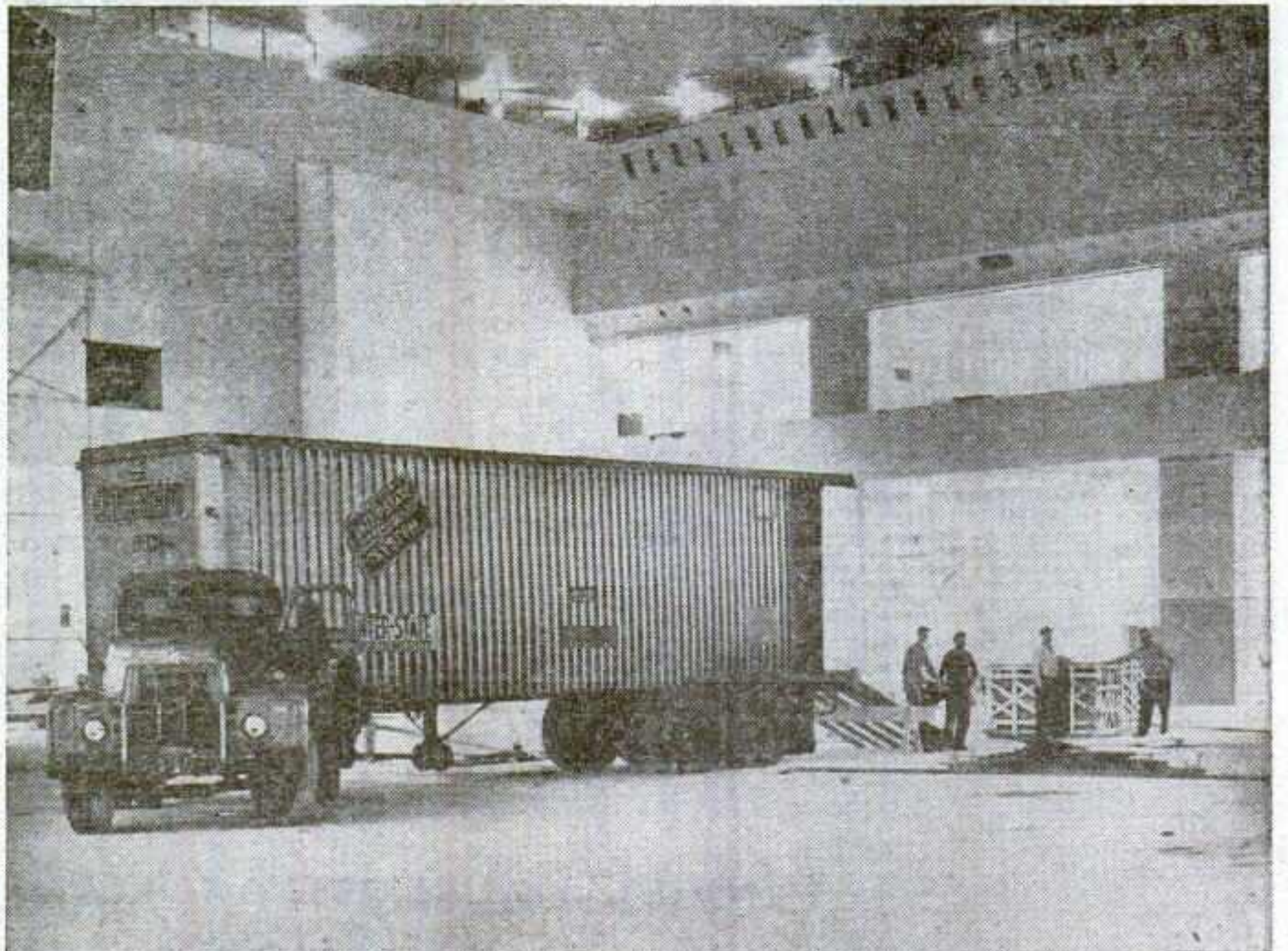
**Multiple Lobbies**

A unique entrance system will be unveiled which has been commented upon favorably by all who

have observed it. It permits separate lobbies, marquees, ticket booths and entrances for each show, even when four events are offered at the same time. A marble-lined lobby will feature glass-doored partitions to separate it into complete, self-contained lobbies. The system is so detailed that from each section there are escalators going right to the level used as well as elevator service of the same nature.

The Coliseum towers above one end of Columbus Circle at Eighth Avenue and 59th Street across from the southern end of Central Park. So far, 25 shows have been scheduled for 1956. Opening week, April 28, will find the building's facilities occupied by the National Automobile Show and International Philatelic Exposition.

In addition to availability of all standard facilities for public and exhibitors alike, the building offers a Harry Stevens-operated liquor bar and three food bars on each floor, and a 250-seat cafeteria on the second floor.

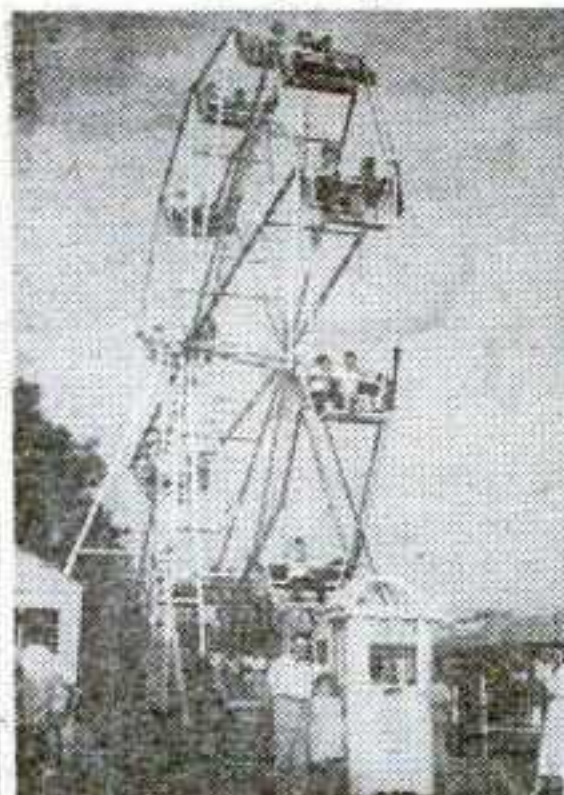


New York's new \$20,000,000 Coliseum has many notable features, such as daylight lighting (from 46,000 fluorescent lamps), a two-way truck ramp which permits 45-footers to drive onto the second floor exhibit area, and a broad loading dock backed by five elevators, one of which is 49 feet long and 15 feet high and capable of lifting fully loaded trucks and trailers.

## BIG ELI WHEELS

for 1956

(There is no substitute for Quality)



A size BIG ELI WHEEL is built to fit your location.

No. 5—40 ft. high, carries 12 all-metal seats, a favorite Wheel for portable operation.

No. 12—45 ft. high, carries 12 all-metal seats, operated portably and also in many Parks.

No. 16—55 ft. high, carries 16 all-metal seats, the Aristocrat for large Parks.

Prompt shipment for your Midway or Park Opening.

(BIG ELI is best by test since 1900) Ask for information including Price List A-70 TODAY.

**ELI BRIDGE COMPANY**

Reliable Ride Builders for 56 Years  
800 Case Avenue  
Jacksonville, Illinois

## Ringling Meets AGVA, Teamsters

NEW YORK — With opening day and a preview TV show close at hand for Ringling Bros. and Barnum & Bailey Circus, there was speculation about the outcome of efforts by AGVA and the Teamsters' union to organize show employees.

Union and show officials were in conference most of Friday (29). The TV show is Tuesday (3) and show opening is Wednesday (4). Altho any outcome was possible, it appeared more likely that the show would open as scheduled and that it would not sign with the additional unions.

Meanwhile, a mix-up with Theater Authority, talent union com-

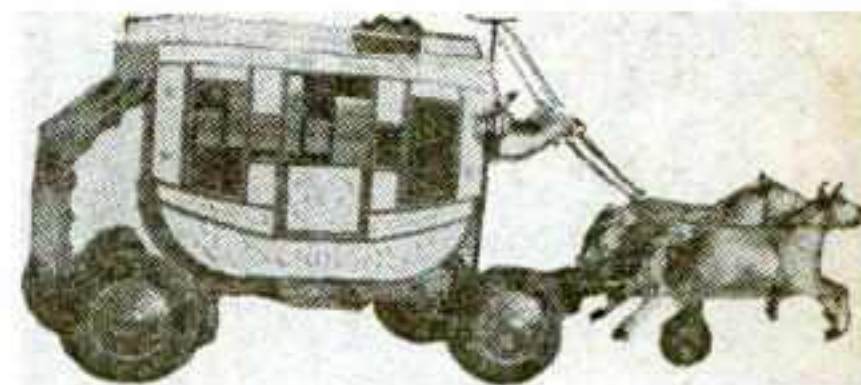
bination, appeared to result from an oversight about getting clearance rather than from any connection between that group and AGVA and Teamsters. Guest talent which annually appears at the benefit opening is holding back, it was understood, until R-B gets Theater Authority's okay. And that stems on agreement by which union gets a cut of the benefit gate.

BE A

*Gagster*

SEE PAGE 124

## STAGE COACH RIDE



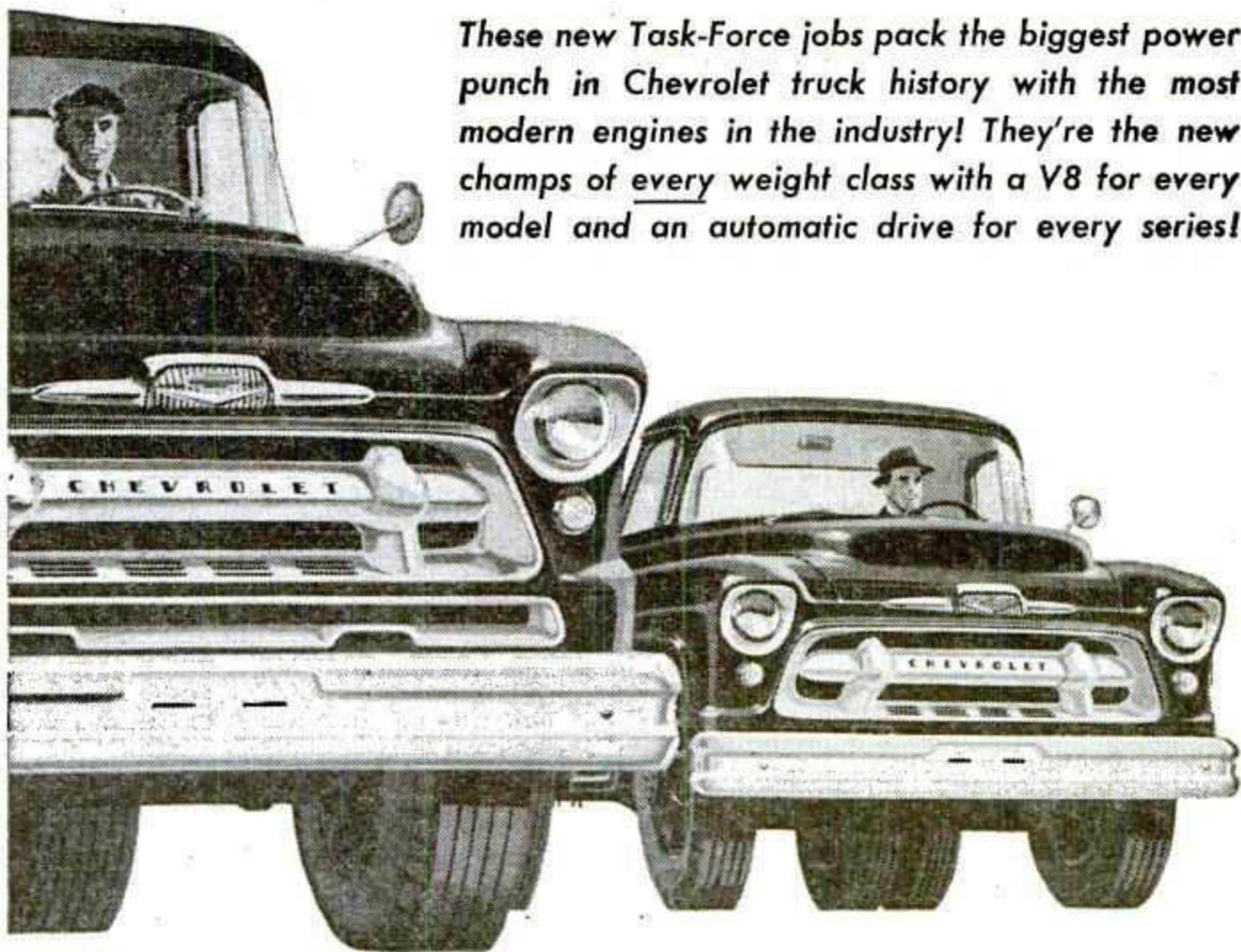
A sensational new mechanically operated stage coach. Large capacity. Metal bodies with all the details of the finest stages of the Old West. A truly fabulous Kiddie Ride that will attract large crowds anywhere. High quality heavy duty construction.

**HAMPTON AMUSEMENT CO.**

PORTAGE DES SIOUX, MO.  
PHONE: SKYLINE 3-2381

GIVE TO DAMON RUNYON CANCER FUND

# Champs with a new power punch!



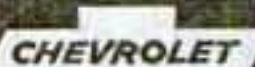
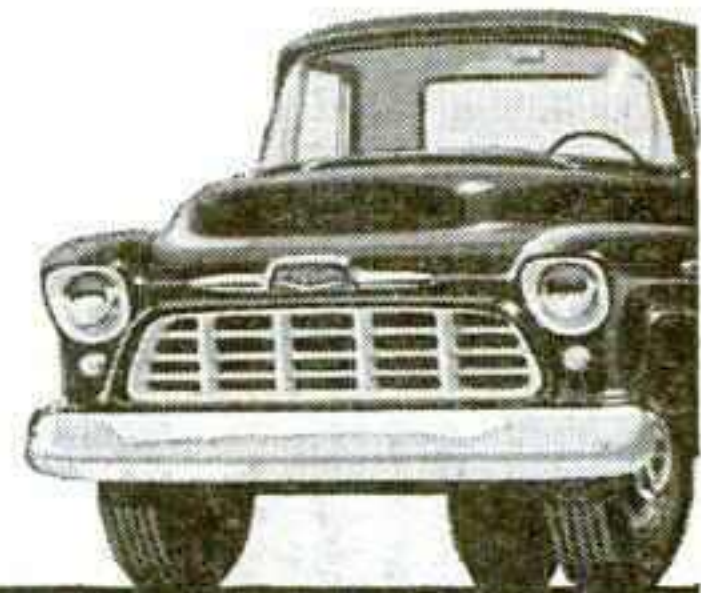
These new Task-Force jobs pack the biggest power punch in Chevrolet truck history with the most modern engines in the industry! They're the new champs of every weight class with a V8 for every model and an automatic drive for every series!

### High-powered V8's and 6's!

Short-stroke V8's are standard in all L.C.F.'s and new heavyweight haulers (extra cost in other models), with the big new 322-cu.-in. Loadmaster in models rated up to 32,000 lbs. G.V.W., 50,000 G.C.W.! New sixes are more powerful than ever!

### Work-saving automatic drives in every series!

There's revolutionary new Powermatic, with 6 forward speeds, for most middleweights and heavies! Hydra-Matic for all truck models rated up through 1 1/2 tons! Both extra-cost options. See your Chevrolet dealer for details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



**NEW CHEVROLET TASK-FORCE TRUCKS**

Anything less is an old-fashioned truck!

New Kiddie Ride

## MOON ROCKER

Order Now for Spring Delivery

Intermediate COASTER

New Style FIRE TRUCK

write for catalog and terms

**OVERLAND AMUSEMENTS**

U. S. Route 1 Saugus, Mass.

TRUCK, TRAILER RIDES

Ferris Wheel  
Merry-Go-Round  
Whisp, Swing

Boat, Jet,  
2 Horse Merry-Go-Round

COIN RIDES

KIDDIE PARK RIDES

Boat, Whisp  
7 Engine Locomotive

**WELD BUILT BODY CO., INC.**

3903 PRESTON COURT, BROOKLYN 34, N. Y.



**THE ORIGINAL GARBRICK MAJOR FERRIS WHEEL**

TALLER THAN A 3 STORY BUILDING  
12" Square Towers, Interchangeable Spokes and Rim Irons; easily loads 3 to a seat, set-up time 2 hrs.; loads on an 18-ft. truck. Precision built, 25 years' experience. Write for circular.

Ph.: Empire 4-1489.

**GARBRICK'S WELDING & MACHINE WORKS**  
V. H. GARBRICK, Centre Hall, Pa.

## FOR SALE

Adult Ferris Wheel, 4 yrs. old. 25 and 50 KVA transformers, switches, cable, canvas, misc. show equipment. '50 Chevy panel truck—cheap for cash.

**BOX #49**

The Billboard, 1564 Broadway,  
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# Strong SPOTLIGHTS

The favorites of indoor and outdoor attractions everywhere—at fairs, arenas, auditoriums, stadiums, theatres, circuses. The choice of practically all ice shows and leading travelling attractions.

One nationally known attraction says: "We have been more than satisfied with the performance of these spotlights. They have suited the purpose very well, particularly in a lot of buildings that do not have heavy wiring to accommodate the old type spotlights."

**THE ONLY SPOTLIGHTS WITH ALL THESE ADVANTAGES**

- A really bright, quiet, flickerless light.
- A sharp edge from head spot to flood.
- Requires no heavy rotating equipment. Simply plug into convenience outlet.
- True portability. Mounted on casters.
- Two-element variable focal length objective lens system.
- Silvered glass reflector.
- Horizontal masking control can be angled 45° in each direction.
- Fast operating 6-slide color boomerang.



**SUPER-TROUPER ARC SPOTLIGHT**  
A high powered direct current high intensity automatic arc spotlight with built-in power conversion unit. Available in 220 or 110-volt A. C. model.

**TROUPER HIGH INTENSITY ARC SPOTLIGHT**  
Adjustable self-regulating transformer in base. Automatic arc control. A trim of carbons burns 80 minutes. Plugs into any 110-volt outlet.

**TROUPERETTE INCANDESCENT SPOTLIGHT**  
Utilizes all the light through most of the spot sizes as contrasted to spotlights which vary spot size solely by iris, thus losing substantial light.

See your theatre or stage equipment dealer, or send coupon for prices and literature.

**THE STRONG ELECTRIC CORPORATION**  
TOLEDO 2, OHIO

64 CITY PARK AVENUE  
Please send free literature and prices on the ( ) Super-Trouper; ( ) Trouper; ( ) Trouperette.  
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STREET \_\_\_\_\_  
CITY & STATE \_\_\_\_\_  
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

## 1956 RIDE MANUFACTURERS' SURVEY

Continued from page 51

FIRM NAME	UNIT	CAPACITY	PRICE RANGE
Ottaway Amusement Co. 224 W. Douglas Wichita, Kan.	Miniature Trains (Steam or compressed air)	24-80	\$5,650-\$6,750
Overland Amusements U. S. Route 1 Saugus, Mass.	Kiddie Moon Rocker Fire Truck Intermediate Roller Coaster	20-25 20-28 18-24	\$3,950 \$1,850- 3,495
Pee Wee Valley Mfg. Co. 1661 Summit Road Cincinnati 37, O.	Jeeter-Copter	28-48	\$7,995-\$8,275
Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44, Pa.	Sports Cars Junior Coasters Large Coasters Mill Chutes		\$ 4,000-\$10,000 30,000- 40,000 65,000 up 45,000 up
Sancanco, Inc. 211 S. Cincinnati Tulsa, Okla.	Mighty Midget, Kiddie	2	\$695
B. A. Schiff & Associates, Inc. 801 S. W. 69th Ave. Miami, Fla.	Speedliner Turnpike Ride Caddie Cars Aero Cars Kiddie Ferris Wheel Roller Coasters—4 Models Wild Mouse	28 2 2 30 20	\$3,995 550 570 \$6,950- 8,350
Selleck Watercycle Co., Inc. N. W. 2d Ave., cor. 15th St. Boca Raton, Fla.	Catamaran Water Cycles	2-4 2	\$200-\$400 200- 500
Smith & Smith, Inc. 303 Franklin St. Springville, N. Y.	Adult Ferris Wheel Adult Chairplane Trailer Mounted Auto Ride Kiddie Boat Ride Kiddie Space Plane Kiddie Atomic Jet Kiddie Chairplane	30 24 20 14 10-15 16-24 20	\$5,750 4,300 4,100 2,050 3,010 4,000 1,985
Sellner Mfg. Co., Inc. 501-535 Fowler St. Faribault, Minn.	Tilt-A-Whirl	28	\$14,400-\$14,750
Walter H. Semeyn 4545 N. Shepherd Houston 18, Tex.	Fire Truck	25	\$2,850
Stacy Johnson Mfg. Co. 3640 N. W. 47th St. Miami 42, Fla.	Roller Coaster Ferris Wheel Kiddie Tank Space Chaser Kiddie Boat Kiddie Airliner	25 36 28 28 28 20	\$6,500-\$7,500 2,950 3,250 \$3,850 2,650 2,400
Standard Kiddie Rides Mfg. Co., Inc. 201 E. Broadway Long Beach, L. I., N. Y.	Whirl-A-Round Rocket Sky Fighter Jet Airplane Locomotive Train Ferris Wheel Chair-O-Plane Elephant Ride Water Boat Army Tank Roller Coaster 3-Abreast Merry-Go-Round 4-in-1 Thrill Ride Fire Engine Pony Cart Adult Ferris Wheel	24 25 25 16 24 16 20 25 16 16 16 16 32 16	\$4,950 3,800 3,800 4,200 4,150 \$2,800 2,500 4,150 4,500 9,200 8,600 4,350 4,350 4,350 7,950
Thornton Streamliners 3945 2d Ave. Des Moines 13, Ia.	Steam Trains, kiddie-adult	30-60	\$5,000-\$7,000
Chas. Wm. Doepke Mfg. Co., Inc. Rossmoyne, O.	Super Yardbird Streamliner (Electric-gasoline)	1	\$225-\$230
Weld Built Body Co., Inc. 5903 Preston Ct. New York, N. Y.	Truck Mounted Whisp Truck Mounted Merry-Go-Round Truck Mounted Ferris Wheel Truck Mounted Swing Kiddie Boat Diddie Whisp Kiddie Locomotive, 7-engine	12 14 24 24 24 16 14	\$2,650 2,200 3,700 2,000 2,700 2,500 2,700

**KIDDIE PLAYLAND RIDE CO.**  
54 W. ST. LOUIS AVENUE  
YOUNGSTOWN, OHIO  
Manufacturers, Operators and Rebuilders of KIDDIE RIDES for the Trade  
We have equipped a large show room with a large annex where you can see our current offering of Kiddie Rides set up and in motion.  
No more looking at a pile of steel, platforms, horses, swans, airplanes, carts, autos, etc., and wondering what all this will do for me on my lot.  
Don't buy blindly, see what you want and get it. Come to Youngstown, Ohio, and see this display in action and make up your mind there and then.  
You can rent a truck or trailer that will haul your rides complete and you don't need to drive these units back.  
Our manufacturing facilities are greatly expanded and we can give you delivery in jig time.  
Just phone us, we'll be there.  
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**OUTDOOR NURSERY RHYME FIBERGLASS KIDDIELAND ATTRACTIONS**  
PLUS: Our standard MECHANICAL FIGURES, LAUGHING CLOWNS and CARNIVAL HEADS

**CONCESSION TENTS and BIG TOPS**  
By HOOSIER, makers of America's finest Concession Tents and Big Tops. HOOSIER, craftsmen in canvas for over 30 years, offers you the very best at lowest price. Large Square End Tents in stock. Round End and Special Tents made to order. Prompt delivery. WRITE TODAY for Hoosier's FREE Tent Catalog.  
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Tarpaulin and Canvas Goods Co., Inc.  
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**Every**  
ROCK-O-PLANE  
ROLL-O-PLANE  
FLY-O-PLANE  
OCTOPUS  
MIDGE-O-RACER  
BULGY THE WHALE

**WORLD'S FASTEST THRILL RIDE**  
THE SPINAROO  
Sensational new adult ride requiring space 30x42, eight tubs have a total capacity of 48, requires only one man to operate. This large, elaborate portable ride suitable for either park or carnival operation. Write today for complete information.  
**KING AMUSEMENT CO.** Mt. Clemens Michigan  
GIVE TO DAMON RUNYON CANCER FUND

# COMING EVENTS

**Alabama**  
Birmingham—Better Homes Exposition, May 13-20 Patrick J. O'Toole, Chamber of Commerce Bldg.

**Arizona**  
Phoenix—Spring Horse Show, April 21-22.

**Arkansas**  
Des Arc—Prairie Co. Livestock Show, April 26. B. E. Wray.  
Forrest City—St. Francis Co. Jr. Livestock Show & Sale, May 10. John R. Stipe, Box 289.  
Little Rock—Home Show, April 29-May 3. Mrs. Judy Disongh, 206a Louisiana.  
Little Rock—Little Rock Horse Show, May 10-12. Jack Rice, 7301 Asher.  
Little Rock—Arkansas State Horse Show, May 10-12. Mrs. James M. Wren, 4304 Kenyon St.

**California**  
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard.  
Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 12-22.  
Napa—Napa Valley Horse Show, May 6. Mrs. Wilhelmina Glancy, P. O. Box 726.  
Oakdale—Oakdale Rodeo, April 8.  
Oakland—California International Home & Garden Show, April 21-29. John I. Hennessy, 277 West MacArthur.  
Sacramento—Horse Show, June 9-10. Irma Wiles, 3859 Woodcrest Road.  
San Diego—Spring Fair of Modern Home Ideas, April 24-29.

**Connecticut**  
Bridgeport—Barnum Festival, June 26-July 7.

**Florida**  
Ruskin—Fla. Tomato Festival, April 26-28. W. D. Miller.

**Georgia**  
Dawson—Terrell Co. Centennial, April 15-21. L. J. Ferguson.

**Illinois**  
Springfield—National Home Show, May 2-6. E. J. Smith.

**Iowa**  
Des Moines—Iowa Sport, Boat & Vacation Show, April 13-16. Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.

**Kentucky**  
Louisville—Kentuckiana Home & Improvement Show, April 7-15. Joseph Brooks, Jefferson County Armory.

**Louisiana**  
Gonzales—East Ascension Strawberry Festival, April 21-22. Samuel B. LaBlanc.  
New Orleans—Negro Fair, April 11-14.  
Shreveport—Holiday in Dixie Spring Festival, April 25-29. Able C. Goldberg.

New Orleans—La. Boat Festival-Pan American Regatta, June 9-10. Leonard Rosman, 62 Egret St.  
New Orleans—State Negro Fair & Festival, April 12-15. Jackson V. Acox, 326 Adams St.  
New Roads—Baton Rouge-Pointe Coupe Boat Festival, May 26-27. Cal J. Calliouet, 605 Pierce St., Baton Rouge.  
Shreveport—Horse Show, June 6-9. Mrs. E. D. Holcomb Jr.

**Maryland**  
Baltimore—Celebration, June 11-16. Big 4 Veterans of Pimlico, Inc., 4837 Park Heights Ave.

**Massachusetts**  
Boston—GM Motorama, April 19-29.  
Fall River—National Home Show, May 1-6. John W. Daly.  
Springfield—Home Show, June 18-23. Sam Wasserman.  
Springfield—National Home Show, April 19-15. John W. Daly.

**Mississippi**  
Canton—Madison Co. Livestock Show, April 11. R. L. Smith.

**Missouri**  
Ava—Kiwanis Jr. Livestock Show, April 28-29. Phil H. Pettit.  
Joplin—Joplin Home Show, April 2-6. S. Warren Cogilzer.  
St. Joseph—Buchanan Co. Dairy Show, May 19. Webb Embrey.  
St. Joseph—Interstate Jr. Dairy Show, May 26. Webb Embrey.

**New Jersey**  
Westfield—Union Co. House, Garden & Hobby Show, April 28-May 5.  
*(Continued on page 128)*

## San Antonio Sets Icer Figure Meet

SAN ANTONIO—A group of eight local girls will be entered in a preliminary figure skating test at San Pedro Park Iceland this week. Their instructor, Yvonne Page, said the test is to be the first of its kind in the city, and will be judged by three experts in amateur skating from Dallas.

The test will consist of a front outside "edge 8," a front inside "edge 8" and a "waltz 3 figure 8" plus execution of four skating edges to consist of a back and a forward outside, and a back and forward inside.

No age limit is placed on those who can compete. Those entered have been skating from one to three years.

## Sun in Circle Stock

COLUMBUS, Neb.—The Sun Players recently opened their fourth season of circle stock here to excellent business. The show will move to Iowa in May to begin the regular tent season. Cast includes Dot and Jess Sun, Carl Park, Dave Castle, and Otis and Octavia Arnold.

## Planning Continues For Edmonton Zoo

EDMONTON, Alta.—Development of Edmonton's proposed zoo will not be delayed because the city decided against appropriating money for it this year, according to Al Oeming, president of the Edmonton Zoological Society.

Edmonton rate-payers last year approved a \$400,000 start on the zoo, but it was not included in the city's 1956-57 budget presented to city council.

Oeming said it will take a year or more to complete detailed plans for the zoo, and the money cannot be spent until these plans are completed. The society has a reserve of \$70,000 and the city is granting another \$35,000 this year, he said.

## PRICE IS CUT

# Subway Ride To Rockaway To Cost 30c

NEW YORK—Thirty cents will be the subway fare on the new extension to the Rockaways, it was announced by the Transit Authority yesterday. Mayor Wagner this week had assailed the proposal of a 40-cent fee as being too high. Rebuilding of the burned-out Long Island Railroad trestle is complete and subway service is scheduled to begin June 28.

The extension goes for 10 miles from Howard Beach in Brooklyn to Far Rockaway and Rockaway Park, including a station stop virtually at the gates of Rockaways' Playland amusement park.

Mayor Wagner cited numerous complaints from organizations and individuals. In addition, he said, a 10 per cent federal tax applies to the whole of any fare over 35 cents, which would be an extra four cents on the fare.

## Walters Adds 3 for Booking

NEW YORK — The Lou Walters theatrical organization has added three members to its industrial show department, according to Cass Franklin, managing director. New members formerly with the William Morris Agency are Frank S. Greenfield and Dick Pierce. The third addition is Ray Evans, former public relations man.

Lou Walters Enterprises will stage an original revue for the Colgate-Palmolive Company in Cleveland on May 8, at the annual Super-Market Institute.



KIDDLE BOAT RIDE

## 41,432 RIDERS IN 11 DAYS

THAT'S WHAT E. M. HAWORTH, KIDDLELAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:

"Yes, sir," he says, "we had 41,432 riders in 11 days at the P. N. E. in Vancouver. The Kiddle Boat Ride is just fine."

SUMNER RITTENBERG, BOSTON, MASS., SAYS:

"Of all the Kiddle Rides we have, the Allan Herschell Boat Ride is outstanding. Boats gliding over actual water create a wonderful illusion for children. The allurements and appeal of this ride are fantastic and thus our grosses are high. We also like the ride because it is fast loading and safe."

LLOYD D. SERFASS, STROUDSBURG, PA., REPORTS:

"The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season."

- MERRY-GO-ROUNDS • BOAT RIDE • KIDDLE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS • 18-CAR CAT • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.

## ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"  
104 OLIVER ST. PHONE: LUDLOW 4300  
NORTH TONAWANDA, NEW YORK

## Make Really BIG MONEY With A Railmaster



1/4 Scale Model Train for Adults and Children

Here is the latest in trains, designed and built for maximum safety, trouble-free operation and longer life. Constructed of Ford Motor Co. parts. Priced from \$5200.

Write Today for More Information

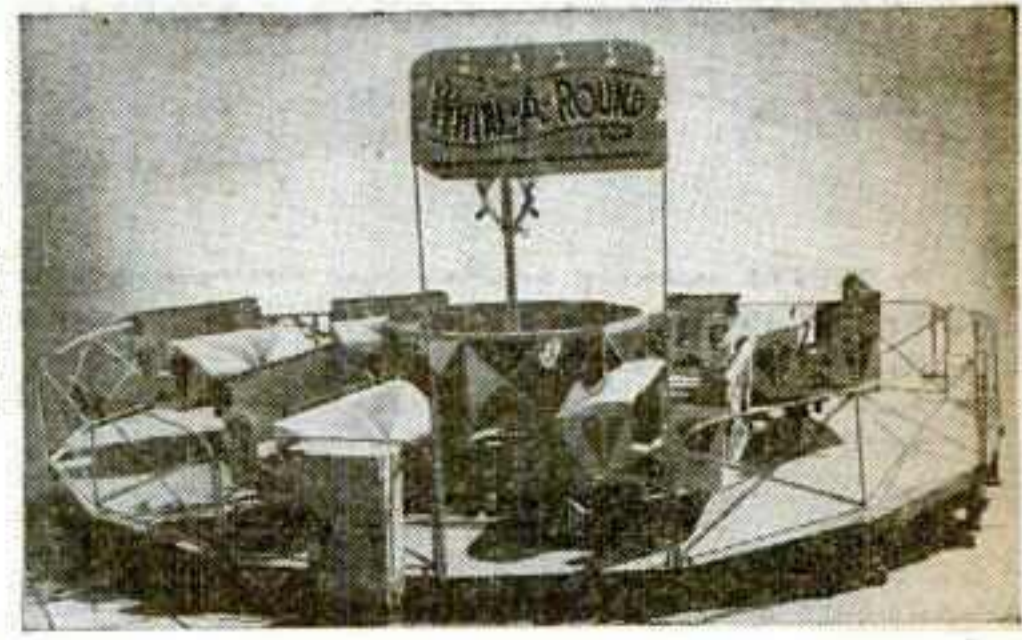
## RAILMASTER TRAINS

136 Northampton St.  
Buffalo, New York

## A NEW THRILLING SENSATION RIDE! For Children and Adults

Each car whirls in different directions. It dips up and down hill as in a Roller Coaster. This ride is all steel, 6-car portable, light construction, easy to put up and take down, built to last a lifetime. Requires circular space 25 feet in diameter. Push-button electric control.

- MERRY-GO-ROUND, 3 abreast; children and adults
- WATER BOAT RIDE
- LOCOMOTIVE TRAIN
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 Write for samples, price list, order blanks.  
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BE A  
**Gagster**  
 SEE PAGE 124

**SKEE-BALL**  
 REG. U. S. PAT. OFF.

DOESN'T COST—  
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WHEREVER FOLKS GATHER FOR FUN AND RELAXATION YOU COLLECT "DIVIDENDS" EVERY DAY, YEAR AFTER YEAR.

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 Serving the Amusement Industry Since 1904



FOR YOUR GRAND SPRING OPENING



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**DECORATE YOUR PARKS.. CARNIVALS.. FAIRS**  
 With These Beautiful New U. S. Navy Signal Flags  
 DURABLE—WILL WITHSTAND STORMS AND GALES FOR MANY SEASONS  
 (Not like fragile commercial type which deteriorate in the first rain)  
 Size: 3x3 ft. Assortment of designs & colors.  
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 Cost to U. S. Navy over \$3 ea.  
**OUR LOW PRICE 40¢ EA.**  
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 IT'S  
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Fully automatic, 20x27, three door, cast aluminum cabinet with built-in 1/2 h.p. C.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).  
**AMERICA'S FASTEST—MOST ECONOMICAL—EFFICIENT**  
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 AND  
**"SNOW MAGIC JR."**  
 A smaller version of the "Snow Magic." Incorporating all the features of its big brother.  
 ONLY **\$150.00** F.O.B. Dallas  
 Both Machines PATENTED  
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Also Manufacturers of  
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 Any size—any gasoline driven electric sets, any size—NEW and REBUILT.  
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# Eat and Drink Equipment Makers Intro Record List of Appliances

USERS of food equipment at outdoor amusements are annually being faced with a record number of new appliances—appliances designed to speed up service, ease the work load and produce better refreshments. This year is no exception, according to a survey conducted by The Billboard, which indicates that manufacturers of food and drink equipment are aware of the mounting consumption of refreshments at fairs, amusement parks, kiddielands, drive-in theaters, circuses and other locations where fun-seekers gather.

Many new producers are also now seeking their share of this market and as the variety of refreshments increase, so will an increase be shown in the number of manufacturers. The majority of manufacturers surveyed look for a good year, pointing to the record national income low unemployment rate and the increased leisure time for the average person today. Some caution, however, that the money might be a little harder to get, altho it's there for the taking.

Of the firms surveyed by The Billboard, well over 75 per cent reported no changes in prices. Those that are asking more for their appliances or supplies, point to increased material and labor costs as the prime reason.

C. R. Frank National Distributor, St. Louis dealer in popcorn machines, snow cone makers, floss machines and supplies, is holding to last year's prices. Firm is featuring a new product this year, a caramel dip for apples, that will not run off the apples.

### Good Outlook

Dave Evans, veteran head of Gold Medal Products Company, Cincinnati, sums up the season as follows: "Business should be as good or better than last season. The money will be there, it will just be a little harder to take it away from them. Broken-down, rag-bag joints are a thing of the past, it will take clean, modern, attractive joints run by aggressive, courteous help to get the business."

Evans explains that his price list will remain unchanged as their large volume permits them to absorb increased costs. Firm, which manufactures ice shavers, floss machines and popcorn makers, is featuring its new Snomatic ice shaver at \$325. According to Evans, the unit is for large production and separates the melange from the shaved ice. They have also redesigned their Whirlwind cotton candy machine.

Palmer Electric Company, Inc., Detroit, expects big things on its line of drink dispensers, many of them new this season. Its units are priced at \$500 for the floor model; \$475 for its counter model and \$250 for its four-gallon counter model. O. B. Palmer, general manager, reports that the trend is towards non-carbonated beverages.

### Improved Unit

Altho S. T. Echols, Inc., Bismarck, Mo., has not added any new products to its line, it has improved its snow cone ice shaving machine by the addition of new switches and more adequate cup dispensers, according to S. T. Echols Jr., vice-president. No change in prices is contemplated for the immediate future.

Another manufacturer who has improved its line rather than add new models is Medalie Manufacturing Company, Minneapolis. M. A. Medalie, owner, reports an automatic warm bun dispenser may now be attached to its hamburger and hot dog conveyor broilers. Prices are slightly higher, with the broiler alone listed at \$198 and broiler with bun warmer at \$235. The firm's line of food warmers,

ideal for hot rudge, chili, spaghetti and other foods, come in all sizes to accommodate all standard pans.

### Deep Fryers

Prices on the line of deep fat fryers, griddles, hot chocolate dispensers and fry stations manufactured by Miller & Carrell Manufacturing Company, Denver, have been increased 10 per cent, due to raw material costs. It is now showing its new line of high production fryers, which are said to be priced right and are available in four sizes. The units are equipped with Robertshaw controls and come with heavy-duty cord and plug.

Midland Popcorn Company of Minneapolis, which, in addition to raw popcorn and other supplies, handles snow cone and floss machines and supplies, reports its newest addition is a coating for caramel apples. This is packed in nine-pound tins, six to the case. Prices for single cans are \$2.75 each; case lots, \$15, and five cases at \$13.50 per case. Prices on paper goods are up 10 per cent.

Two new portable concession stands, one for cotton candy, the other for snow balls, are being introduced by Popper's Supply Company, Philadelphia. According to Larry Goldmeier, president, these stands fill a growing need for specialization of products at a price of \$125. Tied in with the snowball line is the firm's new "Flavor-Go-Round" which enables an operator to flash his stand at the price of \$29.50. Goldmeier pointed out that, due to high employment and high wages, the general concession business should be good this coming season. The firm early season business has already pointed this out, he said.

### Strong Demand

Altho material costs have upped prices at General Equipment Sales, Inc., by 5 per cent, the Indianapolis firm looks for an increase of 25 per cent in business this year. New in the line is its Sani-Serv Twin-Head Freezer for soft ice cream, which is listed at \$2,995. Output is put at 20 gallons per hour. Also being featured is its single-head freezer, which occupies little space.

Demand for portable concession booths looms big for Kwik-Kool, Inc., Portland Ore., in the opinion of Charles Larsen, vice-president. Price of the firm's product, a trailer-mounted root beer stand that's easily pulled by any automobile, remains unchanged. The unit takes only 20 minutes to be set up. In addition, there is room for a hot dog or popcorn set-up in the mug-shaped trailer. Included in the unit is a 100-gallon refrigerated and insulated water tank, refrigerated carbonator, motor and serving counters. According to Larsen, the dispenser will put out 300 drinks per hour.

### Coffee Maker

A push-button automatic coffee-maker, that is said to produce 10 cups in less than 30 seconds, is being featured this year by Steel Products Company, Cedar Rapids, Ia. The unit uses institutional type soluble coffee reconstituted into a liquid coffee concentrate. It is said to eliminate waste and stale coffee and keep the supply constant even during peak periods.

Ohio Beverage Dispensers, Inc., Wooster, O., has introduced a new portable drink dispenser of molded fiber glass that holds 300 ounces or 50 six-ounce drinks. The unit, which is light in weight and can be carried by even a youngster, dispenses carbonated or non-carbonated beverages, hot or cold. The unit lists at \$125. Firm is also featuring its line of stationary soft drink dispensers that are designed to occupy a minimum of floor space.

No price changes are contemplated on the line of hot dog machines and counter-size steam tables being manufactured by Greer Enterprises, Inc., Columbus, O. Art Greer, president, expects the year to be a good one for the outdoor concessionaire.

While no price changes have been made on the line of counter or wall-type condiment dispensers sold by M-K-M Dispensers, Inc., the Quakertown, Pa., firm is offering greater quantity discounts.

Hamburger shaping machines, for the volume concessionaire, are in for a good year, according to Automatic Food Shaping Company, of New York. According to the manufacturer, the units are simple in construction, can be operated by unskilled labor and have proved successful in a number of locations. The '56 price list is unchanged from a year ago.

### Hikes Prices

After seven years of holding the price line, Clawson Machine Company, Inc., Flagtown, N. J., this year is putting in a 15 per cent price increase on its ice shavers, chippers and dicers. The firm, which produces machines with an output up to 125 pounds per minute, is introducing a new automatic ice feed snow ball shaver and dispensing unit that will be on the market within 30 days. The new unit is said to shave ice cubes as well as block ice at a snow rate of 400 pounds per hour and 1,000 pounds per hour when the blades are set for coarse flakes. It will be

(Continued on page 80)

Multiplex Faucet Co.—Serving the Trade over 50 years

New Model 44 Dispenser  
**ROOT BEER** (Solid or Creamy from one Faucet)  
**COLA** (From other Faucet, plus plain soda on opposite turn of lever)

NOW have twin 1-Gal., Syrup Containers  
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Roll Model shown. Also Counter Models.

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**SHERBET MAKER**



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Simply add a 1-lb. tin of dry-form SHER-BEE to the sugar and mix you already stock and you're in the profitable and ever increasing sherbet business (100% sales gain since 1950). SHER-BEE contains the perfect combination of true fruit flavoring, coloring and stabilizer. It's surprisingly low priced, and a 1-lb. tin makes 10 gallons of finished sherbet! An entire season's supply of 1-lb. SHER-BEE tins, in all 5 fruit flavors, requires very little storage space. Write for full information and prices.

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**GOLD MEDAL PRODUCTS CO.**

318 E. Third Street

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**ARCADES — AMUSEMENT PARKS — KIDDELANDS — FAIRS — AMUSEMENT CENTERS**  
**All Get the BIGGEST PLAY... NIGHT and DAY**  
**with EXHIBIT'S**  
**VACUUMATIC CARD VENDERS**

Featuring  
**VISIBLE VENDING ACTION and**  
**"OFF-THE-TOP" DELIVERY!**

**TROUBLE-FREE OPERATION**  
**TESTED AT THE FACTORY**  
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All Subjects!

**Model 311**  
**New Single Column**  
**Vacumatic**

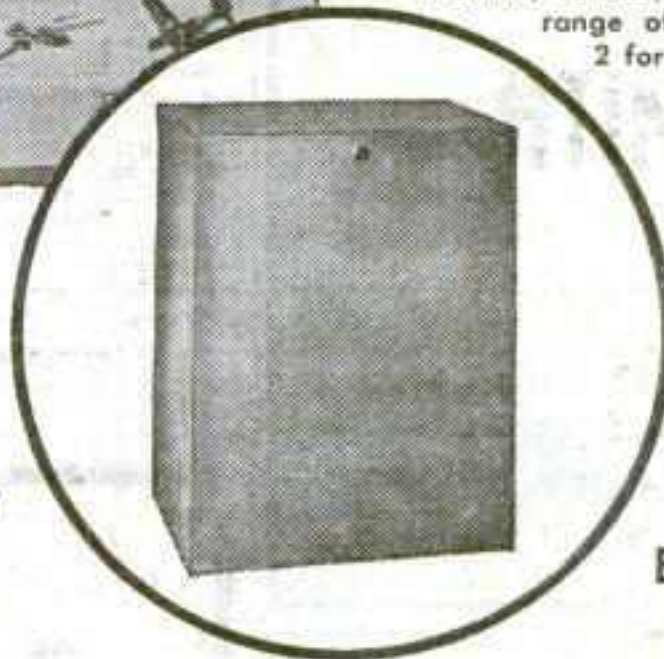
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**Model 307**  
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**Storage Base for**  
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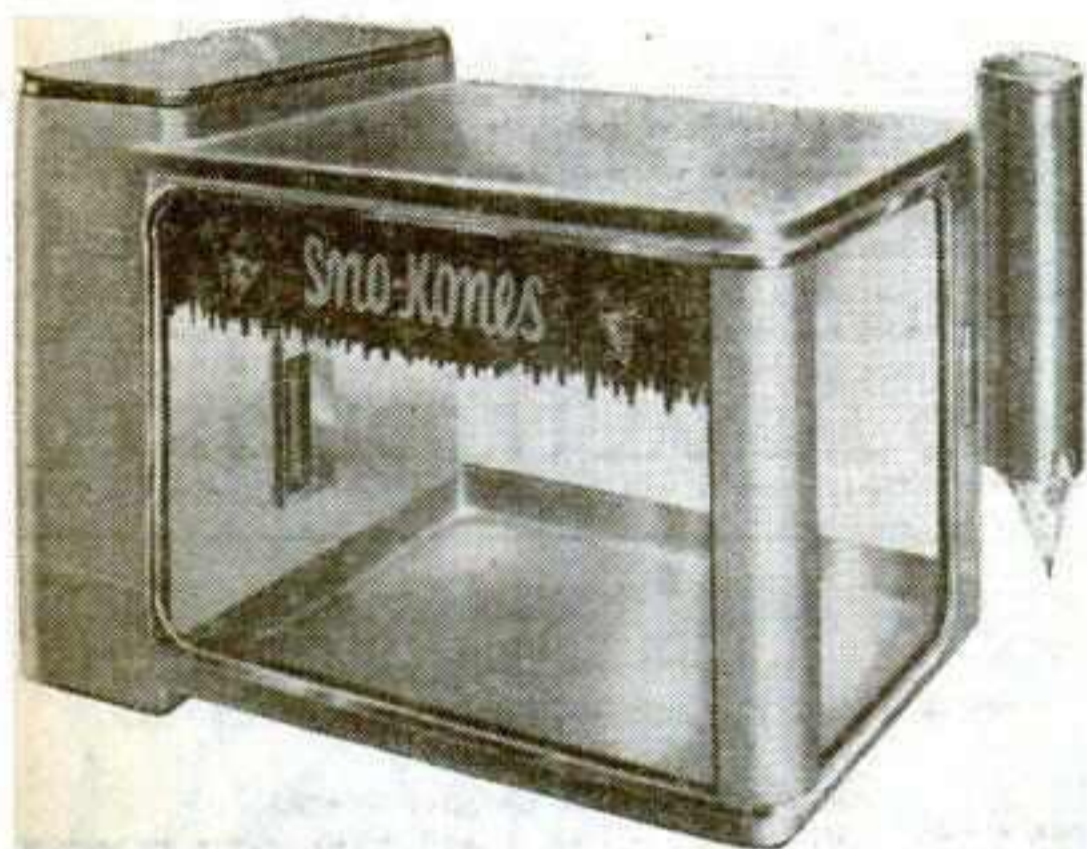
Here's the high production shaver to buy this year, the first shaver to separate the meltage from the shaved ice. Dump crushed, cubed or chipped ice in the hopper and it is automatically shaved into the cleanest, whitest snow you have ever seen, free from mush and slush.

Price complete, \$325.00

### NEW WHIRLWIND COTTON CANDY MACHINE

The new streamlined Whirlwind, the same dependable machine as before but now made of aluminum-magnesium castings, satin finished with high polished beading, is not only the best floss machine but the best looking. If you want dependable, trouble-free service buy a Whirlwind this season.

Price, \$275.00



Be sure you have a copy of our 1956 catalog which gives complete details on these two machines in addition to many other top quality concession items, everything you need for Snow, Cotton Candy, Candy

Apples, Caramel Corn, Popcorn and Grabs. All items can be purchased either direct from us or any of our dealers from coast to coast, listed on these two pages.

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Complete line of equipment and supplies for popcorn, floss and snow.

Custom built caramelpop outfits are our specialty—everything from a complete store down to a single cooker. Any and all types of rebuilt popcorn equipment.

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Ready-Made Cones Supplies Snow Cone Syrup  
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— Always the Fastest Service —

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Concession Supply House Since 1918  
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## Up-Graded Popcorn Ups Sales, Profits

THE poor quality of popcorn being sold—or not sold—at many locations today is one of the most serious problems facing the popcorn industry, and unless something is done about it, we may very well see the shrinking of our market. This is what H. E. Chrisman, director of sales for Cretors, Inc., told a recent meeting of the Popcorn and Concession Association.

Chrisman went on to say that it was his opinion that everyone must make a concentrated effort to convince concession operators that the most important factor in selling popcorn is to pop good corn at all times and today there is really no excuse for anything else with the high quality popcorn, oil, seasoning and popcorn machines that are available.

"Now, poor quality popped corn has been blamed on many things," Chrisman said. "In many instances, the blame is put on the popcorn itself; others blame the oil; still others think it is the machine. All of these things can be, and frequently are, factors in poor-tasting popcorn. And right here is as good a place as any to observe that it is unwise to buy cheap equipment or supplies, because there are no bargains in popcorn, oil, or machines these days."

### False Economy

"Also remember that it is false economy to insist on and pay for high volume corn—corn with a 34, 35 or 36-to-1 expansion—and then use it in a machine that pops out 26 or 28 volume. And that very thing is being done in hundreds of locations today. One volume on the Official Volume Tester is worth about \$4 in sales potential at the popcorn machine, providing an efficient machine is being used. Otherwise, it's money wasted. Now one more word on the quality of the supplies: Every concession owner, every concession operator should remember one thing at all times, and that is this: Popcorn is food, and the same pride and care should go into its selection and the selection of the oil in which it is popped, that a good cook devotes to the ingredients of a soufflé, for example.

"The popcorn, the oil, or the machine can be blamed for a poor-tasting product, but it can also be attributed to several other factors. I am sure you are fully aware that the kettle of a popcorn machine has a 'popping cycle.' This means that there is an 'optimum,' or 'best' elapsed time for maximum popping efficiency. The kettle of any popcorn machine, I believe, has completely heated to maximum efficiency after the third or fourth popping. When the kettle has reached this point, the corn should begin to pop after about 40 seconds and the popping should be complete after two to two-and-a-half minutes from the time the charge of corn, oil and seasoning is placed in the kettle. The kettle temperature at the conclusion of the cycle is in the neighborhood of 480 degrees Fahrenheit.

### Two Minutes

"It has been our experience that a kettle of corn should never be completely popped in less than two minutes, nor more than two and one-half. If it pops in less than two minutes, it means that the kettle is too hot, this tends to 'ball' the kernels, resulting in a loss of expansion and 'hard tacks' rather than large tender kernels. Anything over two and one-half minutes represents wasted heat, and also tends to alter the moisture content of the corn slightly. Two and one-quarter minutes, therefore, is the best average time. If your equipment does not do this, I suggest increasing the charge of corn,

if it completes the popping in less than two minutes, and decreasing the charge if it takes more than two and one-half minutes, as a temporary correction.

"If your machines aren't popping within this optimum 2¼-minute cycle, two or three things may be wrong. The first thing to consider is the power supply. Popcorn machines must have adequate current, and this requires a direct line to the box. At no time should there be an electrical appliance of any type pulling from the same line, because this will materially reduce the efficiency of your machine. The standard popcorn machine is designed to operate on 110-220 volts, but in some instances the size of the feed wire may be too small. Kettles should then have 220 volts, and the rest of the machine 100 volts for proper efficiency. Therefore, it is most desirable to have at least size 10 wire on a large machine.

### Voltage

"In some sections of the country, 208 volts is prevalent, but the machine manufacturers are frequently not notified and 110-220 volt equipment is shipped. Needless to say, it will not operate efficiently on 208 volts. Fluctuating current also affects the efficiency of your popcorn machine, and this problem is worse in some sections than it is in others. And, of course, it just may be that the kettle elements need replacing. This is the exception rather than the rule (as far as equipment is concerned), but it is a matter that can be easily checked by an electrician.

"One of the major factors involved in producing good popped corn is popping oil. There are two types of oil commonly used and with which you are familiar. There is some disagreement as to the proper ratio of oil to corn. Some of the ratios range anywhere from 20-50 per cent, or from 5-to-1 to 2-to-1. Tests over the years have proven these to be entirely out of proportion and inefficient. Some operators feel they are saving money on oil by keeping the ratio low, but they are only fooling themselves. The proper amount of oil improves corn in two ways: First, it assures maximum expansion. Second, the product is much tastier. Hence, more satisfied customers, more sales.

### Oil Ratio

"I have noticed that 25 per cent oil is popular. That is a 4-to-1 ratio, or four ounces of oil to 16 ounces of corn, and for short popping periods, this ratio yields almost as good a pop-out as 33½ per cent oil, but over an extended popping period a 3-to-1 ratio is better for maximum expansion and it certainly improves the product. And remember this—today's high-volume corn requires more oil than 30 or 32-volume corn, and this is an important reason why a 3-to-1 ratio is more desirable. If you will watch closely you will notice that the grains that pop first produce the biggest kernels, because there was plenty of oil, but as the last grains pop there is less oil available and smaller kernels result. I feel that 35 per cent oil serves no useful purpose, but don't make the mistake of using too little oil.

"Then there is the problem of dirty popcorn machines, and I am talking particularly about kettles. Most unappetizing, and so unnecessary. They not only drive away customers—which is enough to say—but dirty kettles with a heavy layer of carbonized oil on the inside reduces the efficiency of the machine and often leads to expensive replacement parts. Oil on agitator and drive shaft also imposes an extra load on motor, blades, shafts and other parts, and

you can be sure that this reduces the popping efficiency of the kettle. One type of oil creates a much greater problem in this regard than the other, but there is a cleaner available that will lick this serious problem with just two applications per week.

### Tricks

"There are a number of little tricks of the trade which will enable you to get the best results from the machine and turn out a better-tasting product. One, for example, is cutting the kettle off when the attendant gets busy doing something else and doesn't have time to recharge the kettle. For best results, a fresh charge of corn, oil and seasoning must be placed in the kettle immediately after the previous charge has been dumped. If the operator has to leave the kettle for even a minute without a charge of corn, it should be switched off. If the batch is popped anyway, it will not be good and should not be used. Throw it away. And here's another tip—to determine the proper moment to dump in the first charge of corn, drop three or four 'test' grains into the heating kettle and when these 'test' grains pop, dump in the full charge.

"If the kettle is to be idle for a while, it is best to wipe off the exterior after the last popping and put a charge of oil in the kettle. This will keep the bottom of the kettle from charring. This is not necessary when closing for the day, however, as a good operator will clean his kettle and machine thoroughly while it is still warm and before the oil has a chance to accumulate and char.

"Because you realize an excellent profit from popcorn, and because you depend on it for important revenue, you owe it to your customers and to yourself to give them the best product possible. This means the right amount of oil, the best raw popcorn, the best oil, the best seasoning, the best equipment, and a periodic check of the items we have mentioned. This will result in less complaints, less operating and maintenance costs, fewer breakdowns, and will assure you the best popped corn possible—more profits for you."

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**BABY BOTTLE WARMER**

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**AUTOMATIC \$27.50 SANITARY**

No Attendants Required — Patrons Help Themselves. Accommodation for Patrons. 115 Volt AC Current. No Overheating or Broken Bottles. Can Be Attached on Shelf or Counter.

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All you need do is pop 100 lbs. of corn, sell it at 10c per bag, and you'll have back your entire investment.

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The streamlined, electric lighted cabinet is finished in neutral gray, trimmed in gleaming nickel. The three glass sides are decorated with multi-colored popcorn selling signs. 17x17x26" high. Weight 30 lbs. Uses little current, only 990 watts, AC or DC, any cycle.

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Just send \$25.00 with order and we'll ship express c.o.d. for \$64.50 plus charges.



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## Short Supply Firms Popcorn, Peanut Rates

ALTHO prices of raw popcorn and peanuts are holding to steady levels in some instances, the long-range outlook for both items, staples in the outdoor amusement field, is for a strong market.

The 1955 harvest of popcorn was the shortest in years—17 per cent below the 10-year average. Experts in the field point out that despite the shorter crop and a comparatively small carryover of corn, there should be sufficient supplies available for present demands. Higher prices could go into effect, however, if 1956 production is curtailed due to reduced plantings, continuation of drought conditions in some important areas and the soil bank program takes additional acreage out of production.

The short crop of peanuts is pushing prices upward despite some resistance on the part of buyers. No relief from this situation is expected until November when the new crop comes on the market.

The Midland Popcorn Company, Minneapolis, reported that prices on its raw corn are approximately 10 per cent higher than a year ago. The same increase prevails on paper goods used by the popcorn concessionaire. Coconut oil seasoning, however, is being offered at a 10 per cent reduction this year. J. L. Larson, owner, reports much early interest is shown the concessions trade and they look for a good outdoor season.

Detroit Popcorn Company, Detroit, which handles popcorn, seasoning and other supplies for the trade, is holding to unchanged prices with the exception of paper goods, such as bags, boxes and the like. These are priced at 10 per cent over a year ago, Carl Dross, owner, reported.

Unchanged prices on wholesale

popcorn supplies are being quoted by Food and Popcorn Supply Company, Winona, Minn. The Savarol Company, Nashville, is holding to unchanged levels on its brand of seasoning and looks for a big hike in business this year.

L. D. Harris Popcorn Corporation, New York distributor of raw popcorn and a complete line of various popcorn machines, looks for a good season this year, according to L. D. Harris, president. Prices remain on a par with last year, Harris reported.

Price increases have been made in the line of peanuts, popcorn and popcorn seasoning handled by Virginia & Spanish Peanut Company, Providence, R. I. Leon P. Kaloostian, in line with others, points to the short crops as a reason for a 10 per cent price boost. Despite the shorter supply and higher prices, they are optimistic about the season.

The extremely short crop of peanuts in the State of Virginia has boosted prices of the raw product to a record high, according to J. E. Debnam Jr., president of Jimbo's Jumbos, Inc., Edenton, N. C. As a result, wholesale prices are up 10 per cent as the new outdoor season starts. Debnam reports that business is fairly good but no relief to the higher prices is expected before the new crop makes its appearance late this fall.

Increased prices of popcorn cones have been put into effect by Britzius Manufacturing Company, Dover, Minn., who have upped their list prices 2½ per cent.

John Groves, owner of the Duquesne, Pa., firm bearing his name, reports prices on popcorn novelties, such as animals, Santa Claus and other figurines have gone up 5 per cent, with wage increases being the prime reason.

## NEW! ALL NEW THE TOLEDO 50 FLOSS MACHINE

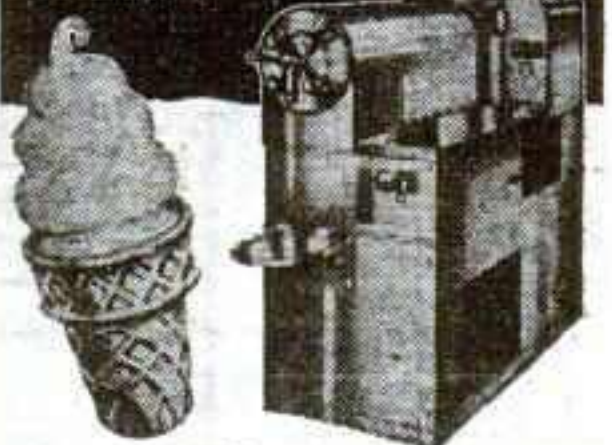


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**\$125.00**

- Warp-Proof
- Easily carried—65 lbs.
- Folds away neatly and speedily in 5" of space and in a matter of minutes
- 4 feet wide, 3 feet deep, 31½" high, minus legs
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- Everything within reach
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- Costs you \$110.00 if bought with new ice shaver and case.

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- Revolves smoothly on Ball-bearings
- Holds 5 - one gallon jugs in only 15" of counter space
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### WHIRLWIND FLOSS MACHINE

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Use a **CRETORS** Popcorn Machine

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For the Finest in Equipment and Supplies  
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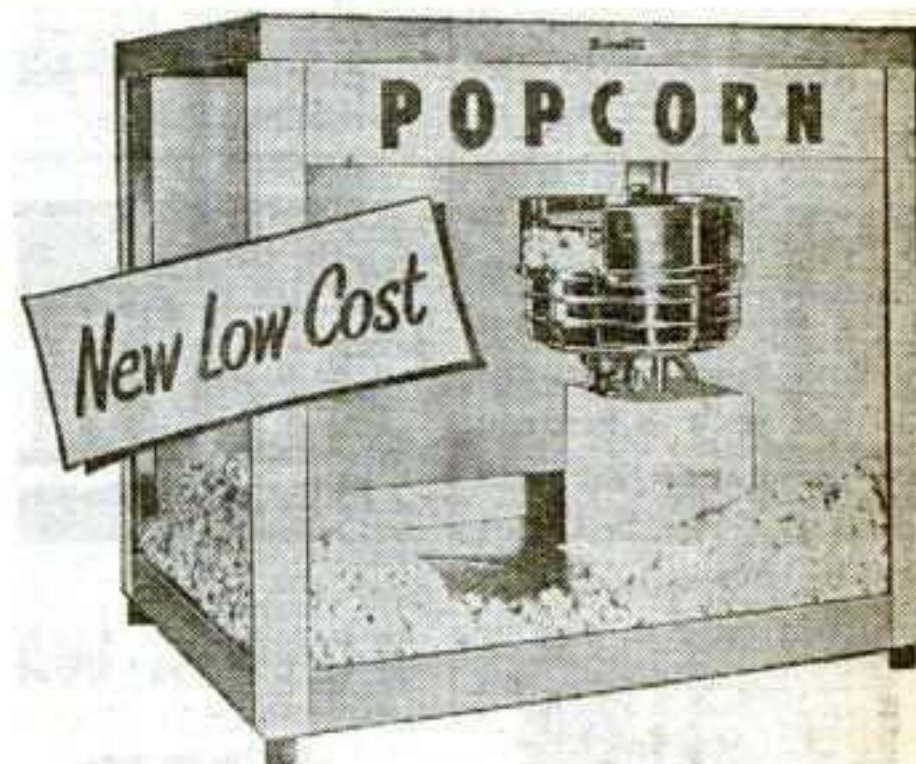
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## CRETORS

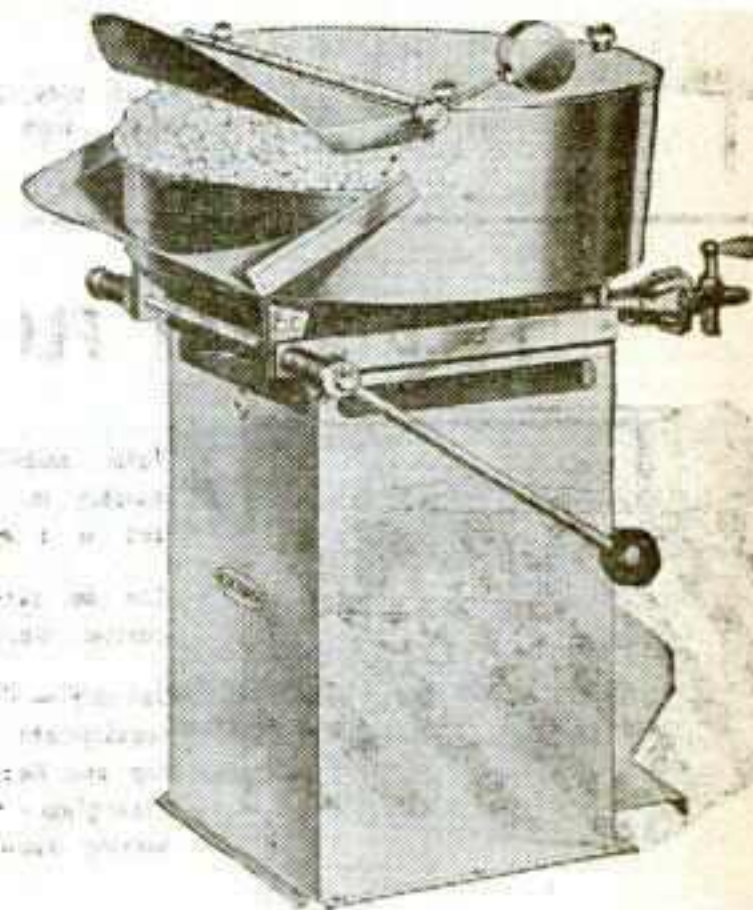
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Pops 2 lbs. of corn per charge and can turn out \$75.00 worth of popped corn per hour. Stainless steel base. Burns natural, manufactured or bottled gas (gasoline equipment optional at extra cost). Electric Popping Units also available in 18-oz. and 2-lb. capacities.

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Distributors of the leading products for concession operation.  
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A leader in concession equipment and supplies for 51 years.  
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Complete one stop service for concession supplies and equipment.  
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# 1956 Fair Dates

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### Alabama

Annonis—Calthoun Co. Fair Assn. Oct. 8-13. A. B. Mathews.  
 Athens—Limestone Co. Negro Fair Assn. Sept. 26-29. Odell Smith.  
 Attalla—Etowah Co. Fair Assn. Oct. 1-6. Ralph S. Burgess.  
 Atmore—AlaFlora Fair Assn. Oct. 1-6. Fred Curtis.  
 Birmingham—Alabama State Fair. Oct. 1-6. R. H. McIntosh.  
 Clanton—Chilton Co. Fair Assn. Sept. 3-8. W. L. Smith.  
 Decatur—Jaycee Morgan Co. Fair, Inc. Sept. 17-22. Daren Easter.  
 Dothan—Houston Co. Fair Assn. Mrs. L. J. Lunsford.  
 Florence—North Alabama State Fair. Sept. 17-22. C. H. Jackson.  
 Huntsville—Madison Co. Fair & Tennessee Expo. Sept. 24-29. Marie Dickson.  
 Jasper—Northwest Alabama Fair. Sept. 24-29. Christie W. Summers.  
 Moulton—Lawrence Co. Agril. Fair. Oct. 1-6. J. F. Roberson.  
 Oneonta—Blount Co. Fair Assn. Sept. 24-29. James Thomas.  
 Tuscaloosa—Tuscaloosa Co. Fair Assn. Sept. 24-29. Bill Dutton.

### Arizona

Holbrook—Navajo Co. Fair Commission. Sept. 14-16. J. H. Miller.  
 Phoenix—Arizona State Fair. Nov. 3-12. Mrs. G. C. Quick.  
 Prescott—Yavapai Co. Fair Assn. Sept. 14-16. Alice Townsend.  
 Yuma—Yuma Co. Fair, Inc. April 18-22.

### Arkansas

Arkadelphia—Clark Co. Fair. Sept. 20-22. George S. Dewis.  
 Augusta—Woodruff Co. Fair Assn. Sept. 26-29. Elvin McMahon.  
 Batesville—Independence Co. Fair Assn. Sept. 11-14. Mrs. Bertel Gray.  
 Benton—Saline Co. Fair Assn. Sept. 3-8. Milton W. Scott.  
 Bentonville—Benton Co. Fair. Sept. 11-14. C. M. Burger.  
 Berryville—Carroll Co. Fair. Sept. 5-8. H. E. Tabor.  
 Blytheville—Northeast Ark. Dist. Fair. Sept. 18-23. Raleigh Sylvester.  
 Camden—Ouachita Co. Fair & Livestock Show. Sept. 10-15. M. C. Reynolds.  
 Clarksville—Johnson Co. Fair Assn. Sept. 19-22. P. J. Haynes.  
 Conway—Faulkner Co. Fair. Sept. 24-29. Homer Jones.  
 Clinton—Van Buren Co. Fair. Sept. 13-15. C. C. Tomlinson.  
 Danville—Yell Co. Free Fair. Sept. 24-29. J. E. Chambers.  
 DeQueen—Sevier Co. Fair & Livestock Show. Sept. 10-12. Victor Ivy.  
 Eldorado—Chicot Co. Fair Assn. Sept. 19-22. A. O. Roescher.  
 Fayetteville—Washington Co. Fair. Sept. 18-21. L. O. Graham.  
 Foreman—Little River Co. Fair. Sept. 27-29. Claude S. Hawkins.  
 Fort Smith—Ark.-Okla. Livestock Expo. Sept. 24-29. Paul Latture.  
 Glenwood—Pike Co. Fair Assn. Sept. 27-29. Robert Cassidy.  
 Hot Springs—Garland Co. Fair. Sept. 17-21. Sherman Mann.  
 Hamburg—Ashley Co. Fair. Sept. 13-15. Marvin Bankston.  
 Harrisburg—Polk Co. Fair Assn. Sept. 26-29. Melba Lee Moore.  
 Harrison—Northwest Ark. Dist. Fair. Sept. 19-22. Selden Harris.  
 Heber Springs—Cleburne Co. Fair. Sept. 20-22. Watson Taylor.  
 Embodien—Lawrence Co. Fair. Sept. 13-15. J. W. Best.  
 Jasper—Newton Co. Fair Assn. Sept. 20-22. M. Phillips.  
 Jonesboro—Craighead Co. Fair. Sept. 10-15. J. B. Dyer.  
 Little Rock—Ark. Livestock Show. Oct. 1-6. Clyde E. Byrd. Box 907.  
 Lonoke—Lonoke Co. Fair Assn. Sept. 12-15. Mrs. W. J. Trickey.  
 Magnolia—Columbia Co. Fair. Sept. 24-29. W. E. Williamson.  
 Malvern—Hot Spring Co. Fair Assn. Sept. 3-8. Travis T. Arnold.  
 Marvel—Phillips Co. Fair. Sept. 17-22. The Van Meter.  
 Melbourne—Izard Co. Fair Assn. Sept. 20-22. Mrs. Bess Mitchell.  
 Mena—Polk Co. Free Fair & Livestock Show. Sept. 6-8. R. W. St. John.  
 Morrilton—Conway Co. Fair Assn. Sept. 19-22. Garland Davis.  
 Monticello—Drew Co. Fair Assn. Sept. 12-15. Jack Shelton.  
 Mountain Home—Baxter Co. Fair Assn. Sept. 9-11. Mrs. S. H. Garner.  
 Mount Ida—Montgomery Co. Fair. Sept. 19-22. Fred Standridge.  
 Mountain View—Stone Co. Free Fair Assn. Sept. 13-15. J. E. Cash.  
 Mulberry—Crawford Co. Fair Assn. Sept. 19-22. C. D. Chastain.  
 Nashville—Howard Co. Fair. Sept. 19-21. Mrs. Edgar Branch.  
 Newport—Jackson Co. Fair & Livestock Show. Sept. 12-15. Mollie Hinkle.

Ozark—Franklin Co. Fair. Sept. 26. Ralph Johnson.  
 Paris—North Logan Co. Fair Assn. Sept. 17-22. Van Pennington.  
 Perryville—Perry Co. Fair Assn. Sept. 27-29. G. M. Wallace.  
 Piggott—Clay Co. Fair Assn. Sept. 20-22. Ira Hartness.  
 Pocahontas—Randolph Co. Fair Assn. Sept. 5-8. A. C. DeClerk. Box 411.  
 Prescott—Nevada Co. Fair. Sept. 19-24. Geo. Wylie.  
 Paragould—Greene Co. Fair. Sept. 19-22. J. T. Brown.  
 Russellville—Pope Co. Fair Assn. Sept. 17-22. Robert F. Hines.  
 Searcy—White Co. Fair. Sept. 26-29. Floyd E. Bradberry.  
 Stamps—Lafayette Co. Fair & Livestock Show. Oct. 1-8. Briner Thomas.  
 Star City—Lincoln Co. Fair. Sept. 13-15. C. E. Fish.  
 Warren—Bradley Co. Fair & Rodeo. Sept. 6-8. John M. Nelson.  
 Wynne—Cross Co. Fair. Sept. 19-22. Boots Roberts.  
 Yellville—Marion Co. Fair Assn. Sept. 15-15. Mrs. Burl King.

### California

Anderson—Shasta District Fair. Aug. 23-26. Joseph J. Speer.  
 Angels Camp—Calaveras Co. Fair. May 17-20. Carl T. Mills.  
 Antioch—Contra Costa Co. Fair. Aug. 2-5. Norman D. Sundborg.  
 Auburn—20th Dist. Fair. Sept. 21-23. R. W. Towers.  
 Bakersfield—Kern Co. Fair Assn. Sept. 24-30. William A. Straub.  
 Bishop—Eastern Sierra Tri-Co. Fair. Aug. 31-Sept. 3. O. P. Davis.  
 Bonville—Mendocino Co. Fair & Apple Show. Sept. 28-30. H. J. June.  
 Calistoga—Napa Co. Fair. June 29-July 1. Roy F. Schoepf.  
 Cedarville—Modoc Co. Fair. Aug. 24-26. Roland J. Christiansen.  
 Chico—Silver Dollar Fair. May 24-27. Ed Warren.  
 Chowchilla—Chowchilla Junior Fair. May 16-20. Edward H. Clendenen.  
 Colusa—Colusa Co. Fair. June 14-17. Robert M. King.  
 Costa Mesa—Orange Co. Fair. Oct. 10-19. R. M. C. Fullenwider.  
 Crescent City—Del Norte Co. Fair. Aug. 24-26. C. W. Glover.

Northridge—San Fernando Valley Fair. Aug. 30-Sept. 2. Max P. Schonfeld.  
 Orland—O Glenn Co. Fair. Sept. 12-16. R. E. Walker.  
 Paso Robles—San Luis Obispo Co. Fair. Aug. 15-19. Lawrence W. Lewin.  
 Petaluma—Fourth Dist. Fair. Aug. 24-26. Dom Fusaro.  
 Placer—El Dorado Co. Fair. Aug. 17-19. Guy Davenport.  
 Pleasanton—Alameda Co. Fair. June 22-July 5. Wray L. Bergerstrom.  
 Plymouth—Amador Co. Fair. Aug. 24-26. Goula M. Walt.  
 Pomona—Los Angeles Co. Fair. Sept. 14-30. C. B. Afferbaugh.  
 Quincy—Plumas Co. Fair. Aug. 9-12. Tulsa E. Scott.  
 Red Bluff—Tehama Co. Fair. Aug. 2-4. Joseph A. Soares.  
 Roseville—Placer Co. Fair. Aug. 9-12. L. W. McClure.  
 Sacramento—Sacramento Co. Fair. July 5-8. Robert M. Baker, P. O. Box 229, Oak Park Sta.  
 Sacramento—Calif. State Fair & Exposition. August 29-Sept. 9. Dudley T. Fortin, P. O. Box 2036.  
 San Francisco—Grand Nat'l Livestock Expo. & Horse Show. Nov. 2-11. Nye Wilson.  
 San Jose—Santa Clara Co. Fair. Sept. 10-16. Russell E. Pettit.  
 San Mateo—San Mateo Co. Fair & Floral Fiesta. Aug. 3-11. Joseph Cunha.  
 Santa Barbara—Santa Barbara Nat'l Horse Show & Fair. July 17-22. Edward G. Van Cleave.  
 Santa Maria—Santa Barbara Co. Fair. July 25-29. Relda Dunlap.  
 Santa Rosa—Santa Rosa Fair. July 20-29. Ken Carter, P. O. Box 1451.  
 Sonora—Mother Lode Fair. Aug. 2-5. C. B. Mathews.  
 Stockton—San Joaquin Co. Fair. Aug. 17-26. R. E. Walker.  
 Susanville—Lassen Co. Fair & Livestock Show. Aug. 15-19. A. A. Jensen.  
 Tulare—Tulare Co. Fair. Sept. 18-23. A. J. Elliott.  
 Tulake—Tulake-Butte Valley Fair. Sept. 2-4. William C. Whitaker.  
 Turlock—Stanislaus Dist. Fair. Aug. 6-11. C. A. Rigsbek.  
 Ukiah—12th Dist. Fair. Aug. 9-12. P. Pierce Stipp.  
 Vallejo—Solano Co. Fair. July 6-15. Fred M. Bruderlin.  
 Ventura—Ventura Co. Fair. Oct. 3-7. L. E. Ver Husen.  
 Victorville—San Bernardino Co. Fair. Oct. 3-7. Oren Robertson.  
 Watsonville—Santa Cruz Co. Fair. Sept. 20-23. E. P. Johnson.  
 Woodland—Yolo Co. Fair. Aug. 16-19. Stuart B. Waite.  
 Yreka—Siskiyou Co. Fair. Aug. 17-19. Edward B. Mathews.

### Georgia

Americus—Americus Civic Fair Assn. Oct. 8-13. Hubert C. Christian.  
 Atlanta—Southeastern Fair Assn. Sept. 27-Oct. 6. E. Lee Carteron.  
 Augusta—Exchange Club Fair. Oct. 29-Nov. 3. W. T. Ashmore Jr.  
 Brunswick—Exchange Club Fair Assn. Oct. 22-27. W. A. Harrington.  
 Cartersville—Bartow Co. American Legion Fair. Sept. 24-29. Victor H. Waldrop.  
 Columbus—Chattahoochee Valley Expo. Oct. 8-13. Felix L. Jenkins.  
 Cordele—Central Georgia Fair. Oct. 22-27. Emory Herring.  
 Dalton—North Georgia Fair. Sept. 24-29. Burl Scoggins.  
 Dublin—Oconee Fair Assn. Oct. 29-Nov. 3. O. N. Lewis.  
 Griffin—Spalding Co. Kiwanis Fair. Sept. 24-29. O. H. Weaver.  
 Hahira—Hahira Community Fair. Oct. 8-13. C. P. Scruggs.  
 Hartwell—American Legion Hart Co. Agril. Fair. Sept. 17-22. C. W. Campbell.  
 Macon—Georgia State Fair. Oct. 15-20. Robert M. Wade.  
 Milledgeville—Tri Co. Fair Assn. Sept. 24-29. Harry Wilson.  
 Monroe—Walton Co. A. L. Fair. Oct. 8-13. H. H. Shores.  
 Montezuma—Macon Co. Fair Assn. Oct. 8-13. Clarence H. Hair.  
 Sandersville—Washington Co. Fair Assn. Oct. 1-6. D. E. McMaster.  
 Savannah—Coastal Empire Fair Assn. Oct. 29-Nov. 3. Meredith E. Thompson.  
 Swainsboro—Emanuel Co. Fair Assn. Oct. 8-13. Earl Varner.  
 Thomas—West Central Georgia Fair. Oct. 1-6. James E. Hays.

### Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 11-15. Mrs. Ruth C. Hartkopf.  
 Boise—Western Idaho State Fair. Aug. 28-Sept. 1. Ambrose W. Johnson.  
 Burley—Cassia Co. Fair & Rodeo. Aug. 23-25. Truman Bradley.  
 Cambridge—Cambridge Fair & Rodeo. Aug. 17-19. Buck Howland.  
 Cottonwood—Idaho Co. Stock Show Assn. Sept. 12-14. George Cook. Grangeville.  
 Emmet—Gem Co. Fair & Rodeo. Aug. 15-18. Erling J. Johannesen.  
 Jerome—Jerome Co. Fair & Rodeo. Aug. 23-25. Mrs. Eleanor G. Wiswall.  
 Lewiston—Lewiston Fair & Roundup. Sept. 7-9. Joe M. Skok.  
 Malad City—Oneida Co. Fair & Rodeo. Aug. 10-11. William G. Evans.  
 Orofino—Clearwater Co. Fair & Celebration. Sept. 21-23. Mrs. Dee Renshaw.  
 Rexburg—Madison Co. Fair. Sept. 7-8. Frank H. Jacobs.  
 Salmon—Lemhi Co. Fair Assn. Sept. 7-9. Bennie A. Banks.  
 MORE MORE MORE MORE

### Illinois

Fair Dates  
 Alton—Edwards Co. Fair Assn. Aug. 6-10. Paul G. Waite.  
 Alton—Mercer Co. Fair Assn. July 26-28. C. O. Ford.  
 Altamont—Effingham Co. Fair Assn. Aug. 5-10. Royce F. Majors.  
 Anna—Anna Fair. Aug. 20-24. Robert W. Brown.  
 Arthur—Moultrie-Douglas Co. Fair Assn. July 24-28. H. E. Hood.  
 Augusta—Hancock Co. Fair Assn. July 19-22. L. Wayne Robison.  
 Belleville—St. Claire Co. Fair Assn. July 28-Aug. 4. Geo. L. Gerken.  
 Belvidere—Boone Co. Fair Assn. Aug. 10-12. Mrs. Frieda Spencer.  
 Benton—Franklin Co. Fair Assn. July 23-27. R. Earl Doty.  
 Bridgeport—Lawrence Co. Fair Assn. Aug. 20-24. Louis Bloom.  
 Bloomington—McLean Co. Fair Assn. Aug. 6-9. Roy Barclay.  
 Brownstown—Fayette Co. Fair Assn. July 2-7. Elvin Washburn. Vandalia.  
 Cambridge—Henry Co. Fair Assn. Aug. 7-10. Mrs. Darlene Boberg.  
 Carlisle—Macoupin Co. Fair Assn. July 23-27. Mrs. Joe Tostberg.  
 Carlyle—Clinton Co. Fair Assn. July 17-21. Eldon E. Hazlet.  
 Carmi—White Co. Fair Assn. Aug. 12-17. Ben Berfield.  
 Carrollton—Greene Co. Fair Assn. July 16-20. Nelle Witt.  
 Cerro Gordo—Pitt Co. Fair Assn. July 12-14. Earl Kepler.  
 Charleston—Coles Co. Fair Assn. July 30-Aug. 4. Robt. R. Blackford.  
 Cullum—Cullum Jr. Fair Assn. Aug. 10-11. Everett Sandusky.  
 Danville—Danville Fair Assn. July 29-Aug. 4. Robert Banks.  
 Decatur—Macon Co. Fair Assn. July 28-Aug. 2. Donald G. Baird.  
 DuQuoin—DuQuoin State Fair. Aug. 26-Sept. 3. D. M. Hayes.  
 East Moline—Rock Island Co. Fair Assn. Aug. 22-25. Wayne Feaster. Hillsdale.  
 Fairbury—Fairbury Fair. Aug. 21-25. Robert J. Maurer.  
 Fairfield—Wayne Co. Fair Assn. July 2-8. Murrell J. Loy.  
 Farmer City—DeWitt Co. Fair Assn. July 1-7. E. S. Wightman.  
 Fisher—Fisher Fair. July 17-19. Mrs. Doyne McKinney. Fossiland.  
 Flora—Clay Co. Fair Assn. July 23-27. Phillip R. Briscoe.  
 Franklin Grove—Lee Co. Fair Assn. Aug. 24-28. Laverne S. Baker.  
 Freeport—Stephenson Co. Fair Assn. Aug. 22-25. Roy Hefty. Orangeville.  
 Georgetown—Georgetown Fair. Aug. 6-11. Richard Neild.  
 Grays Lake—Lake Co. Fair Assn. July 26-29. L. A. Nordhausen, Box 27.  
 Greenup—Cumberland Co. Fair Assn. Aug. 20-25. W. E. Freeman.  
 Greenville—Bond Co. Fair Assn. Aug. 20-24. T. T. Dewey.  
 Griggsville—Griggsville Fair. June 29-July 4. J. R. Skinner.  
 Harrisburg—Saline Co. Fair Assn. July 29-Aug. 3. Mrs. George Johnson. Raleigh.  
 Havana—Mason Co. Fair Assn. Aug. 1-3. E. B. Terwilliger.  
 Henry—Marshall-Putnam Co. Fair Assn. Aug. 28-31. R. H. Monier. Sparland.  
 Highland—Madison Co. Fair Assn. Aug. 1-5. J. H. Wilson.  
 Jacksonville—Morgan Co. Fair Assn. Aug. 1-5. Ross Crowcroft.  
 Jerseyville—Jersey Co. Fair Assn. July 9-14. James L. Coombes.  
 Kankakee—Kankakee Co. Fair Assn. Aug. 5-10. Roy H. Robinson.  
 Knoxville—Knox Co. Fair Assn. July 30-Aug. 4. Ray Swanson. Galesburg.  
 Lewiston—Fulton Co. Fair Assn. July 25-28. Chester Boone.  
 Lincoln—Logan Co. Fair Assn. Aug. 4-9. Wilbur E. Layman.

McLeansboro—Hamilton Co. Fair Assn. July 30-Aug. 3. H. Mead.  
 Marion—Williamson Co. Fair Assn. Aug. 6-11. Sam Dunaway.  
 Marshall—Marshall Fair Assn. Aug. 6-11. Dorothy Clark.  
 Martinsville—Martinsville Fair Assn. July 15-21. H. T. Bennett.  
 Mazon—Grundy Co. Fair Assn. Aug. 20-Sept. 3. Wayne F. Carter.  
 Melvin—Ford Co. Fair Assn. Sept. 3-9. L. A. Freehill.  
 Mendon—Adams Co. Fair Assn. Aug. 4-8. I. M. Brumback.  
 Mendota—Tri-County Fair Assn. Sept. 1-3. E. A. Lorack.  
 Metropolis—Massac Co. Fair Assn. July 2-7. Paul Powell. Vienna.  
 Milford—Iroquois Co. Fair Assn. July 31-Aug. 3. Duane Crist.  
 Milledgeville—Carroll Co. Fair Assn. Aug. 8-12. Gene Idtwiller.  
 Morrison—Whiteside Co. Fair Assn. Aug. 15-18. V. M. Dearing.  
 Mount Carmel—Wabash Co. Fair Assn. July 22-27. E. Guy Pixley. Allendale.  
 Mount Sterling—Brown Co. Fair Assn. July 31-Aug. 3. T. G. Jackson.  
 Mount Vernon—Mount Vernon State Fair Assn. July 16-21. Mrs. Caryl Pierce.  
 Nashville—Nashville Fair Assn. Aug. 13-17. Warren Morrison.  
 New Berlin—Sangamon Co. Fair Assn. July 25-28. Chas. M. Reimer. Springfield.  
 Newton—Jasper Co. Fair Assn. Sept. 1-6. C. L. Batman.  
 Oblong—Oblong Co. Fair Assn. Aug. 27-31. O. B. Price.  
 Odell—Odell Fair Assn. Aug. 28-30. Frank Fairfield.  
 Okawville—Okawville Fair Assn. Sept. 15-16. Arthur Koetting Jr.  
 Olney—Richland Co. Fair Assn. July 30-Aug. 4. Arol Preston.  
 Oregon—Ogle Co. Fair Assn. Sept. 1-3. E. D. Landers.  
 Ottawa—Ottawa Fair Assn. Aug. 7-9. Lawrence Whalen. Sreantor.  
 Pana—Tri-County Fair Assn. Aug. 31-Sept. 3. Wayne Hunter. Owaneco.  
 Paris—Edgar Co. Fair Assn. July 22-27. Ora E. Rafferty.  
 Pecanonia—Winnebago Co. Fair Assn. Aug. 16-19. Wallace Belshaw.  
 Pekin—Tazewell Co. Fair Assn. Aug. 2-3. James Hoyt.  
 Peotone—Will Co. Fair Assn. Aug. 24-26. Robert N. Lottz.  
 Peoria—Peoria Co. Fair Assn. July 18-22. R. Y. Bartholomew.  
 Petersburg—Menard Co. Fair Assn. Aug. 20-24. Carl Lens.  
 Pinckneyville—Perry Co. Agril. Soc. July 16-21. Mrs. Fay Stumpe.  
 Pleasant Hill—Pike Co. Fair Assn. Aug. 21-25. J. L. Laugharn.  
 Pontias—Livingston Co. Agril. July 31-Aug. 2. Guy K. Gee. Forrest.  
 Princeton—Bureau Co. Fair Assn. Aug. 21-24. Wayne Slutz.  
 Roseville—Warren Co. Fair Assn. Aug. 7-10. John Felt.  
 Rushville—Schuyler Co. Fair Assn. July 1-4. Harvey Settles.  
 St. Charles—Kane Co. Fair Assn. Aug. 1-6. Richard Barney. Geneva.  
 Salem—Marion Co. Fair Assn. July 9-14. Reba Millican.  
 Sandwich—Symamore Farmer's Club Jr. Fair. Aug. 7-8. Robert Howey.  
 Sandwich—Sandwich Fair. Sept. 5-9. C. R. Brady.  
 Shawneetown—Gallatin Co. Fair Assn. Sept. 3-7. C. I. Oldham.  
 Sparta—Randolph Co. Fair Assn. July 9-13. W. John Brown.  
 Springfield—Illinois State Fair. Aug. 10-19. Stretcher G. Jones.  
 Stronghurst—Henderson Co. Fair Assn. Aug. 6-9. Earl Brokaw.  
 Sullivan—Sullivan Fair Assn. Aug. 3-4. Paul M. Krows.  
 Taylorville—Christian Co. Agril. Fair Assn. July 15-20. R. A. Clawson.  
 Urbana—Urbana Fair Assn. July 23-28. Kenneth Martin.  
 Vienna—Johnson Co. Fair Assn. July 9-14. E. M. Gorden.  
 Virginia—Cass Co. Fair Assn. Aug. 22-25. Shaw Terwilliger.  
 Warren—Warren Fair Assn. Aug. 16-19. J. W. Richardson.  
 Waterloo—Monroe Co. Fair Assn. Aug. 23-25. Edgar S. Amrine.  
 Wauconda—Lake Co. Fair Assn. July 28-31. L. A. Nordhausen. Grays Lake.  
 Wheaton—DuPage Co. Fair Assn. July 27-29. William Hills. Naperville.  
 Woodstock—McHenry Co. Fair Assn. Aug. 2-5. Mrs. Grace Heisler.

### Indiana

Akron—Akron Agril. Fair. Assn. Sept. 11-15. Dale Sheetz.  
 Anderson—Anderson Free Fair Assn. July 2-7. Earl J. McCarel.  
 Bourbon—Bourbon Fair Assn. Aug. 21-25. H. J. Dillingham.  
 Brazil—Clay Co. Agril. Society. Aug. 7-10. R. D. McHargue.  
 Brookville—Franklin Co. 4-H Agril. Assn. July 31-Aug. 3. Mrs. Ray Seiter.  
 Cannelton—Perry Co. 4-H Fair. Aug. 15-18. Helen Ramsey.  
 Centerville—Wayne Co. 4-H Fair. July 29-Aug. 3. Grace Sherman.  
 Columbia City—Whitley Co. 4-H Fair. Aug. 21-23. Rose O. Kerch.  
 Columbus—Bartholomew Co. Fair Assn. July 15-20. Francis Overstreet.  
 Converse—Miami Co. Agril. Assn. Aug. 7-11. G. L. Knox.  
 Corydon—Harrison Co. Agril. Soc. Aug. 20-25. J. Ward Walker.  
 Crown Point—Lake Co. Central States Fair. Aug. 18-25. Donald S. Powers.  
 Danville—Hendricks Co. 4-H & Agril. Fair Assn. Aug. 2-3. Edgar Reitzel.  
 Denver—Denver Community Assn. Aug. 27-Sept. 1. Mrs. Walter C. Ramsey.  
 Evansville—Vanderburgh Co. Fair. Aug. 8-10. A. Schweirsch.  
 Fort Wayne—Fort Wayne Free Fair. July 9-14. Charles McKinley.  
 Fort Wayne—Allen Co. 4-H Clubs. Aug. 7-9. Mrs. Esther Salomon.  
 Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 6-11. Thomas R. Hendricks.  
 Greentown—Howard Co. 4-H Fair. July 31-Aug. 4. Gene Pickett.  
 Indianapolis—Marion Co. Fair Assn. Aug. 6-11. Estel Callahan, Rt. 1, Box 541, New Augusta.  
 Indianapolis—Indiana State Fair. Aug. 20-Sept. 7. Kenneth F. Blackwell.  
 Jasperville—Tri Co. Fair Assn. July 16-21. Paul J. Hubbell.  
 Kendallville—Eastern Indiana Agril. Assn. Aug. 12-18. Clinton S. Rimmcl.  
 Kentland—Newton Co. Fair Assn. Aug. 27-31. John M. Connell.

## WARNING WARNING WARNING

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THE BILLBOARD PUBLISHING CO.

Del Mar—Southern Calif. Exposition. June 29-July 8. Paul T. Mannen.  
 Dixon—Dixon May Fair. May 11-13. Bob McClure.  
 Eureka—Redwood Acres Fair. June 27-July 1. Ralph H. Barnes.  
 Ferndale—Humboldt Co. Fair. Aug. 10-18. Dr. Joseph N. D. Hindley.  
 Fresno—Fresno Dist. Fair. Oct. 5-14. T. A. Dodge. 1121 Chance Ave.  
 Grass Valley—17th Dist. Agril. Fair. Aug. 23-26. Edith B. Scott.  
 Gridley—Butte Co. Golden Feather Fair. Aug. 31-Sept. 3. Joseph E. Whitaker.  
 Hanford—Kings Co. Fair. Sept. 13-16. Jim King.  
 Hayfork—Trinity Co. Fair. Aug. 17-19. J. D. Berry.  
 King City—Salinas Valley Fair. May 10-13. L. H. Burns.  
 Lakeport—Lake Co. Dist. Fair. Aug. 31-Sept. 2. Phil Lewis.  
 Lancaster—Antelope Valley Fair & Alfalfa Festival. Sept. 6-9. A. G. Marquardt.  
 Lodi—Lodi Grape Festival & Nat'l Wine Show. Sept. 14-16. C. S. Jackson.  
 Los Angeles—Great Western Livestock Show. Nov. 24-29. A. M. Mathews, 2120 S. Eastern Ave.  
 Los Banos—Merced Co. Spring Fair & Livestock Show. May 9-13. Sam Spina.  
 McArthur—Inter-Mountain Fair of Shasta Co. Sept. 1-3. George Ingram.  
 Madera—Madera Dist. Fair. Sept. 20-23. E. W. Dixon.  
 Mariposa—Mariposa Co. Fair. Sept. 1-3. Dale Campbell.  
 Merced—Merced Co. Fair. Aug. 22-26. W. C. Woxberg.  
 Monterey—Monterey Co. Fair. Aug. 22-26. George T. Wise.  
 Napa—Napa Dist. Fair. Aug. 9-12. Lowell Edington.

Yuba City—Yuba-Sutter Fair. July 25-29. Roy L. Welch.  
 Yuma—Yuma Co. Fair. April 18-22. Frank M. Deason.  
**Colorado**  
 Burlington—Kit Carson Co. Fair & Rodeo. Aug. 16-18. Melvin D. Butterfield.  
 Calhan—El Paso Co. Fair Assn. Aug. 17-19. Fred C. Wagoner.  
 Castle Rock—Douglas Co. Fair. Sept. 8-9. Charles E. Kirk.  
 Cheyenne Wells—Cheyenne Co. Fair & Rodeo. Sept. 6-8. N. P. Davis.  
 Durango—La Plata Co. Fair Assn. Sept. 21-23. Beverly Plansburg.  
 Holyoke—Phillips Co. Fair. Aug. 16-18. R. E. Ensminger.  
 Kiowa—Elbert Co. Fair & Horse Show. Aug. 10-11. Frances I. Jessup. Elbert.  
 Lamar—Prowers Co. Free Fair. Aug. 30-Sept. 1. Allan H. Pett.  
 Pueblo—Colorado State Fair. Aug. 21-26. W. H. Kittle.  
 Springfield—Baca Co. Fair Assn. Aug. 10-11. Chester R. Fithian.  
 Yuma—Yuma Co. Fair & Rodeo. Aug. 13-15. L. E. Fitzgerald.  
**Connecticut**  
 Bethlehem—Bethlehem Fair. Sept. 8-9. Ann Skelley.  
 Chester—Chester Fair. Aug. 25-26. William G. Stark.  
 Columbia—Columbia Fair. Aug. 24-26. Walter Roskoeki. Fire Dept.  
 Danbury—Danbury State Fair. Sept. 29-Oct. 7. John W. Leahy.  
 Hamburg—Lyme Grange Fair Assn. Aug. 18. Harold Maynard.  
 Harwinton—Harwinton Fair. Oct. 6-7. Merle H. Plaskett.  
 Madison—Future Farmers Fair. Sept. 8. Richard Schneider.  
 Meriden—Meriden Grange, Inc. Sept. 21-22. Mrs. Bertha B. Tinkham.  
 North Haven—North Haven Fair & Expo. Sept. 6-9. Gertrude N. Miller.  
 Old Lyme—Old Lyme Co. Fair & Horse Show. Aug. 4. N. R. Sheffield.  
 Riverton—Riverton Fair. Oct. 13-14. Grace D. Seymour.  
 South Woodstock—Woodstock Fair. Sept. 1-3. Donald B. Williams.  
 Stafford Springs—Stafford Fair. Oct. 4-7. Louise L. Benton.  
 Warren—Litchfield Co. 4-H Fair Assn. Aug. 24-25. Donna Bedford.  
 Wallingford—Wallingford Grange. Sept. 15. Flora E. Hough.  
 Winchester—Winchester Grange Fair. Aug. 18-19. Mrs. Harriet Ramsey.

**Delaware**  
 Harrington—Kent & Sussex Fair. July 23-28. T. B. Holloway.

**Florida**  
 Live Oak—Suwanee Co. Fair & Livestock Show. Oct. 15-20. Paul Crews.  
 Marianna—Jackson Co. Agril. Expo. Oct. 15-20. Louis W. Seay.  
 Orlando—Central Florida Fair. Feb. 18-23. Crawford T. Bickford.  
 Pensacola—Pensacola Interstate Fair. Oct. 15-21. J. E. Frenkel, P. O. Box 255.  
 Tallahassee—North Florida Fair Assn. Oct. 23-27. Lloyd Rhoden, P. O. Box 487.



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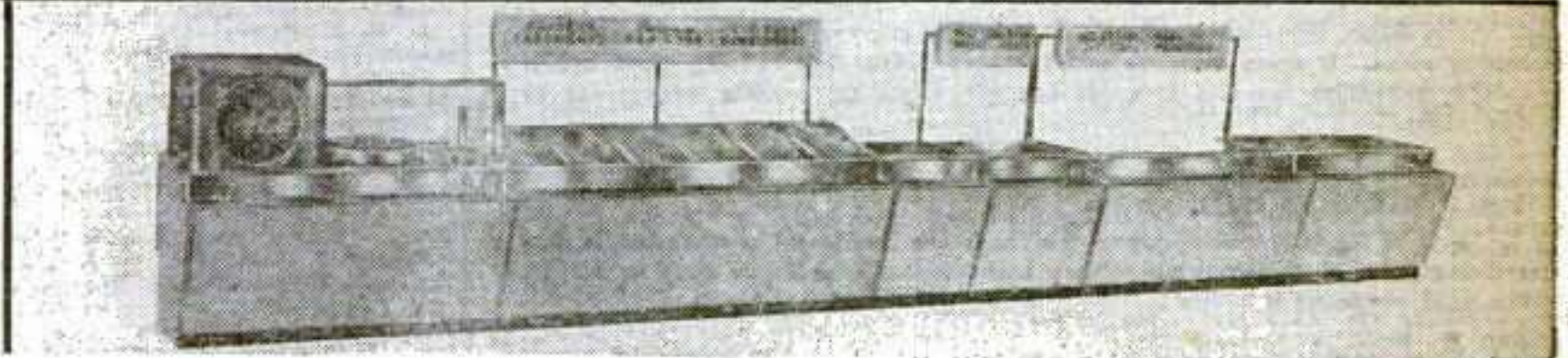
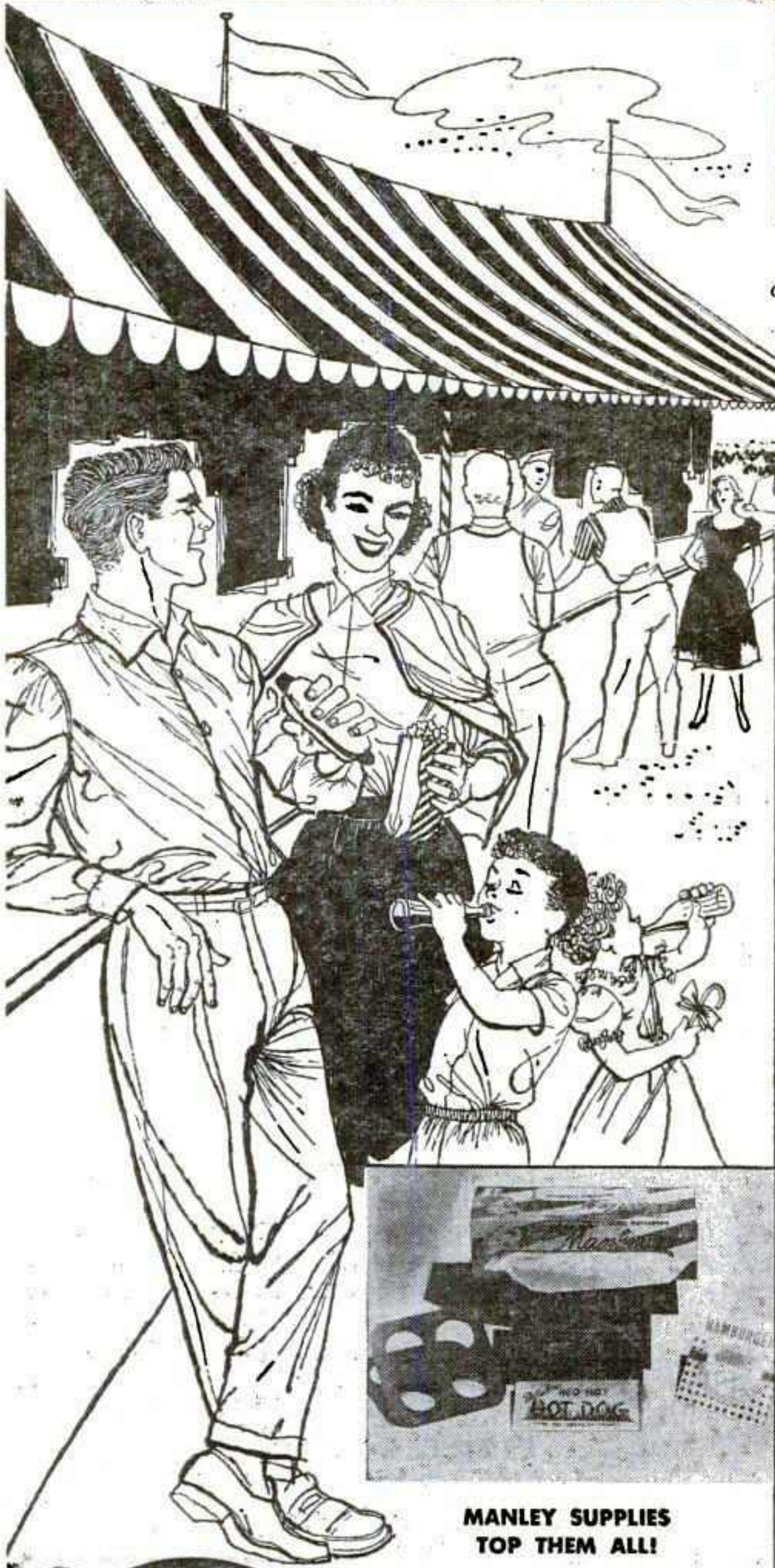
You can increase sales as much as 5¢ per person! Concessions with a Manley Serv-O-Ramic have proved it! Impulse buying increases . . . sales per customer increase with a merchandising unit next to a self-service unit. Low counters of the Serv-O-Ramic lets the kids see . . . what they see, they buy . . . so these big eaters build your sales and profits.

The Manley Serv-O-Ramic speeds serving . . . increases serving capacity because it is flexible. It's sectionalized . . . can be arranged in any layout you desire . . . straight line, rectangle, hollow square or a star. You can add or take out units . . . shift emphasis of items to suit your operation.

You can decrease payroll costs! Customers serve themselves . . . thus, you need fewer people to man your concession.

The Manley Serv-O-Ramic is attractive yet functional. Stainless steel construction plus built-in illuminated displays make it attractive to customers . . . yet easy to clean and maintain.

Contact your Manley representative and ask him to work with you on your concession layout . . . show you how the Serv-O-Ramic will make you more money. Or fill out and mail the coupon below. We'll promptly send you more detailed information.



## HERE ARE THE OTHER MANLEY PROFIT PRODUCERS!



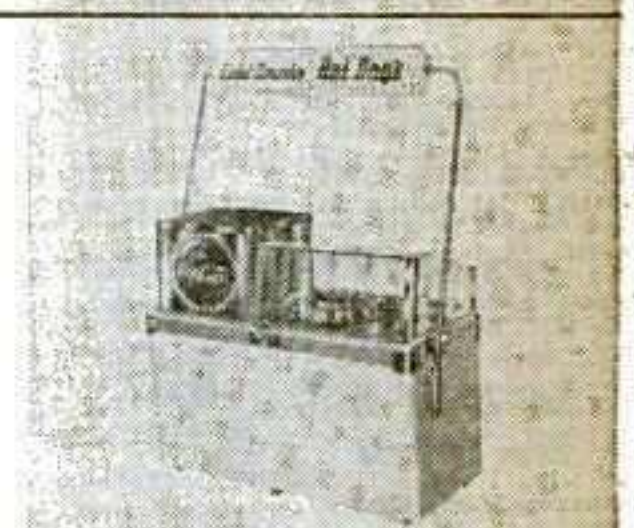
### THE MANLEY **VistaPop** POPCORN MACHINE

More eye appeal with the new VistaPop Kettle. Kettle has see-through feature. Customers see corn popping before their eyes. Impulse buying is stimulated as they see the corn bursting into mouth-watering goodness. Up go your sales. More quality control, too, with the VistaPop. New "hot air conditioning" warming pan keeps corn fresh, hot, delicious. The Manley VistaPop takes up only 9 sq. ft. of space . . . will increase your popcorn "take" beyond your expectations.



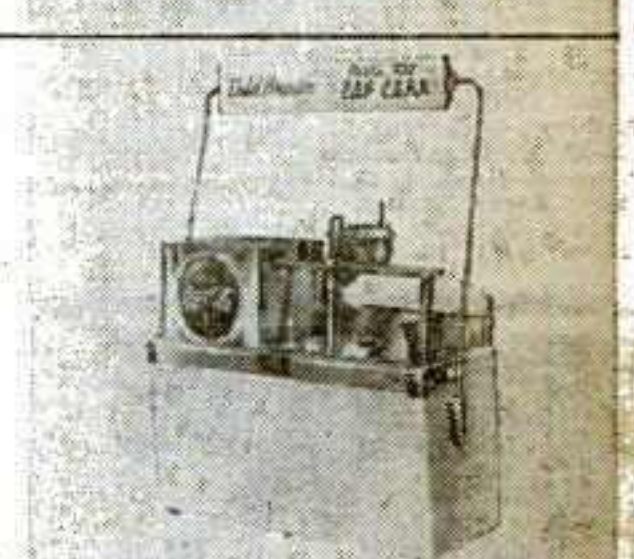
### THE MANLEY **REFRESHERETTE**

Here's complete Snack Bar service in only 14 sq. ft. of floor space! This combination cold drink machine and Spin-A-Rama (rotary) Hot Dog Grill dispenses 216 hot dogs per hour . . . 1000 cold drinks per hour! Provides you with capacity to serve big crowds in a small space. These two best selling items combined into one Manley unit . . . the Refresherette . . . is your best bet for maximum sales in minimum space.



### THE MANLEY **COLISEUM**

The Coliseum combines a Cascade Kettle popcorn machine with a heavy-duty cold drink machine to give you another type of integrated Snack Bar. It, too, uses only 14 sq. ft. of space. Dispenses 1000 cold drinks per hour . . . pops 350 cartons of corn per hour. Elevator warmer stores an additional 72 cartons of popcorn. Another perfect pair of best sellers combined into one unit . . . the Coliseum . . . for related sales . . . more profits.



### MANLEY SUPPLIES TOP THEM ALL!

Yes, you can really rely on Manley for the tops in concession supplies. Here is one dependable source for all of your concession supplies including: cartons, bags, trays, salt, popcorn and seasoning. You know you're getting the best, at the best price, when you buy Manley supplies.



### Fill Out and Mail the Coupon TODAY!

MANLEY, Inc. Dept. BB-456, 1920 Wyandotte St., Kansas City 8, Mo.

Please send me information on these items: \_\_\_\_\_

Please have a Manley representative call on me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**TANK RIDE RATED TOPS BY SUCCESSFUL OPERATORS**

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CRAFTS 20 BIG SHOWS  
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**BEN C. HIRSCH  
VALPARAISO, IND.**

"One of the best money-grossing rides in the business. No other kiddie ride can out-gross it. Never required any maintenance and it's so easy to put on the truck we leave it to the last."

**O. J. RUSSELL  
UNCLE JOHN'S KIDDLAND  
VINCENNES, IND.**

"Our top ride. The day it arrived our kiddieland was mobbed with kids trying to get a ride."

**SUMNER RITTENBERG  
PLAYLAND CENTERS  
BOSTON, MASS.**

"The Tank Ride is a completely safe ride, as well as a good money-maker. Never had the slightest trouble with it. Very fast to load and unload."

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE  
ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • ROADWAY  
RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • GASOLINE  
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M. MONETTE & CO. 145 7th Street, San Francisco 3, California

LaGrange-LaGrange Co. 4-H Club Assn. Aug. 6-9. Floyd Perkins.  
La Porte-La Porte Co. Fair Assn. Aug. 13-18. Robert M. Morse.  
Lyons-Lyons Fair Assn. Aug. 21-26. Glenn Anderson.  
Marion-Grant Co. 4-H Club Fair Assn. Aug. 14-18. Guy T. Harris.  
Martinsville-Morgan Co. Fair & 4-H Assn. Aug. 13-17. Byron Greene.  
Muncie-Delaware Co. Fair. July 27-Aug. 4. Ray Brookman.  
New Albany-Floyd Co. 4-H Club Assn. Aug. 14-18. Guy T. Harris.  
New Castle-Henry Co. 4-H Assn. Aug. 6-9. W. G. Smith.  
North Vernon-Jennings Co. Fair Assn. July 8-13. Chas. Wiley, Scipio.  
Osgood-Ripley Co. Agril. Assn. July 29-Aug. 4. Rollin Crum.  
Portland-Jay Co. Fair Assn. Aug. 5-10. Mrs. Forrest Elliott.  
Roann-Roann Booster Club Fair. Sept. 19-22. Mrs. Donald Yike.  
Rochester-Pulton Co. 4-H Fair. Aug. 6-11. Loren Churchill.  
Salem-Farmers-Merchants Fair Assn. Aug. 13-18. Zaring Hudson.  
Shelbyville-Shelby Co. Fair. Aug. 4-10. Glenn V. Bass.  
Valparaiso-Porter Agril. Society. Aug. 6-11. Tom Womack.  
Wabash-Wabash Co. 4-H Fair & Assn. Aug. 13-18. Dale J. Miller.  
Williamsport-Warren Co. 4-H Club Fair. Aug. 13-17. Mrs. Robert Hanford.

**Iowa**

Adel-Dallas Co. Fair Assn. Aug. 13-16. J. Dwight Brown.  
Afton-Union Co. Fair Assn. Aug. 8-11. Don Seeley.  
Albia-Monroe Co. P. E. Sire Assn. Aug. 6-9. Lester Poole.  
Algona-Kossuth Co. Fair Assn. Aug. 14-17. L. W. Nitchals.  
Allison-Butler Co. Fair Assn. Aug. 2-6. Charles J. Miller.  
Alta-Buena Vista Co. Fair. Aug. 6-9. O. A. Soderquist.  
Atlantic-Cass Co. 4-H and FFA Fair. Aug. 13-17. Gail Harris.  
Audubon-Audubon Co. Fair Assn. Sept. 10-14. D. C. Perley.  
Avoca-Pottawattamie Co. Fair Assn. July 31-Aug. 3. H. E. True.  
Bedford-Taylor Co. Fair Assn. July 25-28. Guy H. Milly.  
Blomfield-Davis Co. Fair Assn. Aug. 14-17. Clayton Morland.  
Boone-Boone Co. 4-H Fair Assn. Aug. 13-16. T. N. Nelson.  
Britt-Hancock Co. Fair Assn. Aug. 14-17. Mitchell Bock, Klemme.  
Burlington-Burlington Hawkeye Fair Assn. Aug. 14-18. James H. Bright.  
Cedar Rapids-All-Iowa Fair Assn. Aug. 13-19. Andrew C. Hanson.  
Centerville-Appanoose Co. Fair Assn. July 23-26. John M. Elliott.  
Central City-Linn Co., Fair Assn. Aug. 3-5. T. W. Lewis.  
Chariton-Lucas Co. 4-H Achievement Show. Aug. 14-16. Mrs. Lee Cottingham.  
Charles City-Floyd Co. Fair Assn. Aug. 13-16. Harold L. Friedrich.  
Clarinda-Page Co. Fair Assn. Aug. 7-10. Ole Wibholm.  
Colfax-Jasper Co. 4-H & FFA Fair. Aug. 20-23. Mrs. Fred Jenmsa, Monore.  
Columbus Junction-Louisa Co. Fair Assn. Aug. 20-23. H. W. Pederson.  
Coon Rapids-Four-Co. Fair Assn. Aug. 20-23. M. D. Petersen.  
Corning-Adams Co. Fair Assn. Aug. 12-16. Robert Gauthier.  
Corydon-Wayne Co. Fair Assn. Aug. 20-23. Mrs. G. A. Ward.  
Cowell Bluffs-West Pottawattamie Co. Fair Assn. Aug. 14-18. Ed Fischer, Neola.  
Oresco-Howard Co. Fair Assn. Aug. 21-26. Ralph Fitzgerald.  
Davenport-Mississippi Valley Fair Assn. Aug. 12-18. Frank Harris, 2815 W. Locust.  
Decorah-Winneshiek Co. Fair Assn. 16-19. Leon R. Brown, Oresco.  
Des Moines-Polk Co. 4-H Fair Assn. July 30-Aug. 2. Ron Aronson, 1200 E. Euclid.  
Des Moines-Iowa State Fair. Aug. 24-Sept. 2. L. B. Cunningham.  
Denison-Crawford Co. Fair Assn. Aug. 13-16. Bryan Weberg, Kiron.  
DeWitt-Clinton Co. 4-H Club Show. Aug. 6-10. Jimmy Miller.  
Donnellson-Lee Co. Fair Assn. July 30-Aug. 4. C. I. Redfern.  
Dubuque-Dubuque Co. Fair Assn. Aug. 15-18. Clem Welsh, R. R. 3.  
Eagle Grove-Eagle Grove. Dist. Jr. Fair. Aug. 20-22. J. Paul Yon.  
Eldon-Wapello Co. Fair Assn. Aug. 20-23. L. W. Hall.  
Eldora-Hardin Co. Fair Assn. Aug. 14-17. Wilson H. Hadley.  
Elkader-Elkader Fair Assn. Aug. 23-26. Edward A. Burlingame Jr.  
Emmetsburg-Palio Alto Co. Fair Assn. Aug. 13-15. H. E. Barringer.  
Estherville-Emmet Co. Agril. Show. Aug. 6-9. Robert G. Beckley.  
Fort Dodge-Webster Co. 4-H Fair Assn. Aug. 7-9. F. E. Harms, 210 Dowd Bldg.  
Grinnell-Poweshiek Co. 4-H-FFA Fair. Aug. 6-9. Roger Sandage, Montezuma.  
Grundy Center-Grundy Co. Fair Assn. Aug. 7-11. Henry B. Wiesley.  
Guthrie Center-Guthrie Co. Fair Assn. Sept. 4-7. G. W. Prince.  
Hampton-Franklin Co. Fair Assn. Aug. 20-22. Kenneth Showalter.  
Harlan-Shelby Co. Fair Assn. Aug. 22-25. Aulden O. Schlatter.  
Humboldt-Humboldt Co. Fair Assn. Aug. 20-23. Jean M. Kieve.  
Ida Grove-Ida Co. Fair Assn. Aug. 13-16. Richard F. Branco, Holstein.  
Independence-Buchanan Co. Fair Assn. Aug. 7-10. W. J. Campbell, Jesup.  
Indianola-Warren Co. Fair Assn. Aug. 1-4. Glen Felton.  
Iowa City-Johnson Co. 4-H Fair Assn. Aug. 6-10. H. J. Montgomery.  
Jefferson-Greene Co. Fair Assn. Aug. 1-5. Paul Meares.  
Keosauque-Van Buren Co. Fair Assn. Aug. 7-10. A. J. Secor.  
Knoxville-Marion Co. Fair Assn. Aug. 6-11. M. A. Trabert.  
LeMars-Plymouth Co. Fair Assn. Aug. 20-22. Arlie A. Pierson.  
Leon-Decatur Co. 4-H and FFA Fair. July 30-Aug. 1. Harold Flanagan.  
Maivern-Mills Co. Fair Assn. Aug. 1-3. Dennis Downing, Pacific Junction.  
Manchester-Delaware Co. Fair Assn. Aug. 6-10. Truman Ingels.  
Manson-Calhoun Co. Fair Assn. July 27-29. Bill Partlow.  
Marengo-Iowa Co. Fair Assn. Aug. 6-11. Robert W. Higgins.  
Missouri Valley-Harrison Co. Fair Assn. Aug. 2-4. Mrs. Kathryn Riney.  
Marshalltown-Central Iowa Fair Assn. Aug. 16-21. Leonard L. Grimes, 211 1/2 W. Main St.  
Mason City-North Iowa Fair. Aug. 6-12. Robert B. Miller, 206 1st Nat'l Bank Bldg.

Monticello-Great Jones Co. Fair Assn. Aug. 21-26. Claude Appleby.  
Moorhead-Woodbury Co. Fair Assn. Sept. 5-8. Wayne W. Luse.  
Mt. Ayr-Ringgold Co. Fair Assn. Aug. 15-18. Stuart W. Hoover.  
Mt. Pleasant-Henry Co. Fair Assn. July 23-28. Harold Bainter.  
Nashua-Big 4 Fair. Aug. 16-19. Norton Bloom.  
National-Clayton Co. Fair Assn. Aug. 10-13. Eimer Stickfort, Garnavillo.  
Nevada-Story Co. 4-H Fair Assn. Aug. 13-16. Glenn Randau, R. F. D. 2, Ames.  
Northwood-Worth Co. Fair Assn. Aug. 12-15. A. T. Grosland.  
Onawa-Monona Co. Fair Assn. Aug. 19-22. Chas. Ross.  
Osage-Mitchell Co. Fair Assn. Aug. 16-19. Fred B. Hanson.  
Osceola-Clarke Co. 4-H Fair Assn. Aug. 14-18. Richard Ford.  
Oskaloosa-Southern Iowa Fair. Aug. 6-11. Jess Clough, Box 33.  
Pocahontas-Pocahontas Co. 4-H Club Fair Assn. Aug. 6-9. Carolyn Ives, Rolfe.  
Postville-Big 4 Fair Assn. Aug. 31-Sept. 3. Chas. Hoth.  
Primgar-O'Brien Co. Fair. Aug. 8-10. John H. Longstreet.  
Rockwell City-Calhoun Co. Exposition. Aug. 10-12. Wayne D. Oldel.  
Rock Rapids-Greater Lyon Co. Fair Assn. Sept. 4-7. F. Jack Splitler.  
Sac City-Sac Co. Fair Assn. Aug. 20-23. Donald Bass.  
Sidney-Freemont Co. Fair Assn. Aug. 7-10. Corby Fichter Jr., Randolph.  
Spencer-Clay Co. Fair Assn. Sept. 10-15. Wm. Woods.  
Spiritt Lake-Spiritt Lake Fair Assn. Aug. 15-17. L. E. Hendricks.  
Thompson-Winnebago Jr. Show Assn. Aug. 16-18. Dean Nerdig.  
Tipton-Cedar Co. Fair Assn. Aug. 7-10. Eugene R. Moore.  
Traer-Tama Co. Fair Assn. Aug. 14-18. Gress Rogers, Toledo.  
Vinton-Benton Co. Fair Assn. Aug. 6-9. K. B. Spaulding.  
Washington-Washington Co. Fair Assn. Aug. 6-9. Tom Robb.  
Waterloo-Dairy Cattle Congress. Sept. 20-Oct. 6. E. S. Estel.  
Waverly-Bremer Co. Fair Assn. Aug. 5-11. Ed Stout.  
Waukon-Allamakee Co. Fair Assn. Aug. 10-13. E. M. Phipps.  
Webster City-Hamilton Co. Fair Assn. Aug. 1-5. R. B. Douglas.  
West Liberty-West Liberty Fair Assn. Aug. 20-23. Robert P. Barclay.  
West Union-Payette Co. Fair Assn. Aug. 21-24. E. T. Aicorn.  
What Cheer-Keokuk Co. Fair Assn. Aug. 3-5. Everett Hemaley.  
Winterset-Madison So. Fair Assn. Aug. 20-23. J. Earl Graves.

**Kansas**

Abilene-Central Kansas Free Fair. Aug. 20-24. Don C. Steffen.  
Alma-Wabaunsee Co. Fair Assn. Aug. 15-18. Norman Winkler.  
Auburn-Shawnee Co. Auburn Grange Fair. Oct. 5-6. Mrs. Irene Brobst.  
Belleville-Republic Co.-N. C. Kansas Free Fair. Aug. 26-31. Carl H. Beyer.  
Beloit-Mitchell Co. Fair Assn. Aug. 28-Sept. 1. Dean D. Haddock.  
Big Springs-Douglas Co. Fair Assn. Aug. 29-31. Max Bahnmater.  
Blue Rapids-Marshall Co. Fair Assn. Aug. 28-31. Mrs. R. D. Riegle.  
Burden-Eastern Cowley Co. Fair Assn. Aug. 15-17. Don Alexander.  
Burlington-Coffey Co. Free Fair Assn. Aug. 28-31. Park J. Shepp.  
Caldwell-Summer Co. Fair Assn. Sept. 6-8. Chester C. Heizer.  
Canton-McPherson Co. Fair Assn. Aug. 16-18. L. C. Hamilton.  
Cheney-Sedgwick Co. Fair Assn. Aug. 16-18. Frank Ryniker.  
Clay Center-Clay Co. Fair Assn. Sept. 3-6. Ernest Tolin.  
Coffeyville-Inter-State Fair Assn. Aug. 29-Sept. 2. Lawrence M. Smith.  
Colby-Thomas Co. Fair Assn. Aug. 14-17. J. B. Kuska.  
Columbus-Cherokee Co. Amer Legion Fair. Aug. 20-25. Joe W. Cook.  
Cottonwood Falls-Chase Co. Fair & Agril. Soc. Aug. 29-31. Elmore G. Stout.  
Dighton-Lane Co. Free Fair. Aug. 1-3. E. A. Bryant.  
Effingham-Atchison Co. Fair Assn. Aug. 21-24. R. D. Morgan.  
El Dorado-Butler Co. Fair Assn. Aug. 21-24. Keith Fuller.  
Elkhart-Morton Co. Fair Assn. Sept. 27-29. Floyd Cohen.  
Emporia-Lyon Co. Fair Assn. Aug. 21-24. W. C. Grimwood.  
Eric-Neosho Co. Fair Assn. Aug. 22-25. Ivan Green.  
Eureka-Greenwood Co. Fair Assn. Aug. 28-31. R. E. Sears.  
Fort Scott-Bourbon Co. Fair Assn. Aug. 21-24. James F. Batten.  
Garden City-Pinney Co. Free Fair. Aug. 21-23. Hoy B. Etling.  
Gardner-Johnson Co. Free Fair Assn. Aug. 30-Sept. 1. Marion Bacon.  
Garnett-Anderson Co. Fair Assn. Aug. 29-31. K. G. Knouse.  
Girard-Crawford Co. Fair Assn. Aug. 6-9. Marvin Green.  
Glasco-Cloud Co. Fair Assn. Aug. 7-9. Mrs. Clive Cramer.  
Goodland-Sherman Co. N. W. Kansas Fair. Aug. 21-24. H. R. Shimeall.  
Hardtner-Barber Co. Fair Assn. Aug. 22-24. Kenneth Wolgamott.  
Harper-Harper Co. Agril. Fair Assn. Aug. 23-25. R. H. Zimmerman.  
Herington-Tri-Co. 4-H Fair Assn. Aug. 8-11. Chad Wymer.  
Hill City-Graham Co. Fair Assn. Aug. 14-18. Ralph Bethell.  
Holton-Jackson Co. Fair Assn. Aug. 20-22. Orvis Blossom.  
Horton-Tri Co. Fair. Aug. 29-31. Jules A. Bourquin.  
Howard-Elk Co.-Howard Fair Assn. Aug. 8-10. Noel Mullendore.  
Hoxie-Sheridan Co. Fair Assn. Aug. 1-4. C. E. Gaede.  
Hutchinson-Kansas State Fair. Sept. 15-20. Virgil Miller.  
Inman-Inman Community Fair. Sept. 5-7. C. L. Schmidt.  
Iola-Allen Co. Agril. Soc. Aug. 20-24. Ralph E. Smith.  
Kincaid-Anderson Co.-Kincaid Free Fair. Sept. 20-22. L. M. McCollam.  
Kingman-Kingman Co. Fair Assn. Aug. 23-25. Olin M. Stansbury.  
Liberal-Seward Co.-Five State Fair. Aug. 30-Sept. 3. Earl Simmonds.  
Lindsborg-McPherson Co.-Lindsborg Dist. Fair. Oct. 2-3. E. E. Dahlsten.  
Longton-Elk Co. Fair Assn. Sept. 13-15. Bert Speer.

Mankato-Jewel Co. 4-H Fair. Aug. 15-17. Freeman Biery.  
Minneapolis-Ottawa Co. Fair Assn. Aug. 12-15. Loyd Farrington.  
Mound City-Linn Co. Fair Assn. Aug. 15-18. John H. Morse.  
Ness City-Ness Co. Fair Assn. Aug. 9-11. Clyde Siobel.  
Newton-Harvey Co. Fair Assn. Aug. 21-24. Jack R. Turman.  
Norton-Norton Co. Agril. Assn. Aug. 13-17. Jean W. Kissell.  
Oberlin-Decatur Co. Fair Assn. July 30-Aug. 1. E. R. Woodward.  
Osage City-Osage Co. Fair Assn. Aug. 22-24. Floyd T. Hepworth.  
Osborne-Osborne Co. Fair Assn. Aug. 14-17. E. T. Sanders.  
Oswego-Labette Co. Fair Assn. Aug. 2-4. J. D. McClure.  
Ottawa-Franklin Co. Agril. Soc. Aug. 16-18. Donald A. Brown.  
Overbrook-Overbrook-Osage Co. Fair Assn. Aug. 9-11. Frank Garrett.  
Paola-Miami Co. Fair Assn. Aug. 20-22. Alfred E. Rockers.  
Pratt-Pratt Co. Fair Assn. Aug. 2-4. Wayne Ayres.  
Richmond-Franklin Co.-Richmond Free Fair. Aug. 22-24. John H. Roekers.  
Rush Center-Rush Co. Agril. & Fair Assn. Aug. 13-15. Harold Rife.  
Russell-Russell Co. 4-H Fair. Aug. 21-24. Earl M. Rogg.  
Salina-Salina Co. Fair Assn. Aug. 28-31. Albert Frehse.  
Scott City-Scott Co. Fair Assn. Aug. 6-8. Russell Magill.  
Sedan-Chautauqua Co. Free Fair & Reunion. Sept. 13-15. Gerald Cauldwell.  
Seneca-Nemaha Co. 4-H Fair. Aug. 23-25. R. P. Wupper.  
South Haven-Summer Co.-South Haven Fair. Aug. 30-Sept. 1. M. C. Helger.  
St. Francis-Cheyenne Co. Fair Assn. Aug. 28-31. Harold D. Shull.  
Stafford-Stafford Co. Fair Assn. Aug. 9-11. Arthur B. Harzmann.  
Stockton-Rooks Co. Free Fair Assn. Aug. 20-24. George P. Oestmeyer.  
Syracuse-Hamilton Co. Fair Assn. Aug. 30-Sept. 1. Emory Potter.  
Sylvan Grove-Sylvan Grove-Lincoln Co. Free Fair. Aug. 9-12. A. L. Naylor.  
Thayer-Thayer Homecoming, Picnic & Fair Assn. Sept. 5-7. H. M. Minnich.  
Tonganoxie-Leavenworth Co. Fair Assn. Aug. 29-31. Walt Neibarger.  
Topeka-Kansas Free Fair. Sept. 8-13. Maurice Pagar.  
Ulysses-Grant Co. Free Fair. Sept. 6-8. Marshall F. Walker.  
Wakekeney-Trego Co. Free Fair Assn. Aug. 21-24. Lew H. Galloway.  
Wakefield-Wakefield Free Fair. Sept. 26-28. Dale Newell.  
Washington-Washington Co. Fair Assn. Sept. 6-8. Bert Chapin.  
Wellsville-Franklin Co.-Wellsville Pienle Fair. Sept. 6-7. J. H. Cramer.  
West Mineral-Cherokee Co. Free Fair. Aug. 22-25. Harold Shideler.  
Wetmore-Nemaha Co. Free Fair Assn. Aug. 16-18. Edwin Hermes.  
Winfield-Cowley Co. Agril. Fair Assn. Aug. 28-31. Noble Bradbury.  
Yates Center-Woodson Co. Fair Assn. Aug. 14-17. Mrs. Mary Reid.

**Kentucky**

Alexandria-Alexandria Fair Assn. Aug. 31-Sept. 3.  
Barbourville-Knox Co. Fair Assn. Aug. 21-25.  
Benton-Marshall Co. Fair Assn. Aug. 21-25. Paul Darnell.  
Booneville-Owsley Co. Fair Assn. Sept. 20-22. Fred W. Gabbard.  
Bowling Green-Southern Ky. Fair Assn. Aug. 20-25. Tommy Redford.  
Brodhead-Brodhead Fair Assn. Aug. 13-18.  
Brooksville-Bracken Co. Fair Assn. July 4-7. Leo Lewis.  
Burkesville-Cumberland Co. Fair Assn. Aug. 15-18. Andrew E. Kilbourne.

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BACS

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Burlington—Boone Co. 4-H & Utopia Fair Assn. Aug. 23-25. Mrs. Vernon Pope. Cadis—Trigg Co. Fair Assn. July 18-20. Calhoun—McLean Co. Fair Assn. Sept. 20-21. Campbellsville—Taylor Co. Fair Assn. Aug. 6-11. Boyer Jones. Campton—Wolfe Co. Fair Assn. Sept. 13-15. Hays Pigman. Carrollton—Carroll Co. Fair Assn. Aug. 8-11. Columbia—Adair Co. Fair & Horse Show. July 26-28. James C. Sexton. Palmyra—Palmyra Fair. Aug. 15-19. Mrs. Nelson Breese. Franklin—Simpson Co. Fair Assn. Sept. 26-29. Woodrow Coats. Germantown—Old Reliable Germantown Fair. Aug. 7-11. Roy Asbury, Route 1, Augusta. Glasgow—Barron Co. American Legion Fair. July 16-21. William H. Jones Jr. Georgetown—Scott Co. Fair Assn. Aug. 15-17. Greensburg—Green Co. Fair Assn. Sept. 22-25. Greenup—Greenup Co. Fair Assn. Sept. 13-15. Mrs. Agnes Miller. Hardinsburg—Breckinridge Co. Fair Assn. Sept. 27-29. Harrodsburg—Mercer Co. Fair Assn. July 23-28. Hartford—Ohio Co. Fair Assn. Sept. 1-3. J. R. Russell. Hickman—Fulton Co. Fair Assn. Sept. 15-16. Hodgenville—Larue Co. Co-Op Fair Assn. Aug. 8-11. Jack Kargle. Hopkinsville—Pennyroyal Fair Assn. Aug. 1-4. Inez—Martin Co. Fair Assn. Sept. 6-8. Irvine—Batell Co. Agrl. Fair Assn. Sept. 3-8. Mary Jo Horn. Jeffersonton—Jefferson Co. Fair Assn. Aug. 9-11. LaGrange—Oldham Co. Fair and Horse Show. Aug. 22-25. Mrs. A. H. McKechnie. Lawrenceburg—Lawrenceburg Fair Assn. July 17-21. Chas. L. Martin Jr. Leitchfield—Grayson Co. Fair Assn. Aug. 30-Sept. 3. Louisville—Kentucky State Fair. Sept. 7-15. J. Dan Baldwin. Madisonville—Hopkins Co. Fair Assn. Aug. 27-Sept. 1. Mumfordsville—Hart Co. Fair Assn. Aug. 20-Sept. 1. Andrew Bird. New Castle—Henry Co. Fair Assn. Aug. 16-18. Owenton—Owen Co. Fair Assn. July 11-14. William A. Payne. Owingsville—Bath Co. Agrl. Fair. Aug. 22-25. Joe R. Thompson. Paducah—McCracken Co. West Ky. Fair. Aug. 28-31. Richmond—Madison Co. Fair Assn. Aug. 9-11. Russell Springs—Russell Co. Fair Assn. Aug. 1-4. Leonard E. Wilson, Jamestown. Russellville—Logan Co. Fair Assn. Aug. 13-18. Jack Stengell. Scottsville—Allen Co. Fair Assn. July 9-14. Shelbyville—Shelby Co. Fair Assn. July 30-Aug. 4. Stanford—Lincoln Co. 4-H Assn. Aug. 3-4. Mrs. Add Bell. Sturgis—Union Co. Fair Assn. July 10-14. A. L. Thornsberry. Tompkinsville—Monroe Co. Fair Assn. Aug. 8-11. Whitley City—McCreary Co. Fair Assn. Sept. 14-15. Fanny Morgan. Williamstown—Grant Co. Fair Assn. Aug. 1-4.

**Louisiana**

Abbeville—La. Dairy Festival & Fair. Oct. 19-20. Roy Theriot. Amite—La. Tangipahoa Parish Fair. Oct. 5-8. Harvey E. Hutchinson Jr. Bastrop—Moorehouse Parish Fair. Sept. 26-28. John M. Smith. Clinton—East Feliciana Parish Fair. Oct. 18-20. A. R. Cain. Coushatta—Red River Parish Fair. Sept. 19-22. C. O. Webb, Hanna. Covington—St. Tammany Parish Fair. Sept.

28-Oct. 1. Maurice Blaoche. Columbia—Caldwell Parish Fair. Sept. 27-29. George McKnight. Delcambre—Iberia Parish Shrimp Festival & Fair. Aug. 18-19. Terry P. LeBlanc. DeRidder—Beauregard Parish Fair. Oct. 2-6. Merle Harper. Donaldsonville—St. Louisiana State Fair. Oct. 4-7. Adolphe Netter. Erath—Vermillion Parish Fair. Oct. 5-7. Clem Bourgeois. Eunice—Southwest La. Fair. Oct. 10-14. Wilma Bedell. Farmersville—Union Parish Fair. Oct. 3-6. S. D. Reech. Ferriday—Concordia Parish Fair. Oct. 10-13. Verne Richey. Franklinton—Washington Parish Fair. Oct. 10-13. Frank Heyward Jr. Grambling—N. La. Broiler Show & Fair. April 19-21. Furman C. Anderson. Haynesville—Claiborne Parish Fair. Oct. 1-5. W. J. Sherman. Houma—Terrebonne Parish Fair. Sept. 29-30. Bogar Babine. Hammond—Tangipahoa Parish Fair. May 4-5. Carroll Trahan. Jena—Lassalle Parish Fair. Sept. 24-29. H. D. Gaddas. Jennings—Jefferson Davis Parish Fair. Oct. 25-27. Floyd Trammel, P. O. Box 394. Jonesboro—Jackson Parish Fair. Sept. 25-29. W. W. McDonald Jr. Jonesville—Catahoula Parish Fair & Festival. Oct. 10-13. Elmer I. Gibson. Kentwood—Florida Parish Fair. Oct. 17. Alton Morris. Lafayette—South Louisiana Mid-Winter Fair. Jan. 12-15. T. J. Arceaneux. Leesville—West La. Forestry Festival. Oct. 1-6. Finly S. Stanly. Livingston—Livingston Parish Fair. Oct. 9-13. Marvin Curtis, Denham Springs. Lusher—St. James Parish Free Fair. April 20-23. G. P. Meade. Many—Sabine Parish Fair Assn. Oct. 10-13. George R. Cook. Marksville—Louisiana Livestock & Pasture Festival. Oct. 5-7. Kermit J. Ducote. Minden—Bossier-Webster Fair & Forest Festival. Oct. 9-13. Brodie Pugh, P. O. Box 99. Napoleonville—Assumption Parrish Fair Assn. Sept. 15-16. Lena Dugas. Natchitoches—Natchitoches Parrish Fair. Sept. 26-29. Louis Ryder, Clouterville. New Verda—Grant Parish Fair Assn. Oct. 10-12. Everett Neim, Montgomery. New Orleans—Mid-Winter Fair & Poultry Assn. Oct. 12-14. Mrs. Francis C. Smith, 6449 Vickburg St. New Roads—Pointe Coupee Parish Fair. Oct. 12-14. Sterling Deville. Oak Grove—West Carroll Parish Fair. Oct. 6-10. J. Wayland Smith. Oberlin—Allen Parish Fair. Oct. 4-6. G. C. Meaux. Olla—North Central La. Fair. Oct. 8-13. H. Vineyard. Plaquemine—Iberville Free Fair. Sept. 14-17. J. W. Bryant. Prairieville—Ascension Parish Negro Fair Assn. Sept. 27-30. Cleveland LeBlanc, RFD 1, Gonzales. Port Allen—W. Baton Rouge Parish Fair. Sept. 12-17. L. C. Marioneaux. Ruston—Lincoln Parish Fair. Oct. 8-12. C. M. Mathewes. Ringold—Blenville Parish Fair. Oct. 3-6. J. T. Noles. Shreveport—Caddo Parish Fair. Oct. 18-19. Bill Baker, Room 5, Court House. Shreveport—Louisiana State Fair. Oct. 20-28. J. T. Monsour. Sulphur—Calcasieu-Cameron Fair. Oct. 8-13. Mrs. Harold Ownes. Tallulah—La. Delta Fair. Oct. 15-19. J. M. Gilfoil. Thibodaux—Lafourche Parish Fair. Sept. 22-23. Sabin Blanchard. Vivian—North Caddo Parish Fair. Oct. 8-11. Tolly H. Burns. West Monroe—Ouachita Parish Fair. Oct. 8-13. John Birdsong, Monroe. Winnfield—Winn Parish Fair. Oct. 3-6. W. C. Cummings. Winnfield—La. Forest Festival Assn. Oct. 3-6. L. L. Brewton Sr. Winnaboro—Winnaboro Fair. Oct. 17-20. George Sherman.

**Maine**

Acton—York Co. Agrl. Assn. Aug. 30-Sept. 1. Leon K. Credford, Shapleigh. Blue Hill—Hancock Co. Agrl. Soc. Sept. 1-3. Phil O'Brien. Dover-Foxcroft—Piscataquis Valley Fair Assn. Aug. 25. Clarence G. Cushman. Fryeburg—Fryeburg Agrl. Soc. Sept. 30-Oct. 6. David R. Hastings. Guilford—Guilford Fair Assn. Sept. 8. LeRoy Knowlton, Dexter. Lewiston—Maine State Fair Assn. Sept. 3-8. J. J. Bourisk. Machias—Washington Co. Agrl. Fair. Sept. 11-15. Herald J. Beckett, Eastport. Monmouth—Cochewegan Agrl. Assn. Sept. 21-22. Clarence H. Maxim. North Waterford—World's Fair Assn. Sept. 28-29. Wilbur L. Button. Pittston—Pittston Fair Assn. Aug. 17-18. Marion Moody, Route 2, Gardiner. Presque Isle—Northern Maine Fair Assn. Aug. 6-11. Robert D. Andrews. Skowhegan—Skowhegan State Fair. Aug. 11-13. Roy E. Symons, 61 Water St. Toga—Toga Valley Fair Assn. Aug. 22-25. Arlene Whitney.

Union—Knox Agrl. Soc. Aug. 31-26. Ivan Sherman. West Cumberland—Cumberland Farmers' Club Fair. Sept. 24-29. Harold P. Small.

**Maryland**

Frederick—Frederick Co. Agrl. Soc. Oct. 2-6. Wade F. Hursey. Gaithersburg—Montgomery Co. Fair. Aug. 21-25. E. N. Whipp, Box 391, Rockville. Hagerstown—Great Hagerstown Fair. Sept. 17-22. M. H. Beard. La Plata—Charles Co. Fair. Sept. 28-30. Edward Turner. Leonardtown—St. Marys Co. Farmers & Homemakers' Assn. Sept. 28-30. Mrs. Alice Marshall, Morgantown. Marthasville—Marthasville Fall Festival. Aug. 24-26. W. Rottman. Tilghman—Chesapeake Bay Fishing Fair Assn. Aug. 17-19. Max Chambers. Timonium—Maryland State Fair & Agrl. Soc. Aug. 29-Sept. 3. John M. Heil. Upper Marlboro—Marlboro Fair. Sept. 8-15. Josephine M. O'Hara.

**Massachusetts**

Blackstone—East Blackstone Fair. Aug. 17-19. Jesse E. Deacon.

Blandford—Union Agrl. & Hort. Soc. Sept. 2-3. Lee Wyman. Brockton—Brockton Agrl. Soc. Sept. 9-15. C. J. Larson. Cummington—Hillsdale Agrl. Soc. Aug. 24-26. Mrs. Ruth Howes. Greenfield—Franklin Co. Agrl. Soc. Sept. 9-13. Richard H. Campbell. Great Barrington—Barrington Fair Assn. Sept. 9-16. Edward J. Carroll. Littleville—Littleville Community Fair Assn. Sept. 29-30. Leon J. Kelso, Chester. Marshfield—Marshfield Agrl. & Hort. Soc. Aug. 8-11. Granville M. Thayer, N. Pembroke. Middlefield—Highland Agrl. Soc. Aug. 21-Sept. 1. Mrs. Jessie H. Pease, Chester. Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Sept. 2-8. John L. Banner. South Weymouth—Weymouth Agrl. & Ind. Soc. Aug. 11-18. William Reynolds, 719 Washington, Canton. Spencer—Spencer Agrl. Assn. Sept. 1-3. Philip A. Quinn. Taunton—Rehoboth Fair, Inc. Aug. 19-23. Ronald Marsden.

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Grape Orange  
"Gilhooley" (Mint)

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Topfield—Essex Agrl. Soc. Sept. 3-8. Paul Corson.
West Springfield—Eastern States Expo. Sept. 15-23. Jack Reynolds.
Michigan
Adrian—Lenawee Co. Fair Assn. Sept. 17-22. H. H. Hungerford.
Allegan—Allegan Co. Agrl. Soc. Sept. 9-15. J. H. Snow.

Saginaw—Saginaw Fair. Sept. 9-15. C. H. Harnden.
Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 21-25. Keith C. Bowerby.
Traverse City—Northwestern Mich Fair Assn. Aug. 28-Sept. 1. Arnell Engstrom.
Minnesota
Atkin—Atkin Co. Agrl. Soc. Aug. 13-15. F. C. Kaplan.

Montevideo—Chippewa Co. Fair Aug. 18-19. S. O. Syverson.
Mora—Kanabec Co. Agrl. Soc. Aug. 13-15. Lynn McNelly.
Morris—Stevens Co. Agrl. Soc. Aug. 17-19. Ralph Smith.

Mississippi
Aberdeen—Monroe Co. Fair & Livestock Assn. Sept. 25-29. Robert C. Couch.
Columbus—Columbus Fair & Livestock Show. Sept. 17-22. F. W. Tribble.

Missouri
Appleton City—Appleton City Fair Assn. Aug. 27-30. C. D. Peeler.
Ava—Douglas Co. Fair Assn. Sept. 5-8. Claud E. Gauiding.

Nebraska
Albion—Boone Co. Fair Assn. Aug. 21-24. Tom Johnson.
Arlington—Washington Co. Fair. Aug. 22-24. H. C. McClellan.

Princeton—Mercer Co. Fair Assn. Aug. 1-4. Harvey Wright.
Rolla—Central Mo. Regional Fair. Sept. 12-18. James Smith.
Safe—Safe Community Fair. Aug. 16-18. S. M. Copeland.

Montana
Baker—Fallon Co. Fair. Aug. 24-26. Gene Hoff.
Billings—Midland Empire Fair & Rodeo. Aug. 13-18. Harry L. Pitton.

Nebraska
Albion—Boone Co. Fair Assn. Aug. 21-24. Tom Johnson.
Arlington—Washington Co. Fair. Aug. 22-24. H. C. McClellan.

Nebraska
Albion—Boone Co. Fair Assn. Aug. 21-24. Tom Johnson.
Arlington—Washington Co. Fair. Aug. 22-24. H. C. McClellan.

Johnstown—Brown Co. Fair Assn. Sept. 1-3. Kenneth Graff.
Kearney—Buffalo Co. Agrl. Assn. Aug. 27-31. W. S. Wimberly.
Leigh—Colfax Co. Fair Assn. Aug. 28-29. N. P. Lowe.

Advertisement for Popsit Plus, featuring a large illustration of the product can and several circular callouts containing text like 'Proof!', 'Popsit's Pop', 'Props Profits!', and 'It's a fact—proved by operators everywhere'.

Advertisement for W. Kestenbaum, Inc., featuring an image of a beverage dispenser and text: 'Just the Thing FOR FAST SERVING Non-Carb LARGE CAPACITY BEVERAGE DISPENSERS'.

Advertisement for EVANS PARK & CARNIVAL DEVICE CORP., featuring an image of a device with wheels and text: 'The Successors to H. C. EVANS & CO. Are Now in Full PRODUCTION.'.

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SEE PAGE 124

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

Syracuse—Otee Co. Fair Assn. Aug. 28-30. Frank Sorrell.  
Tennessee—Johnson Co. Fair Assn. July 31-Aug. 3. G. L. Bettsberger.  
Wahoo—Saunders Co. Fair Assn. Aug. 23-25. Eric J. Ericson.  
Walshill—Thurston Co. Fair Assn. Aug. 20-21. Ronald K. Samuelson.  
Waterloo—Douglas Co. Fair Assn. Sept. 13-15. R. D. Herrington.  
Wayne—Wayne Co. Fair Assn. Aug. 13-14. Al Bahe.  
Weeping Water—Cass Co. Agrl. Soc. Aug. 21-24. Joe Bender.  
West Point—Cumby Co. Fair Assn. Aug. 26-30. Ed M. Baumann.  
York—York Co. Fair Assn. Aug. 9-11. Robert V. Jones.

**Nevada**  
Ely—Nevada Fair of Industry. Aug. 23-26. Darwin Lambert.  
Reno—Washoe Co. Fair. Sept. 13-16. C. J. Thornton.

**New Hampshire**  
Atkinson—Atkinson Fair Assn. Aug. 24-26. Eleanor C. Fever.  
Contoocook—Hopkinton Fair. Aug. 31-Sept. 3. Charles A. Jones.  
Deerfield—Deerfield Fair Assn. Sept. 27-30. W. C. Maxwell.  
Lancaster—Coos & Essex Agrl. Soc. Aug. 31-Sept. 3. A. J. Kenney.  
Northwood—Northwood Fair. Sept. 7-9. Hugh J. Prestley.  
Plymouth—New Hampshire State Fair. Aug. 16-19. Delbert B. Gray.  
Rochester—Rochester Agrl. & Mechanical Assn. Sept. 18-22. Ralph E. Came.

**New Jersey**  
Aurora—Gloucester Co. 4-H Fair Assn. Aug. 1-9. J. L. Glass, Court House, Woodbury.  
Branchville—Sussex Co. Farm & Horse Show, Aug. 7-11. John W. Raab, 14-16 Church St., Newton.  
Burlington—Burlington Co. Farm Fair. July 26-28. D. L. Kensler, Grant & High Sts., Mount Holly.  
Bridgeton—Cumberland Co. Co-Op Fair Assn. Sept. 3-8. Raymond R. Riley.  
Caldwell—Essex Co. 4-H Fair. Aug. 7-8. James W. Gearhart.  
Cold Spring—Cape May Co. 4-H Fair. July 19-21. Theodore E. Blum, Old Court House, Cape May C. H.  
Dunham's Corner—Middlesex Co. Fair. Aug. 15-18. Mrs. Fred C. Heyl.  
Far Hills—Somerset Co. 4-H Fair. Aug. 10-11. Mrs. Stanley Voorhees, Administration Bldg., Somerville.  
Flemington—Flemington Fair. Aug. 28-Sept. 3. William J. Kinnamon.  
Freehold—Monmouth Co. 4-H Fair. July 20-21. L. B. Williams.  
Harmony—Warren Co. Farmers' Fair. Aug. 15-18. Harry E. Serfass, Belvidere.  
Lakewood—Ocean Co. Fair. Aug. 1-2. Fred B. Scammell, Dover Rd., Toms River.  
Paralpanny—Morris Co. Fair Assn. Aug. 20-25. Swante C. Swenson.  
Pomona—Atlantic Co. 4-H Fair. Aug. 18-18. Mrs. Doris Lockyer, Surrogate Bldg., Mays Landing.  
Preskness—Passaic Co. 4-H Fair. July 26-28. Melville Lockwood, Administration Bldg., Paterson.  
Trenton—New Jersey State Fair. Sept. 23-30. Norman L. Marshall.  
Washington Crossing—Mercer Co. Picnic & 4-H Show. Aug. 10-11. Joseph E. Turpin, Court House, Trenton.

**New Mexico**  
Albuquerque—New Mexico State Fair. Sept. 29-Oct. 7. Leon H. Harris.  
Farmington—San Juan Co. Fair Assn. Sept. 21-23. Janet Sage.  
Truth or Consequences—Sierra Co. Fair Assn. Sept. 14-16. Allan H. Beck.

**New York**  
Afton—Afton Driving Park & Agrl. Assn. Aug. 13-18. Frederick Crane.  
Altamont—Altamont Tri-Co. Fair. Aug. 20-25. Stuart T. Rombough.  
Angelica—Allegany Co. Agrl. Soc. Aug. 8-11. L. L. Stillwell.  
Avon—Genesee Valley Breeders' Assn. Sept. 1-3. Dr. J. C. O'Dea.  
Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 27-31. Wendell Townley.  
Bath—Steuben Co. Agrl. Soc. Sept. 3-8. J. Victor Faucett.  
Boonville—Boonville Fair Assn. July 30-Aug. 4. Charles H. Fickbohm.  
Brookfield—Madison Co. Fair. Aug. 21-25. Raymond P. Burdick.  
Caledonia—Caledonia Fair, Inc. Aug. 7-11. Victor Scroger.  
Canandalgua—Ontario Co. Agrl. Soc. July 31-Aug. 4. Christine H. Smith.  
Chatham—Columbia Co. Agrl. Soc. Aug. 31-Sept. 3. J. Vincent Hartigan.  
DeRuyter—Firemen's Fair. Aug. 23-26. Ray Wells.  
Elmira—Chemung Co. Agrl. Soc. Aug. 12-18. Robert S. Turner, Horseheads.  
Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 6-11. Bligh A. Dodds.  
Henrietta—Monroe Co. Fair & Recreation Assn. Aug. 21-25. Albert Lockner.  
Ithaca—Tompkins Co. Agrl. & Hort. Soc. Aug. 6-11. Richard K. Blatchley.  
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 28-Sept. 1. J. W. Watson.  
Middletown—Orange Co. Agrl. Soc. Aug. 4-12. Fred Germain Jr.  
Morris—Otsego Co. Fair Assn. Aug. 27-Sept. 1. Robert M. Holbert.  
Norwich—Chenango Co. Agrl. Soc. Aug. 6-11. Len Tyler.  
Owego—Tioga Co. Agrl. Soc. July 22-29. Charles B. Esley.  
Palmyra—Union Agrl. Soc. Aug. 14-18. W. Ray Converse.  
Plattsburgh—Clinton Agrl. & Industrial Fair. Aug. 28-31. W. E. Hudson.  
Rhinebeck—Dutchess Co. Fair. Aug. 24-29. R. C. Murray.  
Schaghticoke—Schaghticoke Fair Assn. Aug. 31-Sept. 5. Gordon L. Banker, 749 Hoosick Road, Troy, N. Y.  
Syracuse—New York State Fair. Sept. 1-8. William F. Baker.  
Walton—Delaware Valley Fair Assn. Aug. 28-Sept. 1. Carl G. Williams.  
Warrensburg—Warren Co. Extension Service Assn. Aug. 15-18. Mrs. Marshall Harrington.  
Westport—Essex Co. Agrl. Soc. Aug. 14-18. Keston Lobdell.  
Whitney Point—Broome Co. Agrl. Soc. July 29-Aug. 4. Dr. C. B. Leahy.

**North Carolina**  
Ahsokle—Atlantic Dist. Fair Assn. Oct. 18-20. C. E. Robbins.  
Albemarle—Stanley Co. Fair Assn. Sept. 17-22. Bailey Guldge.  
Asheboro—Center of N. C. Fair Assn. Sept. 17-22. W. C. York.

Beaufort—Carteret Fair. Oct. 23-27. T. E. Kelly.  
Burlington—Alamance Co. Vets' Agrl. Fair. Sept. 2-8. M. G. Rogers.  
Carthage—Moore Co. Agrl. Fair. Oct. 23-27. Tom Caddell.  
Charlotte—Southern States Fair. Oct. 1-8. J. S. Dorton Jr.  
Charlotte—Piedmont Colored Fair Assn. Oct. 16-20. Lem Long.  
Cherokee—Cherokee Indian Fair Assn. Oct. 2-8. Charlotte R. Sneed.  
Concord—Cabarrus Co. Agrl. Fair. Sept. 17-22. Clyde L. Propet Jr.  
Drexel—Drexel Community Fair. Aug. 22-25. Ralph A. Abernathy Jr.  
Durham—Durham Co. Fair. Oct. 1-6. R. Z. Long.  
Enfield—Firemen's Agrl. Fair. Oct. 1-8. Harold H. Burrows.  
Fayetteville—Cape Fear Fair Assn. Oct. 1-8. Alex G. McBryde.  
Gastonia—Spartan-Center Agrl. Fair. Sept. 19-15. Howard Robbins.  
Goldstoto—Wayne Co. Agrl. Fair Assn. Sept. 10-15. Oleand P. Feele.  
Greensboro—Greensboro Agrl. Fair. Oct. 2-8. Mrs. Clyde Kendall.  
Greenville—Pitt Co. Fair. Oct. 8-13. W. T. Kyzar.  
Henderson—Golden Belt Fair. Sept. 24-29. C. M. Hight.  
Hendersonville—Western N. C. Fair. Aug. 13-18. Dave W. Cooley.  
Hickory—Catawba Fair. Sept. 24-29. Corbin Green.  
High Point—High Point Fair Assn. Sept. 17-22. T. C. Potts.  
Kings Mountain—Beth-Ware Community Fair. Sept. 12-15. Stokes Wright.  
King—King Livestock Show & Stokes Co. Agrl. Fair. Sept. 24-29. N. Glenn Ashburn.  
Leaksville—Tri-County Agrl. Fair Assn. Sept. 5-10. C. W. Roberts.  
Lenoir—Caldwell Co. Agrl. Fair. Sept. 4-8. Max A. Culp.  
Lexington—Davidson Co. Agrl. Fair Assn. Oct. 1-6. Curtis A. Leonard Sr.  
Littleton—Littleton Tri-Co. Fair. Oct. 8-13. T. R. Walker.  
Louisburg—Franklin Co. Fair Assn. Oct. 1-8. Dr. A. H. Fleming.  
Lumberton—Robeson Co. Agrl. & Industrial Expo. Sept. 10-15. W. G. Hall.  
Madison—Madison Agrl. Fair Assn. Oct. 1-8. W. N. Schultz Jr.  
Morganton—Burke Co. Fair Assn. Sept. 3-8. Miller Sigmon.  
Montreal—Union Co. Fair Assn. Oct. 8-13. M. W. Williams.  
Mount Airy—Greater Mount Airy Fair. Sept. 24-29. James R. McNeil.  
New Bern—Tri-Co. Agrl. Fair Assn. Oct. 13-20. W. B. Rouse.  
Raleigh—N. C. State Fair. Oct. 16-20. Dr. J. S. Dorton.  
Reidsville—Reidsville Fair. Sept. 24-29. Mrs. Katy Price Oliver.  
Roanoke—Halifax & Northampton Fair Assn. Sept. 17-22. Mrs. Fay Gilsdorf.  
Rocky Mount—Rocky Mount Agrl. Fair Assn. Sept. 24-29. Norman Y. Chambliss Sr.  
Roxboro—Person Co. Agrl. Fair Assn. Oct. 15-20. Thomas A. Bowles.  
Rutherfordton—Rutherford Co. Agrl. Fair Assn. Sept. 10-15. John H. Jones.  
Salisbury—Rowan Co. Agrl. & Industrial Fair Assn. Sept. 17-22. David S. Clay.  
Sanford—Lee Co. Agrl. Fair Assn. Sept. 24-29. M. B. Harper.  
Shelby—Cleveland Co. Fair Assn. Sept. 18-23. Dr. J. S. Dorton.  
Shelby—Cleveland Co. Negro Fair. Oct. 3-4. Rev. A. W. Foster.  
Statesville—Iredell Co. Agrl. Fair. Sept. 24-29. Clyde Smyre.  
Trenton—Jones Co. Agrl. Fair. Oct. 22-27. W. J. Johnson.  
Warrenton—Warren Co. Fair. Sept. 24-29. Duke Miles.  
Washington—Beaufort Co. Fair Assn. Sept. 17-22. Blount S. O'Neil.  
Wilson—Wilson Co. Fair. Oct. 8-13. Ernest P. Batton.  
Winston-Salem—Winston-Salem Fair. Oct. 9-13.  
Winston-Salem—Carolina Colored Fair. Oct. 23-27. E. C. Hill.  
Zebulon—Zebulon Five Co. Fair. Sept. 24-28. R. Vahxe Blive.

**North Dakota**  
Beach—Golden Valley Fair. Sept. 7-8. Walter D. Mattson.  
Bottineau—Bottineau Co. Fair Assn. July 9-11. Albert Stewart.  
Cando—Towner Co. Fair Assn. June 28-30. Pete Dahl.  
Carrington—Foster Co. Fair Assn. Sept. 18-21. C. H. Duntley.  
Crosby—Divide Co. Fair Assn. July 12-14. Vernon V. Nichols.  
Fargo—Red River Valley State Fair. Aug. 19-25. A. D. Scott.  
Fessenden—Wells Co. Free Fair. July 10-13. Ben Rogelstad.  
Flaxton—Burke Co. Fair. July 16-18. Bruce Bair.  
Grand Forks—Greater Grand Forks State Fair. July 23-28. Ralph Lynch.  
Hamilton—Pembina Co. Fair. July 19-21. Franklin Page.  
Havana—Sargent Co. Fair. Sept. 3-5. R. N. Weber.  
Jamestown—Stutsman Co. Fair. July 2-7. A. E. Bacon.  
Langdon—Cavalier Co. Fair. July 16-18. Dick Porkner.  
Lisbon—Ransom Co. Fair. July 19-21. L. C. Lilyquist.  
Minot—North Dakota State Fair. July 30-Aug. 4. Merrel O. Dahle.  
Rolla—Rolla Fair, Inc. July 5-7. H. Laurel Youngt.  
Rugby—Pierce Co. Fair. July 2-4. August Schneiblie.

**Ohio**  
Andover—Andover Street Fair. Sept. 7-9. Wm. S. Grabert.  
Ashland—Ashland Co. Fair Assn. Sept. 26-29. James E. Nelson.  
Athens—Athens Co. Fair Assn. Aug. 8-11. Emory Allen.  
Attica—Attica Fair Assn. Aug. 8-11. M. J. Ramsey.  
Barlow—Barlow Fair Assn. Sept. 28-29. F. H. Proctor.  
Bellevue—Logan Co. Fair Assn. Aug. 18-23. C. Emery Johnston, R. 2, Belle Center.  
Bellefonte—Bellefonte Fair. Assn. Sept. 12-15. Victor Roberts.  
Berea—Cuyahoga Co. Fair Assn. Aug. 15-19. Wm. H. Kroesen.  
Bowling Green—Wood Co. Fair Assn. Aug. 6-11. John L. Clarke.  
Bucyrus—Crawford Co. Fair Assn. July 31-Aug. 4. Richard Shealy.  
Burton—Geauga Co. Fair Assn. Aug. 30-Sept. 3. Thane Alwood, Middlefield.  
Cadix—Harrison Co. Fair Assn. Sept. 13-15. L. H. Barger.  
Caldwell—Noble Co. Fair Assn. Aug. 29-Sept. 1. J. K. Walkenshaw.

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Canfield—Mahoning Co. Fair Assn. Aug. 30-Sept. 3. Grace E. Williams, 14-4 Central Tower, Youngstown.

Canton—Stark Co. Fair Assn. Sept. 3-7. Mrs. Fern Saal.

Carroll—Carroll Co. Fair Assn. Sept. 26-29. E. Weaver Casper, Sandy Valley, Malvern.

Celina—Mercer Co. Fair Assn. Aug. 11-16. W. F. Archer.

Chillicothe—Ross Co. Fair Assn. Aug. 20-24. Chas. J. Betsch.

Cincinnati—Hamilton Co. Fair Assn. Sept. 12-15. C. A. Peters.

Circleville—Pickaway Co. Fair Assn. Sept. 12-15. Henry Reid Jr.

Circleville—Circleville Pumpkin Show. Oct. 17-20. Ned H. Dresbach.

Columbus—Ohio State Fair. Aug. 24-31. Sam Cashman.

Coshocton—Coshocton Co. Fair Assn. Oct. 3-6. John Senter.

Croton—Hartford Fair Assn. Aug. 7-11. William Arter.

Dayton—Montgomery Co. Fair Assn. Sept. 1-5. Goldie V. Scheible, 709 Reibold Bldg.

Delaware—Delaware Co. Fair Assn. Sept. 16-21. William B. Deal.

Dover—Tuscarawas Co. Fair Assn. Sept. 18-21. W. G. Findley, New Philadelphia.

Eaton—Preble Co. Fair Assn. Sept. 9-14. Carl O. Gauth, Rt. 2, Lewisburg.

Findlay—Hancock Co. Fair Assn. Sept. 3-6. Wade Marshall, Rt. 1, Bluffton.

Fremont—Sandusky Co. Fair Assn. Sept. 3-7. Russell S. Hull.

Gallipolis—Gallia Co. Fair Assn. Aug. 9-11. Jimmie Evans, Mercerville.

Georgetown—Brown Co. Fair Assn. Oct. 3-6. Luther Kestel.

Greenville—Darke Co. Fair Assn. Aug. 18-24. Robert L. Brumbaugh.

Hamilton—Butler Co. Fair Assn. Sept. 23-28. Barton Truster, Seven Mile.

Hicksville—DeWitt Co. Fair Assn. Aug. 19-25. Gerald Massie.

Hilliards—Franklin Co. Fair Assn. Aug. 15-18. Harold Hart.

Hillsboro—Highland Co. Fair Assn. Sept. 5-8. Clarence Larkin.

Jefferson—Ashland Co. Fair Assn. Aug. 7-11. E. F. Walburn.

Kenton—Hardin Co. Fair Assn. Sept. 26-28. James H. Jackson.

Lancaster—Fairfield Co. Fair Assn. Oct. 10-13. Russell W. Alt, 131 1/2 W. Main St., Lancaster.

Lebanon—Warren Co. Fair Assn. July 20-23. Corwin Nixon.

Lima—Allen Co. Fair Assn. Aug. 18-23. Robert G. Pickering.

Lisbon—Columbiana Co. Fair Assn. Aug. 21-25. Clarence Crosser.

Logan—Hocking Co. Fair Assn. Sept. 26-29. J. E. Matheny.

London—Madison Co. Fair Assn. Aug. 19-23. Richard Thomas, Rt. 1, W. Jefferson.

Loudonville—Loudonville Fair Assn. Oct. 1-4. Walter Luse.

Lucasville—Scioto Co. Fair Assn. July 31-Aug. 4. L. Wm. Burns, 2828 Willow Way, Portsmouth.

McConnellsville—Morgan Co. Fair Assn. Sept. 5-8. Ray G. Smith.

Mansfield—Richland Co. Fair Assn. Aug. 7-11. Mrs. Elmer Snavely, Rt. 1, Lexington.

Marietta—Washington Co. Fair Assn. Sept. 2-5. V. C. Schriver.

Marion—Marion Co. Fair Assn. Aug. 18-23. William Haley.

Marysville—Union Co. Fair Assn. Sept. 11-14. Walter Low.

Maumee—Lucas Co. Fair Assn. Aug. 2-5. Orville W. Dishler, Waterville.

Medina—Medina Co. Fair Assn. Sept. 5-8. C. W. Mapes.

Millersburg—Holmes Co. Fair Assn. Aug. 16-18. Verne H. Spreng, Lakeville.

Montpelier—Williams Co. Fair Assn. Sept. 9-15. Woodrow Schlegel.

Mount Gilead—Morrow Co. Fair Assn. Aug. 14-18. Dwight McClarren.

Mount Vernon—Knox Co. Fair Assn. July 22-28. Henry G. Richards.

Napoleon—Henry Co. Fair Assn. Aug. 14-18. James D. Murray.

New Lexington—Perry Co. Fair Assn. Aug. 1-4. Edgar W. Newton.

Norwalk—Huron Co. Fair Assn. Sept. 11-15. Mrs. Elfreda Crayton.

Old Washington—Guernsey Co. Fair Assn. Sept. 26-29. Thomas E. Gracy, Cambridge.

Ottawa—Putnam Co. Fair Assn. Sept. 19-22. Aaron Donaldson, Rt. 2, Continental.

Owensville—Clermont Co. Fair Assn. Aug. 15-18. L. D. Lewis, Rt. 2, Bethel.

Painesville—Lake Co. Fair Assn. Aug. 22-26. Herbert Belcher, Mentor.

Paulding—Paulding Co. Fair Assn. Aug. 29-Sept. 1. A. E. Allensworth.

Plain City—Plain City Fair Assn. Aug. 1-4. Walter Minshall.

Pomeroy—Meigs Co. Fair Assn. Aug. 15-18. Allen C. Hill.

Proctorville—Lawrence Co. Fair Assn. July 25-28. Mrs. Edna Ghoslon, 413 S. 8th St., Ironton.

Randolph—Randolph Fair Assn. Sept. 7-9. R. P. Hamilton.

Richwood—Richwood Fair Assn. Sept. 1-3. Dana D. Lowe, Route 3, Marysville.

St. Clairsville—Belmont Co. Fair Assn. Sept. 5-8. W. R. Butcher Jr.

Sandusky—Erie Co. Fair Assn. Aug. 14-17. Art McCall.

Selman—Seaman Fall Festival Assn. Sept. 19-22. H. M. Satterfield.

Sidney—Shelby Co. Fair Assn. July 28-Aug. 3. Russell Borland.

Smithfield—Jefferson Co. Fair Assn. Sept. 19-22. W. E. Rose, Rayland.

Springfield—Clark Co. Fair Assn. Aug. 15-18. B. P. Sanders.

Tiffin—Seneca Co. Fair Assn. Aug. 19-23. Don Mesnard.

Troy—Miami Co. Fair Assn. Aug. 12-17. L. J. George, 229 College, Covington.

Upper Sandusky—Wyandot Co. Fair Assn. Sept. 11-15. Ross A. Winter.

Urbana—Champaign Co. Fair Assn. Aug. 5-10. Mrs. Howard Goddard.

Van Wert—Van Wert Co. Fair Assn. Sept. 3-7. N. E. Stuckey.

Wapakoneta—Auglaize Co. Fair Assn. Aug. 4-10. Harry Kahn.

Warren—Trumbull Co. Fair Assn. July 30-Aug. 4. Frank M. Neal, Fowler.

Washington C. H.—Fayette Co. Fair Assn. July 24-28. Frank E. Ellis.

Wauseon—Fulton Co. Fair Assn. Sept. 2-6. Geo. W. Conely.

Wellington—Lorain Co. Fair Assn. Aug. 20-24. Clair L. Hill.

Wellston—Jackson Co. Fair Assn. July 18-21. Carl G. Dahlberg.

West Union—Adams Co. Fair Assn. Aug. 21-24. Charles S. Kirker.

Wilmington—Clinton Co. Fair Assn. Aug. 6-11. A. A. Veith.

Woodfield—Monroe Co. Fair Assn. Sept. 19-21. Ralph Schumacher.

Wooster—Wayne Co. Fair Assn. Sept. 11-15. W. J. Buss.

Xenia—Greene Co. Fair Assn. July 31-Aug. 4. Mrs. J. Robert Bryson.

Zanesville—Muskingum Co. Fair Assn. Aug. 14-18. Perl D. Elliott, New Concord.

**Oklahoma**

Ada—Pontotoc Co. Fair. Sept. 17-20. C. H. Hailey.

Alva—Woods Co. Free Fair. Sept. 5-8. Frank Rolf.

Arapahoe—Custer Co. Fair. Sept. 12-15. Alton R. Patrick.

Ardmore—Carter Co. Free Fair Assn. Sept. 18-22. J. P. Taylor, Woodford.

Beaver—Beaver Co. Free Fair Assn. Sept. 5-8. Mrs. Alice Shook.

Boise City—Cimarron Co. Free Fair Assn. Sept. 19-22. Eugene Williams.

Chandler—Lincoln Co. Free Fair. Sept. 12-15. Oran Stipe.

Cheyenne—Roger Mills Co. Fair. Sept. 13-15. John R. Teakell.

Chickasha—Grady Co. Fair. Sept. 18-21. Bob Lamar.

Claremore—Rogers Co. Free Fair. Sept. 21-24. William S. Whitton.

Collinsville—Collinsville Tri-Co. Fair. Sept. 13-15. John Fox.

Cordell—Washita Co. Free Fair Assn. Sept. 17-20. James V. Son.

Dewey—Washington Co. Free Fair Assn. Sept. 18-22. Nelson J. Adams, Box 1079, Bartlesville.

Duncan—Stephens Co. Free Fair. Sept. 12-15. Edward Gregory.

Durant—Bryan Co. Fair. Sept. 12-14. John Stogner.

Enid—Garfield Co. Fair. Sept. 8-14. Roy W. Davis, Box 586.

Eufaula—McIntosh Co. Fair Assn. Sept. 16-22. Tully E. O'Reilly.

Fairview—Major Co. Free Fair. Sept. 11-13. Harold Miller.

Frederick—Tillman Co. Free Fair. Sept. 11-14. Laxton Malcom.

Guthrie—Logan Co. Fair. Sept. 11-14. Harold Casey.

Guymon—Tex. Co. & Panhandle Dist. Free Fair. Sept. 11-15. Robert G. Sheets.

Holdenville—Hughes Co. Free Fair. Sept. 12-15. Jesse M. Barbre.

Hugo—Choctaw Co. Fair. Sept. 6-8. Robert Massengale.

Kingfisher—Kingfisher Co. Fair Assn. Sept. 10-14. Gerald W. Cupp.

Madill—Marshall Co. Free Fair. Sept. 13-15. Dale Osmen.

Medford—Grant Co. Fair. Sept. 17-20. J. D. Edmonson.

Miami—Ottawa Co. Free Fair. Sept. 4-8. J. D. Blakemore.

Mountain View—Mountain View Free Fair Assn. Aug. 22-25. Karl K. Kobs.

Muskogee—Oklahoma Free State Fair. Sept. 16-23. Margaret Coddens.

Newkirk—Kay Co. Fair. Sept. 10-13. W. R. Hutchinson.

Norman—Cleveland Co. Free Fair. Sept. 4-8. Vernon J. Frye.

Nowata—Nowata Co. Free Fair. Sept. 20-22. Mrs. O. W. Marley.

Oklahoma City—Okla. Co. Free Fair. Sept. 17-19. Harry F. James.

Oklahoma City—State Fair of Oklahoma. Sept. 22-29. O. G. Baker.

Okmulgee—Okmulgee Co. Free Fair. Sept. 24-27. Bob Smith.

Pauls Valley—Garvin Co. Fair. Sept. 12-14. Alton Perry.

Pawhuska—Osage Co. Fair. Sept. 10-13. A. A. Sewell.

Pawnee—Pawnee Co. Free Fair. Sept. 10-13. Merle Johnston.

Perry—Noble Co. Fair. Sept. 13-15. Emil Voigt.

Purcell—McClain Co. Fair. Sept. 10-11. L. J. James.

Sallisaw—Sequoyah Co. Free Fair. Sept. 12-14. Phil Nowlin.

Shattuck—Ellis Co. Free Fair. Sept. 17-19. Don W. Rader.

Shawnee—Pottawatomie Co. Fair. Sept. 17-20. Otto T. Krause.

Stillwater—Payne Co. Free Fair. Sept. 17-20. Myrl Gray.

Taloga—Dewey Co. Free Fair. Sept. 13-15. Donald Talient.

Tulsa—Tulsa State Fair & Expo. Sept. 29-Oct. 5. Clarence C. Lester.

Walters—Cotton Co. Fair. Sept. 12-14. Jasper M. Harl.

Watonga—Blaine Co. Fair. Sept. 17-20. Bud Nelson.

Wewoka—Seminole Co. Free Fair. Sept. 10-13. Warren Jones.

Woodford—Carter Co. Fair. Sept. 18-22. J. P. Taylor.

Woodward—Woodward Co. Fair. Sept. 12-14. Bill Taggart.

**Oregon**

Albany—Linn Co. Spring 4-H Fair. May 10. Aug. 20-21.

Albany—Linn Co. Fall 4-H & PFA Fair. Aug. 27-29.

Candy—Clackamas Co. Fair. Aug. 22-25.

Condon—Gilliam Co. Fair. Sept. 21-23.

The Dalles—Wasco Co. Fair. Aug. 23-26. Victor G. Peterson.

Deer Island—Columbia Co. Fair. Aug. 16-19. Jewett A. Bush.

Enterprise—Wallowa Co. PFA Spring Show. May 17-19.

Enterprise—Wallowa Co. Fair. Aug. 20-24.

Enterprise—Lane Co. Fair. Sept. 12-16. Mrs. Halile Huntington.

Posell—Wheeler Co. Fair & Rodeo. Sept. 7-9.

Grants Pass—Josephine Co. Fair. Aug. 8-11. Lee Boner.

Gresham—Multnomah Co. Fair. Aug. 2-11. Duane Hennessy.

Heppner—Morrow Co. Fair & Rodeo. Aug. 30-Sept. 2.

Hermiston—Umatilla Co. Fair Assn. Aug. 16-18. Bennie Hicks.

Hillsboro—Washington Co. Fair. Aug. 22-26. Mary E. Hadley.

Hood River—Hood River Co. Fair. Aug. 15-17.

John Day—Grant Co. Fair Assn. Sept. 19-22. Wayne Blain.

Klamath Falls—Klamath Co. 4-H Spring Fair. April 26-28.

Klamath Falls—Klamath Junior Fall Fair. Aug. 19-21.

LaGrande—Union Co. Fair Assn. Aug. 23-25. Ella Steinbeck.

Lakeview—Lake Co. Fair & Rodeo. Sept. 1-3.

Moro—Sherman Co. Fair. Sept. 6-9. Mary O. Coons.

Myrtle Point—Coos Co. Fair. Aug. 15-19.

Ontario—Malheur Co. Fair. Aug. 29-Sept. 1. Harry Sandquist.

Portland—Pacific Int'l Livestock Expo. Oct. 20-27. Walter A. Holt.

Prineville—Crook Co. Fair Assn. Aug. 10-12.

Prineville—Crook Co. Fair Assn. Aug. 24-26.

Redmond—Deschutes Co. Fair Assn. Aug. 24-26. Norman I. Swanson.

Rickreall—Polk Co. Fair. Aug. 24-26.

Rosburg—Douglas Co. Fair. Aug. 22-26. Dick Turley.

Salem—Marion Co. 4-H Fall Show. Aug. 22-24.

**Pennsylvania**

Abbotstown—Adams Co. Fair. Aug. 24-26. Mary E. Elder.

Albion—Albion Community Fair. Sept. 18-15. Douglas Pease.

Allentown—Great Allentown Fair. Sept. 17-22. Mrs. Reba D. Schall.

Arendtsville—South Mountain Fair Assn. Sept. 4-8. Harry McDannell, Biglerville.

Bedford—Bedford Co. Fair Assn. Aug. 6-11. Jean B. Eichelberger.

Bloomsburg—Bloomsburg Fair. Sept. 24-29. J. Howard Dely.

Bloomsburg—Jr. Achievement Show. Aug. 23-25. Harry A. Everett.

Butler—Butler Fair & Agri. Assn. Aug. 6-11. Don O. Oesterling.

Centre Hall—Centre Fair. Aug. 25-30. Samuel Grove.

Clearfield—Clearfield Co. Fair. July 30-Aug. 4. Joseph R. Hogenotler.

Dallastown—Dallastown Fair Assn. Aug. 13-18. John H. Keil.

Dayton—Dayton A. & M. Fair. Aug. 14-18. Mrs. Maine Jordan.

Ebensburg—Cambrie Co. Fair Assn. Sept. 3-8. Mary A. Rupert.

Ephrata—Ephrata Farmers' Day Assn. Sept. 26-29. Mrs. Samuel Mohler.

Harrisburg—Pennsylvania Farm Show. Jan. 14-18, 1957. J. B. McCool.

Honesdale—Wayne Co. Agri. Soc. Sept. 11-15. R. W. Gammell.

Hughesville—Lycum Co. Fair Assn. Sept. 10-15. Clarence F. Stolz.

Jamestown—Pymatuning Joint Community Fair. Sept. 13-15. K. K. McElhaney.

Kimberton—Kimberton Fair Assn. July 18-28. Howard Wilson.

Mansfield—Tioga Co. Fair. Aug. 20-Sept. 1. Philip W. Farrer.

Martinsburg—Morrison Cove Com. Fair Assn. Oct. 10-12. Ella S. Ebersole.

McConnellsburg—Fulton Co. Fair Assn. Aug. 22-25. H. Howard Peek.

Meadville—Crawford Co. Fair. Aug. 20-25. Mrs. E. C. Baldwin.

Mechanicsburg—Grangers Free Fair. Aug. 26-Sept. 3. Robert Richwine.

Meyersdale—Somerset Co. Fair Assn. Aug. 27-Sept. 1. H. A. Finegan.

Millport—Oswayo Valley Rural Community Fair. Aug. 15-18. Mrs. Laura Hemphill.

North East—North East Community Fair. Sept. 27-29. Hazel E. Phanco.

Oley Valley Community Fair Assn. Sept. 27-29. Carl W. Blank.

Pittsburgh—Allegheny Co. Fair & Industrial Expo. Aug. 30-Sept. 3. Betty Colosimo, 411 Court House, Pittsburgh 16.

Port Royal—Junata Co. Agri. Soc. Sept. 3-8. Dwight B. Howser.

Red Lion—Red Lion Gala Week Fair. July 9-14. R. M. Spangler.

Scriffling—Scriffling Fair. July 14-21. Roland E. Fisher.

Shade Gap—Soldiers & Sailors' Fair Assn. July 30-Aug. 4. A. L. Blackmon.

Smethport—McKean Co. Fair Assn. Sept. 3-8. Lloyd E. Mulvihill.

Spartansburg—Spartansburg Community Fair Assn. Sept. 13-15. Henry Bailey.

Tionesta—Forest Co. Fair Assn. Aug. 26-Sept. 3. Karl W. Flowers.

Towanda—V.P.W. Farm Fair. July 30-Aug. 4. Howard N. Bailey.

Wattsburg—Wattsburg Agri. Soc. Aug. 26-Sept. 1. H. M. Burrows.

Waynesburg—Greene Co. Free Fair. Aug. 15-18. C. R. Clark.

West Alexander—West Alexander Agri. Assn. Sept. 12-15. Mrs. John F. McMurray.

Wind Ridge—Jacktown Fair. Aug. 8-11. Thomas M. Tharp.

Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 4-6. Mrs. Blaine Ceesna.

York—York Inter-State Fair. Sept. 11-16. Mrs. Catherine O. Morgart.

Youngsville—Youngsville Community Fair. Sept. 6-8. Mrs. Rose Davis.

**Rhode Island**

East Greenwich—Rocky Hill Fair. Aug. 21-26. Warren P. Moorhead.

Wickford—St. Paul's Church Village Fair. July 20-21. Franklin H. MacDougall.

**South Carolina**

Anderson—Anderson Fair—Oct. 15-20. I. V. Hume.

Bennettsville—Marlboro Co. Fair Assn. Sept. 24-29. J. Murray Jackson.

Camden—Kershaw Co. Fair. Oct. 15-20. B. H. Gardner.

Charleston—Charleston Agri. & Ind'l Fair. Oct. 29-Nov. 3. W. M. Frampton.

Columbia—South Carolina State Fair. Oct. 22-27. Paul V. Moore.

Florence—Eastern Carolina Agri. Fair. Oct. 22-27. E. D. Ballenger.

Greenville—Greenville Co. Legion Fair. Sept. 24-29. Karl E. Nuesner, Box 1267.

Greenwood—Greenwood Co. Fair Assn. Oct. 1-6. George F. Free.

Kingstree—Williamsburg Co. Fair. Sept. 17-22. H. C. Crawford.

Laurens—Laurens Co. Fair. Oct. 22-27. John G. Gatlin.

Manning—Clarendon Co. Agri. Expo. Sept. 24-29. Jim Spratt.

Moncks Corner—Berkeley Co. Agri. Expo. Oct. 22-27. R. W. Mitchell.

Newberry—Newberry Co. A. L. Fair. Oct. 8-13. Frank Sulton.

Orangeburg—Orangeburg Co. Colored Fair. Oct. 8-13. W. C. Lewis.

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Orangeburg—Orangeburg Co. Fair. Oct. 18-20. W. A. Schiffley.

South Dakota

Gettysburg—Potter Co. Fair Assn. Aug. 25-26. Francis Buckley.

Tennessee

Alexandria—DeKalb Co. Fair Assn. Aug. 1-4. William T. Eaton.

Texas

Ablene—West Tex. Fair Assn. Sept. 10-15. Joe Conley.

Waco—Heart of Texas Fair Assn. Sept. 28-Oct. 3. Othel M. Neely.

Utah

Duchesne—Duchesne Co. Fair Assn. Aug. 30-Sept. 1. Milton Poulson.

Vermont

Barton—Orleans Co. Fair Assn. Aug. 14-19. Rena Blodgett.

Virginia

Danville—Danville Fair Assn. Oct. 9-13. B. P. Barr.

Washington

Asotin—Asotin Co. Fair. April 27-28. Travis Flock.

West Virginia

Charlestown—Jefferson Co. Fair Assn. Sept. 27-29. Mrs. Robert McGarry Jr.

Wisconsin

Antigo—Langlade Co. 4-H Club Leaders' Assn. Aug. 3-5. Marvin C. Hanson.

Beaver Dam—Dodge Co. Fair Assn. Sept. 5-9. Forrest Knapp.

Black River Falls—Jack Co. Agr. Soc. Aug. 23-26. Douglas Curran.

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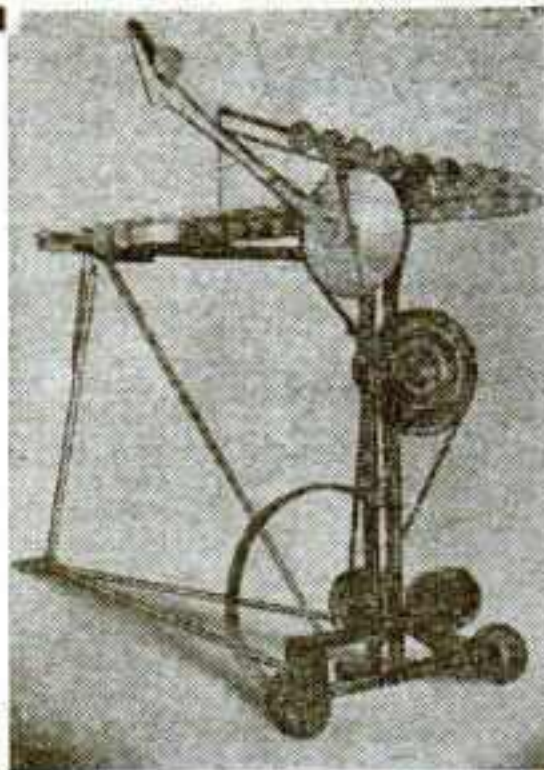
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(Continued on page 90)

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**Record List of Appliances**

• Continued from page 65

encased in a steel exterior with a baked-on hammertone enamel finish. The firm, in anticipation of big business this year, is expanding its production facilities to meet the demand.

Prices on the Ambassador and Olympic popcorn machines produced by Cretors, Inc., Nashville, will remain on a par with last year, H. E. Chrismar Jr., vice-president, reports.

Prices on the line of machines and supplies handled by Detroit Popcorn Company, Detroit, will also hold to '55 levels with the exception of paper goods, which will be up 10 per cent, Carl Dross, owner, reports.

Used equipment is a little slow these days at Good and Popcorn Supply Company, Winona, Minn., even tho prices are unchanged. Ready cash is holding up the sale of many concession trailers, the firm reports.

Cups, popcorn boxes and other paper goods handled by Victor Popcorn Supply Company, Richmond, Va., will be slightly higher this season, Owner Victor Zinder announced. Business in the tobacco area served by this firm is expected to be strong, due in part to the minimum wage of \$1. Also the tobacco crop was good last year, Zinder reports.

Despite increases in the manufacturing cost of the line of concession equipment handled by Snow-Master Manufacturing Company, the Baltimore firm is holding to unchanged prices, according to David Dawn, president.

A 10 per cent price increase is currently being quoted by Automatic Freezer Manufacturing Company, York, Pa., on its line of soft ice cream and custard freezers. Material and labor cost hikes are given as the reason for the new price lists. Firm is featuring its snack-bar unit, a package store that can be built on a foundation or on wheels. The complete concession stand, which lists at \$8,950, includes all necessary appliances to make up a complete snack bar.

Samuel Bert Manufacturing Company, Dallas, makers of snow cone machines, has dropped its prices 50 per cent, due to the production of a low-priced electric shaver. The new unit, which is called Snow Magic, features a three-door serving cabinet of cast aluminum, with built-in half horsepower General Electric power unit. Overall dimensions are 20 by 27 inches, and the height is 40 inches. According to Sammy Bert, head of the firm, the capacity exceeds 1,500 pounds of snow per hour. Unit lists at \$285, f.o.b., Dallas. A smaller version, priced at \$150 is also being made.

**Carnival Routes**

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- American Beauty: De Soto, Mo., 11-14.
- American Midway: Cuero, Tex.; Poteet 9-14.
- Amusements of America: Lexington Park, Md., 14-21.
- Big City: Rockmart, Ga.; Chatsworth 9-14.
- Borderland: Edna, Tex.
- Burke, Harry: Baton Rouge, La.
- Capital City: Valdosta, Ga.
- Crafts Expo.: (Fair) Blythe, Calif., 4-8.
- Drew, James H.: Hickory, N. C., 4-14.
- Evans United: (18th & Kansas) Kansas City, Kan., until the 16th.
- Gentsch, J. A.: Macomb, Miss., New Orleans 12-15.
- Gold Medal: Williamson, W. Va.
- Golden Trend: Tishomingo, Okla.
- Hames, Bill: Abilene, Tex., 7-14.
- Harrison Greater: Columbia, S. C.
- Heller's Acme: (3d & Monroe Sts.) Hoboken, N. J., 1-10.
- Hill's Greater: Clovis, N. M.
- Hotlle, Buff, No. 1: Baton Rouge, La.
- Majestic Greater: Warner Robins, Ga.
- Majestic Greater: Warner Robins, Ga.; Marietta 8-14.
- Mighty Interstate: Albany, Ga.
- Moore's Modern: Beaumont, Tex.
- Norton's Rides: Altus, Okla.
- Pan American: Baton Rouge, La.
- Penn Premier: Petersburg, Va.
- Pepper's All-State: Mobile, Ala.
- Raley Bros.: Expo.: Beaufort, S. C.; Charleston 9-14.
- Rocky Mountain Empire: Farmington, N. M.
- Southwest Amusements: Barleas-Albuquerque, N. M.; Albuquerque 9-14.
- Stephens, C. A.: Lake City, Fla.
- Sugar State: Houma, La.; Raceland 9-14.
- Sylvester, Ernie: Gaffney, S. C.; Lyman 9-14.
- Tatham Bros.: Springfield, Ill., thru the 15th.
- Tennessee Valley: Elizabethtown, Ky.; Louisville 9-14.
- Tinsley, Johnny T.: Greenville, S. C., 14-21.
- Sugar State: (Fair) Houma, La.
- Sylvester, Ernie: Gaffney, S. C.
- Tatham Bros.: Springfield, Ill.
- Tidwell, T. J.: McGregor, Tex.
- United Expo.: Clarksville, Tenn.
- Wade, W. G.: Ecorse, Mich.
- West Coast: Bakersfield, Calif.
- World of Pleasure: (9 Mile Road & Prentiss St.) St. Clair Shores, Mich. (Detroit suburb), 9-14.

**Circus Routes**

- Beatty, Clyde: Long Beach, Calif., 3; Lakewood 4; Bellflower 5; Hawthorne 6; East Los Angeles 7-8.
- Cristiani Bros.: Bainbridge, Ga., 3; Tifton 4; Moultrie 5; Americus 6; Cordele 7; Lannett, Ala., 9.
- Davenport, Orrin: Columbus, O., 3-7; Fort Williams, Ont., 8-14.
- Hamid-Morton: Buffalo, N. Y., 3-7; Harrisburg, Pa., 9-14.
- King Bros. (Eastern): Macon, Ga., 7; Athens 9; Elberton 10; Winder 11; Marietta 12; Rome 13; Cleveland, Tenn., 14; Oak Ridge 16.
- King Bros. (Western): Thomaston, Ga., 7; La Grange 9; Newman 10; Rosnoke, Ala., 11; Anniston 12; Gadsden 13; Ft. Payne 14; Scottsboro 16.
- Miller Bros.: Pineville, Ky., 3; Hazard 4; Jenkins 5; Cumberland 6.
- Polack Bros. Eastern: Albany, N. Y., 4-7; Clarksville, W. Va., 10-11; Canton, O., 13-14; Akron 16-21.
- Polack Bros. Western: Los Angeles, Calif., 3-8; Spokane, Wash., 13-15; Tacoma, Wash., 19-21.
- Siebrand Bros.: Tucson, Ariz., 2-8; Douglas 9-15.

**Miscellaneous**

Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Portsmouth, Va., 5-7; Virginia Beach 8; Suffolk 9-10; Fredericksburg 11-12; Alexandria 13-14; Silver Spring, Md., 15-16.

**Ice Shows**

- Holiday on Ice: Memphis, Tenn., 3-8; Nashville 9-15; New Orleans 17-22.
- Holiday on Ice (European): Berlin, Germany, 3-15; Hamburg 17-29.
- Ice Capades of 1956: Chicago, Ill., 4-16; Kansas City, Mo., 17-22.
- Ice Capades International: Kitchener, Ont., 3-7; Lansing, Mich., 9-14; Marion, O., 16-22.
- Shipstade & Johnson's Ice Follies of 1956: Minneapolis, Minn., 3-16; Milwaukee, Wis., 18-22.

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SEE PAGE 124

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MARCH 17, 1956 NIGHTLETTER

TO: MEMBERS OF THE SHOW WORLD

RE: MERIT RATING FOR CARNIVALS & PARKS THROUGH LLOYDS OF LONDON

HAVE JUST BEEN GRANTED PERMISSION TO GIVE AS MUCH AS 20% DISCOUNT ON ALL LIABILITY POLICIES FOR GOOD LOSS EXPERIENCE. IF YOU CAN QUALIFY, PHONE OR WRITE ME AT ONCE BEFORE YOU INSURE FOR 1956. I HAVE BEEN WORKING ON THIS PLAN FOR MANY YEARS TO GIVE THE CAREFUL OPERATOR A BREAK ON HIS PREMIUMS AND AM HAPPY TO MAKE IT AVAILABLE TO ALL CARNIVALS AND PARK OPERATORS AT THIS TIME!

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*Charles A. Lenz*  
**CHARLES A. LENZ**

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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

**FINAL CURTAIN**

**ALLEN—John,** 86, formerly for eight years with the Brasch Bros' Shows, March 20 in Milwaukee. There are no known survivors. Burial in Oak Hill Cemetery, Waterton, Wis.

**EASTON—Robert,** 63, formerly of the team, Dalton and Craig and Easton and Odette, March 22. Burial at Roscoe, N. Y. Survived by his widow, Beatrice, and a daughter, Jeanne.

**GAUDET—J. Henry,** 74, retired operator of midway mechanical shows, recently in Summerside, P.E.I., where he had made his home for a number of years. After many years on the road, including a trip to South America, he retired to Summerside where he was in the dairy products business.

**KURTZE—Marie,** 63, wife of Earl W. Kurtze, co-owner of WLS Artists Bureau, Chicago, March 27 in that city. Survived by her husband and two sons, Larry G., of KTIV, Sioux City, Ia., and Richard W., of Owensboro, Ky., and nine grandchildren.

**IN MEMORY**  
Of My Dearly Beloved Husband  
**FRED N. GARNEAU**  
who passed on April 11, 1941  
**MIMI GARNEAU**  
You shared my load as we traveled  
the road side by side.

**RABENOLD—A. William,** 75, caretaker of the Allentown (Pa.) Fairgrounds, March 22 in Allentown. He was well known to many outdoor show people. His wife, Laura, survives.

**THORNTON—Charles (Cornbread)** veteran performer with George W. Johnson's Review, recently in Thomasville, Ga. He died of a stomach ailment as the show, which has played theaters and various carnivals, was en route to the Georgia city. Survived by his widow, Dorothy Geneva, Ala.; two daughters and a sister, Cordelia.

**WILSON—J. W. (Shorty),** 65, for many years electrician and concessionaire on various carnivals, March 22 in Gautier, Miss., after a long illness. After leaving the Gentsch & Sparks Shows a number of years ago, Wilson became engaged in commercial fishing. Burial in Gautier, Baptist Cemetery.

**BIRTHS**

**WAGNER—**A daughter, Candy Lee, to Mr. and Mrs. C. W. (Rusty) Wagner March 22. Father is a concession operator.

**Big Season Ahead**

• Continued from page 1

traction which does not lend itself to good televising.

The basic "you've got to be there" or "do-it-yourself" appeal of outdoor amusements—whether to ride a Merry-Go-Round, walk thru a Funhouse, try your skill at a concession, or try some new gadget in an exhibit, has proved far too sturdy stuff to be hit by television. Fairs, for instance, had a whopping year last year—and they should have another this season. The same goes for kiddielands, carnivals, amusement parks, and amusement centers because the always strong participation appeal of outdoor amusements remains as strong as ever.

**ARENAS & AUDITORIUMS**

**Long-Term Benefits Mark Home Show Promotion Ideas**

By TOM PARKINSON

**A** BIG home show that is blossoming this spring into what promises to be an even bigger event is the California International Home and Garden Show at Oakland.

Triggering the expansion was the show's opportunity this year to change dates from March to April 21-29. This permits it to avoid the threat of rain which had kept it indoors in its first seven engagements.

Now it will occupy not only the Oakland Exposition Building but also the adjacent outdoor areas to be used as a Pavilion of Flowers and Court of Homes and Gardens. The additional space and extra attractions have brought more exhibitors to the show. This year's outdoor facilities mean much more in the way of gardening displays. They are looking for the show to be three times as large as before.

**BUT THIS EXPOSITION'S** expected increase isn't coming about simply because they have some new dates. A lot of factors figure in the picture and important among them is the extra promotional twist that is given by producer Jack Hennessy and staff.

They manage to work in some lasting benefit to make the current set-up of the show more appealing. This applies not only to the pitch for exhibitors but also to the effort for more attendance.

Thus, Hennessy once tied a show to a drive to raise \$40,000 for a war amputee-hero. Again, he encouraged contributions toward the architect auxiliary's scholarship fund.

This year the home show is working with the Operation Home Improvement. They have bought a 50-year-old house and will restore it at the show as an inspiration to residents of older residential districts. Once restored, the house will be donated as headquarters for organizations interested in restoring old neighborhoods.

**ANOTHER FEATURE THIS TIME** is a preview of the show, with the profits to go to children's charity organizations. Using the new outdoor space, the show will build four model homes and a swimming pool, with a Merry-Go-Round installed near by. When the show is over, the Merry-Go-Round will be donated to Children's Fairyland in Oakland.

And for the builders there are two special features in addition to the show itself. One is Builders' Market Week, an annual event, attended by more than 3,000 builders last year. It includes two days of conferences at which leading building authorities are speakers. Another is a trade fair for builders, architects and landscape artists, which will run three days.

**Arena Recap**

**WASHINGTON** — Bill Haley and His Comets, rock and roll outfit, starts a 45-city tour on April 20. Most stands are for one night only. Opener is at Hershey, Pa. Auditoriums and arenas are the site of the shows in most spots on the route.

**SALT LAKE CITY**—The Goose Tatum-Marques Haynes basketball show, Harlem Magicians, will end its first season here April 22. They will have played 225 games in the year. For next season they plan to add new players plus improve the half-time entertainment. Being considered is a trip abroad.

**HOLLYWOOD** — Personnel with the Tommy Scott Show, hill-billy opera making Eastern territory, includes Scott, star and producer; Frankie Scott, manager; Gaines Blevens, musical director; Lona Blevens, office; Tex Harper, singer; Sam Baxter, singing and guitar; Masked Rider; Leon Pinter, magic; Rube Arnold, comedy; Gus Kanerva, balancing.

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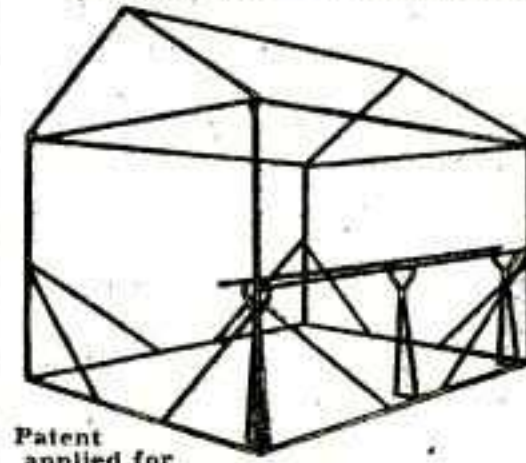
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## Disney Adds Rides To End Long Lines

Report 2,450,000 Attendance Since Bow; Spending \$1 Million for Additions

ANAHEIM, Calif.—An attendance of 2,450,000 was recorded by Disneyland here in the first nine and a half months of operation ending Sunday (1).

This mark is within 3 per cent of the number estimated before the park opened last July 18. With the park soon to go into its second summer operation, approximately \$1,000,000 is being spent for new rides and attractions.

Among the rides and attractions to be debuted about Decoration Day are Monstro the Whale, Sky Ride, Tom Sawyer Island, Rainbow

Mining and Exploration Train and Chair Lift. The Astro-Jet, made in Germany, is already in operation.

The improvement project is aimed at taking care of more people and thus reducing waiting lines.

Disneyland has found that of the total attendance, 35 per cent or 857,500 people are from outside California, thus allowing the park to lay claim to being the largest single attraction in the West.

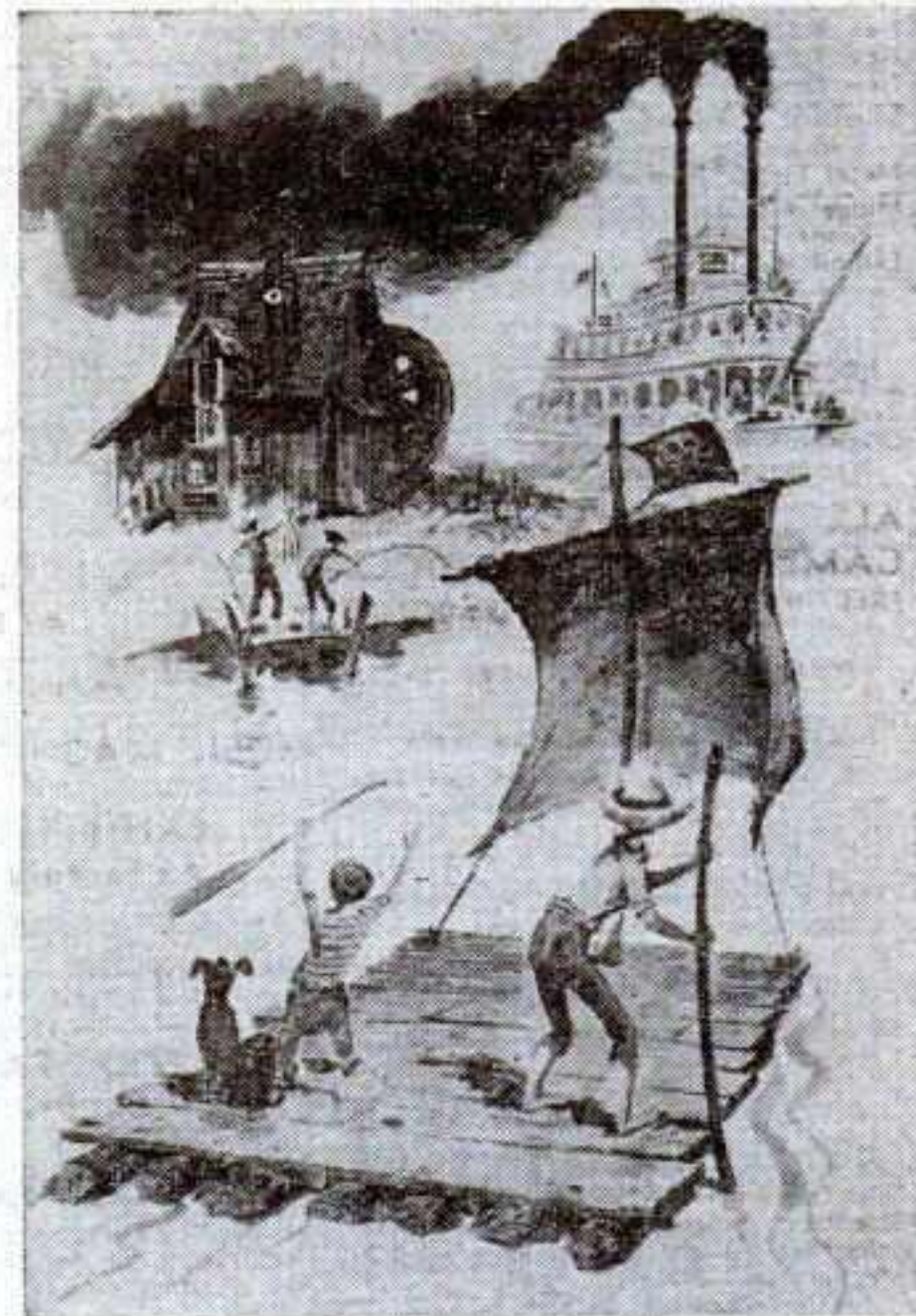
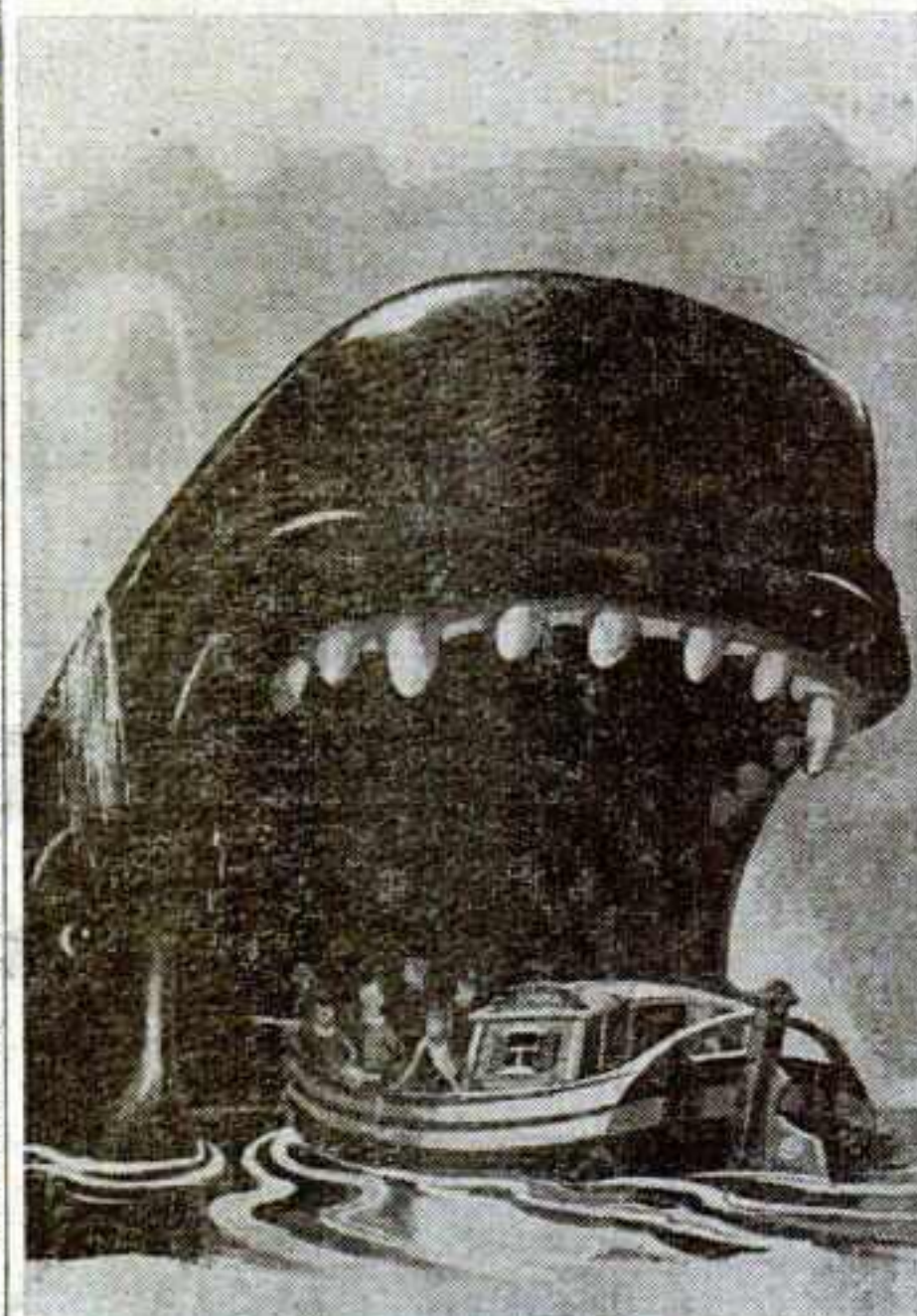
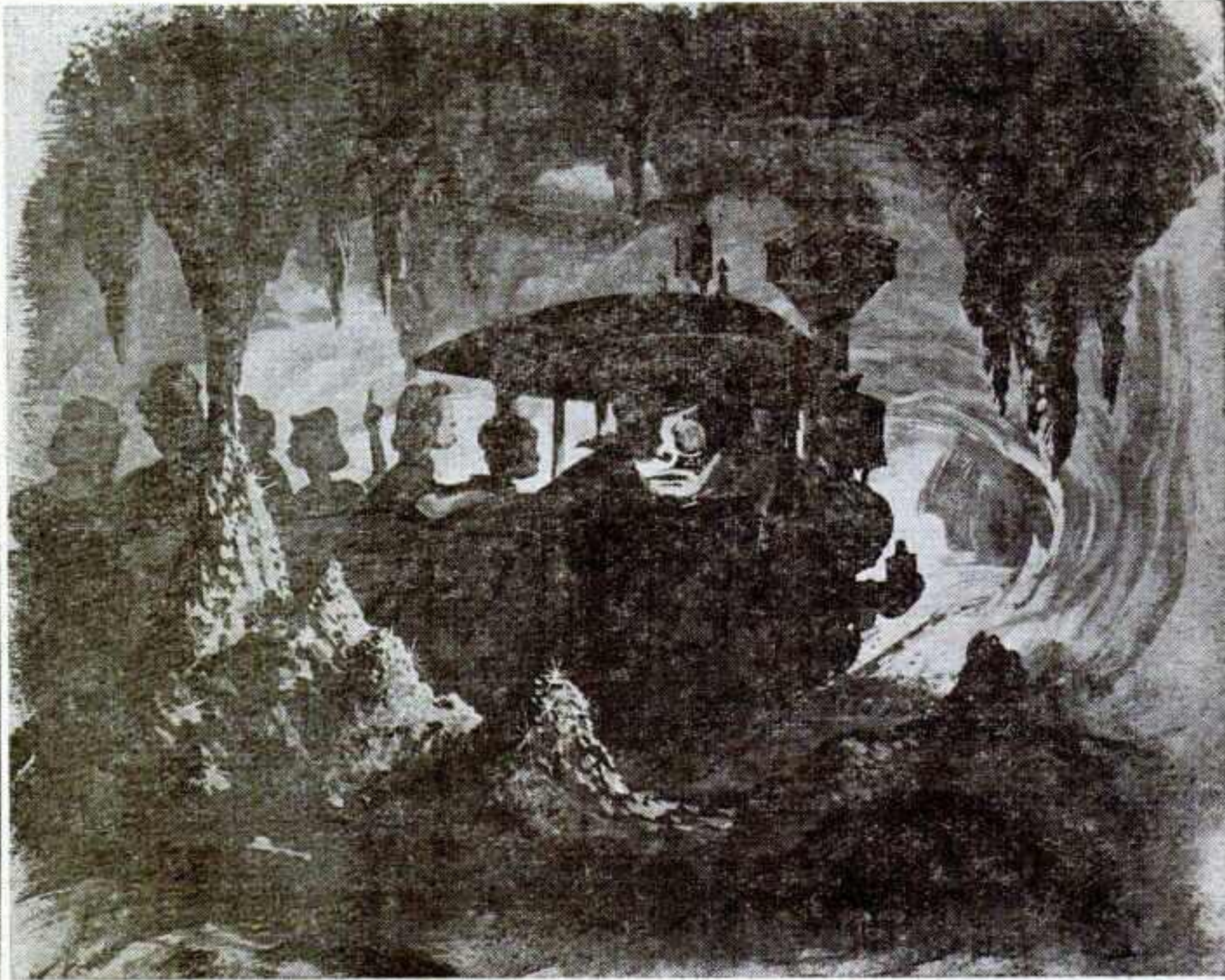
**Per Capita \$2.29**

Adults visiting Disneyland outnumber children by a ratio of four to one.

The average per capita spending for all visitors has been \$2.29. This sum includes charges for admission, rides and amusements, souvenirs and automobile parking.

Disneyland had its second largest attendance week, surpassed only by the initial week in July, during the period ending January 1, 1956. Attendance for that Christmas week was 151,425.

*(Continued on page 107)*



NEW ATTRACTIONS at Disneyland will include a train ride thru a lost mine (top); dark ride with an entrance in the form of a whale's mouth (lower left), and interior scenes of such stories as "Snow White," "Three Little Pigs," "Alice in Wonderland," "Pinocchio" and "Cinderella." Tom Sawyer's Island (right) is accessible by river raft and complete with features from the Mark Twain book. Additions are expected to up Disneyland's ride capacity and help end the waiting lines that marked last season's business at the park.

## Souvenir Firm Suing Disney For \$2,700,000

ANAHEIM, Calif.—A suit for \$2,700,000 damages over the sale of souvenirs and novelties at Disneyland here was filed against Walt Disney Monday (26).

The suit was filed in Superior Court in Los Angeles by American Souvenirs, Inc., which charges that it holds an agreement signed July 24, 1954, and modified April 11, 1955. Under the agreement it is claimed that the souvenir company had exclusive rights to sell the park's souvenirs and novelties to the retail stores and stands within the park.

The suit further alleges that shortly before the park opened in July, 1955, Disney and the defendants began a campaign to influence manufacturers not to do business with American Souvenirs. This was done, the suit states, to create the impression that the company did not have an exclusive contract to supply the Disneyland stores.

### Disney Rep Comments

American Souvenirs seeks \$2,000,000 actual damages, \$600,000 for loss of profits and \$100,000 punitive damages. Contract is reported as being for five years.

Alvin Hirsch is the attorney for American Souvenirs, of which William Vanburg is the president. A representative of Disneyland,

*(Continued on page 107)*

## Willow Grove Bow Set Back Four Weeks

WILLOW GROVE, Pa.—Willow Grove Park's normal Easter Sunday opening has been postponed this year to April 28 due to an incomplete renovation program which has been going on at the park since last October, Joseph A. Helprin, general manager, said this week. The 1956 season will be the park's 61st.

The improvement program includes new buildings to house refreshment stands, new rides, installation of a lighting system and light standards, construction of an outdoor arena, additional rest rooms refurbishing of older buildings and repainting of the entire park. Picnic and parking facilities have been increased so that groups of 10,000 or more may be accommodated.

As in previous years, Willow Grove will be open over weekends during the spring until May 20, when it goes on a full-time operating schedule. Musical, TV and circus acts will be presented during the season as added attractions.

## N. Y. TOURIST LOCALE

### Grading Started for 'Enchanted Forest'

NEW YORK—An 80-acre tourist preserve is being readied at Old Forge in the Adirondack Mountain region, to serve as outlet for the spending attitude of summer residents. To be called "Enchanted Forest," it will contain interesting architecture presentations linked by woodland trails.

At the outset there will be one ride, a National Century Flyer on 4,000 feet of track. Intent is to develop the ride content in ensuing seasons and also to add other units as well. One facet of the operation will be a Yukon Village, containing an Arcade and buckboard ride.

Designing of the enterprise is

being handled by Russell Patterson, who drew wide comment last year for his unique buildings at Storyland, near Asbury Park, N. J. Patterson's buildings Upstate will be scattered over a wide area and each will be styled in the fashion of the exhibit or recreational activity it will house.

### Plan Bowl Factory

Key figures in the venture, expected to run to \$300,000, are Joe Uzdavinis, former Utica newspaper executive; Dick Cohen, owner of the Old Forge Hardware Company, a hotel, motel and other

*(Continued on page 107)*

## Farmers' Mart S. I. Center Adds Batting

NEW YORK — Increased activity at the Farmers' Market near the airport on Staten Island will result from installation of new batting range equipment adjacent to the mart building. Five I. Q. units are on location, in addition to a refurbished golf driving range and unique archery range.

The archery features two types of moving targets. One is a moving line of clay pigeons, and the other a sponge rubber unit. An attractive woman instructor also manages the range. The thought is to add rides for the 1957 season.

## Winnipeg Plans 5-Day Week, New Slide; Casey to Carnival

WINNIPEG — Rendezvous Park, owned by E. J. Casey here, will operate on a five-day schedule during the coming season, Casey announced this week. The fun spot will be open regularly Wednesdays thru Sundays each week and occasionally will be opened on Mondays and Tuesdays when special picnics are booked in or holidays fall on those days.

The park is scheduled for the five-day-a-week schedule to free its work crew to build a new toboggan slide in time for the 1956-1957 winter season.

In preparing for the park's opening, all of the buildings are to be repainted and a new structure to house the three-abreast Merry-Go-Round is to be erected.

Casey said he expects to name a manager for the park within the next few weeks. Casey, who handled the managerial responsibilities for the past five years, this season will not be at the park but will tour with his carnival, the E. J. Casey Shows.

Casey said this week that Frank Pratt will continue to manage the park's Crazy House. Mr. and Mrs. Liece again will operate the Penny Arcade, and Mr. and Mrs. Herbert will have the food concessions, Nick Kuschinsky the photo concession, and Mr. and Mrs. Kuss will have apples and floss. Nick Kay and Jonsey and Lloyd Ladell will again operate the eight game concessions.



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 A Single Machine  
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 Williams 1956 Baseball  
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Williams Deluxe 4 Bagger Base-ball, 1956	Write
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Fire Engine, kiddie ride, 1956	Write
Exhibit Electric Pool Skill Score	Write
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Air Football, new	\$295.00

**ATHLETIC MACHINES**  
 Mutoscope Punching Bag, Rebuilt.  
 New modern drop slot, new leather bag, bladder, etc. \$245.00  
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 Raise-the-Devil 125.00  
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 Exhibit 3 Little Meters, with clown base \$150.00  
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 Full assortment—Bally, Chicago Coin, Exhibit, Cenco, Keeney, United and Williams in stock Write  
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 Mutoscope Sky Fighter 110.00  
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 Chicago Coin Pistol 95.00  
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 Scientific Skee Balls Write  
 Scientific Que Balls, like new, with new tops, new sticks, etc. 175.00  
 Card Vendors, floor model \$25.00, \$35.00 and 45.00  
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## Religious Unit Among Items On Steel Pier

ATLANTIC CITY—One of the season's features on the Steel Pier will be the "Garden of Gethsemane," installed by Raymond Stone. It includes life-sized figures wearing authentic costumes, and depicts the Heinrich Hoffman painting of the same title. It was in operation for the pier's Easter operation.

Stone is giving 10 per cent of his receipts to the Atlantic City Hospital Drive. As a prelude to the "Garden of Gethsemane," an animated scene of the Nativity is shown.

The painting's manikins are also animated and a recorded commentary with background music is provided. The hospital building program will be shown soon together with Stone's exhibit.

The regular season, to begin Memorial Day, will have a host of features. Outdoor acts will include Sandy the Seal, the Diving Horse, Russ Dodson, diving comic, and the Dutch Atom, aerial thrill import. Also featured will be Alex Bartha and his band, the Dorsey Brothers and their orchestra, vocalist Pat Boone, and six other acts.

The "Gethsemane" exhibit occupies a space 60 feet by 150, and runs to some \$30,000 in cost.

## HEADLINE ATTRACTIONS

for  
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 Arenas—Ballrooms—Theaters

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- ★ JO-ANN TOLLEY—Jubilee
- ★ VINCE CARSON—Essex
- ★ BILL DARNELL—London
- ★ JOHN LAURENZ—Coral
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- ★ ROSALINE ALLEN—RCA Victor
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- ★ JACK VALENTINE—M-G-M
- ★ SLEEPY HOLLOW GANG—Network Stars
- ★ ABBE NEAL & The Ranch Girls
- ★ MERVIN SHINER & The Westerners

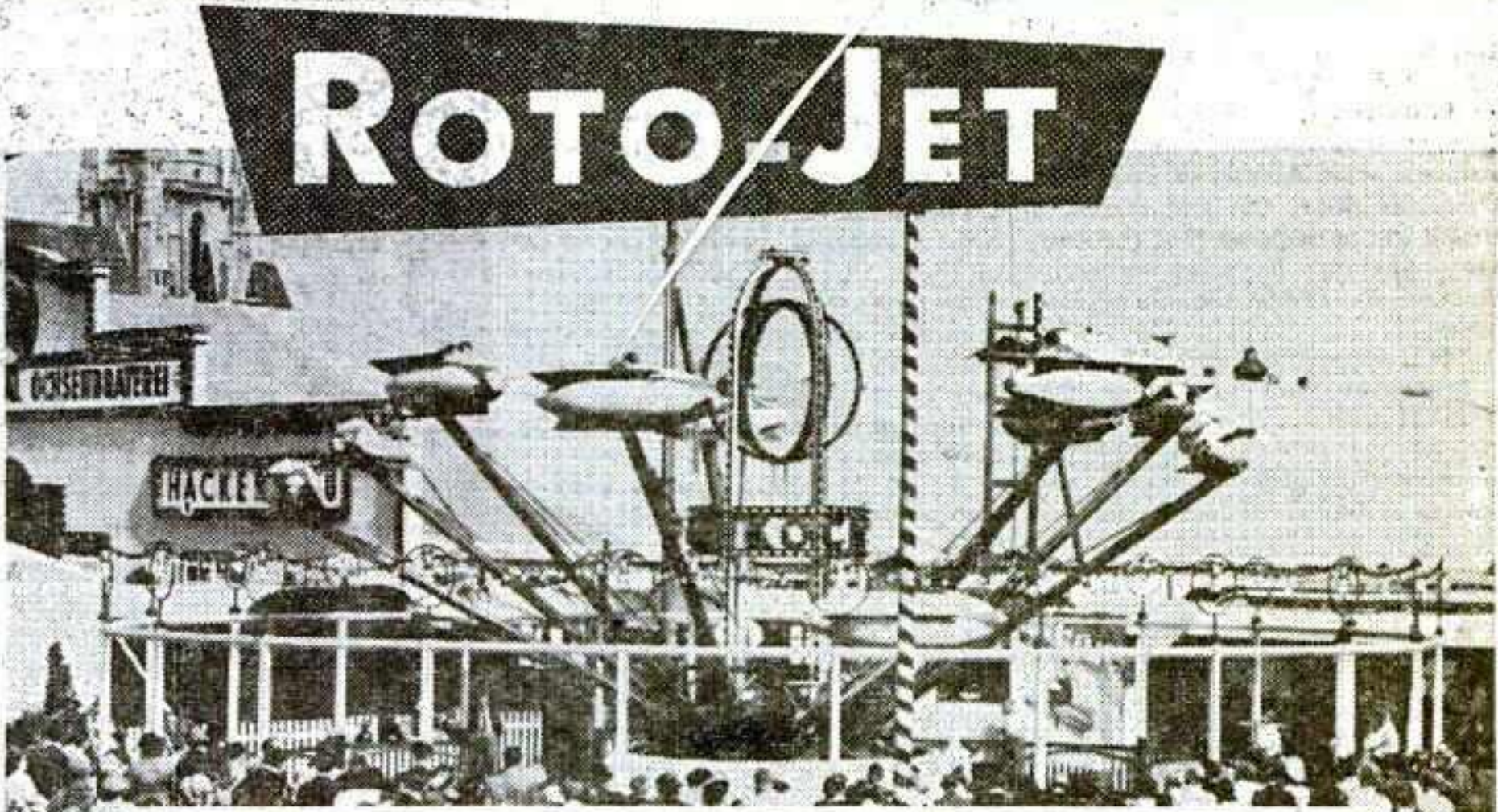
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We invite you to bring your skates to Curvecrest and see for yourself!

### ROLLER RUMBLINGS

## 300 Vie for Honors In AOW Competitions

ELIZABETH, N. J.—More than 300 competitors, representing the 10 rinks in the America on Wheels chain, are taking part in April 2-6 AOW championships being held at Twin City Arena here, said William Schmitz, AOW general manager. This year's 16th annual com-

petitions, embracing figures, dance, mixed pairs, ladies' pairs, fours and speed, are being skated in juvenile, sub-novice, novice, intra, intermediate, junior, senior and veteran divisions. The first contest, held in 1941, consisted only of dance skating and was a round-robin contest between AOW rinks then in operation.

Recognizing that each of the competing clubs varies in number of skaters as well as in talent, AOW has devised a handicap system so as to equalize each club's chance of winning. It is based on the number of entries from each club and the potential number of points each entrant may win. To the winning club will go a huge silver trophy which will be permanently retired after it is won three times by any one club. Capitol Arena, Trenton, N. J., holds one leg on the present trophy, which was put in competition last year. Ice Skating Festival Promoted in Denver . . .

DENVER—Nearly 200 young people from local schools partici-

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Smooth Rolling  
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- The nationally famous "Bonny Girl" in exquisite costume jewelry! 2 1/2" high with rhinestone effect. Individually carded. Retail at \$1.00 or more. Now . . . . . Only \$4.00 Doz. Sample orders filled for immediate delivery.

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Ask for our #852 and 75PLs—Now Only . . . . . \$36.00 Doz. Sizes 6 to 12 for Juveniles. Sizes 22 to 28 for Teens.

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**CONCESSIONS: All types that play for stock only. NO WHEELS OR FLASHERS.**

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**CLOSING OCTOBER 1**

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Virgin territory in fastest growing resort area in New York State. 500 yards from STORYTOWN, USA and Animal Land. Frontier Town, Indian Village, North Pole and the restoration of Ft. Wm. Henry, now attracting from 80,000 to 100,000 paid admissions during the summer season, are all located close by. All travel must pass the site of this new park which insures 100% advertising. Total potential population to draw from is impossible to estimate.

At least 10 different rides are wanted. The terms are honest and fair. \$300.00 land rental paid in advance plus 15% of ticket sales. Tickets will be sold from central booths. Necessary land will be supplied plus all necessary power to operate and light. Park will open June 15th and close Sept. 15th. First year operators will be given first consideration for permanent locations. Act now. Write for application blank to

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PORTABLES ARE THE ANSWER

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43'x104', well built; practically new flame-proof Tent, Fully equipped. No junk. \$5,000 cash.

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GIVE TO DAMON RUNYON CANCER FUND

LEASE TIFF

Court Order Protects Park Dark Ride

ATLANTIC CITY — Superior Court Judge Vincent S. Haneman this week issued a restrainer to keep a park from removing a "tunnel of love."

The suit was brought by Mrs. Virginia Myers, of Alloway Township, operator of "Ye Old Mill" at Riverview Beach Park, at Pennsville, N. J. She claimed the park refused to renew her lease and gave her until May 1 to remove the concession. Her lawyer, Cumberland County Judge David L. Horvitz, said the boat ride is "really a tunnel of love," and that his client operated the concession since 1953, and spent \$3,000 for improvements last year. He asked for a restrainer until a final hearing when the court will determine whether the park owners should be compelled to renew the lease.

Attorney Wayland A. Lucas, representing the corporation, claimed Mrs. Myers was offered a lease last year but returned it unsigned. He said she was advised to sell the concession, and the park owners promised to give a lease to the buyer.

Judge Haneman said he will try the case in the third week in April.

PATTY CONKLIN:

Kiddie Dimes Better Quarters; Gate-Ride Combination Helps

By J. W. (PATTY) CONKLIN President, Conklin & Garrett, Ltd., Toronto

THERE is a show business adage which says "Fast dimes are better than slow quarters." And that summarizes our price policies for ride operations at Crystal Beach, Belmont Park, Sunnyside and the Canadian National Exhibition. Low admission prices have more than one advantage.

Our price for kiddie rides is 10 cents or six for 50 cents. Eighty-two per cent of all our kiddie ride sales are at the 50-cent rate. We feel that the price should be kept low enough so that children can afford the entertainment. We also feel that we owe some things to the child-customer in return.



CONKLIN

One thing is that each child is entitled to the same length of ride as another. Thus all rides are equipped with automatic timers. No one gets an extra long ride one time and feels shorted by a standard ride the next time.

All rides are the same price. Regardless of its capacity or its popularity, each ride goes for a 10-cent ticket. A Kiddie Train, for example, takes more time to make its rail run than a circular ride might take, but its capacity is greater and there is no reason to charge more.

At our ride operations, we do not allow adults on most

kiddie rides. This is in line with the name "kiddieland." In some cases, however—possibly with a Kiddie Coaster—it is necessary to vary the rule. In such cases, we charge the adult no more than we do the child because he is taking up no more room than would a child.

ADULTS HAVE TOLD US that Kiddieland was monotonous for them, altho the children were enthused. It is only for that reason that we have put any major rides in Kiddieland. Normally, the exception is a Merry-Go-Round, since both adults and children ride this one and it is basic. Knockers otherwise would say "Why, it doesn't even have a Merry-Go-Round or Ferris Wheel."

Periodically we have 5-cent day. This is weekly in some places, twice a month in others. This serves to increase business, but we go farther than some and say it is always good business. Even when business already is good, when rides are going at near-capacity at the regular rate, we hold the bargain days on full schedule.

THERE ARE MORE THINGS we owe our customers. One is that our closing time coincide with any local curfew regulations. Children getting home late can't say that they were still at Kiddieland. And the other thing we owe them is to stay open as scheduled despite rain. There may be no customers, but we are open.

A feature of our ticket policy is a paid gate. Since 1924 we have advocated a paid gate. For Kiddieland, the admission is 10 cents. This is enough to give us control over who enters but it is not enough to deter any legitimate kiddie customers.

That is particularly true since we go one step further and honor that gate ticket for one ride on any device in the park. It also may be "spent" for concession items.

TWISTER AT OLYMPIC, SCHEDULE MORE AD \$\$

IRVINGTON, N. J.—The new Twister arrived from the Allan Herschell Company on Tuesday (27), it is reported, and foundation work for the ride is under way at the turn of the lower midway. The ride will occupy the space filled for two seasons by a Rotor, which has been moved to Kennywood Park, Pittsburgh. Prior to that the space was occupied by a Tilt.

Olympic will open for weekend operations on Saturday, May 5, and full-time operations will begin May 19. The swimming pool will open May 26.

Snow delayed refurbishing work somewhat, and pains crews went to work with a vigor this week to catch up with the schedule.

Widen Ad Area

It has been decided to increase the advertising outlay this year, and to extend the area of coverage. The park has typically gone heaviest in Union and other counties while shying away from the area to the north, which is the recipient of much of the Palisades Amusement Park advertising.

A couple of charter bus outfits have brought some Long Island excursion business and it is hoped that this practice can be expanded this year, secretary Albert Fox reported.

Snow Delays Opening Day At Riverside

AGAWAM, Mass. — The third straight weekend fall has snowed out Riverside Park's opening. Originally planned for the Easter period, the inaugural has now been postponed to the following Saturday and Sunday.

The auto race opener and annual Easter parade and egg hunt, also planned for this weekend, were put off until April 7-8 also. Much of the snow had been removed from the two past snowfalls and Ed Carroll anticipated favorable conditions for the opener, when another blanket of white resulted from last week's precipitation.

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## GAC-H Notes Booking Score; in Production

NEW YORK—Outlook for the newly formed GAC-Hamid firm was viewed as very good for the coming fair season this week by George A. Hamid, who reported that with booking activity virtually over, efforts are now being directed toward producing the revues and routing the package units on one-day dates.

Gae Foster and aid Flo Kelly have been signed again to produce the revue numbers.

All the shows will be completely different, and each will have a central story theme running thru the production. Producing figures active in this phase are GAC's Joe Higgins and Harry Anger, and August (Babe) Rabb, of the Hamid forces.

"International Follies," the No. 1 unit, will incorporate a setting with three distinct and fixed levels, believed to be an improvement on the 1955 edition's 22-foot staircase. The same staircase will be featured on the No. 2 unit, "Stairway to the Stars." Third unit will be entitled "Showtime."

Experimentation is going on at the fairgrounds in Trenton, N. J., on a unit which, if successful, will greatly aid in ease of setting up and tearing down of stages, and perhaps eliminate the extra help bills which sometimes exceed \$1,000 on a single date. This is a completely mobile stage built on a low-

boy trailer and unfolding to dimensions of 40 by 60 feet. It has adjustable jacks on the sides to raise it to a height of five feet, if needed.

Hamid noted that the package unit routing will enable some small fairs to offer name attractions for the first time to their patrons. The four packages are "TV Discoveries," "Midwestern Hayride," "Rock and Roll" and "Kiddie Kapers." Aggregate dates signed for the units total 80-100 days of performances.

Lillian Briggs heads the jazz unit, altho routing will provide for changes such as for the opening day in Gastonia, N. C., where Bill Haley and His Comets will be featured.

According to Hamid, the promotional effort will have publicity men, billing, and advertising. Hamid also said name acts will be rushed with their records, taped and in-person interviews, to fairs.

## DU QUOIN MGR. MAKES BID FOR TROT CLASSIC

DU QUOIN, Ill.—E. J. Hayes, co-manager of the Du Quoin State Fair, this week entered a bid to hold the Hambletonian—harness racing's classic—at the fair in 1958. Hayes is chairman of the board of the U. S. Trotting Association and owner of Fair Acres stable.

As the result of an agreement with the late Bill Cane, who ran the classic at Goshen, N. Y., the past 25 years, the event will remain at that track thru 1957. After that the Hambletonian Society will decide its location.

Conditions for the Hambletonian call for it to be raced on a mile track which eliminates such major parimutuel tracks as Yonkers and Roosevelt Raceway in the New York area.

## ANDY HANSON

### Teen-Age Auto Exhibit Proves Top Attraction

By ANDY HANSON  
Manager, All-Iowa Fair  
Cedar Rapids

TEEN-AGE HOT RODDERS—a not too popular breed in some communities—provided the 1955 All-Iowa Fair with one of its top exhibit-attractions. The exhibit was one that not only built attendance but served as a valuable public relations media for the boys and the fair and gave us something new to talk about.

Sponsored by a local organization known as the "Road Knight," the exhibit consisted of 20 old automobiles of varied makes and models that had been rebuilt by the youngsters into modern, colorful vehicles. The exhibit was housed in a tent and the "Knights," aided by similar groups from Eastern Iowa, provided 10 uniformed members daily to man the display and answer the hundreds of questions posed by fair-goers.

The Iowa State Safety Department, which charters these various clubs, tied in with the exhibit by showing a film on highway safety. The boys, too, pointed up the objectives of their organization—safety and courtesy on the road—and also showed films of the '55 Indianapolis 500-mile race.

In addition to bringing people to the fair, the exhibit created an intensive interest among urban teen-agers, sometimes a difficult group to lure to the fairgrounds.

Cost to the fair was relatively small and included the space and the tent. Benefits were many. Not only did the builders of the souped-up cars present a snappy appearance while serving at the exhibit but they also volunteered and performed many other jobs around the grounds. For one, they served as judges and guards during the race programs.

The re-built cars, the crews of uniformed attendants and the novelty of the set-up reaped a good harvest of publicity for the fair. Newspapers, radio and TV stations all lauded the exhibit for its value to youth and consequently, gave it broad coverage.

When the "Road Knights" came to us early last year and requested permission to display their cars, there was some hesitation on our part. After the success of last year, however, we are enthusiastic about this strong addition to our fair and this year plan to double the space allotted the organization.



ANDY HANSON

## Arizona State Mulls New Mgr., Midway Bids

PHOENIX—Mrs. G. C. (Kelley) Quick was named acting manager of the Arizona State Fair here following the resignation of Paul Jones, who was appointed to the post for the second time on February 14. A new manager is not expected to be selected for another 30 days.

While there is a reported plan to move the fairgrounds, Mrs. Quick said that the Legislature, now in session, had made no definite move in that direction. Yet to be decided, however, by the Legislature is the fact that the new grounds are necessary.

Jones, who was manager from 1941 to 1951, was reappointed this year to succeed George Blake, who took over Jones' duties in 1952.

Mrs. Quick, who has been with the fair since 1948 as head of the entry department, told The Billboard that she is not a candidate

for the managership. Kemper Marley is chairman of the board.

Bids for the midway contract were submitted February 15 by Crafts Shows, Siebrand Shows, Pan American Amusement Corporation and Frank W. Babcock United Shows. No action has yet been taken on the bids.

## Midway, Novelty Pacts Mulls At Sacramento

SACRAMENTO—Contracts for the midway and novelty concessions at the California State Fair & Exposition here were studied at a meeting of the board Wednesday (4). Bids for the \$90,000 night grandstand show are to be considered the middle of the month, Dudley Fortin, secretary-manager, said.

With the board empowering its concession committee to set terms of the midway contract, bidding was on the basis of a guarantee and percentage of the gross. Authority to modify from a straight per capita assessment was requested by Earl Lee Kelly, concession committee chairman.

Fortin declared that specifications for the novelty contract were mailed to interested firms with the request that they study and submit bids by Wednesday (4).

Bert Williams was reappointed press director for the fourth consecutive year.

## SUCCESSFUL

### ESE Retains Afghan Event For 2d Year

WEST SPRINGFIELD, Mass.—Eastern States Exposition is offering its Afghan Contest for the second year, the event having been very successful in 1955. Three prizes totaling \$15 will be paid in each of the nine classes: antique, knitted, crocheted, combination of knitted and crocheted, embroidered, original design, nursery, men only, and afghans of unusual materials and techniques.

In addition a championship cup is awarded to the afghans chosen as best of the fair, and many honorable mention ribbons will be awarded.

Mention of the event in a national women's magazine brought requests for entries from 30 States. The 100 prize-winning afghans will be displayed during the fair in Storowton, colonial village of the women's department on the grounds.

## Sports Event For Grounds At Topsfield

TOPSFIELD, Mass.—In an effort to promote the Topsfield Fair grounds for off-season use, the first annual Sportsmen's Show will be held there April 19-22. The event will be sponsored by the Topsfield Fair Association, with the Danvers Fish and Game Society as co-sponsor.

There will be exhibitors from New York, New Jersey and New England people, according to Paul Corson, fair manager. Boats, fishing and hunting equipment will be among the exhibits. Walter Lainik, Danvers Fish and Game representative, will work in cooperation with Corson.

Kiddie rides will be in operation under the direction of Edmund Kuszner and Jack Bryan. Several acts also are being lined up.

## McCormick Out At Trenton

NEW YORK—A change in independent concession booking for the New Jersey State Fair at Trenton, was announced this week by George A. Hamid, president.

Hamid said that such booking, formerly done thru concession manager, Jack McCormick, will be handled by Norman Marshall, fair manager. McCormick had been active in that phase of the fair for 11 years.

The fair normally has as many as 85 independent operators taking space plus the area taken by the carnival company, which in recent years has been the World of Mirth Shows

## Free Acts Help Stimulate Dominican Fair Interest

CIUDAD TRUJILLO — Free acts have been used successfully to stimulate attendance at the Dominican Republic's World's Fair. The attendance upswing has been particularly needed and appreciated in the amusement area, in which George A. Hamid and Bernard (Bucky) Allen are associated.

Recent attractions have included Sevina, swaypole; the Del-rays, two-person high act; Billy Outen, high dive, and others.

Midway business during Holy Week was poor as expected, due to the considerable religious import of the holiday. There was no doubt, however, that it would pick up substantially after Easter.

Hamid, referring to equipment of the World of Mirth Shows on the midway, said negotiations are in progress for possible sale of some of the rides to the Dominican

government. It had appeared recently that such a sale was in the making, but the discussions were broken off some time ago, and now have been renewed.

## Amherst, N. S., Notes Dates

AMHERST, N. S.—Dates of the Maritime Winter Fair will be October 27 thru November 3, it has been announced by Aïex Thomson, secretary-manager, following a meeting of the association here.

Comparatively early dates have been adopted to allow a clear week for transportation of livestock from Amherst to Toronto, for the opening of the Royal Winter Fair, November 10.

## Alabama Assn. Okays Mobile

MOBILE, Ala.—The Greater Gulf State Fair has been accredited by the Alabama Fair Association, it was announced by the local Junior Chamber of Commerce. The move will make the annual eligible for state aid. The National Peanut Festival, Dothan, was also granted recognition by the state agency.

## PENNSY FAIRS FORESEE TRIPLED STATE \$\$ AID

HARRISBURG, Pa.—Favorable action is expected by the State Legislature on a bill to raise the State appropriation toward fair premiums. The measure would increase the amount to fairs to \$3,000 annually, compared with the former \$1,000.

Richard Eichelberger, president of the Bedford Fair and member

of the executive committee of the State Association of County Fairs, says chances are very good that the bill will be reported favorably from the Committees on Counties, Tuesday or Wednesday (3-4). The association has long sought an increase in the appropriation, and has been urging members to keep after committeemen during the deliberation on the bill.

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**MICH. ASSN. SHORT COURSE APRIL 27-28**

TRAVERSE CITY, Mich.—The Michigan Association of Fairs and Exhibitions will hold its annual short course for fair managers, April 27-28, in the Porter Hotel, Lansing, John Minnema, president, announced.

Minnema has asked that delegates bring their premium lists, advertising material and any problems that could be discussed. Program will get under way at 2 p.m. on Friday with dinner at 6:30 p.m. followed by an evening meeting.

On Saturday the only session will begin at 9 a.m. and end at noon.

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**'SOMETHING NEW'**

**Buried Coins Seen Lure on Kiddie Days**

ROCKY MOUNT, N. C.—Norman Chambliss is thinking of really going off the deep end this year in his efforts to offer something new to fair-goers at his event in Rocky Mount. The veteran manager says he is thinking seriously of setting aside an acre, planting \$100 in nickels and turning kiddies loose to find them, on the three kiddie days.

"A survey of my fairs in 1955 showed that 72 per cent of the patrons in exhibit buildings said 'I saw that before.' They will never say that about this buried treasure idea," he claimed.

Chambliss, who also manages the Pitt County Fair in Greenville and is associated with the Beaufort County Fair in Washington, N. C., said new activities are sorely in need at fairs and he plans to make changes in all his departments. Included will be a change in grandstand attractions, for which he said he has reached no definite conclusions yet.

**New Site Hunted**

Chambliss said he is looking for a new location for his fairgrounds here, where he intends to erect a

**Hemet, Calif., Names Nelson Sec'y-Manager**

HEMET, Calif.—Bud Nelson was named secretary-manager of the Farmers' Fair of Riverside County here to succeed Harry Hofmann, who resigned the post Tuesday (27) after four years.

Nelson was formerly in the real estate business.

Hofmann, who was associated with fairs for 10 years, said that he had no immediate plans for the future. He is reported, however, being interested in a Mexican restaurant to be operated by the Jose Arias family, well-known Southern California musicians and entertainers, in nearby San Jacinto.

modern fair plant. The current site is reportedly to be the location of a residential development.

O. C. Buck Exposition Shows will play all three fairs: Rocky Mount, September 24-29; Greenville, October 8-13, and Washington, September 17-22. Fireworks programs will be offered by Fireworks Corporation of America, and thrill shows by Joie Chitwood and Irish Horan. Ray Wilkinson, of this city, will handle publicity.

Chambliss is moving into the fair office here on Monday (2) to work out plans for a string of summer events, which will make the local residents fair conscious in advance of the coming season.

**MIAMI NAMES OLD HAND AT CONCESSIONS**

MIAMI—When and if the world's fair in Miami becomes a reality, exhibit and concession people will renew acquaintance with an old hand at space rentals. He is Paul M. Massman, named an assistant managing director of the Inter-American Center Authority. Massman's experience includes service with the New York World's Fair, 1937-'39; Texas Centennial Exposition, Dallas, 1935-'37; Century of Progress Exposition, Chicago, 1932-'34; Chicago Railroad Fair, 1949-'50; and National Capitol Sesquicentennial Commission, 1950-'53. From 1941-'49 he was director of exhibits of the Museum of Science and Industry, Chicago.

**Estevan, Sask., Gets Support For New Arena**

ESTEVAN, Sask.—With financial support from local service clubs assured, the Estevan Agricultural Society's decision to scrap its plans for a proposed arena building has been reversed and it is now intended to go ahead with the project.

Estimated cost ranges between \$98,000 for a "shell" to \$130,000 for a complete building. Obtainable on a dollar-for-dollar matching basis are some \$50,000 in grants from the federal department of agriculture for a building designed for agricultural society purposes. Also available is a grant of \$7,500 from the provincial agriculture department.

**Red Lion Sets Midway**

RED LION, Pa.—R. M. Spangler, secretary-general manager of the Red Lion Gala Week Fair, recently returned from a nine-week sojourn in Mexico with Mrs. Spangler and announced plans for this year's 40th annual fair, July 9-14. Midway attractions for the fair on the Warner Airport tract will be furnished by the Reithoffer Shows, playing the fair for the first time.

**Del Mar Splits Contract; GAC, Hollywood Share**

DEL MAR, Calif.—For the first time in the history of the Southern California Exposition here the grandstand shows for the 10 days will be handled by two different booking offices.

Hollywood Theatrical Agency, headed by Jo and Newton (Carolina) Brunson, will produce the afternoon and evening presentations for the first five days. They will also produce and direct the Don Diego Super Circus for the run from June 29 thru July 8.

GAC-Hamid, for the first time, will produce the grandstand show the last five days, starting July 4. Two shows daily are scheduled, with three a probability on the opening day of this office's contract.

Paul T. Mannen, secretary-manager, said that a new exhibit hall, 400 x 140 feet, is under construction. It will not be ready, however, for the 1956 fair.

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# Saskatoon Ex Plans Budget For 83G Net

SASKATOON, Sask.—Directors of the Saskatoon Industrial Exhibition have approved a 1956 budget based on revenues and expenditures lower than in the peak years of 1954 and 1955 but providing for a surplus of \$83,275. Revenue is estimated at \$324,700, compared with \$378,473 in 1955 and \$336,691 in 1954. Expenditures are estimated at \$241,426 as against 1955 expenditures of \$251,262, and 1954 expenditures of \$216,666. This year's estimated surplus of \$83,275 compares with the record \$127,210 chalked up last year and \$120,025 realized in 1954.

# Puyallup, Wash., Names Ann Faber Press Director

PUYALLUP, Wash. — Ann Shepard Faber was named press director of the Western Washington Fair here to succeed Robert Sconce, who resigned, John Murray, fair manager, said.

Mrs. Faber worked for the last five years as Sconce's assistant. She was also associated with the United Press in Tacoma, the Associated Press during the legislative sessions in Olympia, and more recently with AP in Seattle.

Sconce resigned after 25 years with the fair, 19 of them as publicity director, to become advertising manager for Western Furnace, Inc., Tacoma. He will continue to handle press for the College of Puget Sound, his alma mater, and the Puyallup Valley Daffodil Festival.

Sconce, 45, started at the fair as an usher in the grandstand and served in this capacity for six years before taking over press at the request of the late W. A. Linklater, then manager. Other managers whom he served include the late W. H. Bartel and McMurray.

# Lloydminster, Alta., Drops \$3,018 in '55

LLOYDMINSTER, Alta. — A deficit of \$3,018 was recorded on the year's operations of the Lloydminster Exhibition Association. Bad weather during the fair and Golden Jubilee expenses of \$3,000 were factors. Entries were up 23 per cent and prize money totaled \$5,190.

Guy Powers was re-elected president, Dr. C. L. Cooke and Ken Hougham are vice-presidents; George K. Ross, secretary-manager, and C. E. Avery, treasurer.

# New Pavilion Sparks Aussie Easter Show

SYDNEY—The Royal Agricultural Society has taken out rain insurance to the tune of \$225,000 for the 10-day Royal Easter Show, which comes to a close Tuesday (3). Feature of the big annual event is the \$500,000 French Pavilion containing 71,000 square feet for that nation's display.

The pavilion is a two-story affair, and similar higher buildings are in the planning stage since there is no available space for new construction on the 17-acre grounds.

Improvements for the million-attendance event done since last season include special feed racks for stock, concrete feed mangers for cattle, sunblinds over cattle pavilion windows, inside taps for efficient watering of horse pavilions, and others.

Events in the arena include judging, hunting and trotting contests, Army tattoo, bronco-busting, bulldogging, Mounted Police displays, model aeroplane flying, and grand parades of stock prize winners. Last year's show attendance was 1,100,904, and \$156,375 was spent for rain insurance. Gate prices are five shillings (65 cents) for adults and one shilling (13 cents) for children.

# Okay 89G Aid

JACKSON, Miss.—The Mississippi State Fair, county and district livestock shows, and the State Dairy Show will again split \$89,500 in state aid, as the result of recent legislative action. The amount matches that appropriated two years ago.

# Swift Current Ex Looks for Hiked '56 Income, Profit

SWIFT CURRENT, Sask. — The Swift Current Agricultural and Exhibition Association, sponsors of the annual Frontier Days celebration, is budgeting for a surplus of \$8,621.50 this year.

Revenue of \$97,682.50 is forecast, which is \$6,000 higher than last year's estimate and \$2,000 greater than the actual revenue in 1955. Expenditures are estimated at \$89,061.25—up \$2,099.76 over last year's actual.

The four greatest sources of revenue—concessions, program, rodeo and special events—are expected to bring in \$75,611. Concessions are estimated at \$24,000, program at \$13,130, rodeo at \$13,480 and special events, \$25,000.

Largest items on the list of expenditures are: Administration, \$18,191.75; concessions, \$12,500; grounds and buildings, \$15,975; rodeo, \$11,155, and special events, \$9,775. A capital expenditure covering construction of more barn space is budgeted at \$10,000.

# Snow Cancels Reading Races

READING, Pa. — The snow-storm which blanketed much of the Midwest and East recently also had an adverse effect on operations at the Reading Fair. Inauguration of the Eastern auto race season was called off Sunday (25) and re-scheduled for next Sunday (8).

# 'Waters' at Coliseum's Auto Show

NEW YORK — "Dancing Waters" managed this week to become the first entertainment unit to be seen at the new Coliseum, which opens this month showing three events simultaneously.

Charles Snitow, president of the International Automobile Show, said arrangements have been made with Sam Shayon for the water attraction to be seen at the special March of Dimes preview of the auto show, the night of April 27. The auto show occupies the main show floor of the Coliseum for its public run, beginning the following day.

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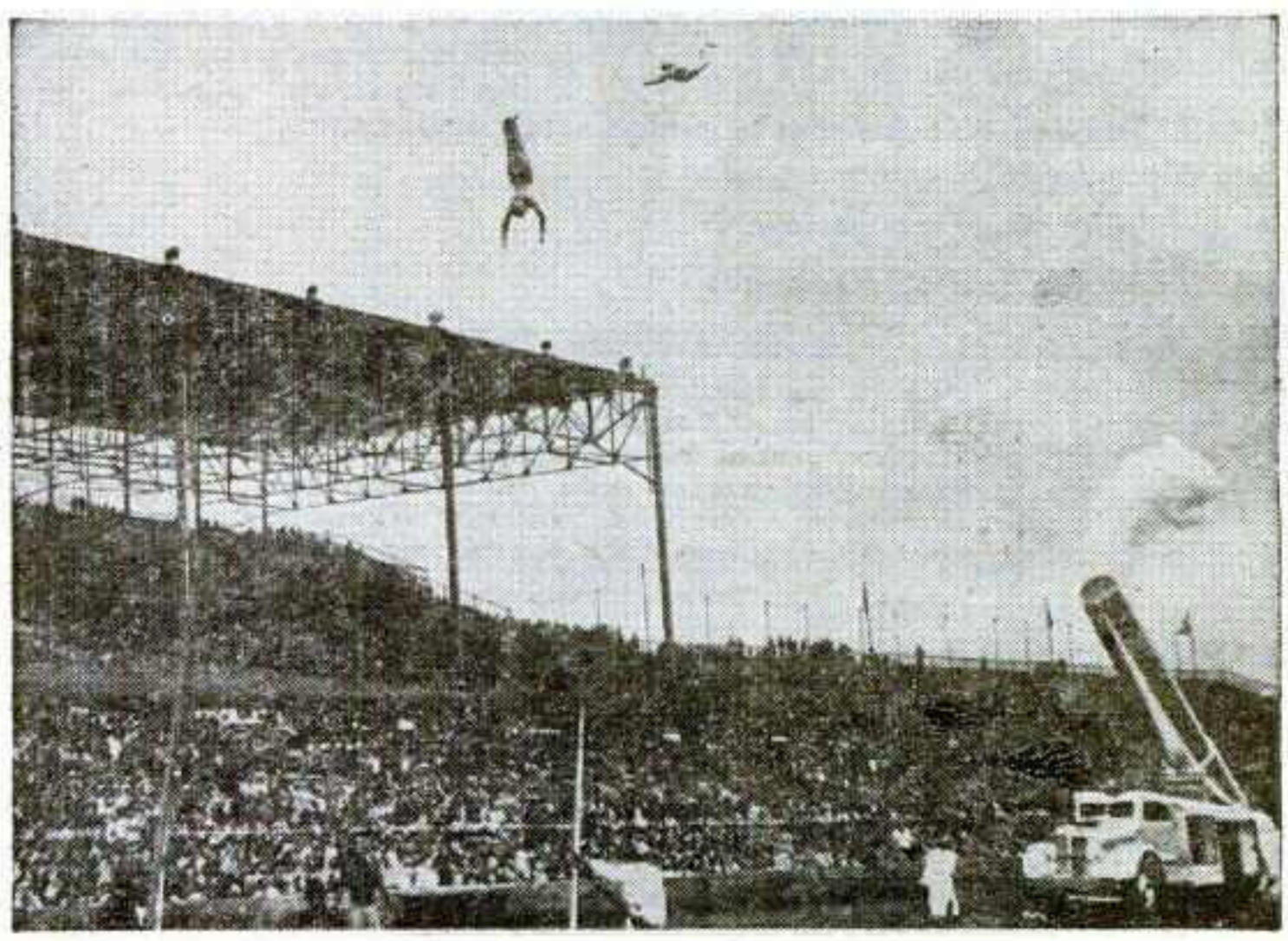


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# 1956 Fair Dates

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Continued from page 79

Riverton—Fremont Co. Fair Assn. Aug. 16-18. W. L. Duncan.  
Torrington—Goshen Co. Fair & Rodeo. Aug. 23-25. Kenneth Kluherz.  
Sundance—Crook Co. Fair Board. Aug. 24-25. Dorothy Twiford.

### CANADA

**Alberta**  
Calgary—Calgary Exhibition & Stampede. July 9-14. Maurice E. Hartnett.  
**British Columbia**  
Abbotsford—Central Fraser Valley Fair Assn. Sept. 4-8.  
Agassiz—Agassiz Agri. & Hort. Assn. Sept. 14.  
Alberni—Alberni Dist. Fall Fair. Sept. 6-8.  
Aldergrange—Aldergrange Agri. Assn. Sept. 21.  
Armstrong—Interior Provincial Exhn. Sept. 11-13.  
Bella Coola—Bella Coola Fair Assn. Sept. 3.  
Castlegar—Castlegar & Dist. Fall Fair Assn. Sept. 7-8.  
Cawston—South Similkameen Fall Fair. Sept. 6.  
Chilliwack—Chilliwack Agri. Assn. Aug. 14-16.  
Claredale—Lower Fraser Valley Agri. Assn. Sept. 14-15.  
Cobble Hill—Shawnigan-Cobble Hill Agri. Assn. Sept. 5.  
Coombs—Arrowsmith Agri. Assn. Aug. 24-25.  
Courtenay—Comox Valley Fall Fair. Aug. 30-Sept. 1.

MacGregor—MacGregor Exhn. July 6.  
Manitou—Manitou Exhn. July 5.  
Melita—Melita Exhn. July 12.  
Miami—Miami Exhn. June 28.  
Minnedosa—Minnedosa Exhn. July 19.  
Morris—Morris Exhn. June 29-30.  
Ninette—Ninette Exhn. June 28.  
Notre Dame de Lourdes—Notre Dame de Lourdes Exhn. June 28.  
Oak Lake—Oak Lake Exhn. July 17.  
Oak River—Oak River Exhn. July 11.  
Pilot Mound—Pilot Mound Exhn. July 7.  
Plumas—Plumas Exhn. Aug. 3.  
Portage La Prairie—Portage la Prairie Exhn. July 9-11.  
Rapid City—Rapid City Exhn. June 27.  
Reston—Reston Exhn. July 26.  
Rivers—Rivers Exhn. June 29.  
Roblin—Roblin Exhn. Aug. 1.  
Roland—Roland Exhn. June 23.  
Rossburn—Rossburn Exhn. July 17.  
Russell—Russell Exhn. July 19-20.  
St. Agathe—St. Agathe Exhn. Oct. 18.  
St. Anne—St. Anne Exhn. July 4.  
St. Claude—St. Claude Exhn. June 30.  
St. Jean—St. Jean Exhn. June 23.  
St. Pierre—St. Pierre Exhn. June 16.  
St. Vital—St. Vital Exhn. Aug. 16-18.  
Ste. Rose—Ste. Rose Exhn. July 5.  
Selkirk—Selkirk Exhn. June 30.  
Shoal Lake—Shoal Lake Exhn. July 19.  
Souris—Souris Exhn. July 12-13.  
Steinbach—Steinbach Exhn. July 18-19.  
Stonewall—Stonewall Exhn. June 22-23.  
Strathclair—Strathclair Exhn. July 18.  
Swan Lake—Swan Lake Exhn. June 20.  
Swan River—Swan River Exhn. July 26-27.

### RETAIN THIS LIST

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

Crawford Bay—Crawford Bay Fall Fair. Sept. 5.  
Duncan—Cowichan Agri. & Indl. Exhn. Sept. 6-8.  
East Kelowna—East Kelowna Fall Fair. Sept. 12.  
Port Fraser—Port Fraser Fall Fair. Aug. 26.  
Fruitvale—Fruitvale Fair Assn. Sept. 3.  
Ganges—Islands Farmers' Institute. Aug. 29.  
Gibsons—Howe Sound Farmers' Institute. Aug. 16-18.  
Haney—Maple Ridge Agri. Assn. Aug. 16-18.  
Hope—Hope & Dist. Fall Fair Assn. Sept. 15.  
Invermere—East Kootenay Agri. Assn. & Indl. Exhn. Aug. 24-25.  
Ladysmith—Ladysmith Agri. Soc. Sept. 19-20.  
Langley—Langley Agri. Assn. Sept. 7-8.  
Lasqueti—Lasqueti Island Agri. Assn. Sept. 15.  
Lillooet—Lillooet Fall Fair Assn. Sept. 13-14.  
Louis Creek—N. Thompson Fall Fair Assn. Sept. 3.  
Luxton—Metchoen Farmers' Institute. Aug. 25.  
McBride—McBride Dist. Agri. Fair Assn. Aug. 28-29.  
Mayne Island—Mayne Island Fall Fair. Aug. 22.  
Merritt—Nicola Valley Exhn. Assn. Sept. 3.  
Mission—Mission & Dist. Agri. Assn. Sept. 12-13.  
Nanaimo—Nanaimo & Dist. Exhn. Sept. 12-15.  
Natal—Natal & Dist. Agri. Assn. Aug. 26-27.  
North Burnaby—North Burnaby Hort. Soc. Sept. 14-15.  
North Delta—North Delta Fall Fair. Sept. 20-21.  
North Pine—North Peace River Fall Fair. Aug. 17.  
Port Coquitlam—Meridian Heights Farmers' Institute. Sept. 3.  
Powell River—Powell River & Dist. Agri. Assn. Sept. 20-22.  
Queens—Cariboo Agri. & Hort. Assn. Sept. 7-8.  
Rossland—Golden City Fall Fair Assn. Sept. 6-8.  
Saanichton—N. & S. Saanich Agri. Assn. Sept. 1-3.  
Salmon Arm—Salmon Arm Fall Fair Assn. Sept. 20-21.  
Sooke—Sooke Fall Fair. Sept. 8.  
South Burnaby—South Burnaby Hort. Assn. Sept. 21-22.  
Sunset—Prairie—Kipkatina Fall Fair. Aug. 15.  
Vancouver—Pacific National Exhibition. Aug. 22-Sept. 3. V. Ben Williams.  
Vancouver—Pacific Nat'l Exhn. Aug. 22-Sept. 3.  
Vancouver—Vancouver Hort. Soc. Sept. 28-29.  
Victoria—Victoria Indl. & Agri. Exhn. May 7-12.  
Westbank—Westbank Fair Board. Sept. 7.

Teulon—Teulon Exhn. Sept. 8.  
Treherne—Treherne Exhn. July 12.  
Virren—Virren Exhn. July 18-19.  
Waskada—Waskada Exhn. Oct. 13.  
Winkler—Winkler Exhn. Sept. 6.

### Nova Scotia

Antigonish—Antigonish Co. Exhn. Sept. 12-13. W. J. MacIntosh.  
Bear River—Digby Co. Exhn. Sept. 12-13. H. G. Yorke.  
Bridgewater—Lunenburg Co. Exhn. Sept. 25-28. W. J. Crouse.  
Caledonia—Queens Co. Exhn. Sept. 16-21. Chas. Cushing.  
Lawrencetown—Annapolis Co. Exhn. Sept. 19-21. R. H. Gibson.  
Lower Ohio—Shelburne Co. Exhn. Sept. 19-20.  
Middle Musquodobit—Halifax Dist. Exhn. Sept. 18-19. Don MacPetteridge.  
North Sydney—Cape Breton Exhn. Sept. 4-7.  
Oxford—Cumberland Co. Exhn. Sept. 11-14. Claude Thompson.  
Pictou—Pictou Exhn. Sept. 5-8. A. E. Gill.  
Truro—Central Nova Scotia Exhn. Aug. 20-Sept. 2. Alex Thompson.  
Windsor—Hants Co. Exhn. Sept. 11-14. J. Watson Maxner.  
Yarmouth—Yarmouth Exhn. Sept. 4-7. John McCain.

### Prince Edward Island

Alberton—Prince Co. Exhn. Aug. 21-23. W. W. Currie.  
Charlottetown—Provincial Exhn. and Old Home Week. Aug. 13-18. Comdr. G. H. Buntain.  
Crapaud—Crapaud Exhn. Aug. 29. Brent Wood.  
Souris—Eastern King's Exhn. Sept. 5. Anselm MacDonald.

### Saskatchewan

Estevan—Estevan Exhn. July 5-7. W. R. Canton.  
Lloydminster—Lloydminster Exhn. July 23-25. Geo. K. Ross.  
Melfort—Melfort Exhn. July 19-21. D. J. Vansickle.  
Moose Jaw—Moose Jaw Exhn. July 5-7. Mrs. V. Hyland.  
North Battleford—North Battleford Exhn. Aug. 6-8. N. W. Symonds.  
Prince Albert—Prince Albert Exhn. Aug. 9-11. D. P. Kelly.  
Regina—Regina Exhn. July 30-Aug. 4. T. H. McLeod.  
Saskatoon—Saskatoon Exhn. July 23-28. S. N. MacEachern.  
Weyburn—Weyburn Exhn. July 2-4. Royden Schultz.  
Yorkton—Yorkton Exhn. July 16-18. S. K. Wood.

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## Antalek Signs Syracuse Acts For April 12-18

SYRACUSE—Make-up of the Syracuse Shrine Circus, scheduled for April 12-18, has been announced by Producer Joe Antalek. Show will open with an entry, and it will include the Jules Jacot Lions, stock from Clyde Bros. Circus, the Zaccinis, and Elly Ardely.

Staffers in addition to Antalek are Jack Maynard, equestrian director; Al Vernon, musical director, and O. M. Wilbur, superintendent. Performance will include:

Entry; Jules Jacot's Lions; the Eddies, trampoline; clowns, with Jack Harrison producing; Clyde Bros.' Ponies, Lona's Pets and Gloria's Dogs and Monkeys; Elly Ardely, trapeze; Howard Suesz's Liberty Horses; aerial ballet with Conchitta, iron jaw.

The Royal Rockets, skating; Natal, monkey man; Joanides, wire and juggling; Five Eriksons, acrobats; clowns; Great Triska Troupe, high wire; intermission.

Also the Flying Edmundos (Zaccinis); clowns; Eugene and Klara and Wilfred Mae Trio; Watkins Chimpanzees; Whiz Kids, unicycles; Cole Bros.' Elephants; clowns, and Zaccini's double cannon act.

### MORE TALENT

## Program Set For Telecast From Garden

• Continued from page 1

rama" ballet; Hildalys, upside-down bike ride; Eva and Ilonka Karoly, bareback ballet; clowns in Paul Jung's trailer gag, and Alzanas, high wire.

Bill Ballentine, who returned to New York on Monday (26), did the script with Larry Markes of CBS. Ted Fetter is producer, Byron Paul is director, and Bert Schultz, of General Foods agency, Benton & Bowles, is handling telecast publicity. Also instrumental in the offering are the Barstows, choreography, and Barquette, aerial direction.

The sponsor's two-show agreement with R-B started with the Christmas telecast from Sarasota and ends with the pre-opening show. General Foods will repeat its continuing promotion in supermarkets and in grocery advertising on stops ahead of the Big Show.

## Hamid-Morton Makes D. C. Jump; Business Up

WASHINGTON—Hamid-Morton Circus made a 1,380-mile jump from Wichita to Washington in two days and opened here as scheduled on Tuesday (20), altho two acts were out on the first day.

Col. Bob Morton said the show would close the engagement ahead of last year. Promotion was up \$2,000, he said, and the program book was up \$5,000.

Attendance started slow, with first two nights' turnouts light. Afternoons were sell-outs regularly, with the show tied in with the

### SIGN FLACK

## Elements Cut Into Advance For Big Show

NEW YORK—Advance sales for the Ringling opener Wednesday (4) at Madison Square Garden were down somewhat from 1955 thru this week. The elements had an understandable effect on box office sales, with rains and recent snowfalls cutting into the usual crowds in the Times Square district.

Mail orders, however, were slightly behind last year.

Publicity was stepped up toward the weekend, with wide coverage being given to the signing as a clown of Bill Britten, Philadelphia teacher, who holds a master's degree and is working toward a doctorate. Britten was the winner in the show's amateur clown contest, and every metropolitan paper carried pictures of him in the winning get-up.

General press agent Zac Freedman announced completion of his press staff with the addition of Glen Allvine. Allvine, native of Kansas City and holder of a law degree from the University of Kansas, has done public relations work for the Motion Picture Association of America, RKO Pictures, Films for Industry and Commerce, Fox Films, and Paramount Pictures, and is a former New York Herald-Tribune staffer.

WAUCHULA, Fla.—Cristiani Bros. Circus played under American Legion auspices here Saturday (21), and drew a half house in the afternoon and one-quarter house at night.

## SET ACT LINE-UP FOR KELLY-MILLER

HUGO, Okla.—A. G. Kelly-Miller Bros. Circus will open April 22 with a single performance at winter quarters here. First road stand will be Paris, Tex. (23), with a week of Texas towns to follow.

Plans call for the show to make Oklahoma, Kansas, Missouri, Ohio, Pennsylvania, Indiana, Illinois and Wisconsin before returning here about November 1.

New bareback act is being framed for the show by Alfonse Loyal, with a troupe consisting of Mrs. Loyal and Mugsy and Bonnie Gallagher. Also new to the show will be a chimp act by Bob Mock. A seal act is scheduled to join.

Additional performers will include Fred and Shirley Logan

PTA for ticket sales and for dismissal of certain sections of schools each day.

Thursday night brought a three-quarter house. Friday night, Saturday afternoon and Saturday night were sell-outs. Sunday afternoon was a surprising sell-out, Morton continued. Sunday night was light, and Monday (26) had a kid sell-out in the afternoon and three-quarter house at night. Lee Barton Evans handled the date for Hamid-Morton, with Herb Friede continuing as circus chairman for the Shrine.

## Cisco Kid Leaving Beatty; Los Angeles Business Sags

LOS ANGELES—Duncan (Cisco Kid) Renaldo will leave the Clyde Beatty Circus where he is co-starred with the owner. The show ended its 12-day run on a new lot here Sunday (1).

Playing on the parking lot of the Los Angeles Coliseum after years at Washington Blvd. and Hill Street, the show's attendance during the first nine days was off an estimated 35 per cent. The loss had several explanations; however, it registered despite the fact that one-third more local newspaper space was obtained, a heavy radio and television promotion was

active before and during the run and the co-star billing was used for the first time.

Beatty announced that Renaldo would leave the show on Monday (16) and that it was by mutual agreement. Beatty plans to add a trick riding concert with Rex Rossi as the probable star.

Renaldo's move to leave came about when his TV sponsors refused to let him appear in an extra-charge concert performance. The Cisco Kid's appearance was changed from about midway in the performance to a spot just ahead of the elephants and Hugo Zac-

chini's cannon act which closes the show.

### Turnaway on Sunday

Business for the circus, which opened Wednesday (21) was slow at the beginning but built up toward the close. The houses ran an average of good halves for the matinees and well over quarters for the evening performances. On Saturday (24), there was a three-quarter matinee and over a half at night. On Sunday (25), the show had turnaway business at matinee and a strong half that night.

There were varied explanations for the loss of business. One was that Beatty returned here in 51 weeks with other circuses playing the area. Some sources blamed it on the new lot, saying that it takes two years to break in a new location. The new spot, however, has far more and better facilities for parking. Show itself is on hard-surfaced section with plenty of high, overhead lighting.

### Atlas Holds Concessions

Beatty declared that suits and counter-suits were filed in an effort to straighten out the concessions contract. National Concessions is charging both Atlas Concessions, Inc., the McClosky-Kernan-Reynolds partnership and the circus with a breach of contract. Beatty claims that National's contract expired in 1955. National unsuccessfully sought temporary injunctions in both New Mexico and Arizona, the owner continued, and will probably seek action in California. Atlas is operating the concessions.

The show this week played Long Beach for two days (2-3), Lakewood, Bellflower, Hawthorne, and East Los Angeles, the last a two-day stand. The show gave two matinees and an evening performance in Hawthorne Friday (6).

## Disney Signs Keller Cats

ANAHEIM, Calif.—Prof. George J. Keller and his Wild Animals are set at Disneyland as an added attraction until Labor Day at least. A contract calling for extended stay was signed Tuesday (27).

Keller was featured in the Mickey Mouse Circus which played here last year from Thanksgiving, November 24, until January 8.

## Ringling Rocks, Rolls Toward New York

### 42 Cars Leave Sarasota; 79-Car Show For Road; Little Painting Done

SARASOTA, Fla.—Ringling Bros. and Barnum & Bailey Circus was moving to New York this weekend aboard 42 cars. Included on the show are 131 head of horses, 52 elephants, seven floats, 14 menagerie cages and 41 other wagons, trucks and tractors.

When the show goes out under canvas later it is scheduled to move on a total of 79 cars. The laundry-dry cleaning car of other years is being left in quarters.

The New York train is comprised of 16 flats, four horse cars, four elephant cars and 18 sleepers. The road train will move in three sections and will include 47 flats,

eight stock cars, 23 sleepers and the private Jomar car. Remaining in quarters are the advertising car, the laundry car and one sleeper.

Horses for the season include 26 Liberty horses, 11 resinbacks, 12 draft horses, six high school horses, 12 saddle horses, 36 burros and 18 others.

Elephants include 24 young ones, 18 large ones, 8 medium sized ones, all Indian, plus one African and one baby African. Two large ones, Modoc and Babe, along with two young ones are to be left in quarters.

Little painting has been done on the show this year. The Miller Brothers' concession department wagons have been painted and some of the show's wagons got a new coat of paint for wheels. One wagon was relettered. Train equipment was checked over for safety maintenance. Some new decking was put on flats and rust spots were touched up with paint.

A wagon formerly used for both commissary and timekeeper will be used this time for commissary only. The green ticket wagon built new last season will be assigned to the timekeeper this year.

The laundry car operated in recent years as a concession leased by the show. The car it occupied was an old advance car used originally on John Robinson Circus and then Al G. Barnes Circus.

working elephants, including five new baby elephants in a new act and an African elephant, plus Shirley's aerial turns; Florence and Grace McIntosh and Tommy Bentley, wire; Great Belmonte, foot slide; Flo McIntosh and Tommy Bentley, horses and ponies; Miller Duo, slack wire; Jerry Presley, Bonnie and Mugsy Gallagher, Barbara Miller, Shirley Logan, Ora Eagleman and Sarah Eagleman; Maurice Marmolejo, wire; Lou Walton, producing clown; Charlie Cuthbert, band, and others. The show's staff was announced earlier.

## Two Circuses Trade Towns

KISSIMMEE, Fla.—Two circuses—Cristiani and Benson—traded towns Monday (23), confusing visiting showmen and towners.

Cristiani Bros. contracted to play Dade City. Benson Bros. signed up Kissimmee for the same day. Then each show's agent tried to block the opposition.

As a result, Benson was cancelled out of its first town and reacted by contracting Dade City. When Cristiani bowed out of Dade City, its agent hopped to Kissimmee and nailed down new auspices.

While some newspaper advertising was changed, advance material was not amended in time and showgoers found things reversed.

## MICKEY SULLIVAN TO PROVIDE HUNT MUSIC

BURLINGTON, N. J.—Music for the Hunt Bros. Circus will be provided by a Mickey Sullivan unit this year, the family management announces. Sullivan's band activities have included many fair dates, indoor circuses and amusement park engagements over the years.

As explained, the Worcester, Mass., bandsman will provide the musicians and other program details, while actual leadership will be by a musician of his choosing, Stella Wirth and James Johnson will continue with the Hunt Band but the responsibility will be Sullivan's.

Evidence of considerable Eastern activity is the fact that no fewer than five contracting agents for circuses have visited the local winter quarters during the past week. Hunt's booking is pretty

solid well into the season, and 11 sell-outs have been achieved for the first two weeks, Harry Hunt noted.

### Seat Wagons Ready

Altho the April 21 opening date is still several weeks off, Marvin Case and his crew have the equipment ready and waiting, and much progress has been made by Joe Gilligan, checking transportation, and Henry Thompson, doing the art work on show rolling stock. The three reserved seat wagons are ready for use.

Advance on the opening starts April 10, Harry Hunt said, and will be maintained 10-12 days ahead of the show.

The Bert Wallaces have arrived to take over ring stock training. A radio-telephone unit is being installed in Harry Hunt's office wagon.

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Derby Operator (Weiser make), must be able to operate and maintain same. Good opportunity to right man. Operator for 2-story Fun House and Crazy Maze combined (completely remodeled last year), prefer married man. Can also place Foremen for Caterpillar, Rocket and Octopus. Must know their rides. Drunks, agitators and chasers, save your time. Contact  
JOE MURPHY, Lindsey-Pugh-Murphy, Fair Park, Dallas, Texas.

**CIRCUS ★ ★ ★ RIGGINGS**

Precision-built performers' apparatus—all kinds true-balanced swivels; caming and flying act riggings; seamless webs—best made. Have on hand tight wire outfit, also one 8' teeter board, chromed swinging ladders, trampoline beds—shock cord or springs; all kinds of trapeze gear, tumbling mats, nets. Address:  
W. & B. APPARATUS CO.—CARL "WM." SAHLEN  
727 SWEETSER AVE. EVANSVILLE 13, IND.

**UNDER THE MARQUEE**

By TOM PARSONSON

Merle and Nina Evans were guests of the Orrin Davenports last week in Chicago. Evans attended the Atwell Luncheon Club. They visited with F. A. (Babe) Boudinot also. . . . Don Howland caught Polack in Chicago and visited with Lou Jacobs as well as with other visitors, Frankie Saluto and Mickey McDonald. Howland leaves Columbus for Sacramento and San Francisco this week.

Allen's Performing Bears will make the Omaha Shrine show for

**FOR PRESS**

**Film Actor Recalling Circus Jobs**

CHICAGO — Columbia Picture's performer, Mike Lane, is recounting his circus background in press and broadcast interviews at many cities as part of a build-up following his appearance in a film, "The Harder They Fall." He plays the part of a fighter.

The big guy was with King Bros. & Cristiani Circus in 1951 and 1952. Joining as concert wrestler, he also tried working in Red Dinger's aerial bars act and put in considerable time with Steve Fanning's elephant department. But most of the time he was wrestling. In Canada, several persons moved in to battle him at the same time and in an ensuing hey rube his eye was cut with a bottle, leaving a discoloration and scar.

After deciding against making a third season with the show, Lane became a professional wrestler. While fighting in Houston a talent scout picked him out for the role that followed. Former Ringling publicist Charles Schuler is handling his tour for Columbia Pictures.

Rink Wright. . . . Some musicians formerly with Ringling-Barnum are going this season with King, Kelly-Miller, Mills and Beatty shows. Some already are with Merle Evans on the Davenport show and others are returning to the show to work under Izzy Cervone, new R-B bandmaster.

From Polack Eastern, Paul Kaye writes that Arden Kriesch, Audrey Madison and Kay Hanneford have taken up the knitting fad. . . . Carmen Slayton and Richard Jr. have joined Dick Slayton on the show. . . . Observing birthdays were Kay Hanneford, LaNorma, Arnold Costine, Vicki Hanneford and John Bullock. . . . Among those practicing regularly are the Norbert Krieschs, the Hanneford girls, and the Symphonettes. . . . Clown Johnny Chirillino is drum teacher for Georgia Voise, Billy Porter, Manuel Del Moral and Ralph Oyseth, drummers in the web number. . . . Show has had more than its share of snow. The whole week in Maine was snowy and on the jump to Erie many were halted along the way by snow that blocked the roads. . . . La Norma, the Del Morals and the Symphonettes have new wardrobe and the prop boys have new coveralls. . . . After handling three of the show's early stands, the Bill Kays, promotion staffers, are taking a short vacation at their Sarasota home.

Barbara Fairchild, scribe for Cristiani Bros.' Circus, sends word that weather has been pretty cold, and that Key West was the coldest stand so far. . . . Show visitors at Arcadia, near Sarasota, included Repenskys, Zacchinis, Canestrellis, R. E. McAfee, the Howard Kings, the Jim Mitchells of Texas Jim's Reptile Firm, L. D. (Doc) Hall, George W. Smith, Carl Wallenda, Frank Torrance and many convention members of CFA. . . . Paul Hall's family arrived and so did trumpet player Bernie Lopera's, adding nine children to the 14 who already were on hand, and making a lot of mouths to feed for birthday parties. . . . Minor fire in the men's dressing room destroyed some of the web sitters' costumes. . . . Happy Davis moved all his possessions outside the dressing room and made up in the open air.

Barbara Williams, who, with her husband, Rex, works the Norma Davenport Elephants on Cristiani Bros.' Circus, was credited with helping to save the lives of a woman and child last week. Between Palatka and Starke, Fla., a car rushing an expectant mother to a hospital rammed another car in dense fog and smoke. All occupants were injured. Barbara drove up a moment later, took the woman in her car and rushed thru the fog to reach the hospital minutes before the baby was born. Three veteran minstrel acts, Slim Williams, Garner Newton and Happy Kellems, are clowning with the Shrine Circus which opened Monday (2) at Cincinnati Gardens. (Continued on page 107)

NEW YORK — Negotiations were still going on this week for the possible presentation of a summer circus in the New Coliseum building. George A. Hamid, who has been discussing the proposition with the building management, said the idea is "still very much alive."

Problems in the talks thus far include that of adequate seating for such a presentation, which Hamid envisions as a European-style single ring affair. Proper auspices are also a question mark. Altho the hot month of July is usually a tough one for indoor shows in this area, the Coliseum's air conditioning thruout makes the plan thoroely feasible, Hamid noted.

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**ACTS WANTED FOR 1956 SEASON**  
Thirty consecutive weeks. Prefer fast action Comedy Platform Act. Singles, Doubles and Trios. State lowest salary in first letter. Contact  
**P. W. SIEBRAND**  
SIEBRAND BROTHERS' CIRCUS  
Tucson, Ariz., April 2 to 8; Douglas, Ariz., April 9 to 15.

**PHONEMEN**  
5 sober Producers who will grind. Continuous Deals till Christmas, 20-30 Club; Annual Benefit Barbecue; V.F.W. Exposition Americas; S. A. Handicapped Club's Annual Christmas Benefit Show—continuous Deals. Tickets—Book—Banners. 25%, pay daily, plenty leads.  
**RALPH W. STEVENS PRODUCTIONS**  
313 Houston Bldg., San Antonio 5, Tex. (Phone: Capitol 6-2922)

**BILL and BEA C and EDDIE RAHN Call JACK DEAN**  
Collect at once. HE 6-2723  
Lake Charles, La.  
It is the hottest, most legitimate and biggest money deal we have ever been on.

**PHONE SOLICITORS**  
For several N. C. spots under strong auspices.  
Phone: Salisbury, N. C. 4606

**PHONEMEN and WOMEN**  
Write **H. W. JACOBSEN**  
514 Royal Union Bldg., Des Moines, Iowa  
Bill Jenkins and other 1955 Promoters write

**WANTED MALE LEAPERS FOR FLYING ACT**  
To join immediately.  
BOX D-204, Billboard, Cincinnati 22, O.

**Ringling Loses 2 Train Bosses, Names Auditor**

SARASOTA, Fla.—As Ringling-Barnum officials gathered in New York and the show train departed quarters here for the New York stand, more changes were made in the staff.

Gerald Mitchell was named auditor to succeed James A. Power. Ted Sato, recently named head train porter, and Don Kidder, train electrician, left their Ringling jobs and planned to open a restaurant here.

By late last week, George W. Smith, head of the contracting department, remained in Sarasota. It was generally understood that as yet no stands other than New York and Boston have been firmly contracted. This is in contrast to past years, when many Eastern cities would be contracted fully by now.

**Rudy in Portland**

PORTLAND—Rudy Bros.' Circus played here March 24-25 under Grotto auspices. It was the third annual show for the auspices.

**CIRCUSIANA MART**

A Market Place for COLLECTORS' ITEMS. . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

CIRCUS REVIEW SPRING ISSUE JUST off press. The "all circus" magazine for performers, fans, others. Sample, 25¢; \$1 year. Circus Review, Box 112, Portland, Tennessee.

GENUINE CALLIOPE RECORDS, 78 AND 45 rpm, \$1.10 each postpaid; 5 record albums on 78, \$5.85. Taggart, 1602 National, Rockford, Ill.

1956 CLYDE BEATTY CIRCUS ITEMS—Souvenir Program, Photos, Lithos, Cards, Scrap Book, Clippings, Stamp gets details. Taber, 3668 Comer, Riverside, Calif.

CIRCUS PHOTOS, RINGLING BROS.—Barnum-Bailey 1950, set of 20 with free color picture, \$2, post card size. Sample photos and list, 25¢. Bill Van Winkle, Club 150, Morton, Ill.

WANTED — BACK ISSUES BILLBOARD, 1908-1941; write for list, state price. San Antonio Public Library, 210 W. Market St., San Antonio 5, Tex.

CIRCUS BOOKS, ROUTE BOOKS AND Folders, Programs, Couriers, Heralds, Tickets, Letterheads. List for stamp. A. Morton Smith, Gainesville, Tex.

CIRCUS WAGON KITS, O AND HO GAUGE: Acts, Accessories, Menagerie Animals, Miniature Tents. Illustrated catalog, 35¢. Walters, Hobby Shop, Dept. BB, 207 French Road, Utica 4, N. Y.

58 PICTURES, 5X7; AL G. BARNES-SELLS—Floto 1938 close-up every wagon, \$12.50. J. McRoberts, 908 Madison, Topeka, Kan.

CIRCUS HISTORY PHOTOGRAPHS—MAIN, 1919; Wallace, 1903; Campbell Bros., Christy, John Robinson, many more. Robert Sams, 2745 Bush, Birmingham 8, Ala.

AIR CALLIOPE SPARE PARTS, WHISTLES, Automatic Mechanisms. Beautiful National Calliope Lithograph, 24" by 30" in color, \$5. Lee Co., 934 N. Lancaster, Dallas, Texas.

TWO HUGE COLLECTIONS BEING SOLD. Write your needs or send buck for lists and \$2 worth samples stating preferences. Special 5 fancy Letterheads, \$3.75. McClellan, Box 891, Franklin, Pa. Wanted, early circus Letterheads, Printed Matter.

THOUSANDS OF NOSTALGIC CIRCUS Photos. Barnum & Bailey, Ringling Bros., Sells-Floto, Hagenbeck & Wallace, Buffalo Bill, 101 Ranch, Cole Bros., Robbins Bros., Barnes Wreck, Bridgeport Quarters, 40-Home Team, etc., from Good, Bernard and Glasser Collections. Catalog and sample post card size photo, 25¢. Robert D. Good, 1609 Turner St., Allentown, Pa.

GLOSSARY OF CIRCUS WORDS AND phrases compiled by George Brinton Beal. Fifty cents cash or stamps. Box 6, Newburyport, Mass.

NOTICE COLLECTORS OF CIRCUS MATERIAL. Here is a new source of circusiana, we have the same Programs, Route Books, Heralds, etc., as other dealers, but sell for less. We give the new collector a break, allowing him to add material fast. Send 3¢ stamp for latest list. Circusiana, 1075 West Fifth Ave., Columbus 8, Ohio.

TIM MCCOY WILD WEST ROUTE BOOK and History. Limited edition, but copies still available; sixty-four pages, 75 illustrations, \$1.50 postpaid. Pfening & Snyder, Columbus 8, Ohio.

CRISTIANI BROS.' CIRCUS PHOTOS. ONE of the finest new shows since Tom Mix. These photos taken a few days after opening in Florida. Clear, interesting, 20 views for \$3. Circusiana, 1075 West 5th Ave., Columbus 8, Ohio.

1898 — CIRCUS PHOTOS — 1956. Forepaugh, Barnum & Bailey, Sells-Floto, Sell-Sterling, Ring Bros., Gollmar Bros., many others. Free 1956 List. J. Beardsley, 451 W. Mifflin, Madison, Wis.

"CIRCUS TRAINS" Picture book of RR&B, 1938-1948. Scores of photos, \$1.50 postpaid.

"CIRCUS PARADES" Picture book of great street parades. Over 300 photos, 8 color plates. Billboard says, "This book ranks among top 2 or 3 circus volumes in existence." \$9 postpaid. Color plates of circus parade wagons, 7 1/2" x 10"; shown are historic parade chariots. Set of 8, \$2 postpaid. Send check to C. P. FOX, Rt. 4, Oconomowoc, Wis.

**RATES**

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display. 20¢ a word—Minimum \$4.00 Cash with copy

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Send Orders and Correspondence to Circusiana Mart, The Billboard, 2140 Patterson St., Cincinnati 22, O.

**PHONEMEN or WOMEN**

International Convention Book for Knights of St. John in Dayton, Ohio  
Now a big one in city of 450,000 that has not had any telephone solicitation since the first of this year follows. Frank Franz, Barney Spears, Jim Mellet, or anyone who has worked for me call collect, all others pay yours. Also others to follow in Dayton.  
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56 E. Fourth St., Dayton 2, Ohio HE 7391

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Write to **MAYBELLE MILLER**  
Black River Falls, Wis.

# 1956 Rodeo Dates

**Alabama**  
 Florence—Florence Rodeo, May 11-13. W. H. Stewart.  
 Fritchard—Fritchard Rodeo, Sept. 26-30.

**Arkansas**  
 Newport—Newport Rodeo, June 14-16. Chip Morris.  
 Springdale—Springdale Rodeo, July 2-5. Mace D. Howell.

**California**  
 Arcadia—Arcadia Rodeo, April 14-15.  
 Barstow—Barstow Rodeo, Sept. 22-23. Tom Merritt.  
 Clovis—Clovis Rodeo, April 27-29. Slim Beaver.  
 Eureka—Eureka Rodeo, June 29-July 1. Ralph Barnes.  
 Lamont—Lamont Rodeo, June 29-July 1. Livermore—Livermore Rodeo, June 9-10. Long Pine—Long Pine Rodeo, May 26-27. Walter Jones.  
 Los Angeles—Los Angeles Rodeo, Aug. 19. John R. Moss.  
 Oakdale—Oakdale Rodeo, April 8. Leonard Krause.  
 Pomona—Pomona Rodeo, May 26-27. Steve Balkam.  
 Porterville—Porterville Rodeo, May 5-6. Geo. Bastian.  
 Red Bluff—Red Bluff Rodeo, April 21-22. Camille H. Hart.  
 Redding—Redding Rodeo, May 18-19. L. B. Hammon.  
 Riverside—Riverside Rodeo, May 18-20. Gilbert Mundy.  
 Sacramento—Sacramento Rodeo, May 19-20. Ted Klein.  
 Salinas—Salinas Rodeo, July 19-22. E. J. Leah.  
 San Jose—San Jose Rodeo, May 26-27. Gene Sawyer.  
 San Juan Bautista—San Juan Bautista Rodeo, July 15. J. P. Sutti.  
 Santa Anna—Santa Anna Rodeo, May 13-14.  
 Saugus—Saugus Rodeo, May 5-6. William Bonelli Jr.  
 Springville—Springville Rodeo, April 15. Ted Stancliff.  
 Victorville—Victorville Rodeo, Nov. 17-18. Bob Angel.

**Colorado**  
 Boulder—Boulder Rodeo, July 28-30. Rollie Leonard.  
 Brighton—Brighton Rodeo, Aug. 18-19. James Green.  
 Cheyenne Wells—Cheyenne Wells Rodeo, Sept. 7-8. Byron Hudson.  
 Colorado Springs—Colorado Springs Rodeo, Aug. 7-11. Kenneth Brookhart.  
 Cortez—Cortez Rodeo, June 15-17. Tom Wark.  
 Durango—Durango Rodeo, Aug. 3-5. R. Franklin McKelvey.  
 Evergreen—Evergreen Rodeo, Aug. 4-5. Frank J. Casteel.  
 Greeley—Greeley Rodeo, July 3-4. Bob Davis.  
 Longmont—Longmont Rodeo, Aug. 16-18. Cal Maler.  
 Monte Vista—Monte Vista Rodeo, July 31-Aug. 2. John H. Beatty.  
 Pueblo—Pueblo Rodeo, Aug. 24-26. W. H. Kittle.  
 Ridgeway—Ridgeway Rodeo, Sept. 2-3. Gerald Perotti.  
 Woodland Park—Woodland Park Rodeo, July 20-22. Edith Atwell.  
 Yuma—Yuma Rodeo, Aug. 14-15. Frank Herman.

**Georgia**  
 Sylvania—Sylvania Rodeo, April 24-25. A. L. Blaylock.  
 Waycross—Waycross Rodeo, Sept. 21-23. Charles Inman.

**Idaho**  
 Boise—Boise Rodeo, Aug. 28-Sept. 1. Ambrose W. Johnson.  
 Burley—Burley Rodeo, Aug. 23-26. Truman Bradley.  
 Caldwell—Caldwell Rodeo, Aug. 7-11. Eddie G. Cole.  
 Filer—Filer Rodeo, Sept. 5-8. Thomas Parks.  
 Gooding—Gooding Rodeo, Aug. 16-18. Mrs. Lorne Lukey.  
 Halley—Halley Rodeo, July 3-4. Betty Walker.  
 Idaho Falls—Idaho Falls Rodeo, Aug. 1-4. John B. Dougan.

**Jerome—Jerome Rodeo, Aug. 30-Sept. 1.** Eleanor Wiswall.  
**Malad City—Malad City Rodeo, July 6-7.** Ray Anderson.  
**Nampa—Nampa Rodeo, July 17-21.** Virginia Smith.  
**Plummer—Plummer Rodeo, June 30-July 1.** J. R. Inescore.  
**Pocatello—Pocatello Rodeo, July 26-27.** Juriel Ruggles.  
**Preston—Preston Rodeo, July 26-28.** Rupert—Rupert Rodeo, July 3-4. J. R. Johnson.  
**Weiser—Weiser Rodeo, July 12-14.** Jim Skow.

**Illinois**  
 Chicago—Chicago Rodeo, Oct. 5-14. M. E. Thayer.  
 Kankakee—Kankakee Rodeo, Sept. 8-9. Percy Loiselle.

**Iowa**  
 Des Moines—Des Moines Rodeo, Aug. 30-Sept. 2. L. B. Cunningham.  
 Fort Madison—Fort Madison Rodeo, Sept. 8-9. J. C. Patterson.  
 Sidney—Sidney Rodeo, Aug. 14-18. Ralph Travis.

**Kansas**  
 Goodland—Goodland Rodeo, Aug. 23-24. H. R. Shimeall.  
 Kansas City—Kansas City Rodeo, June 10-24. W. C. Connor.  
 Mound City—Mound City Rodeo, Aug. 17-18. John H. Morse.  
 Phillipsburg—Phillipsburg Rodeo, Aug. 2-5. W. C. Sullivan.  
 Pretty Prairie—Pretty Prairie Rodeo, July 17-19. L. C. McCubbin.  
 Strong City—Strong City Rodeo, June 8-10. Geo. J. Beaver.

**Louisiana**  
 Alexandria—Alexandria Rodeo, Aug. 28-Sept. 1. Jimmy Thompson.  
 Springhill—Springhill Rodeo, May 24-26. Fred Boeger.  
 West Monroe—West Monroe Rodeo, Sept. 3-7. Herbert Land.

**Massachusetts**  
 Boston—Boston Rodeo, Oct. 17-28. Walter A. Brown.

**Missouri**  
 Camdenton—Camdenton Rodeo, July 10-15. Harry Nelson.  
 Sikeston—Sikeston Rodeo, Aug. 30-Sept. 2. J. W. Bonner.  
 West Plains—West Plains Rodeo, July 5-7. John G. Morrison.

**Montana**  
 Billings—Billings Rodeo, Aug. 14-18. H. L. Fitton.  
 Butte—Butte Rodeo, June 28-30. Lewis A. Guay.  
 Great Falls—Great Falls Rodeo, Aug. 7-11. Leo C. Dailey.  
 Missoula—Missoula Rodeo, July 13-14. Richard L. Duncan.  
 Red Lodge—Red Lodge Rodeo, July 3-4. Ray Donelson.  
 Shelby—Shelby Rodeo, July 26-29. Clifford Coover.  
 Wolf Point—Wolf Point Rodeo, July 13-15. W. C. Reichert.

**Nebraska**  
 Burwell—Burwell Rodeo, Aug. 1-4. H. D. DeLashmutt.  
 Crawford—Crawford Rodeo, July 2-4. Tom Moody.  
 Lewellen—Lewellen Rodeo, Sept. 2-3. Jim Patterson.  
 North Platte—North Platte Rodeo, June 22-24. H. B. Manners.  
 Omaha—Omaha Rodeo, Sept. 21-30. J. J. Isaacson.  
 Potter—Potter Rodeo, June 23-24. John Alves.

**Nevada**  
 Elko—Elko Rodeo, June 29-July 1. Oren Probert.  
 Las Vegas—Las Vegas Rodeo, May 17-20. E. W. Cragin.  
 Reno—Reno Rodeo, July 4-7. Ray Peterson.

**New Mexico**  
 Albuquerque—Albuquerque Rodeo, Sept. 29-Oct. 7. Leon H. Harms.  
 Espanola—Espanola Rodeo, May 19-20. Joe Becker.  
 Gallup—Gallup Rodeo, June 23-24. Peter J. Racki.  
 Santa Fe—Santa Fe Rodeo, July 12-15. A. C. Green.  
 Truth or Consequences—Truth or Consequences Rodeo, April 6-8. Jack Badley.

**North Dakota**  
 Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell.  
 New Town—New Town Rodeo, July 2-5. Doug McGrady.

**Oklahoma**  
 Ada—Ada Rodeo, Aug. 14-18. M. R. Hovey.  
 Chickasha—Chickasha Rodeo, July 17-20. J. H. Winder.  
 Claremore—Claremore Rodeo, July 10-14. Cecil T. Ray.  
 Guymon—Guymon Rodeo, May 3-5. Adley Sullivan.  
 Lawton—Lawton Rodeo, Aug. 6-9. Bob Easley.  
 McAlester—McAlester Rodeo, Sept. 6-9. Lawrence Clementa.  
 Oklahoma City—Oklahoma City Rodeo, April 22-25. Lee V. Sneed.  
 Tulsa—Tulsa Rodeo, May 1-6. O. W. Mayo.  
 Vinita—Vinita Rodeo, Aug. 22-26. C. J. Wright Jr.  
 Yukon—Yukon Rodeo, July 26-28. Mrs. Ted Barrett.

**Oregon**  
 Baker—Old Ore. Trail Stampede, July 2-4.  
 Burns—Elks Junior Rodeo, July 4.  
 Elgin—Elgin Rodeo, July 21-22. Theodore Keefe.  
 Enterprise—Enterprise Rodeo, June 30-July 1.  
 Eugene—Eugene Rodeo, Aug. 3-5. Montie Montgomery.  
 Grants Pass—Grants Pass Rodeo, May 12-13. Louis D. Ringuette.  
 Joseph—Joseph Rodeo, July 27-29. Bonnie Tucker.  
 Klamath—Klamath Basin Roundup, July 2-4.  
 Lebanon—Lebanon Rodeo, July 27-29. J. A. Cain.  
 Medford—Jackson Co. Mounted Sheriff's Posse Rodeo, July 28-29.  
 Medford—Rogue Valley Roundup, June 10-12.  
 Molalla—Molalla Rodeo, July 1-4. E. W. Clark.  
 Nyssa—Nyssa Night Rodeo, July 12-14.  
 Pendleton—Pendleton Rodeo, Sept. 12-16. Dick Purchase.

Prineville—Prineville Rodeo, Aug. 10-12. Clyde Gumpert.  
 Roseburg—Roseburg Rodeo, June 23-24. Vondis Miller.  
 St. Paul—St. Paul Rodeo, July 1-4. Gene Smith.  
 Sheridan—Phil Sheridan Days and Rodeo, June 22-24.  
 Sisters—Sisters Rodeo, June 16-17.  
 Spray—Spray Rodeo, May 26-27. Della Shinnick.  
 Sweet Home—Frontier Days, Aug. 9-11.  
 Tygh Valley—Fourth Annual All-Indian Rodeo, May 19-20.  
 Union—Union Rodeo, June 7-9. L. F. Huffman.

**South Dakota**  
 Belle Fourche—Belle Fourche Rodeo, July 3-5. Joe Koller.  
 Deadwood—Deadwood Rodeo, Aug. 3-5. Nell Ferrigone.  
 Mobridge—Mobridge Rodeo, July 3-5. Jim Roghstein.  
 Rapid City—Rapid City Rodeo, Aug. 16-19. Ken L. Roberts.

**Texas**  
 Belton—Belton Rodeo, June 30-July 4. W. F. Hamner.  
 Big Spring—Big Spring Rodeo, Aug. 1-4. E. P. Driver.  
 Burk Burnett—Burk Burnett Rodeo, June 27-29. F. A. Martin.  
 Coleman—Coleman Rodeo, July 11-14. Rob O'Hair.  
 Gladewater—Gladewater Rodeo, June 12-15. Ralph Prince.  
 Henderson—Henderson Rodeo, May 30-June 2. R. E. Anthony.  
 Lubbock—Lubbock Rodeo, June 28-30.  
 Mason—Hill Country FFA Rodeo, May 24-26. Willis Blirk.  
 Midland—Midland Rodeo, May 29-June 2. Louis A. Bartha.  
 Orange—Orange Rodeo, Aug. 30-Sept. 1. Henry Bland Jr.  
 Plainview—Plainview Rodeo, June 7-9.  
 Vernon—Vernon Rodeo, May 7-12. John Biggs.  
 Waco—Waco Rodeo, Sept. 29-Oct. 5. Othel M. Neely.  
 Weatherford—Weatherford Rodeo, July 25-28. W. L. Caraway.

**Utah**  
 Logan—Logan Rodeo, Aug. 16-18. M. R. Hovey.  
 Murray—Murray Rodeo, June 7-9.  
 Nephi—Nephi Rodeo, July 12-14. Lorin Christensen.  
 Ogden—Ogden Rodeo, July 19-24. E. J. Allison.  
 Salt Lake City—Salt Lake Rodeo, July 19-24. Sheldon Brewster.  
 Vernal—Vernal Rodeo, July 19-21. Frank J. Hackler.

**Washington**  
 Colville—Colville Rodeo, June 2-3. Frank Walston.  
 Cusick—Cusick Rodeo, July 28-29. Joe Berendt.  
 Ellensburg—Ellensburg Rodeo, Sept. 1-3. George F. Prescott.  
 Kennewick—Kennewick Rodeo, Aug. 24-26. H. C. DeHaven.  
 Monroe—Monroe Rodeo, Sept. 1-3. Robert H. Follis.  
 Moses Lake—Moses Lake Rodeo, Sept. 8-9. Ivan Cole.  
 Sedro Wooley—Sedro Wooley Rodeo, July 3-4. Betty Antone.  
 Soap Lake—Soap Lake Rodeo, July 28-29. Walter E. Kelly.  
 Tonasket—Tonasket Rodeo, May 19-20. Dr. C. A. Eberlein.  
 Toppenish—Toppenish Rodeo, July 3-4. Joe Stensen.  
 Walla Walla—Walla Walla Rodeo, Aug. 31-Sept. 2.  
 Yakima—Yakima Rodeo, April 14-15. Joe Stensen.

**Wisconsin**  
 Spooner—Spooner Rodeo, July 7-8. W. S. Feeney.

**Wyoming**  
 Casper—Casper Rodeo, Aug. 16-18. Bob Latta.  
 Cheyenne—Cheyenne Rodeo, July 24-28. Leo Herman.  
 Cody—Cody Rodeo, July 4-5. Ernest Gopfert.  
 Douglas—Douglas Rodeo, Aug. 29-Sept. 1. Gordon L. Roush.  
 Lander—Lander Rodeo, July 3-4. Max P. Ellis.

**CANADA**  
**Alberta**  
 Banff—Banff Indian Days Rodeo, July 19-21.  
 Benalto—Benalto Rodeo, July 26.  
 Byemoor—Imperial Ranch Rodeo, Aug. 1.  
 Calgary—Calgary Rodeo, July 9-14. Maurice Hartnett.  
 Cardston—Cardston Rodeo, July 16-17.  
 Coleman—Coleman Rodeo, July 7.  
 Edmonton—Edmonton Rodeo, June 4-9.  
 Foremost—Foremost Rodeo, June 23.  
 Claresholm—Fort MacLeod—Claresholm—Fort MacLeod Rodeo, June 29-30.  
 Grand Prairie—Grand Prairie Rodeo, July 13-15.  
 Hand Hills—Hand Hills Rodeo, June 13.  
 Hanna—Hanna Rodeo, June 6.  
 Hardisty—Hardisty Rodeo, June 8-9.  
 High River—High River Rodeo, July 4.  
 Lethbridge—Lethbridge Rodeo, July 26-28.  
 Medicine Hat—Medicine Hat Rodeo, July 19-21. E. V. Elford.  
 Ponoka—Ponoka Rodeo, June 29-30.  
 Raymond—Raymond Rodeo, June 29-30.  
 Taber—Taber Rodeo, May 21-22.  
 Wainwright—Wainwright Rodeo, June 22-23.

**Saskatchewan**  
 Swift Current—Frontier Days Rodeo, July 2-4. I. Hansen.

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**Strike Robs Danes of Fuel**

**COPENHAGEN** — Several Danish shows have been forced to cancel openings because of an oil strike which deprives the shows of fuel for their rolling stock. Opening spots have been chosen, but the shows have to get there first and the strike has them stymied.

Opening locations will be: Circus Mische, Nykobing-Mors; Benne-wei, at Helsingor; Belli, at Horsnes; Louis (Schmidt), at Vernings, and Moreno, at Soborg.

## Royal American Set To Play St. Louis

**Faces Only Three Pre-Canadian Dates; Switches to Red River Fair, Winnipeg**

ST. LOUIS—After a one-year interval, the Royal American Shows this year will return to St. Louis. Recently completed negotiations call for a 13-day still date, beginning May 22, on the Grand and Laclède show lot.

The Grand and Laclède site was

not available last year and this caused the Carl Sedlmayr-owned show to by-pass the city. To obtain the use of the lot this year, the show had to find another one on which brewery trucks, which had been using the Grand and Laclède lot, could be parked.

Completion of negotiations for the still date here fills in the season's route for the Royal American. The show will play only three stands, the Memphis Cotton Carnival, May 12-19; the date here, May 22-June 3, and Davenport, June 6-17, before it rails to Winnipeg for the first of its many fair dates.

At Winnipeg this year the show will supply the midway attractions at the Red River Fair within the city limits, rather than at the Greater Winnipeg Exhibition at suburban St. Vital, as it had in recent years.

The St. Vital fair will precede the one in Winnipeg, its dates being June 18-23, while those of the Winnipeg fair are June 25-30.

Jimmie Sullivan's World's Finest Shows will be on the midway at the St. Vital fair, thus pre-dating the Royal American into the Winnipeg area.

Site of the Red River Fair in Winnipeg is Polo Park, where the Royal American will set up on a graveled parking lot.

## Continental's Bow April 26 At Kingston

KINGSTON, N.Y.—Continental Shows bow for the 1956 season here on April 26, and a 10-day date is planned, extending thru May 5, owner Roland Champagne reports.

Winter quarters work at Lowell, Mass., is nearly finished, by a crew in charge of Fred Frit, and Frank Forrest, ride superintendent. A new Ford has been purchased as a second office car, it is claimed, in addition to a couple of new trucks acquired to handle extra show equipment. There are two additional shows and a kiddie Sky-Fighter which were not on the midway last year.

Agent Paul LaCross is sporting a new house trailer and is readying publicity for Kingston. In addition to still dates and celebrations there are five fairs on the route.

## Harris Show Has New Title

VAN BUREN, O.—Royal Midwest Shows will be retitled Roxie Harris Shows in honor of its late owner who died here March 17, Bill Harris, manager, announced last week.

Show opens the season May 14 in Southern Ohio and will, in addition to the Buckeye State, tour Indiana and Kentucky to play six celebrations and eight fairs. Bud Birchman will continue as ride superintendent and electrician. Show will carry 9 rides, 4 shows, upwards of 35 concessions, a searchlight and light towers.

## Showmen's League Moves To Purchase Chi Bldg.

CHICAGO — The Showmen's League of America this week moved into the final stages of purchasing a downtown building here as a permanent headquarters and indications were that final negotiations would be completed in the near future.

The building under consideration is located just west of the Loop on the northwest corner of Randolph and Franklin streets. It is a four-story structure, 20 by 90 feet, and is priced at \$42,000, including the land.

At the Thursday (29) meeting the membership voted unanimously to purchase the building, and the board of governors accepted the vote and in turn recommended to

the board of trustees and the board of trustees of the old home fund that the building be purchased provided a clear title could be acquired.

Considerable remodeling of the building was said to be under consideration if the purchase is completed. Plans are to install a new elevator and refurbish the interior. The ground floor is currently occupied by a restaurant. Tentative plans are to locate the League offices on the second floor, the bar and a lounge on the third floor and the meeting room on the top level.

No definite plans for financing the purchase were made. The lease of the present quarters at 54 West Randolph Street expires in the spring of 1957.

## AWARDS COME RAPIDLY FROM NSA DONORS

NEW YORK — The same night that awards were announced by the National Showmen's Association, all but one were donated by members present at this week's meeting. They are: Table radio, Al McKee; case of Scotch whisky, Joe McKee; set of luggage, Jack Cohen of Warner Poster Company; two bikes, Gerald Snellens, president. The club will also offer a new Chevrolet as first award.

## Gayland Inks Dolly Jacobs Elephant Act

KELOWNA, B. C.—The Dolly Jacobs elephants have been signed as a back-end attraction on Gayland Shows, J. (Ab) Greenway, president-manager, announced. The Jacobs' bulls were recently at Disneyland in Anaheim, Calif.

Greenway reported that the shows' route which opens here April 19, is filled. Most of last year's staff will return, including E. Shura, electrician; L. McIvor, ride superintendent; V. Willoughby, mechanic, and E. Herstad, concessions manager.

## Prell Preems April 28, Predicts Good Season

NEW YORK — Prell's Broadway Shows will open the season with a 10-day stand beginning April 28 in Columbia S. C. The date, which will include two Saturdays, will embrace a pay day at adjacent Fort Jackson, major Army installation.

This week owner Sam E. Prell was optimistic in discussing the coming season. He is as certain of good results as he can be because, he said, business is good, work plentiful and wages high. A study of the winter fairs in Florida showed that the public was spending freely, a most hopeful sign.

Fairs last year were particularly good. A good start this year, added to equal earnings at the annuals, could result in piling up

the best seasonal earnings in the past several years.

Prell, who wintered in Florida, spent several days last week at his New Jersey Home before leaving for the show winter quarters at Greenwood, S. C. About 22 men have been active there refurbishing equipment under the direction of his sons.

For the early dates Prell intends to have 15 major rides, 6 kiddie rides, and 8 shows, with a heavy line-up of concessions. Units will be added as the season progresses and full strength achieved in time for the first fair at Harrington, Del.

Prell will spend about three weeks in the South. The remainder of the still date route will follow the pattern of the past and again include some time on Long Island.

## Berk Acquires Met Equipment For New Show

DOTHAN, Ala. — Neil Berk, veteran carnival general agent, has leased the equipment of the Metropolitan Shows, exclusive of the show's railroad stock, and will take to the road about the first of May under the banner of Famous American Shows. Work is presently in progress here, where Berk has set up winter quarters.

The show will carry 8 major rides, 4 kiddie devices, 6 shows, 2 diesel light plants and concessions, Berk says, and will travel on 20 trucks.

## PURCHASE IMMINENT

## NSA Nears End of New Home Search

NEW YORK—Culmination of a long-standing dream—ownership of its own building—appeared almost a reality this week for the National Showmen's Association. Discussion of progress toward a new home brought out that a definite price has been set on a building, and club counsel Sidney Levine was authorized at Wednesday's (28) meeting to submit an offer.

George A. Hamid, John Weisman, President Gerald Snellens, new home chairman Morris Batal-sky, and other key members confirmed the desirability of the building. It was hoped that an official announcement will be made at the next meeting.

The structure consists of two stories and was built in 1950 by another club organization, which is in the process of negotiating for larger quarters. Air conditioning with 17.5-ton capacity is built into the duct ventilating system, for ideal temperatures in summer and winter. The building has a cut-stone exterior and is basementless. Facilities include the following:

First floor—vestibule, office, cloakroom, large kitchen, paneled bar, storage room, toilets, and an assembly room about 25 feet wide and 70 feet long.

Second floor—Library-governors' room, clockroom, storage room, toilets, large office, and similar-sized assembly room desk clerk-type counter and recessed stage lighting. The lighting is used when a portable stage is in use.

Intentions are to buy the building complete with fixtures and furnishings, including fluorescent lighting, kitchen cooking and refrigeration equipment, and paneling which is lavishly distributed

over both floors. Attractive pictures and other decorations liven the interior.

President Emeritus Hamid, who is very familiar with the other club, said chances are excellent for the NSA to acquire this home and thus climax its long effort in that direction. Citing the excellent condition of the quarters, the low refurbishing costs, and the good mid-town location, he described it as "a dream come true."

Snellens said the home will "outshine anything in Miami or Tampa, and will help the New York Club regain its leading position in the East. We will have a well-located showplace that members will be proud to bring their guests to." He said a special committee will be formed to raise \$25,000 in bond monies this summer, and pledged to devote time to many show visits in fund-raising activities.

## Capell Adds Rides, Agent To Shop-O-Rama

HOPE, Ark.—H. N. (Doc) Capell's show this year will go out with an expanded lineup and a new general agent, the veteran carnival and circus operator announced. Rides have been added to his Shop-O-Rama and the agent is Bob Shivers, former manager of the Third District Fair, this city.

Organization will operate as a combination carnival and circus and will play mostly on downtown streets under merchant auspices. Equipment will include three major rides, seven kid devices and the back-end. Shows lined up are the office-owned animal unit under Col. R. Mideltons. Others are a big snake, rare bird, desert show, mechanical village, a Funhouse and a chimpanzee. Dean (Slim) Cantrell will have six concessions; Bill Adams, four; Joe Beck, four, and office-owned eat and drink concessions.

Staff, in addition to Capell and Shivers, will include Eddie Ervin special agent; Jack Morris, bill-poster and press, and Willis Miles ride superintendent. Opening is scheduled to take place here on April 16.

## Panacek Sets Staffers for April 20 Bow

MILWAUKEE—Charles Panacek, owner-manager of Belle City Amusements, Inc., this week listed his staffers for the April 20 opening on a local lot.

In addition to himself and Mrs. Panacek, Dorothy Klatt will be treasurer; Joe Henke, advance E. A. Bodart, lot man; Charles Clark, electrician; Charlie McBride head mechanic, and Doc Wilson 24-hour man.

Set for the opener will be five major rides, four kid devices and upward of 20 concessions. Following the Milwaukee stand, the organization will move out into Wisconsin to play its route of fair and celebrations.

## Joe Fontana Pilot-Mgr. of Breeze Unit

FALMOUTH, Ky. — Joe Fontana, for the last 22 years with the L. J. Heth Shows, in more recent years as general manager, last week joined the Nelson Breeze Rides & Amusements as manager and agent. Fontana will pilot the Breeze carnival unit, while Breeze devotes his full time to his Falmouth Fairgrounds here, which he is this season converting to an amusement park.

The Breeze carnival org. which opens the season May 21, will operate with eight rides and 20 concessions. Other concessions and several shows will be added for the fairs. The unit this season has lined up 14 fairs in Kentucky and Indiana, which will include the annuals at Corydon, Ind., and Germantown, Falmouth and Williams-town, Ky. Dates of the Falmouth Fair are August 15-19.

On his park operation on the fairgrounds, Breeze will have four kiddie rides, a major Merry-Go-Round, a Century Flyer train, a pony track and riding horses. Fontana also is installing a number of concessions at the park.

A season's operation of stock car racing gets under way at the fairgrounds April 8, with Leland Barnes, of Falmouth, directing the events. With warmer weather, stock car racing will be shifted to Friday nights.

Earl McDonald, high-diver, has been contracted for 20 weeks by Breeze as a free-act with the carnival unit.

## MIDWAY CONFAB

Tex Conroy, who left the business several years ago to join the staff of a Philadelphia department store, is now selling house trailers in Woodbury, N. J., with his wife, Jo, handling the business details. Conroy expects to see many old friends this season when the shows head up that way. . . . Al Zellers and Jeanette and Joe Constable were recent visitors at the winter quarters of Al De Florie Shows in Youngstown, O.

Jerry O'Brien writes that the lineup for the Colonel Jeffrey Side Show, set for the Penn Premier midway this season is complete. Personnel will include Sheba Perez, Prince Sadul Yemen, Leopold Roscoe, Donna Tagay, Alice Rosce, Miss Volta, Amok, Sabaka, Wesley Blair, Joan Sidell, Sig Anderson, Kenny Kea and O'Brien.

George H. Flaig infos that he'll be forced to spend the season in Durham, N. C., due to ill health. He recently underwent surgery and will remain there for treatment for several months. Flaig would like to receive mail at the Durham YMCA. . . . Colonel Bill Hoxie will have his Side Show on Virginia Greater Shows this season and has signed the following: Johnny Dixon, Carl Payne, Jo Ann LaFrance, Billy Walker, Tommy Daily, Harry Wilson and Zora Payne.

Considerable space was devoted to the Vivona operation in an issue of The Sumter (S. C.) Daily Item. Pictures showed Bull Smith, Pop Akers, Bobby Brown, Babe Vivona, and the John Vivonas with little Anthony Duniel Vivona. Another illustrated story featured Art Spencer, drome operator. Engineered by Harry Wilson, the stories stressed the spending a show does in its winter quarters community and outlines the growth of the Amusements of America midway.

A Jamboree yielding \$225 for the New York showmen's club was arranged during the Dominican Republic Fair visit of Jeff Harris, second vice-president, who turned the money over to executive secretary Ethel Weinberg in New York this week.

Sam Weintraub is confined in Memorial Hospital, Corpus Christi,

### Spring Weather Hurts J. A. Gentsch In Mississippi

VICKSBURG, Miss. — J. A. Gentsch Shows trucked here this week from Port Gibson, Miss., where cold and rain hurt the early part of the run. Better weather brought out more people the last half of the week, however, and rides and shows did fair business.

After three weeks on the road, more people are joining. Mrs. Gentsch and her daughter visited at Port Gibson and Mrs. Gentsch will take up her secretary duties after the New Orleans date. The latter is for the Negro Louisiana Spring Fair.

### Continental to Sport New Sound Bally Truck

PELHAM, N. Y.—Roland E. Champagne's Continental Shows will this season sport a new sound truck to be operated by Johnny Kinsey. The new pick-up truck, painted a golden yellow, will be equipped with a new 110-volt generator plant, a broadcast-station-type turntable and a 50-watt amplifier with four horns.

The truck will also be equipped with lights to illuminte changeable signs that carry the name of the lot, city and dates.

Tex., following a second stroke. His wife, Hazel, is standing by at the Lone Star Trailer Park, 1915 Shoreline Drive, Corpus Christi. . . . Donnie Baiani, secretary of the Maritime Showman's Club of Canada, recently made a trip to Newfoundland where he signed 14 new members. Norman Acher reports the organization is operating club-rooms in the Barker House Hotel, Moncton, N. B., with the next meeting set for April 14.

Gilda Lee postals that she's joined the Jack Cook Side Show as the annex attraction. She is currently driving a new Pontiac.

A. B. Hatch, son of Mr. and Mrs. Al G. Hatch, is in U. S. Veterans' Hospital, Bay Pines, Fla., and would like to hear from friends.

Frank D. Bland, general agent of Powelson's Amusements, recently visited Mr. and Mrs. W. S. Curl, former owners of the W. S. Curl Shows, at Xenia, O. Bland had been Curl's general agent. On a visit to Dayton Bland visited the Shrine show and renewed friendships with Bert Pettus and Otto Griebling. Mrs. Happy Powelson, who had been on the sick list, is now up and around at her Coshoc-ton, O., home.

## Vivonas Set Three Units For Back End

SUMTER, S. C.—Tony Masello will produce three back-end units under the name of Tony Mason, with the Amusements of America this year. They will be the "Stars of Tomorrow" revue, "Parisian Nights" and "Macombo," a Latin-American show, the Vivonas report.

The revue will be a sit-down show under a 40-by-80 top and will feature a former Minsky's dancer, Mickey O'Hara, doing exotic. Also in the show will be Bunny Blake, off the Dave Cohen circuit; Diana Ray, fire dance; Johnny Reno, baritone and rhythm drummer, and a line consisting of Paula Carvelle, Sandra LaMay, Cynthia Jeane, and Marilyn Desmond. Jack Rogers will be emcee and the rest of the crew will be Bill Sorenson, candy pitch; Bob Porter, front; LeRoy Miller, boss canvasman and tickets, and Tom Brown, electrical effects.

The girl show unit will offer Judy Renee, feature strip; Lola Clark, exotic and strobelite dance; Rusty, harem dance, and John L. Gralin, talker. Harold Smith will handle tickets, and James C. Davies will be canvasman.

The Latin show will feature Chiquita, and Jeannie Cole, with Glenn Maynard as talker and Johnnie Howell, tickets and canvas. Fronts for the three Mason units will range from 60 feet for the Latin unit to 100 for the revue.

## Babcock Inks July 4 Cele

LOS ANGELES—The Frank W. Babcock United Shows, managed by F. M. (Pete) Sutton Jr., will be featured by the Ocean-side Junior Chamber of Commerce at its annual Fourth of July celebration in that city, owner Babcock announced.

The Babcock organization will be playing the Southern California Exposition in Del Mar at the time. Along with the rides to play Ocean-side, Babcock will supply 12 concession attractions.

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 Ride Help for Tilt, Octopus, Wheel, Spitfire and Kid Rides. Booking Concessions, two of a kind—Skill and Science. Use a couple of Grind Shows. Book with money people and money spots.  
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**SHOWS:** Want Side Show Operator, have newly framed Side Show complete with P.A. set. Will book Fun House, Glass House, Wildlife, Snake Show, or what have you in a Grind Show.

**RIDE HELP:** Can place Help on all Rides, Semi Drivers preferred. Winterquarters open second week in April. This show has six Fairs, two Celebrations and booked solid for the season.

**Address: CLIFFORD W. MULLINS, 197 State St., Bangor, Maine.**  
 Or Phone Hampden, Maine, 1113 after 11:00 pm.

**THE SHOW WITH A MILLION FRIENDS**

**BYERS BROS. SHOWS**  
**OPENING TRUMANN, ARK., APRIL 20**  
**20 FAIRS AND CELEBRATIONS THRU KANSAS, IOWA, ILLINOIS, MISSOURI AND ARKANSAS**

**CONCESSIONS:** Want Cookhouse, Bingo, Duck and Fish Pond, Custard, Novelties, Ball Games, Palmistry (American or English only). Can place some P.C. if you have Hanky Panks.

**SHOWS:** Will book Mechanical, Motordrome, Wildlife, Monkey or any Show of merit not conflicting.

**FOR SALE—Hot Monogramming Machine.** • Al Hawes will buy two Evans Sets.

Replies to **CARL W. BYERS or JOE SHARP** P. O. Box 277, Trumann, Ark.

**PLAYLAND ON PARADE**



**Monarch EXPOSITION SHOWS**

Now booking for one of the best Routes in the Middle West. Celebrations start in May—Fairs start July 4. 11 Fairs including St. Clair Co. Free Fair, Belleville, Ill., and Northeast Arkansas District Fair, Blytheville, Ark. Opening St. Clair, Mo., April 23.

<b>CONCESSIONS</b>	Will book Hanky Panks of all kinds—Ball Games, Bear Pitch, Scales, Short Range and other Merchandise Concessions. No flats or gypsies. CAN PLACE CLEAN COOKHOUSE.
<b>HELP</b>	Can place few more Second Men who drive; also Foreman for Fly-a-Plane and Tilt.
<b>SHOWS</b>	Can place Monkey Show, Mechanical Show, Arcade or any clean Grind Show.
<b>GIRL SHOW</b>	Will book good Girl Show for Belleville and Blytheville. Will give Ex to responsible party. These are big girl show spots and you must have first-class equipment.

**E. L. WINROD, Box 177, Pacific, Mo. Phone: Clearwater 7-2228**

**D.S. DUDLEY SHOWS**  
**Opening Plainview Dairy Show, Plainview, Texas, April 13**  
**20 Fairs and Celebrations in Texas, Oklahoma, Kansas, New Mexico, Colorado and Nebraska.**

**CAN PLACE—Hanky Panks of all kinds.** Exclusive rights on Photos, Novelties and Jewelry.

**CAN PLACE** Monkey Show (Maggie, contact), Motor Drome, Mechanical Show and any show not conflicting. Can place live Pony Ride and any non-conflicting Kid Rides.

**HELP WANTED—**Can place few Foremen and need Second Men for 15 rides. Must be able to drive trucks with semi trailers. Need Electrician who can handle Diesel light plants, must be sober and reliable; good job for right man. Need few Hanky Pank Agents (Coke Ring Blackie, contact). Due to disappointment, want Man to take office-owned Big Snake Show; 22-ft. Python. Good proposition for good man.

**Notice to Fair & Celebration Managers:** Have few open dates in June and July. All answers to

**D. S. DUDLEY, Box 71 Phone 2857 Mankins, Texas**

**PRUDENT'S AMUSEMENT SHOWS**  
**OPENING MAY 10**

**CAN PLACE** Balloon Darts, Coke Bottles, Hoop-La, Cork Gallery, Parakeet, small Bingo and Novelties. **WANT RIDE HELP—**Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Chairplane, and Electrician who understands Diesel Generator. **FOR SALE—**Long Range Gallery mounted on Ford truck, 15 rifles, 1,000 loading tubes, 5 cases of ammunition, all for \$1,350.00; will book on the show. 35 kw. Light Plant, direct current, mounted on Ford truck, \$550.00. Evans 30-horse Candy Race Track, like new, \$190.00. Concession Tops and Frames, 8'x12', complete, \$100.00 each. All replies to

**M. PRUDENT, 19 Brook St., Patchogue, L. I., N. Y.**

**WANTED**

Operator to install and operate 3 Kiddie Rides on a percentage basis. Space is fenced and wired.

**Contact E. I. NEWCOMB**  
 274 Santa Monica Pier Company  
 Santa Monica, California

**FOR SALE**

Complete Fun House Equipment, including Slides, Barrels, Roulette Wheels, Funny Mirrors, Motors, etc. Bargain price for the lot.

**Contact E. I. NEWCOMB**  
 274 Santa Monica Pier Company  
 Santa Monica, California

**SAMUEL POCKAR**  
**Veteran Slum Dealer**  
**Looks Back 50 Years**

**I**NCREASING quantities of slum jewelry are needed and being peddled in various ways thru the medium of outdoor show business. Thought of and sold usually only in gross lots, the gaudy trinkets are distributed by the thousands thru all kinds of game concession operations.

Samuel B. Pockar, who operates a jewelry firm in Providence, R. I., the heart of the nation's jewelry business, has watched and participated in the development of the industry for more than 50 years.

Slum refers to the cheapest grades of gaudy baubles. Hardly anything comes much cheaper than some of the items which are priced at only \$2 to \$3 a gross, including carding, which means that each is mounted on a separate piece of paper for display purposes. As reasonable as these prices are they still represent an astronomical rise over 60 and 70 cents per gross prices which prevailed for some items until only a few years ago. Some 50 years ago the slum was peddled, or pitched, by individuals and consisted largely of collar buttons, a popular and useful item of the times, as well as cheaper grades of jewelry. Peddlers then referred to their products as notions, Pockar recalls, to keep from being tapped for a \$40 jewelry permit needed at the time to work the Providence area. A pitch case and tripod was all the store needed and any likely corner was the market place.

Good jewelry, for the time, was being made out of steel, antimony and lead, known to the trade as slush, when the better metals ran out. The short supply of merchandise sometimes meant losing money in those days, Pockar says, when he found his costs running to more than his quoted price. But customers were supplied somehow and kept happy and the good will created has paid off thru the years. The demand skyrocketed immediately after the war. Games which could be expected to gross \$150 on a week were doing twice that amount of business and the need for the slum merchandise to hand out as a prize for every play increased accordingly. The slum jewelry is especially popular with game operators, Pockar says, because it is compact and easy to handle. It can be shipped by air to meet quick demand and its lightness keeps freight costs at a minimum.

**Watch Open Gates**

The creation of the first dollar watch, that looked like a \$25 solid gold model, by Don Flagg opened a new field for the pitchmen. The crowds attracted by the amusement parks and the carnival companies in turn attracted the pitchmen with their slum. Further knowledge of the over-all field and its possibilities came with exposure to The Billboard, as Pockar recalls.

Pockar traveled the New England States, catching carnivals where he could in the early years to peddle the slum in gross lots. Today he ships all over the country to customers attracted thru ads in The Billboard. It is some different, Pockar notes, than 25 years ago when he says he could sell every user of such merchandise in a wide eastern area by name. Today, he says, there are literally thousands of outlets for the unique, cheap merchandise.

Slum jewelry for 60 and 70 cents a gross disappeared when the few firms specializing in its manufacture went out of business. Much of the merchandise used then and now represented broken merchandise which needed minor adjustments or repairs to be usable or which at least had to be culled.

**Costs Much Higher**

The continuing low product cost is noteworthy in view of the rise in labor and materials cost. Many years ago when he started, Pockar recalls that workers' wages were only 30 cents an hour, and work by people in their homes was legal. Today the minimum wage has climbed to \$1 an hour with various taxes and employee benefits adding substantially to this figure.

With the experience of two war periods and some 50 years in the industry, Pockar is convinced that the future is especially bright.

**WHAT'S NEW IN CONCESSION SUPPLIES OR GAMES!**

New Milk Bottle Game. 4 bottles, using a 12" softball. Bottles are \$5.00 and \$6.00 each according to weight. It's new.

Miniature High Striker with 40 numbers. This is a real honey. \$45.00 each. Will win its weight in gold before the end of the season, giving a prize every time, using following type of merchandise. Imitation Ronson Lighters made in Japan, 3-pc. Pen and Pencil Sets, Flashlights and merchandise of this type as big prizes and slum as small prizes.

Over 30 Under 11 Tables are still going strong ..... \$40.00 ea.

Buckets are still a good item 65.00 ea.

The new Coke Bottle Joke that works like a skittle is the best I have seen yet out of 5 different types .. 65.00 dr.

Six Cats, 2 various styles..... \$10.00 and 12.00 ea.

Still the Old Reliable, Hucklebury Buck Game ..... 30.00 ea.

Add a Ball Game ..... 25.00 ea.

Punks for Punk Racks ..... 36.00 dr.

**Hope you all have a successful season**

**RAY OAKES & SONS**  
 P. O. BOX 4344 · TAMPA, FLORIDA  
 Telephone: Tampa 73-8121

**RIDE MEN WANTED**

For year around work. Playing Downtown areas and Shopping Centers only. Foreman for Little Beauty, Jenny, Foreman for Octopus; Foreman for Kiddie Rides; must drive a truck. Will lease #5 Wheel; must have option to buy Aug. 1. Want to hear from Concessionaire that can furnish at least six Stock Concessions have very good proposition. No flats.

**MILE HIGH ENTERPRISES**  
 c/o Piggley Wiggley Store  
 Montview & Dayton Aurora, Colo.

**HOROSCOPE PITCH WORKERS**

**HOROSCOPES—ASTROLOGICAL READINGS**

Complete line of astrological forecasts and readings. Five different sizes and styles. Graphology, Palmistry, Clairvoyance, Crystal Gazing, Psychological Books. Codes. 150 Pg. Illustrated Catalogue of Merchandise. P. P. 50c

**NELSON ENTERPRISES**

**BIGGER NUT**

# Equipment Costs Over 1955 Levels

OUTDOOR show operators, currently in the process of replacing much of their equipment, are finding that prices on a number of articles have increased over last year. A survey, conducted by The Billboard in the field, indicates that prices—as a result of higher material and labor costs—have increased anywhere from 3 to 10 per cent on a good number of articles.

Manufacturers express mixed sentiments about the new season, altho most figure it will be as good as '55 if not better. In some cases, the early season buying has been curtailed somewhat; in others, early orders surpass those of a year ago at this time.

H. W. Terpening, Ocean Park, Calif., manufacturer of long range shooting galleries and supplies for the same, reports early activity as rather slow. Prices for his products are holding to last year's levels.

**Generators Up**

Prices on generating plants manufactured by Lewis-Diesel Engine Company, Memphis, are priced 5 per cent above last year. The increase put into effect is due to the increased prices of steel, according to Samuel P. Vinson, firm's vice-president.

D. H. Finke, president of Coinometer Corporation, Chicago, has introduced a new all-electric coin changing machine with full 100 keyboard that can be operated by remote control. Price increases of approximately 7 per cent have been put into effect on the firm's line, the result of increased labor and material costs. Finke is optimistic about the season and looks for an increase in volume business.

The outlook for plaster figurines is not too promising, according to Nilo Pellegrini, partner in the Old Forge, Pa., statuary firm bearing his name. Despite this apparent lack of interest, material costs and labor increases have pushed up prices by three per cent.

**Neon Signs**

A new type interchangeable neon sign is being offered the outdoor field by Inco Products Company, Inc., of Piqua, O. The signs are made up of individual letters and are packed in individual cells within strong cartons to insure

against breakage. The firm points out that in addition to cutting down on breakage, the letters can be changed easily to feature special acts, concession items or other articles. Prices are higher than last year due to higher costs on transformers and wiring.

Business on show printing in Western Canada is expected to match that of last year, according to William C. King, of King Show Print, Estevan, Sask. King reports that there has been some tightening of money in the area but thinks this will be changed in the next couple of months. Prices on their line of paper, ribbons and other articles are unchanged from '55.

**Fog Dispenser**

An appliance to disperse ground fog, humidity and mosquitoes has been introduced by Doc Faige & Associates of New York City. Called the "Fogmaster" it consists of a motor-driven horizontal propeller on a 32-foot tower. Selling at \$3,000 each, one unit is said to cover five to seven acres and is designed for drive-in theaters and other outdoor establishments. Firm is also still carrying its line of voltage boosters for games, popcorn machines and candy equipment. Prices are unchanged this year and Doc Faige looks for a big season.

Electrical Wholesalers, Inc., Chicago dealer in electric light bulbs and tubes, wire, connectors, fuses and other electrical supplies, is holding to unchanged prices. Firm has introduced a new type fluorescent strip lighting that is said to be vibration and shockproof. The lamp cannot fall out of the strip and is provided with better weather protection.

Prices on cookhouse tables, stools and other equipment sold by L. & B. Products Corporation, Brooklyn, N. Y., are up 10 per cent due to material and labor costs, Leo Seifer, president, announced. This year the firm is finishing its equipment in an anodized aluminum instead of chrome.

Joseph Ledoux & Son, printers of astrology, graphology, handwriting and palm charts in Hicksville, N. Y., is holding to unchanged prices. The outlook, according to Frank LeDoux, is that '56 will come up to last year, generally a good season.

# Sunset AMUSEMENT CO.

**OPENING DOWNTOWN EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 26**

Playing an excellent route of Still Dates, with Celebrations and Fairs starting at Montevideo, Minn., Fiesta, June 28. Followed by a 3-day July 4 at Pipestone, South St. Paul V.F.W. Convention; Steamboat Days, Winona, Minn.; Clinton, Iowa, Birthday Party, and Fairs at Manson, Webster City, Decorah and Monticello, Iowa; Belleville, Kansas; Harrisburg, Ark.; Bethany, Lamar, Dexter, and closing at the American Legion Fair, Caruthersville, Mo.

EXCLUSIVES OPEN—Photos, Age and Weight, Long Range, Pan, Rat, Jewelry Glass Pitch, Custard or Ice Cream. CONCESSIONS—Can place Basket Ball, Coke Bottles, 6 Cats, Buckets, Short Range, Milk Bottles, Punks, Dip and Hanky Punks. SHOWS—Have openings for Side Show, Matordrome and Mechanical Show. RIDE HELP—Foremen for Rock-a-Plane, Dodgem, Front Gate and Towers. Second Men for Ferris Wheel, Merry-Go-Round, Rock-a-Plane, Kid Rides. Ride Men must be able to drive semis and join now for bonus.

**WINTERQUARTERS NOW OPEN.**

701 N. MAIN STREET

EXCELSIOR SPRINGS, MO.

W. R. GEREN Presents

## MIGHTY HOOSIER STATE SHOWS

**LAST CALL** Opening April 20 at Jeffersonville, Ind., across from Colgate factory. Will move on lot April 16. Playing large cities. FAIRS SOLID FROM JULY 16 TO OCT. 16

Hanky Punks, in line, open midway at all times, \$36.50 privilege. Come in, will place you. Absolutely no flats or mitt camps. Want neat Shows: Fun House, Glass House, Monkey, Snake, Drome, Mechanical, Side Show or what have you; must own your outfit and transportation.

Ride Help: Foreman for new Tilt, new Eight Tub Octopus, No. 5 Eli, Merry-Go-Round, Second Men on all Rides. Want Man for Marquee and Towers. We carry twelve office owned rides. All men must drive. If you drink and cannot take care of the best in trucks and rides, don't come in as you will not last. We pay top salaries and bonus if you stay. We carry no ride superintendent.

Want Billposter with couple of Hanky Punks. I furnish truck, you can do each job in three days. Ride Help, come to Cincinnati Gardens, Cincinnati, Ohio, now or come to my winterquarters, Greensburg, Indiana, April 9 to 10. All replies:

**W. R. GEREN, Box 29, Greensburg, Indiana**

## Art S. THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

**NOW BOOKING FOR 1956 SEASON**

**ROUTE INCLUDES A SOLID SPRING ROUTE OF OUTSTANDING CELEBRATIONS AND ANNIVERSARIES, PLUS THESE PROVEN FAIRS**

BRECKENRIDGE, MINN.	FAIRMONT, MINN.	ABERDEEN, S. D.
PERHAM, MINN.	MONTEVIDEO, MINN.	HURON, S. D.
LITTLEFORK, MINN.	FERGUS FALLS, MINN.	SPENCER, IOWA
HIBBING, MINN.	AND FOLLOWED BY 7 ARKANSAS FAIRS	

SHOWS: Will place flashy panel-front Girl Revue for the above Fairs. Also want large 10-in-1 with own equipment, Motor-drome, Snake Show and Illusion Show.

CONCESSIONS: Will place Bear Pitch, Hi-Striker, Long Range and other Hanky Punks not conflicting.

RIDES: Can place Dark Ride, Scrambler and Rock-a-Plane for Huron and Spencer.

HELP: Can use dependable People in all departments.

**SHOW OPENS MAY 15**

All contact: **BERNARD THOMAS, Mgr., Lennox, S. D. (Phone: 118)**

## NOLAN AMUSEMENT CO.

**Opening April 12-21, Zanesville, Ohio**

(Move on lot April 6)

**FOLLOWED BY TWO CENTENNIALS IN MAY; ALSO LORAIN, OHIO; ELYRIA, OHIO; BARBERTON, OHIO; WEIRTON, W. VA.; COLUMBUS, OHIO; SPRINGFIELD, OHIO.**

**WANT**

CONCESSIONS OF ALL KINDS—Novelties, Candy Apples, Sno Ball, Grab, Age & Scales, Arcade, Photos, Glass Pitch, Coke Bottles, Long Range, Short Range, Jewelry Sales, Ball Games, Rat Game, Hi-Striker, Basketball, French Fries, Diggers and Stock Concessions of all kinds. SHOWS—Committee money only. HELP—Useful Ride and General Help in all departments. Foremen and Second Men for Wheel, Merry-Go-Round, Octopus, Tilt, Flying Scooter, Coaster, Loop, Chairplane and Kid Rides.

**WANT ELECTRICIAN—C. T. Osborne and Tex, call.**

**WANT EXPERIENCED, CAPABLE WORKING RIDE SUPERINTENDENT, Bill Garner, call.**

Paul Gaines, Climine Surret, Jimmy, Rocky and Paul McGonigle, come on.

**FRED NOLAN** Route #2, S. Zanesville, Ohio. Phone Gladstone 2-3398 or Gladstone 2-8252

**ON THE WEST COAST CRAFTS HAS FOR SALE**

One Twenty-Car Lusse Auto Scooter	\$3,500.00
One 8-Car Whip	1,950.00
One Allan Herschell Auto Ride	1,850.00
One Auto Racer	3,500.00
One Dark Ride (Pretzel)	3,500.00

All equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire

**CRAFTS 20 Big Shows**

7283 Bellaire Avenue  
North Hollywood, Calif.  
Phone: Poplar 50909 or Poplar 50320

**GET SET FOR THE SEASON**

**REGISTER NOW**

Reliable Ride Men for all rides, Semi drivers and Set-up help. Good jobs with top pay, in and around Chicago. Wanted by members Chicago Amusement Ride Owners' Association. Send Name, Address, and qualifications to

**DAVID S. SWARTHOUT, Secretary**  
5813 Northwest Highway, Chicago 31, Ill.

<b>Agents Wanted</b>	<b>Help Wanted</b>
----------------------	--------------------

## WHITESIDE CONCESSIONS

**OPEN APRIL 14, HIGH POINT, N. C. (in town)**

Grind Store Agents, especially for Bowling Alley & Skillos. Agents for 'Cat Rack,' Bucket Agents, P.C. Agents. General Help for Concessions. All People contacted be in High Point before Saturday, April 14. All replies

**A. R. (DUTCH) WHITESIDE**  
c/o Ross Manning Shows, High Point, N. C.

## KEN-PENN AMUSEMENT CO.

**OPENING McKEESPORT, PA., APRIL 23rd.**

CONCESSIONS: Photos, Custard, Age & Scale, Ball Games, Hanky Punks.

RIDE HELP: Foremen for Wheels, Octopus; Second Men on all Rides. Long season, good pay, best of treatment.

SHOWS: Good proposition for Matordrome, Snake Show, small Ten-in-One. Shows catering to family trade. Contact

**R. D. SANDERS**

619 EARL AVENUE NEW KENSINGTON, PA.

100,000.....\$32.00	<b>ROLL TICKETS</b> Printed to Order <b>DAILY TICKET CO.</b> Collinsville, Ill. Union Made	Prices Cash With Order No C.O.D.
10,000.....\$10.00		Coupons Double Price
20,000.....12.50		Stock Tickets, 1x2 Inches
50,000.....20.00		1 Roll.....\$ .90
200,000.....55.00		5 Rolls.....4.25
Price Chg.....\$3.00	10 Rolls.....8.00	
Color Chg.....\$1.00	50 Rolls.....23.00	

# TIVOLI EXPOSITION SHOWS

**OPENING APRIL 21 NEAR JOPLIN, MO.**

We will show 6 Still Spots in industrial centers and then play Celebrations and Fairs solid starting in June until November 1. Showing one of the best routes in the Central States, North and South.

**CONCESSIONS**

Want legitimate Concessions of all kinds, Penny Arcade, Short and Long Range Galleries, Age and Weight, Pitch-Till-You-Win, Ball Games, High Striker, Custard, Parakeet Pitch, Hoop-La, Basket Ball, Cork Gallery or any Hanky Pank.

**SHOWS**

Want first-class Girl Revue with own equipment. Also want Monkey, Mechanical, Fun House, Big Snake or any other worth-while Show.

**HELP**

Want Foremen for Merry-Go-Round and Ferris Wheel. Can place general Carnival Help in all departments.

**WINTERQUARTERS NOW OPEN AT TIVOLI PARK, JOPLIN, MO.**

**Write or Wire: H. V. PETERSEN, Mgr., P. O. Box 742, Joplin, Mo.**

(Phones: Mayfair 3-7040 or Mayfair 4-1272)

# PRELL'S BROADWAY SHOWS INC.

**50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR**

**OPENING 1956 SEASON COLUMBIA, S. C., APRIL 28-MAY 5—2 SATURDAYS—SOLDIERS' PAY DAY**

Six Still Dates, four Celebrations, 16 weeks bona fide Fairs, starting Harrington, Del., July 23

**WANT**

**WANT**

**WANT**

**CONCESSIONS:** All kinds Hanky Panks, P. C. Agents, Hoop-La, String Game, Huckly Buck or what have you.

**SHOWS:** Man to manage Monkey Speedway, have all equipment; Snake Show, Girl Shows, Unborn or any meritorious attraction.

**RIDES:** Will book 2 Major Rides, 2 Kiddie Rides, also live Pony Ride. Want Foremen, good Merry-Go-Round Foreman. **TEDDIE POPECHI**, please answer. Cat Foreman, Second Men for all Rides. Truck Drivers preferred.

LARRY LAURSON, Billposter, get in touch. All holding contracts answer. All address:

**PRELL'S BROADWAY SHOWS**

Winter Quarters, Greenwood, S. C.

Tel.: Greenwood 6340

# CENTRAL STATES SHOWS

14 RIDES  
10 SHOWS

**GIANT SEARCHLIGHTS**

35 CONCESSIONS  
6 50' LIGHT TOWERS

**Opening in the heart of the world's best wheat and oil country**

April 23, Great Bend, Kansas; then Dodge City "Boo Hill Rodeo and Fiesta." Have a good still route and 18 of the better Fairs and Celebrations.

WANT Shows of all kinds except Girl and Side Show. CONCESSIONS—Can place a few more Hanky Panks—good concession route—privilege reasonable. Can place capable Concession Agents. Want Ride Help and Electrician, also Men to handle Searchlights and Towers.

**W. W. MOSER, MGR.** HAZELTON, KANSAS, W.O. PHONE 2911 AFTER 6 P.M.

P.S.: Will show Waynoka, Okla., "Snake Hunt" Celebration, April 6-7-8, with Rides and Concessions. If interested, get in touch.

**ATTENTION • CALL • NOTICE — ATTENTION • CALL • NOTICE**

**OPENS MAY 1st FAMOUS AMERICAN SHOWS OPENS MAY 1st**

**"America's newest midway"**

<b>WANTED</b>	<b>WANTED</b>	<b>WANTED</b>	<b>WANTED</b>
<b>RIDE SUPERINTENDENT</b>	Top salaries and bonus	<b>TRUCK MECHANIC</b>	

FOREMAN for Ferris Wheel, Caterpillar, Rolloplane, Rocket, Ridee-O, Fly-o-Plane, Whip and Merry-Go-Round. Also Second Men who drive. JOHN BURNS, call or wire. HELP—Welder, Builder, Carpenter, Painter-Artist, Electrician who can handle diesels. Lot Man, Secretary, Special Agent with promotional ideas, Billposter. WINTERQUARTERS OPEN: Want useful Help in all departments. CONCESSIONS all open, including COOKHOUSE & BINGO. Reasonable Privileges. Want Stock Man for office Concessions. SHOWS—With or without your own outfit. If you don't have outfit we do. Special deal to Girl Show Operator with own outfit. Want Monkey Show Operator; we have complete outfit and monkeys. Want Fun House Operator. Want good Side Show Operator. **RAY CRAMER, PLEASE CONTACT.** Motordrome for Sale.

**ATTENTION, FAIR SECRETARIES & CELEBRATION COMMITTEES**  
If you want a new, clean, modern midway—write, telephone or wire.

**NEIL BERK**  
Telephone 30976

**DOTHAN, ALABAMA**

P. O. BOX 214

**WANTED—AGENTS—WANTED**

**FOR EARLY OPENING WITH TIVOLI EXPOSITION SHOWS**

Will give heads of stores to those who are capable. Want Agents for Peek Stores and Count Stores. Agents for Six Cats, Buckets and Swinger. Also Hanky Pank Agents. Can use a few Men to up and down Concessions. (Sailor Pete, come on.)

PHONE, WRITE OR WIRE

**FRANK SPINA, Business Manager**

P. O. BOX 742 (Phone: Mayfair 4-1272) JOPLIN, MO.

**For Sale to Settle Estate**

8x12 Top and Frame, two Drop Cases, two Baker Spindles, Beehive, Evans 3-Marble Tiv, Clothes Pin Game, Roll Downs, Razzes, Buckets, Swingers, Line-Up Table Spindle, two Tables with flies, Battery Charger, Stock and Misc. loaded on 1953 1 1/2-ton Chevle Truck (van type), '56 Calif. plates. Complete \$1,500.00. Also Herschell-Spillman 24-horse 36' Merry-Go-Round, all overhauled and repainted, neon lights, \$4,950.00.

**D. HOCKETT**  
7735 Atlantic Blvd. Bell, California

**GIVE TO DAMON RUNYON CANCER FUND**

**FEM INFLUENCE:**

## Up-Dated Interiors Mark New Mobile Homes

By ED WILSON  
Managing Director, Mobile Homes Manufacturers' Association

"GIVE the lady what she wants" has long been the guiding principle of mobile home manufacturers whose records show that it's the woman of the family who has the final decision on the selection of a house on wheels.

And what the lady wants is the latest in space arrangements and the newest in home furnishings which she has seen pictured in her favorite women's magazines and newspapers.

Proof that the manufacturers of mobile homes have followed the trends in layout and interior decor of standard housing is found in the new 1956 models.

The new models reflect the character, atmosphere and space ideas of standard housing. Within this framework there is abundant expression of the current trends in home furnishings designs and colors. There is no pat floor plan or standard set of furnishings that dominate the new models. Each is different and varied in appeal in an effort on the part of the manufacturers to capture the wide interests of the growing potential of new customers for mobile homes.

The general tastes and preferences of the retired couple and the mobile family have long been known and taken into consideration by the mobile homes manufacturer. Now more attention is being given to another expanding segment of the population which is turning to mobile homes as the most practical housing during a transition period. These are the young married couples whose future is not yet rooted. It may be the young marrieds stationed at a university where an education is to be completed. It may be the growing hundreds of newlyweds who are on the move with the armed services. It may be the young couple who want mobility and "no strings attached" while the young husband is seeking his mark and future security in the business world. Or it may be folks in the entertainment world.

**Notable Example**  
Among entertainers who live in mobile homes, the family of Vernon Schwenke is notable. Vernon, his wife and six children live for weeks at a time in a 21-foot mobile home.

Vernon and three of the youngsters form a novelty balancing act. They play fairs, conventions, sports shows and the like.

Their permanent residence is in Milwaukee. It's a two-story, four bedroom mobile home with 14-foot living room and a 10 1/2-foot kitchen!

The number of young married people among the mobile home

population has doubled in the past 10 years and accounts strongly for part of the bulge in mobile home sales in recent years. A survey made by the Mobile Homes Manufacturers' Association reveals that many of the young marrieds now living in mobile homes have found it good sound economics to purchase all their shelter and living necessities in one package, instead of making separate commitments for a home as well as a refrigerator, stove, furniture and other interior furnishings.

"With a mobile home," according to association officials, "the young people interviewed said they felt free to move wherever their careers dictate. When the family increases, they have a trade-in on a larger model. Later, when their future is settled, they have the equity from their mobile home to make a down payment on permanent housing. And eventually when their family is raised and they retire, many of them may return to the mobile home for their golden years in the sun."

**Practical**  
Evidence of the manufacturers' interest in the growing market for their products among young married people is found in the less-costly and moderate-priced models which are replicas of the bright, cheerful and functional interior decors featured in shelter magazines catering to the newlywed. In these models there are colorful, but durable corduroys and twills instead of more costly textured fabrics in drapes and upholstery, cotton instead of wool rugs, streamlined furniture in light woods and black iron instead of the more costly mahoganies and walnut furnishings of more luxurious models.

Regardless of whether the prospective purchaser is newly married, retired or from a mobile family, there is freedom of choice in all models on name-brand stoves, refrigerators, water heaters, automatic dish washers and driers and air-conditioning. Single or double sinks, garbage disposal units and ventilating fans are other kitchen refinements available in the new models.

Bathrooms in most models feature full size equipment ingeniously arranged for convenience and spaciousness. Built-in medicine cabinets, linen closets and even magazine racks have been included in the bathroom planning. This year colored fixtures have made their appearance in some of the models.

Single or multiple bedrooms—even second-floor bedrooms—are offered by the various manufacturers to suit the needs and tastes of any family. Individual bedroom furnishings include double or twin-

**BEAM'S Attractions**

30 WEEKS OF COMMUNITY CELEBRATIONS AND FAIRS

CONCESSIONS—Can book all types of Hanky Panks. Johnson, with Photos and Camp, write. Concessions will be booked at prices you can afford to pay.

SHOWS—Want Side Show (have top), also Grind Shows and outstanding Animal Show.

HELP—Second Men who can drive semis for all Rides. Agents for Hanky Panks. Griddle Man for Cookhouse. Any capable Show Help can be placed.

Out standing promotions guarantee crowds. WINTERQUARTERS now open at fairgrounds, DURHAM, NORTH CAROLINA. OPENING CELEBRATION, FRANKLINTON, NORTH CAROLINA, APRIL 19.

ADDRESS ALL COMMUNICATIONS TO

**STEVE DECKER, Mgr.**

BEAM'S ATTRACTIONS, MALBURNE HOTEL, DURHAM, N. C.

**MOTORDROME RIDER-OPERATOR**

Want experienced Rider-Manager for Motordrome. DROME NEW last season and in excellent condition. Our celebration and fair route makes this an outstanding opportunity for a sober, reliable operator. Contact

**STEVE DECKER, BEAM'S ATTRACTIONS**  
MALBURNE HOTEL, DURHAM, NORTH CAROLINA



beds, built-in dressing tables and closets and planned storage space to accommodate bedding as well as clothing. In all cases drapes, spreads and carpets are keyed in color and design for harmonious over-all effect.

**Ranch Motif**  
Popularity of the ranch type home has played into the hands of mobile homes manufacturers since manufacturers of home furnishings have scaled and streamlined their products to the casual and functional character of this type housing. The result is that the market offers wide choices in divans, tables, chairs, dinette sets which are admirably suited for the mobile home and the furnishings in this year's models reflect every trend in the field. Just as in standard homes the popular colors are charcoal and pink—with some outcropping of aqua—so are those colors featured in this year's models of mobile homes.

The over-all impression of the models is that the mobile homes have taken on more and more of the characteristics of standard housing—and that stationary housing has learned lessons of space planning and integral planning of the house as a whole unit from mobile homes.

**Record Sales**  
Sales reached an all-time high in 1955, with a total of \$435,000,000, representing 101,900 new mobile homes, a record year in the 25-year history of the industry.

It was a 34 per cent increase over 1954 sales, which totaled 76,899 units carrying a retail value of \$324,000,000.

During 1955, MHMA representatives say:

—One out of every 11 single family housing starts was a mobile home.

—The mobile home industry produced 9 per cent of the approximately 1,161,000 single family housing units built in the country.

—The industry sold an estimated 101,900 mobile home units, whereas there were only an estimated 88,000 prefabricated housing units built.

—Three per cent of all refrigerators, 8 per cent of all space heaters and 20 per cent of all apartment-size gas ranges built during 1955 were consumed by the mobile home industry.

Another continuing factor in sales growth reported the recent provision for FHA insurance on trailer park loans.

This provision was included in the housing bill passed by Congress last August 2.

**Park Loans**  
It permits maximum loans of 60 per cent on a maximum of \$300,000 per trailer park with a \$1,000 maximum per mobile home site.

"This will mean that more and better parks will be built for these people who have a considerable investment in mobile homes costing up to \$7,500, and purchased on privately financed short term loans," officials say.

They pointed out that improvement of mobile home parks has been a critical problem in the industry.

"We believe FHA aid to park loans will prove to be a solution. In the past, adequate financing has been a major problem to park operators.

"Private financing was not available in large enough amounts to permit them to build acceptable parks without substantially more cash down payments than is necessary to start more business ventures," they report.

Association officials forecast that capital invested in trailer parks, now approximately \$500,000,000, is likely to be doubled in the next few years as a result of the new FHA provision. This is expected to attract more potential customers to mobile living.

# WALLACE BROS. SHOWS INC.

**"AMERICA'S MOST SPECTACULAR MIDWAY"**  
**FIRST CALL—1956 SEASON—FIRST CALL**  
**OPENING MEMPHIS COTTON CARNIVAL (BEALE AVE.)**

**9 DAYS — MAY 11, 1956 — 9 DAYS**  
**FOLLOWED BY THE MOST OUTSTANDING ROUTE OF FAIRS AND CELEBRATIONS IN THE MIDDLE WEST**

DIXON, ILL., V.F.W. CELEBRATION	4TH OF JULY, MADISON, WIS.	MADISON, WIS., FAIR	PINE BLUFF, ARK., FAIR
APPLETON, WIS., FIREMEN'S CELEBRATION	DARLINGTON, WIS., FAIR	WAUSAU, WIS., FAIR	ELDORADO, ARK., FAIR
DELAVAN., WIS., LIONS CLUB CELEBRATION (On the Streets)	JEFFERSON, WIS., FAIR	MANITOWOC, WIS., FAIR	KOSCIUSKO, MISS., FAIR
	MONROE, WIS., FAIR	ELKHORN, WIS., FAIR	CLEVELAND, MISS., FAIR
	JANESVILLE, WIS., FAIR	BEAVER DAM, WIS., FAIR	JACKSON, MISS., FAIR
		MONTICELLO, ARK., FAIR	BYRAM, MISS., FAIR

<b>SHOWS</b>	10-in-1 (Lew Alters, write), Girl, Minstrel, Motordrome, Wildlife, Monkey Speedway, Big Snake, Mechanical, Athletic, Fun or Glass House.			
<b>CONCESSIONS</b>	Fish Ponds, Pitch-Till-You-Win, Short Range, Age and Weight, Novelties, Hoop-La, Basket Ball, Snow, Floss, Popcorn. Memphis Cotton Carnival only: Darts, Diggers, Jewelry, Derby, Fish Bowl, Coke Bottles, Ball Games; can place two Grind Stores, write; Blower, Alley, Pan Game, Cigarette Block, Nickel Roll, all kinds of Hanky Panks, Hoop-La, Shiv Rack.			
<b>ESPECIALLY WANT</b>	<b>PHOTOS</b>	<b>BEAR PITCH</b>	<b>CIGARETTE BLOCK</b>	<b>CUSTARD</b>
<b>HELP</b>	Foremen and Second Men for the following: Merry-Go-Round, Ferris Wheel, Tilt, Spitfire, Little Dipper, Kid Rides, Chairplane (Arky, call), Light Towers, Mechanic Helper, Electrician Helper.			
<b>LOT MAN</b>	<b>CAPABLE GENERAL AGENT THAT KNOWS MY TERRITORY, WRITE</b>		<b>MATINEE PROMOTER</b>	
<b>BOX 1184</b>	<b>ALL REPLIES: E. E. FARROW, MGR.</b>			<b>JACKSON, MISS.</b>
	Phone: 3-7644 (Nights) or 5-9276 (Days, Winterquarters)			

**SPRING SPECIAL—WHILE THEY LAST!**

<b>60" SEARCHLIGHTS</b>	<b>SEARCHLIGHT GENERATORS</b>
<b>\$375.00 EACH</b>	<b>\$550.00 EACH</b>
16.2 Kw. DC, Hercules Engine	
Guaranteed Perfect Units. (Limited Amount Available.)	
All spare parts in stock. Complete lamp mechanisms, \$75.00 each.	
<b>SEARCHLIGHT CARBONS—\$30.00 per case</b>	
(Clean! Dry! Perfect!)	

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**GOLD MEDAL SHOWS**  
CONCESSION DEPARTMENT CAN PLACE

Long Range and Short Range Shooting Galleries, Duck Pond, Pitch-Till-You-Win, String Game, Fork Coke Bottles, Coke Bottles, Hoop-La, Ball Games, Hanky Panks of all descriptions.

**FINEST ROUTE FOR THIS TYPE OF CONCESSIONS**

**BINGO:** Can place Assistant Caller and good Counterman. Best of treatment and good pay. **AGENTS:** One capable Count Store Agent, also two capable Peck Store Agents. Want two good, sober and reliable Bucket Store Agents. (Don Straub, contact.)

**WRITE OR WIRE: WILLIAM COWAN, WILLIAMSON, W. VA.**  
P.S.—NEAL CARLIN, waiting to hear from you.

**FOR SALE—1954 CALUMET COACH**  
**POPCORN AND CARMELCORN TRAILER**  
Booked with W. G. Wade Shows. Some Supplies available.

**PRICE \$2,200 Cash**

**DAN PETRALIS**  
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Valparaiso, Indiana  
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**WILD BIRD CAGES**

50¢ each in case lots of 200 cages, F.O.B. Houston, Texas. Less than case lots, 60¢ each, shipped from Oklahoma City. General line of Carnival Supplies, Novelties, Balloons, etc. 25% deposit on all C.O.D. orders. New Catalog out soon, state business.

**M-G NOVELTY COMPANY**  
17 SO. WALKER STREET OKLAHOMA CITY, OKLAHOMA

**20th century shows**

**"STREAMLINED AND GEARED TO THE TIMES"**

**SPRING OPENING AT LAKE WHITNEY SPORT SHOW, WHITNEY, TEX., APRIL 12-22, LARGEST SPRING CELEBRATION IN THE SOUTH—11 DAYS AND NIGHTS. GOOD SPRING ROUTE AND 14 FAIRS TO FOLLOW.**

**RIDES—**Will book Scrambler, Dark Ride or any major Ride not conflicting. Also want live Pony Ride.

**SHOWS—**Can place Grind Shows with own outfits. Good proposition for Fun House. Clarence Thames wants Girls for Girl Show. Claude Bentley wants Help for Side Show and Monkey Show.

**CONCESSIONS—**Will book Legitimate Concessions of all kinds.

**HELP—**Want Foremen for Roll-O-Plane and Kid Rides. Want Second Men who drive. Also want Assistant Mechanic.

**Contact: E. D. McCrary, Mgr., Box 234, Waco, Tex.**

**THIRD ANNUAL CIVIL DEFENSE EXPOSITION**

**ONE OF THE LARGEST SPRING DATES IN THE COUNTRY. OPENING APRIL 11, WILLARD PARK, STATE & WASHINGTON STS., INDIANAPOLIS, IND., WITH FOUR PARKS TO FOLLOW AND THE 500 MILE SPEEDWAY, THRU MAY 30**

Can place following Concessions—Novelties, Sno, Pronto Pups, French Fries, Diggers, Arcade, Derby, African Dip, Punk Rack, Basketball, Balloon Darts, Huckley Buck, Coke Bottles, Fish Pond, Long Range, Hoop-La, Archery, Shiv Rack, Cork Gallery, String Games, Hi-Striker, Pitch Concessions, Gadgets, Coils, Cards, Auction. Concessions listed have not been booked as yet. Space is limited. If interested, call, write or wire

**PAUL MILLER**  
1006 FLETCHER AVE INDIANAPOLIS, IND.  
Phone: Melrose 4-8551 before 6 p.m. and Melrose 2-1978 after 6 p.m.  
Can also place reliable Agents. Joe Axel, call me.

**CARNIVAL WANTED**  
JUNE 11-17  
Sponsored by American Legion Post 373  
Roodhouse, Ill.  
Send sample contract, list of Rides and Shows.  
**AMERICAN LEGION POST 373**  
c/o W. W. CUNNINGHAM  
514 E. CLAY ROODHOUSE, ILL.

**FITZIE BROWN**  
Get in touch with  
**FRANK WEST**  
Immediately—very important

**MEEKER'S SHOWS**  
**WANT — WANT — WANT**  
**RIDE HELP—CONCESSIONS—SHOWS**

Can use capable Ride Help in all departments. Those previously with the show, please contact us now. **SHOWS—**Need attractions with own equipment. **CONCESSIONS—**Hanky Panks. Anything new. Long season. Opening April 30, Washington State Apple Blossom Festival, Wenatchee.

**Contact: RALPH MEEKER, Owner-Manager**  
3848 EAST B STREET TACOMA, WASHINGTON

## Greater Tampa Showmen's Association

TAMPA — A comparatively small number of members were on hand for the regular meeting which was opened by President Sam Gordon. Also on the platform were C. C. Groscuth, second vice-president; Joe Fontana, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

Irish Gaughin and Earl Maddox reported on the hit-the-road party and said that prizes would be awarded for the most novel costumes. Jack Wright Jr., reported that a series of interviews with various show people was being scheduled on area radio and TV stations.

C. J. Sedlmayr Jr., reported that all headstones were in place at the cemetery plot and that the Clover Garden Circle had completed its landscaping program.

The blood bank was reported at 465 pints.

Following the meeting, Howard Piercy served a buffet luncheon.

### Ladies' Auxiliary

The Wednesday (28) meeting was called to order by President Esther Young. Bertie Perrot, sergeant at arms, reported 53 members present. Also on the platform were Vera Hauck, first vice-president; Mary Wenzik, third vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Chaplain Ella Stophel delivered the invocation. Reported on the sick list were Olive Sprague, Christine Van Eyck, Kiki Dolan and Virginia Gallagher.

The addition of Lucille Lamkin brought the total membership to 598. Plans for a picnic and swimming party were announced as well as details for the hit-the-road party and tacky party.

Secretary Grace Fillingham disclosed she planned to plane to Chapman, Kan., to help celebrate the 50th wedding anniversary of her parents, Mr. and Mrs. Louis Isler.

# CLUB ACTIVITIES

## National Showmen's Association

NEW YORK — A report by chairman Charley Davenport revealed that the recent Barn Dance night was a success financially, as well as being one of the best affairs held in the clubrooms in recent years. The club cleared \$145, and Davenport expressed thanks to Joe Gilbert for again obtaining talent for the evening.

The last meeting was livened by announcement that a deal is in the making for a new permanent home. All present expressed co-operation with President Snellens' fund campaign for 1956.

It was voted to extend three months' grace to those who take out club membership from now until July 15. In this way the new members can obtain their 1956-'57 cards right away, before the end of the fiscal year.

Harry Rosen reported closing with the Commodore Hotel for the annual banquet, to be held again on Thanksgiving Eve. The main course will be prime ribs of beef, the same as for the successful 1955 event, and the price remains \$11 per person, including tax and gratuity.

## Showmen's League of America

CHICAGO — Upwards of 60 members, including the complete staff of officers, were on hand for the Thursday (29) meeting. On the platform were Maurice Ohren, president; Al Sweeney, Jack Duffield and Bill Carsky, first, second and third vice-presidents respectively; Bernie Mendelson, treasurer, and Homer Briant, executive secretary. Also invited to participate were three past-presidents,

Sam J. Levy, Fred H. Kressmann and Ned Torti.

Treasurer Mendelson reported for the ways and means committee and said early results on the car giveaway fund drive were gratifying. Chick Schloss announced that Pete Andrews was confined to Augustana Hospital here and was permitted visitors. San J. Levy said that Rube Liebman was still in the Sunshine Sanitarium, Tampa, and doing as well as could be expected.

Present after absences were John (Sheik) Lempart, Hank Shelby and Norman Schlossberg, Ralph Woody and Earl Shipley. New members are Pasquale Fiori, Herman Stern and Earnest Kestler.

The house committee announced its next bingo party was scheduled for April 7. Past President Kressmann is finalizing plans for a European vacation.

Secretary Briant asked members to send in a permanent mail address.

## Michigan Showmen's Association

### Ladies' Auxiliary

President Laura Baker was in the chair at the regular Monday (19) meeting. Other officers present included Ann Stone, Tina Weiner, Helen Cook, Betty Greeley and Gertrude Quist.

Marion Fodal, chairman of the entertainment committee, reported attendance at the St. Patrick's Day party was large.

Back from Florida vacations were Betty Greeley, Jean Briggs and La Verna Taylor. Margurite Heiser was thanked for her contribution of a stove for the club's kitchen.

It was announced that Margie Mansell withdrew her petition for president during the recent elections due to business reasons.

Ravelle Galo heads the committee to raise funds to make the final payment on the club's cemetery lots.

Winners of various events at the social included Marv Sullivan, Clara Silber, Carrie Dear, Betty Greeley, Margie Mansell, Margurite Heiser, Jean Briggs, Tina Weiner, Edythe Rizick and Mary Falkner.

## Heart of America Showmen's Club

KANSAS CITY, Mo. — The next to the final meeting of the winter season was highlighted by the annual pot-luck dinner served by the members of the auxiliary. Fried chicken and the trimmings were prepared by Bobby Coy and her committee.

Mr. and Mrs. Chester I. Levin were back after a tour of Europe. Following dinner, President Ray-

mond A. Clayton opened the regular meeting. All details for the New Year's Eve banquet and ball have been completed. The event will again be held in the Georgian Room of the Hotel Continental. First meeting of the fall will be held October 26.

## Pacific Coast Showmen's Association

LOS ANGELES — Four new members were voted into the membership at the regular meeting here Monday night (26). President Edward Harris conducted the session with Bob Downie, vice-president, and Al Flint, executive secretary, also on the rostrum.

The new members are William P. Peterman, Kenneth F. Bell, Barney Stevens and J. S. Fitzgerald.

Bob Barnard reported that Louis Godfrey is recuperating at the Veterans Hospital in Sawtelle, Calif., Bill Swanson underwent surgery at the Los Angeles General Hospital and George Surtees is expected to be soon discharged from the Long Beach (Calif.) Community Hospital.

The club members were invited to attend the Polack Bros.' Shrine Circus Tuesday (3). Sam Dolman, chairman of the delayed St. Patrick's Day dinner, reported that the event netted over \$400.

Sam Dolman reported that a number of new members were obtained at the National Orange Show. The club members were the guest of Frank W. Babcock, whose United Shows played the midway.

The welfare committee reported that Clyde Gooding is soon expected to be out of the Glendale rest home where he has been confined for the past several months.

## Caravans, Inc.

CHICAGO — Good attendance was registered at the March social which was sponsored by Marion Falco, Eileen Cherone, Wanda Derpa and Eva LeRoy.

Edith Streibich was greeted warmly at the recent regular meeting where she thanked members for their kindness during the long illness of her husband, Joe, and her sister, Jeanette Wall, who recently underwent surgery. Other members on the sick list included Isabella Brantman, Mabel Davis and Veronica Potenza. Members were saddened by the death of Eva Clark and Estell Swaider's father.

A letter from Mae High thanked members for their gift check. Other correspondence was received from Betty Shea, Emily Bailey and Mae Oakes.

A rising vote of thanks was given Mae Taylor, Ann Sleyster, Frances Berger and Eileen Cherone for the excellent social.

The portable television set, purchased for the use of confined members, is currently being used by Jeanette Wall. Lillian Blancoe, a former member, has once again joined the Caravans. President Marianna Pope's parents, Mr. and Mrs. George Catrambone, were feted on their recent 40th wedding anniversary.

Spring party is scheduled for April 21.

## Show Folks of America

SAN FRANCISCO — The regular Monday (26) meeting was called to order by Oscar Mattle, third vice-president. Attending officers included Charlotte Porter, treasurer; Lola Cox, financial secretary, and Bonnie Townsend, recording secretary. President and Mrs. E. S. Fitzgerald were reported vacationing in New York. James A. Harmon is a new mem-

ber. Easter greetings were received from Dick and Mary Kantlie. A letter from Art Sussman indicated that Gene Rosencrantz was on the mend following surgery. Kathleen Elsmere was reported back in the hospital and Harry Low was in San Francisco Hospital. Others on the sick list included Joe Ryan, James McCaffery and Joe LaMont. Joe Clemons announced plans for a pot-luck supper. Bob Ferguson introduced his new wife to the membership.

## WANTED

Merry-Go-Round Foreman for new machine; salary and P.C. Also Man to call and take charge of small Bingo and be useful; must be sober and reliable.

**BILL ENFANTE**  
**THE JOLLY SHOWS**  
47 Crittenden St., N.E.  
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## WANT GIRLS

For Revue and Posing Show. Featured Strip and Specialty Dancers. Top salary, wardrobe and transportation furnished. Organ Player, we have organ; Candy Man who can make openings; M.C. wanted, also Canvas Man and Ticket Sellers who drive somis. No drunks. Contact

**FRANK TEZZANO**

1687 Arlington St., Sarasota, Florida.  
Phone 26874 till April 10; then c/o  
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## FOR SALE

Two Custard Trucks, one Concession Trailer. Beautifully finished. Fully equipped. Trucks have 10 KW generator.

**C. SENNA**

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## ILLUSION SHOW

Spectacular front, fifty feet. Rally on top of bus. Many big illusions include: Six-Rise, Floating Girl, Flash Wardrobe, Sound Systems. You furnish forty sixty top or larger with inside platform. Reputable Showmen anywhere in U. S. wire

**CHARLES ROGERS**

c/o The Billboard, 6000 Sunset,  
Hollywood 28, Calif.

## CARNIVAL WANTED

Good line-up of Rides for gigantic Celebration—Parade, Fireworks and Free Acts every day—S.E. Wis., July 4, 5, 6, 7, 8 or July 6, 7, 8.

Wire or phone, don't write.

**MEL HUMMITSCH**

Dial GL 7-5102 SHEBOYGAN, WIS.

## WANTED

### A CARNIVAL

for a big American Legion 4th of July Celebration.

**W. A. OGLESBY, Adjutant**  
Aurora, Missouri

## REID'S GOLDEN STAR SHOWS

Want Concessions: Hanky Panks of all kinds. Want Legal Adjuster with Concessions, Ride Help—Second Men on Wheel and Merry-Go-Round, Snake, Monkey Shows. All replies to  
**ELMER REID**  
Route 2, Affton, Tenn.  
Phone 6082 in Greenville, Tenn.

## WANTED

LARGE RIDES—JUNE 30-JULY 4

**TED BROUSSEAU**

NEW BALTIMORE, MICH.  
Phone: Raymond 5-2021

## FOR SALE OR TRADE

1948 Model Spitfire, bottom loader, painted, reupholstered and ready to go. C-Cruise, good mechanical condition, needs paint.

**E. B. NELSON**

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## Thank You

**EDW. (TOBY) and SMITTY TURBIN**

Concessionaires  
Penn Premier Shows  
for your new NASHUA living trailer purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**

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NOW

## MEMBERSHIP DRIVE NOW ON NEW SPECIAL LOW RATE

\$10 Initiation and \$10 Dues.  
Give Paid-Up Card to Sept. 1, 1957.  
Write Today for Your Application

### PACIFIC COAST SHOWMEN'S ASS'N

Edward Harris, President      Al Flint, Executive Secretary  
Sam Dolman, Chairman, Membership Drive  
1235 South Hope Street      Los Angeles 15, California



# GLADSTONE EXPO SHOWS

OPENING APRIL 16, EUROPA, MISS., DOWNTOWN LOT

Followed by Holly Springs, Miss., first show in three years, then Humboldt, Tenn., Strawberry Festival

### CONCESSIONS

Want Bingo, Pitch-Till-You-Win, Ball Games, Fish Pond, Glass Pitch, Jewelry, Custard, Novelties, Basket Ball, Balloon Darts, Coke Bottles, Hi-Striker, American Mitt Camp (no gypsies), Swinger, Pin Store, Razzle, etc.

### RIDE HELP

Foremen and Second Men on all rides. Especially want Foremen for Wheel and Tilt.

### SHOWS

Want Monkey, Fun House, Side Show, Mechanical, Mutton Show or any Grind Show with own equipment.

Chuck Alexander wants Agents for 6-Guns, Bushets and PC Tables.

Contact **F. O. POOLE**

Box 1184, Jackson, Miss.

# FAIR TIME SHOWS, Inc.

## ANNOUNCES...

On or about May 15 we will be available to play fairs and celebrations.

☆☆☆

Because of a contractual conflict we will have some open time. We invite your inquiries and will be glad to discuss your needs and our capabilities to fulfill them.

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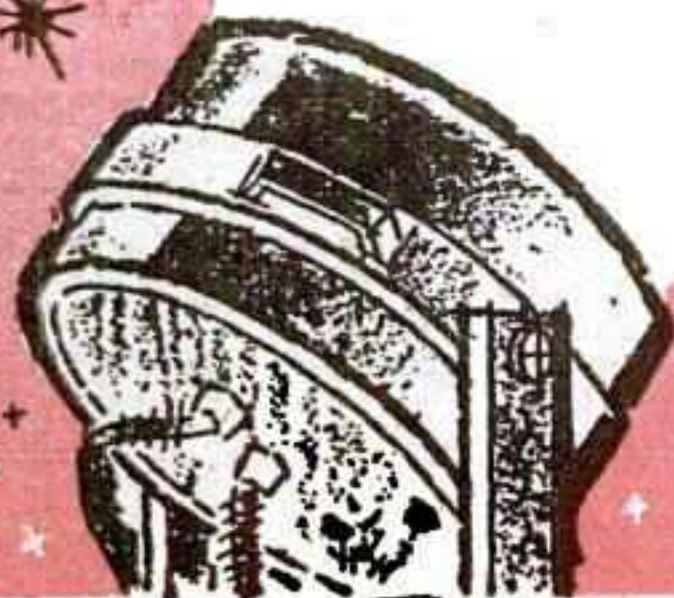
To the many committees we served last year — we hope to again have the privilege of being featured at your fair.

☆☆☆

We will continue to build to serve you better . . . Now and in the future.

CONTACT US NOW  
FOR BOOKINGS

Olivia Waldron, President  
**FAIR TIME SHOWS, Inc.**  
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# Sensational! New! 360° REVOLVING LIGHT



**TRIPPE HI-BALL**



- ★ FREEZE-PROOF
- ★ WATER-PROOF
- ★ FADE-PROOF
- ★ TROUBLE-PROOF
- ★ EASY TO INSTALL OR REMOVE
- ★ MADE LIKE A FINE WATCH
- ★ BUILT FOR YEARS OF SERVICE

Hi-Powered attention getter! Its parabolic mirror rotates around the powerful light bulb at 60 TIMES A MINUTE. Intense flash can be seen at great distances. Plastic dome available in Red, Amber, Blue, Green or Clear. 115-130 Volt, A.C. 9 1/2" diameter. Heavy chrome. Ultimate in beauty and operation—and the price is LOW!

Write or Wire for Beautiful Catalog or Call Your Jobber

**TRIPPE MFG. COMPANY**

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**TERRIFIC - OUTSTANDING**

## NEW ANCHOR TENT FRAMES

for CONCESSION and 4-WAY TENTS

Engineered For 2 Years to Assure the BEST for SHOWMEN  
THE SHOWMEN'S CHOICE  
Best Delivery—Write Today—  
Low Prices.

DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2"x1") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.

Made to the Quality Standards of  
**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA PHONE HA 3-8183

MEMBERS OF CANVAS TENTS FOR ALL PURPOSES

## SONNY MYERS AMUSEMENTS

Opening April 15, St. Joseph, Mo.; followed by the Great Apple Blossom Festival starting May 1 uptown. People opening will be given preference for Apple Celebration.

Can place for long season of Fairs and Celebrations in Missouri, Iowa, Kansas, Nebraska and Oklahoma—Long Range, Water Games, Cokes, Age and Scales, Hi-Striker or any Hunky Pank. Will make good proposition to Sit Down Grab or Cookhouse. Will book Funhouse or clean Grind Show. L. M. Nelson, contact. Have attractive proposition for Man and Wife to operate Short Range and Photo. Can place a few more Agents.

Ride Help: Can place Octopus Foreman and Second Men on all Rides. Winter Quarters open. Drunks, save your time. Contact

**BILL DILLARD**

2418 St. Joseph Avenue, St. Joseph, Mo. Phone 25746

## GREAT WESTERN SHOWS

WANT for a proven route of Fairs and Celebrations in California—Hanky Panks and small Side Shows.

WANT Lot Superintendent, top salary; must have experience in all departments.

WANT Wheel, Octopus and Tilt-a-Whirl Foremen and other Ride Help; prefer Licensed Truck Drivers.

WANT Hanky Pank Agents for office-owned outfits. The cleanest of clean shows. No drunks or chasers.

Write, Wire or Phone  
**RAY COX, Mgr.** 3732 LAURITE AVE., FRESNO, CALIF. PHONE 6-5127

## STAN-NELL'S SHOWS

Want for route of 45 Celebrations and Fairs in MINNESOTA—NORTH DAKOTA—SOUTH DAKOTA

RIDES—Will book a Major Ride, Tubs of Fun, one Children's Ride. SHOWS—Snake, Mechanical, Fun House. CONCESSIONS—Photo, Roman Targets, Hats, Novelties. Foreman for Wheel.

Address **PETE WOLF**  
P. O. BOX 82 MONTEVIDEO, MINNESOTA

## CARPENTER BROS.' SHOWS

Opening St. Marys, Ohio—May 15 thru 19

Sponsored by Junior Chamber of Commerce & National Guard. Armed Forces Day Celebration May 19. Parade. 7,000 advance tickets sold as of this date.

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### MAINTENANCE TIPS:

## Proper Up-Keep Prolongs Trailer Life, Saves \$\$

SHOW people who live in and haul house trailers can save themselves big repair bills and much inconvenience by following a few simple operational and maintenance rules, according to the Mobile Homes Manufacturers' Association. By following these suggestions the owner can obtain the greatest possible service, pleasure and resale value from mobile homes.

For overnight parking, it is desirable to stabilize the mobile home enough to give it rigidity—particularly if it is over 18 or 20 feet in length. Digging little ditches behind the wheels, then rolling back into them, may suffice on shorter coaches. For the longer models, however, steps 1 and 2 only, as outlined below, should give satisfactory stability. These two simple steps require no other jack than that in the trailer couple hitch.

Once your mobile home is maneuvered into position at any location where it is to remain for any length of time, some form of stabilizing support is not only desirable, it is a "must". On most small units four stabilizers or supports should be adequate—one at each corner on the main frame members. On longer units it is well to follow manufacturer's recommendations on blocking, bearing in mind that the longer the unit, the more supports are needed. It may be advisable to use as many as eight, 10 or more, depending on length of the trailer, location of outside doors, and whether or not running gear is to be removed.

#### Coupler Jacks

1. Use the coupler jack at the front end of the unit to lower the front end two to four inches below level. Then place two stabilizers approximately 12 inches behind the rear spring hangers—do not under any circumstances block under floor boards, sides or narrow steel outriggers, but always under main frame members. Adjust the stabilizers so they are snug. If unit is setting high on one side, adjust the stabilizers on that side correspondingly lower.

2. Next, raise the front end slightly above level, again using the coupler jack, then place the other two stabilizers or supports under the main frame members at the front of the unit. Adjust in the same manner as at the rear, then lower the front end onto the front supports. The caster should support its share of the weight, permitting even distribution of the weight on the supports as well as on the caster wheel.

3. Next, add supports under main frame members immediately ahead of front spring hangers. In placing these supports, as well as those in Steps 4 and 5, it is necessary to use a jack, always under the main frame member near the point of intended support. A hydraulic jack having a minimum capacity of 1 1/2 tons is recommended. After these supports are placed, the tires should still be in contact with the ground and should bear their share of the load.

4. Next, add supports under main frame members near the rear end of the trailer. If main members are concealed by weatherboard, and there is doubt whether they extend to the extreme rear of the coach, it is best to place supports in about 16" or 18" from the rear.

5. Next, add supports so that one is immediately under the outside front door . . . and the other on the opposite side—always under main frame members.

Whether your mobile home is equipped with a single axle or is

a tandem, adherence to a few simple rules can avoid some possible costly experience with the undercarriage. Good tread on tires is a necessity. Frequent checks should be made to guarantee correct, uniform pressure in all tires to eliminate cupping and uneven tire wear. Softer tires on one side cause a drag or sway. Over-inflation results in a rougher ride for the trailer and possible tire injury.

It's advisable to change tires from one side to the other every few thousand miles to equalize wear. For long idle periods, tires should be partially relieved of weight, or at least occasionally jacked up and rotated a quarter turn, but kept inflated to normal pressure.

Wheel lug bolts sometimes work loose, especially on larger units, so it is a good idea to inspect and tighten all lug bolts before starting on a trip and every few hundred miles thereafter. Grease the spring shackles every 1,000 or 1,500 miles, just as with your automobile. Wheel bearings are properly adjusted at the factory. If it is necessary to disturb this adjustment in order to grease the bearings or adjust the brake, the bearings must be adjusted by a competent mechanic. Wheel bearings and hubs should be repacked every 5,000 miles with standard fiber wheel bearing grease, medium grade.

#### Brakes

The brakes (electric or hydraulic) normally require very little attention. If the home has been parked for a prolonged period, have the brakes checked before using. Many new automobiles are equipped with 12-volt electrical systems and the mobile home is equipped with a six-volt system. If your automobile has the 12-volt system you must install a resistor in the brake circuit between the power source and the controller and replace all mobile home clearance, stop and signal lights with 12-volt bulbs.

Frequently when owners complain of trouble with electric brakes the trouble is found in the wiring. One should make sure that the hand control for the brakes is properly installed on the towing vehicle. The hot wire leading to the hand control should lead directly from the battery terminal or from the starter cable direct to the hand control. One place to look for trouble is in poor connections in the connector plugs between the unit and the tow car. If the mobile home has been standing for a number of months where there is an especially damp atmosphere, the armature and magnet poles inside the brake may have become excessively corroded, thereby reducing the power.

Many units are also equipped with Stromberg hydraulic brake systems, which utilize the same type hydraulic brakes in use on cars and trucks. The same upkeep, care and maintenance is required that is required on an automobile.

#### Trailer Hitch

Almost all mobile homes are equipped at the front with a coupling and hoisting device, commonly referred to as the "hitch." Grease fittings are provided on most hitches for lubricating the jack mechanism to prevent rusting and to make for easier operation. Regular greasing and cleaning should be done even though the unit is not in highway use. Keep the couple ball socket and jack housing parts well greased. Regularly check the ball for size, and check the socket for wear. It is easy and economical to replace these parts if needed. The metal ball should be lightly

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WANT—Legitimate Concessions and worth-while Shows with own equipment. FOR SALE—1947 Caterpillar Ride in good condition, ready to operate, with or without trailers.

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covered with fiber grease, and covered when not in use, to keep it free from rust. An old tennis ball, from which a slice has been removed, makes an excellent cover, as does an empty baby food can.

**Exterior Care**

Generally speaking, the exterior finish requires about the same care and upkeep as the finish on your car. Many units today have roofs and tops of the same material as the sidewalls, while others are of canvas over a plywood or hard-board deck, built-up roofs, or laminated plastic. It's a good rule always to keep the exterior well painted and waxed. When a mobile home is cleaned and waxed regularly, the finish is protected from minor scratches and abrasions caused by grit and road grime. Protective measures are particularly important in seaboard localities exposed to salt air and in industrial areas where smoke fumes prove highly destructive.

Unpainted aluminum exteriors (also aluminum toilets, lavatories and skins) can be polished with aluminum polish, aluminum cleaner or a silver polish. Chrome-plated parts should be wiped occasionally with a cloth dampened with light oil or kerosene. An occasional touch of paint applied to window frames, moldings and screw heads will help prevent rust. Over-emphasis cannot be given to the importance of sealing at once any cracks or openings, however small, that might develop around the moldings, joints, rub rails, splash panels, windows, top seams, doors, roof vents and around wheel housings.

It's wise to paint canvas roofs every six months, or at least every year. For best heat-deflective results use aluminum, chrome or silver-tone colors on a canvas roof.

Open windows frequently and clean them around the metal casing. Wipe the metal with a vaseline rag to prevent rust on metal parts. If you are bothered with excess moisture on the glass, it will help to wipe the glass lightly with a vaseline rag. Window hinges and operating arms should be lubricated once a year.

Maintenance with household wax is the best way to keep the inside of your trailer beautiful. There are three types of waxes—paste, liquid cleaning and polishing wax, and cream wax. All give a rich, mellow sheen. Whether your floor covering is made of printed linoleum, inlaid linoleum or rubber tile material, it will last longer and keep its looks better if it is waxed or polished at regular intervals. Any good grade of household floor wax or polish will do. Do not allow sand, cinders, tacks or other material to lay around loose to be ground into the covering. There are a number of good linoleum coatings and preservatives on the market.

**20th Century  
To Play Texas  
Sports Show**

WHITNEY, Tex.—E. C. McCrary's 20th Century Shows will provide the midway attractions at the Lake Whitney Sports Show, to be held here April 13-22, Frank R. Ware, exposition's assistant director, announced.

Other attractions will include the Clyde (Barefoot) Chesser country and western band along with free acts. Exhibits will be housed in two 60 by 120-foot tops altho many, such as boats, trailers and automobiles, will be shown outdoors. Last year's event pulled an estimated 200,000, according to Ware.

**Happy Powelson  
Buys New Semi,  
Panel Truck**

COSHOCTON, O. — Happy Powelson, owner of Powelson Amusements, has purchased a new Chevrolet panel truck and a new semi. The panel truck will be used with the No. 2 unit, while the semi will be used on the No. 1 unit to transport a new Scrambler ride, which is scheduled for delivery in time for the opening of the No. 1 unit at Newark, O.

General Agent Frank D. Bland is back in quarters here after winding up the season's bookings. Plans call for the show to operate three units late in the season to take care of the number of extra dates booked for that period.

Homer Snedeker heads up winter quarters activities, with Harry Day assisting. Both Snedeker and Day will manage a unit during the coming season. The rolling stock already has been put in top shape by George Nixon, transportation foreman.

**E. J. Casey Set  
To Go Out With  
Own Show Again**

WINNIPEG—E. J. Casey, owner of the E. J. Casey Shows, will go out with his show this year after five years spent by him in building up Rendezvous Park here.

Duke Ashe will serve as assistant manager. Other key staffers will include Allan Ramsay, electrician; Joe Cooper, lot foreman, and Walter Bolonchuck, loading superintendent.

The show will play in Manitoba and Western Ontario, a change from last year when it was routed thru Saskatchewan for most of the season. First stand will be at the Norwood Bridge lot, starting May 8.

Work in winter quarters in nearby St. Vital is being directed by Ashe, with Eric Kleinrod and Glen Vosper assisting. All seven of the rides to be carried are being completely overhauled.

**Meeker Signs  
Yakima Annual  
For 9th Year**

YAKIMA, Wash.—The Ralph Meeker Shows were signed Thursday (29) to play the Central Washington Fair here for the ninth straight year, J. Hugh King, fair manager, announced.

The contract with the carnival was signed by King; Perry Woodall, board president, and Wayne Kesterson, board treasurer.

In Tacoma Meeker said that the show will open April 30 for six days in Wenatchee at the Washington State Apple Blossom Festival. The show will carry, Meeker continued, 14 rides, six shows and about 30 concessions. A circus will be presented for the second straight year as a free attraction. Herb Dunn will handle special promotions. Show is scheduled to play 15 fairs and major celebrations. Route closes with that of the local fair September 30.

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EARLY JUNE CELEBRATION — GRAND OPENING

CONCESSIONS: Can place for the season, COOKHOUSE, must be neat and catering (office owns rides). Snow & Floss, Popcorn & Apples, Custard, all Merchandise Concessions, Water Games, Pitches, Ball Games, Darts, Age & Weight, Coke Bottles, Long & Short Ranges, Six Cats, Buckets, High Striker, Jewelry and Novelties, etc. (Bingo, excellent route.)

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We open in Princeton, Minn., June 1, Diamond Jubilee.  
WINTER QUARTERS: PELICAN RAPIDS, MINN.

**COUNTY FAIR SHOWS**

2nd CALL

WANT SHOWS: Girl Show, Mechanical, Illusion, Wildlife or any worth-while Show with own equipment. CONCESSIONS: All open except Floss, Popcorn, Ball Game, Six Cat, Jewelry, Coke Bottle, Cork Gallery, Parachute, Ducks, Grab, Diggers, Roman Targets, Mitt Camp, NEED RIDE HELP ON: Octopus, Ferris Wheel, Jinny, Roll-a-Plane and Kid Rides. Carl Vaughn, Rusty Eckenrod, Wesley Inman, Geo. & Anne Mitchell, write or call

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PAST WORLD'S FAIRS POINT WAY

Projected Miami Permanent Expo Bases Plans on Intensive Survey

AT NO TIME in this century has a world's fair been undertaken without considerable effort being made to survey all precedent, in an attempt to come up with a profitable formula. It goes without saying that nobody dreams up the concept of a world's fair operated in commercial fashion, with expectations of losing millions of dollars in the operation; but on past performance it would be an extreme rarity to break even on such an event.

Having made the necessary surveys, however, the sponsors of a world's fair proposition must have boundless optimism, not only to seek \$70,000,000 via bond offering, but to sign a managing director for \$50,000 per annum plus a \$262,500 commission on the bond sales. If this is big money, it is only because the sponsors are accustomed to big money, and it is a very big proposition.

Headed by McDonald

The fair is "Interama," permanent exposition designed for the Miami suburbs, and the man is Harry A. McDonald, former six-year member of the Michigan State Fair Board and its chairman in 1936. McDonald, a veteran in-

vestment expert and corporation man, was 1952-'53 administrator of the Reconstruction Finance Corporation (RFC), and will earn a fee of three-eighths of 1 per cent on the bond sale, since he is also fiscal agent of the sponsoring Inter-American Center Authority.

A broad and comprehensive analysis of the fair proposition, undertaken by Ebasco Services, turned up many aspects of previous world's fairs which the Miami group will consider in its proposed operation. The proposal bids to become a reality with the event in full swing by the 1958 target date, since all management members of Interama are men of sound financial experience, and the governing Authority is an official agency of the State of Florida, with Gov. Leroy Collins serving as ex-officio head of the Authority. Chances of getting the immense undertaking off the ground are reportedly excellent.

Wary of Target Date

The target date is one of the pitfalls to be wary of, the survey indicates, for undue emphasis on such a date resulted in unnecessary expenditures by previous world's fairs. Overtime and pre-

mium payments were incurred, Ebasco notes, in the struggle to open on a certain predetermined and advertised day. Interama will tone down this type of advertising and will instead try to keep the populace abreast of construction developments without going overboard on the "grand and glorious day" until it is safe to do so.

Attendance proved another pitfall of the past. In nearly every case studied, the fairs overbuilt. They were so designed as to accommodate many more visitors than actually attended, resulting in unnecessary expenditures. Interama's first-year expectation of 15,000,000 people, tapering off to a 10,000,000 level in the third year of operation, is a modest estimate in comparison with some fairs of the past.

Watch Over-Building

An element to note is that while the Century of Progress Exposition (Chicago, 1933-'34) ended with a surplus, this was not true of the New York World's Fair (1939-'40) and Golden Gate International Exposition (San Francisco, 1939-'40), despite the impressive millions of people they attracted. New York anticipated many days on which more than 500,000 people would attend; San Francisco foresaw daily crowds of 225,000 on peak days. But the New York estimate was reached only once and San Francisco's top gate was 208,000, both events hitting those records on the closing day of the 1940 season.

"The excess provision of facilities by these fairs was costly," the survey points out, "and the unnecessary overbuilding contributed materially to deficit operations that followed." Interama will attempt a more realistic approach to this situation.

Figures Cited

By way of comparison and statistical record, the following are attendance figures of the last two-year fairs: Chicago, 1933 ..... 22,565,859; Chicago, 1934 ..... 16,486,377; Frisco, 1939 ..... 9,718,400; Frisco, 1940 ..... 5,135,897; New York, 1939 ..... 25,814,953; New York, 1940 ..... 19,118,025

Average daily attendances were: Chicago, 138,400 and 152,600; San Francisco, 38,261 and 40,124, and New York, 139,540 and 112,459. The Miami event anticipates 50,000 daily in its opening year, leveling off at 33,333 in the third year.

This "third year" is the secret of the contemplated success of the Southern venture, for Interama, aimed at cementing relationships between nations and peoples in the Americas, is designed as a "permanent" world's fair. The belief is that previous two-year fairs, plus the Louisiana Purchase Exposition (St. Louis, 1904) and the Panama Pacific Exposition (San Francisco, 1915) would have enjoyed far greater financial success if allowed to run another year or two. The Chicago event ended with a surplus despite being conducted during severe economic times; the other events also were held during periods of recession.

Two Years Too Short

All were built as temporary projects for one or two seasons, with a resultant large expense necessary to build, maintain and dismantle the structures and facilities and to maintain a standby staff between seasons. "Between seasons" is expected to be a very minor period in the sunny Florida climate, and as many as 300 operating days a year are foreseen. The interim period will allow for a general refurbishing and 20 per-

cent shakeup in exhibits, in order to attract repeat customers via the newness of the fair's contents.

One of the Interama aspects expected to draw the multitudes is its location. The "Graves tract" of some 1,600 acres is convenient to Miami and easily reached by car from north and south Florida. It is less than 10 miles from the heart of Miami, fronting on Biscayne Bay and skirted by both U. S. 1 and State Highway A1A. Fort Lauderdale lays less than 15 miles to the north.

Dollar Admission

Where will Interama get its expected level of 10,000,000 customers a year? The Authority cites Greater Miami's increase in population to nearly a 750,000 permanent resident total. Seven Florida attractions—Cypress Gardens, Villa Viscaya Art Museum, Silver Springs, Ross Allen Snake Farm, Parrot Jungle, Marineland and McKee's Jungle Gardens—drew a total of 3,388,000 people in 1953, at admission prices ranging as high as \$2.20. Interama will charge \$1 a head, children under 12 half-priced.

The potential available for 1958 attendance at the event is summarized as follows:

Table with attendance figures: Florida residents 3,700,000; Gold Coast tourists 2,700,000; Other Florida tourists 2,800,000; Latin visitors 125,000; Others drawn by Interama 250,000.

Tourist \$\$\$ Eyed

The total is 9,575,000 and a goodly proportion of repeats is expected. Tourists in the Gold Coast area are expected to average three visits during the winter and two during the summer. All other tourists are expected to go twice during each season, and permanent residents of the State should pay between one and two visits during the first year, it is hoped.

In order to keep this attendance at a high level in following years, the exhibits will undergo frequent changes and spectacles and special events will be frequently offered. These will include pageantry of historical origin, special holiday activities, auto thrill shows, concerts, ballets, major and secondary sports competitions, musical competitions, and many others.

Cite Need for Event

The tourist lure is expected to be vital in operation of Interama, which will surpass its initial \$70,000,000 bond revenue by investments of exhibitors which will raise the center's value to \$200,000,000. An insufficiency of activities in Southern Florida, the Authority claims, has produced a great need for something as broad in scope as a world's fair.

In addition to the \$14,250,000 expected from gate receipts in 1958, space rentals are expected to raise the revenue total another \$11,800,000, and concession income, still another \$7,500,000. There will be about 1,000,000 square feet of rental space in Authority-built-and-operated buildings, rented at an average of \$10 per square foot. This compares with New York's \$9-\$27 and Chicago's \$7-\$14. Ground space to be rented will cover 3,600,000 square feet for industrial exhibits at a minimum of 50 cents per square foot. This space will be used by exhibitors who build and operate their own buildings, outdoor exhibits, or gardens. Proceeds from cigarette tax receipts should hit \$1,000,000 yearly.

Previous world's fairs, it is reported, showed inequities when they offered space at sacrifice rates before a sufficient demand for such space was created.

To Seek Pro Showman

Altho virtually everything has been detailed, sufficient information about amusement areas is lacking, altho it is known that a competent professional will be sought, to oversee this phase of the fair. This indicates plans for

at least rides and show-type attractions.

The City of Miami has given the Authority exclusive option thru November 1 to buy the Graves tract for \$1,000,000 which will be paid for out of the bond revenue. With that having been accomplished, the first world's fair in more than 15 years in the United States will have its ground-breaking ceremonies this year. All it takes is \$70,000,000 and judging by the reaction to date among industries and nations in the Americas, the sailing will be relatively clear.

FOR SALE

KIDDIE RIDES FOR SELEDROME

6 Plywood Kiddie Boats. 2 with motors. Painted, ready to go. No tank. Make offer. One 1955 Tampa Metals Streamliner Train. 36 passengers. Used 6 weeks Special fence and lighting. Ride engine and three coaches. 2 cylinder Wisconsin air-cooled motor. SELEDROME. 25 ft. double platforms. 16 walls. New top. 4 pr. stairs, rollers, etc. Perfect condition. Loads on large truck or 2 small. Must be sold at once.

EARL PURTLE

7612 Sweet Briar Rd., Richmond, Va.

WALKER OSBOURN WANTS

Agents for Balloon Darts, Bottle Ball Game, Cork Gallery, Woman for Floss and Snow, One Nall Agent. I have for sale one 12x12 Penny Pitch Bay Oakes board with 16x16 anchor fly, blue, like new; two Percentage Tables, 8-ft. with blue flies and laydowns and strings; one Chairplane—20 seats, lower, loads in one piece, special built body on Int. Truck to haul same. Everything in A-1 condition. Can be seen in Poteau, Okla., week April 9. Two Pop Saker Skillets with circle tickets, one Pop Saker G Wheel, post and double. Laydowns, 14 numbers, 13 numbers other side. All priced to sell. All replies to Walker Osbourn, Poteau, Okla., after April 9; Show opens April 7.

GEO. W. GORDON WANTS AGENTS

For Hanky Panks, Buckets and Six Cats. Boys who work stock, also need 2 Cat Boys and Talker for Cig Block; semi drivers preferred. Opening Schenectady, N. Y., April 27. Jack Coast and Joe Miller, get in touch with me at once. Write or wire.

GEO. W. GORDON

Rt. 1, Box 2041, Miami, Fla.

WANTED RIDE FOREMAN

For Wheel, Fly-o-Plane, Ride-o, 32-ft. Merry-Go-Round. Report to 15th Street and Atlantic Ave. No moving until Labor Day.

LEO LANE

General Delivery, Virginia Beach, Va.

On Account of Accident CAN PLACE ELECTRICIAN

No power plant. On account of sickness want Rock-o-Plane Foreman. Salary and bonus.

Sunset Amusement Co. Winter Quarters, 701 North Main St. EXCELSIOR SPRINGS, MO.

WANTED

Rides and approved Concessions, July 30 thru August 4. Only show of its kind per year. Contact

Chamber of Commerce Corbin, Kentucky

LEERIGHT'S MIDWAY SHOWS

Opening April 25 for route in Colorado, Wyoming, Montana, Dakota. Ex on Cookhouse or Grab, Bingo, Photos. All Hanky Panks open. Two Lens Photo for sale. Will book on show. Good deal for shows with own equipment. Will book Merry-Go-Round and Live Ponies for season or buy same. Ride Help, Drivers. Quarters open, come on to 3800 East 4th St. No phone calls. Write-Wire MANAGER, Box 1216, Pueblo, Colo.

CARNIVAL WANTED

Lovington, Illinois, week of June 26. Celebration lasting three days. All civic organizations behind this big spring event. Must have at least four major rides. Contact

W. J. DAHM

Lovington, Illinois

SAVE MORE MONEY—MAKE MORE MONEY Subscribe to The Billboard TODAY!

VIRGINIA GREATER SHOWS

OPENING, SUFFOLK, VIRGINIA, APRIL 13

Want Custard, Photos, French Fries, Novelties, Age and Scales, Punk Rack, Bottle Ball Games, Long and Short Range Gallery, Bumper, Basket Ball, Hi-Striker, Mats, Cigarette Shooting Gallery, Hoop-La. Man and Wife Agents for office Hanky Panks. Need Ride Help; "Dutch," come on in. Want Monkey, Snake, Wildlife and Unborn Shows. Side Show Acts, write Bill Hoxie. Wally White, answer; Joe Mooney, answer. Mail and wires to

WM. C. "BILL" MURRAY, Box 461, Suffolk, Va.

JAY GOULD CIRCUS

Want to book for season—opening week of June 4—15 weeks of solid sponsored Celebrations and Centennials—no still dates.

Want Octopus and Roller Coaster. Will book Animal Side Show. Also want gentle Performing Elephant. Will book Bear or Seal Act. Can book High Pole Act. Contact

JAY GOULD, MGR.

1710 JUDD AVE. (Phone: 722) GLENCOE, MINN.

SCHAFFER'S JUST FOR FUN SHOWS

OPENING BROWNWOOD, TEX., CENTENNIAL, APRIL 9-14; LIBERTY, TEX., CENTENNIAL, APRIL 16-21.

Can use Ride Help on all Rides. Want Foremen for Rock-o-Plane and Scooter. Also Help on all Kiddie Rides. Best of equipment. Can use Concessions for long season. Penny Arcade, Popcorn, Floss, Bingo, Custard, Cigarette Block, Hanky Panks of all kinds. (THEODORE PAPPAS, WIRE ME AT ONCE.)

CHUCK MOSS, Concession Mgr. W. A. SCHAFFER, Owner 5210 Longview, Dallas, Texas, or 714 So. Haskell, Dallas, Texas

HOLLY AMUSEMENT CO.

OPEN MAY 4 SOUTH GEORGIA

WANT HELP For Wheel, Fly-o-Plane & Coaster. Jim Perry come on.

CONCESSIONS Photos, Custard, Long Range and Hanky Panks.

FOR SALE 60" GE 8 million candlepower Searchlight with Generator, complete \$395.

F. HOLLINGSWORTH, R.F.D. #3, Bradenton, Fla. Ph. 41-793

PALMETTO EXPO. SHOWS

WANT

Ferris Wheel Foreman. Salary, bonus and unemployment compensation. Granite Quarry, N. C., this week (5 miles east of Salisbury, N. C.); Rockingham, N. C., follows, April 9-14.

All replies to Milton McNease, Granite Quarry, N. C.

SAMMY LEWIS

\$200.00 REWARD

For location of Girl Show—Spider Boy Sammy. Last with Jake Moore, Moore's Modern and Blue Ribbon. For reward call collect.

GEORGE TURNER

Phone: Victor 3-9888, Oklahoma City, Okla. 1115 HEMSTEAD PLACE OKLAHOMA CITY, OKLA.

**RIDE HELP WANTED**

First and Second Men for Allan Herschell Merry-Go-Round. First and Second Men for #5 Eli Wheel. First and Second Men for Octopus. First Man for Smith & Smith Chairplane. Foremen for two Kiddie Rides. Allan Herschell Auto Ride and Swing. All replies:

**TROY E. WILLIAMS**  
WILLIAMS AMUSEMENT CO.  
c/o Fairgrounds Monroe, N. C.

**MR. J. ALLEN PARK**

Please contact us or anyone knowing his present location. Did balloon ascensions during Florida real estate boom in '20s. Want Ride Foreman for late April opening. Book Concessions, all open. No graft or camps. Sell 25 KVA Transformer, 40x60 Top, Bingo Frame and Top, other Concessions.

**Dyer's Greater Shows**  
Searcy, Ark.

**TATHAM BROS.' COMBINED CIRCUS AND CARNIVAL**

Opening April 21  
Showing two spots a week downtown on the streets. Billed like a circus.  
Want Stock Concessions, one of a kind. Want Shows that can set on streets. Want Ride Men who are reliable, sober and active. Winter quarters now open. Want Acts—Teams that do two or more acts and can work on our 22x34 ft. stage.

**BILL TATHAM**  
Illinois State Fair Grounds  
Springfield, Illinois

**FOR SALE**

Complete Show or any part, must be cash. Winch Truck, Merry-Go-Round, Eli Wheel, Tilt, Rolloplane and Chairplane, with five Light Towers, two 90 KVA Lot Light Plants; Marquee, 20x40; Side Show with 20x60 top and bannerline, 50-foot front, on semi, for Girl Show. Can be seen in operation April 2 to 7, Macon, Ga. All address:

**LOUIS RILEY**  
General Delivery Macon, Ga.

**ELECTRICIAN WANTED**

We have transformers. Prefer man who can do building. Must drive semi. Wire or come on.

**James H. Drew Shows**  
Care Western Union  
Hickory, N. C.

**HARRISON GREATER SHOWS**

Want for Columbia, S. C.  
Concessions of all kinds, Candy Apples, Cookhouse. Want Girl Show with own equipment. Tangy, waiting on you. Want Ride Help on Wheel, Merry-Go-Round, Octopus. All mail and wires to

**FRANK HARRISON**  
Harrison Greater Shows, Columbia, S. C.

**PHOTO CONCESSION WANTED**

Cash for Photo Trailer, 18 to 20 ft. Send complete description and lowest price. Write  
BOX 476, c/o The Billboard  
390 Arcade Bldg. St. Louis, Mo.

**HERE! LOOK! LISTEN!**

Mr. Concessionaire—Get our new round 8-side P.C. Block. It can also be used for stock. Furnished with numbers or colors. Also gives you larger profits and bigger plays. Make this season a red one. Write today for particulars.

**WILLIAMS NOVELTY CO.**  
359 E. 69 St. Chicago 49, Ill.

**FOR SALE**

7 Motordrome Indian Bikes—all mechanically perfect. Write to  
**Frank L. Trenker**  
4327 N. Ridgeway Chicago, Ill.

**PRODUCING AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW**

**BANNERS**  
Snap Wyatt Studios  
Rt. 3, Box 559, Tampa, Fla.  
(Phone: 44-2733)

**INCOME BOOSTER:**

**Calif. Fairs Promote Off-Season Plant Use**

LAST July 7, 8 and 9 three California fairs in that many sections of the State had off-fair or interim events that attracted approximately 17,000 people. These fairs, like others, were carrying out the policy of offering their grounds to 91 groups who put them to 60 different kinds of uses. Of these three fairs the biggest crowd attracted during that limited time was in Eureka where, on the Redwood Acres Fairgrounds, Polack Bros.' Circus played to a total attendance of 15,000 and for which \$644.40 was paid for the use of the grandstand. At the Merced County Fairgrounds in Merced about the same time, 1,600 people gathered for a lodge convention, banquet, coronation and installation. The Plumas County Fairgrounds in the mountains at Quincy did not attract as many people as either of the other two events. The activities there, however, were most important to the residents. On those days there were ball practices each day in the arena, Theater Guild practice, parade planning and drill rehearsals in the fair's offices, Exhibit Building and parking area.

**Rental Income**

The policy of offering the fairgrounds and facilities for interim use is endorsed by the Western Fairs Association and by the State Division of Fairs and Expositions. And the program, now moving successfully, has placed the fairgrounds high in community life. The interim use also helps the treasury, for Redwood Acres served 53,520 people in 1955 and earned \$10,920.81 in rentals. At Merced 131,077 used the fairgrounds during the year. The Plumas County grounds were used last year by 20,567 people during 269 days of interim activities and paid \$1,719.05.

While no compilation of the amount of money earned by the fairs in off-fair season is available, it is nonetheless sizable. Fairs often have three or more times as many people on the grounds than during their annual exposition runs.

**Varied Renters**

In a report filed by an Interim Committee of the State Legislature on Fairs and Expositions, the 91 groups and associations making interim use of fairgrounds included Mail Carriers' Association, auto racing groups, churches, National Guard, Native Sons of the Golden West, U. S. Naval Reserve, Mickey Finn Youth Foundation, merchants' associations and Civil Defense groups to name a few. The report on "kinds of interim use of fairgrounds" list 60 types of events. These include the following picked at random: Meetings and conferences, stageshows, parties (dances), Christmas tree sales, high school basketball games, tractor demonstration and school, camera school, Parent-Teacher Association Halloween carnivals, U. S. Post Office (sorting and distributing mail) and Agricultural Association groups. While the Interim Committee report lists "picnic and barbecue groups," this can be carried further as "industrial picnics." Two of the State's largest fairs, the Los Angeles County Fair in Pomona and the Southern California Exposition in Del Mar, are the scenes of two large events staged for and by the employees of expansive aircraft plants.

**Chowchilla Typical**

Typical of the secretary-managers and fairs participating in this State-wide program is Edward H. Clendennen and his Chowchilla Junior Fair in Chowchilla, Clendennen has often been praised for his work in this connection. The job done is said to be one of the best for a small fair in an isolated, yet competitive area. Chowchilla is located on Highway 99 about 40 miles north of Fresno where there are the expansive grounds and modern facilities of the Fresno District Fair; 12 miles from Madera, site of the Madera District Fair, which is opening its new buildings, and 17 miles from Merced, home of the Merced County Fair. In fact, there are six fairs within a 40-mile radius and all are offering their grounds for interim use.

The fairgrounds at Chowchilla cover 40 acres with five acres used for parking. In addition to several modern display buildings used for exhibits during the fair, there is a grandstand seating 4,000, and barns with stalls often rented to nearby horse and cattle owners.

**Draws 88,000**

In a year's time approximately 88,000 people, about 18 times the number of residents of Chowchilla, are on the grounds other than at fair time, when the attendance hits as high as 33,000 as it did in 1952.

Clendennen is using his fairgrounds to excellent advantage, and the fact that the hospitality sign is out is well known. Because the picnic grounds are open throughout the year, many tourists and automobile travelers stop here to spread their luncheon cloths. Service station attendants along the highway are familiar with the facilities and urge motorists to take advantage of the area, which is complete with barbecuing stands and pits, and, of course, clean and commodious tables.

The Chowchilla Fair also offers the city's residents the use of its swimming pool. During the summer months, when the thermometer hits around 100 degrees, life-saving tests are promoted as well as swim meets and parties. And, too, the fair rents one of its large exhibit buildings for a skating rink, which affords additional entertainment to those offered in the small municipality. The auditorium is used thruout the year by civic clubs for meetings and get-togethers. Commencement exercises are also scheduled and the Little Theater group holds its rehearsals and performances in one of the spacious structures. Weekend Western-type dances are eagerly anticipated by the residents in the section.

**Rodeos Help**

Another source of revenue for Clendennen is the rental of the grandstand and its surrounding area. Here a local club stages rodeo events, particularly calf roping.

While not an entertainment event, rental of a building to a nearby cottonseed oil mill for the storage of cottonseed meal and hulls helps to serve the agricultural section. Were it not for this facility, these products would have to be stored unprotected from the elements.

The Chowchilla Fair goes back to 1922. Following a layoff during World War II, it was revived in 1946 and held in a park. Two years later it was moved to its present location and the master building of the California Division of Architecture inaugurated. Clendennen, who was in the floor covering business, assisted in the staging of the fair and assumed managership to direct his first fair in 1952.

One of the features of the grounds, also available for interim (Continued on page 107)

**NEW!! CALLIOPE RECORDS**

AUDIO FIDELITY RECORDS PRESENTS A HIGH FIDELITY LONG-PLAYING RECORDING OF  
**CIRCUS CALLIOPE MUSIC**  
ATTENTION CATCHING!! EXCITING!! MELODIOUS  
A perfect reproduction of a true circus calliope.  
Selections include such typical and nostalgic numbers as  
Thunder and Blazes, Dixie, Robert E. Lee, Swanee, Are You From Dixie?, Spring, Beautiful Spring; Ragging the Scales, Circus Echoes, Gallant Zouaves, March Ponderosa, Quality Plus, Spurs and Saddles.  
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Also Available:

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A PERFECT REPRODUCTION OF A MERRY-GO-ROUND ORGAN  
AUDIO FIDELITY LP 901 10" 33 1/3 LP. Playing Time 25 Min.  
DAUNTLESS INTERNATIONAL 750 Tenth Avenue, New York 19, N. Y.

**CAPITAL CITY SHOWS**

WANT FOR DAWSON, GA., 100 YEARS CENTENNIAL, APRIL 16 THRU 21

First show in five years, downtown location, followed by first-in Industrial and Payroll towns

CONCESSIONS: Legitimate Stock Concessions of all kinds, Floss, Long Range, Novelties, Custard, Derby, Bear Pitch and Parakeet Pitch. DUE TO DISAPPOINTMENT CAN PLACE BINGO FOR SEASON. Jack Vinson, contact.

SHOWS: Drome, Minstrel, Mechanical, Monkey or any Grind Show with own equipment.

RIDES: Will book any Ride that we do not have.

HELP: Foreman for Allan Herschell 3-Abreast Merry-Go-Round and Second Men on all Rides who drive semis.

FOR SALE: #5 Eli Wheel, all new seats; can be seen in operation. Also Kiddie Airplane Ride.

WIRE, NO TIME TO WRITE

All replies to J. L. KEEF, CAPITAL CITY SHOWS, VALDOSTA, GA.

**RIDE FOREMEN**

MERRY-GO-ROUND, #5 WHEEL, TILT, SCREW-BALL, KIDDIE RIDES AND ROLLER COASTER

Good treatment and top wages to men who can handle and appreciate good equipment. Winterquarters now open. On the road April 12. No long jumps.

**A. J. SUNNY AMUSEMENTS**

13422 PROSPECT ROAD STRONGSVILLE, OHIO  
Phone: Center 8-6256 or Washington 1-4679

**GEM CITY WINTERQUARTERS NOW OPEN**

ALL EMPLOYEES, SUCH AS FOREMEN, SECOND AND THIRD MEN, REPORT IMMEDIATELY  
SHOW WILL OPEN APRIL 27  
FAIRS UNTIL NOVEMBER 15

EVERYBODY CONNECTED WITH THE OFFICE COME ON

**GEM CITY SHOWS**

Office Employees, Contact  
**THOMAS D. HICKEY**  
809 Jefferson, Quincy, Ill.  
BALDWIN 2-7090

Concession Employees, Contact  
**DON GRECO**  
1228 So. 8th St., Springfield, Ill.  
Phone 2-6761

**MIDWAY OF MIRTH SHOWS**

GRAND OPENING — JONESBORO, ARK. — APRIL 7

CONCESSIONS: Short Range, Photos, Pitch-Till-You-Win, Bumper, Hoop-La, Roman Target, High Striker, Slum Stores of all kinds. RIDE HELP: Want Foreman for Ferris Wheel and Spiffire. Also want Second Men who drive semis. Address  
3111 E. Nettleton, Jonesboro, Ark. (Phone: Webster 2-8274)

**THOMAS JOYLAND SHOWS**

OPENING WILLIAMSON, W. VA., SATURDAY, APRIL 14

Want Agents for Count and Peek Stores, Buckets, Swinging Ball, Six Cats and Hanky Panks. Can also place general Ride and Concession Help.

Contact: **MORRIS LIPSKY**  
AMERICAN HOTEL, CIRCLEVILLE, OHIO

**GLADES AMUSEMENT CO.**

Opening for the summer season, Calhoun Falls, S. C., Friday, April 6; with four more weeks in the Cotton Mill towns; then into Virginia for my summer route.

WANT Hanky Panks of all kinds. All those under contract get in touch.

**JERRY SADDLEMIRE, Calhoun Falls, S. C.**

**ROXIE HARRIS SHOWS**

Opening Cheatham County Centennial Celebration, Ashland City, Tenn., on Court House Square, April 30-May 5.

Can place Fish Pond, Darts, Photos, Ball Games, Cork Gallery, Pitch-Till-You-Win, Jewelry, High Striker, Custard, Pronto Pups, Bumper, Coke Bottles, Age and Weight and Stock Concessions of all kinds. Shows, with own equipment, at small percentage. Ride Help on all rides.

**Bill Harris, Roxie Harris Shows, Van Buren, Ohio**

**NOTICE**

EDITH and WALLACE and JAMES "CURLEY" NIXON and LEONARD and FRANCES TURNER, get in touch with me at once.

**VIVIAN RICHBY**  
Care Twentieth Century Shows  
Waco, Texas

**Majestic Greater Shows**

Marietta, Georgia, April 9-14  
Want Hanky Panks of all kinds. Shows with own equipment. Ride Help who drive semi trailers. Address

**SAM GOLDSTEIN**  
Warner Robins, Georgia, this week.

## TRAILER TIPS

## Tow Rules Important For Mobile Homes

**M**OBILE home dwellers—particularly those that are constantly on the move—can prolong the life of their equipment and insure safety by following a few simple rules, according to the Mobile Homes Manufacturers' Association.

The most of the 2,500,000 Americans who live in mobile homes move infrequently, enough owners do change locations to make tips on towing worth while, the association points out.

For those the association suggests:

The first rule of the road for the man who carries his homestead hitched to the rear of his automobile is "Drive Slowly." You have several tons behind you. You can't stop or start so quickly.

The mobile home is 8 feet wide and 18 to 50 feet long. Whatever maneuver you make will require more space than the car alone. Usually the driving public will give it to you. Don't depend on it, however. Make allowances accordingly.

Your present car probably is strong enough to pull almost any mobile home. Any car can haul a 30-footer. You'll need a medium-to-heavy car for anything bigger. But your car must be in good mechanical condition to make some of the pulls.

## Slow Start

In taking to the road towing any mobile home it is always safest to start out slowly and gain momentum gradually. Automobile transmissions are built to operate as long as necessary in each gear position, so use each position to best advantage. Do not rush shifting as this increases bearing load and wear abnormally and could result in a snapped axle.

To start out, always use the lowest gear. When the engine begins to run freely, normally at about 20 mph, shift into the next highest gear; then at 30 shift into high gear.

On long, steep grades, generally, use the same gear to descend

as is required to ascend. On entering a grade, shift "down" into second when speed has been cut to 30 mph. By the time proper shifting is accomplished, speed may be cut to 25 mph. Try to maintain this speed in second, but if further "down-shifting" is required, start shifting into low gear at 20 mph so that speed is about 15 when shifting is completed. Do not go much faster than 15 mph in low gear for any length of time as this is harmful to clutch and motor.

Use the engine as a break whenever possible. Come to a slow, smooth, gradual stop at all times to insure brake lining life. Allow much more clear space on the road ahead than with a car alone when coming to a stop and don't pull quite as close to the curb when you park. Learn to time your approach to "stop" and "go" lights so that when at all possible your towing vehicle and unit arrive at the signal light when it is green. This may require slowing down several hundred feet away from the light, but will prolong the life of your automobile and unit brakes. The same may be applied to inclines. It is usually easier to gauge your speed and maintain momentum on arrival at an intersection signal light when the green light is showing than it is to come to a dead stop and start again if the light happens to be located at the start of an incline.

## Automatic Shift

If your car has an automatic transmission or fluid drive, of course, you have no gear-shifting problems. The car automatically changes gears when it should, on the up-grade or down-grade. And for the toughest going, on most cars, you can even switch to very low range which pulls you right down to snail's pace.

When passing another car allow ample distance before cutting back to the right hand side of the road. Occasionally you will be forced to follow a horse and wagon, or a slow-moving vehicle, up a mountain or hill. Just relax and shift into a lower gear. And if you stop on any grade, however small, block your trailer wheels. Naturally it's better to stop on the level, or slight downgrade, rather than up-grade. The take-off will be much quicker and easier.

It will help motorists behind you wishing to pass to give the "all clear" motion with your left arm at the crest of a hill or coming out of highway bends. At night this is customarily done by flashing your light. Signaling and a rear-view mirror with an extra wide arm are two "musts." The ordinary outside rear view mirror is wholly inadequate. If you intend making a turn it is best to slow down well before you reach the intersection, thus warning any following motorists of your next move. Right turns are difficult with larger units without moving partially into the left lane. Directional lights are recommended.

Practically all mobile homes today are equipped with electric or hydraulic brakes on either two or four wheels. Some types of brakes are manually controlled by a lever installed on the car's steering column close to the steering wheel; other types are actuated by the same foot pedal as are the car brakes. Controllers on the latter types can be adjusted to apply the unit brakes an instant before the car brakes, when the foot pedal is actuated.

If the brakes on your unit are controlled independently of the car brakes, it's a good rule to apply your brakes first when stopping, especially when making a sudden stop on wet pavements. Use a quick off-and-on motion in applying unit brakes rather than a steady application. If mobile home starts to sway, apply your unit brakes lightly but not your car brakes. Remember, if you apply car brakes first, your home will sway or have a tendency to jack-knife.

When driving in hilly or moun-

## FOOD DEVELOPMENTS:

## Fast-Heat Pizza Oven Has Quick Recovery

**CHICAGO**—A new pizza oven that is said to turn out a dozen pies in five minutes has been developed here. A heating unit that insures instant heat recovery after a pull load of pizza has been removed from the oven is the main feature of the ovens. The company points out that many conventional ovens often need from 20 to 30 minutes to bake a pizza and often require waiting for the oven to regain lost heat. The new unit is finished in silver-gray finish and its operating coolness permits it to be displayed prominently. In addition to pizzas, it can be used for other baked goods as well as for most roasting operations. The chamber is insulated on all six sides.—Hotpoint Company, Commercial Equipment Department, 227 South Seeley Avenue, Chicago 12.

## New Ice Machine . . .

**CHICAGO**—An ice machine that comes in various colors is being marketed here. Ice is dispensed at waist level to prevent stooping and strain. The unit is said to deliver 560 pounds of ice daily and produces flakes for as little as two cents per bushel. Storage capacity is approximately 200 pounds. Outside dimensions are approximately 61 inches high, 30 wide and 24 inches deep.—Cold Corporation of America, 1371 North Branch Street, Chicago 22.

## Portable Coffee Urns . . .

**WEEHAWKEN, N. J.**—An electrically heated portable coffee urn is now being marketed here that carries its own water supply to permit brewing at any location. The unit comes in two standard sizes, three gallons of coffee with five gallons of water, or five gallons of coffee with eight gallons of water. Exteriors are of welded stainless steel with plastic handles

tainous country, the unit brakes may tend to overheat if not used correctly. When descending a long grade, use brakes intermittently rather than with a continuous partial application. This allows periods for cooling and assures adequate power reserve for emergency stops. Even when using intermittent applications, both the unit and car brakes should be used together to make unit brake linings last longer.

When loading your mobile home for travel, keep the weight evenly distributed, front and rear. Improper balance will cause sway and "pitching." And do not overload, as this may place undue strain on axles, possibly causing uneven tire wear on the inside. The only satisfactory remedy is to reduce the load or replace the axle with a heavier unit.

If you are stalled in sand or mud, couple the car to the unit at an angle so that you may swing the coach as you start. By so pivoting the unit, your car has a few feet of free movement before it takes the full load. Use a similar procedure if you are stopped on a steep hill. Jack-knife your home and then start forward slowly. It is not advisable to use as sharp an angle in jack-knifing tandem units as single axle models.

To back, place your hand at the bottom of the steering wheel. Move your hand to the right (counterclockwise) to back the unit toward your right. Move your hand to the left (clockwise) to back toward your left. Your dealer will be glad to instruct you in proper backing and towing.

Study the parking area before  
(Continued on page 107)

for covers and faucets. Manufacturer points out the units can be taken apart easily for cleaning.—S. Blickman, Inc., 536 Gregory Avenue, Weehawken, N. J. Charcoal-Type Gas Broiler . . .

**CLIFFSIDE PARK, N. J.**—A charcoal-type gas broiler that is adaptable for a broader number of uses, has been introduced by a manufacturer here. The unit is a self-contained, portable broiler that is mounted on a wrought iron stand. A hinged cover protects the broiling unit from the weather and opens to a large work surface. A 20-pound cylinder of gas (available from butane or propane dealers) lasts for months. The broiler is listed at \$150 less tank.—Chicago Combustion Company, 318 Cliff Lane, Cliffside Park, N. J.

## Portable Stands, New Flavor Holder . . .

**PHILADELPHIA**—To fill a need of long standing, portable and folding floss and snowball concession stands have been developed here. The colorful outfits fold into a compact space in seconds, it is said. It is simple to keep these units clean and they easily pass rigid sanitary inspection. Constructed by Novo-Ply material, they are warp-proof and weigh only 65 pounds. They also have adjustable legs to fit any size operator or uneven ground. Another unique item is a lazy-Susan type flavor holder called the Flavor-Co-Round, holding five one-gallon jugs of flavor in only 15 inches of space. Ball bearings make it turn at a finger's touch. It cannot tip and holds any kind of a clamp-on dispenser.—Poppers Supply Company, Inc., 1211 North Second Street, Philadelphia.

## WANT BOOKING

Have two factory-built Kiddie Rides. Large size cars on 24-ft. trailer platform, nice top, well lighted, and a four-car Train. Also Floss, Snow Cone, Popcorn Trailer.

## OLIVER

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## BRAND NEW BASEBALLS

Official size and weight • Cord-Rubber Hide • Cork and Rubber Center. Washable and retains shape. Slightly blemished.

Ideal for all types of ball game concessions

\$3.60 per dozen

DUDLEY SPORTS CO.

422 Second Avenue, New York, N. Y.

## WANT

Girls for Girl Show playing fairs and celebrations Montana. Wire, write Altus, Okla., this week; Duncan, Okla., next week.

## FRENCHY BOUILLION

Care Norton Rides

## AGENTS WANTED

for Count Store, Standup Coke Bottle, Add-Em-Up Darts and Parakeet Pitch. Have one of the best spring routes in Ohio, opening April 12 to 21, Zanesville, O.; Springfield, O., after 23.

JACK O'DELL  
NOLAN AMUSEMENT CO.  
Wire or come in.

BE A

Gagster

SEE PAGE 124

## GOLD MEDAL Shows

55 RAILROAD CAR SHOW ON TRUCKS

Can place for Beckley, W. Va., April 9-14; followed by continuous route of busy Industrial Spring Celebrations and 17 outstanding Fairs.

## SHOWS

WANT GIRL SHOW with own equipment; Clyde Davis, contact me at once. Also place Snake Show, Monkey Show, Funhouse, Glass House, Grind Shows with own equipment.

## CONCESSIONS

COOKHOUSE, must be neat, reliable and well equipped. Will sell EX on Long Range. Can place Short Range, Water Games, Ball Games, Hanky Panks of all kinds.

Have immediate opening for capable Scenic Artist and Show Carpenter.

Contact JOHN J. DENTON, GOLD MEDAL SHOWS, Williamson, W. Va.

## ROSS MANNING SHOWS

OPENING APRIL 14, HIGH POINT, N. C., FAIRGROUNDS

CONCESSIONS: Photos, Coke Bottles, Long Range, Short Range, Basket Ball, Slum Jewelry, Hoop-La, Hankies, Penny Arcade (will give good deal).

SHOWS: Have well-equipped Motordrome. Can place Man and Woman Riders. Want Unborn Show with or without own equipment. Leola wants Tattoo Man or Working Acts.

RIDES: Pony, Kiddie Rides, any Flat Ride.

RIDE HELP: Dick and Helen, come on; also Bartlett, Taylor and others. Come to Fairgrounds, High Point, N. C.

Write or wire

ROSS MANNING

SHERATON HOTEL, HIGH POINT, N. C.

## HELLER'S ACME SHOWS

Opened April 1, 10 Days, Hoboken, N. J., 3d & Monroe St., center of business district

Want man to manage high-class, modern Custard Wagon, formerly owned by Sol Wanish. Want Concessions of all kinds for this spot. Hanky Pank Concessions wanted. Want Ride Help on Spitfire, Whip, Chairplane, Kiddie Rides; top salaries to all. Want Ferris Wheel Foreman. Newark, N. J., next; then Paterson, N. J.

All contracted with this show contact

HARRY HELLER

9 VIRGINIA AVE., WEST ORANGE, N. J.

PHONE: ORANGE 4-5447

## STRAIGHT SALES CONCESSIONS, DEMONSTRATORS

ADDITIONAL FREE ACTS WANTED

MAPLEWOOD COMMUNITY FAIR, June 18 thru June 23

The growing Fair of St. Louis County. Send for program and brochure after April 30. Emil M. Schaller, 7485 Manchester, Maplewood 17, Mo.

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$12 (a considerable saving over single copy rates). Foreign rate \$24.

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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



## Disneyland Adds Rides

Continued from page 82

Surveys run by research teams within Disneyland indicate that currently 21 per cent of the park's visitors have been there at least one or more times. Repeat visitors are mainly from Southern California.

Altho introduced for a six-week period to have ended around Thanksgiving, the book ticket plan has been extended. About 50 per cent of the park's visitors purchase the ticket plan instead of single admission tickets. The books include admission to the park and eight of the 25 rides. The price schedule for the books is \$1.50 for children to the age of 12, \$2 for junior and senior high school students with student body identification, and \$2.50 for adults.

### New Rides Described

At the present the Stage Coaches, Conestoga Wagons and Mule Train are not in operation because of excavating in preparation for the new installations.

Of the projected attractions, the Astro-Jet, said to be the only ride of its kind except for one in Germany, is now up and operating in Tomorrowland. The admission charge is 35 cents. The ride has 12 jet cars which carry two people. When the ride begins to revolve, the passenger controls the ascending and descending. Compressed air is used at the hub of each car's shaft to create a rise to 24 feet. A center telescoped shaft also aids in getting the height. Children under eight are not allowed to ride alone.

### Three More Rides

Monstro the Whale is from the story of Pinocchio and serves as the entrance to Story Book Land. The ride will take children thru a route of miniature scenes from legendary tales of folklore and fantasy. Represented will be stories of Snow White and the Seven Dwarfs, the Three Little Pigs, Alice in Wonderland, Pinocchio and Cinderella.

The Sky Ride is scheduled for early summer installation and is said to be a preview of future transportation and will travel from a station in Tomorrowland to a terminus in Fantasyland and then return. Passengers will ride in an aluminum and steel basket suspended from an overhead monorail.

The third attraction is the dark ride Rainbow Mining and Exploration Company train thru the "lost" mine. Special lighting of the "stactites" and "talagmites" will be used. There will be underground waterfalls. Located in Frontierland, it is set for a mid-June opening.

Tom Sawyer's Island will be located in the Rivers of America in Frontierland and reached by hand-

hewn log rafts that will transport visitors to this newly developed area. Set to open in May, the island is designed to bring to life Mark Twain's stories of American folklore. Among the features will be "Injun Joe's Cave," Tom Sawyer's fishing docks, the Suspension Bridge, Lookout Peak, and Fort Wilderness.

With these new attractions, Disneyland's management believes that last summer's problem of people having to wait in line for rides will be eliminated. The new attractions are expected to increase about 40 per cent the daily ride capacity to the park.

The park expansion is based upon two factors: Reducing waiting time and to take care of additional visitors. Surveys show that since Disneyland opened, Southern California has had its largest tourist months. They stated that research interviews of visitors, conducted within the park on a regular basis, point up that Disneyland plays a prominent part in influencing decisions by out-of-State visitors to come to Southern California and thus aids the Southland's entire tourist industry.

### TRAILER TIPS:

## Towing Rules Important for Mobile Homes

Continued from page 106

pulling or backing onto it. Remember, your mobile home is likely heavier than your car. Do not take a chance and get stuck in soft ground or sand. If there is any doubt, it is best to get out and walk over the area, making a close inspection.

### Radiator Care

When towing, the temperature of the water in the radiator will usually increase. Removing the thermostat should help reduce boiling. If you are traveling in higher altitudes it is advisable to add Prestone or other non-evaporating coolant which will raise the temperature at which the cooling system boils. However, extreme caution should be used against sustaining such high temperatures as are harmful to the engine and which could result in serious damage thru "freezing" or vapor lock.

Put glass-framed pictures, clocks, radios, lamps and similar items on the bed. Put packing around stacks of dishes (towels will do). If latches are inclined to jolt open, use rubber bands or screen door hooks to fasten them. Turn off the cooking gas at the tank outside. Couple the electric connection between car and unit, test the unit running light. Hook up safety chains. If unit has been hooked up to city water and sewer, these connections, of course, should be broken. Close all windows and lock them; also roof ventilators. Be sure to line up windows before closing or they may bind and break glass. Lock outside doors securely. Fold the outside metal steps securely underneath. Do not travel with heading stove in operation. See that hitch ball is properly engaged and locked. Remove wheel blocks the last thing before you start to roll. By the same token, wheel blocks should be set under wheels first thing when you've arrived at your destination—even before uncoupling. Remember, most unit brakes can't be applied when the car is uncoupled, and at no time should any one ride in a mobile home.

## POP SURVEY

### Soft Drink Sirup Prices Hold Steady

USERS of soft drink extracts in the outdoor concession field are faced with unchanged conditions this spring as most producers of sirups are holding to last year's levels. A survey conducted by The Billboard indicated that while a few are asking higher prices the majority are quoting unchanged prices. And almost all are looking for '56 to be equally as good if not better than last year.

Mission of California (formerly Mission Dry Corporation), of Los Angeles, have lowered prices 9 per cent on their line of fountain sirups which include orange, pink lemonade, grape, lemonade and lemon-lime. Reason for the decrease was given as reduced freight and warehousing costs thru new production facilities closer to the markets. Officials disclosed that their pink lemonade, which was tested last year, has now become a part of the firm's complete line.

James T. Gianladis, president of Purity Extract Manufacturing Company, St. Louis, is optimistic about the season. Altho the firm has been faced with rising costs in some quarters, they are holding to unchanged levels on its flavors for soft drinks and snow cones.

### Steady Prices

Hurty-Peck & Company, which is based in Indianapolis, but also operates a plant in California, is another firm that's quoting unchanged prices on drink extracts.

Orange Crush Company, which recently moved to its new Evanston, Ill., plant, expects business to show a 25 to 30 per cent increase this year. C. Keefer, sales manager, disclosed it is going all out on its pink lemonade, which retails at \$2.50 per gallon. Special cups, 14 and 24 ounce, are being sold and a new ad program is featuring the lemonade. Prices on the firm's regular line of fountain flavors are unchanged.

C. Johnson, owner of Western Extract & Manufacturing Company, Oklahoma City, reports unchanged prices on its line of concentrates, extracts and colors for juice, floss and snow cones. He predicts business should show a 15 per cent increase over last year.

### Limeade Popular

Growing consumer acceptance of limeade as a summer drink is expected to boost business of Park Sales Corporation, Goulds, Fla., makers of frozen limeade concentrate. Prices remain on a par with '55, the firm reports.

Beck Vanilla Products Company, East St. Louis, Ill., is boosting prices on its extracts 10 per cent due to rising costs of labor and ingredients, Howard Beck, vice-president, announced. While much of the firm's output goes to the soft drink trade, there has been a sharply increased demand for both vanilla and other flavors from the soft ice cream industry. This latter business, which is continually being expanded, is resulting in sharply increased volume, Beck said.

Lower cocoa prices have permitted Chocolate Products Company, Chicago, to pass on savings of 3 to 5 per cent to its customers this year, John W. Erickson, president, announced. Business for '56 looks good, he said, and should compare favorably with last year and in some instances go ahead of '55.

## UNDER THE MARQUEE

Continued from page 92

Cincinnati. Working the come-in with the same show is Charles T. Jackson (Great Jaxon), stilt-walker. Kellems and Jackson also worked the bally for the Shrine Circus in downtown Cincinnati the past week.

Mitch Gorrow and Walt Hohenadel were among the CFA's who stopped off in Chicago on their way home from the Sarasota convention.

Howard Charles Robinson, veteran clown, is back in the Veterans' Hospital, Philadelphia, and his friend, Billy Dick, reports he would like to have mail.

Feature acts at the Sphinx Temple circus in Hartford, Conn., April 23, will include Capt. Eddy Kuhn and his wild animal group; Tuckers, trampoline; Dieter Tasso, juggler on slack wire; Arrigonis, aerialists; Hawthorne's Bears; Craig's Chimps; Flying Victors, trapeze, and Cole's Elephants.

Kinko has his clown car with Orrin Davenport's show and will go later with Aut Swenson's Thrillcade. Jackie LeClaire and Percy Rademacher will be clowning with the Swenson show, too. . . . Otto Griebing has closed with Orrin Davenport and hopped to New York to join Ringling.

Art Sturmak has been in New York. Recently he was ahead of the National Circus Museum as one of the phone promotion men. . . . Leon Pickett was in New York for Ringling this week, and George Smith still was in Sarasota.

Bev Kelley, ahead of "Teahouse of the August Moon," recently closed in Cincinnati and moved to St. Louis. . . . Paul Zallee, old-time showman, will be in charge of the circus show on the Tatham carnival. Don and Martha Smith have returned to Detroit from Florida, where they visited Gretonas, Canestrellis, Charlie Bell, Felix Adler, Albert White, Gene Lewis, Pinito Del Oro and Juan Fuente, Howard King, Jim Herron, Roland Butler, and the Cristiani circus. They made the CFA convention, then stopped off at quarters of King Bros. and Leonard Bros. on their way home.

Rex N. Ingham, Ruffin, N. C., reports that Mrs. Ingham, a patient at the State hospital, Butner, N. C., is slowly recovering and may be able to return home soon. . . . Jack Crawford, formerly with Leo Carrel and Rex Ingham, is a patient at the Veterans' Hospital, Phoenix, Ariz. . . . Cody and Ada Stanley, Greensboro, N. C., former Wild West people, visited Rex Ingham. Stanley judges horse shows. . . . David K. Phillips has a pet shop in Charlotte, N. C.

Buck Leahy will be with Mills Bros. . . . Joe Lemke's chimps will be on Ed Sullivan's TV show May 13 and will open at Pontchartrain Beach, New Orleans, June 17. Now with Orrin Davenport, they will play Columbus and Duluth, then move to the St. Louis Police Circus. St. Paul paper recently carried a feature supposedly written by a Lemke chimp.

Paul Van Pool, Joplin, Mo., fan, and already a Missouri colonel, has been named an Oklahoma colonel. . . . David Wharton produced an indoor show at Lewis, Dela., recently with Stanley's Dogs, Wharton Brothers' birds; Lloyd Morgan's juggling cycle, acrobatics and globe turns; clowns and magic. . . . L. J. Richards, former Ringling bandmaster who died March 16, also had been with "Uncle Josh Spruceby," French's New Sensation Showboat and the Forepaugh-Sells Circus.

Willie C. Clark writes from Tuscaloosa, Ala., that he is feeling better and may join a circus this season. . . . Billy Barton is producing a high school circus at Greencastle, Pa., and CFA members have helped with publicity.

Barton will play dates for Frank Wirth and Cooke and Rose offices this spring.

Billy Dick recently visited Phyllis Darling, his former dancing partner, and her husband, at New Orleans. . . . Frank Shalk has his own band at the Covered Wagon, Minot, N. D., and won't be with the DeWaldo revue. . . . William J. Winters, the singing clown, has signed to operate the fun house on the Ken-Penn carnival.

Warren (Billy) Wilson visited Ringling and King winter quarters. Jorgen Christiansen, having played Wally Yee's Hawaiian dates with his animal act, was sailing March 25 on the S. S. Wholesaler, and expected to arrive at Wilmington, Calif., about April 1. Paul Lemery, of the Hawthorn Bears, and Stefano Kepitto, of the wild animal act, are with him.

James E. Douglas and Company, comedy jugglers and clowns, played St. Patrick's Day festival at a church in Daytona Beach, Fla. The act, which includes Douglas, Art Gallagher and Bobby Huggins, will be with Clyde Bros.' Circus this season.

Cleveland Plain Dealer carried a Sunday feature about Mills Bros.' Circus, which included photos of Jack Mills, Mrs. K. Y. Segrave and daughter, Mrs. Felix Brazon and daughter, Francisco Pipo, Mayme Ward, Edith Becketow, Felix Brazon and Bill Lytle.

Tige Hale caught Ringling rehearsals, Benson Bros.' Sarasota Sailor Circus and Cristiani Bros.' Circus around Sarasota.

## Enchanted Forest

Continued from page 82

businesses in the region, and Donald Rice, a veneer manufacturer. The trio own their own construction equipment, and grading and other preparatory work has been going on in recent weeks. Rice is setting up a quonset wooden bowl factory with glassed walls, and the products will be sold as souvenirs.

Snowfalls held up work and delayed the expected opening day until mid-July.

Location of the tract is a quarter-mile north of Old Forge on the combined Routes 28 and 365, main highway thru the heart of the Central Adirondacks. The wooded countryside will be treated so as to leave the wildlife in its natural setting. A stream thru the property will be dammed to create a pond for water activities.

The operators, who represent considerable local capital, will manage the property themselves and run all concessions. Orders have been placed for a varied novelty and souvenir assortment, and restaurant and snack facilities will also be provided. Envisioned admission prices are \$1 for adults and 25 cents for children. Group rates will be discouraged, the aim being to attract whole families as much as possible.

Opening season, in addition to the train and buckboard rides, will also offer kiddie playground equipment and possibly archery and a shooting gallery, it was claimed.

## Disneyland Sued

Continued from page 82

commenting on the suit, said, "Our only knowledge of this action has been thru the newspaper story. We have not been served with any legal papers. In the event we are so served, our attorneys will study the complaint and will proceed appropriately following the study."

Defendants included in the suit are Disneyland, Inc.; Walt Disney Productions; WED Enterprises, Inc.; Frederick Schumacher, Richard Stoval, William DuMoulin and Jack Sayers.

## California Fairs

Continued from page 105

se, is the large barbecue pit. During the fair barbecued meats are offered and the facility is designed to feed 10,000 people in 10 minutes. The average waiting time for serving is less than five minutes. It is estimated that 50,000 people can be served in two hours. The barbecued meat served during the fair is both donated and raised on the grounds, an interim project for which no rental charged, and another use evidently overlooked by the Legislative Interim Committee.

### SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 57,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 —!

## BRODY'S SPRING SPECIALS!



### #23 JACKO THE MONK

Dancing Chimp, 20" tall. Shaggy flexible arms and legs. Dances, hangs, stands and cuddles.

**\$24.00**

per doz.

Sample \$2.25 ea.

### BALLOON SPECIALS!

First class best quality toy balloons.

#4 Dart Balloon. Per gr. .... 75¢  
#5 Balloon. Per gr. .... 95¢  
#26 New agate color stretched Paddle Balloon. Per gr. .... \$7.20  
#N.A. 10 Knobbies and Spirals asst. long Balloons fully stretched, beautiful colors. \$6.50 per gross.  
Giant Kathedra Balloons fully stretched in beautiful agate colors. \$7.20 per gross.

### #236 HORSE CLOCK



Mounted on a walnut finish wood base. Self starting electric clock movement. One year guarantee. Height 10", length 13 1/2" and depth 3 1/2". Packed individually, weight 3 lbs. each.

**\$4.50** in doz. lots

Sample \$5.00 each

### Other Fast Selling Items

Metal enameled Bird Cages. Sizes 5x6 1/2 x 5 1/2". In assorted bright enamel colors.

\$6.00 per dozen. Stock on hand.

#360 cellophane wrapped Dolls in assorted bright colors. 16" high.

\$4.25 per dozen. \$48.00 per gross.

#77/120 assorted Boy and Girl Dolls and Monkey Dolls wrapped in cellophane. 24" tall.

High price \$7.00 per dozen \$80.00 per gross

Large variety of give-away items from 75¢ per gross to \$4.00 per gross.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

### PLUSH TOYS

The finest Plush in beautiful pastel shades, assorted colors



#75 BEAR, full 16" tall.

\$12.50 per doz. Sample \$1.25 ea.

#185B Bear, full 30" tall, in assorted colors or black and white Panda Bear.

**\$25.00** per doz.

Sample \$2.25 ea.



### #TC TRAMP CLOWN

Beautifully colored. 40" tall, individually wrapped in cellophane bag. Latest and hottest item on the market. Straps on clown's feet enable children to dance with him.

**\$33.00** per dozen

Sample \$3.00 each

### You Can't Beat BRODY for Merchandise

We carry a complete line of: ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

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## MERCHANDISE TOPICS

Voedisch Bros., Inc., 1639 North Wells Street, Chicago, wholesaler of fishing tackle and other sporting goods for 53 years, recently issued its 300-page-plus catalog listing upwards of 35,000 items. According to Barney Ferguson and Phil Teitelbaum, top men at Voedisch, it's the biggest and most complete directory issue in company history. Typical of the many items are fishing reels—some 300 of them. Other equipment includes rods, lines, lures, boats, outboard motors, radios, etc. Camping supplies in a large variety are included, plus all types of games, winter sports gear, golf equipment, plus a full line of needs for swimming, basketball, baseball, football, boxing and archery. Due to the expense of publishing the directory, Voedisch is asking for a \$2 deposit from those desiring a copy. A credit slip is then sent which can be deducted from the buyer's first order.

R. E. Stafford, 3360 N. Meridian Street, Indianapolis, who has been dealing in electric engraving pencils for years, has placed in stock a new model Burgess vibro tool which will engrave on metal, glass, jewelry, etc. New model has a diamond point and may be had for \$20.90. Literature on the new tool will be sent on request.

If you want to see the latest in carnival and novelty items write to Kipp Brothers, 240 South Meridian Street, Indianapolis, for a complete carnival catalog. This is the firm's 75th anniversary edition and is a valuable reference. State your business when sending your request.

Hall of Distributors, 8713 12th Street, Detroit, reports repeat orders on its Magic-Craft copper pop-up toaster which sells for \$8.15 in lots of six. Included with the toaster is a special attachable cup for melting butter, together with brush. The butter melts while the bread is toasting. Then all you do is brush on the melted butter. The cup and brush are extras which come only with the Magic-Craft toaster and not with the Magic Mail chrome toaster, which is priced at \$7.25 fo. six.

Magidson Bros., manufacturer of lamps, lampshades, advertising specialties and decorative giftware, recently combined its operation with that of Suttle & Rittgers, Inc., long established in the gift, premium and houseware fields. The combi-

nation of sales and office personnel, showrooms and manufacturing and warehouse facilities is designed to facilitate the flow to customers of quality merchandise at popular prices, firm spokesmen say. A new catalog may be secured by writing either firm at 1440 North Western Avenue, Chicago 22. The company's merchandise will be displayed at all major advertising, premium, lamp and gift shows nationally, it was reported.

Harold Newman, supplier of coils to pitchers, has reduced his price from \$53 to \$48 per gross. Manufacturers supplying Newman have reduced their prices and the saving is being passed on to his customers.

A new musical system recently perfected by Seger-Systems, P. O. Box 534, Park Ridge, Ill., lets anyone immediately play the piano or organ without musical knowledge, it's claimed. Called Play It Yourself, the system includes a book and a picture chord chart. The player merely strikes the key according to the numeral in the square above each note, and at the same time the player's left hand presses the chord which is graphically reproduced underneath the melody line.

Named Curtain Caddy, a new clear plastic shower curtain is being introduced by the Glen Company, Box 33, Glencoe, Ill. It contains four pockets, side by side, located so as to be within easy reach. The pockets hold back brush, scrubbing brush, sponges, bubble bath, soaps and shower cap.

Division Sales, 3341 West Roosevelt Road, Chicago, has announced a new schedule of hours at its showrooms where distributors, wagon jobbers, auctioneers and all quantity buyers can see what they're buying and save money. The showrooms are open daily from 8 a.m. to 5:30 p.m., with Saturday hours from 8 a.m. to 1:30 p.m. The rooms are closed on Sundays. Typical items handled include earrings, ball-point pens, wallets, knives, novelties, notions and costume jewelry. As a special offer, Division is offering 10 of its best-selling items for \$5.

Chicago Bird & Cage Company, 422 South State Street, Chicago, which has been dealing with carnivals and concession operators for 40 years, is offering what it be-

(Continued on page 114)

### 14 KT. GENUINE DIAMOND BRIDAL LOCK RING SET

Including both Engagement and Wedding Ring

**\$12.75** per set in doz. lots

\$13.50 per set in lots of 6

Sample Set \$15.00 each

### 6 BEAUTIFUL STYLES

Order of 12 sets shipped in 6 beautiful styles. Six in 14 kt. white gold and six in 14 kt. yellow gold. Rings stamped with "14K" on inside. Gorgeously packaged in gift box with velvet pad. Carries \$50 price tag.

**AMES-BARRY CO.**



Illustration enlarged to show detail.

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All lamps available in colors of pink, turquoise and white. \$39.95 retail.

Now only **\$8.95** ea. with Fibreglass shade or **\$6.95** ea. with Plastic Shade

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Here's the top-selling TV Lamp on today's market. Natural rock effect with figurines. In 5 colors, white, pink, red, turquoise and chartrouse. 11" high, 14"x9" in diameter. Sea moss or air fern supplied free to highlight each item. Packed in individual carton complete with bulb.

\$27.95 retail (pre-ticketed).

**\$6.50** each in lots of 3 or more. Sample \$7.50 each prepaid.

**\$6.00** each in lots of 12 or more.

### OTHER POPULAR SELLERS

#30 Gypsy Dancers  
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**10 Ass't Watches** with yellow exp. bands  
Sample Watch, \$9.95  
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only **\$69.75**

Reconditioned and guaranteed like new. Latest styles for men and women.

QUANTITY USERS—COME IN FOR SPECIAL PRICES

### Special Close-Out!

Used Men's & Ladies' Wrist Watches, also Pocket Watches. All in running condition—

as is—  
**5 for \$10**

Display Gift Boxes, 50¢

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New Big 1956 Catalog, only **25¢** (refunded on your first order)

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

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### CHINA TABLE LAMPS with VELON-PLASTIC SHADES

Hand-painted 24K gold decorations; decorated lustre finish. Comes in gorgeous assortment of styles and colors.

Hgt. 28"

Overall

**\$3.95** ea.

In doz. lots Sample \$4.50 prepaid

We manufacture lamps, clocks and premiums. Write for catalogue.

2000 China decorated modern and traditional lamps and shades, complete ..... \$2.00 ea.  
1500 Boudoirs as above ..... \$1.00 ea.

25% dep., bal. C.O.D., F.O.B. Chicago.

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### THE HOTTEST PITCH FOR '56

SUN-UMBRELLA HATS Completely adjustable in asst. colors. Lowest price in U.S.A.—\$6.75 doz.

Cowboy Hats—Made in U.S.A. Asst. styles, colors, sizes. Now only \$3.75 doz.

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Write for FREE listings. 25% dep., bal. C.O.D., F.O.B. Chicago.

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### Trouble Lights

In 25', 50' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant.

25% Deposit, Balance C.O.D.  
**Sheldon Cord Products**  
3549 W. 5th Ave. Chicago 24, Ill.  
Phone: NEVada 2-3898

### MIDGET BIBLE

New edition. Has last 5 per, Crucifixion Pictorial Lord's Prayer. Over pages. Size of post stamp. (1x3 1/2-in.) clearly printed and easy word legible. Black eye printed cover. Wonder

**BIG PROFIT novelty.** Deal Prices 70¢ doz., \$6.78 per 100. Special low jobbers & quantity prices. \$ for Wholesale Catalog of 3000 novelties. **JOHNSON SMITH & CO.**, Detroit 7, MI

# ARE YOU ON OUR MAILING LIST?

Our 1956 Catalog is being changed in style and size and will not be ready until the latter part of June. Please order from our 1955 Catalog No. 65 with the assurance that every item will be shipped at lowest prevailing prices. IF YOU DO NOT HAVE OUR NO. 65 CATALOG, PLEASE ASK FOR IT. It will be sent free of charge providing you state your business in first letter or request.



**No. 7349—23" MAMBO CLOWN**  
Vinyl Head, Ears, Hands, Shoes  
Pkd. 12 Doz. Price  
Milw. ... \$45.00  
East ... 40.00

**#4669—MAMBO MONKEY**  
Vinyl Head, Ears, Hands, Shoes  
Pkd. 12 Doz. Price  
Milw. .... \$45.00  
East ..... 40.00

**#7392—19" MONKEY**  
Vinyl Head, Ears, Hands, Shoes  
Pkd. 6 Doz. Price  
Milw. .... \$40.00  
East ..... 34.80

**#7379—MONKEY**  
Same as above  
Pkd. 12 Doz. Price  
Milw. .... \$44.00  
K. C. .... 39.60



No.	Size	Pkd.	Dozen Price	Price
			Milw.	K. C.
4620	14"	48	\$12.00	\$10.80
4601	18"	24	16.00	14.40
7377	20"	12	20.00	18.00
4613	26"	12	24.50	22.00
4615	29"	12	30.00	27.00

**NEW TOYS IN ALL SIZES**  
LASSIE—Sitting and Lying  
COLLIE—Sitting and Lying  
CLEO—Sitting and Standing  
RIN TIN TIN—Sitting and Standing  
DONALD DUCK • MICKEY MOUSE  
Write for Prices

DGGS—From \$4.00 doz. and up  
BEARS—From \$7.20 doz. and up  
Hundreds of new Slum Items besides the many old stand-bys. Every new and old number from the three large glass companies.

**ALL TOYS SHIPPED FROM K. C. OR EAST IN FULL CARTONS ONLY AS LISTED.**

No.	Size	Pkd.	Dozen Price	Price
			Milw.	East
4604	10"	36	\$ 8.00	\$ 7.20
4606	13"	36	11.50	10.40
7328	25"	12	24.50	22.00
7343	30"	6	30.00	27.00
4731	40"	4	75.00	67.00



**No. 4576—34" DUCK**  
Pkd. 12 Doz. Price  
Milw. .... \$36.00  
EAST ..... 32.40

**No. 4582—27" GIRL MOUSE**  
Pkd. 24 Doz. Price  
Milw. .... \$19.20  
EAST ..... 16.80



**STANDING POODLE**

No.	Size	Pkd.	Dozen Price	Price
			Milw.	East
7394	16"	12	\$24.80	\$22.30
4605	16"	12	31.50	28.00
4697	19"	12	37.00	33.60
4686	20"	12	36.00	32.40

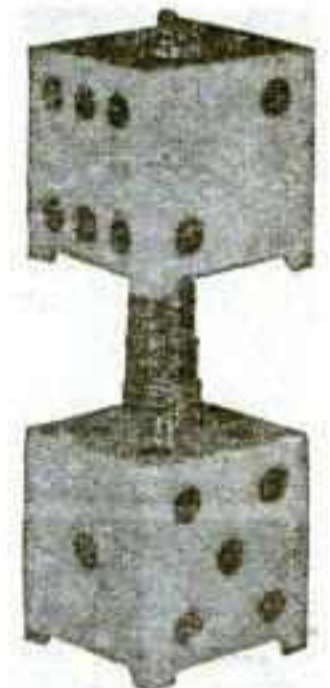


**SITTING POODLE**

No.	Size	Pkd.	Doz. Price	Price
			Milw.	K. C.
7375	14"	12	\$16.00	\$14.40
4646	15"	12	19.20	17.25
4652	17"	12	20.75	18.60
4719	17"	12	21.60	19.60

No.	Size	Pkd.	Doz. Price	Price
			Milw.	East
7331	15"	12	\$15.60	\$14.00
7332	15"	12	16.80	15.00
7333	19"	12	22.50	20.00



**No. 1057—DICE LAMP**  
Doz. .... \$18.00



**No. 4590—31" HOBO PETE CLOWN**  
Pkd. 12 Doz. Price  
Milw. .... \$37.50  
EAST ..... 33.60

**No. 4588—27" BOY MOUSE**  
Pkd. 24 Doz. Price  
Milw. .... \$19.20  
EAST ..... 16.80



**No. 4570—MAMBO M-O-O-O COW**

19", Voice, Vinyl Face, Horns, Feet.  
Pkd. 12 Doz. Price  
Milw. .... \$52.00  
East ..... 46.80

**No. 4574—24" HUMPTY DUMPTY**

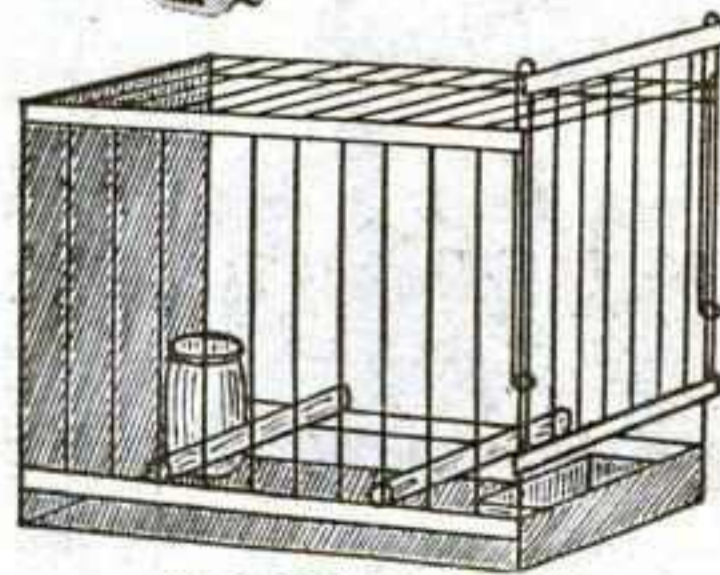
Pkd. 12 Doz. Price  
Milw. ... \$24.00  
East ... 21.60



**No. 4548—14" DOLL**  
Pkd. 144 Doz. Price  
Milw. .... \$4.50  
EAST ..... 3.90



**No. 4568—17" MOUSE**  
Pkd. 48 Doz. Price  
Milw. .... \$9.25  
EAST ..... 8.25



**PARAKEET CAGES**

No. 7163—Completely assembled. 6 3/4"x4 3/8"x5 1/4" high. Packed 60 to carton.

1 Carton (60 cages) ..... \$55 each  
5 Cartons (300 cages) ..... .50 each  
More than (300 in shipment) .48 each

Will Have Jap Knock Down Cages in Stock Sometime During May

FOR THE LATEST MERCHANDISE—PRICES —QUALITY—SERVICE, CONTACT:

# WISCONSIN DE LUXE CO.

1902 No. Third St. Milwaukee 12, Wis.  
(Phone: LOcust 2-5431)

# STREETMEN: here's your

## GOOD JOINT for '56

# OAK'S BIG FLASH

## BALLOON LINE

## NEW SENSATIONS OLD FAVORITES

All Big Sellers  
All Priced Right

NOBBIES SPIRALS

CANDY STRIPED and AGATE

GIANT AIRSHIPS

'56 SALES SPECIAL OFFICIAL  
MICKEY MOUSE CLUB BALLOON  
Now with BIG BLACK EARS...

NEW TIGER CATS

GIANT PADDLES

KATHEADS

Available S-T-R-E-T-C-H-E-D for  
Bigger Value at the Handout  
Workers Available...

See Your Jobber

OAK-BYTEX TOY BALLOONS

The OAK RUBBER CO  
RAVENNA, OHIO.

### YOU HAVEN'T SEEN ANYTHING YET!

Want to be FIRST with something NEW?  
Fill in and mail coupon today!



POPEIL BROS., Dept. D  
14 N. Sangamon St., Chicago 7, Ill.  
Put me on your mailing list for advanced  
information and FREE samples of brand-  
new demonstration items.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

POPEIL BROS., INC.  
14 N. Sangamon St., Chicago 7, Ill.

### ATTENTION, ALL COIL WORKERS

We have Ford V-8's 1932-'48

Orders shipped same day as received. All  
coils have wire on top. Easy to demon-  
strate. Have lots of stock on hand at all  
times. You don't have to wait. You will  
not be let down. This coil is not plastic  
but made of bakelite and will not burn  
thru. Longer ferril to fit deep distributors.  
Have carbon resistor in all coils. Your  
cost of shipping is cheaper.

NEW LOW  
PRICE  
\$48.00  
GROSS

HAROLD NEWMAN

PHONE—WRITE—WIRE

UNIVERSAL IGNITION CO.

4754 N. CLARK STREET CHICAGO 40, ILLINOIS  
Shop Ph.: Longbeach 1-3499 Home Ph.: Longbeach 1-4983

ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the  
AUDIT BUREAU OF CIRCULATIONS.



## PIPES FOR PITCHMEN

By BILL BAKER

JACK (BOTTLES) STOVER... breezes thru the following from somewhere in the hills of Virginia: "B. V. (Spud) Mangrum and I are making a few spots. We've been up and down like an elevator, but I guess it's better than being down all the time. Hope all the 'ads and lassies are doing better down yonder and that everyone is getting ready for the Easter bunny. I will be making the Eastern shore and the tobacco markets." Bottles would like to read a few lines from any of his old friends who haven't piped in for a coon's age.

VET JACK SCHARDING... piped in a word of appreciation of The Billboard's change o' format. "I am truly glad that Billyboy is now being printed somewhat smaller and stitched," the good professor said. "We all appreciate the improvement." Scharding plans on hitting the road again after almost four years of retirement. Currently he is anxiously sitting it out in his Los Angeles headquarters waiting for the Morris Company of New Jersey to get the seven-in-one scope ready. If it's ready in time, he'll open with it at the upcoming Memphis Cotton Carnival.

IN LAST WEEK'S... vital statistics column of The Billboard we carried a notice to the

effect that a brand new citizen showed up recently in Romeo, Mich. The stranger who is now five months old is Sharon Lynne Heller, daughter of Mr. and Mrs. Leo (Happy) Heller.

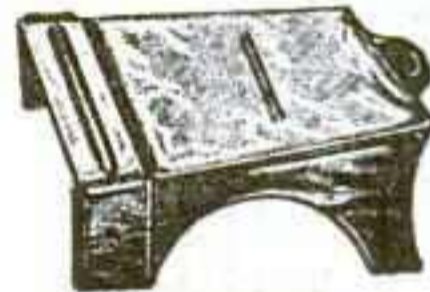
HERE'S A VERY... interesting letter that was delivered to the Pipes desk just a few days ago. It reads in part: "As a freelance writer, I've contributed articles to such magazines as Life, Saturday Evening Post, Reader's Digest and True. I'm writing to ask if you might be able to give me the names and address of two or three veteran pitchmen operating in or near New York who might make particularly good subjects for a colorful story. I would then write to them directly and ask them about their willingness to be interviewed. The article I'd like to do might be either about one pitchman, or "as-told-to" under his byline. In any case, the article would be written from a friendly point of view. I've admired a great many pitchmen in action and have read your column off and on for a great many years for the warm and interesting glimpses it gives of the pitchman's life. I'll very much appreciate any help you can give me."—Signed, Carlton Brown, 6 Sheldon Place, Hastings-On-Hudson, New York.—We have

(Continued on page 112)

## UNBEATABLE VALUES JEWEL MACHINE



Each in an attractive display box, including an assortment of 200 rhinestones, rubies and multi-colored stones, plus additional 200 metal settings. This package we have been advertising and selling on TV for \$2.98. Quantity price 65¢. Price of machine with 1 gross of jewels, 59¢. Without jewels, each in a display box, 39¢. WARNING—ALL INFRINGERS OR RETAILERS OF OUR PATENTED JEWEL MACHINE WILL BE PROSECUTED. PATENT #D 174-342.



### METRIC SLICER

New all-steel platform slicer, most beautiful on the market, \$29.50 per gross. Other gadgets to fill in—spiral, juicer, garnisher, flipper. Catalog sent upon request.

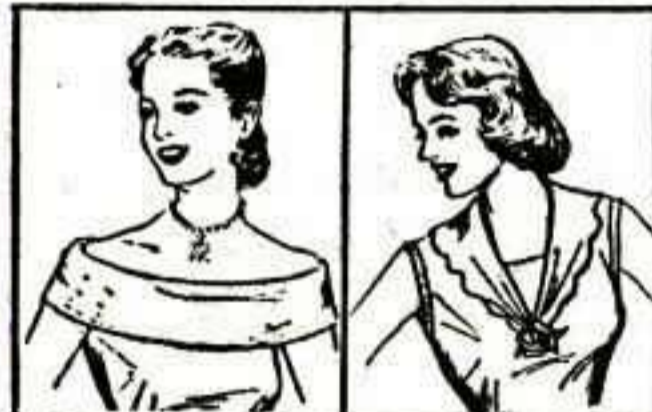
### SENSATIONAL PLASTIC PLATFORM GRATER



\$32.00  
per  
Gross

FAST SERVICE  
AT ALL TIMES

Just a few of many ways to style it...



PORTRAIT DRAPE SAILOR'S DELIGHT

### GLAMOURTUBE

Sensational Glamourtube Sweater Blouse, big money getter at resorts, fairs and department stores. Now only 87 1/2¢ each. On TV sales and department stores, \$2.98. Would be a sensation at fairs and resorts.

N. K. MORRIS MFG. COMPANY

AVON, NEW JERSEY

Prospect 5-1016

Attention, Pitchmen, Concessionaires, Dealers,  
Agents, Anyone Interested in Extra Profits!

FIRST TIME  
OFFERED!

Sample package of our 10 Best-Selling Items. Each item tested and proven to be "hot" sellers in our local markets. We unconditionally guarantee each item to be a winner.

Send \$5 for sample  
package of 10 items.

You may re-order any of  
the individual numbers you  
desire.

If you are not satisfied with our selection,  
we will refund your money.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois  
Phone: LAwnedale 2-7377

## Here at Last!

### TODAY'S PROFIT MAKER!! New-Type, Snap-A-Part INTERLOCKING BEADS

Without restringing, Neck becomes  
Choker and Bracelet, etc.  
SPECIAL PROMOTION  
\$4.25 doz. \$48.00 gross

This promotion consists of 6 necklaces  
& a pair of matching earrings to the  
dozen.

Necklaces only \$ 5.50 doz.  
60.00 gross

Assorted Colors. Please send check with  
order. We pay freight.

Customcraft  
JEWELRY MFG. CO.  
26 CUSTOM HOUSE ST. PROV. 3, R. 1

### MEDICINE MEN!

The House That Quality  
and Service Built



For real repeaters at lower  
prices, write today for our  
complete line of Tonics, Herbs,  
Liniments, Salves, Corn  
Medicines, Foot Creams  
and Powders, Tooth Pow-  
der, Vitamins and Mineral  
Tablets, B-Complex Liquid  
Vitamins and Powdered  
Vitamins. We specialize  
in Private Label and Formula Work.

Made by a Registered Manufacturing  
Pharmacist. Products Liability Insurance  
carried on all our own brands as well  
as yours.

34 years of continuous service.  
By serving we grow!

THE HOUSE OF SERVICE!  
CELTONA MEDICINE COMPANY  
Established 1918

1016 Central Ave. Cincinnati 2, Ohio

### ATTENTION, FAIR FOOD WORKERS AND DEMONSTRATORS

Tested and proven fast  
seller. Original "20-in-1"  
Kitchen Necessity. Does  
the work of 20 neces-  
sary kitchen uten-  
sils. New, modern,  
longer handle.  
Over 9 1/2"  
long.

Retails at  
49¢, cost  
\$1.50 dozen,  
\$13 gross (with  
circulars).

Send 25¢ for sam-  
ple and sales plan.  
NEW METHOD MFG. CO.  
BOX 88-15 BRADFORD, PA.

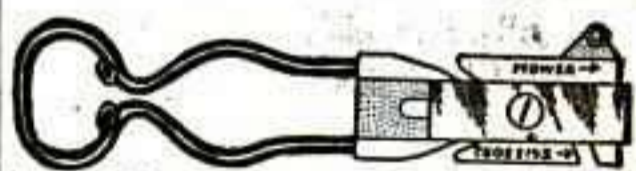
### Attention, Auctioneers

7-PIECE MAGNETIC SCREW DRIVER SET  
All individual screw drivers feature  
Plastic, Shockproof, Unbreakable  
Handles. Made of hardened tem-  
pered tool steel blades. Each set  
comes with wall rack.

\$21.00 per case of  
50 sets  
\$5.40 per dozen sets Sample,  
45¢ ea.

Write for FREE listing  
Terms: 25% deposit, balance C.O.D.,  
F.O.B. Chicago.

SHELDON PRODUCTS  
3549 W. Fifth Ave. Chicago, Ill.



Write for new low price  
Sample 50c

### POCKET KNIVES

\$2.95 Per Dozen. Sample 50c.  
E. P. FITZPATRICK  
304 N. Adams Street  
Wilmington 1, Delaware

### PITCHMEN!

Hawaiian

### TI PLANT LOG

Buy direct at lowest prices. Fresh  
stock and flash always available in  
New York for immediate shipment.

ORCHIDS OF HAWAII, INC.

54 West 56th Street,  
New York 19, N. Y.  
Phone: JUlson 6-8950

### MEDICINE SALESMEN

No matter how you are selling, door  
to door or pitch, you can increase your  
sales and profits with Laxated Herb  
Principles. This is a completely water  
soluble powder that makes an effective  
laxative. Been on the market for 35  
years. One pound will make 32 of 8-oz.  
bottles. Stock labels free. Write today  
for information and prices.

FINLEY LABORATORIES, INC.  
3556 Olive St. St. Louis, Mo.

GIVE TO DAMON RUNYON  
CANCER FUND

# SPRING SPECIAL BUYS


**RUBBER HORSE**  
w/squawker  
\$1.80 Doz.  
\$21.00 Gross



**RUBBER ELEPHANT**  
w/squawker  
\$1.80 Doz.  
\$21.00 Gross




**RUBBER MONKEY**  
11" w/squawker  
\$1.80 Doz.  
\$21.00 Gross.



**HUNTER KNIVES**  
w/sheaths

- 8" plastic Doz. \$3.00
- 7" stag handle 2.90
- 5" stag handle 2.00
- 4" pearl handle cub knife .. 1.75
- 4" stag handle cub knife .. 1.00
- 3" white handle .... .75

**10" RUBBER MONKEY INFLATE**  
\$1.25 Doz.  
\$13.50 Gross



**HI HAT FUR MONKEYS**  
w/pipe and goggles

- 7 in. . . \$ .70 Dz. \$ 7.50 Gr.
- 9 in. . . 1.20 Dz. 13.50 Gr.
- 12 in. . . 2.00 Dz. 22.50 Gr.
- 16-inch Fur Monkey w/ college cap, \$1.50 Doz.

**PEARL OPERA GLASSES**  
w/compass and shoulder straps.

- 3 3/4"x3" .. \$2.00 Doz. \$22.00 Gr.
- 4"x3" .. \$2.75 Dz. \$30.00 Gr.


**WESTERN STRAW HATS**  
w/chin cord. Cowboy prints on crown. White, black or assorted colors.  
\$4.25 Dozen



**LARGE FIELD GLASSES**  
w/shoulder strap & compass

- 4"x4" .. \$3.50 Doz. \$42.00 Gr.
- 4 3/4"x4" .. \$4.00 Doz. \$48.00 Gr.
- 5"x4 3/4" .. \$4.50 Doz. \$54.00 Gr.

**15 INCH FUR TRIMMED JOCKO MONKEYS**  
\$3.75 Doz.



**RUBBER HORSE INFLATES**

- 13" .. \$1.80 Doz. \$21.00 Gross.
- 15" .. \$3.00 Doz. \$33.00 Gross.
- 18" .. \$4.00 Doz. \$48.00 Gross.



**20 INCH METAL SWORD**  
w/black scabbard  
\$1.80 Doz.  
\$21.00 Gross



**TOYO CLOTH CAPS**  
For Beach or Sportswear, assorted sizes, packed 2 dozen.  
\$3.00 Per Doz.



**KIDDIE FELT ETON CAPS**  
w/pompon  
\$2.00 Doz.  
\$22.50 Gross




**BLUE AND WHITE SCOTTY DOG**  
\$3.25 Doz.  
5 1/2 Blue & White  
SETTING DOG  
\$2.75 Doz.



**BIRD NEST STRAW HAT**  
\$12.00 Per 100



**CHIRPING BIRD IN CAGE**  
\$1.75 Doz.  
\$20.00 Gross




**5 1/2 INCH STUFFED ZEBRAS**  
Special  
\$1.20 Doz.  
\$13.00 Gross



**BLACK & WHITE PANDAS**

- 5 1/2" .... \$1.75 Dz. \$20.00 Gr.
- 8" ..... 3.00 Dz. 33.00 Gr.
- 11" ..... 5.25 Dz. 60.00 Gr.
- 5 1/2" Honey Bear ... 1.75 Dz. 20.00 Gr.
- 4" Black & White Bear ... 1.75 Dz. 20.00 Gr.



**Wind Up Hopping Fur Dogs.**  
Per Gross ..... \$36.00  
Begging Fur Dogs. Doz... 3.75



**5 1/2" METAL SPARK PISTOL**  
shoots sparks  
\$1.75 Doz.  
\$19.50 Gross



**MOTORCYCLE HATS**  
Heavy Material Black or Pastel Colors  
\$6.50 Doz.



**18 INCH BREAK ACTION CORK RIFLES**  
\$3.25 Doz. Gross \$37.50



**TRI MOTOR BOMBERS**  
w/24" stick  
\$16.50 Gross



**FIVE MOTOR BOMBERS**  
w/24" stick  
\$20.00 Gross



**BE-BOP CAPS**  
w/Pompon, Elastic Back, fits all sizes  
\$3.60 Doz.  
\$42.00 Gross



**GOLD CRUCIFIX**  
Gold Statuette on White Cross, each in Window Box  
6" .. \$1.80 dz.  
8" .. 2.50 dz.  
10" .. 3.60 dz.



**METAL AUTOMATIC CAP PISTOLS**  
75c Doz.  
Roll caps for pistols, 35¢ per 100 rolls.



**3-key nickel finish trumpet** ..... \$1.80 Doz.  
**4-key nickel finish trumpet** ..... 2.75 Doz.  
Nickel finish metal trombone .... 2.25 Doz.



**HI HAT FEATHER DOLLS**  
New stock, attractive colors w/Hawaiian skirts

- 5 in. . . \$ .65 Dz. \$ 7.20 Gr.
- 6 in. . . 1.10 Dz. 12.50 Gr.
- 7 in. . . 1.10 Dz. 12.50 Gr.
- 9 in. . . 1.75 Dz. 20.00 Gr.
- 12 in. . 3.00 Dz. 33.00 Gr.



**CELLO HEAD CLOWNS**  
7", \$1.50 Doz. \$16.50 Gross  
8", 1.80 Doz. 20.00 Gross



**SAILOR DOLLS**  
Blue Uniform w/White Sailor

- 9", \$1.20 Doz. \$13.50 Gross
- 5 1/2", .60 Doz. 6.50 Gross



**NEW NOVELTY MOUSE HAT**  
\$3.25 Doz. \$36.00 Gross



**FUR TRIMMED CLOWNS**

- 8", \$1.50 Doz. \$16.50 Gross.
- 10", \$1.80 Doz. \$21.00 Gross.



## SLUM ITEMS

	Gross
Purse Mirrors w/picture back	\$1.75
Comic Hat Bands, per 100	1.50
Assorted Key Chains	2.25
Plastic Cigarette Pipes	1.75
3 inch Harmonicas	3.00
Kiddie Ident Bracelets	3.50
Police Badges, carded	3.00
3 inch Teddy Bears	3.00
Boat Fog Whistles	3.50
Dangling Skeletons & Devils	2.50
Hawaiian Leis	1.50

	Gross
6 inch Mexican Straw Hats w/elastic	\$2.75
4 inch Fur Monkeys	3.60
3 foot long Balloons	1.00
Feather Balloon Squawkers	1.75
Indian Tomahawks	3.50
1 inch Comic Buttons, per 100	1.00
2 1/2 inch dressed All Nations Dolls	3.50
Special—1000 assorted Slum—\$5.75.	
Includes: Whistles, Razzers, Finger Traps, magnets, blowouts & Rosette Fans.	

## BADGEBOARD ITEMS

	Doz.	Gro.
3 inch Cub Knife w/sheath	.75	\$ 8.50
4 inch Cub Knife w/sheath	1.10	12.00
4 inch Cub Knife w/pearl handle	1.75	20.00
Jumbo Rabbit Feet, per 100		4.50
Fur Dogs w/squeak	1.00	10.80
5 inch Indian Dolls	1.80	21.00
Padlock w/key	.75	8.40
4 inch Feather Dolls	.60	6.50
5 inch Sailor Dolls	.60	6.50
Compass w/spy glass	.75	8.40

	Doz.	Gro.
Cowboy & Cowgirl	\$1.00	\$10.80
Pearl Knife Key Chain	1.80	21.00
Pearl Opera Glasses	1.60	18.00
4 inch Panda Bear	.75	8.40
4 inch Scotty Dog	.75	8.40
3 inch 2 blade Pocket Knives	.80	9.00
7 1/2 inch Telescopes, 3 section	1.50	16.50
5 inch Telescope	.75	8.40
Assorted 50L Cowboy Buttons, per 100		1.50
50L Comic, Flag, Circus Buttons, per 100		1.50

## MISCELLANEOUS ITEMS

29 inch Double Cork Rifle	\$6.50 dz.
23 inch Double Barrel Cork Rifle	5.00 dz.
21 inch break action Cork Rifle, shoots sparks, w/cork	5.00 dz.
18 inch Cork Rifle, shoots sparks	3.60 dz.
10 inch Pop Gun	1.50 dz.
Flying Birds w/sticks	6.00 gr.
12x18 Pirate Flag	2.00 dz.
8x12 Pirate Flag	1.50 dz.

12x18 Rebel Flag	\$2.00 dz.
6x9 silk Rebel Flag	.60 dz.
Chinese Paper Snake	70¢ dz. 7.20 gr.
15 inch rubber Sword w/sheath	1.50 dz.
Kiddie Felt Fireman Hat	1.25 dz.
Red, white & blue Bell Batons	\$1.50 dz. 16.50 gr.
Cowboy Lash Whips	\$1.25 dz. 14.40 gr.
Assorted Hand Puppets	.75¢ dz. 8.00 gr.

**BELL HOP JOCKO MONKEY**

- 8" .... \$ 1.80 dz. 21.00 gr.
- 10" ..... 2.75 dz. 31.50 gr.
- 12" ..... 4.50 dz. 50.00 gr.
- 8" Hi Hat Monkey 1.40 dz. 18.00 gr.



**KIDDIE STRAW ETON CAPS**  
w/pompon  
\$3.00 Doz.




**RAYON PARASOL**  
with Floral Design

- 20" spread cane handle \$2.00 Dz. \$22.50 Gr.
- 24" spread color handle \$2.40 Dz. \$27.00 Gr.
- 28" spread color handle \$3.00 Dz. \$35.00 Gr.
- 32" spread color handle \$4.20 Dz. \$48.00 Gr.
- Special—24" Plastic Rainproof Parasol, \$3.00 Doz.



**6 1/2" Bear w/Squeak** .. \$3.50 dz.  
**7" Dog w/Squeaky Tail** .. 3.50 dz.  
**5" Dog w/Squeaky Tail** .. 1.75 dz.  
**8" Brown Teddy Bear** .. 3.00 dz.  
**9" Stuffed Monkey** .... 2.50 dz.  
**5 1/2" Assorted Animals** .... 1.75 dz.



**BREAK ACTION, METAL SPARK CORK PISTOL**  
Shoots sparks and cork at same time.  
\$3.00 Doz. \$33.00 Gross



**12" DeLUXE CRUCIFIX**  
Gold Statuette on white or blue cross. Boxed with Cathedral stained window background.  
\$6.00 Doz.



	Gross
#10 Mouse Balloons	\$5.50 Gr.
#15 Mouse Balloons	8.00 Gr.
Double Balloon (#11 Clear w/Mouse Balloon for inside)	4.75 Gr.
Large Kat Head Balloons	4.00 Gr.
#11 Circus Animal Print	5.00 Gr.
New Disney Mouse Balloon w/workers at popular prices.	

**YACHT HATS** Heavy Material, White, Navy or Light Blue.



**KIDDIE WESTERN STRAW HATS**  
\$2.40 Doz.  
\$27.00 Gross



**SQUAWKING RUBBER DUCKS**  
w/squeeze ball  
\$1.50 Doz.  
\$16.50 Gross



**12" DRESSED PEASANT RAG DOLL**  
w/Long Pigtails  
\$3.25 Doz.



**GIANT MEXICAN STRAW SOMBREROS**  
w/chin cord & sliding bead  
\$4.50 Doz.



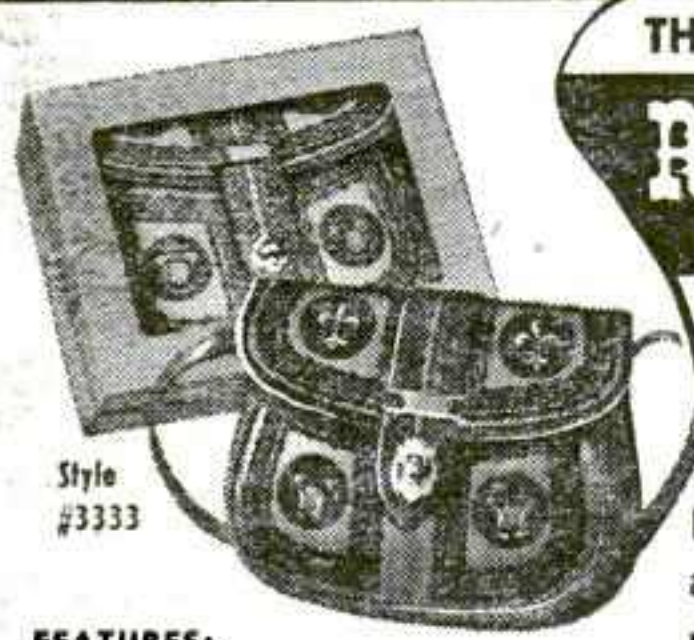
**METAL BREAK ACTION POP GUN**  
\$1.80 Doz. \$21.00 Gross



## SCHATTUR NOVELTY CO.

TERMS: 1/4 DEPOSIT WITH ORDER, BALANCE C.O.D., F.O.B. NEW YORK  
Telephone: COrtland 7-8986 144 Park Row, New York 7, N. Y. SEND FOR CATALOG

The bag for premiums, incentive awards, gifts or prizes!



THE **RIVIERA**  
by EMBASSY  
in Extra Heavy  
100% GENUINE  
LEATHER

Each bag PRE-PRICE TICKETED and luxuriously GIFT-BOXED (collaphaned window top)

\$30.00 Per Dozen Style #3333

Terms: 25% deposit, bal. C.O.D.  
Sample bag—\$4.00 (postage incl.)  
Colors: Natural, White Bark, Ginger, Black, Brown, Red.

**Embassy P.P. INC.**  
38 WEST 32nd ST. NEW YORK, N. Y.

**FEATURES:**

- Tooled front & back
- Inside zipper
- 45" adj. shoulder strap
- New tooled design
- Spring turn lock
- Saddle stitching
- Safety gusset
- Individually boxed

SEND 25c FOR COMPLETE CATALOG SHEETS!

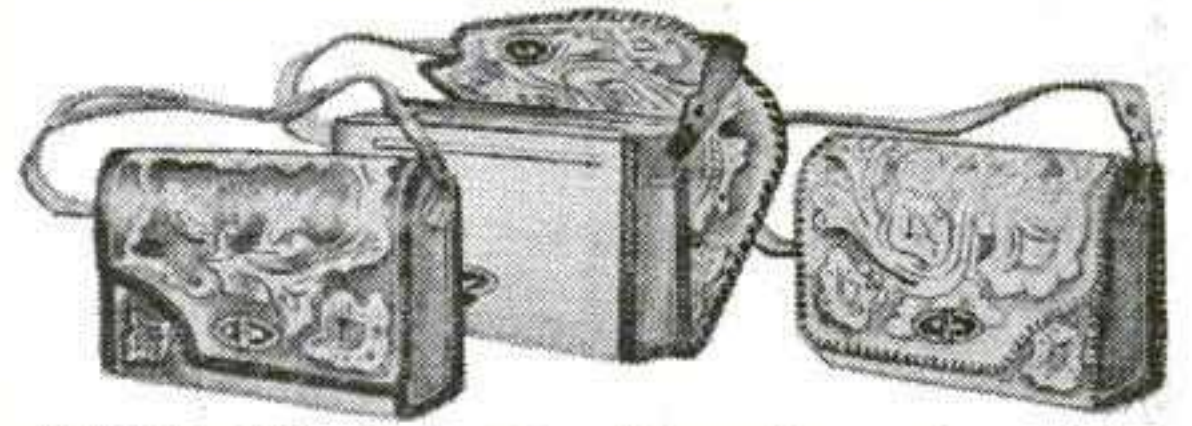
**Pipes for Pitchmen**

Continued from page 110

used this means of conveying Mr. Brown's very interesting wishes to the members of the trade because we didn't want to be accused of showing partiality or favoritism. Furthermore, we feel that writer Brown would prove to be much the better judge of just who would make a "good" subject for his story.

"PLEASE ACCEPT . . . my apologies for being truant so long," letters our old friend Leo (Happy) Heller, the sage of Romeo, Mich. "I have no valid excuse—just plain neglect. Last summer I went out on fairs with Fred Slocum. He works coils and also has the Atomic Blast Exhibit, a ding show. I worked the ding and he worked coils. I worked oil in a couple of spots but didn't do so good so I let it go at that. He and I also made quite a few live-stock auctions here in Michigan and did only fair working coils and oil. At Christmas time I worked the Julianna Shredder and Fred had Mini-Plex magic plastic and we both registered pretty well in the cash department. During January we both went on Mike Devine's Zina-Ray Oil and Kool-foot and to date we have done pretty well for ourselves, except for a couple of frozen blizzardy weeks in February. We are waiting for the weather to break before we paint the show and put it out for the season. We are framing a med joint of the first magnitude and will work med and coils in addition to the show. Main emphasis will be on the med, with Fred working vitamins and I will be working a bottle of liquid (for tired blood). I haven't been in downtown Detroit since the week after Christmas. At the time I was in Sam's department store pushing oil when I ran across Bill Barlowe who was doing a bang-up job with razor planes. Since the first of the year we have been working shopping centers. I understand that my old friend Roberta Putti is knocking 'em dead with cosmetics in Woolworth's Detroit five and dimer. Now that I've brought myself up to date, I promise to do better by you this year and write more often. My best to Ray and Anita Bossi and Henry Varner. They can drop me a line at my new address, 149 W. St. Clair Street, Romeo, Mich. Fred says that if Doc Meyers reads this he should drop him a line in care of me. My son, Jerry, is going to help us on the show this season in order to earn a few bucks so he can attend our church high school in Spring Harbor, Mich. I would like to hear from some of the boys in the hospital. I promise to reply. Never again will I let Christmas pass by without thinking of them as I did this past Christmas. I really felt bad about that."

**NEW MEXICAN REVERSIBLE BAGS**  
FINEST OBTAINABLE LEATHER—HAND TOOLED



REVERSIBLE. Milady actually gets two different color purses in one. Made in many different color combinations. Simply turn the flap around and you have a different color. Adjustable shoulder strap. Many inside useful features. Low factory price.

\$10.90 EACH. SPECIAL PRICE IN DOZEN LOTS.



**MEXICAN JACKETS**

100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.

**BEAUTIFUL HAND PAINTED MEXICAN SKIRTS**

A marvelous number that will prove to be your fastest seller and biggest profit-maker.

\$3.90 ea. SPECIAL PRICES On quantity lots.



Dancers, Sizes 34-40 \$7.75 each

Embroidered, Sizes 34-40 \$6.75 each

White or sizes over 40, 60c extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

All prices F.O.B. El Paso. 25% dep., bal. C.O.D. Send for free Catalog.  
**PEARL SALES CO.**  
P. O. Box 675, El Paso, Tex.

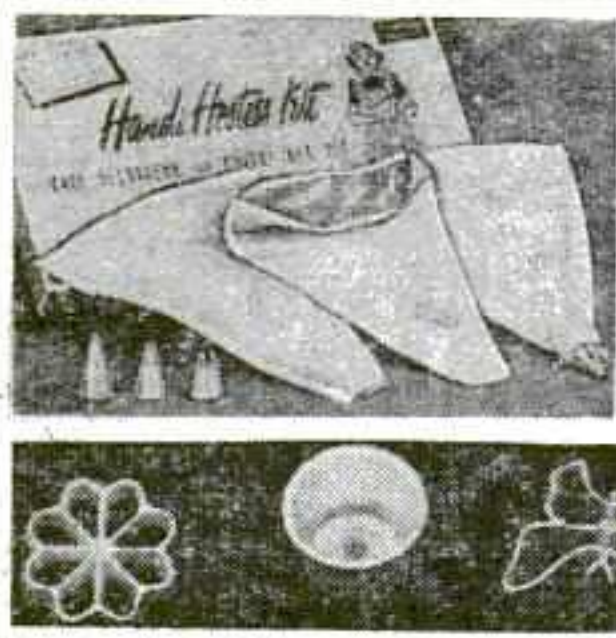
**WHY BUY SECONDS VIDEO PLASTIC TOWELS**  
ALL 1st RUN QUALITY



Thousands Sold on Television. Send for Sample Package NOW! PITCHMEN, DEMONSTRATORS, JOBBERS

- Free Waxing Cloth with each package
- Beautiful pastel colors
- Cut in 18x24" uniform size
- Guaranteed lint free
- Packed one gross to a carton
- Retail price \$1.00 each
- Your price \$43.20 per gross
- Free workers supplied with each gross order
- Samples \$1.00 each—credited to your first order

Factory Prices on Mouli Julienne and Salad Makers. Exclusive National Distributors **CRESTLINE LABORATORIES**  
3804 No. Western Avenue Chicago 18, Illinois



**DEMONSTRATORS! WORKERS!**

Springtime Planning Always Means Summertime Profits "FIRST TIME EVER"

- For Shows—Fairs—Stores
- NEW** "Magic Tube Change Cake Decorator Set"
- NEW** "Mold for French Frying Cocktail Franks, Shrimps, etc."
- NEW** "Sandwich Press for making Bismarks, Tarts, Ravioli, etc."
- NEW** "Waffle and Patty Shell Molds"
- \*\*\*\*Pastry Cloth Kits
- \*\*\*\*Cake Decorator Set Combination from 39¢ to \$1.00
- \*\*\*\*And Many Other Items

Write Jack Levy for price list. Will arrange bookings in top spots on good PC for good demonstrators.

**BONLEY PRODUCTS CO.**  
28 SO. CLINTON STREET CHICAGO, ILLINOIS



**THE BEST IS COMING!**

Want to be FIRST with something NEW? Fill in and mail coupon today!

**POPEIL BROS., Dept. D**  
14 N. Sangamon St., Chicago 7, Ill.  
Put me on your mailing list for advanced information and FREE samples of brand-new demonstration items.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**POPEIL BROS., INC.**  
14 N. Sangamon St., Chicago 7, Ill.

**LLOYD R. TROIKE**  
Factory Representative  
Mail Address:  
**P. O. Box 622, Chicago, Ill.**

24-in. Fur Chimp ..... \$42.00 DZ.  
Plush Chimp ..... 39.00 DZ.  
Mech. Cat Sipping Milk ..... 44.80 Gr.  
Ice Cream Monkey ..... 67.20 Gr.  
Mech. Walking Plush Elephant and Also Donkey ..... 158.40 Gr.  
7-Piece Wood Kitchen Set ..... 36.00 Gr.  
Tom Toms ..... 54.00 Gr.  
African Dancer ..... 54.00 Gr.

Many other items, such as Tents, Pools, Musical Toys.

All Shipments F.O.B. Factory. Cash with orders unless rated. Showroom: 209 S. State St., Chicago 4, by appointment.

SALESMEN—Few territories open in Midwest area.

**SPARKLE and LUMINOUS RELIGIOUS ARTICLES**  
**Big 8" Luminous Crucifix**

As illustrated. Exquisitely hand finished with mirror cut in diamond shapes, placed on a non-tarnishing SPARKLE background.

Send in \$1.00 to cover postage and packing for sample of 3—8" Crucifixes.

We also feature a fine line of picture frames and plaques. Ideal for prizes, scale men, games, souvenirs, and direct sales.

TERMS: 25% deposit, balance C.O.D.

**JOSEPH BELLA**  
6714 Tenth Ave. Brooklyn 19, N. Y.

**WATCH CUFF-LINKS!**  
TWO 17-JEWEL MOVEMENTS

Reconditioned for this purpose

One Cuff Link is the timepiece, the other shows the running movement. Yellow or white finish. Designed for men and women.

\$12.50 in lots of three. Boxed.  
Sample \$13.50

25% cash, balance C.O.D. FREE CATALOG

**ATOMIC SALES COMPANY**  
413 South Los Angeles Street  
Los Angeles 13, Calif. MADison 6-7350

**PERFUMES**

Write for literature on hundreds of fast selling packages of Perfumes, Cologne, Sachets and Cosmetic Sets. We offer the largest fragrance line for the direct salesman. Also General Household Items.

**GOODIER**  
DEPT. 88, 400 N. BISHOP, DALLAS, TEXAS

**COILS**

A better selling unit—resisters, long ferrills, porcelain cylinders. Will not carbon streak. Charts, guarantees, laries replaced. \$40.00 gr. DELIVERED—we pay air exp., trans. tax, C.O.D. charges. Your total cost \$40.00 gr. at your airport. Same day and overnight service. Try this, offer this unit to prospect for \$3.00 and any other for \$1.00. This offer good for working pitchmen only, others send \$3.00 each.

**MOTOR MAGIC DIST.**  
Box 3764, West End Station, Birmingham 11, Ala. Phones 57-7777 & 37-1511.

Plaster—Slum—Glass—Plush—Chinaware—Pottery—Aluminumware—Novelties

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Manufacturers and Distributors of JOKERS NOVELTIES

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TOYS • PROMOTION AND ADVERTISING SPECIALTIES

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**PRITT NOVELTY CO., INC.**  
12 West 27th St., Dept. B  
New York, N. Y.

when answering ads . . . Say You Saw It in The Billboard

# CHARLIE SHEAR'S "HELLO"

TO OLD AND NEW FRIENDS

### FEATHER DOLLS

Special Limited Quantity  
7" Hi Hat w/boots, gr. \$10.00  
12" Hi Hat w/boots, gr. 25.00  
Featherbacks, gr. 8.00



### PANDA BEARS

5" Black & White, gr. \$18.00  
5" Honey Bears, gr. 18.00  
11" Black & White, dz. 5.40  
4" Plush Squeak Dogs, dz. 1.50  
7" Plush Squeak Dogs, dz. 3.50  
3" Plush Brown Bear, gr. 8.00



### FUR MONKEYS

4" w/pipe, gr. \$ 3.25  
6" w/pipe, gr. 6.50  
7" w/pipe and glasses, gr. 7.50  
10" w/pipe and glasses, gr. 14.40  
12" w/pipe and glasses, gr. 26.00  
15" w/pipe and glasses, dz. 4.50

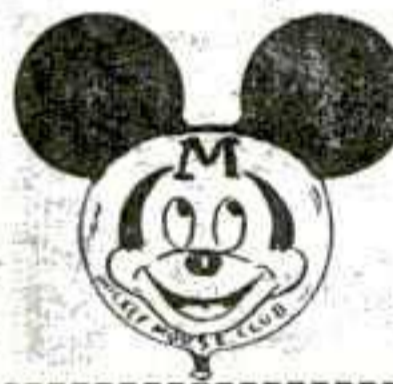


### FEATHER MONKEYS

7" gr. \$7.50  
18" dz. 4.80  
7" Fur Gorilla w/squeaker, gr. 9.40

### PLUSH JOCKO MONKEYS

6" Stuffed, gr. \$21.00  
11 1/2" Stuffed, gr. 29.00  
10" Fur trimmed satin, gr. 21.00  
15" Fur trimmed satin, dz. 4.80



**BALLOONS**  
For Streetmen. These are all street-sized.  
#12 Mickey Mouse Club gr. \$7.50

### Spirals—Extra Long \$6.00 Gr.

#26 Two in Ont, 26 clear w/ #12 Mousehead, gr. 13.00  
Workers Available

### BALLOONS FOR GAS OR STICKS

#11 Two in One—11 clear w/ #6 Mousehead, gr. \$7.00  
#11 Pencil Circus Animal Prints, gr. 4.75  
#10 Mousehead, gr. 5.50  
#9 Patriotic Designs, gr. 5.50  
#14 Tiger Kat, gr. 7.50  
#12 Kat-Pastel, gr. 6.00  
#17 Paddle-Tricolor, gr. 5.25



**BALLOON ACCESSORIES**  
Reed Balloon Sticks, gr. \$ .60  
3/16x48 Dowels, per 100... 1.75

### PARASOLS RAYON

21" Spread-Flower, gr. \$22.00  
25" Spread-Flower, gr. 27.00  
25" Spread-Over-all Animals, gr. 38.00  
33" Flower, gr. 43.20



### BOMBERS-PLASTIC

3 Prop—One piece, gr. \$16.00  
6 Prop—One piece, gr. 20.00

### PINWHEELS

4 Point Mickey Mouse, gr. \$8.25  
Lg. 8 Point Assorted, gr. 9.00

### CUB KNIFE W/LEATHER SHEATH

4" Stag Handle... \$ 1.20 dz.  
12.00 gr.  
4" Pearl Handle... 1.40 dz.  
15.00 gr.  
4" Assorted Colored Handles... 1.50 dz.  
16.00 gr.  
New 4" w/beaded Colored Sheath... 2.50 dz.  
27.00 gr.  
5" Bone Handle... 2.25 dz.  
24.00 gr.  
7" Hunter Knife... 3.80 dz.

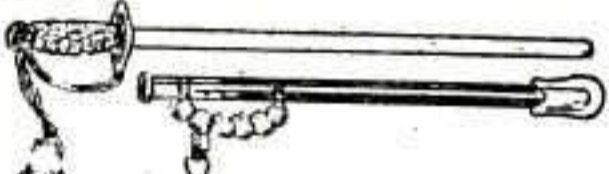


### BALLERINA DANCER

She Whirls, She Twirls, Watch Her Dance, dz. \$ 2.00  
gr. 21.00

### CONTAINER DOLLS

Assorted in Plastic Case, dz. \$6.00



**BLACK METAL SABER & SHEATH**  
\$1.80 dz. \$21.00 gr.



### SPARK RIFLE POP GUNS

20" Bolt Action, dz. \$3.75  
21" Breaking, dz. 5.00  
24" Dub. Cork Rifle, dz. 5.50



### BREAK PISTOL SPARK GUN

Without Spark \$2.00 dz. \$21.00 gr.  
Wood Handle Pop Pistol, 1.25 dz. 14.00 gr.



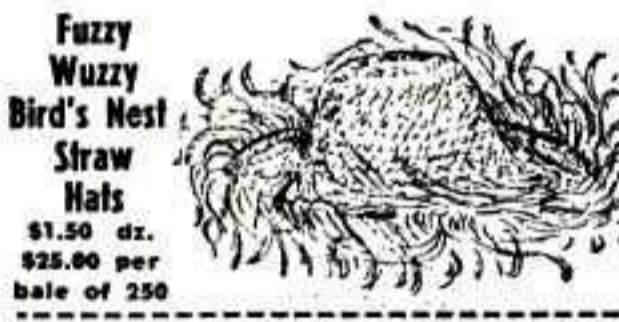
### TOYO CAP

Asst. Designs & Colors \$3.25 dz. \$36.00 gr.  
Ladies' Toyo w/lace front \$4.25 dz. \$48.00 gr.



### Straw Jockey Cap w/Pompon

\$3.25 dz. Kiddie Eton Straw w/Pompon \$2.75 dz.



**Fuzzy Wuzzy Bird's Nest Straw Hats**  
\$1.50 dz. \$25.00 per bale of 250



### FELT DERBY

\$3.75 dz. \$42.00 gr.



### UMBRELLA HATS

Asst. Colors & Designs \$6.00 dz.



### MECHANICALS

Hopping Fur Dog, gr. \$36.00  
Hopping Fur Dog, Small, gr. 21.00  
Walking Dog w/shoe in mouth, dz. 6.25  
Chimpanzee w/cymbal, dz. 6.25  
Swiss Warblers, gr. .40  
Fire Engine, Friction, dz. 6.00



### RELIGIOUS ITEMS

12" Plastic Crucifix in Cathedral Display Box. White or blue... \$4.00 dz.  
8" Plastic Crucifix as above \$3.25 dz.  
6" Plastic Crucifix in display box 1.80 dz.  
4" Plastic Crucifix, white w/gold... .75 dz.  
NEW 6" Plastic Shrine w/gold figures. Sacred Heart, Virgin Mary, Infant of Prague. In display box. \$3.50 dz.  
NEW Religious Water Balls. Made in Italy. Asst. Saints \$6.00 dz.



### BACK SEAT DRIVER

### COMIC BUTTONS

	per 100	per M
46 L. Lithographed	\$1.00	\$ 9.00
56 L. Lithographed	1.50	13.00
90 L. Lithographed	2.00	28.00
120 L. Lithographed	7.50	70.00
3 1/2" Comic, Safety pinback	8.50	80.00
50 L. Celluloid Comic	1.50	15.00
70 L. Celluloid Comic	3.50	32.00

### TELESCOPES

Two section w/compass... \$.75 dz.  
Three section chrome w/compass... 1.75 dz.  
Three section pearl w/compass... 2.00 dz.

### ADMIRAL HATS

White or light blue... \$ 4.50 dz.  
Yacht Caps... \$3.50 dz. 39.00 gr.



### SAILOR GOB HATS

\$2.25 dz. \$25.00 gr.  
BeBop Caps... \$2.75 dz. \$42.00 gr.  
Pizza Hats... \$ 5.50 dz. 60.00 gr.  
Baseball Caps for all teams... 3.75 dz. 42.00 gr.  
Twill Crew Hats, Two Tone... 5.00 dz.  
New Felt Robin Hood Hat... 2.50 dz. 28.00 gr.  
Paper Felt Western Hat... 3.50 dz. 39.00 gr.



### OPERA GLASSES—BINOCULARS

Black, w/strap & Compass \$3.25 dz. \$36.00 gr.  
Pearl Opera Glass w/strap & Compass \$2.00 dz. \$22.50 gr.  
Super Binocular w/strap & Compass \$7.50 dz.



### FLYING BIRDS

Imported, Inside Whistle... \$ 6.00 gr.  
#310 Domestic, stapled... 7.75 gr.  
#280 Taped Birds... 12.00 gr.  
Imported Nested Tissue Birds... 7.20 gr.



### FLAGS

8x12 U.S. \$10.00 gr.  
12x18 U.S. 18.00 gr.  
8x12 Pirates 15.00 gr.  
12x18 Pirates 22.50 gr.  
8x12 Starter Checkered 17.50 gr.  
12x18 Starter Checkered 26.00 gr.  
6x9 Confederate, silk 8.50 gr.  
12x18 Confederate, cotton 24.00 gr.



### MEDIUM HORSE w/ rider, 15"

\$2.50 dz. \$28.00 gr.  
Large Horse w/ rider, 18" \$4.00 dz.  
Special \$42.00 gr.

### WESTERN STRAW HATS, PAINTED



\$4.25 dz. \$48.00 gr.  
Black Half Masks w/elastic \$ .90 gr.

### STRAW COOLIE HATS

16" ... \$ 2.00 dz.  
10" Full Rubber Doll ... 21.00 gr.  
12" ... 1.75 dz.  
18.00 gr.  
Lg. Dressed Tramp ... 21.00 dz. g" ... 8.40 gr.



### MOTORCYCLE CAPS

All Colors \$6.50 dz.

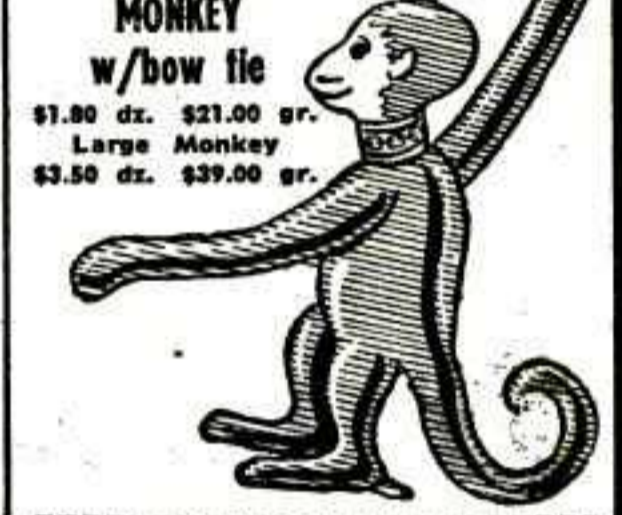


### JOCKO CLOWNS

7" Blue Satin \$20.00 gr.  
12" Blue Satin 38.00 gr.  
6 1/2" Plush.. 18.00 gr.



**Rubber Squawker ELEPHANT w/bow tie**  
\$1.80 dz. \$21.00 gr.  
\$3.50 dz. \$39.00 gr.



**Rubber Squawker MONKEY w/bow tie**  
\$1.80 dz. \$21.00 gr.  
Large Monkey \$3.50 dz. \$39.00 gr.



**RUBBER SQUAWKER HORSE**  
w/how tie \$1.80 dz. \$21.00 gr.



**19" RUBBER REINDEER**  
Special—Fresh Stock \$3.50 dz. \$36.00 gr.



**NEWLY ARRIVED**  
Asst. squawker inflates w/bow ties \$1.80 dz. \$21.00 gr.  
**MUSICAL INSTRUMENTS**  
Plastic Ukulele... \$4.50 dz.  
Plastic Banjo... 4.50 dz.  
Plastic Violin... 7.20 dz.  
**CHROME 3 KEY TRUMPET**  
\$2.00 dz. \$21.00 gr.  
**METAL TROMBONE KAZOO**  
\$2.25 dz.

25% Deposit With Order, Balance C.O.D., F.O.B., N. Y. C.

**CHARLES SHEAR** 150 Park Row, New York 7, N. Y.  
Phone: Worth 2-2495

All Orders Shipped Same Day All Prices Subject to Change Write for Complete Price List



# ALFA NOVELTY CORP.'S

introductory offer to Billboard readers!

MULTI-USE WINDOW FAN • REVERSIBLE!

**TWO IN ONE—RELAX IN COMFORT!**



- **ADJUSTABLE**, Fits Any Size Window—Double Hung • Casement • Steel
- **EXHAUSTS** Stale Air
- **FRESH AIR** Drawn In From Outdoors
- **NO DRAFTS** . . . Directs Air Up—Down—Straight
- **QUIET** . . . Five Blades for Maximum Volume
- **HOUSING AND BLADES**—Molded of High Impact POLYSTYRENE for Perfect Balance and Noiseless Operation
- **110-120 V. A.C. ONLY**
- **PACKED 1 TO CARTON**
- **SHIP WT. 17 LBS.**

**EXCLUSIVE EXTRA\*\***

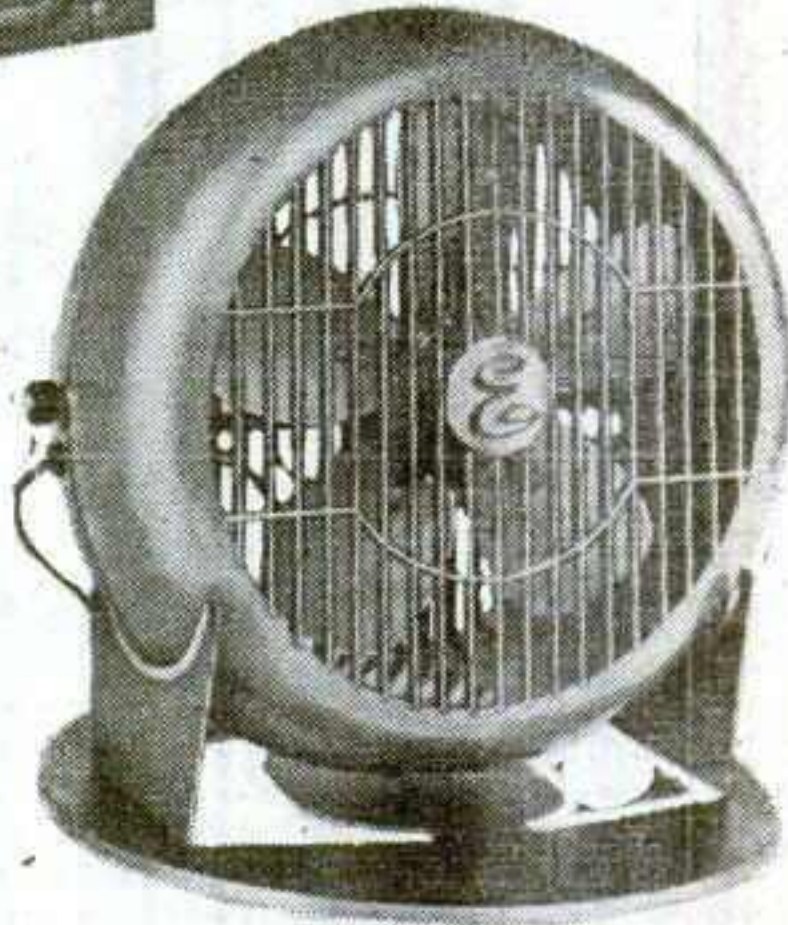
Portable Steel Fan Stand Included. Nothing to Assemble—Simply Set Fan in Cradle.

Use Fan Anywhere!  
In Home or Office  
—On Desk, Table  
or Floor

SAMPLE \$15.00 each  
postpaid

No C.O.D.'s. Send check or money order unless rated.

Supplying Toys, Appliances,  
Gifts and Housewares to the  
Carnival, Bazaar and Premium Trade.



**NEW!**

RETAIL PRICE \$49.95  
YOUR SPRING SPECIAL PRICE, ONLY  
**\$10.00**

EACH in lots of 6, F.O.B., N. Y.

GENERAL ELECTRIC  
CORD SET

ADVERTISED IN  
**LIFE**

**ALFA NOVELTY CORP.**

81 Manhaffan Avenue, Brooklyn 6, N. Y., EVergreen 8-8184

## MERCHANDISE TOPICS

• Continued from page 108

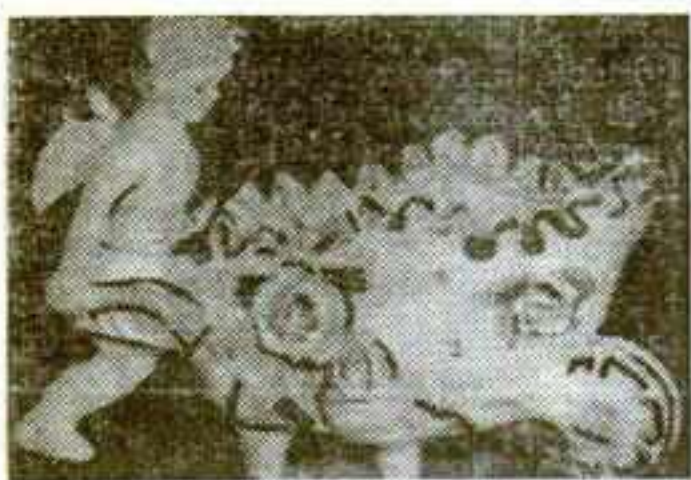
lieves is one of its biggest bargains. Bird cages, finished in chrome and nickel, that provides a big flash, are being sold at 50 cents each. Parakeets, which the firm expects to again be a big article, are offered in thousands with safe arrival and lowest prices guaranteed. The firm also points out it has, in addition to its leading articles, a complete line of other cages and birds.

It was announced this week that Art Braver is principal stockholder of Cook Bros., Inc., 916 South Halsted Street, Chicago, and that the firm will continue under the same name. Jim Cook will stay on to assist in the management of company affairs and Nat Cook will also remain with the firm as buyer and merchandiser. It was said that low prices and fast, efficient service to volume users will continue to be company policy.

Joseph Bros., 5 South Wabash Avenue, Chicago, reports continued strong demand for its line of re-built watches. The firm's package deal of 10 name brand watches, such as Bulova, Benrus, Gruen, Elgin and Waltham, has recently been reduced from \$71.90 to \$69.75. All watches are guaranteed. They come in the latest styles for men and women, according to Joseph Bros. The firm also has a new set, including 17-jewel watch, expansion band, cuff links, spring tie bar, money clip and key chain, complete in a metal satin-lined box for \$5.95. The firm urges that readers write for its new catalog. A charge of 25 cents, which is refunded on your first order, is made for the catalog.

Allstates Distributing Company, 946-948 West Roosevelt Road, Chicago, national distributor for Kite & Kite, is celebrating its 41st anniversary in the business with special offerings of its vast list of national brand textiles and housewares. Names include Cannon Mills and Pepperel, among others. Featured in the spring offering of merchandise are Eastman Chromspun bedspreads at \$4.40 each in three-dozen lots; Ekco kitchen tool sets at \$10.80 per dozen sets; automatic Korn casserole skillet, thermostatically controlled, at \$9.85 in lots of three to six, and the Century dry iron, which is being marketed at \$4.75 each in dozen lots. Officials of the firm have adopted a slogan, "Price is our best salesman."

A new 80-page name brands catalog will be available on or about May 1 from H. B. Davis Corporation, New York. Among many new items to be included in this enlarged edition are books, perfume, stretch socks, baseball gloves, golf clubs, diapers and auto rugs. The catalog of name products will continue to carry such items as housewares, appliances, tools, jewelry, watches, clocks and luggage. You can get your free copy of this catalog (No. 38) by writing to the firm at 145 West 15th Street, New York.



PLANTERS



SALT & PEPPERS



CRUET SETS

# GIFTWARE

DEALERS—WRITE FOR FREE ILLUSTRATED CATALOG

**SALLY DISTRIBUTORS**  
200 N. First Street Minneapolis 1, Minn.

HUGE  
SELECTION

LOWEST  
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PRICES

STATE PLATES



FIGURINES



CUPS & SAUCERS



BE A

**Gagster**

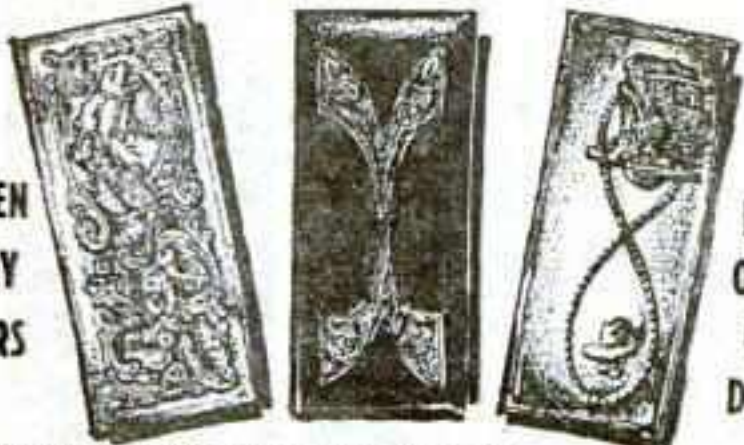
SEE PAGE 124



**Fancy Embossed Billfolds (\$7.50 Seller)**

Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

**64c** ea.  
in 1/2 gross lots  
**\$8.40** Sample  
Doz.



**PROVEN MONEY MAKERS**

Min. Order One Dozen

**PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)**

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed.

**52c** ea.  
in 1/2 gross lots  
**\$6.75** Sample  
Doz.

**MARVELOUS MIKE**

This robot-operated tractor has action that's so realistic it will amaze you. Marvelous Mike stops, shifts, goes forward, turns and backs up. Nothing can stop him, when he encounters an obstacle he stops, backs up, steers around it, shifts and goes forward again, all by himself. No buttons, wires, springs or gadgets. There's never been anything like it. Wt. 5 lbs. List \$9.95.

**\$5.36** each in lots of 3.  
Sample \$5.59 ea.



**HIGH POWER 7x35 BINOCULARS**

A newly designed simplified binocular. Lightweight and compact with extra sturdy aluminum body, leather covered. Coated a from a tie lens with interpupillary adjustment. Central focusing & bright image reproduction for bird study, sightseeing, etc. 7-time magnification, 35mm. field. Genuine leather carrying case & shoulder strap. Wt. 1 pound. List \$39.95.

**\$11.27** each in lots of 3.  
Sample \$12.85 ea.

**ALUMINUM PATIO PAK PICNIC SET**

Attractive 32-piece picnic set. Consists of 4 each: Anodized aluminum 3-section serving plates— anodized aluminum tumblers. Plastic forks, knives and spoons. 2 plastic spreaders. 4-piece salt and pepper set. 6 plastic ball stirrers. Packed in sturdy carrying case. Wt. 2 pounds. List \$5.49.

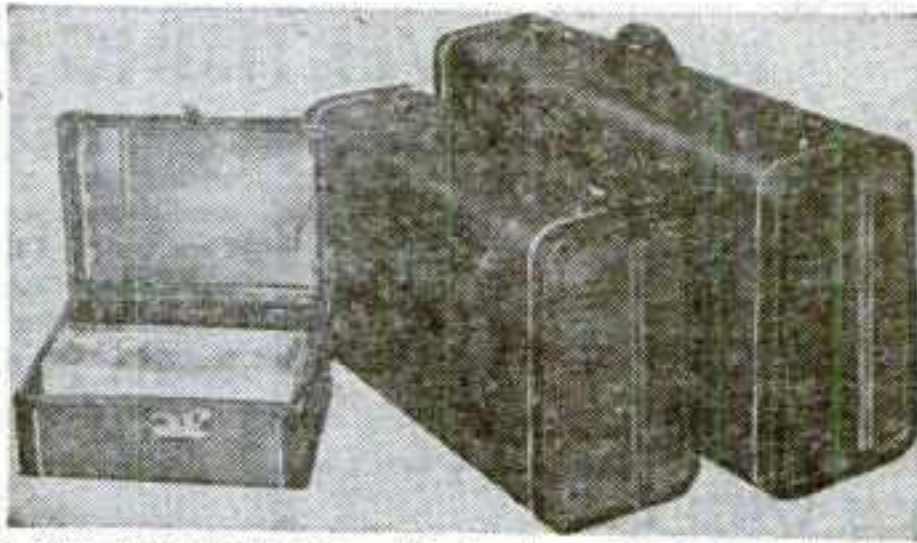
**\$2.30** each in lots of 6.  
Sample \$2.65 ea.

**STANDARD INDUSTRIES, INC.**

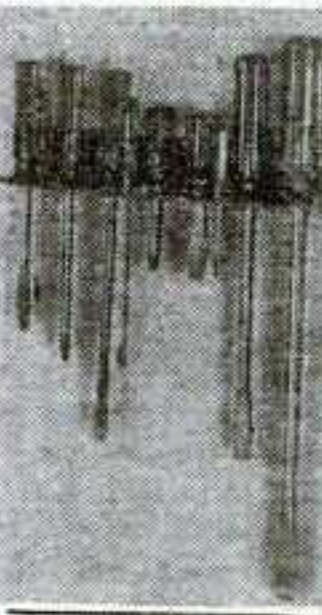
**SAXONITE LUGGAGE Exclusively by Standard**

LIST \$49.95  
**\$13.88** ea.  
Set in 3 lots  
Sample Set  
**\$14.95**

3-Pc. Set made of new Saxonite vinyl material which won't scuff, scratch, stain, peel, crack or fade. Set consists of 26" Pullman case, 21" weekend case and extra large train case. Reinforced metal edging makes set completely dust-proof and water-proof. New tapered style, streamline design. Available in tan, ginger, grey or blue colors. FULLY SATIN-LINED INTERIORS.



**10-PC. SCREWDRIVER SET**



Complete with metal holder rack. Large amber handles, magnetized blades. Shockproof. Ass'd. sizes of Phillipshead, mechanics and radio blades. List \$4.95  
**78c** set in case lots of 50  
**86c** set lots of 12  
Sample \$1.00.

**\$1.00 TO \$1.25 TOYS**  
1000's of Dozens  
**SPECIAL, \$5.75 DOZ.**

Order 3 dozen Assorted Selection of Samples, including Mr. or Mrs. Potato Head, Rig-A-Jig, Disney Games, Sewing and Embroidery Kits, Doctor & Nurses Sets, Trucks, Trains, Planes, Dolls, Paint Sets, Horse Shoes and many other popular toys. Sample dozen \$4.25.

Toy Catalog on Request.

**WESTINGHOUSE LICENSED KITCHEN CLOCKS**

List \$5.95



**\$2.35** ea. lots of 12

**3-D CAMERA AND VIEWER**

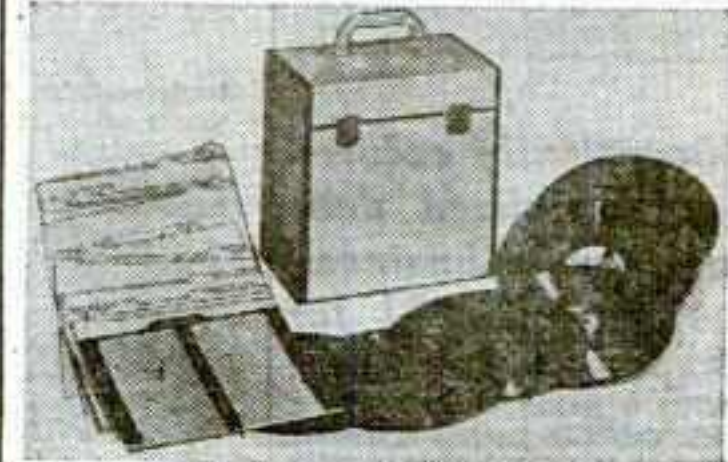
LIST \$14.95

**\$3.79** ea. lots of 6  
Sample **\$3.97**

Produces double or single pictures for 3-dimensional viewing. Viewer supplied with camera gives 3-D results. Uses 127 film.

**25 POP RECORDS IN CARRYING CASE ALL NEW!**

Sensational offer. We have purchased assortments of 10", 78 RPM, & 7", 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packaged in non-duplicating units 25 records to a package. All current or recent popular titles featuring famous vocalists, bands. 50 popular songs; 2-tone green record carrying case, record index.



**\$25.00** retail value!  
Prices for either 75 RPM or 45 RPM  
**\$5.35** in three deal lots  
**\$5.85** sample deal

**GOLDEN ELEGANCE BAR SET**



Complete six-piece bar set. Most pieces are stainless steel, genuine 24 kt. gold plated, matching simulated stag handles. Includes lemon 'n' lime squeezer, strainer, long-stem mixing spoon, sure-grip cork screw, handy bottle opener, knife with serrated blade for slicing lemons, limes, etc. Packed in a 2-tier, gold-tooled, dooskin, silk-lined Tiffany chest. Wt. 8 lbs. List \$29.95.

**\$5.53** each in lots of 3.  
Sample \$4.21 ea.

**EVERSHARP GIFT SET**

The perfect gift for any occasion. Designed for hard usage—with sturdy "Osthenum" tipped point—assures long lasting, smooth, easy writing. Matching Ever-sharp pencil holds firmly—prevents breakage. Beautifully gift boxed.

List \$12.50

**\$2.55** each in lots of 3.

Sample \$2.75 ea.



**Ronson Type Lighter**

**\$1.15** Ea.  
Lots of 36  
**\$15.00**

Sample Dz. Heavy duty all chrome plated lighter same as above.

**60c** Ea.  
Lots of 36  
**\$8.40** Sample Dz.



**STANDARD INDUSTRIES, INC.**

1112 So. Wabash Ave., Chicago 5, Illinois. Dept. B-E.

**ALL FAST SELLERS**—Prices quoted are Wholesale. F.O.B. Chicago Warehouse. Send check with order to save C.O.D. fees, or 25% deposit, balance C.O.D.

SEND TODAY FOR FREE 96 PAGE ILLUSTRATED NAME BRAND CATALOG—SEPARATE CONFIDENTIAL PRICE LIST—PREMIUMS, GIFTWARES, APPLIANCES, WATCHES, JEWELRY AND 24 PAGE SUMMER SUPPLEMENT WITH COMPLETE SELECTION OF SUMMER MERCHANDISE.

**HAWAIIAN 'TI' PLANT LOG**

Place the Log in Water and Watch the Green Leaves Grow.

**PITCHMEN SOLD OVER 1,000,000 LAST YEAR!**

Buy for 7c, sell for 49c to 69c each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

'TI' logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. All other top pitch items. Write for full information.

**MONEY MAKERS!**

U. S. Bill of Rights  
Lincoln's Gettysburg Address  
Declaration of Independence  
U. S. Constitution

These 11"x15" authentic reproductions on genuine aged parchment look over 150 years old—sell fast—take big money. Pay just 9 1/2c each (\$95.00 per 1,000)—sell for 59c—4 for \$2.00! 1/3 deposit, balance C.O.D. Send \$1.00 for set of 4 samples. FLASH: 72 American Flags (silk) and giant 3'x4' Declaration of Independence (aged parchment), \$19.50. Write for full information.

**LAVENDER "SACHET" BASKETS**

Hold dried lavender flowers to give milady's boudoir a delightful fragrance! A 12 months' gimmick... and good! Buy at 11c, sell at 70c to \$1.00.

Each basket fitted with colorful plastic cork—each guaranteed perfect! Price: \$110.00 per 1,000, \$21.60 per gross, F.O.B. Seattle. 1/3 deposit, balance C.O.D. We have the dried lavender flowers for flash. Sample basket and lavender 50c postpaid. Write for full information.

**15,000 HAND-MADE, HAND-PAINTED TROPICAL AND RELIGIOUS SEA SHELL AND GENUINE STAR FISH LAMPS FOR IMMEDIATE DELIVERY**

**ORDER TODAY**

Here's your chance to offer items so distinctive and decorative. Colorfully designed by skilled craftsmen with sea shells, coral and marine curios—all have tremendous eye appeal. Proven fast sellers as gifts, prizes, premiums, etc.

**SPECIAL INTRODUCTORY OFFER**

14 assorted Lamps complete with cord and bulb. Individually boxed.

Retail **\$67.50** Your **\$27.50** Value Cost

Special Discount of 10% for orders in quantities of six dozen lamps.

**LOS TROPICALOS**

940-46 North Miami Ave. Miami, Fla.

Terms: 1/2 Deposit with order, balance C.O.D. F.O.B. Miami, Fla. Write for Catalog "B"

**PLASTER**

Good selection plaster and plush. We are at the same location. Madison Avenue is closed. Come into 1500 of South East Street and two blocks west on Lincoln Street. No catalogue.

**INDIANAPOLIS STATUARY COMPANY**

1549 Madison Ave. at Lincoln St. Indianapolis 25, Indiana

Phone: ME 7-7575, Res. ID 2683

**TONY GUERRINI, Owner**

**BIG MONEY** in a WHOLESALE STORE ROUTE

FREE BOOK Shows You How

World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory calling on stores of every kind. Eye-catching counter displays automatically sell famous Laymon's Aspirin, novelties, hundreds of other daily demand repeat items at 5c to 25c.

Nationally Advertised Line

You and merchants make long profits. Sales helps and deals push your income up. You deal with AAI firm, pioneer in the field. Valuable book FREE. Write to P. M. Laymon, Sales Manager, today

**WORLD'S PRODUCTS CO., Dept. 8-R, Spencer, Ind.**

It's Lifetime Powered from OUT OF SPACE! PERPETUAL MOTION!

**Amazing PRESTO-SPHERE**

Operates Ceaselessly

A little engine that rotates endlessly with light as its source of power. A fantastic radiometer so sensitive that a glowing cigarette will make the motor whirl faster! A lifetime of continuous motion, requiring no lubrication, nor repairs. World's smallest operating solar engine. Formerly \$10 to \$15, now mass produced and low, low priced for fast turn-over and huge profits. Guaranteed, postpaid, insured samples: Presto-Sphere \$1.50; Paper Weight Sphere \$2; Ash Tray Sphere \$3; or set all three \$6. Profit facts and glossy photos all three, 25c stamps. Dealers, Jobbers, Salesmen, write; advise operations, territory.

**PRESTO ENTERPRISES**

R.F.D. 4, Box P-77B, MUSKOGEE, OKLAHOMA

# 7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors. Nationally advertised in American Home, House Beautiful, Living, Red-book—over 115,000,000 readers every year.

## MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives that a wonderful gift a Mitchell personalized door mat made for weddings, birthdays, showers and parties. It increased my sales by 20%." Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

### MITCHELL RUBBER PRODUCTS, INC.

Att'n: Mr. Raymond Mitchell  
2120 San Fernando Rd., Dept. 42  
Los Angeles 65, California

Please send me the money-making facts about your Rubber Mat offer.  
Also send me FREE SAMPLE full-size demonstrator, order book and complete information. I am enclosing \$1 to cover postage and handling.

MONEY-BACK GUARANTEE IF NOT COMPLETELY SATISFIED.

Name.....  
Address.....  
City..... Zone..... State.....



#10 3/4 Ladies Ident Dangle Bracelet  
Hot nickel, polished gold or white.  
\$2.98 doz. Full line men's, women's children's chain Ident Bracelets.

Bay State Novelty Co.  
33 Congreve St. Roslindale 31, Mass.

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

#### IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

#### CASH WITH COPY

### FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch.

Minimum \$10.

#### CASH WITH COPY

(unless credit has been established)

### ACTS, SONGS & PARODIES

A 10% DISCOUNT WITH THIS AD. "Musicalcollection." The Musician's Gagfile. Perfect for entertaining bands, combos, DJ's, \$5. Free info on request. Show-Bis Comedy Service (Dept. B61), 1613 E. 29th Street, Brooklyn 29, N. Y.

ATTENTION, MUSICIANS, VOCALISTS—Are you on our mailing list to receive your professional copies? Topik Tunes, 631 Knowles, Royal Oak, Mich.

BECOME AN EMCEE, COMEDIAN, VENTRILOQUIST, MENTALIST, HYPNOTIST, MAGICIAN. Many more routinized acts. Side show, free acts. Illustrated list free. Show Talent, Box 5417, Tampa 5, Fla.

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining. Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. m519

THIS IS ART AND MUSIC AGE—YOUR thoughts may have cash or trade-in value. How to write original songs—from 50 sample copies, by mail, 10¢—stamps OK. Including ideas for business promoters. Joe A. Savitak Idea Exchange, 1526 Liberty St., Los Angeles 26, Calif.

23,000 PROFESSIONAL GAGS, ROUTINES, adlibb, doubled! 1,500 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 65, N. Y. m518

### AGENTS & DISTRIBUTORS

A BEST SELLER—FOR EXTRA PROFITS—Make fast dollars. Brand new 5 colors Silk Screened Novelty T-Shirts and never before offered novelty Gob Hats. Exclusive. Cannot be bought elsewhere. World's famous French-type Perfumes. 100% prof-its. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ap28

AAA VALUE, NO COMPETITION, FREE illustrated catalog to dealers. Cactus and Resurrection Plants ready to sell. The Cactus Gardens, Edinburg 22, Tex. ap7

ADVERTISING JOBBERS! SATIN BANNERS, Tea, Tee Shirts, Car Signs, Bumper Strips—any design! Set your own profits! Write: Box 341, Decatur, Ala. ap14

AGENTS-DISTRIBUTORS—COMPLETE line of fine Hosiery: superb quality, lowest prices; your inquiries earnestly solicited. Consumers Merchandise Co., Tiffin, Ohio.

AMAZING VALUES. SWISS WATCHES. 17 jewels, waterproof, incabloc, shockproof; lots of 6 or more, \$8.25; men's, ladies', \$9.35, sample, \$10. Retail values, \$39.50. Globe Gem Co., 176 Federal St., Boston, Mass.

ATTENTION—HOISERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga 7, Tenn. ap21

ATTENTION, PITCHMEN, DEMONSTRATORS  
MIRACLE FIBREGLASS DISHWASHER  
RETAIL \$1.49  
Costs \$6 DOZ.  
Send \$1 for sample or free literature.

4112 ROYER ROAD TOLEDO 13, OHIO

AUTOMATIC TOOTHBRUSH DISPENSER. Everybody wants one, restaurants buy several, sample, \$1; dozen, \$7.80 postpaid. Kraus Sales, Box 7709, Kansas City 22, Mo.

BABY DUCKLINGS  
Thousands available weekly for carnivals and prizes. Immediate shipment prepaid anywhere for \$28.00 per 100. Order from this ad.

TULIP CITY DUCK FARM  
Phone: 67633, Holland, Mich.

CASH IN ON THE FAIR-CARNIVAL SEASON with our lineup of quality Costume Jewelry, men's Jewelry, Pearl Sets, Religious Goods. Catalog free. Mastcraft Jewelry Mfg. Co., 96 High St., Pawtucket, Rhode Island. ap21

DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product; is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Balco," X-L, Boston 10, Massachusetts. ch-np

DIXIE POPCORN CO., DES MOINES, IOWA, 2015 Ingersoll, Popcorn, Carmel Corn and Confectionery Supplies. Freight prepaid anywhere in Iowa. ap14

EARRINGS—ASSORTED STONED AND Tailored \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ap28

FABULOUS SELLER—RIVA ITALIAN PER-Fume, priced, \$7.50; rush \$1 for sample and details. You Enterprises, 4803 Toland Way, Los Angeles 42, Calif. ap14

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$5 per gross plus postage, c.o.d. For adults. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ap28

FAMOUS MFR. CLOSEOUTS  
Stoned or tailored Earrings..... \$2.00 dz.  
Pearl Earrings on Display..... 1.50 dz.  
Charm & Link Bracelets, asst..... 1.75 dz.  
Lord's Prayer Necklaces, boxed..... 3.00 dz.  
Summer Necklaces, asst..... 3.00 dz.  
Children's Jewelry, boxed, asst..... 3.00 dz.  
Shorty Tie Slides, carded..... 1.95 dz.  
Cufflinks, carded..... 1.95 dz.  
Cameo sets, boxed..... 7.20 dz.  
Anklets, G.P., carded..... 3.50 dz.  
Krazy Initial Pins, carded..... 7.00 gr.  
Tie Slide sets, asst..... 5.00 dz.  
Rhinstones "Miracle" Crosses, Boxed..... 4.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO., INC.  
1820 Westminister St., Providence, R. I.

FEET HURT? GET, USE, SELL "FET-eze"! Greatest market! Rush 50¢ starts; \$3 returns \$30. Seven gets ninety. DraKene, 474-BB Sinclair, Atlanta 7, Ga.

"HANDY DANDY" TOMAHAWK—HAM-mer, ax, nailpuller, hatchet, 12" long, non-blisther handle, head can't fly off. \$3 postpaid. D. Freedman, 1818 Merrilbrook, Philadelphia 31, Pa.

IMPORTED VENETIAN FLOWER EAR-Rings appeal to women; hand crafted in Italy; sample pair, 50¢. D'ndri Imports, 5529 Quincey, Chicago 44, Twelve attractive pairs, \$4.

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. m22

LADIES' LEATHER BAGS  
SHOULDER OR HAND  
Hand Toolled and Laced  
\$20.00 SELLER  
Samples and Prices, \$8.00 Prepaid  
JACK EASTWOOD  
694 1/2 JEFFERSON CHILLICOTHE, O.

FREE 1 doz. asst. hand-set Stoned Pins (reg. \$12.00 value) with every order of \$35.00 or more—our way of introducing ourselves to many new customers and to say "thank you" to our many hundreds of old customers.

MANUFACTURERS CLOSEOUTS  
Tailored Earrings on Display..... \$1.75 Dz.  
Pearl Earrings on Display..... 1.50 Dz.  
Tailored Earrings & Pins to Match 1.50 Dz.  
Stoned & Pearl Earrings (All New) 2.00 Dz.  
Enamel on Copper Pins, Earrings 2.50 Dz.  
Cultured Pearl Necklaces, Pins .. 2.50 Dz.  
Ladies' Stoned Rings, Asst. Dz. .. 3.00 Dz.  
Summer Necklaces, Asst. .... 3.00 Dz.  
Pin & Ear Set, Boxed, Reg. \$3.98... 7.20 Dz.  
Neck & Ear Set, Boxed, Reg. \$7.98.. 14.40 Dz.  
Men's Tie Slide C/L Sets..... 5.00 Dz.

20% deposit with order, balance C.O.D.  
KAREN ORIGINALS, 45 No. Main St., Bristol, Connecticut

LIST OF FOREIGN FIRMS SEEKING agents for their products, \$2. Max Saltzman, Dept. Billboard, 7635 Hind Ave., North Hollywood, Calif. ap28

MAKE BIG MONEY SELLING 100 SPOOLS Thread only \$1; make 50¢ on each sale. All colors included. Order complete sample, \$1. Circle Dist., Box 294, B37, Solana Beach, Calif.

MANUFACTURERS, DISTRIBUTORS. Wholesale—Mail order items wanted. Mail complete information. Gary Distributors, P. O. Box 1441, Huntington 16, West Virginia.

NEW CITRUS FRUIT PEELER, WONDER-FUL addition to any line! \$1 seller; with dozen prices starting at \$5. Pitchmen, demonstrators, etc., send 50¢ for sample today. S. J. Distributors, 1120 Chestnut, Vineland, N. J.

NEW DANCING DOLL, SEND 25 CENTS for sample with all details, etc. H. S. Nettles, 554 Winton Terrace N. E., Atlanta, Georgia.

NEW FAMOUS KLIK-IT BEAD, NECK AND Earring sets, all colors, \$7 ver dozen plus postage. Deposit, 20 percent, balance c.o.d. New England Jewelry, 124 Empire St., Providence, R. I. ap28

NEW FLASHY 7"x11" SIGNS; LIGHT RE-lecting. Illustrated color blendeds, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$8 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. ap28

NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs; cost 7¢, sell 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 922, New York 3, ap28-ch

NOTICE: LADIES' NYLONS, \$3 DOZEN; sheerest, fancy pack, light & dark brown shades; one bargain store sold over 3,000 doz. last year; agents, pitchmen sell every-where. We also manufacture a sensational four colored bed spread on the family plan; no overhead, no labor cost; this large heavy, allover chenille spread with a three multi-colored Peacock design brings re-peat orders everytime; send \$4.50 for sample. Ladies' Nylon hosiery #501 is our best repeat number. Some customers have used this number for 8 years; be sure and send \$4.50 for sample dozen of #501. Send immediately, Sibert Mill, Chattanooga 4, Tennessee. ch-tfn

### YOUR ADVERTISEMENT DISPLAYED

in a Space This Size will attract more attention and secure greater results.

Cost of this two-inch space

**\$28 PER INSERTION**

Rule Border permitted on ads of two inches or more.

PATENT EXPIRED PERFECTLY COPIED Cigarette Lighters and Cases, famous makes, beautiful designs, from \$7.20 to \$24 per dozen; illustrations, confidential price list on request; discounts to quantity buyers. Allan Distributors, 618 Roscoe St., Chicago 13, Ill.

PROTECT YOUR VALUABLE EQUIPMENT with the Miracle Presto Fire Extinguisher. Effective against all types fires. Guar-anteed 20 years. Rush \$3.98 today. The May Co., 1120-AB Main St., Lynchburg, Va.

REAL DIAMOND RINGS—SELL DIRECT. Make big middleman's profit. No invest-ment. Experience unnecessary. Free catalog, details. Gleanlight, 111-P North Col-umbus, Mount Vernon, N. Y. ap21

### REFLECTIVE SIGN DECAL LETTERS

Letter your own show equipment, or for profit. Ticket, or mail box, trucks, boats, signs 1 1/2, 2, 3 inch white, yellow, red, 10¢ each; other sizes price list on request.

### SUPERIOR SIGN CO.

ERIE, MICHIGAN  
SENSATIONAL VALUES, ANNUAL CLOSE-out sale, Costume and Religious Jewelry. All latest leaders; write for list. Voguecraft, 20 West Jackson Blvd., Chicago 4, Ill.

FREE 1 doz. asst. hand-set Stoned Pins (reg. \$12.00 value) with every order of \$35.00 or more—our way of introducing ourselves to many new customers and to say "thank you" to our many hundreds of old customers.

### MANUFACTURERS CLOSEOUTS

Tailored Earrings on Display..... \$1.75 Dz.  
Pearl Earrings on Display..... 1.50 Dz.  
Tailored Earrings & Pins to Match 1.50 Dz.  
Stoned & Pearl Earrings (All New) 2.00 Dz.  
Enamel on Copper Pins, Earrings 2.50 Dz.  
Cultured Pearl Necklaces, Pins .. 2.50 Dz.  
Ladies' Stoned Rings, Asst. Dz. .. 3.00 Dz.  
Summer Necklaces, Asst. .... 3.00 Dz.  
Pin & Ear Set, Boxed, Reg. \$3.98... 7.20 Dz.  
Neck & Ear Set, Boxed, Reg. \$7.98.. 14.40 Dz.  
Men's Tie Slide C/L Sets..... 5.00 Dz.

20% deposit with order, balance C.O.D.  
KAREN ORIGINALS, 45 No. Main St., Bristol, Connecticut

EXTRA SPECIAL!  
1 gross #200 Assortment, every piece different. Stoned, plastic sets, boxed. Necklaces, Bracelets, Earrings, Kiddie Sets, Bids, Chokers, Pearls. All fancy goods from large manufacturer's bank-rupt stock. Values up to \$5.98.  
Gross Lots Only \$45.00 Gross.

1 gross #56 Assortment Summer Whites; Necklaces, Bracelets and Ear-rings. Every piece different. Reg. values up to \$2.98. Many set with rhinestone—3 strands fancies, Bids, Chokers. Limited quantities.  
Gross Lots Only \$45.00 Gross.

SALESMEN CARNIVAL MEN! WAGON JOBBERS!  
MEN'S WOMEN'S New Styles  
BENRUS ELGIN WALTHAM GRUEN BULOVA  
Guaranteed LIKE NEW!  
ASSORTMENT OF 10 for \$72.95 (Sample Watch \$9.95)  
Complete with Write Expansion Bands!

Choice Lot— Famous WATCHES, 6 for \$49 With Expansion Bands

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.95 WHILE THEY LAST  
Completely reconditioned. Complete with bands. Guaranteed.

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee. Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S  
182 S. Main St., Memphis, Tenn.

Get Your Sales Curve Spinning With Crisloid's WHEEL OF FORTUNE  
pocket roulette key chain charm and other novelty profit makers. The Crisloid line is priced low for volume sales and is attractively carded on colorful point of sales displays.

Cash in on quantity sales with Crisloid's dice, dominoes and plastic novelties. Where your sales curve stops, nobody knows. Order now. Write for Free catalog.

Crisloid plastics Inc.

THE SILVERLOID CO. A SUBSIDIARY  
55 Porter St. Providence 5, R. I.  
Successor to The Silverloid and Ideal Dice Companies.

Chemists New Scientific Vegetable Oil LANOLIN HORMONE CREME

HELPS restore youthful loveliness and remove wrinkles. Only Vegetable Oils, Lanolin are absorbed by skin. Special—Cream Lip Stick or Face Powder, \$2 value, \$1.15. Perfumes, \$2 value, \$1.20. Sets, \$2 to \$4.

Coeur-Azur Lab. 3674 White Plains Rd. Bronx 67, N. Y.

MEXICAN HATS and a host of other items DIRECT SHIPMENTS of LARGE QUANTITY ORDERS at LOW IMPORT PRICES to select accounts only DAVID N. ELSASSER & COMPANY Hollywood, Florida P. O. Box 37 Phone 2-0557

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## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Food and Drink Concession Supplies
- Formulas
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Accessories
- Partners Wanted
- Personals
- Photo Supplies and Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- Want to Buy

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio  
Please insert the above ad in..... Issue.  
I enclose remittance of \$.....  
Name.....  
Address.....  
City..... State.....



**IT'S TERRIFIC**  
FASTEST SELLING  
ITEM  
IN THE COUNTRY

RETAIL  
**\$39.95**

"SUPER FRY"  
COPPER CLAD  
FULLY AUTOMATIC  
COOKER FRYER  
COMPLETE WITH  
WESTINGHOUSE  
THERMOSTAT AND  
"FIRE KING"  
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**10 EXCLUSIVE FEATURES**

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• Bun Warmer • All Purpose Food writers.  
Warmer • Beautiful Server

**\$7.50 each—3 or more, \$7.00 each**

**SENSATIONAL VALUE  
SIX-PIECE  
WATCH SET**

In luxurious gift box consisting of new high-grade nationally advertised watch, gold-plated case and expansion band to match. Lustrous gold-plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

**\$6.50** per Set in lots of 3 or more  
**\$1.00 Additional for Samples**

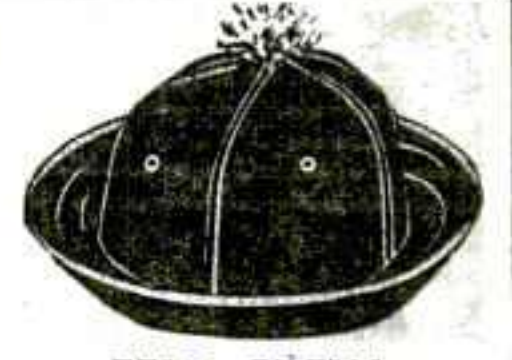
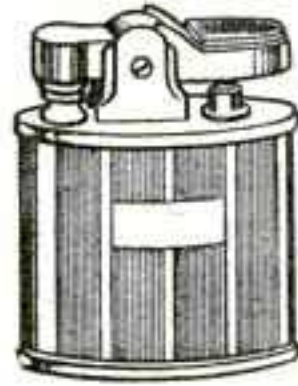


**FULLY AUTOMATIC  
RONSON TYPE  
POCKET LIGHTER**

Compares with higher priced lighters—gleaming Chrome Finish, never before offered at this low price. Ideal for gift, prize or premiums. Nicely boxed. They are moving fast—order now.

**\$5.50 per doz. \$60.00 per gr.**

Sample dozen \$6.50 postpaid.



**FELT CREW  
HATS**

Bright colors and trimming and pompons.

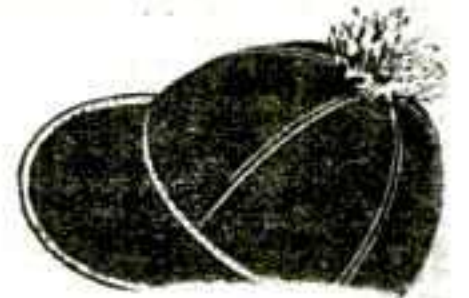
**Gross \$33.00**



**Men's Full-Size  
BLACK FELT  
DERBYS**

With binding. This hat is now sweeping the country.

**\$5.00 Doz.  
\$52.00 Gr.**



**LARGE FELT  
JOCKEY CAPS**

With pompons. Assorted beautiful colors and sizes.

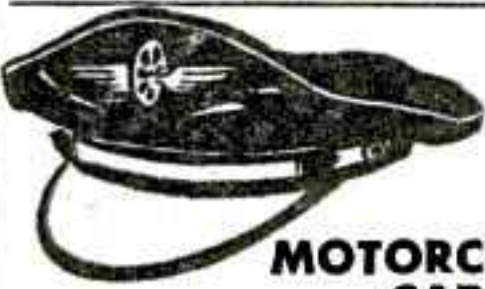
**Gross \$33.00**



**The New  
MIRACLE CROSS  
AND CHAIN**

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. This makes a beautiful and practical gift.

**\$5.00 dozen**

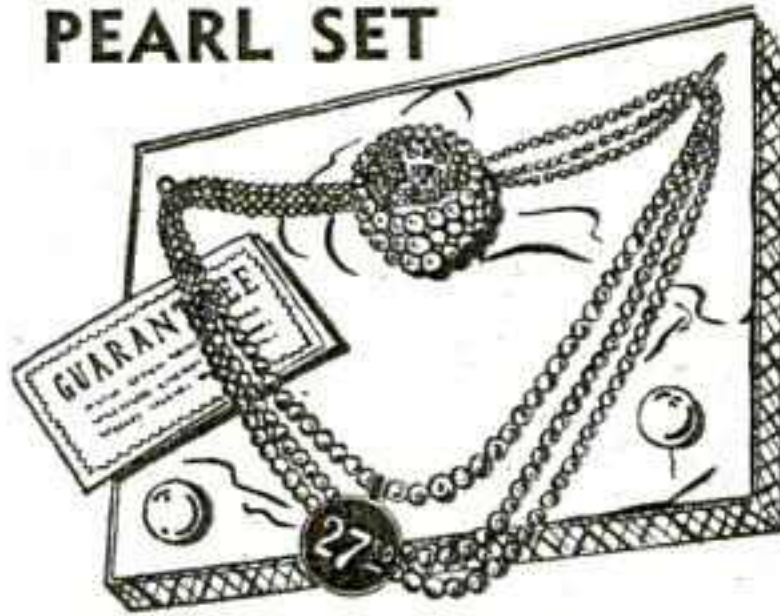


**MOTORCYCLE  
CAP**

Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia and double bands.

**\$5.75 Doz. \$66.00 Gr.**  
These Hats in Colored Material.  
Pink, Yellow, Blue, etc.  
**\$6.00 Doz. \$69.00 Gr.**

**HARRIS TOPS THE FIELD  
PEARL SET**



**\$12.00  
DOZEN**

Sample  
Set  
**\$1.50**



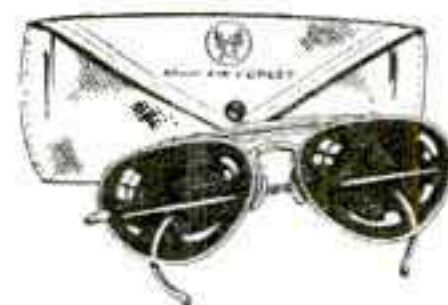
**GREAT VALUE**

Ladies' DUNHALL  
**COMPACT and  
WATCH SET**

Complete with metal band. Fully guaranteed. Silk-lined gift box with \$75.00 price tag.

**\$8.00**

PER SET



**ARMY  
AIR FORCE  
TYPE**

**SUN GLASSES**

In beautiful leatherette case, gold finish frame and adjustable flexible ear picco.

**\$5.50 dozen \$63.50 gr.**

Complete with case.

25% deposit required—money order or cash. We Ship Same Day We Receive Order. We Ship All Over the World.

**HARRIS NOVELTY COMPANY**

THIS IS OUR ONLY STORE

1102 ARCH ST.

Phones: Market 7-9848—WA 2-6970

PHILADELPHIA 7, PA.

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**PLAY PRANKS ON YOUR FRIENDS  
CAN BE SERVED OVER AND OVER AGAIN**



**AN ICE CUBE WITH  
A REAL BUG INSIDE IT**

**BUG IN A  
SHOT GLASS**

A real bug inside



Order from your Distributor, Jobber  
Samples, 50c each

**LIBO PLASTICS CO., 4677 N. 45th Street, Milwaukee 16, Wis.**

**SIZZLING STEAK PLATTER  
AND HARDWOOD CARRYING TRAY**



**FROM BROILER TO TABLE:  
"SIZZLING HOT"**

Sells on sight; everyone wants this quality item for home use. Cast of finest highly polished Alcoa aluminum, size 8"x13". For frying or broiling—steaks, chops, fish, ham, bacon, fowl, etc. Food will remain sizzling hot when served on these platters, retaining all their natural juices, flavor and goodness. Can also be used over direct flame, electric grill or barbecue. \$27.00 per doz. sets F.O.B. Los Angeles. Sample \$3.00. Write for circular. Fully guaranteed.  
U. S. INDUSTRIES  
5959 Venice Blvd., Los Angeles 34, Calif

**WE MANUFACTURE  
SHRINE CIRCUS FEZ**

Novelty Fez for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.  
**THE G. B. FELD CO.**  
2256 E. 75th St. Chicago 49, Ill.  
Phone: ESsex 5-4884

**PLASTER**

**PELLEGRINI STATUARY CO.**  
131 South William Street  
Louisville 6, Kentucky

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AUCTIONEERS, ALL QUANTITY BUYERS!**

We have Fast-Selling  
Volume-Building  
Carded Merchandise  
especially designed  
for you

- EARRINGS • BALL PENS
- WALLET • KNIVES •
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\$1.00 items  
cost you only  
**\$5.00** per  
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We sell through our showrooms only. We have no high-priced catalogs to add to our overhead. Therefore we can offer you the lowest prices in the country. The values we offer make a trip to Chicago a must. The money you save will be unbelievable!

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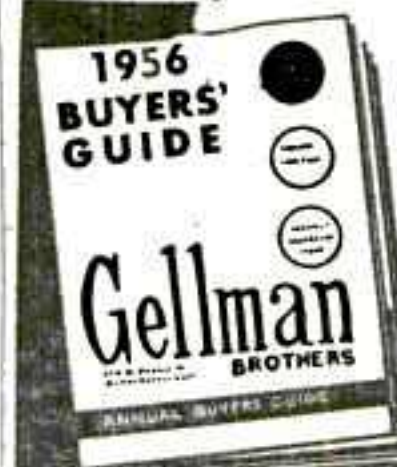
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Our 35-year record of Honest and Depend-  
able Service is your guarantee of Quality  
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**GLASS MINIATURES AND NOVELTIES**

**For Glassblowers & Souvenir & Novelty Stores**  
All hand-blown high-quality colored glass items, including earrings. No pyrex or  
lacquer used. Write for price list and flyers.

**LARRY WILLIAMS**

P. O. BOX 652

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**THE FAMOUS Geneva** ADVERTISED IN LIFE  
**7 PC. MENS JEWELRY SET**  
AT THE NEW LOW PRICE  
**\$5.95** 6 or more  
Sample \$6.95  
1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.  
Terms

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I'm a hard worker and I have some pretty good ideas, but I never had the capital to go into business for myself. Today I still work pretty hard but now it's different...

HERE'S HOW IT WORKS: The H. B. Davis Corp. supplies you with your own personalized NAME BRAND CATALOG, beautifully illustrating over 1,000 fine products...

HERE'S ALL YOU DO: Send for your FREE COPY OF THE H. B. DAVIS CATALOG and see for yourself why it's a sure-fire sales-getter.

NO INVESTMENT NO INVENTORY THE HOUSE OF NAME BRANDS H. B. DAVIS CORP. 145 W. 15th St. New York 11, N. Y.

Form for requesting a free catalog, including fields for Name, Address, and City.

Salesmen GET IN BUSINESS FOR YOURSELF! HERE IS THE NATION'S TOP OFFER! REBUILT BY EVCO



ELECTROLUX MODEL 30 VACUUMS Complete with all Attachments LOOKS NEW • WORKS LIKE NEW! INDIVIDUALLY BOXED 1 YEAR GUARANTEE WRITE FOR FREE CATALOG

\$20 Lot of 50 Edger Vacuum Cleaner Co. 13345 LIVERNOIS, DEPT. 7, DETROIT 35, MICH. TE 4-1010

Draw big crowds this season with CORONATION COMFORTERS! Most wanted premium item of '56! Features lustrous rayon Taffeta covering, Du Pont Orlon filling, 5-year moisture proof guarantee...

SLUM JEWELRY and RESALE JEWELRY GIVEAWAYS FOR GAMES—HANKY PANKS, GRAB BAGS AND JEWELRY SPINDLE, EACH ONE ON A CARD, GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND, SAME DAY SHIPMENTS...

SENSATIONAL MAGIC TRICK! CHANGES 4 nickels into 4 dimes; sell direct or to stores; rush \$1 for two samples and quantity prices. Robbins Company, 127-B West 17th Street, New York City. ch

SENSATIONALLY NEW, EASY SELLING. Taverns, Restaurants, Gas Stations, other businesses, buy immediately. Substantial earnings; details, samples free. John Fritch, 610 South Coronado, Los Angeles 57. ap21

TREASURE CLOTHS—SIX 18"x24" TOWELS packaged in Polyethylene bags, \$1 retail; wholesale costs, \$7.20 per dozen packages, cash with order. Hamilton Sales Company, York, Neb. ch-np

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65c; Mackinaws, 25c; Shoes, 12 1/2c; Ladies' Coats, 30c; Dresses, 15c. Earnings, profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

\$25 DAY EASY-SELLING REL-ONG. NAIL beautifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Meche Manufacturing Co., Spiro 7, Oklahoma. ch-tn

ANIMALS, BIRDS, PETS A-1 TRAPPER-TRAINER CONSISTENTLY supplies best animals and birds, right prices. Sealions, Seals, Penguins, trained or raw. Homer Snow, Sealorium, 9734 Castledown Street, Oakland 5, Calif. LO 2-4669. ap7

ALLEN HAS EVERYTHING FOR YOUR show or zoo. Complete selection of North and South American animals; birds and reptiles. Located center U. S., gives faster, cheaper, healthier deliveries. Write, phone, wire Bill Allen's Wild Animal Farm, Fredericktown, Mo. ap7

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos circuses throughout world. Marine Enterprises Inc., Hermosa Beach, Calif. ap14

CHIMPANZES, CAGE ANIMALS AND babies, Indian female baby Elephants, four feet; one male African Elephant, 32 inches tall, real beauty; Orangutans, Monkeys, all species; Snakes, Pythons, Cobras; big shipment arriving from Africa with Henry Trefflich, April 10. Write for list. Trefflich, 228 Fulton St., New York City. ap14

DWARF HERDFORD CATTLE, MONKEYS, Baboons, Handrills, Honey Bear, Toucans, Wild Dog, white Deer, Ringtail Cat, Lions, Hawks, Owls, I. E. Bennett, Jackson, Mississippi. ap14

FOR SALE—TWO WHEEL TRAILER Cages; also pair Pigtail Macaques. Photos if interested. Clem Kevekordes, 1665-1667 S. Garvin St., Evansville, Ind. ap14

FREE PRICE LISTS ON REPTILES. Snakes, Animals. Due in April: Reticulated Pythons to 23 feet; Asiatic Crocodiles to 15 feet; Monitors to seven feet; Cobras to seven feet; Baby Java Monkeys; Rare Birds, Jack Adam's Alligator Farms, P. O. Box 881, Mesa, Ariz. Phone Woodland 4-4218.

ONE ADULT PAIR STRIPED INDIAN Hyenas in top shape, first \$500 takes the pair. Mono Trading Co., Inc., P. O. Box 212, Miami 48, Fla. ap21

PARAKEETS FOR CARNIVALS, 85c EACH. Minimum order, 4 doz. Cages, \$4.80 doz. Canaries, Flash Cages, Monkeys, Rats, Mice, immediate shipment. Terms part cash, balance c.o.d. Estab. 1907, National Pet Supply, 3029 Olive, St. Louis 3, Mo. ap21

PLENTY HEALTHY FAT SNAKES, ALL kinds, also Iguanas, Horned Toads, Beaded Lizards, Armadillos, Alligators, Monkeys, Agoutis, Pacas, Capybara, deodorized Skunk, Egyptian Geese, Peafowl, Guinea Pigs, Hamsters, Monkeys, Ringtail Cat, Wild Cat, King Vultures, Tazra, Grison Hawks, Porcupines. Shipping to shows for over forty years. Otto Martin Locke, Phone 141, New Braunfels, Tex. ap28

POISONOUS SNAKE DENS—FIXED OR hot, \$30; contain Moccasins, Copperheads, Rattlesnakes. Harmless dens, \$25; include Indigos, No Water, or Mud Snakes unless requested. Order now for April delivery of Cobras, Kratis, Vipera, Golden Monitors, limited supply. Our mounted Snakes unconditionally guaranteed to look alive. Illustrated brochure on request. Voss Gentle, hamis, 1112 N. Miami Ave., Miami, Fla. ap28

PONY RIDE—NEW FACTORY SWEEP, 7 colorful ponies with new saddles and equipment; also Dodge truck with 18 ft. body. all \$2,750. Terms to reliable party. See or phone Lingang, Salemt, Ky. No letters. ap28

RHESUS, BONNETS, SPIDERS, \$30; Cinnamon, Black, Ringtails, \$35; Squirrels, \$22; Wrens, \$75; Miniature Chimp, Stumptail, hand-tame young, \$65; Piglets, \$50. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ap28

SHETLAND PONIES—WE CATER ESPECIALLY to circuses and shows; purchase stock that will train; home of those pure white ponies. Fred Willmot, Richards, Mo. ap28

CONCESSIONS AND RIDES WANTED—percentage basis, new amusement park opening June 1, long season. West Asheville Amusement Park, Inc., P. O. Box 6065, Asheville, N. C. Phone 3-7302. ap14

CLOSEOUTS—850 AMERICAN LEGION Caps, 15c; 1,500 Western Rodeo Lapels, 15c. Wm. Lesser, 2015 Cermak, Chicago. Money Aprons, 15c. ap7

EARN MONEY AT HOME. "MONEYGET-ter's Bulletin" tells how: your copy 25c coin. Joseph Donovan, 79-B Greenbelt Lane, Levittown, N. Y. ap7

FOR RENT—CAROLINA BEACH, N. C., Concession Stands suitable lunch, photo, Arcade, snowball, games, etc. Center amusements, four stands left. Remit reduced, \$300 season. Contact immediately. Sidney Abrams, Conway, S. C. my7

FOR RENT, CORNER 14X13 BOARDWALK ocean front, suitable drinks, fries, cotton candy, etc. Mayer, Box 159, Carolina Beach, North Carolina. ap7

FOR SALE—SELF PROPELLED CONCESSIONS. Equipped for foot long hot dogs, root beer, hot peanuts, popcorn, coffee, \$1,500. Excellent condition, new equipment. Write Harry Neill, Box 137, Vickery, Ohio. Phone Clyde 5134.

GARDEN GOLF, PITCH AND PUTT, CUSTOM built courses, supplies, large capacity, low overhead, consistent income. Spencer Brockway, Seaside, Ore. ap7

HOW TO DOUBLE YOUR BUSINESS WITH inexpensive Classified Ads! Clever, business-stimulating ideas! Details free. Simon, Box 87-BB, Pelham, N. Y. ch

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. ju9

JAPAN DIRECTORY—SOURCES OF NEW and novel premium and prize products. Single item or shipment. American traders will supply you direct. Binoculars, unusual Dolls, Novelties and Specialties of every description. Low cost products galore. Directory and opportunity mail just \$1. Nippon Annual, 920-3rd Ave., Box 739-B, Seattle 4, Wash. ap14

KLONDIKE FANNY "LUCKY STAR" money maker secrets; bonanza for ambitious hustlers, retired old timers, etc. Satisfaction or money back: \$1 brings it. Feature Service, Lockbox 791, Chicago 90. ap7

MAKE MONEY WITH POPCORN, SNOW Balls, Candy Floss. Free catalog of money making equipment. Roy Smith Co., 303 Park St., Jacksonville, Fla. ap7

MEN AND WOMEN WANTED TO START in import business in spare time. Operate from your home. All by mail order. Some items sell in the U. S. for 30 times the cost abroad. No experience necessary. Our step by step plan will show you how to start without capital. No stock to carry. We will also tell you how to get free samples from all over the world; how to obtain any item manufactured; free copy import magazines from foreign countries printed in English; free advertisement in magazines. Unconditional money back guarantee of satisfaction; all for \$2 postpaid. Edzell Importing Company, Dept. 102, Box 54, Dallas 21, Tex. ap14

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Robert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. ap14

OPERATE PROFITABLE MAIL ORDER Business—Sell merchandise by mail, \$1 items. Write Walter Service, E4139 East 112 St., Cleveland 5, O. ch-np

OUR BLACK WALNUT SALT AND PEPPERS art fast sellers. Illustrated circular free. Ozark Hills Industries, Eureka Springs, Arkansas. ap14

SELL ONE OF THE STRANGEST WALK Thru Shows on earth, about 150 pieces now operating; same location many years. If in the West see it, Wonders of the World, Apache Junction, Ariz. ap14

USED MUTOSCOPE VOICE-O-GRAPH Machines in good condition, i.o.b., \$450 Francis G. Rodgers, 5 Washington Ave., Old Orchard, Me. ap14

WANTED—RECORD CORP. DISTRIBUTORS; new sales promotion plan; no experience necessary; part or full time. P. O. Box 241, San Gabriel, Calif. ap14

WHOLESALE CATALOG, THOUSANDS OF known brand items, save money, send \$1, refundable with first order. Manufacturers' Sales Representatives, Highland Park, Ill. ap14

2,500 AUCTION AND COMMUNITY SALES listed in 41 States, towns and days given, \$1. Simpson, 2705 Jule, St. Joseph, Mo. ap14

\$2 CASH COMMISSION FROM EACH CARD you mail out that returns with order. Our proposition offers you 100 cents worth free! Sample, full information, 25c. Timely Tips Publishers, Paulding, Ohio. ap14

BEAUTIFUL CROSS MIRACLE CROSS When you place the center to your eye you can see the

A REAL LORD'S PRAYER MONEYMAKER clearly and distinctly. \$999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish, soldered links.

\$4.75 Doz. \$54.00 Gross \$6.00 Doz. \$66.00 Gross \$100,000 Bankrupt and Close-out Sale, to be sold at 5% and up on a dollar.

Yellow gold Hamilton and Bulova 17 j. w.p., \$15.00 ea.; 17 j. Swiss Watches, \$5.50 ea.; Ladies' Bracelet Watches, 17 j., \$12.00 ea.; waterproof 17 j. Watches, \$5.90; new 17 j. Automatic, \$12.75 ea.; rebuilt Bulova, Elgin 17 j. Watches, \$6.50 ea.; \$11.75 Stretch Bands, \$2.00 ea.; Special 9 pc. English Sheffield Steak set, velvet chest, tagged \$49.95, \$5.50 ea.; lifetime Cutlery Sets, 12 pc., beautiful chest, special \$6.75; 3 pc. Carving Set, \$5.00; 6 pc. Steak Set, \$1.15; White Xmas Perfume, \$6.50 per doz.; Gardenia Perfume, \$3.50 per doz.; A 1 Ronson type Lighters, \$6.75 per doz.; 24 pc. set Silverware, \$2.50; 4 pc. Pearl Set, tagged \$29.95, \$1.50; 4 pc. Rhinestone and Purple Set, tagged \$49.95, \$3.95; Earrings, 1.98 retail, \$2.75 per doz.; Scatter Pins, \$2.50 per doz.; beautiful Necklaces, boxed, \$4.50 per doz.; leather Billfold, boxed and tagged, \$7.50, \$10.00 per doz.; Electric Shaver, \$2.50; Cuff Links, \$5.00 per doz.; Cigarette Holders, \$1.00 retail, \$2.35 doz.; Field Glasses, \$11.50 doz.; Ladies' Bracelets, \$2.00 doz.; Toy Pens, \$5.00 retail, \$1.75 doz.; retractable Pens, \$1.75 doz.; 4 Day Clocks, \$2.25 ea.; Elgin and Waltham Pocket Watches, \$12.00 ea.; 3 pc. Comb and Mirror Set, \$6.90 doz.; Toy Gas Stations, \$2.75 doz.; Pocket Knife, \$1.50 doz.; long type Necklaces, \$2.00 doz.; 3 pc. Necklaces Sets, boxed, \$1.25; Telescopes, \$8.00 doz.; leather Bands, \$1.50 doz.; Watch Chains, \$4.90 doz.; Salad Bowls, \$3.50 doz.; 3 pc. Pen & Pencil Sets, boxed, \$5.25 doz. All orders shipped same day as received. 25% with order, bal. C. O. D.

NATIONAL DISTRIBUTING CO. P. O. Box 261 Ocean Drive, S. C.

NEW 18" PENNETTE 100 feet only \$4.00 ptd. 124 PENNETTES 6 Bright Colors Satisfaction Guaranteed Discount on 3 or more MYRLO COMPANY 2168 W. 25th, Cleveland 13, O., Dept. B

FREE! 1 DOZ. ASSORTED EARRINGS With \$20 order from this adv. Men's Sets, boxed, asst. 6.75 DZ. Charm Bracelets 4.25 DZ. Charm Earrings 3.25 DZ. Religious Jewelry, asst. 3.00 DZ. Do-It-Yourself Jewelry 9.00 DZ. 50 Off. Pair Earrings 12.50 DZ. Religious Combination 15.00 DZ. Zodiak or Liberate Earrings 4.25 DZ. White Earring Assortment 3.50 DZ. We'll Make What You Want! JEWELRY OF SEASON MFG. CO. 661 Westminster Providence 3, R. I.

Leather Whips Fast sellers, Genuine 4-ply hand plaited leather, Cracker-tongue, loop grip, 6-ft., sample \$1.98, \$11.50 doz. 8-ft., sample \$2.75, \$16.50 doz. 10-ft., sample \$3.50, \$20.00 doz. f.o.b. Detroit. Cash or 25% deposit on C.O.D. Gross lots less 10%. Johnson Smith Co., Dep. 315, Detroit 7, Mich.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a Space This Size will cost only \$14 per insertion

WANT TO PLACE FLASHY B HORSE Shetland Pony Ring with 38" top in good kiddie land or park; also Team and Pony Farm Wagon. J. E. Archer, 5423 W. Cermak, Cicero, Ill. ap7

YOUNG CHIMPANZES, ABSOLUTELY tame, males or females, \$700 each; size from 12 to 15 pounds up; new is the time to work younger animals into your act. Educated Chimps, Box 4883, Pensacola, Fla. ap7

1956 BABY BEAR CUBS, IMMEDIATE shipment; also orders accepted for later delivery. Box C-389, c/o Billboard, Cincinnati 22, Ohio. ap7

1956 BEAR CUBS, ONLY \$75; CANADIAN Beavers, \$95; health certificates furnished; no duty, great attractions. N. P. Lew'chuk, Canora, Sask., Can. ap14

\$25 ASSORTMENT BIGGER THAN EVER—Two large boxes of Snakes for the price of one. McClung Snake Farm, Laplace, La. ap14

2 TRAINED BUFFALO—HAVE WORKED in 3 different T.V. studios and on parades. Will do several tricks, very attractive. Weigh about 1,000 each. Captain Waterman, Deansboro, N. Y. ap14

BUSINESS OPPORTUNITIES AUTOMATIC JET CAR & TRUCK WASHING (5 minutes) Equipment installed your location; investment, \$1,275 to \$10,000. State your requirements on letterhead or references. Star Company, P. O. Box 1305, Slattion, O. ap14

BRAND NEW 50"x100" PORTABLE SEC-rucok hand made floor or roller rink or dancing. None finer anywhere, \$2,500 firm. Robert Hoffman, Route #3, Dubuque, Iowa. ap14

COSTUMES, UNIFORMS, WARDROBES CLEARANCE SALE—5,000 COSTUMES must go. Shorts, Longs, Specialties, Chorus sets 2, 16; Bally Capes, Strips, Gowns, Gay Ninety, Minstrel, Parades, Opera Job lots. Bundles, State wants, no catalog. Variety Costumes, 1638 Broadway, New York, N. Y. Columbia 5-8789. ap28

COSTUMES FOR CASH 10,000 costumes being sold at lowest possible prices. No catalog or listing possible. Write these rock-bottom prices by eliminating correspondence and bookkeeping. CHORUS WARDROBE, SINGLES, just the thing for carnivals, ballies, tab shows, etc. Come in or send a representative. No mail orders.

THE COSTUME MART 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat., only noon until 5:00 p.m.

COSTUMES FOR SALE—NEED SPACE. Will sell beautiful parade and dance costumes in sets. Quantity sales only. Madame Berthe, 110 W. 47 St., NYC. Plaza 7-4170. ap14

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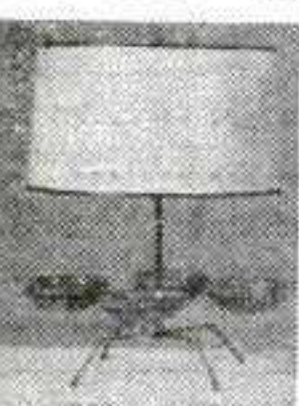
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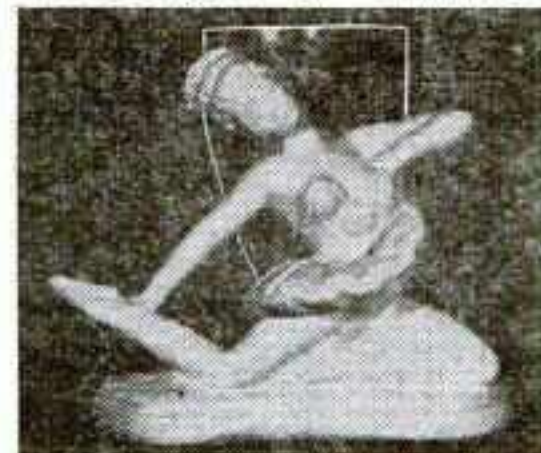
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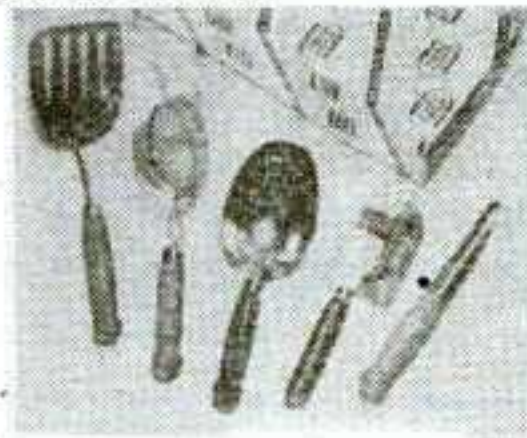
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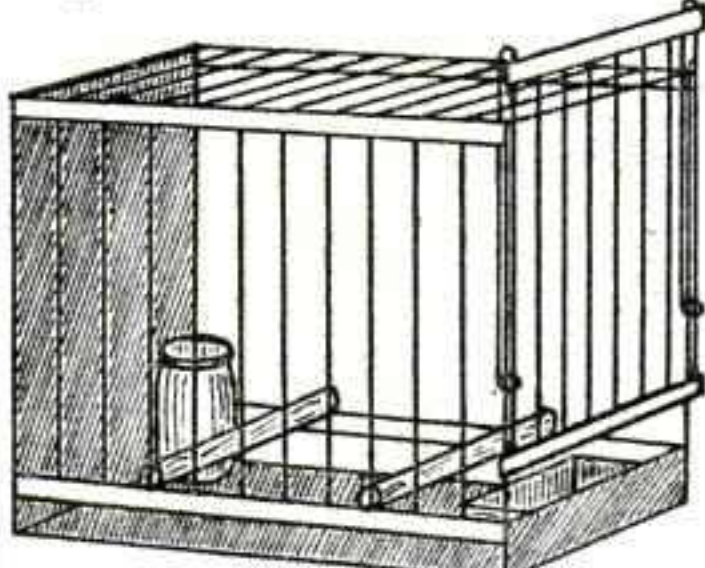
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Lower Prices For Better Take

**\$36.00**  
per Gross  
25% with order  
Samples Postpaid.  
\$1.00 Per Can;  
3 Cans for \$2.00.

**COAT-O-PLASTIC**  
Cleaner and Polish  
PREMIUM TO THE FINISH

Stacks of cash.

No brochure, no literature, no pitch.  
We sell merchandise only, priced in volume.

**TOMAC COMPANY**  
R. D. 2 Canonsburg, Pa. Phone McMurray 1280

## BUY AT THESE LOW PRICES

- Small Jap Fan . . . . . \$ .75 gr.
- Small Nose Blower . . . . . .75 gr.
- Blowout, 12" . . . . . .90 gr.
- Cigarette Holder, Asst. Color . . . . . 1.75 gr.
- Large Heavy Police Whistle . . . . . \$1.75 gr.
- Key Chain . . . . . 2.25 gr.
- Celluloid Doh, 12" . . . . . 2.75 dx.
- Jap. Ident. . . . . 2.50 gr.

Also Plaster, Glass, Slum, Plush and Bingo Items  
25% deposit with order, bal. C.O.D.

**WHITIE'S NOVELTY HOUSE**  
P. O. Box 1270, 130 Jackson Ave., Knoxville, Tenn. Telephone 2-4410

**HOUSE TO HOUSE MEN**  
**PREMIUM BUYERS**  
**WAGON JOBBERS**  
**CARNIVAL MEN**  
Make That "Easy Buck" with these sensational values

**\$39.95** List Large 12" Electric SKILLET with Westinghouse Thermo. \$7.50 ea. in Lots of 6 Sample \$8.25

**G.E. Equipped COOKER-FRYER**  
Large 6-qt. capacity \$39.95 List \$6.75 ea. in Lots of 6 Sample \$7.25

**HANDY UTILITY SET**  
Sharp Edged Carbon Steel Cleaver  
1 Hollow Ground Utility Knife  
1 Hollow Ground Paring Knife  
Attractively Boxed—\$2.50 List Sample—\$1.25 ea. Lots of 6—90c ea. Set

**TEN PIECE CARVING SET**  
Made in Sheffield, England  
Consists of:  
6 Serrated Edge Steak Knives  
1 Carving Knife  
1 Carving Fork  
1 Carving Sharpener  
All have simulated Ivory Handles. Boxed in Leatherette Satin Lined Box with separate sliding drawer for Steak Knives.  
Complete with \$49.95 List Tag Sample—\$5.10 per Set Lots of 6—\$4.50 per Set  
All Mds. UL approved and guaranteed by Good Housekeeping — All Orders C.O.D. —

**DANAL SUPPLY**  
1228 Vine St. Cincinnati, Ohio  
Phone: MAin 1-9114

**MEXICAN**  
Mexican Heavy Rings . . . \$ 3.75 dz.  
Tule Baby Chairs . . . . . 6.00 dz.  
Feather Bird Post Cards . . . . . 7.50 gr.  
Hand Tooled Leather Billfolds . . . . . 15.00 dz.

All kinds of Mexican Earrings, Hand-Tooled Bags, Hand-Painted Skirts, Embroidered Wool Jackets, Convent Cane, Saltillo Serapes, Blowing Horns, Curios, Novelties. Request catalog.

**F. L. de ARKOS**  
904 Scott St., Laredo, Texas

**Make a FORTUNE Selling TOWELS**  
We've sold MILLIONS of Towels! Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:

- 100 Towels . . . . . \$ 4.50
- 500 Towels . . . . . 20.00
- 1000 Towels . . . . . 35.00
- 2000 Towels . . . . . 65.00
- 5000 Towels . . . . . 150.00

Sample pkg. 20 Towels, only \$1.00, plus 10¢ postage.  
Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell TEN for \$1.00 and make 300% PROFIT! Order today! Send money with order. C.O.D.'s sent if 25¢ remittance accompanies order. **TOWEL SHOP, Dept. 786, 810 St. Charles, St. Louis, Mo.**

**Quick Photo Invention!**  
**PDQ CAMERA**  
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2x3 1/4 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick; get details about the great PHOTOMASTER Camera.  
**PDQ CAMERA CO.**  
1546 W. Cortez Chicago 22, Ill.

**COMPOSITION NUGGET JEWELRY**  
LOOKS LIKE GOLD  
WATCH CHAINS and CHARMS, DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC.  
FREE CATALOG  
D. BOX 424 EDGAR'S RED BLUFF, CALIF.



# CONCESSIONAIRES CARNIVAL OPERATORS

### GET WITH A SURE WINNER!

Increase Sales 1,000% on Merchandise Concessions with  
**JAR DEALS—TICKETS**

For all your Sponsored Events, Bazaars, Picnics, Celebrations.

## GUARANTEED PROFITS

for you and your locations. Now you can know for sure how much you will make on each and every spot you play. Now you can tell sponsors exactly how much they will make.

**FASTER PLAY** assured with tickets. Five years of operations prove big increase in take per location over other methods, such as Paddle Wheels, Cat Racks, Dice Cage, etc.

**MORE CUSTOMER APPEAL . . .**

**MORE SALES APPEAL . . . CHEAT-PROOF . . .**

## MORE PROFIT FOR YOU!

For Complete Profit-Making Information on Jar Deals and Tickets write today.

# ACACIA PRINTING CO.

Manufacturers of Bingo Supplies and Equipment • Roll Tickets • Push Cards • All kinds of Jar Deal Tickets.

6755 N. Clark St. Chicago, Ill.



## WHALE OF A BUY



# 80¢ EACH

**ONE PIECE PLASTIC HANDLE**  
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

**TELESCOPIC BAMBOO POLE**  
12-ft. length • 3 section • Fully equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand. Per Doz., \$18.00. No less sold.

**CASTING LINE** 50 yards to spool • 15 lb. test • Dupont Nylon • Water-proofed • Mildew proof • 12 spools to box. Per Doz. Spools, \$2.50. No less sold.

**SPINNING LINE** Soft Monofilament • 100 yards to spool • 6 lb. test • Dupont Tynex • 12 spools packed to box • Per Doz. Spools, \$3.00. No less sold.

**TROUT FLIES** On #10 Hooks • 12 ass't. numbers mounted flies on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, \$4.75. No less sold.

ALL ABOVE ITEMS ARE PROVEN WINNERS AND SPECIALLY LOW PRICED

25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** Chicago, Ill.

916 S. Halsted St.

## SALESMEN! BINGO OPERATORS! CONCESSIONERS!

# 3 BIG PROFIT-MAKERS! SELL ON SIGHT!

### PROFIT MAKER 1

## "SIESTA" Beach Pad

with a Thousand Extra Uses!



- At beach or lake
- At picnic or barbecue
- For boating or camping
- On lawn or under trees
- On outdoor furniture
- On porch or patio
- For infants' play
- For TV parties

## Chock Full of Selling Points!

Filled with resilient all-weather FIBERGLAS. Covered with durable washable PLASTIC. Complete with built-in pillow rest. Non-allergic, moth-proof, mildew-proof. Dries in a jiffy. Extra-wide for extra comfort, long enough for a six-footer. Light as a feather, stores in small space, folds easily for carrying. Assorted colors and patterns.

# \$28.50

DOZEN

Send for sample \$3 Post Paid

### PROFIT MAKER 2

## "WHITE CROSS" COMFORTERS

50% Wool \$4.50 ea.  
50% Cotton

100% Wool \$5.00 ea.



Sold in dozen lots only. Big size 72" x 84" high-lustre rayon covering (LOOKS LIKE SILK!) Rose, blue, green, cedar, rosedust—solid or reversible. You can specify color combinations. Samples \$5.50 and \$6 each, respectively.

### PROFIT MAKER 3

## WHITE CROSS CRIB COMFORTERS

Size 36" x 45". Cotton-filled. Satin covering in pink and blue, green and maize—reversible!

# \$24

Doz.

Same as above, with PILLOW. \$30 Doz.

(Sample \$3.50 Postpaid)

ALL ITEMS TAGGED WITH LIST PRICES YOU REQUEST!  
All packaged attractively in polyethylene bags!  
Terms: 25% deposit with order, balance C.O.D.—F.O.B. factory.  
Write for Free Catalog and Price-Lists!

## NEWARK COMFORT CO.

Manufacturers of Comforters and Beach Pads Since 1906

119-125 New Jersey Railroad Ave., Newark, N. J. Market 2-4889

## CLOSE-OUTS

TOPPERS and DERBIES

PROVEN BEST CENTENNIAL ITEM TODAY. VERY HIGH GRADE HATS MADE FROM REAL FELT.

DERBIES . . . . . \$4.50 per doz. TOPPERS . . . . . \$5.50 per doz.

**Bird's Nest Hat Made in Mexico**  
16" Diameter Woven Straw  
\$14.25 per hundred

CASH IN FULL OR 25% DEPOSIT, BALANCE C.O.D.

**RODIN NOVELTY CO.** 3217 No. Clark St. Chicago 13, Illinois Phone: Bittersweet 8-6225

## ATTENTION, CONCESSIONAIRES

Our new spring line of Carnival Goods, Housewares, Costume Jewelry, Handbags and Novelty Gadgets is now ready for inspection at our showroom. When in Philadelphia, stop in and see us.

## HORROW SALES COMPANY

20 N. SIXTH STREET PHILADELPHIA 6, PENNA. Phones: WALnut 2-1523—WALnut 2-3928

## FOR LOWEST PRICES! 6 PC. WATCH SET



Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band . . . Smart cuff links . . . Matching tie clasp . . . Money Clip and Collar Pin. Gorgeous plush box. 1 year Factory Guarantee.

Smartly Styled. Handsomely Boxed. **\$5.00** SET In Lots of 6 SAMPLE \$4.00

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST . . . 20% with order, balance C.O.D.

EST. 1914 H. STONE, INC. 74 Hanover St., Boston 13, Mass.

## ORIGINAL The MYSTERIOUS WONDER MOUSE



PITCHMEN MADE OF PLASTIC

**J & J SALES CO.** 32 BROMFIELD ST. BOSTON 8, MASS.

MOUSE WORKERS' ATTENTION  
The FASTEST 25¢ ITEM ON THE MARKET. The best made. A natural item for pitchmen! Will not melt in hot weather. They are perfectly balanced, everyone a worker. Mouse-gray color, packed in attractive 3-color boxes. Prompt shipment.  
Send 25¢ for Sample.  
\$7.20 per gross. \$4.50 in lots of 6 gross. 25% deposit, balance C.O.D.

## FISHING SEASON IS JUST AROUND THE CORNER

# 60" \$14.40

per doz.

**GLASS ROD**  
Solid Fibre Glass Rod. Stainless Steel Guides and Tiptop. Two-Tone Windings. Dura-Plastic Removable Handle. Positive Reel Lock. Collar-Type Nose Piece.  
(1 dz. minimum order)

**CLOSE-OUT SPECIAL**  
10 ft. 3 section, jointed bamboo pole, equipped with reel seat, guides and ferrets. Retail at \$2.98 ea.  
Limited stock—while they last — \$14.40 per doz.  
(1 dz. minimum order)

**CLOSE-OUT SPECIAL**  
12 ft. Bamboo. Same as 10 ft. Limited stock—\$18.00 per doz.  
(1 dz. minimum order)

Open Sundays Until 3 P.M. 25% dep. with order, balance C.O.D., F.O.B. Chicago.

**BELL SALES CO.** 1107 SO. HALSTED ST. Chicago 7, Ill.

## OVER 600 PINS AND IDENTS FOR ENGRAVING

LATEST CATALOG With New Numbers Ready

**DEXECO, INC.** Manufacturers of Engraving Jewelry 191 South St., Providence 3, R. I.

# BE A Gagster

SEE PAGE 124

## STUFFED ANIMALS

36" Bear, 36" Duck, 36" Clown. Low price of \$12.00 per dozen. Two dozen to carton. One kind or assorted. 25% deposit, balance C.O.D., F.O.B. factory.

**DORAN DOLLS** 583 Jackson Ave. Bronx 55, New York

## FASTEST DOOR OPENER WILL SELL-ON-SIGHT!

### COMBINATION DECORATIVE THERMOMETER AND WEATHER FORECASTER

- Certified accurate thermometer—U. S. Govt. standards.
- Weather changes indicated by registering of different colors.
- Permanent metalized finish will never tarnish or discolor.
- Fits any decor—beautiful, sturdy, reliable—has appearance of polished ship's brass—9 1/2" x 5".
- Individually packaged in gold gift box.

# \$7.80

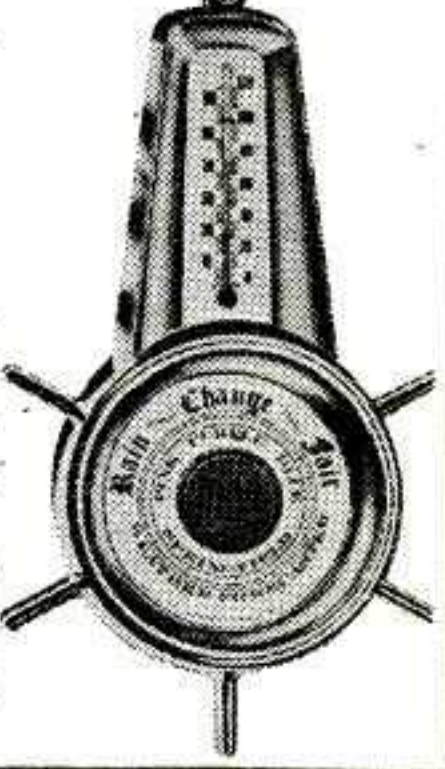
per doz.

Samples \$1.00 each. Enclose payment in full for samples.

• IDEAL \$1 RETAILER!!

Terms: 25% Deposit, Balance C.O.D.

**CUTTLER & COMPANY, INC.** 928 Broadway...New York 10, N. Y.



## ALL-WEATHER PLASTIC PENNANTS DURABLE—TOUGH—BRILLIANT

48 assorted color 18-inch plastic Pennants sewed on a tough, heavy tape 100-ft. long. \$4.00 each. Dozen lots \$3.00 each.

48 assorted 18-inch plastic Pennants in brilliant checks and stripes, sewed on a tough, heavy tape 100-ft. long. Only \$4.50 each. Dozen lots \$3.60 each.



16 assorted 18-inch used car plastic Pennants in red, yellow, blue and orange, sewed on a tough, heavy tape 40-ft. long. Only \$1.50 each. Dozen lots \$1.25 each.

Write for quantity prices—Money refunded if not satisfied  
**A & A NOVELTY CO., CINCINNATI 36, OHIO**

Expansion Idents, boys', from \$4.25 doz., \$48.00 gr. Photo Expansion Idents from \$5.00 doz. Broken Heart Disc on 24" chain with spring ring, \$4.50 doz., \$51.00 Gr. Bracelets to match, \$4.50 doz., \$51.00 gr. Snake Key Fobs with round or clover disc, \$3.00 doz. Tie Bars for engraving, \$21.00 gr.

## SEND FOR CATALOG

For Engravers, Store and Fair Workers, Ring Demonstrators  
25% deposit with all C.O.D. orders. Include postage with prepaid orders.  
**McBRIDE JEWELRY CO.** 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.



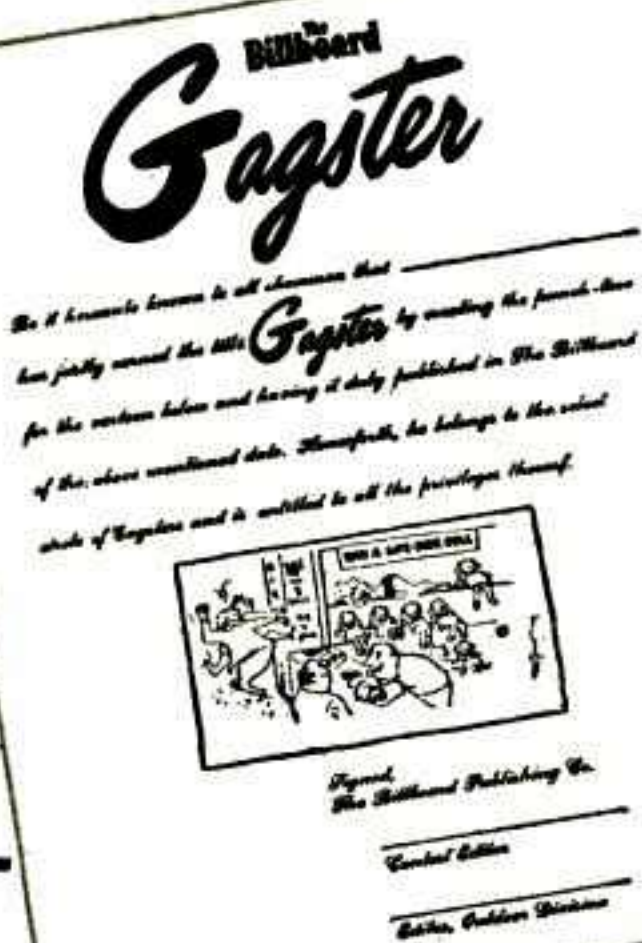
# BE A Gagster

## HAVE FUN

Write gag-lines for either or both of the cartoons below. If yours is used, your name will appear with your punch line as "gagster."

You will then become a member of the select "gagster" clan in which membership is limited solely to those who have written winning punch-lines.

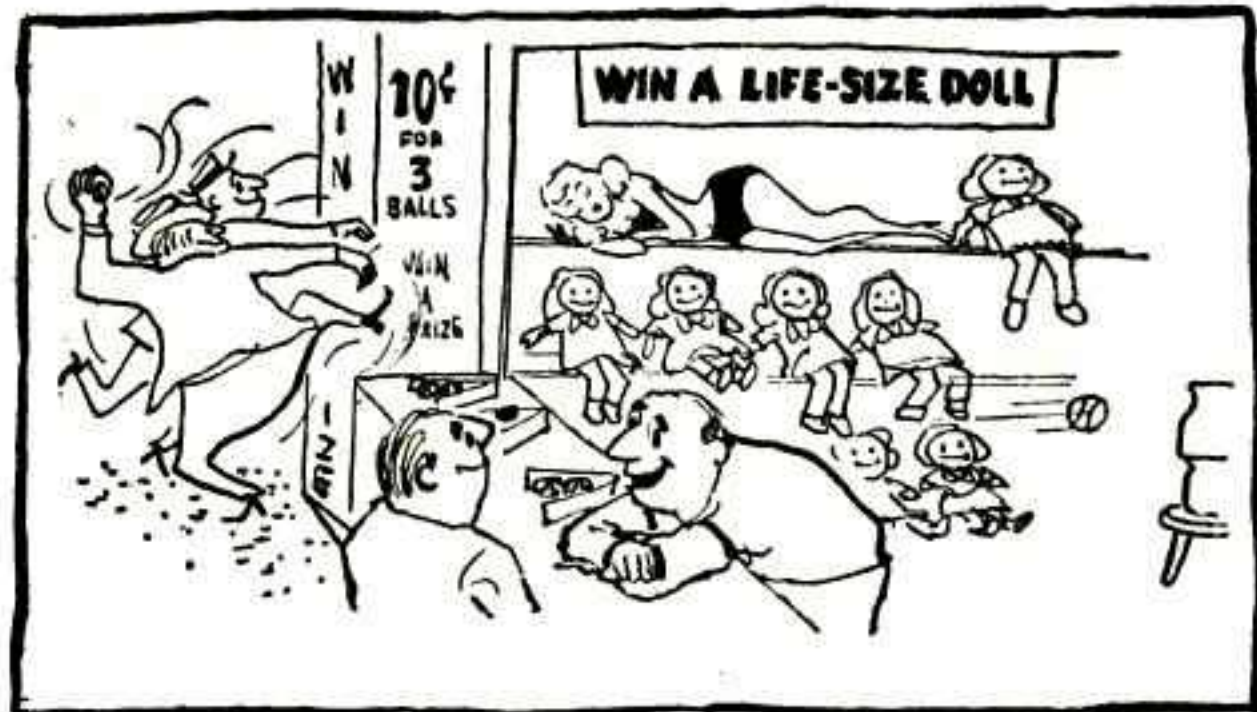
As proof of your wit, you will receive a handsome laminated scroll ready to hang on the wall so that all can see the recognition your ability has earned for you. What's more, an official "membership card" in the order of "gagsters" will come to you with the scroll. Winners will appear each week in the Merchandise Section.



### RULES ARE SIMPLE:

1. Write a gag line in 20 words or less to fit either (or both) of the cartoons below. Use the coupon or your own stationery.
2. All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.

3. Name, occupation and address of sender must accompany all entries.
4. Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.



To Contest Editor, The Billboard  
188 W. Randolph St., Chicago, Ill.

Issue of April 7

Caption for Cartoon No. 1: \_\_\_\_\_

Caption for Cartoon No. 2: \_\_\_\_\_

Name \_\_\_\_\_ Occupation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY

Forms Close Thursdays for the Following Week's Issue

**ADVANCE MAN**—WORK NORTH CAROLINA 8 weeks @ \$125 per. plus expenses. Possibility permanent employment. PO Box 2720, Charlotte, N.C.

**BOOKER FOR BAND DEPARTMENT** Major agency Salary, dependable future; replies held confidential. Send photo, references, experience, etc. Box C-411, c/o Billboard, Cincinnati 22, Ohio. ap14

**GIRL MUSICIANS, TRUMPET OR TROMBONE**, Saxophone and String Bass; others may apply. Contact Band Leader, 1322 Fletcher, Anderson, Ind.

**GLASS SPINNER, BLOWER OR PRESSER** for summer season family type show. Write Adventure Town, 1000 Islands, Alexandria Bay, N. Y. Phone 536.

**LARGE CHICAGO LOOP MUSIC STORE** needs experienced record dept. mgr.; buyer; high salary, bonus, incentive plan. Apply Gambles, 312 S. Wabash, Mr. Epstein.

**MAN FOR PHOTO BOOTH, GOOD ROUTE** booked; first class equipment; state your experience. Minit Studio, 4840 West Fort, Detroit 9, Mich.

**MIDGET SHOW GIRLS, MUST BE GOOD** acrobats or willing to learn. good pay; send pictures, age, height and experience to Box C-408, c/o Billboard, Cincinnati 22, O.

**SAXOPHONE, PIANO OR ACCORDION** men wanted for modern band, year round job; home most every night. Write or call before noon Johnny Hader Orchestra, P. O. Box 113, Mandan, N. D. Ph. 2434.

**SAX AND CLARINET MAN WANTED**. Polka Band; good reader, steady. Write Viking Accordion Band, 214 N. 2d Ave. West, Albert Lea, Minn.

**SNAKE MEN WANTED NOW**—SNAKE handlers and lecturers. top salary, send photo and full details on what you can do. Box C-400, c/o Billboard, Cincinnati 22, Ohio.

**WANT—YOUNG TRUMPET MAN, MUST** read, fake, play jazz, commercial, roll; location, no beginners. Musician, 198 South Franklin, Mobile, Ala.

### AT LIBERTY

ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue.

### AGENTS & MANAGERS

**AGENT, PRESS, SECRETARY, ADJUSTER** or anything on staff; have good car. Last 15 years a head of circus; can furnish 2 billers, state proposition. J. S. Ramsey, President Hotel, Beckley, W. Va.

**EXPERIENCED, SOBER, RELIABLE AGENT** with car, available immediately for indoor or outdoor attraction, know entire country. Interested booking high class attractions under leading sponsors; attraction must be financially responsible. Handle booking, promotion and publicity; salary and percentage of dates booked. Phone or wire Agent, New Orleans, La. Phone University 6-3792 prepaid.

### CIRCUS & CARNIVAL

**DRESSAGE HORSES—UNUSUAL, FLASHY** and impressive riding act; never have been shown commercially. Capt. Victor A. von Alenitch, Stanley, Kan.

**AVAILABLE UNTIL MAY 15, BRAND'S** Seal, "Prince"; clown of the marionettes, equally good water or dry land; guaranteed crowd pleaser. Call or write A. M. Brand, 3834 McKenzie Fresno, Calif. Phone 6-2070. ap7

**TATTOOED MAN AND TATTOO ARTIST** wants with large side show, have swell flash. Tom McClendon, Route 1, Box 427, Rockingham, N. C.

### MISCELLANEOUS

**AERIALIST—AVAILABLE IMMEDIATELY**, wants to join established act; young man, tall, blond, experienced. Write Craig Hillwell, 1329 Bellevue Avenue, Plainfield, N. J.

**ANIMAL MAN DESIRES EMPLOYMENT** have private animal farm, park, what have you? Preferably with living quarters on premises. Married, sober, reliable, experienced. Theater, carnival, circus, zoo background! First love big cats and elephants! Capable of taking complete charge and putting on small shows. Year round employment with animals only acceptable. Address replies to: Box C-404, c/o Billboard, Cincinnati 22, O.

**COMEDIAN, VERSATILE, SINGING, NOV-ELTY**, clown, eccentric dancer; join duo, trio, revue; steady, sober, reliable, Rex King, c/o Billboard, New York, N. Y.

**DESIRE ASSOCIATION WITH REPU-TABLE**, progressive, positive-thinking organization who seek high type personnel. A man and wife team, whose experience has been confined to all phases of indoor-outdoor Theater Owner-Management. Inclined to enter new field of entertainment industry. Have showmanship acumen, are adaptable, personable, creative, promotional. Can administrate or manage existing experience. Any capacity considered where experience can be gained. Will relocate, travel and invest. Box C-412, c/o Billboard, Cincinnati 22, Ohio.

**FEMALE IMPERSONATION ACT—OPEN** for night club bookings. Spanish dancing and exotic. Expensive wardrobe. Shows available. S. L. Burgess, 420 Vine St., Cincinnati 1, Ohio. ap14

**HYPNOTIST—FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Nelge E. Diehl, Post Office Box 2002, Seattle, Wash. ap15

### MUSICIANS

**A-1 RINK ORGANIST, MANY YEARS' EX-**perience best rinks; available any location. Box C-410, c/o Billboard, Cincinnati 22, Ohio. ap14

**AFRO-CUBAN PROFESSIONAL BONGO** Drummer, song stylist for fashionable nite clubs, resorts, radio, TV. Box C-407, c/o Billboard, Cincinnati 22, Ohio. ap21

**COUNTRY FOLK STAR, MANY YEARS** radio and stage, desires radio station position, country deejay, solo or excellent band, available, open for personals, travel or location, complete stage show, Carson, Box 836, Clawson, Mich. ap7

**ELEC. GUITAR, MODERN, 18 YRS. EX-**perience, travel or location, go anywhere. Prefer combo, vocals. Picture on request. Local #10 member. Write or wire, join immediately. Berl Samuel, 1118 N. State, Chicago, Ill. ap7

**EXPERIENCED DRUMMER—JOIN IMMEDI-**ately; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ap7

**GOOD COUNTRY AND WESTERN SINGER,** M.C. and Disk Jockey wants job with a band or on staff of radio station, 12 years' experience, plays rhythm guitar. Please write Dick Wayne, 415 Allyn St., Akron, Ohio.

**HAMMOND ORGANIST WILL BRING HIS** organ your dining room, lounge; city 25-75 thousand; for half he's getting 4th yr. top Chicago restaurant. Box C-402, c/o Billboard, Cincinnati 22, Ohio. ap14

**LOMBARD TONE ALTO SAX, CLARINET,** good reader, wide vibrato like Carmen Lombardo; age 34, prefer location, union. Joe Caldarella, 201 Andrews St., Apt. 2, Los Gatos, Calif. ap7

**NEED A DEPENDABLE, EXPERIENCED** Drummer? Locations only, references, require two week notice. Box C-408, c/o Billboard, Cincinnati 22, Ohio. ap21

**THE HOWARD KENNY BAND AVAIL-**able for summer location job; resort, hotel, club, etc. Music for dancing and entertainment; nine pieces; girl vocalist; male vocalist with band; experienced, union, consider any location. Contact Howard K. Bramstedt, 629 W. Johnson St., Madison, Wis. Phone Alpine 6-1140. ap21

**PIANO MAN WILL JOIN ORGANIST, LADY** or gentleman. All essentials. Eastern states only; combos, shows, lounges. Write Musician, Box 881, Trenton, N. J.

**PIANIST—MALE, UNION, SINGLE,** trained, wide professional experience, popular, classic; prefer hotel lounge alone. Other opportunities. Box C-406, c/o Billboard, Cincinnati 22, O.

**TENOR AND CLARINET—EXPERIENCED,** union read and fake, prefer combo. Musician, 716 Mississippi St., Jackson, Miss. After April 5, 3138 S. Guard, Apt. 1, Minneapolis, Minn.

**TRUMPET—LOTS OF EXPERIENCE IN** all lines. C. A. Peterson, 4002 Dempsey Rd., Madison, Wis.

**RINK ORGANIST—10 YEARS' EXPERI-**ence, metronomed music. Address Organist, General Delivery, Schenectady, New York.

**TENOR SAX—READ, FAKE, NICE TONE.** Desires work with combo. Resort, hotel or club. Neat appearance. Ben Rich, 905 Simpson St., Bronx 59, N. Y.

**TROMBONE, NAME EXPERIENCE, ANY** style, sober, reliable. Box C-401, c/o Billboard, Cincinnati 22, Ohio. ap7

**TWO COLLEGE STUDENTS—MUSICIANS,** Trombonist and French Hornist wants summer work. First class players, symphony experience, union. Hoover, P. O. Box 8165, San Antonio 15, Tex.

### PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude L. Shafer 1041 S. Dennison, Indianapolis 21, Ind. ap7

**BEARS, PONIES, MONKEYS, DOGS, ACRO-**bats. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Olive St., Fort Wayne, Ind.

**FEATURE TRAPEZE ACT AVAILABLE** for all types of outdoor events (platform required). For full particulars, address Charles La Croix, 136 South Anthony, Fort Wayne, Indiana. Telephone, Eastbrook 3312.

**LATEST PARACHUTE THRILL ACT—**Emily Brown, parachuting Grandma, and Art Hill's spectacular 5,000 ft. free fall. John Fitzpatrick, Emmetsburg, Iowa. my5

**SENSATIONAL HIGH DIVING AUDACITY,** nerve skill terrific impact Small tank, spears fire, no body protectors, blind-folded featured by Fox Movietone and up to date has not been duplicated. The price is right! Your only problem and concern will be finding parking space for the spectators. Free advertising posters. Capt. Earl McDonald, 456 Lamplier Place, Warren, O. Tel 45337. ap14

### ATTENTION!

#### NOVELTY MEN BADGEBOARD OPERATORS

The Newest Western Badgeboard Item in the Country for Stock Shows, Rodeos and Horse Shows. Send \$1.00 for Samples and LOW PRICES.

See This Item—if not satisfied—

Your Money Refunded.

**ARNOLD NOVELTY CO.**  
422 Warren Lane  
Inglewood 3, California

### CHAIRS • TABLES

IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES

**Adirondack Chair Co.** Dept. T-4  
1140 BROADWAY (27th St.) N.Y. • MU 3-4824

Amazing Cel-Max Jewelry Offer

WHILE THEY LAST Popular styles... top quality... Every set an astonishing bargain. Sell at terrific profits!

Hand set Sparkling Diamonds... High style Earings... Beautiful Gift Sets!



Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box!

\$12.00 DOZ.

Order today! 25% with order. Bal. C.O.D.

Cel-Max, Inc.

582 SO. MAIN ST. • MEMPHIS, TENN.

SPECIAL, \$42.00 Doz.-BRAND NEW

Swiss Gold Finish Sport Watch. A money maker at this new low price.

THIN 17J GOLD PLATED MEN'S WATCH WITH EXP. BAND \$8.00 Special Complete line of rebuilt and reconditioned Swiss and name brands, \$6.00 and up.

Sample \$1.00 extra—25% deposit.

B. & B. Jewelry Sales Wholesale Only 7163 Vandeman Houston, Texas Phone: WA 1-0318

Jeweled Anti-Magnetic Sweep Second



\$3.50 Each Price Inc. Fancy Exp. Band

WONDER BUYS

- INTERLOCKING bead necklaces. Snap-a-part. Assorted pearl colors. Latest invention. Pop-it. Make chokers, ropes, bracelets, bells, berets, etc., without restringing. Retails \$2.00. Gr. \$60.00. DOZ. \$5.40
WATCH SETS. 7-piece. All-gilt, with expansion band and men's accessories. Elaborate box. Wholesale value, 6 sets \$35.70. SET... 6.95
CUFF LINK and TIE BAR SETS. Beautifully gift boxed. Retails \$2.00. DOZEN SETS \$25.00. 5.75
ALL-CHROME retractable pen and pencil sets, in beautiful plastic box. \$4.95 value. Gross sets \$86.40. DOZ. SETS \$528.00. DOZEN... 8.40
GENUINE PARKER mechanical pencils. Retails \$1.25. Close-out of 25 gross. Gross \$38.80. DOZEN... 3.00
WALLETS. With zippers, leather, boxed. Bargain. DOZ. CANNISTER SETS. 7-piece. Aluminum; includes range set. Real big value. Terrific. Dozen sets \$27.00. SET... 2.50
GIFT TOWEL SETS. 2-piece Cannon. Exquisite designs and beautifully boxed. SET... 1.25
TIE RACKS. Plastic. In nice box. Retails \$1.00. Closeout. DOZEN SETS... 3.60
GYROSCOPE TOPS. Famous Hurco make. Gross \$39.00. DOZEN... 3.50
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15¢

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Professional Model No. 3. Great money maker for you wherever crowds appear. Guaranteed. Sold on approval. Originated 1931. Avoid clumsy imitations. Favorite of pitchmen, 5 & 10's, insurance agents, librarians, etc. Engraves fine, medium or big lettering in gold, silver or colors, "with just a twist of the wrist," on leather, silk, wood, plastics, cards, books, etc. With six rolls superior gold foil, rolls 1"x400", postpaid money order \$7.25. Extra six rolls, \$2.50. Will help sell more of almost anything. Order now—before too late. Also new model Burgess Vibro Tool for engraving metal, glass, jewelry, etc., with Diamond Point, \$20.90.

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CONTACT ALLIANCE SALES CO.

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2 Tone Mint Green - Rubber mounted. Extra quiet Two speed Motor. Delivers 3000 cfm. at 1000 rpm. Adjustable for windows 18" to 33" wide, 24" ht. Closely woven guard will keep out baby's fingers.

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BAGS OF FUN. Attractive packages. Clear poly with multi-colored cardboard leaders. Stock car race, party favors, magic sets and many others. Gross asst. 22.75
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MEN'S POCKET COMBS & CASES. Black only. First quality. Gross complete 3.00
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Terrific value, cotton stuffed, asstd. colors \$16.75 dz.
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FANTASTIC VALUES Pocket Knives, \$3.25 gr.; Miniature Plastic Whistles, 69¢ gr.; Razor Blades, \$1.50 M; Hunting Knives, \$4.50 dz.; Bill-folds, 7¢ ea.; Pearl Necklaces, \$1.50 ea.; Perfume, 8¢ bottle; Compacts, 15¢ ea.; Cigarette Holders, \$1.44 gr.; Tooth Brushes, \$2.88 gr.; Assorted Jewelry, 15¢ ea.; Combs, 85¢ gr.; Cigarette Cases, 3¢ ea.; Assorted Toys, \$3.60 gr.—\$7.20 gr. up; Water Guns, \$5.50 gr.; 8,000 other closeouts. PAUL COHEN CO., INC., 881 Broadway, New York 3, N. Y.

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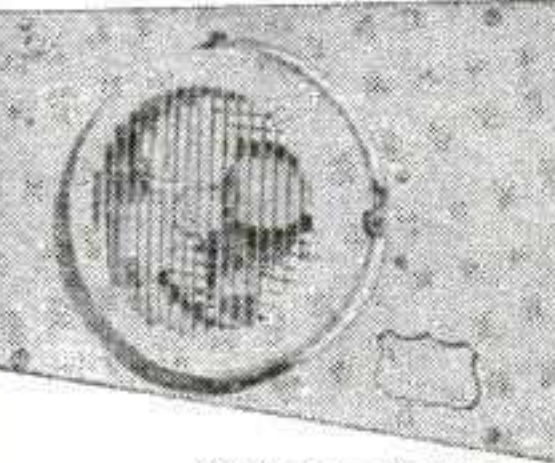


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DEPT. B CAMDENTON, MISSOURI

## Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Aberle, Wm. Lewis  
Adams, Mike  
Adams, Wm. Peter  
Albertson, Chas.  
Allen, Bennie  
Allen, Frank  
Allen, Kenneth  
Allen, Billy  
Allen, Mrs. R. J.  
Allen, Robt. (Red)  
Anderson, Charles  
Andes Jr., Gene & Mrs.  
Andreano, Frank  
Angei, Julie Marie  
Armstrong, Mrs. Matt  
Arthur, Johnny  
Asher, Blackie & Mrs.  
Austin, Tommy  
Baker, Bennie  
Baker, Walter (Buddy)  
Barbee, Bill  
Barfield, Emmett  
Barfield, Willie (Coot)  
Barnhill, Kader B. or Ena  
Beamer, Robt. Rodney  
Beaverbrook, Lord  
Beckwith, Gerard  
Bejano, Billy  
Bennie, Jack  
Berryman, Lionel (Pete)  
Blake, Ernie  
Boone, Eddie  
Bordman, Ernest  
Born, S. H.  
Boss, John A. (or Bam)  
Bowen, Crip  
Boyd, Bill  
Bradley, Henry S.  
Bradley, Lee  
Bremenian, N. C. (Tracy)  
Brian, Deana Mae  
Broeffie, Sonny  
Browning, Armon  
Burns, Mrs. Bill  
Burns, Ray  
Butler, Clyde  
Caldwell, George  
Calkins, Bob  
Campi, John & Mrs.  
Campi, Mrs. Sia  
Canter, K. G.  
Carey, Mrs. Esther Payne  
Cantor, R. G.  
Carey, Thos. P.  
Carr, Wayne  
Carroll, Leo  
Carter, Dave  
Cassidy, James  
Chambers, Ingram E.  
Christo, Leo  
Clayton, Duke  
Cole, F. E. Smokey  
Conn, Andre A.  
Conrad, Joyce A.  
Cooke, James Kindell  
Cooke, Nancy  
Cooper, Nelson  
Cooper, Tom  
Copeland, Bill (Monkey Drome)  
Cortez, Rita  
Crosby, Wm. C.  
Cutler, George  
D'amico, F. (Kiddie Ride Operator)  
Davidson, A. B.  
Davis, Donald (Motor Drome)  
Davis, Clyde  
Davis, Eddie  
Davis, Larry C.  
Davis, V. A.  
DeRue, Delilah  
Delgado, Frank (or DeRue, Jim Barefield)  
Demetro, Johnnie  
Demster, Frank  
Denton, Ace  
Dickens, Patrick  
Dicorte, Flore Verda  
Dineen, Althea  
Ducharme, Henry W.  
Duran, Martha  
Durham, Red  
Elderberry, Tommy  
English, Cuz  
Erbrough, Ann  
Evans, Jack B. & Mrs.  
Evans, Joe L.  
Ewing, L. C.  
Fisher, Geo. (from Cabbage)  
Flake, James & Mrs.  
Fletcher, Harold J.  
Folts, Earl B.  
Ford, Pat  
Francis, Stanley  
Frazier, Jimmie  
Frazier, Steve & Marie  
Freeman, Jim  
Frisco, Eddie  
Fullerton, Dewey  
Furst, Mrs. Gladys  
Gadis, Glen & Family  
Gallagher, Jack  
Gambino, Johnnie (Girl Show)  
Geitner, Tony  
Gerard, Frances L.  
Gilman, Morris  
Goekler, P. R.  
Golub, Harry (Press Agent)  
Graham, Miss Lee  
Hall, Earl Emerson  
Hackett, Edw. J. & Mrs.  
Hall, Ward  
Halstead, Arthur  
Hangsterfer, A. F.  
Hankins, R. (Doc)  
Hanser, August  
Harris, Frank & Kitty  
Harrison, James  
Hawkins, Mrs. Eunice Irene  
Hendrix, Harold Red  
Hendricks, Cecil  
Hennessee, John  
Hennessee, Red  
Hensley, Elmer Lee  
Herbert, Roy  
Herrick, Carl  
Hiestand, Col. Frank (Balloonist)  
Hildebrandt, Frank B. & J.  
Hoffman, Mrs. Margaret  
Hoge, Mack  
Holden, Reta  
Hollingsworth, Sallor & Bob  
Holstead, Arthur  
Hoyt, Helen  
Hultz, Fred (Agent)

- Sutton, Ann (trick rider)  
Swank, Harry E.  
Tattoo, Sandy  
Taylor, Carl Kirk  
Taylor, Charley & Vivian (bronses Manuquins)  
Taylor, Shirley  
Templeton, Ralph E.  
Thomas, Ben (circus agent)  
Thomas, Lee  
Todd, John W.  
Towner, Tom  
Troxel, William E.  
Turner, William E.  
Tyler, Johnny  
Vanmeerten, Richard  
Venus, Bunny  
Vlecko, Maudie Mae  
Wadsworth, Opal F.  
Wald, Frank  
Waller, John  
Walls, E. A.  
Walsh, Earl  
Wandol, John  
Ward, J. Robert & Juliene

### MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Ames, Abe  
Amos, Gary  
Bush, Phil  
Carey, Thomas  
Cater, Alice  
Clair, Iona  
Davis, Harry E., Jr.  
Diamond, Dorothy  
Fox, Cuning  
Geiger, Rose  
Gordon, Lee  
Green, H.  
Graf, E.  
Grossman, Marie  
Hall, Leonard  
Hayward, Aurora Lee  
Haeger, Phyllis  
Hopper, Vernell  
Johnson, Williams  
Jones, Billy  
Laird, Mrs. Grant  
Nadja, Jean  
Newman, Leon  
O'Brien, Wilmer  
Patnode, Kay  
Patterson, Pat

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

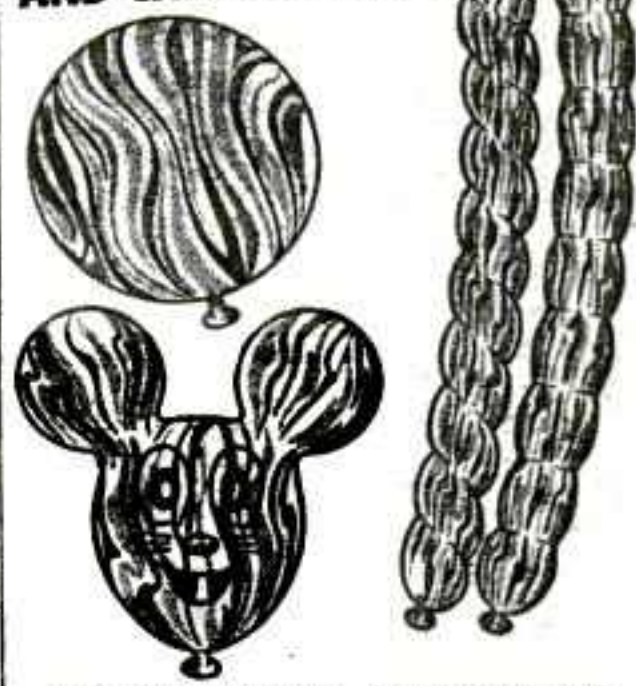
- Barfield, Johnny  
Bart, Willie (Coot)  
Heidi, Miss  
Kernes, Harry A.  
Kriel, Lois Jean  
Myrick, R. C.  
Marx, Carl  
Wolf, Mrs. Bernie  
Ogilvie, L. B. (Cotton)

### MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Amburn, Arthur Lee  
Archer, Jimmy  
Baker, Glenn Wilson  
Barfield, Frank Sandy  
Barfield, Johnny  
Barfield, Willie (Coot)  
Baxett, Betty  
Bennitt, E. M.  
Benson, Harry  
Bice, Larry  
Blair, Mrs. Myra  
Boatwright, B. E.  
Borsvold, A. E.  
Boudreau, Adrian A.  
Brown, Roy T.  
Brixey, Charles Glenn  
Cabot, David H.  
Carl, Robert E.  
Carpenter, E. W.  
Cassidy, Patrick  
Chidester, Wm. J.  
Coffelt, Bette  
Coghlan, Miss Pat  
Conlon, Pat  
Cook, Jack  
Coulter, James (Mississippi)  
Cowan, W. D. (Tiny)  
Crowe, H. J.  
Dallman, Walter  
Daubenspeck, R.  
Eaton, Floyd Dorena  
Enquest, Clarence L.  
Fallin, Walter  
Fortner, Marion  
Franker, Richard  
Guardalibeni, Marino  
Goss, Charles  
Griffin, Pee Wee  
Groetzinger, Harry  
Hall, Harold  
Hammond, Ray  
Harmon, Bill  
Harris, Marvin J.  
Henson, Bill  
Herrick, Carl  
Higgs, Mr. & Leonard  
Holder, J. C.  
Hornbeck, Darold  
Howell, Red  
Impeduglia, Vito  
Schaefer, Carl Freddie  
Schalk, Frank  
Schmidt, Charles  
Schuch, Clarence J.  
Schulz, T. A. (Red)  
Schuster, Julius  
Scoggins, June  
Scott, Polly (Patella)  
Sears, Jimmy  
Sharkey, Tom  
Sheansy, Charlie & Scotty  
Sherman, E. (Red)  
Sorell, Arthur A.  
Soren, Mrs. C. H.  
Spillman, Don F.  
Spoon, Mrs. Sue  
Spoon, Tommy  
Star, Hedy Jo  
Steinburge, Mrs. Billy  
Sterner, Mrs. Elton  
Stevens, Bob (Little)  
Strickland, Myrtle  
Summers, Jimmy  
Sumrall, Thomas H.  
Swan, Walter L.

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- NO. 26—ROUND BARR FLASH! Beautiful mottled colors... inflates to Giant Size!
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- 12 Doz. .... \$18.00

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 JOBBERS, DISTRIBUTORS write, wire or phone for quantity prices.

G & S Mfg. Co.  
 Dept. B  
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(Prices 6c-10c-25c) Attention, Carnival and Roadside Stands, for a better flash and finish see our new 1954 line. No flat backs, all painted eyes and highly unseled, no increase in prices. Write today for price list.

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\$7.80 Per Doz.



- ZIPPER CARRYALL
- MATCHING WALLET
- PASS CASE & COIN POCKET
- SHIMMERING PEARL FINISH
- PINK, BLUE & WHITE OTHER SPECIALS

- Chrome Cig. Lighters, Doz. ... \$ 5.40
- Enamel Cig. Lighters, Doz. ... 7.20
- Gold-Plated Pen Knife, Doz. ... 6.00
- Scatter Pin Sets, Boxed, Doz. ... 3.00
- \$1 Earring Assortment, Gross. ... 24.00
- 3-Pc. Pen Sets, Boxed, Doz. ... 4.50
- Needle Books, Gross. ... 3.00
- Paint Brush Kit, Boxed, Doz. ... 18.00
- Necklace, Pin & Earring Set, Doz. ... 7.20
- China Table Lighters, Doz. ... 7.20
- Boxed Cuff Link & Tie Bar Set, Doz. ... 5.40
- Boxed Wallet & Key Case Set, Doz. ... 6.00
- \$12.95 Ekco Kitchenware Set, Each. ... 2.00
- 4-Pc. Screwdriver Set With Rack, Doz. ... 7.20
- 10-Pc. Comb Set, Cello Pkg. Doz. ... 1.50
- 2-Cell Enameled Flashlight, Doz. ... 2.75
- 3-Color Flashlight, Doz. ... 6.00

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Made from your old one... returned Air Mail same day

New Process Saves Money \$15-95

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YOU can have gorgeous, natural-looking, perfect-fitting false plates that are comfortable, beautiful and prideful. From your old plate we will make a brand new denture—upper, lower or partial—perfectly matched, perfectly natural. Amazing savings with new scientific clinical method. New plates returned to you Air Mail usually within eight hours.

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HARRY KELNER & SON 50 Bowery, New York 12, N. Y.



- Original Alps Rollover Mechanical Cat ... Doz. \$4.00
- Alps Mechanical Jumping Colored Fur Dog ... Doz. 3.00
- #12 Mouse Head Balloons ... Gr. 6.00
- Stretched Spiral Balloons ... Gr. 6.00
- Extra Large Workers ... Ea. .50
- Bright Colored Lois ... Gr. 1.50
- #12 Feather Dolls ... Doz. 3.00
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If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street New York 11, N. Y. Phone: ALgonquin 5-8290

"What did you expect, a king size cigarette?"

( Really Folks it's only a Prince Size)

Stun all cigarette smokers with "THE GIMMICK WITH THE GAG"

CUT-A-PAK

CIGARETTE CASE

Perfect \$1.00 retailer

ONLY \$7.20 per dozen

Order at once! Sample \$1.00 postpaid.

Regular discounts for jobbers.

THE CASE WITH THE HALF CIGARETTE 25% deposit, balance COD



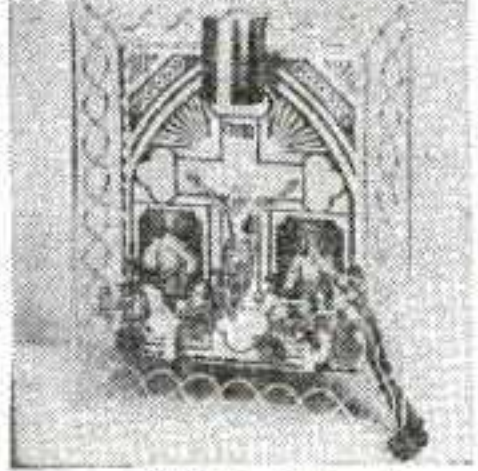
Everyone wants them. Demonstrate and a sale is made. Durable, attractively colored plastic case holds a king size pack of cigarettes. Complete with own hidden cutter and directions. Ideal for novelty, fast smoke, etc.

WALTER STOLBACH 949 Broadway, New York, N. Y.

HOLY LITE WALL UNIT

Hottest Flash Number in Years—Sure Profit Maker!

- 17" high by 13" wide.
- Gold plated Statuette on Crucifix with fine pictures of Sacred Heart of Jesus and Our Lady of Grace.
- Decorated with flame-proof flowers.
- Demi-plate chipped mirror glass.
- Completely electrified with bulb and cord.
- Brass finished wrought iron.



\$19.95 list price YOUR COST ONLY \$4.95 each in lots of 6 or more

No. C.O.D. Send check or M. O. ALFA NOVELTY CORP. 81 Manhattan Avenue, Brooklyn, N. Y. Send \$5.95 for sample postpaid.

SENSATIONAL VALUES for ENGRAVERS

20" NECKLACES

ALL NEW LARGE HOOKS



- NO. 3/110 DISC ..... GR. \$9.00
- NO. 3/111 HEART ..... GR. \$9.00
- NO. 3/112 CLOVER ..... GR. \$9.00



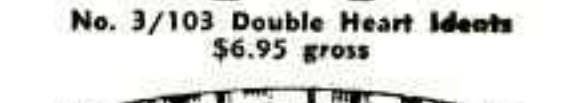
No. 3/100 Child Aluminum Idents \$3.00 gross



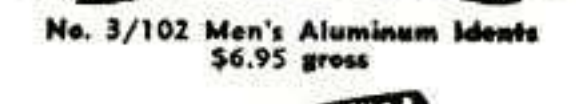
No. 3/101A Ladies' Aluminum Idents \$3.60 gross



No. 3/103 Double Heart Idents \$6.95 gross



No. 3/102 Men's Aluminum Idents \$6.95 gross



No. 1115/21 Chrome Photo Idents \$4.80 dozen—\$54.00 gross

Catalog Now Ready Write for Copy Today

Oriental Trading Co.

1115 Farnam St., Omaha, Nebr. Telephone Jackson 6115

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FASHION STYLE • TIMELY PRICE RIGHT For local and national candidates—At Fairs—At Political Rallies—For Get-Out-The-Vote Campaigns THERE ARE 98,000,000 U. S. VOTERS—EVERYONE A CUSTOMER

WILL BE BACKED UP BY NATION WIDE RADIO, TV AND ADVERTISING PROMOTION.

ORDER NOW

\$7.20 per dozen Minimum order one dozen. Send check or money order. Add 5% for postage.

Quantity prices on request

Write or call: VOTERS AIDS ASSOCIATES, INC. Dept. B, 35 West 53rd St. New York 19, N. Y. Tel.: JUdson 6-8777



Men's four-in-hand self-lined rayon faille silk screen printed neckties. Colors: American Flag red, blue.



Women's lapel and string bow tie. Rayon faille, silk screen printed. Colors: American Flag red, blue or white or black. Pin clasp.

Teenagers' western bolo cord tie. Weighted ends, mother-of-pearl type slide. All colors.

CONGRATULATORY CAKE SALT & PEPPERS

#6987 Porcelain Cake & Slice with attached knife and fork. White with gold trim and pink roses with green leaves. 1" high, 1 1/2" diameter. Packed 1 Doz. asst. as follows: 6 "Happy Birthdays," 3 "Best Wishes," 3 "Happy Anniversaries." Doz. Pr. .... \$4.80

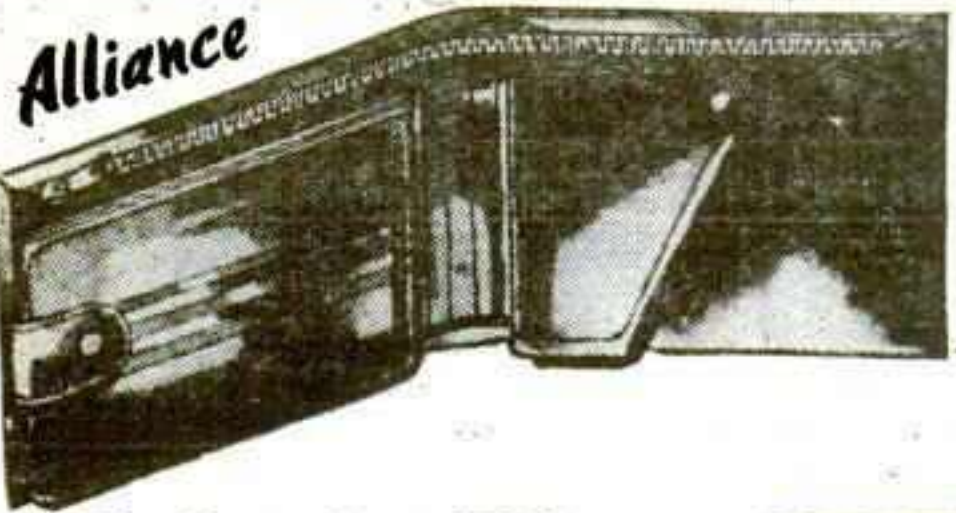
SALESMEN WANTED

To sell this and other importations to storekeepers. Profitable sideline. Sample sent as follows: On receipt of \$1.00—1 set; on receipt of \$1.75—2 sets assorted; and \$2.25—3 sets assorted. To be refunded as soon as orders for 1 gross are sent in. Liberal commission on orders and reorders.

STOREKEEPERS

Send for our latest circular of Imports always coming in and ask us to place your store on our mailing list. No circulars sent to any store unless they deal in Gifts.

LEO KAUL IMPORTING AGENCY, INC. 2505M East 75th St. Chicago 49, Ill.



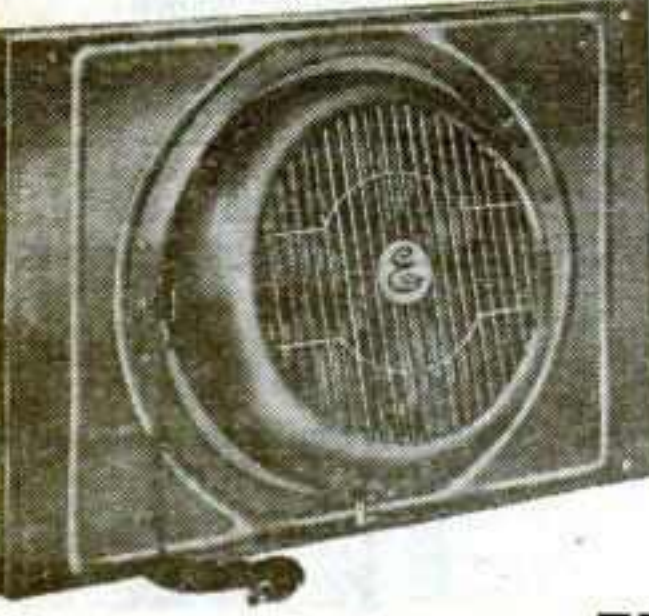
#1105 GENUINE LAMB SKIN BILLFOLD Individually boxed. Comes in Redwood, Brownwood & Tanwood. Turned edges. Only \$9.00 per dozen

#101 Genuine TOP Grain Cowhide zipper all around small saddle wallet. In Black & Brown.



\$8.50 per doz. FOR LIMITED TIME ONLY \$6.00 per doz. Men's all leather Wallets with Zipper and Hidden Pocket.....

**EMPIRE MULTI-USE REVERSIBLE WINDOW FAN**



- ADJUSTABLE—Fits any window—Double-Hung—Casement—Steel
- EXHAUSTS stale air
- FRESH AIR drawn in from outdoors
- NO DRAFTS directs air up-down, straight
- QUIET four 8" blades for maximum volume
- 110-120 V. A.C. only
- Packed 1 to carton
- Carries price tag of \$39.95

Only \$9.00 each in lots of 3 or more Sample \$10.00 each



**EXCLUSIVE EXTRA FREE**

Portable steel Fan Stand included—nothing to assemble. Simply set fan in cradle.

- MUSICAL SALT and PEPPER SHAKERS Over 5" in height. Made of imported cherrywood.....\$7.20 per doz.
- SLACKY BAGS Highly styled. Two zipper compartments. Comes in colors of—WHITE—PINK—BLUE—BEIGE—Retail for \$2.00.....\$7.80 per doz.
- MEN'S HANDSOME TRAVELING KIT—HOTTEST ITEM IN THE COUNTRY Contains: Sunglasses, Razor and Blade, Shaving Cream, Soap, Comb, Nylon Tooth Brush and Toothpaste. Retail for \$1.98.....\$7.20 per doz. 25% Deposit With Order, Balance C.O.D., F.O.B. Chicago.

**ALLIANCE SALES CO.**

4220 W. Roosevelt Road Chicago 24, Illinois Phone: NEvada 8-9012

**COMING EVENTS**

Continued from page 63

- New Mexico**  
 Albuquerque—250th Anniversary Celebration, June 17-23, Franciscan Hotel.  
 Truth or Consequences—Truth or Consequences Rodeo, April 6-8.
- New York**  
 Fredonia—Annual Gala Week, Aug. 21-26, Fredonia Fire Dept.  
 Jamaica—Long Island Home Show, May 1-6, Vincent C. Rottkamp, Catholic War Veterans, Whitman Hotel.  
 New York—International Home Building Expo., May 12-20.  
 New York—International Housewares Show, June 25-29.  
 New York—International Antiques Exhibition & Sale, May 26-June 3.  
 New York—International Philatelic Show, April 28-May 6.  
 New York—National Photography Show, April 28-May 6.  
 New York—International Automobile Show, April 28-May 6.  
 Syracuse—Syracuse Builders' Exchange Show, April 5-10.  
 Valatie—Centennial, June 30-July 4.
- North Carolina**  
 Winston-Salem—National Home Show, April 22-27, Lloyd A. Goodin.
- Ohio**  
 Dayton—Do-It-Yourself Show, April 6-8, Ward Colopy, Publicity Service Bureau, 1333 Warren St.  
 Montpelier—National Threshers' Assn. Reunion, June 26-30.  
 New Richmond—American Legion Carnival, June 1-3.

- Oklahoma**  
 Oklahoma City—Greater Capitol Hill Home Show & Jamboree, April 4-7, Jack Wright, 113 W. Commerce St.  
 Oklahoma City—Greater Okla. Home Show, April 15-22, Gus Fields, Biltmore Hotel.  
 Oklahoma City—Oklahoma City Rodeo, April 22-25, Lee V. Sneed.  
 Oklahoma City—Southwest American Exposition, April 22-29, James C. Burge, State Fairgrounds.  
 Oklahoma City—Standards of Perfection Livestock Show, April 22-29, Dr. A. E. Darlow, Okla. A.&M. College, Stillwater.  
 Oklahoma City—Do-It-Yourself Show, April 22-29, James C. Burge, State Fairgrounds.
- Oregon**  
 Bend—Tri Co. Fat Stock Show & Sale, June 1-2.  
 Burns—Harney Co. Pioneer Day, June 3.  
 Corvallis—Men's Garden Club Rose Show, June 9-10.  
 The Dalles—Ore Wheat Growers' League 4-H PFA Stock Show & Sale, June 5-7.  
 Dufur—Farmers' Union Picnic, June 2.  
 Eugene—Lions Home Show, May 10-13.  
 Lebanon—Strawberry Festival, June 15-18.  
 Milton-Freewater—Pea Festival, May 18-20.  
 North Bend—Pageant of Progress Home and Motor Show, April 26-29.  
 Portland—Rose Festival, June 4-10.  
 Salem—Salem Rose Show, June 18-19.  
 Salem—Home and Garden Show, April 27-29, Lions Club.  
 Union—Eastern Ore. Livestock Show, June 7-9.
- Tennessee**  
 Ashland City—Cheatham Co. Centennial, April 30-May 5.  
 Ashland City—Legion Centennial, May 2-5, Bud Hallums.  
 Gallatin—Davies Co. Jr. Lamb Show, June 6, George H. Schmitt.  
 Lawrenceburg—Lawrence Co. Strawberry Festival, May 13-14, G. H. Lehnert.  
 Newport—Spring Festival, May 3-5, Jack Vinson, Cocke Co. Fair.
- Texas**  
 Abilene—Diamond Jubilee, April 7-14.  
 Corpus Christi—Bucaneer Days, April 21-29, Jack Lindsey, Route 4, Box 694, Dallas.  
 Cuero—Cuero Stock Show, April 4-7.  
 Dallas—Southwest Sports, Boat & Vacation Show, March 31-April 8, Martin P. Kelly, United Sports & Vacation Shows, First Nat'l Bank Bldg., St. Paul 1, Minn.  
 Dallas—Nat'l Home Show, April 22-29, Grover Godfrey, 102 Walnut Hill Village, Kerrville—Kerr Co. Centennial, April 26-28.  
 Kerrville—Kerr County Centennial, April 26-28.  
 Liberty—Bi-Centennial, April 18-21, Bill Daniels.  
 Liberty—Bi-Centennial Celebration, April 18-21, Bill Daniels.  
 Plains—Plains Dairy Show, April 14-20, Wayne B. Smith.  
 Plainview—Plains Dairy Show, April 14-20, Wayne B. Smith.  
 Poteet—Strawberry Festival, April 12-14.  
 San Antonio—Garden Center Flower Show, April 5-8.  
 San Antonio—Piesta San Jacinto, April 15-21.  
 San Antonio—San Antonio Home Show, May 20-27, Irving Wayne, 103 D Paradise Lane.  
 Uvalde—Uvalde County Centennial, May 10-13, Bob Wellborn.  
 Uvalde—Uvalde Co. Centennial, May 10-13, Bob Wellborn.  
 Waco—National Home Show, May 2-6, Horace Black.  
 Whitney—Lake Whitney Sport Show, April 13-22, P. O. Box 922.  
 Wichita Falls—National Home Show, April 4-8, Lloyd A. Goodin.

**3 NEWEST! LIGHT, COOL, CHEAP CHIP STRAW BERMUDA BONNETS**

only 14 1/2c

Great Fair Item. Ass'd. checked colors. 1 gr. \$21 5 gr. \$100 Sample doz. \$2.40 prepaid.

**CLOWN ON TRAPEZE!**  
 4" (All Rubber Action Toy) Fascinating. Realistic action, remote controlled by air tube and ball. Boxed. \$48 Gr. Min. Sample Dz. \$5.75 Prepaid.

**4" BUCKING BRONCO**  
 Runs—Bucks—Rears Tries to throw cowboy A laugh riot—Gets a crowd. Minimum Sample Dozen \$8 Prepaid Gross \$84

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 726 GARLAND AVE. LOS ANGELES 17, CALIF.  
 Sample prepaid only in doz. lots. Refundable within 5 days. Larger orders 25% dep., bal. C.O.D., F.O.B. Los Angeles or 2% discount prepaid.

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We carry a complete line of choice, famous NAME BRAND PREMIUM MERCHANDISE which you can proudly display—make your location more profitable than ever before! Our catalog carries all the merchandise your customers need and want—merchandise which they will play for—merchandise which stimulates spending and guarantees repeat business.

For Speedy Deliveries, Quality Merchandise and Low, Low Wholesale Prices . . .

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Write to Dept. 65-4 for FREE catalog!

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 1065 Utica Avenue, Brooklyn, New York

**Popular SKULL RING**

No. 557 \$2.25 Doz. \$24.00 GROSS

2 Ruby Red Sparkling Eyes Enhanced With a Mirror-Like Gold Finish.

3 STONED RING No. 563 \$2.75 Doz. \$30.00 GROSS

Large 1-carat center stone accented with 2 ruby red side stones and brilliantly gold plated. Other Rings to choose from.

**EDITH CREATIONS** 25% Deposit, Balance C.O.D. 8 Curtis Street Providence, R. I.

**!! OUTSTANDING !!**

For Sales and Eye Appeal IT'S NEW—IT'S TERRIFIC

**7812 SPICE SET**

- Embossed, Highly Decorated Porcelain.
- Mahogany Type Wood Rack, \$4.00 Doz. \$5.75 in 6 doz. lots.

Sample: \$1.00 postpaid. Send for free catalog. 25% deposit, balance C.O.D. if not rated.

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3833 NINTH AVENUE, NEW YORK 24, N. Y.

**Beautiful Genuine Dupont Plastic NEW False Plate**

MADE FROM YOUR OLD LOOSE PLATE One Day Service.

No Impression Needed AT LAST—a new, revolutionary False Plate Duplication System that saves you money! Actually transforms your old, loose, uncomfortable, cracked or chipped plate into a new, comfort fitting, lustrous natural-pink lightweight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

Write today for FREE SEND NO MONEY! details and simple instructions to follow, if plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

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**Genuine Gold Earrings**

Virgin and Hammered Gold transparently imbedded in plastic and artistically mounted for everlasting beauty. Buy direct from manufacturer's representative. Send \$8.00 for dozen, assortment postpaid. Orders filled same day received. Jobbers, inquire about quantity prices.

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**DO NOT BUY ANY OTHER PEARL SETS!!**

**PARIS Does It Again!**

—430 Iridescent Pearl Set consisting of 3 strand necklace and earrings to match. Attractively packaged in satin lined gift box. This is the hottest number in the industry today!

ONLY \$10-80 per dozen SORRY NO CATALOG

Terms: Minimum order 1 doz. 25% deposit, balance COD, FOB, N. Y. unless noted.

**PARIS & CO.**  
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**WAGON JOBBERS . . . CARNIVAL MEN . . . SALESMEN!!!**

**MEN'S Water-resistant SPECIAL!**

Yellow top, steel back. Guaranteed!

BENRUS, WALTHAM & GRUEN 17 Jewels \$10 for \$75.00

**BULOVA 15 Jewel Water-resistant 10 for \$75.00**

For further information write for catalog

25% with order, balance C.O.D.

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 424 S. Broadway, Los Angeles 13, Cal. MUtual 7675

- Utah**  
 Salt Lake City—National Home Show, May 20-27, Brounlow R. Hall.
- Virginia**  
 Richmond—Jr. Stock Show and Sale, April 10-11.  
 Winchester—Shenandoah Apple Blossom Festival, April 26-27, Thomas G. Scully.
- Washington**  
 Spokane—Jr. Livestock Show, May 1-4, P. R. Gladhart, Box 2184, Old Union Stockyards.
- West Virginia**  
 Piedmont—Centennial, May 21-26, T. R. Combs, Tri-Town Fire Co. No. 1.
- Wisconsin**  
 Fond du Lac—Water Regatta, June 23-24.  
 Madison—Wisconsin Sports, Travel & Vacation Show, April 6-11, Lakeland Associates, Inc., Manison.  
 Manitowoc—Eagles State Convention, June 7-10.
- CANADA**
- Alberta**  
 Edmonton—National Home Show, April 13-21, Arthur Gilbert.  
 Edmonton—Spring Horse Show, May 23-26.
- British Columbia**  
 Vancouver—National Home Show, April 25-May 1, John W. Day.
- Manitoba**  
 Brandon—Manitoba Winter Fair, April 2-6.
- Ontario**  
 Kitchener—Sportsmen's Show, April 19-21.
- Saskatchewan**  
 Saskatoon—Bred Sow Show and Sale, April 10.  
 Saskatoon—Light Horse Show, May 16-19, S. N. MacEachern.  
 Saskatoon—Bull Show & Sale, April 11.

**CONCESSIONERS—WHEELMEN**

**NYLONS—FINEST FIRST QUALITY**

CELLO (#1551 DS)—51 GAUGE SHEER.....\$6.00 doz.  
 NEW SHEER 60 STRETCH NYLONS—60 GAUGE 8.50 doz.  
 Packed in lovely descriptive cello envelope. In small, medium and large only.

NEW "HELENCA" STRETCH SOCKS  
 For Men, Boys, Girls and Women.....\$6.00 doz.  
 Free Metal Rack With 8 Dozen Assf. Colors F.O.B. \$2.00 Deposit With C.O.D. Orders.

**CHELSEA HOSIERY MILLS, INC.**  
 70 ESSEX STREET BOSTON, MASS.

**TREMENDOUS PROFITS SELLING TITANIA JEWELS**

The diamond-like gem that's more brilliant than diamonds. NOT AN IMITATION—but a real gem created by the magic of chemistry. They have all the beauty, sparkle and lasting quality of diamonds.

ONLY AN EXPERT CAN TELL THE DIFFERENCE

Retail for \$20.00 a carat. Cost you only \$8.50 a carat wholesale.

**IMPERIAL GEM CO.** Spotswood, New Jersey  
 \$1.00 A CARAT DISCOUNT ON TWO-CARAT SIZE SAMPLES OR LARGER.

Your ticket to

**SALES RESULTS—**

the advertising columns of

**THE BILLBOARD!**

**Pittsburg Master Painters Products**

Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a formula product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only, \$1.30.

**RICHARD'S CHROME-FINISH**  
Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only, \$1.40 per gallon.

**SPECIAL—3-PIECE PAINT BRUSH SET**  
Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

**26" HAND SAW**  
8 Point Superior Saw Steel Packed 6 to package, \$6.00 per doz.

**10-PIECE SET DRILLS**  
From 1/16" to 1/2" sizes • Heat treated • Chrome steel twist drills • Set in recessed grooved wood self display box • sizes shown thru heavy duty sliding clear view front • Per doz. sets, \$7.80.

**STILLSON PATTERN PIPE WRENCH**  
Steel • 8 inch size • Individually boxed • Per doz., \$5.40. 25% deposit—money order or bank check with order. Balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 S. Halsted Chicago, Ill.

**CASTING ROD** Full 5' long, sturdy glass construction. Cork & aluminum handle. \$1.15 ea.

6 1/2' Spin Glass Rod ..... 2.00 ea.  
7 1/2' Fly Glass Rod ..... 2.15 ea.

**TACKLE BOX** All metal construction, tray with individual compartments. 13 1/2" long. Green finish \$1.15 ea. Also available in 19" size ..... 2.25 ea.

**LUGGAGE** Beautiful 3-Piece Set—Fully rayon lined. Train case has full mirror, removable tray. 21" overnight case, lined with extra large back pocket. 26" Pullman, lined pocket. Beautiful colors: Blue—Tan—Rawhide. 3 pieces nested in one carton. \$12.00 per set  
\*10% Net—Otherwise please send tax number.

**PICNIC BASKET** Highly styled woven wood, complete serving for 4, contains plastic dishes, spoons and forks. Packed individually to carton. \$2.75 ea.

Open Sundays  
Write for FREE Listing  
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**IN SINCERE APPRECIATION TO OUR THOUSANDS OF FRIENDS AND CUSTOMERS FOR THEIR LOYALTY AND PATRONAGE OVER THE YEARS. WE ARE PROUD TO ANNOUNCE ANOTHER FORWARD STEP IN OUR BOLD EXPANSION PROGRAM TO OFFER YOU EVERY CONVENIENCE AND ADVANTAGE IN**

- Prompter Handling of Rush Demands.
- Larger Selections to Choose From.
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- Larger Purchasing—To Effect Savings to You.
- We Now Are Prepared to Give You
  - WHAT YOU WANT—
  - WHEN YOU WANT IT—
  - AT LOWEST POSSIBLE PRICES.

**OVER 150 THOUSAND SQUARE FEET NEW ILLUSTRATED CATALOG READY SOON WRITE FOR YOUR COPY TODAY**

**OVER 8,000 NEW-NOVEL TOP MONEY MAKERS FOR 1956**

- General Housewares
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- Premiums—Prizes—Souvenirs
- Advertising Specialties
- Plaster—Slum—Candy
- Balloons—Notions—Sundries
- Auction and Pitch Merchandise
- Vending Machine Supplies
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- Luggage—Leather Goods
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**JAR GAMES**

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**AMAZING! UNBELIEVABLE! WILL SELL ON SIGHT**  
Lord's Prayer Jeweled Pen with Acetate See-Thru Gift Case. Look thru the tiny window and see the Lord's Prayer in 13 lines of large readable print. A fully guaranteed retractable pen. The clip is studded with rhinestones. Barrels come in white or black. Retails for \$125 ea. Now only \$8.00 per doz. In gross lots \$6.75 per doz. Sample \$1.00 each. Sorry, no C.O.D.'s.

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**FEATHER DOLLS**  
Doz. Gross  
7 in. w/hula skirt ..... \$1.00 \$10.80  
8 in. w/hula skirt ..... 1.60 18.00  
9 in. w/hula skirt ..... 2.00 23.00  
12 in. w/hula skirt ..... 3.60 40.00

**FUR MONKEYS, HAT & PIPE**  
Doz. Gross  
7 in. fur monkeys ..... \$ 75 \$ 8.00  
9 in. fur monkeys ..... 1.20 13.00  
12 in. fur monkeys ..... 2.25 24.00

**BALLOONS**  
#10 Mouse Head, Gross ..... \$ 5.25  
#11 Circus Prints, Gross ..... 4.50  
#13 Kat Tri Color, Gross ..... 6.50  
#14 Kat Apat Col. Gross ..... 6.50  
#11 Transparent w/mouse, Gr. 6.75

**PLUSH JOCKO MONKEYS**  
9-in. red & blue plush, Doz. ... \$ 2.25  
12-in. red & blue plush, Doz. ... 4.00  
15-in. rayon fur trimmed, Doz. 4.25  
11-in. flannel dress, asst. colors, Doz. .... 2.40

**RAYON DRESSED CLOWNS**  
8-in. bright colors, Doz. .... \$ 1.75  
11-in. blue & red comb, Doz. ... 3.25

**CORK GUNS & SWORDS**  
11-in. Litho Pop Guns, Doz. ... \$ 1.50  
15-in. Cork Rifles, Doz. .... 2.00  
21-in. Cork Rifles, Doz. .... 3.75  
28-in. Double Cork Rifle, Doz. 6.50  
28-in. Metal Sword Blk. with scabbard, Doz. .... 1.75

**NOVELTY HATS**  
Bird's Nest Strawfuzzy, Per 100 \$10.90  
Natural Straw Kiddie Western Hat, Doz. .... 2.00  
Kiddie Straw Cap, colorful, Doz. 1.75  
12-in. Coolie Hats, asst. colors, Doz. .... 1.50  
16-in. Coolie Hats, asst. colors, Doz. 2.00  
25% deposit, bal. c.o.d., F.O.B. N. Y.

**PARK ROW NOVELTY CO., INC.**  
451 Pearl St., New York 38, N. Y. Phone: WOrth 4-2686

**TRULY TERRIFIC RUELLE O-Y-S**  
**"PETEY" CROUCHING COLLIE DOG**

**"PETEY" the HIT of the TOY SHOW**  
Long, soft, deluxe plush in 2-tone white & brown.  
11x22—1 doz. carton—25 lbs. @ \$36 doz. Also Junior: 7x14—2 doz. carton—10 lbs. @ \$18 doz.

A real companion to have in your home, at the TV-fireplace or bedroom. You'll always be comfortable with "Petey."

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CERAMICS are always in demand—especially if they're unique in design, high in quality and low in price. Our catalog is jammed with just such ceramic items—salt and pepper shakers, cruet sets, salad sets and many other gift items. You make biggest profits because you pay lowest jobber prices even in minimum quantity lots. Write today for our big catalog. It's FREE if you'll tell us how and what you sell. Write today!

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149 W Madison St. Chicago 2, Ill.

**A PROVEN PROFIT MAKER!**  
MEN'S JEWELRY SET  
Nationally Advertised

Now in a new Attractive Gift Box  
**SPECIAL LOW PRICE!**  
**\$5.95**

**Expensive Looking Features:**

- Genuine Swiss Imported Gold Finish Watch With Matching Expansion Band. Anti-Magnetic Movement and Unbreakable Crystal.
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Price includes Guarantee Slip. Samples \$1.00 extra. 10% deposit, balance C.O.D. We carry a complete line of latest 1 to 17-jewel watches and watch jewelry sets. ASK FOR FREE CATALOGUE.

**4TH GENERATION OF DIAMONDS**  
All Diamonds Illustrated Are of Good Quality

**< 21 DIAMOND WEDDING RING**  
14Kt. white or yellow gold. Suggested retail \$100.00 Only \$34.75 each

**8 DIAMOND BRIDAL SET**  
14Kt. yellow gold. 3 Beautiful diamonds in Engagement Ring. 5 Sparkling Diamonds in Wedding Ring. Suggested retail \$75.00 - Now only \$24.00 per set

**5 DIAMOND SHRINE PIN**  
14Kt. white gold. 10.17 Ct. \$3800 4.53 Ct. \$1875 3.04 Ct. \$975  
Suggested retail 8.04 Ct. \$2650 4.21 Ct. \$1650 2.43 Ct. \$650  
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**SPECIALS IN LARGE DIAMONDS**  
Write, Wire or Phone. We will send it to your bank for your inspection. Also Marquise and Emerald Cuts. Others \$200 to \$10,000.

Each in lots of 6. Sample \$8.75 ea.

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14Kt. white gold. Suggested retail \$25.00. \$7.90  
Each in lots of 6. Sample \$8.75 ea.

**ATTENTION HAWAIIAN "TI" CANE DEMONSTRATORS**  
YOU CAN NOW BUY FROM A CENTRALLY LOCATED DISTRIBUTOR. SAVE TIME AND FREIGHT.

**FRESH HAWAIIAN "TI" CANES—\$10.00 PER 1000. SHIPPED SAME DAY ORDER IS RECEIVED. 15 GROWING PLANTS FOR FLASH—\$10.00.**

Watch for our new Tropical Items in the near future. We will also have a supply of beautiful red and variegated Plants available soon.

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**5,000 LAMPS** FAST SELLERS BIG PROFITS

Table Lamps, \$24.00 & \$30.00 per dz.  
Vanity Lamps ..... 15.00 per dz.  
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All Lamps complete with Shades.  
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25% with order, balance C.O.D.

**Smith's Jobbing House**  
1388 Milwaukee Ave., Chicago 22, Ill.

**BE A Gagster**

**SEE PAGE 124**

## Operator Role Is Detailed In Seeburg Backgr'd Drive

• Continued from page 17

equipment," explained Lindgren. "The background music units are sold to locations on a lease purchase plan. The operator's profit is derived from servicing the locations—checking equipment and replacing records."

Lindgren said that the very nature of the juke box business makes the operator a natural salesman for background music. Speaker installations, care of equipment and wiring problems are second nature to operators, he said.

### Distributors to Help

Seeburg distributors, many of whom have hired specialized salesmen to sell background music service, will help operators in every way possible. He revealed that this arrangement was working out well in several sections of the country already.

"The background music field is

virtually an untapped market," Lindgren asserted, "especially in the rural areas. Probably as much as 95 per cent of all background music installations are still confined to large cities—smaller towns are wide open for this type of service."

"The reason for stressing the hinterlands," explained Lindgren, "is that there is virtually no competition in these areas. In larger cities, operators would have to contend with wired music competition and FM broadcasting stations, both well entrenched in the field already."

### Locations the Same

"The same type of locations are available in small towns as in large cities. Prospective locations include banks, offices, cocktail lounges, factories, hospitals, schools and new shopping centers."

Today most Seeburg background music installations are made by distributors, Lindgren said. However, it is not economical for a distributor in a large city to travel several hundred miles to service a background music location, especially when an operator living near the location could handle the account just as well.

Both the ASCAP and BMI fees are included in the service contract price, generally about \$18.50 a month. ASCAP charges \$3 a month per installation, BMI's fee is \$7.20 a year per installation.

As a result of the agreement made with ASCAP, Seeburg now has two new libraries of music, each consisting of 100 records. Six

tunes are on each record, three to a side, for a total of 1,200 tunes in all—22 hours of playing time. Subscribers to the Seeburg background music service will receive 25 records a month.

Seeburg announced last week it was on an all-out drive for installations in 2,500 locations before the end of the year. Lindgren pointed out that operators are

(Continued on page 133)

## Dime Play Ups \$\$ About 25% In Memphis

MEMPHIS—Juke box collections here and thruout Shelby County are showing a gain of 25 per cent or more since operators converted to dime play, a Billboard survey disclosed.

Conversions here in Memphis and in most of Shelby County were made nine months ago.

Operators said that customers were playing the machines less than they did when they were on nickel play, but that the increase in price was more than off-setting the play drop.

The changeover was made to meet increased operating costs.

(Continued on page 146)

## SEGREGATIONISTS WOULD BAN ALL ROCK, ROLL HITS

BIRMINGHAM—High school and college students, tavern and restaurant owners, radio stations, and most of all juke box operators, are up in arms over a declaration by a white Citizens' Council leader Thursday that "rock and roll" has got to go.

Asa Carter, executive secretary of the North Alabama Council, said at a rally meeting that "rock and roll" music was inspired by the National Association for the Advancement of Colored People and other pro-integration forces. He indicated that the council would publish the names of music operators and location owners who failed to ban the records.

Operators here in Birmingham were of the general opinion that the idea is fantastic. A survey shows none has been approached by the council.

One operator said: "I won't comment, I won't dignify the proposal by giving my opinion." Another commented: "Suppose we do take this threat seriously, don't think for a minute any of us will take the disks off the machines."

Harry Hurvich, partner of Birmingham Vending, AMI distributor, said: "I consider Carter's proposal an invasion of the freedom of liking what you want to." He said he would not go along with the idea, called it "ridiculous."

A vice-president in charge of programming for a local radio-television station had this to say: "We'd never take r.&b. off the air because any one group didn't like it. The only dictation in our business is that of the tastes of our listeners. Carter's statement that the music is an attempt to destroy the morals of America's young people is absurd."

Teen-agers are unanimous on two points. They like rock and roll and they don't want it taken off the machines.

## POSTCARD VOLUME

### Wis. One-Stop Boosts Disk Sales Via Mails

MILWAUKEE — A growing number of Wisconsin juke box operators are buying records thru the mails.

Stu Glassman, head of Radio Doctors, local one-stop, reports that he is selling records to operators via mail order service in increasing numbers.

Glassman started mailing monthly lists of tunes to a few operators three years ago. He now sends his lists to 700 music operators from Wisconsin and neighboring States.

### Explains Reasons

The reasons why more operators are buying by mail rather than in person are simple, according to Glassman: They're finding it easier, quicker and often less expensive.

Easier and quicker, explained Glassman, because they deal with only one firm. Less expensive, because they pay only one shipping charge.

Names are added to the one-stop's mailing list via direct contact—when operators stop in to Glassman's shop—and by word of mouth.

The mailing pieces are double post cards, one side carrying the operator's address and a check list of records, the other side an order form and the one-stop's return address. Printing and mailing of the cards is done by a local letter service.

### Categories Listed

Records listed on the cards include current pop hits, instrumentals, comedy numbers and one or

### MOA Picks 'Paris' As Juke Favorite

NEW YORK — Disks selected Saturday (31) on "National Juke Box," the ABC radio network program prepared by the Music Operators of America, were:

Top selection: "The Poor People of Paris," Les Baxter on Capitol. East Coast: "The Stars and Stripes Merengue," Gloria Parker on Gloro.

Southwest: "Blue Suede Shoes," with Carl Perkins on Sun.

Most promising: "Flamenco Love," with the Don Costa ork on AMPA, and "A Tear Fell," with Teresa Brewer on Coral.

two highlighted tunes which Radio Doctors thinks is coming up fast.

At regular intervals, Glassman also works up special card mailings. Special mailings cover such categories as western and polka's, r.&b. tunes, perennial favorites and old standards.

Response to the mailings has been hitting about 12 per cent. Glassman attributes the high percentage to the fact that the list is mailed to operators who must keep up on new records every week. Also, because many Wisconsin operators are located in towns some distance from record dealers and distributors.

Glassman said that 12 per cent figure did not include card orders brought into the store by operators.

Record distributors are also on the mailing list. "We want them to know what records are doing well with operators so that they will be prepared for re-orders," Glassman said.

### JB Ops to Get Ferris Stock

• Continued from page 16

hard—to the tune of \$8,000,000 in gross record sales—to achieve full capitalization.

Post card order forms, addressed to operators, solicit blanket, uncanceled orders for the skedded two releases per month. "You must support NJB to stay in business! Immediate action is absolutely necessary! Do not delay," says the message on the cards. On the announcement sheet, it's pointed out that: "By this plan of stock distribution, the pioneers will be rewarded pro rata to the extent of their co-operation."

Young, who will serve as president, also announced the appointment of Alexander D. Nicol as general manager and treasurer of National Juke Box Music and Ferris Records. Nicol was controller of Broadcast Music, Inc., for six years, and formerly spent seven years with the American Broadcasting Company in a similar capacity.

## Chances Good For Defeat of Ala. Juke Bill

MONTGOMERY, Ala.—A new attempt to saddle juke box operators with another "punitive" State license fee seemed headed for the resting place of lost causes as the April 5 sine die legislative adjournment date neared.

Similar to a bill which was killed in committee last year, the new measure would require a license fee of \$37.50 annually on each juke box in establishments that sold alcoholic beverages. A lesser fee of \$15 would be required on each juke box in all other establishments.

Legislators and some operators feel chances for passage of the new measure would be slim, even if the proposal were not automatically killed by the sine die adjournment of the Legislature.

The bill, introduced early in the present session, has not been under study by the House Ways and Means Committee, and the com-

(Continued on page 133)

## 10-Cent Play Picks Up in Central Mass.

BOSTON—Ralph H. Ridgeway, Vogue Music, Springfield, who operates a music route in Central Massachusetts, reported that the area operators have experienced excellent results in dime conversion. Ridgeway was here to attend the monthly meeting of the Massachusetts Music Operators' Association this week.

He estimated that 95 per cent of the locations are on 10-cent play and said that, so far as his company is concerned, the average gross income has jumped about 30 per cent. Ridgeway pointed out that he has not gone back to nickel play in any instance.

This success in converting to dime play he attributed to a great deal of time and effort on his part in explaining to the locations why the increase is necessary and the fact that a price of 10 cents is sound.

## Govt. Interest in AFM Squabble Rises

• Continued from page 17

Friday (30) sanctioned the appearance of Cecil Read, Paul Nero and Alex Gershunoff at the upcoming special meeting of Local 802 in New York, Monday (2). Al Maunti, president of Local 802, is scheduled to report the events of last week's (26) meeting attended by more than 2,000 members here, at which Recording Secretary Maury Paul was ousted, by a vote of 1,642 to 742. Nero and Gershunoff, both members of Local 802, are expected to address the meeting and openly attack Petrillo and the trust fund.

Maunti put in a surprise appearance at the meeting here, and virtually went unnoticed by the membership. He conferred with both Read and deposed Local 47 President John te Groen the following day (27), inviting Read to attend the New York meeting. Paul's ouster was subsequently stayed in a directive from Petrillo, pending an investigation by the union's international executive board.

Read and 10 other so-called "rebels" are to be brought up on charges here on April 11, with Petrillo naming Arthur J. Goldberg, former counsel for the CIO before amalgamation of the AFL and CIO, as referee of the hearings. Charges against Read were proffered by te Groen and G. R. (Bob) Hennon, financial secretary of the union. Goldberg, it was learned, will make no decision in the trial of Read and others, but will submit his findings to the IEB.

Meanwhile the sub-committee of

the House Labor and Education Committee suspended its hearings originally set for April 7 here, until such time as committee members could take time out from the Congress. Hearings will be held in late April or early May. A request by AFM President James C. Petrillo to delay his appearance before the sub-committee because of "ill health" was granted by Rep. Joe Holt, with Petrillo scheduled to appear in Washington following hearings here.

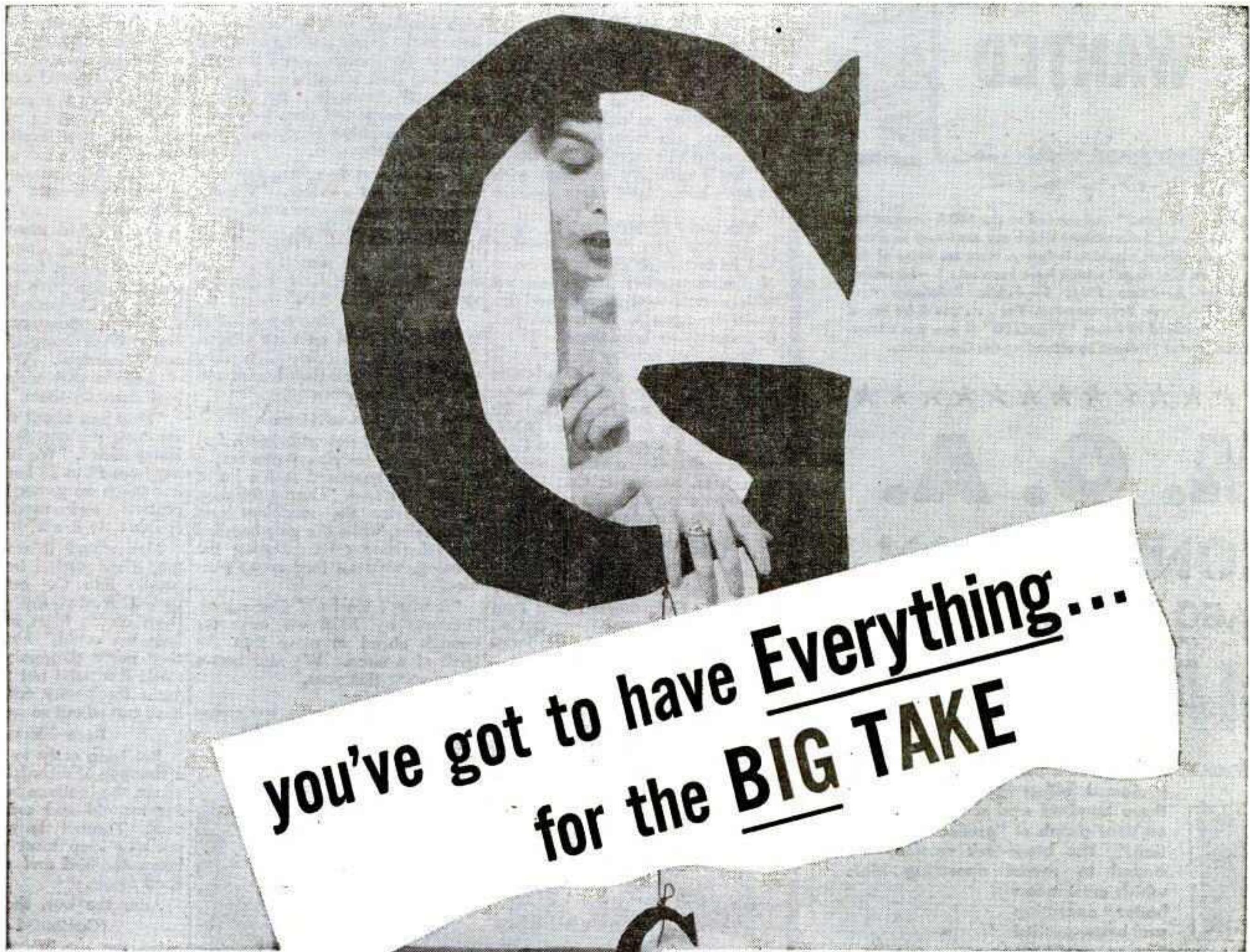
## STAR SHIPS PARCHMENT TITLE STRIPS

PITTSBURGH—Parchment title strips, talked about as a thing of the far distant future as recently as two months ago, are now on the market—some 300 million of them.

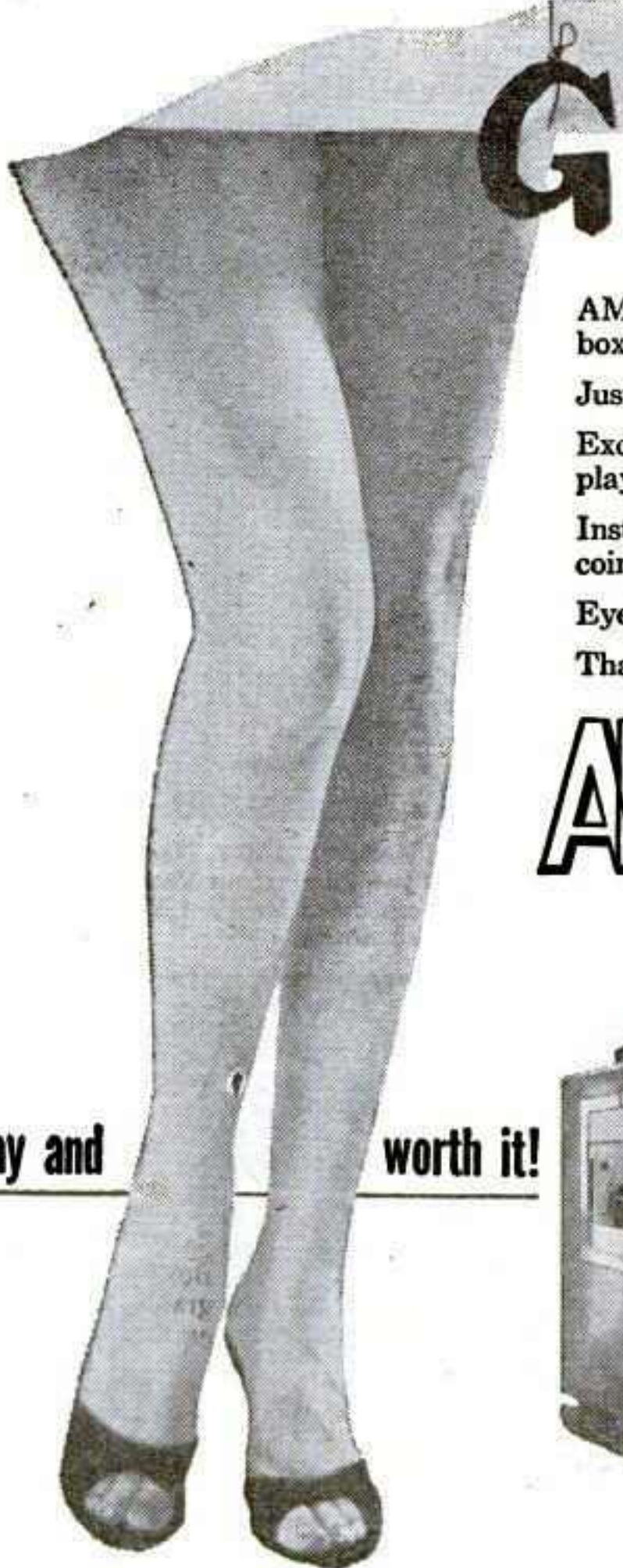
Star Title Strip Company announced last week that it shipped 150 cases of parchment title strips to Seeburg distributors. The new strips are called Star Parchkin strips.

Del Haun, head of Star Title, said that the parchment strips were far less expensive than plastic strips and had been tested by Seeburg distributors for some time. The advantages of Parchkin strips over paper strips, according to Haun, are that they're more translucent and longer wearing.





you've got to have Everything...  
for the BIG TAKE



AMI "G" operators are in on the *big* take because AMI "G" juke boxes leave nothing to chance. Have *everything* it takes.

Just listen and look!

Exclusive multi-horn high-fidelity sound that's really *live*—the way players want it . . .

Instant visibility of titles for faster selection . . . more of the bigger coins from each player.

Eye-exciting, play-inviting color to fit every decor...every location...

That's why you get *everything* for the *big* take . . . when you get AMI!

**AMI** Incorporated / General Offices and Factory:  
1500 Union Ave., S.E.  
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.  
Model "G"—120, 80, 40 selections for more plays in less time.

Factory set for 10c play and

worth it!



Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark  
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box



YES . . . you're "Wanted" and needed at the MOA Convention to take part in the vital discussions which are necessary to direct the future of the music machine industry. Here are some of the vital "Discussion Meetings" which have been set: 1—Licensing and Taxation; 2—Dime Play; 3—Public Relations; 4—Accounting; 5—Music Programming. Yes . . . you'll be found "WANTING" instead of being "WANTED" if you don't learn the latest about your business by attending the Convention.



# M. O. A.

## CONVENTION

CHICAGO • MORRISON HOTEL

# MAY 6-7-8

JUST THREE DAYS . . . but those three days can have a profound effect during the other three hundred and sixty-three days on your graph of "profitable operation." The brass-tack sessions are bound to reveal operating hints which must mean better operating and better profits! Too . . . you'll see



the greatest gathering of equipment of the last decade: coin-operated phonographs and other approved machines, records, equipment of all kinds! AND THE BANQUET . . . don't forget that! It's a tremendous fun high-spot at your annual MOA Convention, with the appearance of the top recording artists and other talent . . . plus association with operators from all over the U. S. and Canada. Plan to bring your wife, too . . . and the banquet will bring to a close not only a necessary business trip, but also a glorious fun-adventure.



## EXHIBIT SPACE:

There is still exhibit space available! Booths are approximately 10 x 10 feet. Complete information can be obtained by writing either headquarters listed below.



IT DOES COST A LOT OF MONEY to exhibit at a Convention. But how else could you contact thousands of operators in such a short period of time . . . tell them your story . . . and sell!

LESS THAN A PENNY per Con-ventioner . . . less than a penny to perhaps strike a new customer. Conventions are probably the lowest cost method of reaching people. You can't afford not to be represented!

## MUSIC OPERATORS OF AMERICA

128 E. 14th Street  
Oakland 6, California

or

3018 E. 91st Street  
Chicago 17, Illinois

## QUARTER-CENTURY GROWTH

# Birmingham's Hurvich Bros. Celebrate 25th Anniversary

By J. R. McADORY JR.

Max and Harry Hurvich, whose history as founders and owners of Birmingham Vending Company spans the growth of the coin machine industry, celebrate a quarter-century of success in coin-operated equipment this month.

They'll officially celebrate with an open house April 8 (see separate story).

The story of Max and Harry is an American success story—one that had its beginning during the heart of the depression. They started with peanuts—both literally and figuratively—April 1, 1931, with just their wives to help them.

Today they employ 15, are headquartered in an office which boasts 17,000 square feet of floor space, and represent no fewer than 20 manufacturers and suppliers (AMI, Inc.; Exhibit Supp., Chicago Coin Machine Co., Genco Manufacturing Co.; J. H. Keeney & Co., United Manufacturing Co., Victor Vending Corp., Northwestern Corp., ABT Manufacturing Co., D. Gottlieb & Co.; Leaf Brands, Inc.; Ferrara Candy Co., American Chicle Co., Beech Nut Packing Co., Wrigley Gum Co.; Guggenheim, Inc.; Paul Price & Co., Samuel Eppy & Co., Hardifield & Co., and Plastic Processes Corp.).

Up until March, 1931, the Hur-

vich brothers and an uncle had been in the candy jobbing business, but the depression forced them to liquidate their interests and seek a livelihood elsewhere. By chance, a friend suggested they look into the coin machine business. And that's what they did.

The brothers bought a few Columbus peanut venders. "We decided on peanut machines," said Harry, "because there were a lot more pennies around than nickels. And besides, the peanut machines were about the least expensive venders on the market."

Both Max and Harry recall that it was a bit hard on their wives—Rebecca and Rosalie—when they were forced to sell their homes and move in with their mother.

### A Lot of Hope

"We started out with just a few machines, a telephone number, a good sized basement and a lot of hope," Max said. "During the days we'd service the machines and make sales, while the girls handled the telephone calls. During the evening, we'd all four count pennies."

"It wasn't too bad," Harry said, "because by 1932 we were far enough ahead to move into the back of a store. We also began distributing that year."

"It was about that time," Max said, "that folks began calling us the Gold Dust Twins. The name sure stuck, people still call us that."

The following year, 1933, Birmingham Vending moved into its first downtown location. "We felt the spirit of a kind of awakening," Harry said, "so we decided to move ahead faster—sort of take the plunge."

### Add Phonos

"We picked right, too," said Max. "We went into coin-operated phonographs. We got a distributorship and began establishing contacts with operators thruout Alabama, West Georgia, West Florida and Mississippi. We made a lot of friends and we're still doing business with them."

"That was about the time when we took on our first employee," Harry added. "We had been working from 1 1/2 to 18 hours a day, and had taken on games in addition to peanuts and music, and just couldn't do it all."

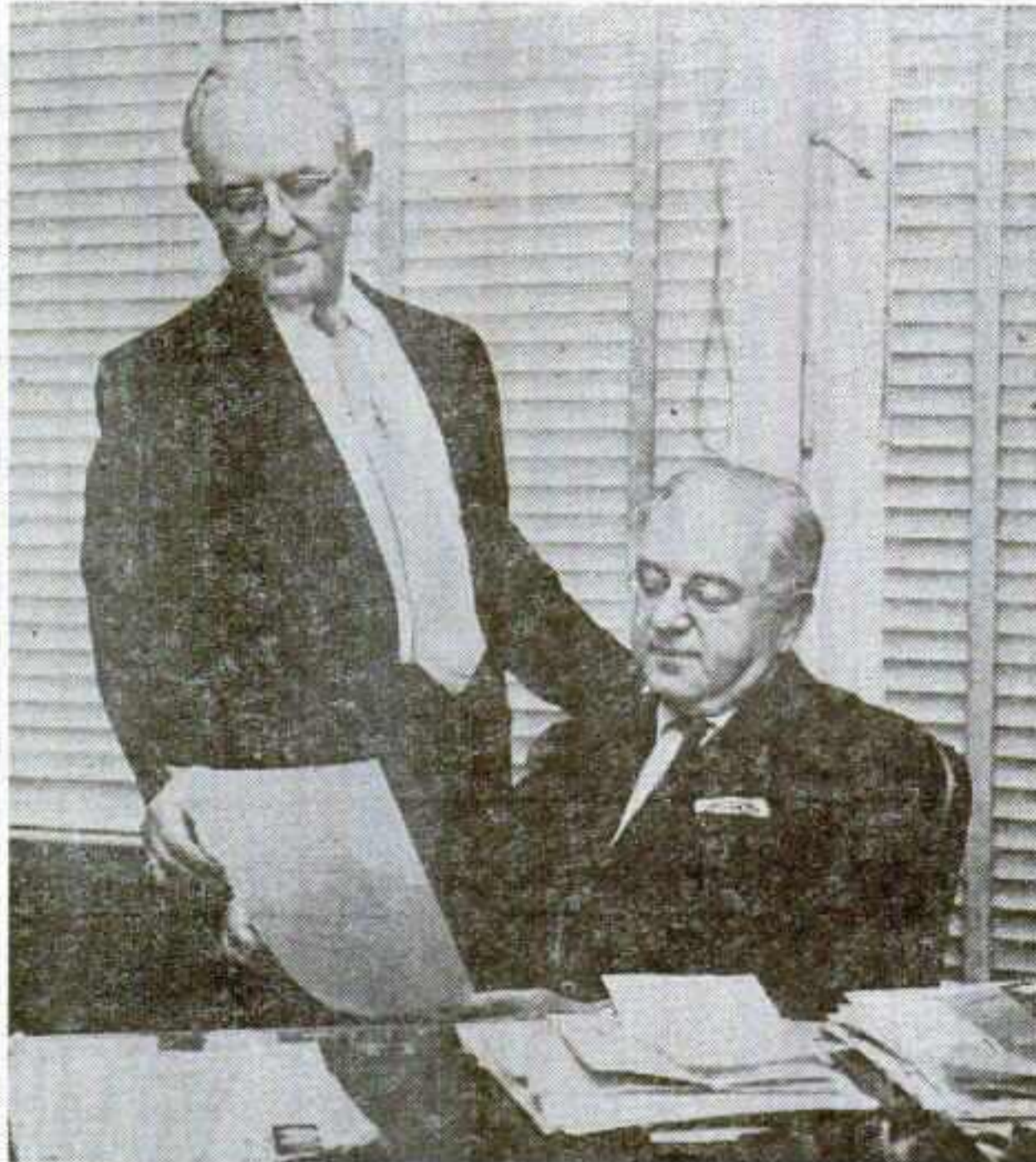
Max stated it was about that time they started bringing young people into the business. "We picked trustworthy people, gave them credit, ideas and any other help we could," he added, "and they never disappointed us. We made it a point not to oversell. I guess that's why our relationships have turned out so well."

### Record Shortage

Realizing early in the war that a shortage of records was bound to occur, the brothers began advertising for old and secondhand records. Thruout the war they managed to keep most of their juke boxes serviced and supplied with good music.

After the war, the firm under-

*(Continued on page 138)*



CELEBRATE 25TH ANNIVERSARY. Harry and Max Hurvich (right), founders and owners of the Birmingham Vending Company, discuss plans for the gala open house scheduled for April 8 that will mark 25 successful years in the coin machine business.



OFFICE TEAM. Kingpins in the office operation of Birmingham Vending Company are (left to right) Albert Toronto, Mayone Thomas, Harry Hurvich and Max Hurvich, founders and owners of the company, and Mrs. Lois Ellis.

## HURVICH BROS. SKED 25-YEAR FETE APRIL 8

BIRMINGHAM—Max and Harry Hurvich will hold open house at their offices and showrooms Sunday (8) to celebrate their firm's 25th anniversary. Birmingham Vending Company was founded April 1, 1931.

Friends, operators and customers from Alabama, West Georgia, Tennessee, West Florida and Mississippi are expected to attend the festivities which begin at 10 a.m. and continue to 5 p.m.

The latest coin machine equipment will be displayed in vending, games and music, according to the Hurvich brothers. And if current plans are carried out, guests will also have the opportunity of meeting some of the district's top entertainers.

Refreshments will be served continuously.

## ROCK-OLA

### MODEL 1448

Worth More When You Buy It

Worth More When You Trade It

**BIRMINGHAM POLICY**

**Hurvich Features 24-Hour Service for Last 25 Years**

A policy the Birmingham Vending Company established 25 years ago is still paying dividends today. That policy is 24-hour service on coin-operated vending machines and juke boxes.

It works like this: A sticker is placed on every machine that reads: "In case of trouble, call . . ." And that's what our customers do, say Harry and Max Hurvich who, with their wives, Rebecca and Rosalie, head Birmingham Vending Company.

In the beginning the trouble number was Harry's or Max's home. Many a time they rolled out of bed late at night to answer a call from the owner of some nitery where a juke box was stalled.

Today an up-to-date service department answers such calls. With four skilled mechanics on call 24 hours a day, the company finds few complaints from

its more than 100 operator-customers.

When trouble calls come during the night, off-duty personnel are contacted by a telephone answering service and the problem is dealt with a minimum of time.

Another feature of the service policy with Birmingham Vending Company is the training program. In most instances, say the owners, "we'd rather take inexperienced youngsters and train them to fit our own special needs. We feel the apprenticeship system as regards maintenance and repair just can't be beat."

Manufacturer service schools are held in the highest importance by Birmingham Vending. "Only by keeping up with the latest service techniques," say the Hurvich brothers, "can we provide our customers with the type of maintenance that's helped build our reputation."

**Operator Role Is Detailed**

• Continued from page 130

expected to play a major role in this drive.

**No Records Sold**

The repertoire featured in Seeburg's music system was produced by Standard Radio Trans-

cription Services, with RCA Victor's Custom Division doing the pressing. The records are not for sale and are recalled by the firm when replaced.

Lindgren stated that there were no popular tunes in the library. It's Seeburg's thinking, he said, that background music be entirely non-distracting, and that it was felt that popular numbers would catch the attention of some workers.

The field of background music, Lindgren said, is not new, but on-location service is. Actually, background music first got its start via central wired music systems, which piped in tunes on telephone wires. The second step was the swinging of FM broadcasting stations into the field. The Federal Communications Commission stymied expansion in 1951, when it ruled that no new stations could enter the business.

The third step in background music was the on-location system, introduced as the answer for locations where there were no broadcasting stations and central wired music systems.

Prior to the on-location system, the amount of investment needed to enter the field was very discouraging, Lindgren said. "Today, hundreds of operators can handle background music in addition to their juke box routes without added investment and without additional overhead costs."

**R&R Hassle**

• Continued from page 20

week, charged that the rock and roll music—the current rage of the Southern white teen-ager—was inspired by the National Association for the Advancement of Colored People and other pro-integration forces.

Carter indicated that the Council will publicize the name of any operator, who refuses to ban what Carter termed "immoral" records. If the plan is carried out, the ban would also hit local radio stations, since rock and roll platters make up a considerable amount of the total record programming by station decays here, just as the r.&r. wax accounts for a large percentage of disks played on local juke boxes. Commenting on the situation, a Birmingham radio station exec opined that no one group will ever be able to dictate a station's programming policy.

**MUSIC OPERATOR FORUM**

**What Kind of EP's Do Operators Buy?**



Music operators who program EP's buy a wide variety of music on these type disks.

That's the most significant fact pointed up by operators participating in the Forum this week. Standards, of course, as the chart indicates, are most popular on EP's. But a large number of operators reporting include jazz, semi-classical, country and western, and rhythm and blues numbers in their EP record buying.

It shows that altho standards are most frequently used for EP selections by MOF operators, they will buy EP's in all other musical categories.

However, it cannot be determined decisively from these results which of two factors is the more dominant in operator EP buying at the present time: The type of music to be programmed or the type record. But since previous surveys indicate that only a comparatively few operators find it difficult to buy a particular tune on a single, it can be safely assumed that most operators buying other-than-standards on EP's do so because they prefer the EP disk for tunes in certain musical categories.

**Singles Get Vote**

Forum operators replying this week unanimously prefer buying single EP's to packages. Their primary reason: In order to get tunes they want in a package they must buy tunes they either don't want or tunes they believe to have low-play potential.

Because each disk programmed on a phonograph must at least be a potential play-puller, MOF operators carry one step further this "single-vs.-package EP" reasoning. A large number report that the practice of coupling a solid standard with a ditty that was a slow-mover as a single holds down their EP buying.

All Forum operators agree emphatically on one point: That the EP, regardless of the musical category or its potential as a new programming

instrument, must pay its own way. Since the stern test on music machines is the play meter, it becomes a major problem—say MOF operators—to properly assess the value of the EP for an

**How They Voted**

	Yes	No
1. Are you receiving more EP promotion from record manufacturers, distributors, and/or one-stops than ever before? . . .	52%	48%
	Singles	Packages
2. When you buy EP's, do you prefer them as singles or packages? . . . . .	100%	0%
3. If you have ever bought or are buying EP's for use on your juke boxes, please check the following category or categories which apply:		
	72% Standards	
	49% Jazz (includes Dixieland)	
	37% Semi-classical	
	36% Country and western	
	16% Blues	

individual location. Since the EP is a relatively new form of programming for both operators and customers, MOF operators point out that it becomes a difficult task to decide how to "sell" the EP idea and how much time to give an individual EP before pulling it.

Slightly more operators believe they are receiving more EP promotion currently than those who don't think so, but the difference does not appear significant.

**EP Categories Aired . . .**

**E. W. FOY**, Long Island City, N. Y.: "Record manufacturers can put just about anything they want on EP's, but it will be the public who decides which is the best. In my opinion, let's have more single EP's without fancy covers, pass the savings along to operators. Packaged EP's are okay for filling out a machine, but operators will get better programming if they buy them singly."

**JACK JEFFREYS**, Osceola, Ia.: "I think old standard EP's, with artists coupling their best old tunes, are okay for juke boxes, but I don't believe that they should ever sport current popular tunes."

**FREDERICK A. CILANO**, Steuben Music Company, Hornell, N. Y.: "I think that standards are best on EP's and that classical and semi-classical are fair. However, I am personally against EP's on juke boxes because they force customers to hear a tune they might not want."

**HAL M. HALLER**, Haller Amusement Company, Miami: "We think that instrumental standards are best for EP's."

**LEON FLYNN**, San Pedro, Calif.: "The practice of coupling an artist's hit record with any previous tune should be discontinued. The disks should be teamed up with two hits by the same artist or with an old favorite and a hit by the same artist."

**CHET WENK**, Superior Distributing Company, Gardenville, N. Y.: "To boost the value of EP's, some potential hit parade material should be recorded only on the longer playing disks and not released as singles."

**Pla-More Amusement Company**, Portland, Me.: "We believe that there should be more semi-classics recorded on EP's. At least 90 per cent of locations offering music never offer as much as 2 per cent of classical numbers."

**What's Wrong With EP's? . . .**

**EARL BERKOWITZ**, B&B Novelty Company, Superior, Wis.: "With regard to two tunes to a side, most criticism comes because a customer does not want to hear the second selection offered."

**CHARLES STILLMAN**, Stillman Music, Augusta, Me.: "If record manufacturers want to push EP's, they will have to combine only the best of the old favorites, not mix good ones with just fair ones."

**Areas Not Ready for EP's . . .**

**H. D. LA BORDE**, Baton Rouge, La.: "EP's might be good for large cities where an operator can place most of his equipment on dime play, but on the whole, I don't think they are good business for small-town operators."

**A. PLAIN**, Player Amusement Company, Beaumont, Tex.: "EP production is good but that doesn't help much in a territory where juke boxes are still operating on nickel play. It sure would be wonderful if all operators would switch to a dime."

**R. C. BLACKBURN**, Redwood Music Company, Eureka, Calif.: "I use a few EP's but the public plays them very little. I expect very little enthusiasm to be generated for EP's for quite some time—perhaps never. And we've been on dime play for more than a year."

**Next Week: How Ops Feel About Public Relations**

**Chances Good**

• Continued from page 130

mittee was not expected to report the bill out before adjournment, which would be necessary before going to a House vote.

**1955 Philosophy**

State Rep. Paul Meeks, chairman of the Ninth District delegation, Birmingham, who, with Rep. Joe Dawkins, led the opposition to the 1955 measure in debates within the House Ways and Means Committee, said he believed the philo-

sophy that prevailed in 1955 would carry as much weight today.

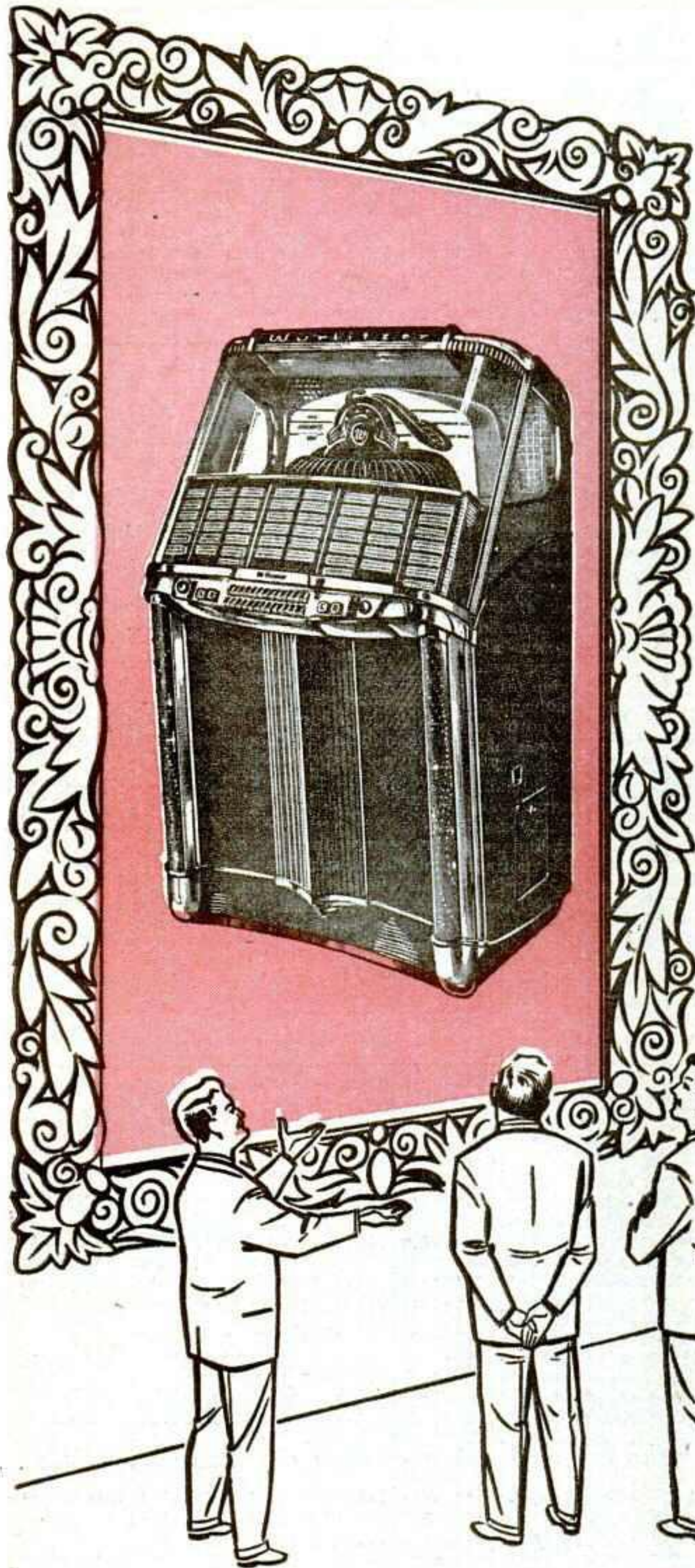
"At that time," said Representative Meeks, "it was obvious that the bill was discriminatory. It could not help but force many of the smaller operators out of business, and constitute a tremendous burden for the entire industry."

"As badly as more revenue is needed," Representative Meeks added, "I do not believe it should be increased in any measure at the expense of any one business."

Meanwhile, Morris Piha, of Franco Distributing Company, and

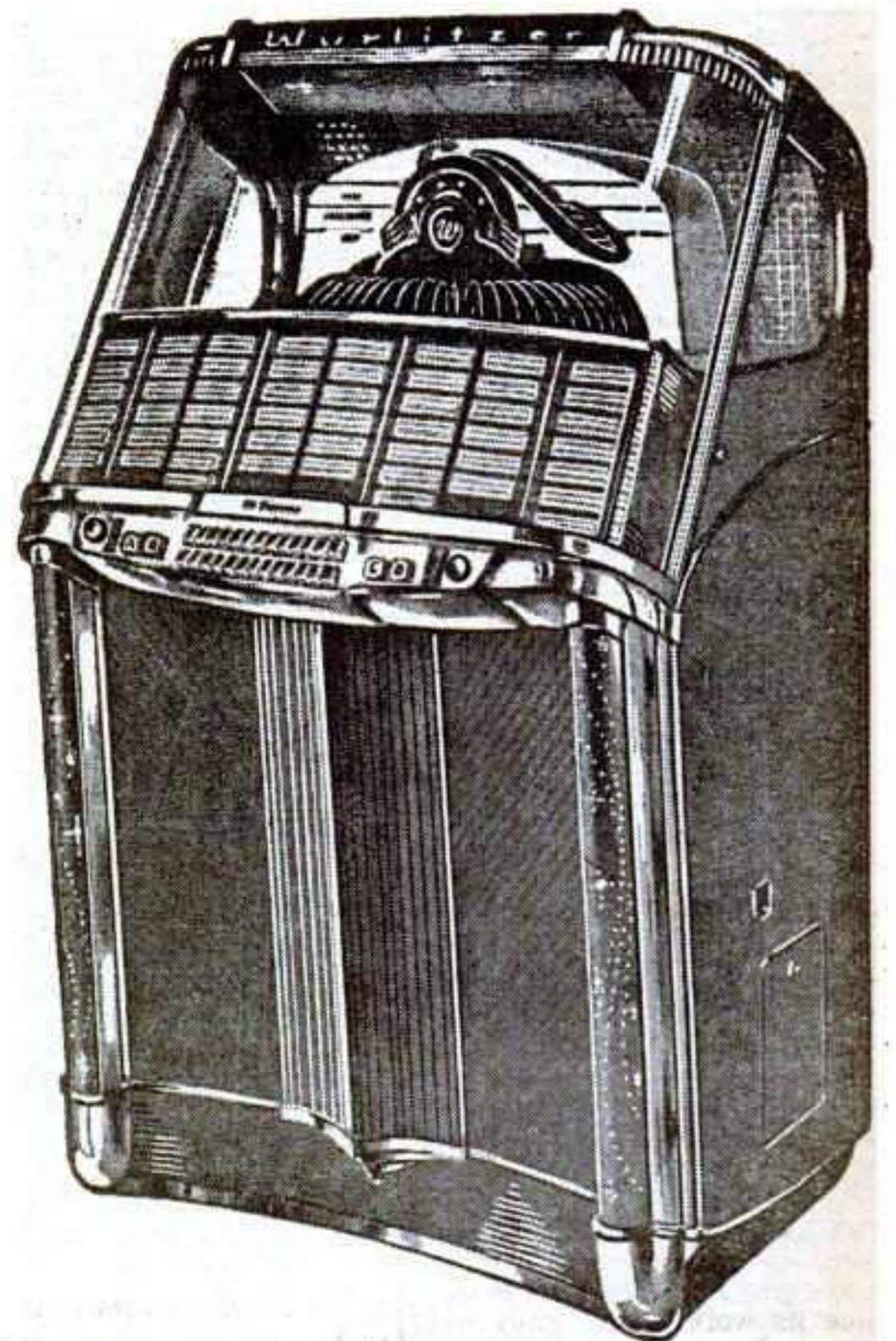
president of the Alabama Amusement Association, scheduled a Statewide meeting here on April 29. It is the feeling of many of the operators that plans should be made to meet any future attempt to load the business with discriminatory taxes and fees.

One operator put it this way: "Big Jim (Gov. James E. Folsom) has already called five extra sessions of the Legislature, and he has already said he'll call another, to push through his program, if the Legislature adjourns sine die again. It just doesn't hurt to be prepared."



## IT PAINTS A PRETTY PROFIT PICTURE FOR WURLITZER OPERATORS

Any way you look at it, the new Wurlitzer Centennial is painting a bright profit picture. Locations rave over the way it draws the crowds. Customers can't resist the urge to play that's stimulated by its startling new design, its dynamic new high fidelity sound. Operators beam every time they open the cash box. No wonder this bold new concept in automatic phonographs is being acclaimed as the greatest money-maker in Wurlitzer history.



**WURLITZER**  
*Centennial*

**MODEL 1900**

HIGHLIGHTING 100 YEARS OF  
MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT  
AT YOUR WURLITZER DISTRIBUTOR

See us in  
**BOOTH 6**  
AT THE  
**MOA**  
CONVENTION

THE RUDOLPH WURLITZER COMPANY — NORTH TONAWANDA, NEW YORK

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES table with columns for HIGH, LOW, Mean Average and lists of machines like BALLY, Genco, Gottlieb, United, Williams.

MOST ACTIVE EQUIPMENT table with columns for ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, PINBALL MACHINES.

Table with columns for HIGH, LOW, Mean Average and lists of machines like Cascade, Champion, Chief, Classic, Clipper, etc.

Continuation of PINBALL GAMES table with lists of machines like Golden Nugget, Gottlieb, United, Williams.

MUSIC MACHINES table with columns for HIGH, LOW, Mean Average and lists of machines like Bonus Gun, Carnival Deluxe, Carnival Gun, etc.

Explanation of Coin Machine Price Index

Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Highs and Lows. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more.

Mean Average. The mean average is a computation based on all prices at which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for.

Most Active List. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only, most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

East St. Louis Pin Probe Report Due EAST ST. LOUIS, Ill. — A federal grand jury, recently resuming its probe into finances of distributors of pinballs and other coin-operated machines here, was expected to report by April 1.

Wis. Clubs to Hear Millman on Vending MILWAUKEE — Automatic vending will be discussed by Carl Millman, Automatic Merchandising Corporation and a member of the National Automatic Merchandising Association, at meetings of local civic clubs and trade organizations.

Central Vending Set on Conversion PHILADELPHIA — Bill Goldberg, of the Central Vending Company here, is currently readying 30-cent conversions for cigarette machines.

Dalesko Named To NAMA Post CHICAGO — Edward E. Dalesko, Chicago, has been appointed to the newly created position of assistant director of member services of the National Automatic Merchandising Association.

PCA Clinic Slates Vending Discussion CHICAGO — Latest trends in automatic merchandising will highlight the discussion of a problem clinic session at the Midwest Regional Popcorn & Concession Association Wednesday, April 4, at the Sherman Hotel here.

# VENDING MACHINES

136

THE BILLBOARD

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

APRIL 7, 1956

## N. J. Cigarette Tax Boost May Cost Operators \$1.5 Million

20% of Machines May Be Junked; Others Must Be Converted Soon; Hike Goes Into Effect April 16

By AARON STERNFIELD

NEWARK, N. J.—New Jersey cigarette vending operators fear that the new 2-cent a pack tax increase passed by the Legislature this week will cost them \$1,500,000.

The bill, which boosts the per-pack tax from 3 cents to 5 cents, was signed by Governor Meyner, Thursday (29), and will go into effect April 16.

Garden State operators, represented by the Automatic Merchandising Association of New Jersey, had waged a bitter campaign against the bill, with operators lobbying frantically right until passage.

### 25-Cent Vend

Currently, most cigarette machines in the State are set for a straight 25-cent vend on regulars and kings. Operators handling filters are generally getting 30 cents.

A spot check of New Jersey operators disclosed that most of them will jump to 28 cents on regulars and king-size brands, while filters will remain a 30 cents.

The cost to New Jersey operators won't be primarily in lost sales. As the entire price structure thru-out the State will be changed, the operators will be roughly in the same competitive situation.

### Conversion Costs

However, the conversion costs to Jersey operators will be considerable. According to Julian Silverstein, manager of the Silco Cigarette Service, Jersey City, conversion costs will be nearly \$2,000,000, and operators will be forced to

junk 20 per cent of their equipment.

Silverstein explained that operators had been upgrading their equipment by purchasing machines with 14 or more columns set at two prices or more and moving lesser-column machines to slower stops.

These machines, all vending at a straight 25-cent vend, now must either be converted or replaced. Average cost of a 30-cent conversion unit is \$25. Silverstein estimates that the cost of taking the machine to the shop, putting it out of action, then installing the conversion brings the total cost to \$50.

### Tax Stamps

In addition, the operator will be stuck with an additional in-

vestment in tax stamps, which Silverstein estimated would be about \$12,000 for an operator of 1,000 machines.

John Sharenow, head of the North Jersey Cigarette Service and AMANJ president, figured conversion of 28,000 cigarette machines in New Jersey will cost \$1,523,200 and estimated that 5,600 venders will be scrapped because they can not be converted.

What irritated operators most was that the Legislature failed to give them reasonable time to convert their machines and set up their operations on the basis of the new price schedule.

Michael Lascari, general manager of the Public Service Ciga-

(Continued on page 154)

## Hart Ball Gum Volume Runs 10% Ahead of 1955

UNION CITY, N. J.—H. K. Hart Confections, supplier of ball gum for the bulk vending industry, reports business this year is running at least 10 per cent ahead of 1955.

Leo Leary, recently promoted to executive vice-president, has just returned from a five-week trip thru the South and Midwest, covering 7,000 miles and visiting 200 operators and distributors.

Leary said that unseasonably bad weather has been hurting collections, but that takes are still running as high as last year at this time.

### 40% Ahead

Recently, when Virginia had a solid sunny week, sales ran 40 per cent ahead of the same time last year, he added.

He explained that the operator situation has stabilized considerably, with the marginal operators selling out to the more solid organizations and a hard core of experienced and competent firms taking over.

Many operators have strengthened their routes over the winter, he continued, by relocating equipment, picking up new stops and dropping the deadwood.

### Charm Sales

Leary said that new charm items have spurred ball gum sales, but he added that the all-charm machine seems to be doing best in supermarkets.

He added that more and more operators are picking up sponsors—civic and charitable groups—as means of gaining locations.

## Peanut Price Hiked by U. S.

WASHINGTON—A 1-cent-a-pound increase in the price of No. 2 grade shelled peanuts effective immediately has been announced by the U. S. Department of Agriculture.

The hike was ordered in conjunction with the Commodity Credit Corporation's price support program. Officials stated the price raise will permit CCC to divert lower quality No. 2 shelled peanuts instead of higher quality stock.

This move, government officials stated, will cut costs of the CCC peanut program and simultaneously improve the quality of peanuts moving into the edible trade.

The Hart plant has recently discontinued the manufacture of candies and is now exclusively devoted to the manufacture of gum.

### Candy Dropped

Leary explained that when the plant started production five years ago, its object was to concentrate on gum. However, the manufacture of candy was started to hold the firm over the initial hurdles. Last month the company's gum sales had reached the point which allowed it to discontinue candy.

The company has recently invested money in new equipment for gum manufacture, particularly conditioning and dehumidifying machines.

## Rowe Half-Gallon Milk Vender in Production

NEW YORK—The Rowe Manufacturing Company has begun production of a half-gallon milk vender which will list for \$1,045, f.o.b., Whippany, N. Y.

According to the manufacturer, it is the smallest and least expensive of any half-gallon vender in production. The machine is dual selection, with one column holding 35 half-gallon containers and the second column holding 70 quarts or smaller unit containers. The ma-

chine has a pre-cool storage area.

In size, weight, appearance and method of operation, the new machine is identical with the standard Rowe Outdoor Milk Merchandiser. It stands 73.5 inches high, 42 inches wide and 31.5 inches deep. It occupies floor space of 3.5 by 2.5 feet and weighs 630 pounds.

### Field Tested

The manufacturer says it has been field-tested in the Midwest for three months.

The venders' two coin mechanisms accept any combination of nickels, dimes and quarters. A Rowe changemaker, which gives change in nickels and pennies, is

(Continued on page 154)

## Harmon Names Texas Distrib

WICHITA, Kan.—Appointment of McDonald Distributing Company, 2416 West Davis Street, Dallas, as the Texas distributor of the Advance Amco line of vending machine manufactured by the Harmon Machine Company, Inc., was announced by Jack D. Harmon, vice-president.

The line includes cigarette, candy, razor blades, comb, sanitary napkins, postage stamp, bulk and ball point vending venders, and a shocker unit.

W. G. McDonald, head of the Texas firm, said his company would also maintain service and repair facilities for the line in addition to a complete stock of merchandise.

## TIMES SQUARE 'THANK YOU'—IT'S AUTOMATIC

NEW YORK—New Yorkers are supposedly the most skeptical people in the world, but thousands of them have been inserting coins in a machine which returns only a "thank you" for their money.

The unit, made by Taller & Cooper, Brooklyn, is similar to the automatic toll-collecting machine in use on New Jersey's Garden State Parkway.

Operation is fairly simple. The machine will accept any combination of pennies, nickels, dimes, quarters, half-dollars or silver dollars. The delivery mechanism is even simpler; there isn't any.

### Good Location

The location is probably the best in the world for transient traffic—right in the island on the center of Times Square.

The operator is the New York Chapter of the American Red Cross, and, of course, all proceeds go to the current Red Cross drive. A tape recorder makes the pitch, and after the coins are inserted it thanks the contributor.

## Leach Named Asst. Exec Dir. of NAMA

CHICAGO—O. Glenn Leach has been appointed to the newly created post of assistant executive director of the National Automatic Merchandising Association, according to an announcement by John T. Pierson, president, and C. S. Darling, executive director.

Leach joined the NAMA in November of 1952 as director of public relations and member services. He is a native of Chicago.

(Continued on page 146)

## 400 at Banquet Of New Jersey Vending Group

NEWARK, N. J.—More than 400 members of the Automatic Merchandisers' Association of New Jersey and guests wined, dined and enjoyed the entertainment at the Mosque Theater Terrace Room here Saturday night (24). The occasion was the organization's first anniversary.

Emcee was Morty Cunty, night club comic, with the Herb Larson orchestra providing the dance music. Acts were Hibbard, Bird and LaRue, dance team, and the Vikings, male quartet.

Officers of the group are John Sharenow, president; Harold Schwartz, vice-president; Louis Millman, secretary, and O. Jackson Meyer, treasurer.

On the board of directors are William Bowen, Nathan Levy, Louis Small, Richard Kenny, Frank Swain and John Gallagher. Edward A. Murach is executive director and Norman Schiff is counsel. The New Jersey AMA was formed a year ago in response to a

(Continued on page 146)

## Apco Completes Month's Output On Soup Unit

NEW YORK—Apco, Inc., has completed its first month of production on the Soup Shoppe, according to Mel Rapp, the firm's executive vice-president.

The four-selection unit—vending chicken potato, beef and onion soups in powdered form—has a cup capacity of 300 and an ingredient capacity of 725 cups.

Price is \$460 set at 5-cent or 10-cent vend. A changemaker is \$35 extra. Dimensions are 61.5 inches high, 24 inches wide and 18.5 inches deep. Selection is push button. Changemaker is \$35 extra.

### Soup Attachment

Also, Apco is now in full production on a soup attachment for the Coffee Shoppe Junior. The unit adds one soup selection to the four coffee and one hot chocolate selections. It sells for \$9.50.

Soup concentrates for Apco machine are being made by two Chicago firms, W. Strange and Fearn Foods, Inc. Rapp said that 110 Apco soup machines are on location to date.

Meanwhile, in Boston, Ben Palestrant, Apco representative, reports that the new soup machine has been averaging 85 cups a day in a factory location with 150 employees.

## Campbell Execs Sees 6,000 Soup Units in Use by 1957

CAMDEN, N. J.—A bright future for vending machines dispensing canned hot soup was predicted by the Campbell Soup Company.

According to W. B. Nixon, vice-president in charge of sales, some 476 machines—mostly Vendos—have already been installed by operators in 48 of the firm's 66 sales districts thruout the nation.

He predicted the number of machines on location will double in the next month and that more than

6,000 units will be in operation by the end of the year.

### Daily Average

Nixon said that the daily sales average has been about 75 cans a machine, with some machines doing up to 250 sales a day.

Locations, Nixon continued, have been helped in terms of improved employee morale and relief in congested cafeteria areas.

(Continued on page 155)

## Stamp Vender Makes Debut in N. Y. Post Office

NEW YORK—A \$4,000 stamp vending machine made its debut this week in the main Post Office here. The machine will accept nickels, dimes and quarters, vend 2-cent, 3-cent and 6-cent stamps and give change.

The 20-inch square machine, recessed in a wall, weighs only 180 pounds. Selection is made by three dials—one for each stamp denomination. The purchaser inserts the money and dials the number of stamps he wants.

Stamps are delivered thru chutes atop each dial, with change delivered thru a chute in the lower right-hand corner of the machine.

### Light System

When the machine is out of change, a light atop the machine glows. If any type stamp is lacking, another light glows. No stamps are sold when the vender is out of change or any price stamp.

Kenneth C. Zeigle, president of Electric Vendors, Inc., Minneapolis, is the developer of the machine. He was on hand Wednesday (28) when the machine made its debut and watched it rack up 200 sales in its first two hours of operation.

A recording device says "Thank you. These stamps are sanitary," or "Thank you. I'm on duty 24 hours a day for your convenience" after each sale.

The electronic unit is called the Stampmaster.

CHICAGO—Appointment of G. E. Kopald as director of advertising of Dad's Root Beer was announced by Barney Berns, executive vice-president. Kopald was formerly merchandising and sales promotion head of Dad's.

### Lemke, Veteran Detroit Operator, Liquidates Firm

DETROIT—Henry Lemke, veteran and one-time largest amusement game operator in the city, plans to liquidate the Lemke Coin Machine Company, 137 West Wernor, because of his ill health and inability to obtain sufficient service help to maintain operation.

The 30-year-old business consists of two routes, amusement games, located in theaters and bus terminals, and vending machines. One of the first of Detroit coin operators, Lemke built his game route into the largest in the city, but was forced to reduce it in recent years to a medium-size operation.

Lemke plans to retain his State distributorship for International Mutoscope Corporation, New York.

### Juke, Vender Fees Asked by Newark Mayor

NEWARK, N. J.—Licensing of juke boxes and vending machines has been recommended to the Newark city council by Mayor Carlin.

The proposal to broaden the city's licensing ordinance follows a study of more than a year of measures employed in comparable cities, and would increase the license divisor's revenue by \$48,000, Mayor Carlin disclosed.

Samuel H. Lohman, license division director, estimated there are at least 1,500 juke boxes, 1,500 cigarette venders; 500 each of beverage, candy and other merchandising venders, and 300 cigar machines.

It was reported that Mayor Carlin and Lohman agreed on a flat fee of \$10 each for the phonographs and vending machines.

Mayor Carlin disclosed that the city has no jurisdiction over juke boxes or vending machines.

The revision recommended by Mayor Carlin also included the licensing of coin-operated washing machines. It is estimated that 500 are on location. The fee suggested was \$10.

MADISON, Wis. — Drive-In Concessions of Massachusetts, Inc., has registered with secretary of state to conduct a vending business and operate confection stands in Wisconsin. The application shows a capital stock of 1,000 shares of common at par value of \$5 per share, and 200 shares of preferred stock at a par value of \$100 a share. Incorporation papers were signed by E. D. Schneidemann naming Irving Mirisch as the registered agent for the firm in the State at 1220 East Meinecke Avenue, Milwaukee.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

LEAF BRANDS, INC.  
1155 N. Cicero  
Chicago, Ill.

#### BITTERMAN'S BETTER USED EQUIPMENT

Victor B.G., 1¢ or 5¢	\$ 8.95
N.W. 33, Bulk, 1¢	4.95
N.W. Jet, 1¢ or 5¢	8.95
N.W. Super Jet, 1¢ or 5¢	9.95
Acorn Cab., 1¢ or 10¢	6.95
Mills Tab Gum, 1¢	17.50
N.W. Pkg. Gum, 5¢	21.95

#### Vending Confections

Spanish Peanuts	.26
Boston Baked Beans	.28
Jelly Beans	.28
Rainbow Peanuts	.28
Licorice Gems	.28
Leaflets	.37

Leaf Rain Blo Ball Gum ..... \$ .28  
26-170-210-140. On 200 lbs. or more, freight paid to your door.

The following merchandise minimum 25 boxes assorted:

Adams Gum, 100 Count	.45
Wrigley's Gum, 100 Count	.45
Beech-Nut Gum, 100 Count	.45
Fruit Charms Candy, 100 Count	.45
Hershey Chocolates, 200 Count	1.40

Special Charm Mix, 500 plastics, 100 metals, 50 gimmicks ..... \$2.00

Midget Lighters, really work. Doz. .... \$3.00

Complete stock new Victor & N.W. Vendors, Parts and all Supplies. Write for Complete FREE Catalog of Charms and All Vending Supplies. Free Lighter with every order mailed to Dept. B47. Time-Payment Plan.

**BERNARD K. BITTERMAN**  
4709 E. 27th St., Kansas City 27, Mo.


**Cleveland Coin Machine Exchange, Inc.**  
Northwestern Corporation Distributors  
2029 Prospect Ave., Cleveland, Ohio  
To: 1-6715  
Write for prices.

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH ..."**

### Northwestern

#### VENDING EQUIPMENT

**PROVE IT TO YOURSELF**



Just try a Model 49 all-product vender on your route and see for yourself how you can make more money.

It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

**THE NORTHWESTERN CORP.**  
216 Armstrong Street, Morris, Ill.

#### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$12.00
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	4.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
ABT Guns	30.00
Acorn 1¢ or 5¢	8.50

#### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulip	.74
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Shell	.59
Cashew Whole	.63
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound ..... \$ .28  
100 ct. .... .30

Adams Gum, all flavors, 100 ct. .... .45  
Wrigley's Gum, all flavors, 100 ct. .... .45  
Beech-Nut, 100 ct. .... .45  
Hershey's Chocolate, 200 ct. .... 1.40  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
STAMP FOLDERS, Lowest Prices.... Write

### SKELETONS!!!

(Actual Size)

Wrapped in Compact Ball for Penny Machines.  
Unwrapped for Capsules.

Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



**ORDER TODAY!**

World's Largest Selection of Miniature Charms

**PENNY KING COMPANY**  
2538 MISSION ST. PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR NEW IMPROVED PENNY-NICKEL ATLAS MASTER



## ROYAL "17"

### THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY

17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

CANADIAN OPERATORS—especially designed for your market—the same machine with 10 columns and the same exclusive features. With or without penny changer.

— WRITE NOW FOR INFORMATION —  
**ROYAL MANUFACTURING CO.**  
1360 Howard Street San Francisco, California



THERE ARE BIG PROFITS IN

# GUM

GET YOUR SHARE WITH

## Northwestern

TAB

You'll hit the jackpot with this selective tab vender. Ten column. for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half



**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LONGACRE 4-6467

## ATTENTION, VENDING OPERATORS!!!

NATIONAL 930  
9 Cols., 270 Cap.  
King Size or Regular  
ONLY \$105.00

We have a tremendous stock of "AS IS" equipment—all makes and models. In good condition but not rebuilt or refinished. Write or call for information.

### CIGARETTE MACHINE CONVERSIONS IMMEDIATE DELIVERY

on 25c and 30c Coin Mechanism Conversions for  
**ROWE IMPERIALS, ROYALS, NATIONAL 930, 950, PRESIDENTS, CRUSADERS**

Also Available:  
● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES (Containers) for all Rowe and National Machines. Will vend King Size & Reg. in all Cols. TERMS ARRANGED—WRITE FOR INFORMATION.

#### CIGARETTE VENDORS

National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
DuGrenier Model W, 9 Cols., 270 Cap.	85.00
DuGrenier Champion, 11 Cols., 420 Cap.	100.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢ King or Reg.	130.00
Uneda Model E, 6 Cols., 180 Cap.	70.00
Uneda Model E, 8 Cols., 240 Cap.	75.00

#### CANDY MACHINES

DuGrenier Candyman, 72 Bar Cap., with base	\$67.50
Rowe 5¢ Gum & Mint Vender, 7 Cols., 175 Cap.	32.50
Uneda Candy, 5 Cols., 102 Cap., Wall Model	60.00

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED, COMPLETELY RECONDITIONED AND REFINISHED



**EASTERN ELECTRIC**  
CB Console Model, 8 Cols., 320 Cap., 25c Vend.  
ONLY \$85.00



**ROWE ROYAL**  
8 Cols., 320 Cap.  
\$85.00



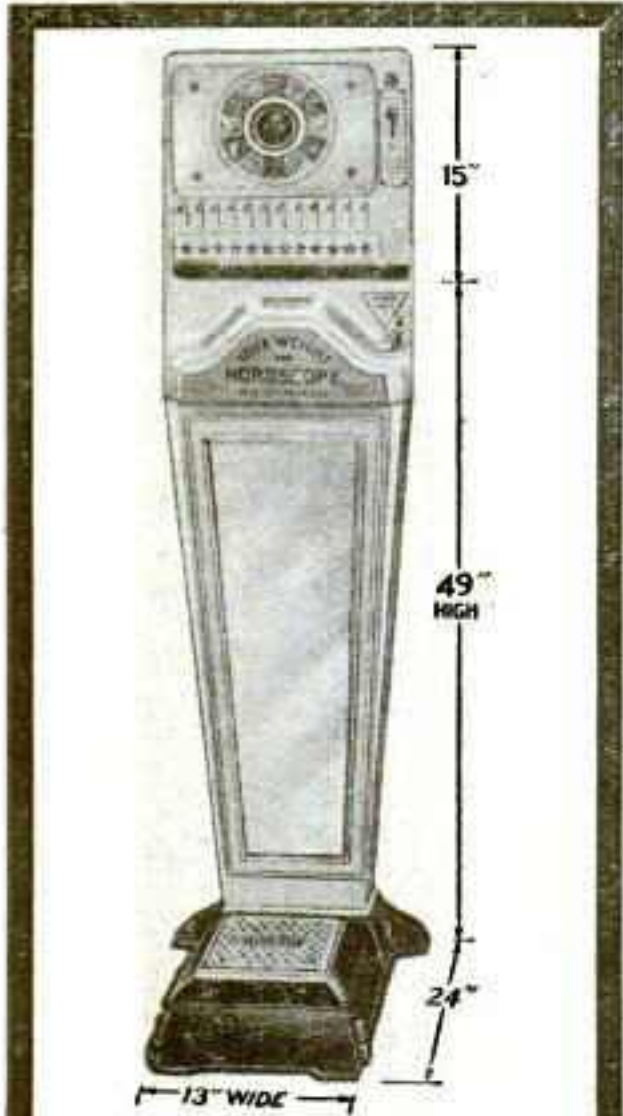
**UNEDA MODEL 500**  
9 Cols., 350 Cap.  
SPECIAL \$82.50

Trade prices: 1/3 deposit, balance C.O.D. Quantity buyers, write for special discount prices and terms.

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
250 Meserole Street • Brooklyn 6, N. Y. • HEGEMAN 3-6295

**INDIAN SNAP-ON BEADS**

Latest Charm Sensation. Will empty your machines fast. \$2.50 per M. Packed 10 M to carton. Picture signs for machines FREE with each 10 M ordered.  
**Logan Distributing Co.**  
 916 Milwaukee Ave. Chicago 22, Ill.



**5c**

**HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00**

DOWN  
 BALANCE \$10.00  
 PER MONTH

**WATLING MFG. CO.**

4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889  
 Telephone: COLUMBUS 1-2772  
 Cable Address: WATLINGITE, Chicago

**RECONDITIONED VENDORS**

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

- Silver King, 1c or 5c . . . . . \$ 8.50
- Columbus, 5c . . . . . 7.50
- ASCO Hot Nut, 5c . . . . . 7.50
- N.W. Bulk DeLuxe, 1c or 5c . . . 11.95
- Master, 1c, New . . . . . 11.00
- Toppers . . . . . 8.95
- Topper Cab DeLuxe, 1c or 5c . . . 9.95
- Model V . . . . . 8.50
- 3-Col. Hot Nut Mach., 5c or 10c 25.00
- Jewel Vendor, 5c . . . . . 7.50
- Acorn, 5c or 1c . . . . . 9.95
- Acorn Cabinet, 5c . . . . . 8.95
- Mills 1c Tab Gum . . . . . 16.95
- N.W. 49, 1c Ball Gum . . . . . 11.95

Complete line of Machines, Supplies, Accessories, Charms, Gum — Everything for the operator!  
 1/3 Deposit, Balance C.O.D.

**Rake Coin Machine Exchange**  
 609-A Spring Garden St.  
 Philadelphia 23, Pa. LOmbard 3-2676

**VICTOR'S TOPPER**



**1c BALL GUM MACHINE**  
 \$13.25 each  
 \$12.75 100 or more

**AMERICA'S FINEST BALL GUM VENDOR**

**VICTOR'S FIVE STAR BABY GRAND**  
 \$13.25 each

1/3 Deposit on All Orders

Write for "Specials" on  
 BALL GUM-CHARMS-NUTS-CANDIES

**BIRMINGHAM VENDING CO.**  
 540 Second Avenue, N.  
 Birmingham 4, Alabama

**Celebrate 25 Years In Coin Industry**

Continued from page 132

went another period of rapid expansion. As recognized distributors in vending music and games, they found their increased business demanded still larger quarters. In 1949 they purchased their own building.

The building, constructed of brick and fireproof, featured 17,000 square feet of interior space. At present the brothers rent about 7,000 feet to another enterprise.

**Cig Units Must Have State OK In W. Virginia**

CHARLESTON, W. Va.—Beginning Sunday (15) cigarette vending machines must be approved by the State tax commissioner's office before they can be placed on location, according to a new regulation filed with the Secretary of State.

Briefly, the new ruling states: "All packages should be placed in the venders in such a manner that the West Virginia cigarette tax stamp or meter impression affixed thereto shall be clearly visible."

The regulation stems from what the tax department explains as an increase in cigarette tax evasion with part of that problem "attributable to the increased number of vending machines in operation."

**Provide Employee**

As to machine now on location, the new regulation specifies:

"Operators at the oral request of the tax commissioner's office must make an employee available during business hours to accompany representatives of the tax department and open any machines they might want to inspect."

The new regulation in general is almost the same as the one in effect since the cigarette tax was begun in 1947 dealing with the display of packs in machines.

The tax commissioner, according to the regulation, will issue certificates for approved machines which will serve as instructions to licensing agents that they are authorized to process the necessary licenses.

"We have enough space here for a large display room," says Harry, "a modern service shop, a paint room and plenty of storage space. If we need more, we'll use the other 7,000 feet now leased out."

**4 Policies**

What policies do Harry and Max credit for their 25 years of success?

"Well, if I had to choose any," Harry said, "I guess I'd lump four together—service, sound credit, both for ourselves and our customers, treating customers like friends, and keeping with the latest equipment."

With regard to the future, the Hurvich brothers are confident. "We have no revolutionary plans for the future," they said. "We just want to continue the policies which have brought us this far."

Both Hurviches are active in community, civic and religious affairs. In addition to serving in various capacities with many local organizations, Max is a former board member of the National Vendors' Association. At present he is a board member of Music Operators of America. Harry has also served in local organizations, and at present is a member of the board of directors of the National Coin Machine Distributors' Association.

**ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack Products**



Here is a durable, reliable, sanitary vendor . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin-detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

**J. SCHOENBACH**

Factory Distributor of Advance Vending Machines  
 1645 Bedford Ave., Brooklyn 25, N. Y.  
 PResident 2-2900

**GOOD LUCK**

Max and Harry Hurvich  
 BIRMINGHAM VENDING CO.  
 on your 25th Anniversary from

**Karl Guggenheim**

33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL. 5-8393

**PENNIES PAY OFF**

with greatest money making scale on the market

\$20 deposit puts it to work for you  
 Good indoors or out  
 Produces up to 200% profit  
 Wins Customers for Locations  
 Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
 Dept. B  
 3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
 \$20 deposit enclosed

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**GIVE TO DAMON RUNYON CANCER FUND**

**VICTOR'S NEW SUPER MART**

"SYMBOL OF PROGRESS IN THE BULK VENDING FIELD"

The most versatile bulk vendor ever designed! It's a combination ball gum and capsule vendor . . . Or vends, in combination, 210-count gum and jumbo 15/16" (62 count) gum.

SUPER MART offers you the greatest improvements in bulk vending AND the fastest turnover of merchandise which means Greater Profits! Super Mart will take over and capture the bulk of pennies and nickels played in other venders in every location!

SIZE 9" x 9" x 19"

Write for Full Details and Prices Be first in your locality to take over the choice locations with this ENTIRELY different and

greatest of all Bulk Vendors, Super Mart . . . Vendorama of the Future!  
**VICTOR VENDING CORP.** 5701-13 W. Grand Avenue  
 -Chicago 39, Illinois

**TRIPLE YOUR INCOME WITH VICTOR'S INDIAN SNAP-ON BEADS!**

The greatest Sales Stimulator of ALL TIME! Put them in Capsule Vendors & Bulk Vendors!

**INDIAN SNAP-ON BEADS**

Make charms useful and more valuable with attractive Bracelets, Belts & Necklaces! Snap-on, snap-off features give wonderful

play appeal for the children. Put 200 or more Indian Beads in each vendor and watch the profits roll in!

ATTENTION, OPERATORS: Victor will send you FREE, yes, free, ONE COMPLETE CHARM BRACELET. All we ask is that you send 25c in coin or stamps to cover postage and handling. You will also receive prices on Snap-On Beads, Charms and our complete line of bulk vendors.

NOTICE: Only One Bracelet to an Operator. ACT NOW!  
 THIS OFFER GOOD FOR 30 DAYS ONLY!

**VICTOR VENDING CORP.** 5701-13 W. GRAND AVE.  
 CHICAGO 39, ILLINOIS

when answering ads . . .

Say You Saw It in The Billboard

**CONGRATULATIONS**

TO

**HARRY and MAX HURVICH**

**ON THEIR 25th ANNIVERSARY IN THE COIN MACHINE BUSINESS**

**J. H. KEENEY & CO., INC.**



# CELEBRATING

# 25

## YEARS IN THE

## COIN MACHINE FIELD

## the "GOLD DUST TWINS"



ALL OPERATORS, THEIR FAMILIES AND PERSONNEL IN THIS TERRITORY ARE INVITED TO ATTEND.

In appreciation of the wonderful support we have received from operators and manufacturers, we are holding open house on Sunday, April 8, from 10:00 a.m. until 5:00 p.m.

DOOR PRIZES—REFRESHMENTS—ENTERTAINMENT

# BIRMINGHAM VENDING CO.

540 Second Avenue, N. Birmingham 4, Alabama

Dear MAX and HARRY:  
 HEARTIEST CONGRATULATIONS on your SILVER BUSINESS ANNIVERSARY. We wish you continued pleasure, happiness and prosperity for the many good years ahead of you. We have enjoyed Birmingham Vending Company's business for many, many years and we trust we shall continue our pleasant business for a long time to come. But our fondness for both of you, dear friends, goes far beyond business. Why don't more people smile as nicely as you, or speak as nicely?  
 Cordially,  
 SAM, GEORGE & SID EPPY

\*\*\*\*\*  
 \* PLASTIC \*  
 \* PROCESSES \*  
 \* SALUTES \*  
 \* MAX and HARRY \*  
 \* HURVICH \*  
 \* BIRMINGHAM \*  
 \* VENDING CO. \*  
 \* on their \*  
 \* 25th ANNIVERSARY \*  
 \* IN THE VENDING \*  
 \* INDUSTRY \*  
 \* BEST WISHES \*  
 \* AND GOOD LUCK \*  
 \* to the \*  
 \* "GOLD DUST TWINS" \*  
 \*\*\*\*\*  
 PLASTIC PROCESSES FREEPORT, N. Y.

# Congratulations

## Birmingham Vending Company

(MAX AND HARRY HURVICH)

on

### 25 Years of Splendid Service to the Industry

United Manufacturing Company

## Congratulations to Max and Harry

WHO REPRESENT THE FOLLOWING FIRMS:

- EXHIBIT SUPPLY CO.
- CHICAGO COIN MACHINE CO.
- GENCO MFG. CO.
- KEENEY & CO.
- UNITED MFG. CO.
- VICTOR VENDING CORP.
- ABT MFG. CO.

- NORTHWESTERN CORP.
- AMI, INC.
- GOTTLIEB CO.
- LEAF BRANDS, INC.
- FERRARA CANDY CO.
- BEECH NUT PACKING CO.
- AMERICAN CHICLE CO.

- WRIGLEY CO.
- GUGGENHEIM, INC.
- PAUL PRICE & CO.
- EPPY & CO.
- HARDIFIELD & CO.
- PLASTIC PROCESSES CORP.
- PFFANSTIEHL CHEMICAL CO.

Precision-Built for PROTECTION & PROFITS!



# ACORN

The only completely die-cast aluminum, precision built  
**ALL-PURPOSE VENDOR**

1c & 5c mechanism slides into place—no screws!

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED!**  
**SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**Western Office OPERATORS VENDING MACHINE SUPPLY**  
1023 S. Grand Ave.  
Los Angeles 15, Calif.  
**Eastern Sales Office**  
M. J. ABELSON  
2033 Fifth Ave.  
Pittsburgh 19, Pa.

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

## THE LALLY WAY

# Service Plus New Items Means More \$



By SAM ABBOTT

LOS ANGELES—Give your customers something new. And, if you are going to be an operator be an enterprising and progressive one—take up the philosophy of a youthful couple here who have built their bulk vending machine operation into a successful business of penny, nickel and dime venders.

The firm, Lally Vending Machine Service, is owned and operated by Mary and Daniel Lally. But it is Mrs. Lally who carries the load. She works the route Monday thru Friday with Lally helping in the evenings, Saturdays and

"In one auto agency where the trade was from the adults working there, we increased the revenue 300 to 400 per cent by changing from Spanish peanuts to 5-cent cashews. A simple thing like this can create more business."

Mrs. Lally is a past master at getting locations. She admits that location owners will talk to her quicker than to a man. On one occasion she called upon the manager of a market that was soon to open and was told that he did not want "any of that stuff in here."

### Super Salesman

Altho this kind of opinion about her business is irksome, Mrs. Lally kept talking. She pointed to where her machines could go, explaining that units would get the pennies from the change and help to pacify the children. The Lally machines are in that location.

Where possible, Mrs. Lally likes to pay the commission when servicing the machine. She has found that store managers like it this way. If the account is with a large chain, then a check is mailed.

On one occasion, however, she went to service a machine and found a dollar bill in the collection. It was explained by the cashier in the store that she had run out of pennies and had used the key, which Mrs. Lally had forgotten, to open the vender. The store needed pennies and took them from the machine. Mrs. Lally does not advise leaving the key behind. The Lallys have their machines covered by product insurance and personal liability. There is no coverage against theft. But last year they lost only three machines, which is a credit to their selection of locations.

When Mrs. Lally finds one of her machines left out—(they have no 24-hour outdoor locations)—she stops the following morning to remind the location that the machine represents a sizable investment in equipment and merchandise. She requests, in a diplomatic way, that more care be exercised in watching it. Usually it is.

### Seek New Charms

Following their philosophy that something new is necessary, the Lallys scout novelty houses for new charms. They write for catalogs of premium merchandise. If something is new and unknown to the Lallys, it is not because any effort has been wasted. And here on the West Coast they are in a beautiful spot to see and buy imports first.

Mrs. Lally, the former Mary DeRosa, was born in Chicago but has been a resident here since she was a child. Lally was born in Memphis and moved to Chicago when he was very young. He has resided on the West Coast for about 20 years.

In 1949, Lally bought four penny venders and added to his route at the rate of one or two machines a week as money was available.

After building the penny units to a fair sized route, he sold them. Then he bought five cigarette machines. Because he did not have good locations, this phase of operating was not successful. These were sold, too. He thinks that bulk vending offers more profit per dollar invested than any other type of automatic selling.

### Social Activities

Lally, who served as an aerial gunner in a B-24 flying over Germany in World War II, and his wife admit they do not have much time for social activities. She goes to lamp-designing school once a week. Lally finds time, however, for attending the meetings of the Western Vending Machine Operators' Association as well as participating as a member of the National Rifle-men's Association of America.

As they increase their route, they expect a magnification of problems. Among these they realize will be stolen equipment. But with only three lost in a year, they feel that it will not be too bad. That is, if they are not under similar conditions that they lost one. Mrs. Lally went to service the unit and found it gone. So was the building. It had been removed to make way for the freeway.



MR. AND MRS. DANIEL LALLY, Lally Vending Machine Service, check reports of firm's 600 bulk venders. Company's plan is expansion program paid for by profits.

Sundays when he is not working at his regular job of aircraft mechanic in one of the plants near the Los Angeles International Airport.

Since their marriage early in 1952, they have increased the operation from 30 to about 600 machines. They plan to further increase to 1,000 or more units before next Christmas. And sometime soon Lally will become a full-time operator with the duo continuing to return profits into new equipment and expanding even more with money Lally inherited from his mother's estate.

At the present their machines are located primarily in markets, drugstores, garages, variety stores and restaurants. About 75 per cent operate on a penny. The remainder take a nickel with the exception of a few capsule units that use a dime. Vended are cashews, tab and ball gum, mixed candies, Boston baked beans and Hershey-etts.

Mrs. Lally, an attractive brunette, speaks like a veteran of more than four years in the field. And she has her own ideas about the industry and the operation. Of course, Lally has his, too.

"I do not believe in diversifying," Mrs. Lally asserts. "I think for the time being we should stick to one type of machine and follow thru in an efficient manner. This way we will not spread our operation too thin."

"Later when we feel we are really established, perhaps we will think of other and larger equipment."

Lally is sold on the vending field. "I think vending, bulk vending in particular offers an unlimited field. I can't see where there is any ceiling to what a person can do. I enjoy owning my own business, too," he declares.

### No Taverns

The Lallys have no bars or taverns on their route. They work only the best neighborhoods. They agree there is no reason for a woman as attractive as Mrs. Lally to be working such spots. But from work, she doesn't shy off. She can install service heads as she does in spots with four to 10 machines, as well as on locations where there are one or two machines.

"I think the reason for our success is that we give service," Mrs. Lally declares. "Of course, all operators say that. But we try to give locations something new—either by getting something unusual or changing machines. One time we had a machine loaded with rainbow colored ball gum and we switched to another variety. The revenue went up about 200 per cent.

## ★ ATTENTION... OPERATORS AND DISTRIBUTORS

# "GALA KICK-OFF PARTY"

DATE: THURSDAY, MAY 10TH  
PLACE: "VENDORAMA OF '56"

## NATIONAL VENDORS' ASSOCIATION CONVENTION

MAY 10, 11, 12, 13  
Morrison Hotel, Chicago, Illinois

1. Make arrangements now to be in Chicago the first day of the Convention.



2. Join in the merry-making,  
Music . . . Dancing . . . Entertainment . . .  
Yours to enjoy . . . at no cost to you.



3. An Orchid for every lady.

Don't Wait: Write or Wire Your Reservation

**N. V. A.** 33 No. LaSalle St., Chicago, Illinois

### VEND—PUBLISHED BY THE BILLBOARD

## HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
Fill in—tear-out—mail today!

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Candy Gum & Nuts  
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VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$8.  
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67,000 ACTIVE BUYERS read  
The Billboard Classified columns each week

## SUPPLIES IN BRIEF

### Cocoa Bean Processing

Volume of cocoa beans processed by domestic chocolate manufacturers decreased for the second straight year in 1955, dropping to 420.9 million pounds, according to Commerce Department. The fourth quarter of 1955 marked the first decided stage in market recovery. Cocoa bean prices during the

quarter were well under last quarter, 1953, levels. Cocoa beans processed in this country during the quarter were 31 per cent over the same 1954 quarter, but were still 10 per cent below fourth quarter, 1953. Late in January, cocoa bean prices reached the lowest level since May, 1950. Changed chocolate use patterns and altered merchandising practices in products thru which chocolate customarily reaches the consumer hindered complete recovery of the U. S. market.

1954, a rise of 22 per cent. Sugar prices at all levels of distribution averaged lower in 1955 than in 1954. A marketing quota of 8,350,000 tons for 1956 has been announced by the Secretary of Agriculture. This is slightly below the final quota for 1955. Civilian consumption of refined sugar, per person, is estimated to have been about 96 pounds in 1955, slightly more than in 1954.

### Confectionery Sales Up

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$91,240,000 in January, an 8 per cent increase over the same month in 1955, according to Commerce Department. Sales were 8 per cent below the December figure. Sales of manufacturer-wholesalers at \$71,671,000 were 15 per cent above December and 8 per cent above January, 1955. Manufacturer-retailers' estimated sales for January were 72 per cent below December, 1955, but 12 per cent above January, 1955. Sales by chocolate manufacturers increased 14 per cent over the preceding month and 6 per cent over January of last year. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate a total increase in poundage sales of 11 per cent over January of last year.

### Sugar Deliveries Up

January sugar deliveries totaled 627,000 tons, an increase of 60,000 tons over January, 1955, and up 58,000 tons over the December, 1955, figure. With the exception of 1951, this was the highest January rate since the Sugar Act has been in operation, according to Agriculture Department. Prices for raw sugar, duty paid New York, averaged 5.88 cents per pound, up 0.05 cent from the December level. Deliveries of sugar by primary distributors to industrial users (mostly food and beverage processors) steadily increased from 57.2 million cwt. in 1949 to 70.0 million in

## W. Coast Shows Bert Mills Holds

HOLLYWOOD — Second of two Bert Mills Corporation's shows on the West Coast was held here Friday thru Sunday (23-25) at the Roosevelt Hotel. The other was held the previous weekend in San Francisco.

Shown were the M-56 a combination coffee bar dispensing coffee, tea and powdered hot chocolate; the hot and cold chocolate bar dispensing liquid chocolate, and the Counter Bar dispensing liquid ingredients—soup and coffee concentrates and liquid chocolate.

Company representatives here for the event included Bert E. Mills, president; William Sinclair, general sales manager, and Larry Lehmann, West Coast representative.

### O. D. Mills, ABC Mgr., Richmond, Va. Dies

RICHMOND, Va. — Funeral rites for Orville D. Mills Jr., 26, branch manager of ABC Vending Corporation here, were held March 23. He died Wednesday, March 21, at home.

Survivors include his widow, Mrs. Joan McDaniel Mills; three daughters, Cassandra Joan, Victoria Anne and Pamela June Mills; parents, Mr. and Mrs. O. D. Mills Sr., and grandparents, Mr. and Mrs. W. R. Mills and E. W. Mills Sr., all of Richmond. He was a member of the Woodmen of the World.

NEW YORK — S. W. Franklin, director of merchandising for Hudson Pulp & Paper Corporation, was appointed general sales manager of the new cup and container division, William Mazer, president, announced.

## CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
- NATIONAL 9-18 CANDY, 162 capacity... 75.00
- ROWE 8-COLUMN CANDY, 120 capacity... 60.00
- DUGRENIER CHAMPION CIGARETTE, 11 column, king size... 65.00
- DUGRENIER "V" CIGARETTE, 7 column, king size... 50.00
- UNEEDA 6-COLUMN CIGARETTE, king size... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

**NATIONAL VENDING SERVICE CO.**  
308 Furman St. Brooklyn, N. Y.  
Triangle 5-1857

## THIS YEAR Come to the N.V.A. CONVENTION

May 10 to May 13  
Morrison Hotel, Chicago, Illinois

If you are in bulk vending, YOU OWE IT TO YOURSELF to avail yourself of the "SEEING, HEARING & LEARNING" opportunities at your Annual Convention.

This year—EPY goes ALL-OUT, with the "bestest & Mostest" NEW CHARMS & GIMMICKS worth SEEING & HAVING.

## SAMUEL EPPY & CO., INC.

### GENUINE FOREIGN COINS!



The new "Money-Maker" for VENDING MACHINES, ADVERTISING & PREMIUM USE, THEATER MATINEE "Giveaways"

RENT 1,000,000 GENUINE VATICAN COINS  
YOUR COST \$50 per day  
Write for further info.

**ROYAL COIN CO., Inc.**  
WORLD'S LARGEST SUPPLIER OF FOREIGN COINS and CURRENCY  
Dept. B-5, 47 West 46 St., N. Y. C.  
Judson 6-4689  
Visit Our Street Floor Store or Send for FREE Price Lists.

### VICTOR Standard TOPPER

1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or More  
30 day money-back guarantee if not satisfied.

1/3 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER**  
As High As \$6.00 Per Machine On VICTOR TOPPERS  
Send Us Your List.

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**ATTENTION, CIGARETTE OPERATORS!**  
**30c Conversions**  
for UNEEDA PAKS • DU GRENIERS • NATIONALS  
AVAILABLE FOR IMMEDIATE DELIVERY!

**CENTRAL VENDING MACHINE SERVICE CO.**  
3967 Parrish St. (EV. 6-4244) Philadelphia 4, Pa. (BA 2-8710)

## DISTRIBUTORS

Handle nationally advertised Infra-Red Sandwich Machine. We are a national concern with advertising in such magazines as Life, etc. If you have a sales organization that has experience in selling from business opportunity ads or similar forms of advertising, we would like to talk to you. Should net a live wire distributor from \$50,000 to \$100,000 yearly. Give phone number, address and a brief resume about yourself for personal interview with manufacturer.

## W. & K. MANUFACTURING CO.

2219 HAMPTON AVE. (Phone: Mission 7-3880) ST. LOUIS 10, MO.

### MORE MONEY IN YOUR POCKET..

When You Buy From Pioneer!  
**VICTOR Standard TOPPER**

**SPECIAL!**  
4 Standard TOPPERS plus 25 lbs. of Gum plus 1,000 CHARMS \$64

CALL TODAY! PRescott 4-5358  
All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**PIONEER VENDING SERVICE**  
590 Albany Ave., Brooklyn 3, N. Y.

### MARBLE SEASON

Will soon be here—order now

- Agate—Glass—Assorted Colors
- 21,000 size 9/16 ..... \$21.00
- 50,000 size 9/16 ..... 45.00
- 17,000 size 5/8 ..... 19.00
- 40,000 size 5/8 ..... 35.00

Shipments made at once from factory by truck. Give name of trucking company that delivers to you.

**FULL CASH WITH ORDER**

Try a bag of charms (450 to 500 charms).  
\$3.20 per bag—Parcel Post Paid.

Distributor of all types of machines of Victor Vending Corp., Northwestern Corp., Silver-King Co.

### ROY TORR Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

## BIG SAVINGS! BALL and VENDING GUMS LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

- Bubble Ball Gum, 140-170 & 210 ct. .... 36c lb.
- Chicle Ball Gum, 130 ct. .... 34c lb.
- Chloro-Vend Ball Gum, 40c lb.
- Chloro-Vend Chicks, 320 ct. .... 40c lb.
- Chicle Chicks, 320 & 520 ct. .... 36c lb.
- Bubble Chicks, 320 & 520 ct. .... 37c lb.
- Tab (short stick), 100 ct. .... 38c box
- 5-Stick Gum, 100 packs. .... \$1.90

F.O.B. Factory. 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

### SCHOENBACH STAMP VENDORS Folder Type



**STAMP FOLDERS** Very Low Prices  
1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

### WILL ALLOW UP TO \$8 EACH ON YOUR OLD MACHINE



1/2 Deposit on All Orders  
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

### H.B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.  
Phone: EMerson 4300

### LUCKY BABY SHOES



Known throughout the country as the most popular lucky charm ever! Now Price gives you this terrific favorite in a beautifully detailed and brilliantly vacuum-plated rendition. Comes in assorted finishes.

**\$8.50 per M**  
For all types of vending  
**Immediate Delivery!**  
**ORDER NOW!**  
Stickers available... contact your local distributor or:

**price co. inc.**  
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**GIVE TO DAMON RUNYON CANCER FUND**

## Baseball Season Spotlights Coin Pitching, Batting Games

### Waterman Unit Pitches Balls Up to 90 m.p.h.

WATERMAN, Ill.—Waterman Engineering Corporation is in production of a coin-operated baseball pitching machine which ejects balls at changing speeds of 45, 60, 70, 80 or 90 m.p.h.

Operation of this machine is purely rotary. The ball is traveling in a circular plane at desired speed, then released electrically.

R. L. Cooper, company engineer, says the machine has great accuracy, with all the balls pitched in the strike zone. "Due to the fact that the ball is revolving in a fixed vertical plane, it will never get out of the zone over the plate. This is of great importance when

*(Continued on page 149)*

### Toledo Votes To Keep Pins; Eyes Ohio Test

TOLEDO—City council here voted down 5-4 a proposed ban on pinball games. At the same time, the city eyed the coming Ohio Supreme Court test of a similar Cincinnati ordinance.

The vote followed a brief discussion and was backed by a ruling against bringing the matter up for reconsideration. Still, Councilman Lloyd E. Roulet, who proposed the ban, said he would introduce the measure again.

The ordinance would have prohibited all coin machines which could be used in any manner for gambling purposes. Penalties would have been a fine of \$50 to \$200, or a jail sentence up to six months, or both.

As the ordinance was introduced, Mayor Czelusta commented that it was unfortunate that it resembled the Cincinnati ordinance, because

*(Continued on page 151)*

### Gottlieb Ships Score-Board, 4-Player Pin

CHICAGO — Score-Board, a new four-player pinball game set for three-ball, nickel play, has been shipped to distributors by D. Gottlieb & Company.

The game is the first pinball built by the firm to operate strictly on nickel play. It is in a class between the regular five-ball game and the de luxe five-ball, according to the firm.

Play features a rotating bonus score with lights forming a circle at the center of the playfield lighting up individually for high scores. Different colored lights flash to give bonus scores for balls landed in red or blue playfield holes.

If a center light within the

*(Continued on page 145)*

### DODGEM GAME A RIGID TEST FOR PITCHER

EXETER, N. H.—Dodgem Corporation's Bullpen, coin-operated baseball throwing game, puts the arm and eye of the player to the test.

Object is for the player to throw a ball at a target resembling a baseball diamond located at the end of a tunnel. Each throw registers a score—the most accurate the pitch the higher the score. Players get nine balls for 10 cents.

Fred L. Markey, Dodgem's general manager, says the game is "solving the problem for something new on locations."

The game measures 15 feet long, 42 inches wide, 8 feet 2 inches high. The game operates thru mechanical and electrical systems.

According to Markey, a battery of three or more Bullpens is the most efficient type of installation and presents the most attractive display.

Such batteries have been successfully operated thruout the country in Arcades, bowling alleys, taverns, driving ranges, carnivals, Kiddielands, parks and beaches.

### Dudley's New Machine Lists From \$325 Up

NEW YORK—A new baseball baseball pitching machine with an "arm" that simulates actual pitching motion is in shipment by Dudley Sports Company.

The unit is shipped in a completely automatic, coin-operated model at \$450, or a model at \$325, minus the coin box, timer and large hopper.

The 140-pound pitcher is portable, can be pushed like a golf cart on two rubber tire wheels. The frame folds flat to fit into a car trunk. It operates by hand switch-plugs into any normal circuit, with a ¼ h.p. continuous phase motor.

Seven balls are pitched per minute, with the automatic feeder holding 30 balls. It can be adjusted to pitch softballs as well as baseballs.

#### Pro Teams Try It

According to George D. Full, Dudley president, such teams as the Chicago Cubs, White Sox, Cleveland Indians, Pittsburgh Pi-

*(Continued on page 144)*

### NEW TEXAS INVENTION

## Coin Golf—Could Be Next Big Location Game

FORT WORTH — Will coin operated golf be the next big amusement game attraction at taverns, bowling alleys, Arcades and other spots?

As the popularity of the coin pool game levels off, manufacturers will be introducing other new games—and golf could be one.

Coin-operated golf games have been introduced from time to time, but have never realized any great success as an operator location piece. But then, the same could be said for the pool game—until the big pool boom began last August.

In case such a "golf boom" takes hold, Matt Kruzick, Fort Worth electrician, has a new model putting game all set to be adapted for mass production. His first automatic golfer was completed a year ago. Now he has improved the original model, designing an electrical scoring game that automatically registers par from 1 to 5, as well as scores.

#### A Rolling Green

The base of the unit is of all-metal construction, eight feet long, with a rolling "golf green" of material simulating the real thing.

Player inserts a coin, a ball is delivered near his feet. After each shot, for five consecutive times, the ball returns to the player whether or not the putt is sunk.

If the ball is sunk it is registered on a scoreboard attached to the far end of the game. The scoreboard backglass portrays a fairway scene and scores light up on a flag on the green.

#### Shoot For Par

Score changes as each putt is sunk in holes numbered 1, 2, 3, 4, 5. The special odds mechanism

incorporated in the scoring system registers par 1 thru 5, awarding free plays to a player making the par indicated.

Only one ball is needed to play the game, and only one putter.

Kruzick, who resides at 3256 Lackland Road, feels that the realism and active participation involved in playing the game would make it a good grosser on locations. He has tested the game successfully in local bowling alley spots.

## Pool Disappoints Ops In Canada; Nets Low

TORONTO — Coin-operated pool in Canada has not met with the success it has south of the border, but operators feel the game has another six months of popularity left in this country.

Actually the game has been a source of disappointment to the Canadian operators, who at first saw in it a major shot in the arm for the game business here.

The pool game has been received with a great deal more enthusiasm in the Province of Quebec than it has in Ontario.

It sells for \$450 in Canada and is bringing in \$15 to \$20 per week in the better locations. It is accounting for only about 10 per cent of total game grosses.

Estimates show some 500 pool games on location in Canada, with about 60 per cent of these operating in Quebec.

Location owners are reported

*(Continued on page 148)*

### PUT TO TEST, DALE GUN BAGS REAL BOBCAT

BLYTHER, Calif.—Ray guns are fine for dropping a wildcat in its tracks within the confines of a Penny Arcade. But when it comes to the real outdoor variety of bobcat, Eldon Dale, inventor of the Dale Gun, widely used coin game piece, prefers to trust to a Colt .45.

Dale, out on a Colorado River fishing jaunt between Blythe and Parker Dam, Calif., was approached by a bobcat at 40 yards. He whipped out the Frontier piece and killed the cat on the spot.

More to be said: Dale claims he never before fired a real gun.

## Capitol Set on Conversion for Drive-In Show

NEW YORK—Sam Goldsmith, Capitol Projector executive, has announced that the firm is in production on the Drive-In Theater as a conversion unit for existing rides. The unit has previously been announced as a separate ride (The Billboard, March 31).

He explained that the screen and projector mechanism will fit most existing boat, auto and rocket rides and can be installed on location in less than an hour.

The firm also makes a complete ride-movie unit which lists for \$695. This consists of an auto ride with a motion picture screen resting on the hood.

#### Chain Locations

Goldsmith said that 60 such units are now on location, and that H. L. Green, Grant's and McClellan's, all national variety chains, have agreed to the installation of Drive-In Theaters on their locations.

He added that current production on Drive-Ins is 50 a week, with another 50 conversions being produced a week.

VANCOUVER, B. C.—In this city of half a million people, the coin pool game has failed to catch on.

The Vancouver branch of Siegel Distributing Company, Ltd., distributors in British Columbia and Alberta for Bally, Williams, Chicago Coin, Gottlieb and other major manufacturers, have to date refused to import any.

According to F. Kennett, assistant to Al Charles, manager of the local branch: "Vancouver operators who have been approached with a view to having them install a route of pool games or even try out a few in different locations, have refused. They claim players would damage the games, and any return on investment would be eaten up by maintenance costs."

#### Pool Gets Trial

John Hamilton, who heads Vancouver Vending Company, one of

*(Continued on page 148)*

## New Bally Pool Is Automatic; Has 4 Pockets

### Firm Also Revives Bowler Line With DeLuxe ABC Game

CHICAGO—Bally Manufacturing Company has expanded its coin-operated pool line with a new automatic-scoring, four-pocket model, Booster Pool, and revived its shuffle bowler line with a new, improved model of the ABC Bowler.

Booster Pool, slated to lead the Bally pool game parade, introduces a new "color detector" system, which registers automatic scores for balls sunk in proper pockets. It also holds back scores on balls wrongly sunk in opponent's pockets and registers a penalty.

Ball pockets are located in the four corners of the playfield, each player or team shooting for the two pockets at the opposite end of the table.

#### Shoot for Position

The game is designed to permit players to play for position, block

*(Continued on page 150)*

## Williams Ships Klik Billiards, New Pool Unit

CHICAGO—Klik Billiards, an "off-beat" version of the coin-operated pool game with brand new playfield features, have been shipped to distributors by Williams Manufacturing Company.

With two end holes and a center hole in standard arrangement, the playfield has four "bumper balls" encircling the center hole, which serve as sources of rebound action.

Bringing more skill into the game, players can rebound shots off "bumper balls" to score.

Players shoot to sink their own color balls into any one of the three pockets, using any one of their color balls as a cue ball. Play

*(Continued on page 149)*

## 5,000 Games Licensed by N. Y. Operators

NEW YORK—With the March 15 license deadline passed, an estimated 5,000 games have been licensed by operators in New York City. The overwhelming majority of these games are shuffle games.

The license department's new policy has slowed down the growth of pool games here. Previously, one common show license for \$50 would cover all games in a location.

The new policy is a separate license for shuffle, pool, baseball and gun games, at \$50 each. Thus, if an operator gets a \$50 license for shuffle, then wants to substitute pool, he must fork up another \$50.

#### Under 1,000

While there is no accurate count of pool games in the city, most trade sources place the figure well

*(Continued on page 147)*

# Belgian Coin Pool History: Forecast to Second U. S. Boom?

The games of coin-operated pool originated in Belgium in 1930. The first boom for the game came in 1947. The market leveled off—then came back stronger than ever, reaching its peak in 1953.

How did the game get its start? In what ways does the Belgian pool trend compare to the current U. S. boom? What does it forecast for the American market?

Roger Delmotte, Les Usines De Callenelle, Callenelle, Belgium, a leading European pool ball manufacturer active in both the Belgian and U. S. markets, gives The Billboard his views on these questions:

"We understand the coin-operated pool game originated in Belgium. When did it first come on the market, and how many games have been produced?"

DELMOTTE: "The coin-operated pool game was originated in Tournai, Belgium, in 1930. It was created by Mons. Faidherbe, under the trade name, La Victorieuse. Faidherbe is still in the billiard business. There was a 20-year patent on the game, but in 1947 other firms were permitted to enter the trade, as the market for these games had expanded beyond the scope of a single factory.

"Since 1947, there have been

some 30 coin pool manufacturers in Belgium. About eight are still in the business today. The game spread to France in 1953, to Germany and Holland in 1954, to Portugal, in 1955. The game was made exclusively in Belgium from 1947 to 1953. (Note: Versions of the game appeared in the U. S. during this period, but without success on the domestic market).

"I would estimate that about 70,000 coin pool games have been made in Belgium since 1947. More than half of these are still on locations. The real boom began in 1947, reaching its peak in 1953. In one month in 1953, over 41,000 tables were made."

"How did the game grow popular in European countries?"

DELMOTTE: "Probably the best promotion work on these games was done by the international truck drivers. Traveling thru the various countries, these truckers, used to play the game in Belgium, asked for the game at locations where they stopped on their truck routes. The game was easy to understand, easy to play."

"Is the Belgian game similar in play features to the U. S. game?"

DELMOTTE: "It is basically

the same game—about three by five feet in size, two holes flanked by bumpers, eight bumpers in the center of the table. The game was kept simple, non-electric.

"Our firm originated another game with 16 balls, six holes, each team shooting at three. We made 7,000 in 1954 in three months. This game did not prove as popular as the earlier model, called 'Golf,' but it managed to revive the earlier model. The original game started with smaller than two-inch pool balls. Now the Belgian snooker balls are 2 $\frac{1}{8}$ -inch,



DELMOTTE

those used in the U. S., 2 $\frac{1}{8}$ -inch."

"It seems that parallels exist in the Belgian and American coin pool markets. What can the history of the Belgian market forecast for the younger U. S. market?"

DELMOTTE: "It is my opinion that the pool game business in the U. S. has only just begun. Results will be the same as in Belgium: There was a regular 'blitz' for the game in the beginning . . . it leveled off . . . then came back stronger than ever. (Note: There are signs that the U. S. pool market has just begun to level off, after a seven-month boom).

"I believe the game should be even more popular in the U. S. than it has been in Belgium. While the Belgian players were used to playing three-ball billiard, requiring more precision than a game of pool, they were still attracted to the coin pool game Americans have always played pool, and play-

## BELGIAN ACTIVE IN WORLD TRADE

Roger Delmotte is commercial manager of Les Usines De Callenelle, Callenelle, Belgium. He recently visited the coin machine trade in the U. S. His firm has supplied pool balls to the industry in both Europe and the U. S. Pool balls were shipped by air during the period when these items were scarce on the U. S. market.

Still shipping to the U. S. by air, the firm also ships to Germany, Holland, France and Portugal, all countries with coin pool games on location. Delmotte was impressed with the coin machine manufacturing plants he inspected in the U. S. He was accompanied by Louis Clement of the Belgian Consulate.

Delmotte's observations of the industry present an interesting analysis of the Belgian and U. S. coin pool game markets.

ing the coin pool games comes naturally to them.

"Mechanically, the American-made pool game is superior to the Belgian. From the standpoint of presentation of the table itself, I think the Belgian table is better. The Belgian models have slate and marble under the playfield cloth. The Belgian manufacturers take more time in making a table, turn them out with more handiwork, better finishing."

"What sort of game locations does one find in Belgium?"

DELMOTTE: "The pool game is placed mainly in pubs and cafes, popular gathering spots in the country. Crowds congregate in these places, drink beer, play whist and conduct much of their business."

"Do any of these locations

have tournament play on pool games?"

DELMOTTE: "Yes, many of the spots have tournament play. Winners are awarded cups, trophies, motorcycles, TV sets. The contest goes on sometimes for months in the villages and in the cities, with crowds gathering to watch. The larger tournaments are organized by the game manufacturers."

"How are the games operated?"

DELMOTTE: "As in the U. S., operators buy the games and put them on location, splitting the grosses 50-50 in many cases. Often the games are sold to the location. Average price for a new coin pool table is \$100. The games are set to play at 4 cents or 10 cents (five francs), depending on the section of the country in which they are located."

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## COINMEN YOU KNOW

### New York

By AARON STERNFIELD

**GAME OPS PLAN LATIN QUARTER FETE.** About 200 local game operators are expected to gather in the Latin Quarter April 15 for the annual dinner-dance of the Automatic Coin and Vending Machine Employees' Union, Local 433. Jim Cagiano, union president, is in charge of arrangements. Al (Senator) Bodkin, popular juke box operator, has been named chairman of the event. . . . Harry and Harvey Koepfel have opened a shop across the street from their present location, which will be used as offices and showroom. . . . New members of the Associated Amusement Machine Operators of New York are Ed Samplin, Su-Ro Amusements; Isidore and Julia Schwarzban, Machine Amusements, and Harry Fraier.

The family of the late Max Levine, Scientific Machine, want to thank the people in the coin machine industry thruout the nation for the condolences and sympathy expressions sent on Max's death. . . . Hank Walton, Young Distributing of Long Island, reports that his firm has been named Gottlieb distributor for Nassau and Suffolk counties. . . . Irving Meltzer, Suffolk-Nassau Amusements, recently lost his mother. . . . Gert Fagan, Peconic Amusements, returned from a vacation in Lakewood, N. J. . . . Stan Lutzker, Elliot Music, postponed his Miami vacation because of a virus infection. . . . Abe Lipsky, at Young Distributing, says that pool tables are starting to move. . . . Andy Chaplin, Rowe salesman, has been presented a distinguished sales award by the Sales Executives Club. Jim Farley, former postmaster-general, made the award at the Waldorf-Astoria.

Barney Sugarman, Runyon Sales, reports that his firm has donated a juke box to the Y.M.C.A. in Lakewood, N. J. A letter of thanks was sent from the Y board to Ed Burg, of Runyon's Newark office. . . . Mrs. George Tillotson, Paterson, N. J., has joined the staff of Atlantic-New York. Rosalind Kleinman, Atlantic employee, is vacationing in Miami. Lou Hirsch, Silvertone Music, dropped in to visit Murray Kaye.

Lester Kline, Queens Operating Company, who had sold part of his route to Harold Prager and George H. Witt, Dublin Vending, has sold the remainder of his game route to Dublin.

Sidney Saul has purchased part of Sandy Warner's game route. . . . Isadore and Leo Lutzker, Crown Amusement, have joined the Associated Amusement Machine Operators of New York.

Jerry Levine, Runyon Sales, is vacationing in Palm Beach with his wife and family. . . . Paul Calamari, Bally field engineer, conducted service schools on the new Bally Booster pool game Wednesday and Thursday (28 and 29), at Runyon Sales in New York and at Runyon's Newark, N. J., office Friday and Saturday (30 and 31). Assisting him were the following members of the Runyon staff: Morris Rood, Irv Kempner, Jerry Levine and Lou Wolberg.

Joe Young, at Young Distributing, says that Wurlitzer sales are running well ahead of last year. . . . Bob Jacobs, Herman Distributors, reports that Rock-Ola sales have picked up substantially in the last month. . . . Murray Kaye, Atlantic-New York, reports that attendance at the Seeburg service schools each Monday night has been averaging about 40. . . . Eddie Burg, Runyon, has received a letter from the Fort Lee (N. J.) Jewish Community Center thanking Runyon for donating a juke box to the youth group.

Charlie Brinkmann, vice-president in charge of sales for the Rowe

(Continued on page 144)

### Business Opportunities

EARRINGS, PINS, CAN BE PUT IN CAPSULES, \$6 per gross only, plus postage, e.o.d. New England Jewelry, 124 Empire St., Dept. B. C., Providence, R. I. ap28

EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors. Installations made in hotels & motels; write or wire for details and prices Coradio, Inc. 196 Albion Ave., Paterson 2 N. J. ch-my26

GOLFOMATS — ELECTRIC DRIVING Ranges for sale on location as an operating business; units for sale for location of purchasers choice. King Amusement Co., 610 McCabe Ave., Bradley Beach, N. J. ap21

JUKE BOX OPERATORS—BECOME DISTRIBUTOR your area for new record corp.; new sales promotion plan. Write P. O. Box 241, San Gabriel, Calif.

JUKE GAME, POOL ROUTE—88 MACHINES; new, late equip. Expect \$25,000 min. gross 1956 Half-interest equity, \$9,500. Offer limited to 30 days due to increasing equity. Proven successful manager-partner. Sallinas, Calif. Write Box M-176, c/o Billboard, Cincinnati 22, Ohio.

### Help Wanted

MECHANIC—ALL TYPES OF COIN MACHINES; Atlantic City, N. J.; all year operation. State age, experience, salary desired. Box 48, c/o Billboard, 1564 Broadway, New York 26, N. Y.

WANTED — STATE REPRESENTATIVES. For absolutely the finest, positively guaranteed Baseball Pitching Machine. Models for coin operation, for schools and ball clubs, and Junior model for little leagues. New principle patents pending. gives automatic change of pace. very accurate. speeds to 90 m.p.h. Movie films for use of representatives; complete hook of instructions for coin installations. Waterman Engineering Corp., Waterman Ill. ap21

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### Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. ap28

BRAND NEW (NEVER USED) CRETORS Giant Popper gas unit, mounted on Calumet trailer. Can be dismounted from trailer for permanent indoor or outdoor location. Will sacrifice. Wm. Young, 9566 Manor, Detroit 4, Mich.

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FOR SALE—4 5c MIDGET MOVIE MACHINES, like new \$150 each. Olcott Beach Park Corp., Olcott, N. Y.

ORIGINAL PHILADELPHIA DONKEY Ball Game, life sized; kicks, brays, when hit by baseball. S. Machson, 1215 Avenue N, Brooklyn, N. Y. Act fast.

POKERINO COMPLETELY REBUILT, REFINISHED; new contacts, sockets, \$95. Complete line parts, supplies for POKERINO. James Travis, Box 206, Millville, N. J. ap7

STAMP MACHINES, TWO COLUMN, \$15; single column, \$8; Candy Bar machines, hanging wall type, \$15; Bingo Counter Game, \$15; Columbia Weighing Machine, 50¢; Money Scale, \$10, with carrying bag. Al Hoff, 1920 Rose, Baltimore 13, Md.

TWO GOOD ROTARY MERCHANDISERS and five damaged pin balls; will sell lot for \$600. O'Brien, 53 Walnut, Reverse, Mass.

### VENDERS AND RECORDS FOR SALE

Have over 1,000 78 RPM Phonograph Records, used, make offer. Also have 14 Chlorophyll 5c Counter Dispenser Machines, and 5 Mixed-Nut Machines. First offer takes all machines. Write  
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40 ARCADE MACHINES IN NICE condition, at one-half Billboard price. Send for list. Will accept Panorams in trade regardless of condition, or will buy your Panorams. H. E. Loebbeck, 1438 N. Emporia, Wichita, Kan. ap14

### Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ap28

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games Write, describing machines and giving us your "Rock-Bottom" price. Rake, 6000 Spring Garden St., Philadelphia 23, Pennsylvania. ch-np

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Buy the best in cues at savings of 50% and more. Created especially for bumper pool games. 48" long, 1 1/4" butt, rubber cushioned, beautiful balance and taper. Made from select straight grained Northern hard maple for long life. Body milled, sanded and waxed to incredible smoothness. Two-tone finish. Quality leather tip. 12 to a carton. No less sold. Money-back guarantee. \$17.90 per doz., check or deposit with order.

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### Dudley Machine

• Continued from page 142

rates, Philadelphia Phillies, University of Illinois, Southern California, North Carolina and hundreds of high schools and little league teams have purchased the machines for training purposes.

Hall said about 150 of these machines have been delivered by the firm thus far in 1956. Key to acceptance, he says, is simplicity of design, cutting maintenance costs.

## COINMEN YOU KNOW

• Continued from page 143

Manufacturing Company, has returned from a two-week trip to the West Coast where he visited customers and divisional sales headquarters.

Al Denver, head of the Music Operators of New York, is vacationing in Florida, as is George Holtzman, president of the Associated Amusement Machine Operators of New York.

Dave Stern, Seacoast Distributors, Elizabeth, N. J., reports heavy sales on custom-built cues and pool balls for bumper pool tables. . . . Johnny Bilotta, Newark, N. J., Wurlitzer distributor, reports that the Bert Lane Fire Engine, Williams Crane and Four-Bagger are doing exceptionally well in his area.

### Chicago

By KEN KNAUF

**OPS CART POOL GAMES VIA STATION WAGONS.** Chicago game operators are leading the station wagon parade. Latest to come up with a new one to haul coin pool tables is Johnny Pratl. Ops can pack away two pool tables per trip. . . . George Nichols is back from a California trip saying fellow operators out there are real "pool crazy." . . . Lew (Colonel) Lewis is all for proposed group hospitalization insurance for Chicago Independent Amusement Association members. At the same time the Colonel is plugging Perfecto Garcias.

Operator Louis Schudnow just out of hospital. Believe it or not, he hurt his leg on the way to the synagogue. . . . Billy Knapp reportedly busy learning lines for a school play out in Highland Park. . . . Ted Rubenstein, Marvel Manufacturing Company chief, has devised a new chrome pilaster replacement piece for the Seeburg Model 100-C phono, and a metal grill to cover the lower section of the AMI Model E. . . . Nate Gottlieb, D. Gottlieb & Company, on a Florida vacation, while Dave, Sol and Alvin Gottlieb keep the plant humming.

On a coin game shopping tour here was Thomas Koppel, who operates amusement Arcades in government buildings in Caracas, Venezuela. Accompanied by O. O. Mallegg, Chicago exporter, he visited with Herb Oettinger and Bill DeSelm at United Manufacturing Company. Other recent United guests were Dave Simon, of Dave Simon, New York, and Harry Rosenberg, Double-U Sales, Baltimore. . . . Herb Perkins, Purveyor Distributing Company, says the shuffleboard business is coming back in some areas of the country. Herb's an old shuffle board man from way back.

### Los Angeles

By SAM ABBOTT

Gary Sinclair, Western representative for Wurlitzer Company, visited Wayne Copeland at the Sierra Distributing Company. Sinclair, because of the school holidays, took his family to Southern California for an Easter vacation. While here, Sinclair and his two teen-age daughters visited Disneyland, where Wurlitzer has a display. The Sinclairs reside in Redwood City, near San Francisco. . . . Gene DeVilbiss in town from Big Bear. He did not tarry long, having to get back to the resort town to prepare for a big holiday weekend.

Charles Cahoon in from Long Beach and visiting Ed Wilkes at Paul A. Laymon, Inc. Wilkes and Cahoon were once associated together in business. . . . The many friends of the Shuey family in South Gate were saddened by the passing of James Shuey, 29. He was associated with his father, Fred Shuey, in the operation of the Local Amusement Company in that city. . . . Pete Thelen in Palm Springs for a vacation. . . . Perry Irwin on Coin Row to pick up pool tables that are going now in Ventura, where Irwin operates.

Ralph Batchelor a visitor from Lancaster. Walt Cook, who has been in the electronics field, is returning to the operating field. . . . Ray Wherritt, veteran operator of San Luis Obispo, is on a combination business and pleasure trip to Ohio. He is keeping his Los Angeles friends advised of his travels by the frequent mailing of postal cards.

T. R. Werner, bulk vending operator, is a new member of the Western Vending Machine Operators' Association. . . . Marion Mahoney, Apple Valley, a Coin Row buyer this week. . . . Orville Kindig, Melody Music in Long Beach, and his son-in-law, John Brickley, were visitors to the distributors and jobbers. . . . Andy Lillie, of Ventura, made one of his frequent buying trips into the city. . . . The many friends of  
*(Continued on page 146)*

## Coca-Cola Preems 26-Ounce Bottle

NEW YORK — The 26-ounce Coca-Cola bottle was introduced here this week and is being supported by a 10-week advertising schedule in newspapers, radio, television and outdoor ads.

The drive will start with full-page advertisements in all city dailies and spots on 25 radio and seven television stations.

### FINEST RECONDITIONED EQUIPMENT

- 1 SEEBURG 'SHOOT THE BEAR' \$125
- 1 GENCO RIFLE GALLERY . . . 175
- 1 UNITED JUNGLE GUN . . . . 225
- 1 GENCO BIG TOP GUN . . . . 350
- 1 UNITED TAHITI . . . . . 60
- 1 UNITED HAYANA . . . . . 90
- 1 BALLY ICE FROLKS . . . . . 115
- MUTOSCOPE K. O. CHAMP . . . . 300
- WMS. STAR POOL . . . . . 125
- UNIVERSAL BOWL-O-MATIC  
(New) . . . . . 300
- 1 SEEBURG BL MUSIC  
(100 Records) . . . . . 450

ONE-THIRD DEPOSIT

### THE HUB ENTERPRISES

32 S. Charles St., Baltimore 1, Md.  
LEX 9-6446-7

### SPRING BUYS AT REX!

We Need More Storage Space

CALL US TODAY  
**8 POKERINOS**  
TOTAL COST  
TO YOU . . . . \$800!!

- VENUS . . . . . \$165
- MARS . . . . . 175
- COMET . . . . . 150
- ELEVENTH FRAME . . . . . 135
- SPEEDY . . . . . 150
- YANKEES . . . . . 130
- CHIEFS . . . . . 95
- ROYAL . . . . . 75
- FIREBALL . . . . . 200
- CRISS-CROSS . . . . . 100
- VICTORY . . . . . 175
- BEACH CLUB . . . . . 60

### REX

COIN MACHINE DISTRIBUTING CORP.  
821 So. Salina St. Syracuse 3, N.Y.  
Phone: 2-8255

### TRY A USED GAME RECONDITIONED THE PREMIER WAY!

- DUDE RANCH . . . . . \$95
- PALM SPRINGS . . . . . \$105
- SURF CLUB . . . . . \$125
- VARIETY . . . . . \$225
- GAYETY . . . . . \$225
- GAYTIME . . . . . \$325

1/3 dep. with order, bal. C.O.D.

**Premier** COIN MACHINE DIST., INC.  
214-20 S. Howard St. Baltimore 1, Md.  
Phone: MUIberry 5-1420

## LARGE STOCK, ALL TYPES, USED 5-BALL GAMES—BINGOS ALLEYS—GUNS—PHONOGRAPHS

SPECIAL ATTENTION TO EXPORT ORDERS

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923  
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
785 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

## Call ASCME

- WANT TO BUY
- WILLIAMS SIDEWALK ENGINEER
- WILLIAMS BASEBALL
- C. C. AROUND THE WORLD TRAINER
- C C. HOME RUN
- UNITED SLUGGERS

ALL MAKES GUNS—  
GOTT. 5-BALL GAMES

Will Pay Highest Cash Price or Trade!!!

## All State Coin Machine Exchange

2317 N. Western Ave. Chicago 47, Illinois

## Yes...We Have 5 Aces with Bally

You Always Have a Pat Hand

Ace #1 Night Club

Ace #2 Booster Club

Ace #3 Model "T" Hot Rod Car

Ace #4 Bull's-Eye

Ace #5 Regular Pin Pool

Yes... You Can't Beat Bally

We Have Available for Immediate Delivery

- Bally Bingos, Shuffle Alleys and Kiddie Rides
- Gottlieb and Williams 5 Balls
- Seeburg A, B, BL, C and R
- Wurlitzer 1015, 1100, 1400, 1500, 1600, 1700 and 1800

WE NEED ALL LATE

Bally Bingos  
Gottlieb Pin Balls

Quote Prices and Delivery Dates

WRITE FOR FULL PARTICULARS, INCLUDING OUR SPECIAL CLOSEOUT LIST NOW AVAILABLE

### INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
Rittenhouse 6-7712  
Branch: 819-821 Lackawanna Ave. Scranton, Pa.

## It's Christmas at

Music Dist., Pittsburgh!

## WURLITZERS

At Special GIFT Prices!

- 1500's SPECIAL PRICE ON 3 OR MORE!
- 1650's <sup>(45 records)</sup> \$275
- 1700's . . . \$575
- 1400's . . . 175
- 1600's . . . 325
- 1250's . . . 145

Over 500 Machines To Select From!

Buy Them on a Money-Back Guarantee!

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS

WRITE!  
WIRE!  
PHONE!

MUSIC DISTRIBUTING CO.  
2001 Fifth Ave., Pittsburgh, Pa.

Atlantic  
1-1745



**Gottlieb Ships**

• Continued from page 142

lighted circle flashes, it awards double scores.

New on the Score-Board model, which will be included on all future Gottlieb pinballs, are special flipper-button guards which protect cabinet woodwork.

The game has a multi-tilt feature, permitting play to continue if some players "tilt out." It has a new style wide-view cabinet, heavy all-steel legs and plated side rail cigarette holders.

Regular features are five ball bumpers, two targets and the two button-operated flippers. Separate three-reel scoring boxes accommodate up to four players.

**United Baseball, In-Line Games Shipped Distribs**

CHICAGO—Star Slugger, a new baseball game with a free-play feature, and Stardust, new in-line pinball game, have been shipped to distributors by United Manufacturing Company.

Star Slugger, an advance model of Super Slugger shipped in July, 1955, is a bat-em and pitch-em game, with players pushing buttons on the cabinet to "bat" balls into p'ayfield and grandstand.

Stardust is a double-card in-line pin, with each card scoring separately. A roto feature permits players to manipulate numbers of

cards by pressing panels for better in-line score arrangements.

Star Slugger awards replays according to player's score. Players press one of two buttons to "pitch" a metal ball, and any of the other buttons to "bat" the ball at three elevated decks in the background. Buttons release balls from the mound and activate a miniature bat which pivots over home plate.

Each of the home run decks score 10 extra runs, with 30 extra runs scored for batting balls into each of the three decks. Hitting a ball into a special "super homer" hole at top of the third deck also scores 30.

A two-player model, Star Slugger, features easy, medium and strong batting (depending on which button is pushed), and plastic players that run the bases on hits.

Holes on the playfield below the decks score singles, doubles, triples and outs. Three ramps near the center of the playfield shoot balls up into the decks for homers.

Each player deposits a dime to play, and keeps "swinging" until he makes three outs. Scoring reels on the backglass record runs made by each player. Outs flash on the backglass as they are made.

Stardust, the new in-line, has players deposit separate coins to light up each of the two cards. Each card scores separately and each can be rotated for improved in-line set-ups. Advancing arrows point the way to added scoring features.

Other Stardust features include 3 corners score 4-in-line, 4 corners score 5-in-line, 3-in-line scores 4, 4-in-line scores 5, advancing scores, extra balls, 8 balls next game, and a light-up pennant.

NEW YORK — Opening of a new Pepsi-Cola bottling plant in Bogota, Colombia—the third of 21 new overseas plants scheduled to be opened during 1956—was announced by William B. Forsythe, president, Pepsi-Cola International. The plant is the fourth in Colombia.

**RECORD NUMBER AT NAMA MEET**

DALLAS — A record 163 persons—largest in the area's history—attended the meeting of Region IX, National Automatic Merchandising Association, at the Baker Hotel here Saturday (24), M. C. Bush, chairman, regional meeting committee, announced.

Region V—Michigan, Ohio, West Virginia and Kentucky—meets at 10 a.m. Saturday, April 7, at the Sheraton-Cadillac Hotel, Detroit.

Responsibilities of the vending industry were discussed by John T. Pierson, NAMA president. Bush presented an illustrated outline on profits, sales costs and operating data.

A skit pertaining to labor relations in the industry was presented by Benjamin Werne, NAMA labor relations counsel, and John W. Mock, management consultant, conducted an audience-participation discussion on actual operating problems. John Horn, Automatic Sales Company, Abilene, Tex., chairman of Region IX, presided.

Lee Moffett, Pace Corporation, San Antonio, Tex., as elected regional chairman for the coming year.

Following the business session was a buffet reception sponsored by Apco, Inc., New York.

**KANSAS DISTRIBUTOR-WURLITZER**

WURLITZER 1800's .....	WRITE	SEEBURG "C" .....	\$500.00
WURLITZER 1500's .....	\$225.00	SEEBURG "B" .....	385.00
AMI D-40—45 RPM .....	245.00	SEEBURG "A" .....	195.00
AMI E-120 .....	495.00	EXHIBIT BIG BRONCO .....	295.00
SEEBURG "R" .....	750.00	BERT LANE MUSICAL MERRY-GO-ROUND .....	395.00

**UNITED DISTRIBUTORS, INC.**  
902 W. SECOND WICHITA 12, KANSAS HO 4-6111  
HO 4-3504

**ROCK-OLA WALL BOXES—\$49.50**

120 Sel., Chrome  
**ROCK-OLA STEPPERS for 1436, 1438, 1446... \$39.50**

ROCK-OLA		SEEBURG	
1448, 45 rpm .....	WRITE	HF 100-R .....	\$775.00
1446, 45 rpm .....	\$625.00	HF 100-G .....	650.00
1442, 45 rpm .....	500.00	M-100-BL .....	425.00
1438, 45 rpm .....	525.00	M-100-B .....	395.00
1436, 45 rpm .....	250.00	AMI-A .....	69.50
Evans Jubilee, Model 245, 40 Selection, 45 rpm .....			125.00

All Machines Guaranteed ... Reconditioned Like New  
WRITE FOR COMPLETE LIST AND QUANTITY PRICES  
Terms: 1/2 down, balance C.O.D.

**S & K DISTRIBUTING CO.**  
Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey  
808 N. BROAD STREET, PHILADELPHIA 30, PENNSYLVANIA PO 5-6384

**"GUARANTEED MUSIC"**

A.M.I. MODEL "E"-120 .....	\$525
A.M.I. MODEL "D-80" .....	345
A.M.I. MODEL "B" .....	150
A.M.I. MODEL "A" (40 Sel.) .....	125
ROCK-OLA COMET (120) .....	495
WURLITZER 1400 .....	275
ROCK-OLA FIREBALL (120) .....	275

RECONDITIONED — REFINISHED LIKE NEW!  
Terms: 1/2 Dep., Bal. C.O.D.  
**ATLAS MUSIC COMPANY**  
A Quarter Century of Service.  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005


*It's here!*  
... the all new  
**ROCK-OLA**  
120 Selection  
**HI-FIDELITY**  
Phonograph  
**MODEL 1448**  
Visit Our Showrooms and See It Now!  
**PUGET SOUND NOVELTY CO., INC.**  
114 Elliott Ave., W. Phone: Alder 1010 Seattle 99, Wash.



**SPECIAL THIS WEEK**  
**New Reconversion Playfields Complete**  
**\$29.50** each in lots of 4 or more **\$32.50** each  
NOVOPLY Beds covered with Imperial grade Rubberback Billiard Cloth. Lite-Up Bumpers—lined for 3 or 4-sided play.  
**LITE-UP ELECTRICAL SYSTEMS \$9.50 per set**  
WE ARE AS NEAR YOU AS YOUR PHONE OR MAIL BOX ... FOR FAST SERVICE, ASK FOR CHARLIE  
Write for our latest price list on complete line of Bumper Pool Supplies.  
25% deposit on C.O.D.'s. 2% cash discount on all prepaid orders.  
**MARVEL BILLIARD SUPPLY CO.**  
1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: Monroe 6-8855

**Hudson LAMP BULBS**

**HUDSON LAMP BULBS** are factory installed by manufacturers of all types of coin machines — proof of their confidence in HUDSON'S high quality. Now available in handy **TENPAK** Window Boxes, as follows:



Lamp Type Number	Price, including tax per 100	per 1000
44, 47	\$ 5.95	\$ 55.00
51, 55	4.95	46.00
63	5.50	51.00
81	6.50	60.00
1438	7.00	65.00

Prices slightly higher in quantities of less than 100 lamps.  
NATIONAL DISTRIBUTORS  
**PEACH STATE DISTRIBUTING CO.**  
549 PINE STREET  
MACON 1, GA. PHONE: 3-1588

**BALLY** Exclusive Distributor For **ROCK-OLA**

SHUFFLE ALLEYS	ARCADE
Bally Gold Medal .....	Bally Bull's-Eye Kiddy Gun .... Write
Bally Jet Bowler .....	Bally Hot Rod .....
Bally Magic Bowler .....	Chi Coin Super Home Run, 6 Pl. \$249.50
Bally Champion .....	4 Bally Space Ships (extra clean) 325.00
Chicago Coin Bull's-Eye Bowler .....	2 Bally Speed Boats (extra clean) 325.00
Keeney Pacemaker .....	
Keeney Bonus .....	
Keeney Bikini .....	
United Rainbow .....	
United Imperial Bowler .....	
United 6 Play Star .....	
Un. Deluxe Comet Targette ...	
125.00	
	PINBALLS
	Atlantic City .....
	Bally Night Club .....
	Bally Broadway .....
	Miami Beach .....
	Gaytime .....
	Gayety .....
	Palm Springs .....
	Yacht Club .....
	Hi-Fi .....
	Surf Clubs .....
	Ice Frolic .....
	Coney Island .....
	Tahiti .....
	75.00
	POOL TABLES?
	WE HAVE THEM
	Center Hole Plugs use as 2-Hole or 3-Hole Game
	Light-Up Bumpers or Regular Bumpers
	King Size or Regular Size
	End holes in or end holes out
	3-sided play or 4-sided play

**Calderon**  
**Distributing, Inc.**  
450 Massachusetts Ave.  
Indianapolis, Indiana  
MEIrose 4-8468



### Mr. Operator of METAL TYPER MACHINES

**SPEED UP YOUR LOADING OPERATION!**  
By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.

**STANDARD METAL TYPER CO.**  
1318 N. WESTERN AVE. CHICAGO 22, ILL.

### BINGO BARGAINS

4 New Starlets, original crates ..... \$500.00  
Triple Play ..... 225.00  
Bally Gayety ..... 175.00

**SURF CLUBS**  
PALM SPRINGS  
HAWAII

**\$89.50**  
Each

**DUDE RANCH**  
BEACH CLUB  
RIO  
TAHITI  
BEAUTY  
TROPICS  
HI-FI

**\$69.50**  
Each

**YACHT CLUB**  
PALM BEACH  
SPOT LIGHT  
CONEY ISLAND  
ATLANTIC CITY

**\$49.50**  
Each

All Used Games Shopped—Ready for Location  
Terms: 1/3 Deposit With Order  
**WRITE, WIRE OR CALL**

## Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

### WE ARE PROUD TO ANNOUNCE THAT WE ARE NOW THE EXCLUSIVE WURLITZER DISTRIBUTOR FOR NORTHERN OHIO POOL TABLES

Now Delivering the Latest Models for UNITED—GOTTLIEB—  
VALLEY—FISCHER. CONTACT US FOR THE VERY BEST DEALS

#### BINGOS

ABC ..... \$ 65.00  
Beauty ..... 85.00  
Beach Club ..... 105.00  
Broadway ..... 105.00  
Cabana ..... 105.00  
Caravan ..... 105.00  
Gay Times ..... 350.00  
Big Time ..... 375.00  
Havana ..... 145.00  
Long Beach ..... 50.00  
Leader ..... 75.00  
Mexico ..... 145.00  
Pixie ..... 450.00  
Manhattan ..... 325.00  
Palm Spring ..... 150.00  
Palm Beach ..... 75.00  
Rio ..... 85.00  
Surt Club ..... 145.00  
Spot Lite ..... 45.00  
Singapore ..... 165.00  
Stars ..... 60.00  
Triple Play ..... 150.00  
Tropicana ..... 150.00  
Tropics ..... 125.00  
Starlet ..... 475.00  
Yacht Club ..... 75.00  
Circus ..... 85.00

#### HUNTERS & BUGABOOS

Immediate delivery—  
10¢ or 25¢ play.  
Write for prices.

#### RIDES

Lane's Merry-Go-Round ..... \$350.00  
Lane's Suspended Horse ..... 695.00  
Lane's Fire Engine ..... 675.00  
Ex. Space Patrol ..... 175.00  
Deco Merry-Go-Round ..... 350.00  
Sci. T.V. Ride ..... 295.00  
Bally Moonrider ..... 350.00  
Drive Yourself Mobile ..... 395.00  
Miss America Boat ..... 295.00

#### COUNTER GAMES

Kicker & Catcher, new ..... \$42.50  
Adv. Shockers, single ..... 24.35  
Adv. Shockers, 10 or more ..... 18.50  
A.B.T. Challenges ..... 20.00  
Got. 3 Way Grippers ..... 20.00  
Merc. 3 Counter Grip ..... 20.00  
Grip Vue ..... 29.00  
Smiley ..... 15.00  
Three of a Kind ..... 18.00  
Zig Zag ..... 20.00  
Oomph ..... 15.00  
Pop Up ..... 15.00  
Ship, Wizard ..... 19.50

#### SPECIAL MERCURY COUNTER GRIPPERS

USED ..... \$15.00

#### ARCADE EQUIPMENT

Drivemobile ..... \$150.00  
Balloon-O-Mat, F.S. .... 325.00  
Bat-A-Score ..... 45.00  
Deluxe Baseball ..... \$145.00  
Bear Gun ..... 125.00  
Bonus Gun ..... 250.00  
Bally Defender ..... 125.00  
Coon Hunt ..... 175.00  
Carnival Gun ..... 225.00  
C.C. Pistol ..... 90.00  
Champ. Hockey 2 Pl. .... 85.00  
C.C. Hockey ..... 75.00  
Evans Bat-A-Score ..... 150.00  
Ex. Dale Gun ..... 50.00  
Ex. Gun Patrol ..... 95.00  
Ex. Six Shooter ..... 95.00  
Ex. Silver Bullet ..... 95.00  
Ex. Jet Gun ..... 125.00  
Genco Basket Ball. .... 250.00  
Goalsee ..... 95.00  
Harvard Metal Typewriter ..... 85.00  
Heavy Hitter ..... 35.00  
Shoe Shine ..... 125.00  
Silver Gloves ..... 150.00  
Shoe Brush Up, new ..... 95.00  
Auto Photo ..... 1750.00  
Photomat ..... 350.00  
Voice Recorder ..... 350.00  
Periscope ..... 100.00  
Genco Quarterback ..... 350.00  
Panorams ..... 250.00

#### SHUFFLE BOWLERS

United Cascade ..... \$ 65.00  
United Clipper ..... 295.00  
United Comet ..... 295.00  
United Clover ..... 75.00  
United Chief ..... 125.00  
United Lightning ..... 250.00  
United Leader ..... 150.00  
United Leag. Bowl ..... 160.00  
United Mars ..... 225.00  
United 11th Frame ..... 195.00  
United Rainbow ..... 150.00  
United Royal ..... 110.00  
United Venus ..... 325.00  
United Speedy ..... 210.00  
Team Bowler ..... 150.00  
Olympics ..... 75.00  
Classics ..... 100.00  
10th Frame ..... 50.00  
C.C. 10th Fr. Double ..... 75.00  
C.C. Hi-Speed Tpl. .... 100.00  
C.C. 10th Fr. Triple ..... 95.00  
C.C. Match Bowlers ..... 45.00  
C.C. Super Frame ..... 195.00  
C.C. Star Life ..... 225.00  
Holiday ..... 250.00  
Criss Cross Target ..... 225.00  
Bally Rockets ..... 275.00  
Bally Mystics ..... 355.00  
Keeney Carnival ..... 125.00

#### NEW ARCADE EQUIPMENT

Vibrators ..... \$195.00  
Panorams ..... 495.00  
Auto Photo ..... Write  
Balloon-O-Mat ..... 395.00  
Standard Metal Typewriter ..... 450.00  
K.O. Fiter ..... 395.00

AMERICAN 12 FT. REBOUND SHUFFLEBOARDS USED ..... \$295.00

#### UPRITE GAMES

Genco 400 ..... \$45.00  
Gold Nugget ..... 55.00  
Silver Chest ..... 75.00

#### CIGARETTE MACHINES

Mercury, 9 col., new ..... \$210.00  
Lehi, 12 col., new ..... 225.00  
Super Six, new ..... 115.00  
Super Nine, new ..... 155.00  
National 930, used ..... 95.00  
National 950, used ..... 110.00  
Electro, 8 col., used ..... 125.00  
PX, 10 col., used ..... 115.00  
PX, electric ..... 85.00  
Kenny Elec., 9 col. .... 135.00

All new equipment 25¢ or 30¢. All used equipment shopped and refinished with 25¢ and King Size. 30¢ Conversions available.

UNITED DERBY ROLLS like new, closing out ..... \$150.00

TEN LATE USED POOL TABLES, \$139.50

MUSIC  
AMI-E 120 ..... \$475.00  
AMI-F 120 ..... 695.00  
AMI-D 40 ..... 225.00  
AMI-D 80 ..... 295.00  
Seeburg Sicum ..... 350.00  
Seeburg Wall Boxes ..... \$9.50

## COINMEN YOU KNOW

• Continued from page 144

Mrs. Jack Simon will be glad to know that she is convalescing following surgery in a Los Angeles hospital. Jack has the Simon Distributing Company here.

Ronnie Malandra, who buys Arcade equipment for the Gittleson Brothers' miniature golf course, stopped at Simon's to pick up parts and order new equipment. . . Herb Klein, International Mutoscope sales manager, due in town from New York. En route here he will stop off in Dallas. . . Leo Weiner, bulk vending operator and treasurer of the Western Vending Machine Operators' Association, is reported to have the "last word" in trucks for use in his business. Weiner designed the truck bed to fit it to his needs.

### Salt Lake City

By STAN BOWMAN

NEW TERRITORY FOR POOLS. Pool table sales took a jump in Utah last week with the opening of Ogden, the State's second largest city, to pool table operation. . . New interpretation of city ordinance opened the area. . . Harry Burchett, office manager of Western States Distributors, AMI distributor, is seriously ill with pneumonia. . . Al Nowells, owner of Western States, is on a selling tour in Montana. . . While he was there, Ray Eberts and Morris Day, of R & D Novelty Company, Livingston, Mont., reversed the procedure and dropped in his Salt Lake office on a buying trip. Al's firm has a new secretary, Carol Lake.

Larry Atkinson, Salt Lake and Provo music and games operator, sold half interest in his Salt Lake operations to Joe Earl. . . Larry needs more time to develop his uranium holdings that he and Dan Stewart, Rock-Ola distributor, own 50-50. . . According to Dan, the (Continued on page 152)

### Dime Play Ups

• Continued from page 130

Very little, if any, public opposition was encountered.

Dime play is now 100 per cent thruout the territory. EP's, which were used quite extensively during the conversion period, are still featured on most juke boxes, but the number is limited.

A survey three months ago showed profits up about 15 per cent.

Operators here see most of the play these days going to r.&b. disks, with c.&w. coming in strong also. Pop music, tho always a dance favorite for some, has been squeezed into the background somewhat.

Operators contacted included Libio Barsotti, partner until two weeks ago in Barsotti Music Company; Johnny Novarese, partner in Popular Tunes Record Company, who also has a phonograph route; Bill Forsythe, owner of Forsythe Amusement Company in nearby Millington, Tenn.; R. E. (Buster) Williams, president of Williams Distributing Company, which also operates a music route, and Drew Canale, owner of Canale Amusement Company.

### Leach Named

• Continued from page 136

and a graduate of Northwestern University where he received his bachelor of science degree in commerce, majoring in sales and marketing, in 1939.

A World War II veteran, Leach served four years as a counter-intelligence agent in the U. S. Navy. Following his graduation from Northwestern he spent two years with a Chicago metal-cutting tool firm as secretary to the president and co-ordinator of sales and market research.

Following his discharge from service, he joined the staff of the National Society of Morticians where he was executive assistant to the managing director when he resigned to join NAMA.

Married, Leach and his wife, Betty Jane, and their two children, Owen, III, 10, and Hollis Adrienne, 6, reside in Wilmette, Ill., a suburb on Chicago's North Shore.

when answering ads... say you saw it in THE BILLBOARD!

### 400 at Banquet

• Continued from page 136

threat on the part of municipalities to stifle the infant milk vending industry.

It has been responsible for knocking out various pieces of restrictive legislation aimed at milk vending.

### WANTED

### 1954 and 1955 DRIVEMOBILES

State quantity, condition and price in first letter.

Variety Distributing Co.

585 GRANT ST., S.E., ATLANTA 12, GEORGIA

Joe Ash says...

When you compare quality with price. Active is never undersold!



Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
FRemont 7-4495  
Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

## WORLD'S WIDEST SELECTION OF FINEST EQUIPMENT at WORLD WIDE

### 5-BALLS IMMEDIATE SHIPMENT

Gott. TOURNAMENT ..... \$295  
Gott. WISHING WELL ..... 215  
Gott. SOUTHERN BELLE ..... 195  
Gott. TWIN BILL ..... 165  
Gott. LADY LUCK ..... 145  
Wms. SNAFU ..... 225  
WONDERLAND ..... 185  
PETER PAN ..... 165  
SCREAMO ..... 110  
DEALER ..... 85

### POOL TABLES LIKE NEW

LINED TOPS—HINGED TOPS  
GENCO—WILLIAMS—EXHIBIT  
Only \$140 CALL NOW!

### BINGOS

GAYTIME ..... \$265  
GAYETY ..... 165  
BIG TIME ..... 310  
VARIETY ..... 195  
HI FI ..... 110  
SURF CLUB ..... 125  
PALM SPRINGS ..... 95  
DUDE RANCH ..... 95  
BEAUTY ..... \$ 85  
ATLANTIC CITY ..... 85  
YACHT CLUB ..... 65  
PIXIES ..... 410  
TRIPLE PLAY ..... 285  
TROPICANA ..... 125  
NEVADA ..... 105  
HAWAII ..... 95

### LATE SHUFFLES

BLINKER ..... \$395  
HOLLYWOOD ..... 310  
HOLIDAY ..... 225  
DLX. MERCURY ..... 210  
11TH FRAME ..... 195  
DLX. CAPITOL ..... 335  
DLX. CLIPPER ..... 325  
DLX. LIGHTNING ..... 295  
BANNER ..... 195  
CLASSIC ..... 65

### ARCADE EQUIPMENT

NEW Wms. "CRANE"... WRITE  
NEW Wms. 4-BAGGER... WRITE  
Wms. POLAR HUNT ..... \$375  
United CARNIVAL GUN ..... 245  
Genco RIFLE GALLERY ..... 145  
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For Best Buys . . . See  
**MUNVES AD**  
Page 83

## N. Y. Licensing

Continued from page 142

under 1,000. Pool has shown its greatest strength in neighborhood areas, particularly in Queens.

The reason is that it takes two or more to play the game, and it also requires more space than most games. In midtown Manhattan bars, the space is at a premium, and the groups of steadies aren't as common as they are in the neighborhood. In addition, the \$50 license fees discourages some operators.

## WILLIAMS PIN BALLS

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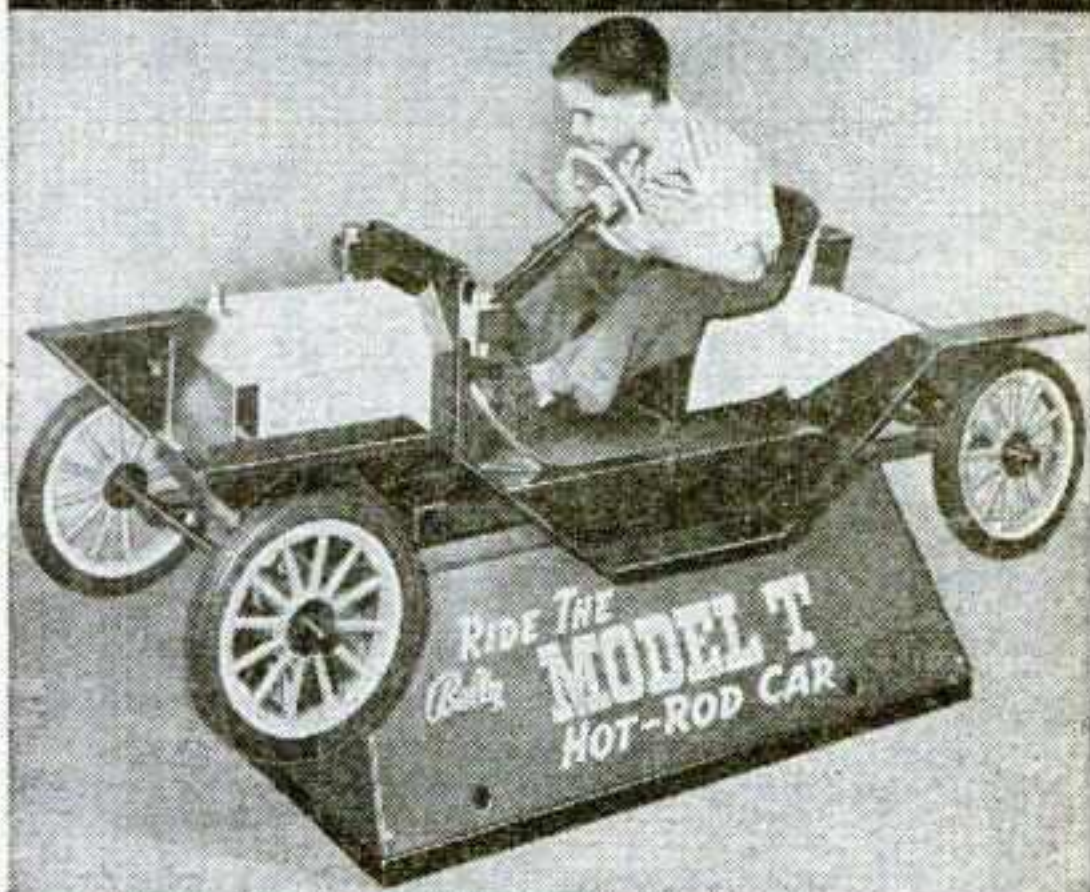
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## Mass. Ops Warned on Pending Copyright Bills

BROOKLINE, Mass.—An appeal to join the battle with the Music Operators of America against performance rights societies was issued last week at the meeting of the Massachusetts Music Operators' Association in the Beaconfield Hotel.

The plea was made by James F. Tolisano, Superior Music Company, Hartford, Conn., an operator who has been active in music organizations in his State for many years. He warned the operators that a real peril to their business exists in the ASCAP bills now in Washington, and urged that the membership support the MOA's activities by joining the national organization.

The regular monthly meeting of the group had been twice postponed by storms. Many of the members were accompanied by their wives as well as specially invited guests. These were Tolisano, Jack Mitnick, of AMI in New York, and Barney Young and Alexander Nichol, of National Juke Box Music, Inc.

Tolisano explained the Copyright Act of 1909 and just what the proposed amendment would mean to operators. He also told of several of the other activities of value to members in which the MOA has become engaged. Outlined was the manner in which MOA presents the opposition to the ASCAP bills and the cost of these personal appearances.

Some of the consequences that

would face music operators should the performance rights societies be successful were cited by David J. Baker, president of the MMOA. He urged that all of the membership think seriously of lending their support by joining MOA.

What happened to the radio industry in 1940 when ASCAP began making demands upon it was cited as an example of what lay in store for music operators by NJB's Barney Young.

He pointed out that NJB was motivated by the need for self-preservation and was created to build a library of records that will be free from performance rights societies. "In effect," he said, "NJB will be a third performing rights society owned and controlled by music operators."

Young announced that the first NJB record, "The Stars and Stripes Forever Merengue," had been produced and is for sale (see separate story).

A question and answer period followed, after which some of the operators ordered a supply of the NJB records. Some also applied for membership in MOA.

Among the operators' wives attending were Mrs. David Cropman, Mrs. Israel Spector, Mrs. B. H. Ross, Mrs. C. L. Jacobs, Mrs. Ralph Lackey, Mrs. Mark L. Shaevel, Mrs. David J. Baker, Mrs. Stephen Pielock, Mrs. William Dupsha and Mrs. Philip Swartz.

### Toronto

• Continued from page 142

frightened by the size of the game. They feel the tables take up too much space in relation to their income. They would prefer to have pinballs on location.

The pool game is only a supplement to operators' income in this country, rather than a major source of income, points out Benny Mitchell, of Siegel Distributing Company.

In the Toronto area, one of the largest trading centers in Canada, there are but 25 pool games operating. This indicates the degree of operator interest in the game. The game is getting good play in the bowling alleys and the pool rooms as well as in the larger confectionery stores, but operators expect that by fall interest will die.

While the game doesn't create the servicing problems that other games have, it attracts many kibitzers, said Mitchell, and strangely, this may be one of the reasons location owners don't want it. (Evidently the Canadian kibitzers don't provide any extra business for the location.)

### Vancouver

• Continued from page 142

the larger game, music and vending operations in Vancouver, imported a couple of pool games and tried them in two of his Arcades, where they failed to click.

In cafes, where the games might go over, lack of space and interest on the part of management has killed off these prospective locations for the time being, according to Hamilton.

In the opinion of Lou Bailey, Bailey and Williams, of the A.A. Amusements, a game operating firm: "If some operator would place a number of pool games in good locations here there is no reason why they would not be as successful as they are in the U. S." He does not think that they have had a fair trial.

George Comrie, operator of O.K. Coin Machines, with a juke box route and numerous Arcades, has three pool games on location, two in Arcades and one in a Canadian Legion Club. He states they are doing well, but are not taking any play away from pinball or other games. To date he has had them on location only three months and feels that patrons so far have not had time to become fascinated with them, but expects they will go over big here as they have done across the line.

Al Charles, manager of Siegel Distributing Company, Ltd., comes up with what seems to be the logical answer. He said: "In the U. S. pool games are legal in taverns; in Canada they are not. Coffee shops and cafes as a rule have no floor space available for the games; outside of a few Arcades there are no real locations for them, and that is why they aren't selling over here."

"I know how well they are doing in the U. S., but unfortunately our operators are unable to cash in on the trend until they discover some way to get locations and that looks hopeless at present."

Several other operators are of the same opinion as Charles, and that opinion seems to be the answer to why manufacturers are not finding a good market in Canada for coin pool.

## IT'S ALWAYS A MONEY MOVE to place Davis 6-Point Guaranteed Equipment in Spring Locations.

This Spring it will be equally wise to convert these vacation minded spots to *dime play*. Davis phonographs are available pre-set for *dime play*, if requested. Trade in now for TOP DOLLAR and insure TOP INCOME from your Spring locations with *dime play* and DAVIS rebuilt and reconditioned equipment. Write for "10c Play Fact Sheet."

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- M100BL . . . \$475
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#### AMI

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- E-120 . . . 439

#### WURLITZER

- 1500-1550 . . . \$295.00
- 1600-1650 . . . 375.00
- 3020 WALLBOXES . . . 9.95
- 4820 WALLBOXES . . . 15.95

#### ROCK-OLA

- 1434 . . . \$225
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ALSO many other late model phonographs

#### WANTED TO BUY

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Phenomenal Money-Maker!  
NOW ON DISPLAY—  
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Brand New RACE THE CLOCK, \$325  
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**HEADQUARTERS**  
FOR ALL TYPES COIN EQUIPMENT  
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GUNS, SHUFFLE ALLEYS  
BINGOS, ETC.

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Bigelow 3-7422

**Fire, Blast Hits 2 Mid-South Ops**

MEMPHIS—Fire last week at the ultra-modern \$100,000 newly opened Trio Club at Pine Bluff, Ark., destroyed two new music machines.

The club was owned by J. D. Brown and his wife, Maxine, country and western recording artists on Fabor records and RCA Victor.

Edward Wilcox, head of Baker Music Company, at Pine Bluff, said the machines were new Seeburgs, one a 100-J, the other a V-200. Both were covered by a Seeburg insurance fire policy.

Also last week, an explosion at the Club Alamo in Henderson, Tenn., ripped thru the adjoining building which housed Popular Amusement Company.

Destroyed in the blast were four phonographs. Luke White, owner and operator, said the building was valued at \$32,000. He had insurance covering only 25 per cent of the building, none on the jukeboxes or fixtures.

White has a phonograph, game and cigarette vending route in five West Tennessee counties: Madison, Chester, Hardeman, McNairy and Henderson.

**Waterman Unit**

Continued from page 142

pitching very fast balls," he asserted.

According to Cooper, since the machine action is purely rotary, speed is of no consequence insofar as wear and tear on the unit is concerned.

**Change-of-Pace**

The counter of the unit can be set for any speed. In addition, a special "change-of-pace" feature can act to throw balls at different speeds, one after the other. Says Cooper: "This always provides a challenge to the batter. No hitter can ever fully master the change of pace... not even a pro."

A model made especially for use at league, high school, college ball parks, throws flies, liners and grounders. The de luxe model turns electrically from right to left at the will of operator, to throw as desired, high or low, fast or slow to all parts of the field.

**Locations**

Cooper says locations for these machines are available at 10,000 outdoor "stop and sock" spots, 22,000 high schools, 2,000 colleges.

The firm is preparing a book for operators which outlines choosing a site, setting up the operation, where to get balls, netting and other supplies. Included is a company insurance plan.

It is also preparing a 16mm. color film for use of representatives demonstrating the machine in every phase of operation and showing the mechanism in operation.

**Williams Ships**

Continued from page 142

continues in this manner, until last ball remains. The final ball for each player or team must be banked into the center hole.

Each time a player sinks a ball he shoots again. He may play shots off balls of his own color, and combinations off other balls, providing he uses one of his color balls as a cue ball.

There is no penalty for a player sinking balls of opponent's color, but for sinking a ball of his own color without first hitting another, his opponent may drop two balls in a pocket.

The game is marked for optional three-side play. A cardboard instruction sheet is shipped with each game for display on location.

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**WILLIAMS' DE LUXE FOUR BAGGER**

Features Galore  
Immediate Delivery!

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UNITED STARDUST		Variety	
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Ria	125.00	Palm Springs	145.00
Tahiti	125.00	Dude Ranch	115.00
BALLY NIGHTCLUB		Beach Club	115.00
Gay Time	\$275.00	Yacht Club	95.00
Big Time	325.00	Palm Beach	95.00
Gayety	175.00	Bright Lights	95.00
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		Evans Saddle and Turf Club	225.00

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SUPER BIG TOP NEW		Sky Gunner	
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De Luxe Bonus Gun	325.00	Mauser Pistol	89.50
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Shoot the Bear	145.00	Rifle Gallery	225.00
Coon Hunt	175.00	DeL. Sportsman	245.00
Dale Gun	89.50	DeL. Carnival	245.00

**5 BALLS**

GOTTLIEB		4 Corners	
Marble Queen	\$125.00		\$90.00
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Stage Coach	195.00	Diamond Lil	175.00
Mystic Marvel	175.00	Guys-Dolls	110.00
Happy Days	195.00	Skill Pool	110.00
Flying High	95.00	Queen of Hearts	100.00
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Quartet	110.00	Pin Wheel	125.00

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Fairway		Fairway	
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Immediate Delivery

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**ARCADE**

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2 WAY LIGHT-UP CONVERSION TOPS \$49.50 Complete

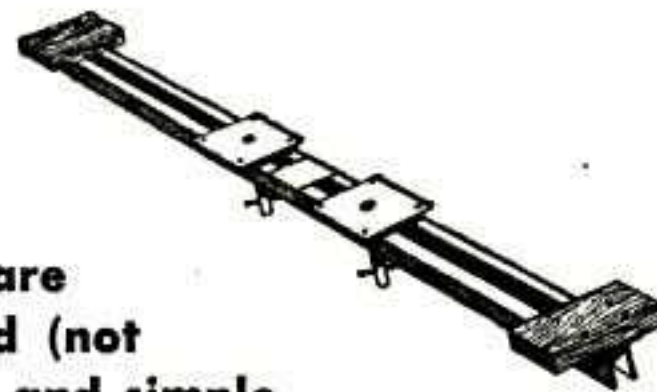
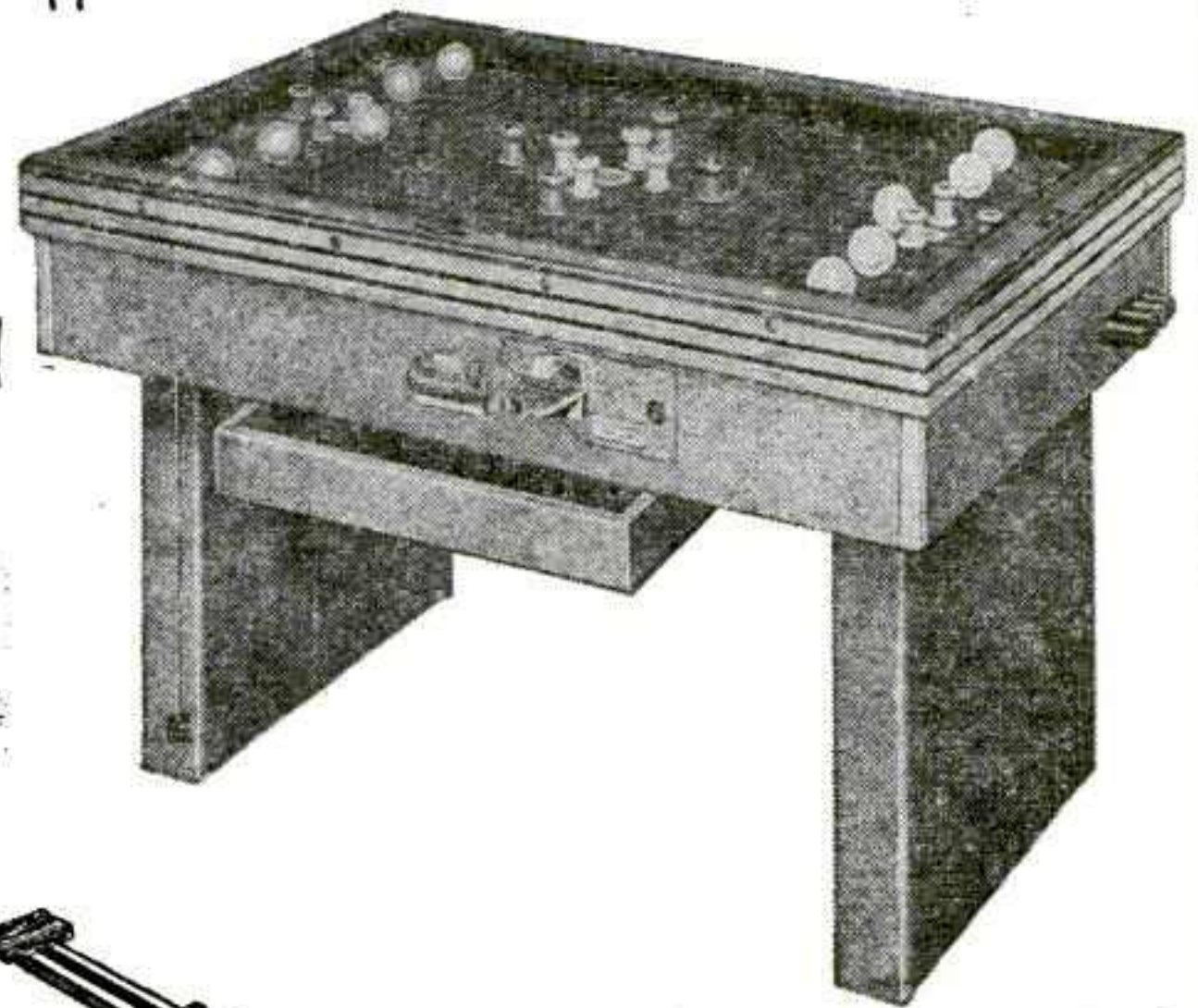
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Available for all models of Genco's Pool Tables. Positively guaranteed to correct all types of warpage anywhere on playfield in seconds. All that is needed is to turn thumb screw adjustments shown in diagram below—to pull any part of the playfield down or push any part up.

Only Genco's "Anti-Warp" Steel Bars are completely attached to playfield (not to rails). This allows quick and simple top replacement due to cloth tears or burns.

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STANDARD EQUIPMENT on all games—"Non-Adjustable Steel Strengthening Bars" at NO EXTRA COST. Eliminates most normal warpage problems.

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## New Bally Pool

• Continued from page 142

opponent's balls, maneuver balls from ends of table around center bumpers into scoring pockets.

A progressive score feature introduced on Booster-Pool operates as follows: First ball sunk by a player in matching-color pocket scores 1. If second ball is sunk before opponent scores, play is worth 5 and totalizer credits player

**Cleveland Coin  
Machine Exchange, Inc.**

Valley Manufacturing Distributors  
2029 Prospect Ave., Cleveland, Ohio  
Tel. 1-6715  
Write for prices.

## Tenco Names Haenlein

NEW YORK—Fred W. Haenlein Jr., who represents Ehlers Coffee in the New York area, has been named Connecticut representative for Tenco, Inc., Linden, N. J., manufacturer of powdered coffee for the vending trade.

with 6. Third successful shot before opponent sinks a ball, scores 9.

Progressive score values are displayed on the light-up vertical scoreboard attached to one end of the table. The last-lighted value remains lighted, from turn to turn, until opponent scores—then re-sets to 1. Winner is first player scoring 21 or more. Booster-Pool is 52 by 36 inches in size. The game is available with chutes for two dime or one quarter operation.

Bally's Deluxe ABC Bowler features a newly designed backglass and cabinet. Latest Bally mechanisms are also contained in the game. Scoring is according to official bowling rules. The game is set for dime play, or dime and three-for-quarter play. Size is 8½ feet by 25 inches.

**BANK-A-BALL**  
THE SMALLEST ADV.  
PROFIT OPPORTUNITY  
The BIGGEST OPPORTUNITY  
Orms only mfr. in United States with 9 years' experience making Belgian Pool.



Terms:  
Low as  
**\$10.00**  
per  
week.

ORMS MFG. CO. 2814 MAIN DALLAS, TEXAS

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**P-O-O-L  
T-A-B-L-E-S**

SPELL

**P-R-O-F-I-T-S**

BUY THE BEST!

BUY UNITED'S

**ROTO POOL**

Also CLUB POOL

JUMBO POOL and HI SCORE

**associated  
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Exclusive Distributors for Rock-Ola Mfg. Co., United Mfg. Co. and Keeney Mfg. Co.

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Phone: Paul Speer  
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## BINGO SPECIALS!

MIAMI BEACH .....	\$425.00	DUDE RANCH .....	\$115.00
BIG TIME .....	325.00	PALM SPRINGS .....	110.00
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VARIETY .....	210.00	FROLICS .....	90.00
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NEW POOL TABLES WITH LIGHTS.....\$250.00  
NEW POOL TABLES WITHOUT LIGHTS.....200.00  
USED BALLY POOL TABLES WITH LIGHTS.....190.00

POOL BALLS.....\$1.60 ea. or \$14.00 a set

1/3 DEPOSIT

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... then take advantage of these drastically reduced prices for thoroughly shopped and refinished shuffle alleys.

### CHICAGO COIN

10th FR. TRIPLE SCORE.....	\$50	NAME.....	\$ 40
10th FR. DOUBLE SCORE.....	40	FEATURE.....	125
10th FR. SPECIAL.....	40	SUPER FRAME.....	100
ADVANCE.....	75	BONUS SCORE.....	250

## EXTRA SPECIAL CLOSEOUT!

UNITED  
MARS  
MERCURY **\$175**

ALL ORDERS SUBJECT TO PRIOR SALES. 1/3 DEP., BAL. C.O.D.

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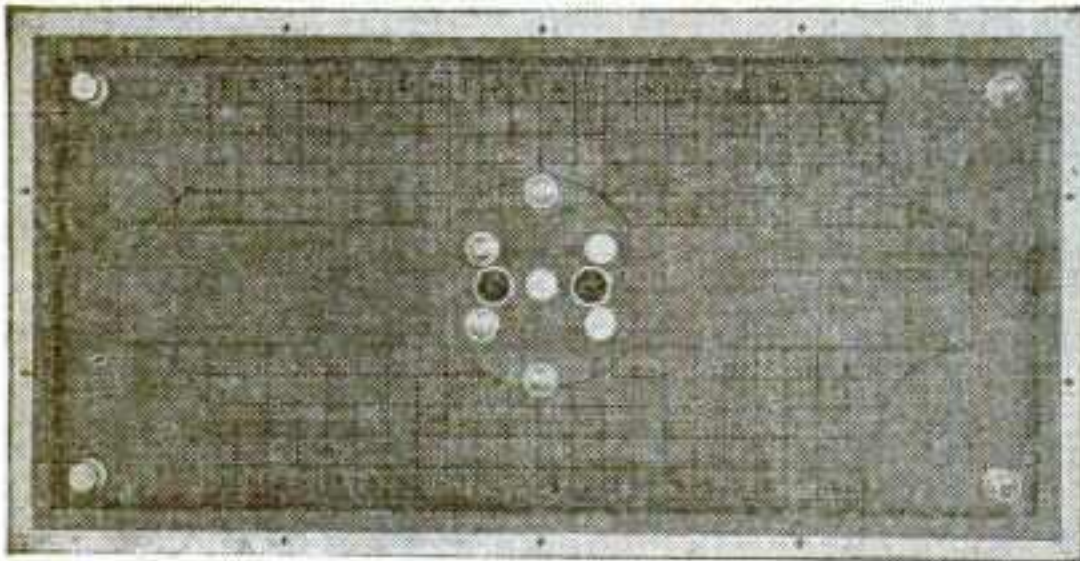
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# New SKILL APPEAL! More PLAY!



THE IDEAL "2nd GAME"!

# VALLEY'S PRO POOL



**KING SIZE—ALL THE WAY!** Here's the playing field that created a sensation during nearly three months of test operation! Conventional play, yes, and again, a Valley Pool Game outearned every other type pool game in the test competition! Longer shots present top skill challenge. As the primary game, or as the second game where location space permits, PRO POOL will make more money for you!

SEE YOUR VALLEY DISTRIBUTOR OR  
WRITE DIRECT FOR INFORMATION

**Greatest Skill  
Attraction in  
Bumper Pool  
Games... Plus  
VALLEY'S TOP  
QUALITY FOR  
DEPENDABLE  
SERVICE-FREE  
OPERATION!**



**VALLEY MANUFACTURING CO.**

333 MORTON ST. BAY CITY, MICH.  
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# PHONOGRAPH PLASTICS

Check these LOW PRICES!

**A. M. I.**  
**MODEL**  
**A** Tops, l. or r. ... \$ 8.95  
 Centers, l. or r. ... 15.45  
 Bottoms, l. or r. ... 11.95  
**B** Dome ... 17.95  
 Centers, l. or r. ... 8.95  
 Bottoms, l. or r. ... 8.95  
**C** Centers ... 8.95  
 Bottoms, l. or r. ... 8.95

**ROCK-OLA**  
 Available to fit Models 1423-1426, 1428, 1432, 1434, 1436 and 1438.

**MIDSTATE COMPANY** 2369 Milwaukee Ave., Chicago 47, Illinois  
 Tel.: Dickens 2-3444

**SEEBURG**  
 Model 100C — Highly polished chrome tubes (replaces glass tubes).  
 Set of 12 ... \$14.95  
 Model 144-147-148 Domes ... 15.95

**WURLITZER**  
**MODEL 1250**  
 Center Dome ... \$18.95  
 Dome Ends, ea. ... 6.10  
**MODEL 1400**  
 Center Dome ... 13.45  
 Dome Ends, ea. ... 10.50  
 Bottom Sides, set of 2 ... 16.50

**TERMS:** 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

Also available to fit Models 950, 850, 750, 700, 600, 500.

Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ... \$7.75

## Toledo Votes

Continued from page 142

a court test on it is now pending. This ordinance is expected to go before the Supreme Court of Ohio April 25. The mayor hinted that such legislation might have a better chance of success if it is introduced after the Supreme Court decision in the Cincinnati case.

Toledo has licensed pinballs for 18 years. The pinball ordinance now on the books forbids use of the games as gambling devices. Councilman William Gernheuser said the ordinance would thus do nothing that could not be done under the existing law. He said prevention of the games for gambling purposes is a matter of police enforcement.

The proposed measure would have repealed the current ordinance under which the license fee on each pin game was to be increased from \$175 to \$200 effective April 1.

License fees from these games brought the city \$159,600 in 1955, and was expected to bring \$200,000 this year.

### EXCLUSIVE FACTORY DISTRIBUTORS AMI - CHICAGO COIN - GENCO - EXHIBIT

#### ARCADE

Genco Super Big Top	Write
Genco Wild West	\$375.00
Genco Sky Rocket	375.00
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Bear Gun	125.00
Coon Hunt	195.00
Chi Coin Pistol	50.00
Exhibit Gun Patrol	94.50
Exhibit Six Shooter	94.50
United Carnival	225.00
United Bonus Gun	275.00
ABT Rifle Range with Compressor	Write
Auto Shoots	175.00
Muto, Voice-o-Graph	250.00
Chi Coin 4-Player Derby	175.00
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Set Shot Basketball (Used)	295.00
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Standard Metal Typar (New)	450.00
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Genco 2-Player Basketball	195.00
Kirk Astrology Scale	74.50
Genco Champion Baseball	350.00
Genco Quarterback	Write
Bally Big Inning	85.00
Chi Coin 6-Player Home Run	175.00
Midget Movies	100.00
Photo-Mats	250.00
K.O. Fighter (New)	Write
Drive-Mobile	150.00
Drive-Ur-Self	Write
Evans Bat-a-Score	145.00
Richman Air Hockey	325.00
Scientific Pitchem & Batem	175.00

Un. Cascade	\$ 60.00
Bally Victory	195.00
Bally Mystic	345.00

#### FOR SALE

Reconditioned Pool Games ... \$135.00

#### MUSIC

AMI Model F120	\$495.00
AMI Model A	99.50
Seeburg M100A	245.00
Seeburg M100A Hideaway	375.00
Wurlitzer 1250, 45 RPM	175.00

#### BINGOS

Miami Beach	\$425.00
Surf Club	150.00
Yacht Club	85.00
Beach Club	110.00
Beauty	105.00
Palm Beach	85.00
Un. Mexico	145.00
Un. Hawaii	105.00
Genco Jumping Jack	50.00
Genco Golden Nugget	75.00

Special Prices on HUNTERS and BUGABOOS Immediate Delivery

#### 5 BALLS

Bally Crosswords	Write
Stage Coach	\$175.00
Pin Wheel	115.00
Green Pastures	145.00
Happy Days	75.00
Globe Trotter	50.00
Spark Plug	65.00
Grand Champion	85.00
Guys & Dolls	70.00
Quartet	90.00
Hayburner	65.00
Jalopy	65.00

#### VENDORS

Shipman 3-Column Stamp	\$ 19.95
Shipman 2-Column Stamp	15.95
U.S. Stamp Machine, 2-Column	7.95
Victory Stamp	7.95
PX 12-Column Cigarette (New)	325.00
Mercury 9-Column Cigarette (Like New)	Write
Silver King Hot Nut	9.00
Keeney Coffee Vendor (New)	425.00
Atlas Capsule Vendor (New)	12.50
Continental Coin Changer	86.00
Acorn 1c (New)	14.95
Stoner 9-Column Cigarette (New)	Write
Eastern Elec. Cig. Vendor (Blonde)	125.00
Shinmaster	100.00
Rock-Ola Lo Boy Scale	49.50
Downey-Johnson Coin Counter	Write

WANTED TO BUY Bally ABC Bowlers

#### BOWLERS

CC Score a Line	\$475.00
CC Hollywood	345.00
CC Bonus Score	345.00
CC Triple Strike	295.00
CC Fireball	250.00
CC Flash	195.00
CC Feature Frame	160.00
CC Super Frame	145.00
CC Criss Cross Bowler	145.00
CC Advance	115.00
CC King Bowler	115.00
CC Criss Cross Target	175.00
CC Bowl a Ball	95.00
Un. Royal	110.00
Un. Olympic	75.00

1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

# MONROE

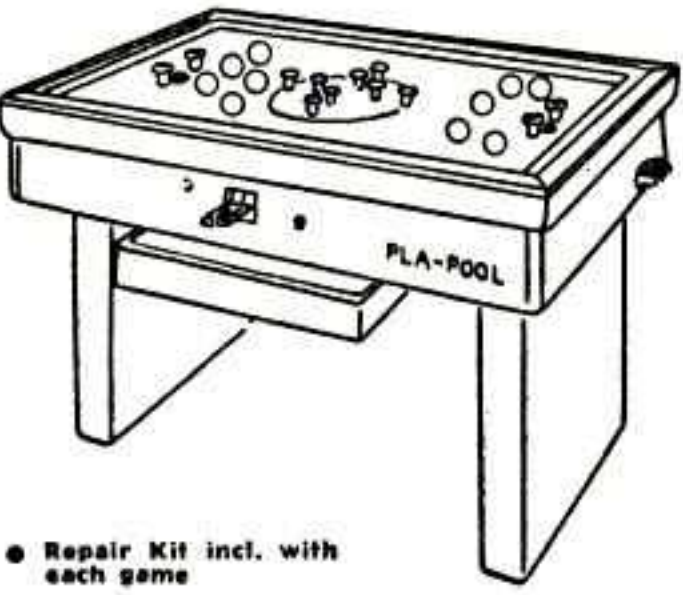
COIN MACHINE EXCHANGE INC.

2423 Payne Ave. Cleveland 14, Ohio - SInclair 1-1800

## "PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- Pockets set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x36"x32" Regular Model, 52"x36"x32"
- Table Top on Hinges with 3 Locks
- Cash Box inside, also with Lock
- ABT Double 10¢ Chute
- Finest obtainable pure gum rubber cushions and playing field cloth
- New Plastic Light-Up Bumper Posts

• Repair Kit incl. with each game

- POOL SUPPLIES**
- Set of 10 2 1/2" Balls ... \$12.00
  - Set of 10, 5-oz. 2 1/2" Balls 14.50
  - ABT 20¢ Coin Chute ... 8.00
  - Overhead Light w/bkrt. 15.00
  - 48" Cues ... 1.95
  - Cue Chalk, gross ... 2.50
  - Anti-Warp Adjusters, Set of 2 ... 8.95
  - Billiard Rail Brush ... .75
  - Cue Repair Kit ... 4.95
- Write for complete list of parts.

**Pool Game Playfields**

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each ... \$35.00

Large size tops. Each ... 45.00

Tops with lights in bumpers ... \$10.00 addtl.

**MARVEL MFG. CO.** 2845 W. Fullerton Chicago 47, Ill. Tel. Dickens 2-2424

Pittsburgh Distributors for Bert Lane Kiddie Rides

**FORBES AMUSEMENTS**

2106 Forbes St. Pittsburgh 19, Pa.

EXpress 1-1613



## A BOLD NEW KIDDIE RIDE FOR A BIG NEW SEASON!



**STEAM FIRE ENGINE**  
 Combining the proven appeal to kids of the horse and the Fire Engine in one ride!

It's the thrill of thrills for a youngster to get aboard his own fire engine and race off to a ten alarm fire (purely imaginary!). We've tested this appealing winner all winter long down here in Miami (where it's always Spring). It's packed for profits and will give a lifetime of service!

Boarded from either side

Completely Automatic

Prancing, lively horse

True to life, up-down, forward-back motion by Fire Engine body

10c Coin Operated

**SPECIFICATIONS: 72" x 24"**

- Durable molded Fibreglass horse
- Molded seat, no upholstering necessary
- Formica sides of base need no painting
- Aluminum covered base—no painting
- Realistic colors have proven Kid-appeal
- Easy access fuse box
- National Coin Rejector

**THE BERT LANE COMPANY, INC.**

"First In Our Field With Pride In Our Products"

1860 N. E. 146th St. • North Miami, Florida • Phone: DADE 6-4437

# COINMEN YOU KNOW

• Continued from page 146

property "looks real good." . . . Larry just moved \$60,000 worth of equipment in to start mining. . . . Bob Bever, Dan Stewart Company, is

on a sales trip thru Idaho and Montana. . . . Dan is anxiously awaiting arrival of the new Rock-Ola machines. He is pleased with the action and play the new Williams Four Bagger baseball game is getting.

Johnny Mabrito, of Helper, Utah, and Ray Ross, of Idaho Falls, Ida., were in town on a buying trip. . . . Jack Masterson, who has a mixed coin route in Panguitch and other Southern Utah towns, was in Salt Lake last week. Said he was pleased that the Upper Colorado River development seemed to be going thru Congress. . . . He expects construction of the Glens Canyon Dam on the Utah-Arizona border to help business.

## Richmond

By BEN POPE

**BURKE COMPLETES MOVE TO TOWN.** Bill Burke, who has moved up from Norfolk as manager for ABC Vending Corporation here, has found a house. Burke and his wife, Viola, are the parents of one child. . . . Bill Browning and Dan Finegan have been on the road for Roanoke Vending Exchange. . . . Browning is traveling East Tennessee doing sales and service, and Finegan has been in the Tidewater section of Virginia.

## COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days. ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

## POOL TABLE BRUSHES

Thick bristle and horsehair. Wooden frame and flared for under rails, around bumpers. Can be attached to table. Send check or cash with order.

\$8.90 Per Dozen

Less than 1 dozen . . . . . \$1.00 ea.

## LIBERTY SALES

6905 N. Kilbourn Chicago 30, Ill.

## NATIONAL HEADQUARTERS FOR BUMPER POOL SUPPLIES

Order From Our Complete Stocks—Immediate Shipment

<b>2 1/8" POOL BALLS</b>	<b>SUPPLIES</b>	Ea.	Doz.	Gro.	
Set of 10 balls . . . . .	Fiber cue points . . . . .		\$ .40	\$4.50	
5 sets. Per set . . . . .	Cue tip clamps . . . . .	\$ .20	2.00		
10 sets. Per set . . . . .	Cue tip clamps . . . . .	.25	2.90		
25 sets. Per set . . . . .	Cue tip trimmer . . . . .	.25	2.90		
	Cue tip sandpaper . . . . .		.25	2.75	
<b>48" CUES</b>	Cement, 2-oz. tube . . . . .	.35	3.25		
Red lacquered butts . . . . .	Cement, 1-oz. tube . . . . .	.20	2.00		
. . . . . \$2.25 ea. \$25.80 doz.	Cue top sander . . . . .	1.95	22.80		
Cues made from selected hard maple; beautiful 2-tone finish. Perfection for the discriminating player. . . . .	Sander discs for above . . . . .		.45	4.80	
. . . . . \$3.25 ea. \$36.00 doz.	Rubber cue bumpers . . . . .		.50	5.00	
<b>CHALK</b>	Chalk grips—heavy rubber . . . . .	.35	4.00		
Twelve to box . . . . .	Talcum powder, 5 lb. can . . . . .	.90	10.50		
1/2 gross to box . . . . .	Talcum dispenser . . . . .	1.85	21.00		
1 gross to box . . . . .	Cloth mender, 2 1/2"x36" . . . . .	.40	4.50		
5 gross. Per gross . . . . .	Spots, 100 to box . . . . .	.30	3.00		
10 gross. Per gross . . . . .	Billiard ball polish . . . . .	.95	1.75	3.25	
<b>COIN CHUTES</b>	<b>BILLIARD CLOTH, 48" x 56"</b>				
ABT Duplex (2 dimes) . . . . .	Finest quality rubber back cloth—enough for table and rails. . . . .	#1	\$13.90		
Lots of 6. Ea. . . . .	#2		10.80		
Dozen lots. Ea. . . . .	<b>BRUSHES</b>	Ea.	Doz.		
Monarch (2 dimes). Ea. . . . .	Finest quality table brush . . . . .	\$1.95	\$22.25		
Lots of 6. Ea. . . . .	Golden Wand rail brush . . . . .	.90	10.25		
Lots of 12. Ea. . . . .	Golden Comet rail brush . . . . .	.70	8.00		
	Whiskette rail brush . . . . .	.50	5.75		
<b>CUE TIPS</b>	Brilliant rail brush . . . . .	.70	8.00		
Royal Oak—	Valet rail brush . . . . .	.35	3.60		
100 to box \$1.45. 10 boxes \$1.30 box	<b>PLASTIC CUP LINERS</b>	Ea.	Doz.	100	
Triangle—	Red or white . . . . .	5.45	\$4.80	\$32.50	
50 to box .85. 10 boxes .80 box	<b>MUSHROOM BUMPERS</b>	Red or white . . . . .	.40	4.20	30.00
Economy—	<b>LITE-UP BUMPERS</b>	Red or white—complete . . . . .	.45	4.80	35.00
50 to box .75. 10 boxes .70 box	<b>HEAVY RUBBER BUMPER RINGS</b>	Red or white . . . . .	1.50	9.50	
National—	<b>RUBBER CUSHIONS</b>	set . . . . .	8.75		
50 to box .85. 10 boxes .80 box	<b>PLAYFIELDS—Complete for \$45.00 ea.</b>	Installation with electric wiring and lite-up bumpers. 3 holes—plug in center hole.			
Elk Master—					
50 to box 1.95. 10 boxes 1.75 box					
Silver King—					
50 to box 1.60. 10 boxes 1.55 box					

## Ogden Gets Pool—But At High Tab

OGDEN, Utah—The long hold-out against coin-operated pool games here has ended. But city license fees on the games will be \$50 a year. For months, the games were termed "bagatelles" since—it seems—they are coin-operated and use rolling balls. Thus, under the ordinance of the second largest city in Utah, the pool games were banned. Officials, however, finally allowed that the pool games were "pool tables" and as such could be licensed. But not at the regular amusement game fee of \$10 per year. They slapped on the higher \$50 tab. Operators are placing the games fast, but shuddering at the high license cost.

## Your Dollar Buys MORE at NATIONAL!

ATTENTION, No. Illinois and Iowa Operators! WE'RE SHIPPING SCORE BOARD Gottlieb's New 4-Player Fast Action Thriller! Marks Up the Big Play!

**Reconditioned 5-BALLS GOTTIEB**

FRONTIERSMAN . . . . .	\$245
WISHING WELL . . . . .	225
SWEET ADD-A-LINE . . . . .	210
SOUTHERN BELLE . . . . .	200
GYPSY QUEEN . . . . .	190
TWIN BILL . . . . .	175
LADY LUCK . . . . .	170
FOUR BELLES . . . . .	165
STAGECOACH . . . . .	165
DIAMOND LILL . . . . .	165
HAWAIIAN BEAUTY . . . . .	135
JOCKEY CLUB . . . . .	135
MYSTIC MARVEL . . . . .	135
GREEN PASTURES . . . . .	130
LOVELY LUCY . . . . .	130
SHINDIG . . . . .	115
PINWHEEL . . . . .	115
POKER FACE . . . . .	99
QUINETTE . . . . .	99
QUEEN OF HEARTS . . . . .	99
FLYING HIGH . . . . .	99
GUYS-DOLLS . . . . .	99
GRAND SLAM . . . . .	79
WILD WEST . . . . .	69
SKILL POOL . . . . .	69

**VALLEY'S BUMPER POOL** Solid Custom Quality! Regular and King Size. Convertible 2 or 3 Holes. Super-Level Built-In Top Adjuster.

**NATIONAL COIN MACHINE EXCHANGE** 1411-13 DIVERSEY BLVD. Phone: BUCKINGHAM 1-6466 CHICAGO 14



# GOTTIEB'S 4 PLAYER Score-Board

An Exciting New Approach in Multiple Player Amusement Machines!

- 1-2-3 or 4 Can Play at the Same Time
- Multi-Tilt Feature Permits Play to Continue if Some Players "Tilt-Out"
- 2 Separate Double Bonuses
- New Style "Wide-View" Cabinet
- Fast Play — 3 Balls Per Player
- Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

- 5 Hi-Speed Pop Bumpers
- 2 High Score Targets
- 2 Super Powered Flippers

Available at your Distributor Now!

**Amusement Pinballs** as American as Baseball and Hot Dogs!

**D. Gottlieb & Co.** 1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

**POOL GAME OPERATORS**  
 CONVERT YOUR BUMPER POOL GAME TO LIGHT-UP BUMPERS. COMPLETELY WIRED CONVERSION KIT. TEN MINUTE INSTALLATION. **ONLY \$10.00**

Consists of Live Rubber Plastic Light-Up Bumpers with nuts, Clip-On Lamp Sockets, Lamps, Transformer, Fuse Clip, Fuse and Staples. Assembled complete with 19-ft. Plug-In Cord Set.

**NEW LIGHT-UP BUMPER NOVOPLY TABLE TOPS, COMPLETELY WIRED, WITH CENTER HOLE AND REMOVABLE PLUG. REGULAR SIZE, \$39.95; LARGE SIZE, \$49.95**

Pool Balls, 2 1/2", Precision Resin	Clamp-On Lamp Sockets, Ea. ....	\$ 1.15
Phenolic, Ea. ....	Wen Soldering Gun, Ea. ....	5.95
Set of 10 ..... 16.00	Cue Sticks, finest grade, 48", Ea. ...	2.50
Plastic Light-Up Bumpers	Cue Stick Bumpers, Doz. ....	.80
w/nuts, Ea. .... .45	Billiard Chalk, 3 Doz. for ....	1.00
Plastic Cups, Ea. .... .45	ABT 20c Coin Chute, Ea. ....	8.50
6-Volt Transformer, Ea. .... 2.00		

Complete Stock of Parts and Supplies for All Types of Coin-Operated Machines. Write for Catalog.

**Champion Distrib. Co.** 3833 WEST DIVISION STREET CHICAGO 51, ILLINOIS

**Marvel Bows New Pool Conversions**

CHICAGO—Marvel Manufacturing Company is shipping a new line of coin pool table tops which are used as conversion units, adding playfield features to older model games.

The tops are available in four different lengths, and have plastic light-up bumpers, three holes and center hole plug.

Tops can be shipped with an anti-warp adjuster at a small additional fee. The adjuster can also be shipped separately.

Ted Rubenstein, Marvel head, said exact size of table should be specified when ordering the conversion units.

**SAVE ON SHAFFER FULLY GUARANTEED PHONOS**

SEEBURG		WURLITZER	
M100-C .....	\$595.00	1800—Low Mileage ...	\$695.00
M100-B .....	475.00	1700 .....	525.00
M100-A .....	249.50	1600 .....	369.50
HM100-A .....	199.50	1250 .....	139.50
3W1 Wallbox (100 Sel.)	59.50	5205 Wallbox (104 Sel.)	39.50
AMI		ROCK-OLA	
E-120 .....	\$465.00	1438 Comet .....	\$495.00
Model C .....	109.50	1434 .....	149.50

Write for Free Catalog Showing Complete List

**Shaffer Music Co.**  
 In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614	CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310	INDIANAPOLIS, IND. 1327 Capitol Ave. MElrose 4-3571
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**"New Coin Operated Money-Makers for Spring!"**  
**BERT LANE'S Fire Engine**  
 IMMEDIATE DELIVERY ON THIS BRAND-NEW RIDE!

<b>WILLIAMS DELUXE 4-BAGGER</b> Terrific New Baseball Game!	<b>WILLIAMS NEW CRANE</b> 4-Button Operation, Automatic Score!
--	---

**Bilotta Distributing Company**  
 In NEWARK, Ask for JACK SHAWCROSS  
 224 N. MAIN STREET, NEWARK, NEW YORK PHONE #598  
 In ALBANY, Ask for BOB CATLIN  
 11226 BROADWAY, ALBANY, NEW YORK PHONE #625041

**Peach State Named Hudson Lamp Distrib**

MACON, Ga. — Peach State Trading Company, parts organization of the Peach State Music and Peach State Distributing Companies, has been appointed distributors for Hudson Lamp Company, Newark, N. J.

Peach State will handle the Hudson small light bulbs used in coin machine mechanisms.

when answering ads . . .  
 Say You Saw It in The Billboard

**A HIGH SCORE GAME COMBINING SKILL AND TIMING**  
 Fascinating to Amateurs - A Challenge to Experts!

**KEENEY'S Flicker POOL**

**HIGH SCORE WINS!**  
 Scores Vary as Lights Flicker from 100 to 600!  
 SIZE: 64" L x 36" W x 32" H.

**2 or 4 PLAYERS**  
**3 or 4 sided play**  
**2 Dimes PER GAME!**

**KEENEY IS FIRST WITH THE LATEST!**  
 3-Way Toggle Switch enables game to be played as **FLICKER POOL** or **FASCINATION POOL**

**OPERATE KEENEY'S FASCINATION POOL**  
 Regular or **JUMBO Models**

**J. H. Keeney & CO., INC.**  
 2400 W. FIFTIETH STREET - CHICAGO 37, ILLINOIS

Write - Wire - Phone -  
**See YOUR Keeney DISTRIBUTOR!**

**Pa. House Passes Bill to Control Drink Ingredients**

HARRISBURG, Pa. — Pennsylvania's House of Representatives has passed and sent to the Senate a bill (H. 1527) returning to the State Agriculture Department control of sweetening agents used in the manufacturing of soft drinks and increasing the location fee for cup vending machines from \$1 to \$5.

The State has had no control

over use of sweetening agents since the courts last year invalidated earlier laws prohibiting artificial agents in drinks. This ruling, in the Cott Bottling Company case, permitted use of sucaryl and also opened the way for uncontrolled use of saccharin in making soft drinks.

The new bill also bans display of juice presses in carnivals and fairs unless in actual use.

An annual \$50 license fee for soft drink bottlers is unchanged in the new proposal.

**N. J. Cig Tax**

• Continued from page 138

rette Company complained, "At first we thought the State would give us at least three months to convert our machines. This business of two weeks is the most cruel thing."

Lascari suggested that the Legislature extend the effective date to June 1 or July 1 to give the operators adequate time to convert their equipment.

Another complaint of operators is that all regular and king-size packs will be pennied starting April 16, and this process will require additional personnel.

Quenton De Marco, office manager of the Dierickx Company, said his firm will spend about \$60,000 in labor, parts and equipment for conversion and replacement because of the tax increase.

The vending operators probably won't do much less business because of the tax increase tho. In the cas. of retail outlets doing business in cartons, it's another story.

In neighboring New York and Pennsylvania, a consumer can get a carton of regulars for \$2.04. With the new tax, a carton will cost \$2.33 in New Jersey. As both Philadelphia and New York City have large suburban areas in New Jersey, it's fairly certain that Jersey commuters will be buying their cartons across the river.

In one respect, tho, the New Jersey operators are fairly lucky. Most of their equipment is fairly modern, and many machines have already been converted to dual pricing.

**Rowe Milk Unit**

• Continued from page 138

available for \$37.50. A separate changemaker is required for each column.

The cooling system consists of a one-quarter horsepower Nash Kelvinator sealed compressor, which operates on 110-volt a.c., 50-60 cycles.

**Special Shelter**

For outdoor locations a special shelter which the manufacturer says can be erected in minutes, is available for \$175. In addition, the company also supplies an illuminated top-of-shelter display in the shape of a half-gallon Purepac container priced at \$95.

The cabinet, hammertone green and waterproofed with bonderite rust proofing and baked enamel finish, is of heavy-gauged rolled steel. To reduce shock possibility all voltage at points where contact is made with the machine has been reduced to 30 volts a.c.

**BEST IN THE MIDDLE WEST**

**USED POOL TABLES**

**\$135.00**

**Ready for Location**

UNIVERSITY Coin Machine Exchange  
858 No. High St. Columbus 8, OHIO  
Tel: AXminster 4-3529

★★★ **ROYAL** ★★★  
DISTRIBUTING, INC.

GAYETY .....	\$150.00	FIFTH INNING DELUXE ....	\$240.00
VARIETY .....	190.00	IMPERIAL .....	89.00
WURLITZER 1015 .....	50.00	TEAM BOWLER .....	125.00

**CLEANEST GAMES YOU'VE EVER SEEN!**

**1/3 DOWN, THE REST "SIGHT DRAFT"**

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3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

**Genuine Brunswick-Balke-Collender Phenolic Resin BALLS**

SET OF 10 \$15  
Each \$1.75

**EXCLUSIVE IN CHICAGO: CUE-STAR by FISCHER COIN POOL**

Regular and Jumbo Sizes  
All Wanted Features! Prompt Delivery

CHARLEY PIERI  
Monarch Coin Machine, Inc.

**NEW Mid-Table POOL GAME LAMP**

Attractive, efficient, easy to install! Fits new or old style bumpers. Lightweight, sturdy thin-wall construction in gleaming finish; adjusts to 34" or 30" height. Spun aluminum "bullet" with on-off switch. Black mushroom-type shade with white enamel True Reflector. Takes any light bulb up to 100 watt. Complete, ready to install, only \$9.50

Get Our List, New-Used Games, All Types  
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2257 N. Lincoln, Chicago 14, Ill.

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



**Exhibit's NEW SKILL SCORE**

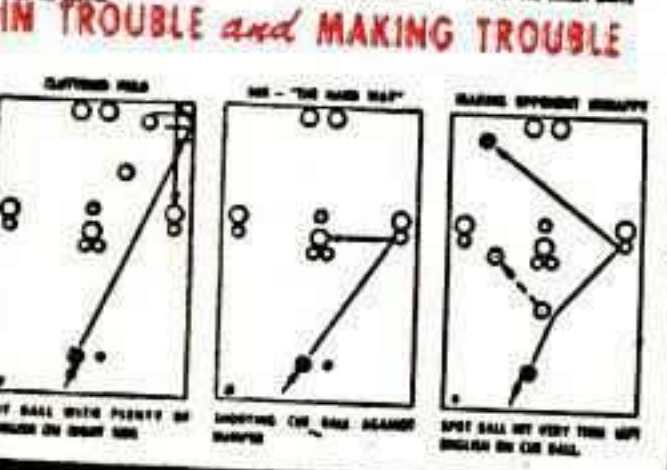
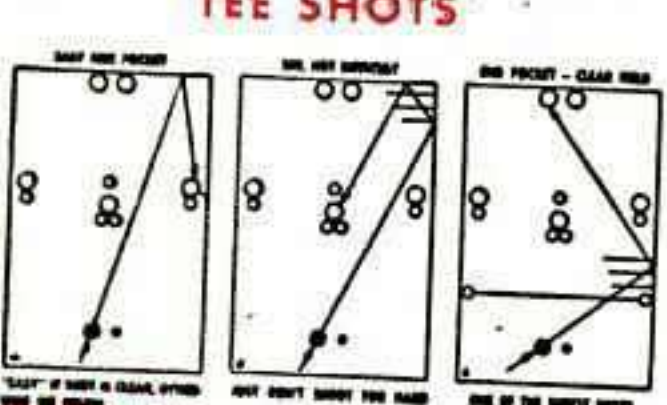
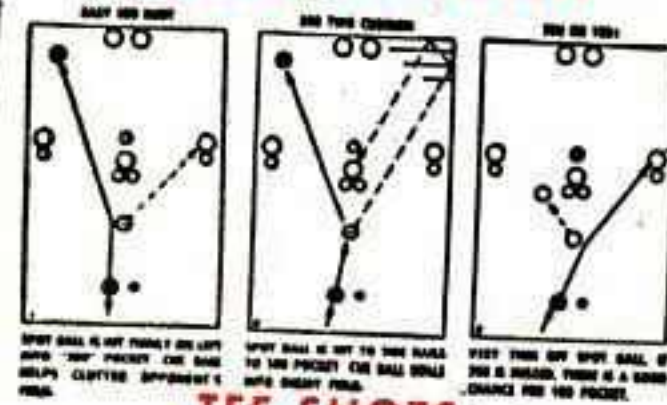
ONE OF THE MOST BEAUTIFULLY DESIGNED GAMES EVER OFFERED TO THE COIN MACHINE INDUSTRY!



- "... A Game of Skill."
- "... The Shots Require Banking and Thinking."
- "... For 2 or 4 Players."
- "... Handsome, Modern Black and White Cabinet."
- "... A Completely New and Different Style of Play."
- "... Unique Light-Up Bumper Action."
- "... Mechanically and Electrically Well Built and Well Tested."

**NOT LUCK . . . BUT A GAME OF SKILL!**

**SKILL SCORE EXPERT'S SHOTS**  
GOOD SPOT BALL SHOTS



**THE EXHIBIT SUPPLY COMPANY**

ESTABLISHED 1901

4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: VA 6-3100



### Campbell Execs

Continued from page 136

where the venders are used to supplement the feeding operation. Nixon cited testimonials from the following locations where hot soup venders have been installed: Vulcan Mold & Iron Company, Lansing, Ill.; Federated Mutual Insurance Company, Atlanta; Meredith Publishing Company, Des Moines; Des Moines Register and Tribune and Hankins Container Company, Chicago.

#### High Average

According to David Yount, Flava Vending Company, Quincy, Ill., a soup machine at the Moorman Manufacturing Company has averaged 30 sales a day for a five-week period, with daily sales to six of each 10 persons who have access to the machine mealtimes.

He added that because of the soup machine, many employees have discontinued carrying cold lunches to work, thus increasing sales on other vending equipment.

W. F. Courtney Jr., Automatic Refreshment Service, Youngstown, O., said that customer reaction to the soup machine at the Youngstown Kitchen plant has been favorable.

### "FIRST"

#### SHUFFLE GAMES

#### FIRST-Conditioned

#### CHICAGO COIN

- \* BLINKER... SOLD OUT
- \* BULL'S-EYE... \$325
- \* HOLLYWOOD... 315
- \* ARROW... 315
- \* THUNDERBOLT... 295
- \* TRIPLE STRIKE... 295
- \* PLAYTIME... 225
- \* CRISS CROSS... 185
- \* TARGET... 185
- \* FEATURE... 175
- \* STARLIGHT... 175
- \* SUPER FRAME... 165
- \* ADVANCE... 135
- \* GOLD CUP... 115
- \* TRIPLE SCORE... 95
- \* HI-SPEED... 95
- \* CROWN... 85

#### UNITED

- \* DeL. CLIPPER... \$295
- \* DeL. MARS... 240
- \* DeL. TARGETTE... 185
- \* BANNER... 215
- \* TEAM... 155
- \* LEAGUE... 155
- \* CHIEF... 145
- \* CLASSIC... 85

#### BALLY

- \* JET... \$225

#### KEENEY

- \* DIAMOND... \$175
- \* BIKINI... 150
- \* BONUS... 135
- \* DOMINO... 75
- \* CARNIVAL... 65
- \* 6-PLAYER... 45

\* Indicates Match Play



### "FIRST"

#### TARGET GUNS

#### FIRST-Conditioned

#### GENCO

- WILD WEST C.C. ... \$375
- RIFLE GALLERY ... 195
- SKY GUNNER ... 115

#### UNITED

- DELUXE CARNIVAL \$245

#### EXHIBIT

- 500... \$295
- SPORTLAND... 225
- SIX SHOOTER... 95
- DALE GUN... 65

### "FIRST"

#### ARCADE

#### FIRST-Conditioned

- Genco QUARTERBACK... \$325
- MOON RIDE... 250
- ALL STAR BASEBALL... 225
- 6 PL... 225
- 2-PLAYER BASKETBALL... 215
- BIG LEAGUE BASEBALL... 185
- SIDEWALK ENGINEER Write... 145
- BASKETBALL CHAMP... 145
- 4-PLAYER DERBY... 125
- MIDGET MOVIES... 135
- UNDERSEAS RAIDER... 115
- BIG INNING... 115
- FLYING SAUCERS... 95
- GOALEE... 95
- TEN STRIKE... 85
- PISTOL PETE... 75

### "FIRST"

#### BINGO 5 BALLS

#### BALLY

- GAYTIME... \$275
- GAYETY... 195
- BIG TIME... 325
- VARIETY... 185
- SURF CLUB... 125
- ICE FROLICS... 110
- PALM SPRINGS... 95
- DUDE RANCH... 95
- YACHT CLUB... 85
- SPOTLIGHT... 85

#### UNITED

- MEXICO... \$135
- RIO... 115

### "FIRST"

#### BINKS ZIPPER

#### PHENOMENAL COUNTER GAME

3 Great Play Principles:

- 1-Bingo Scoring
- 2-High Scoring
- 3-Steeple Chase (Zig-Zag Ball Action)

Takes 1c, 5c, 10c, 25c.

### "FIRST"

#### WE'LL TRADE!

#### NEW POOL GAMES

for GOTTLIEB 5-BALLS TARGET GUNS ARCADE ETC.

GREATEST GAMES!

## POOL GAMES

GREATEST NAMES!

NOW DELIVERING 22 DIFFERENT MODELS WITH ALL THE LATEST FEATURES!

CHICAGO COIN CLOVER POOL—CHAMPION POOL—JUMBO POOL

EXHIBIT SKILL POOL SKILL SCORE



Be FIRST With FIRST!



COIN MACHINE EXCHANGE, INC.

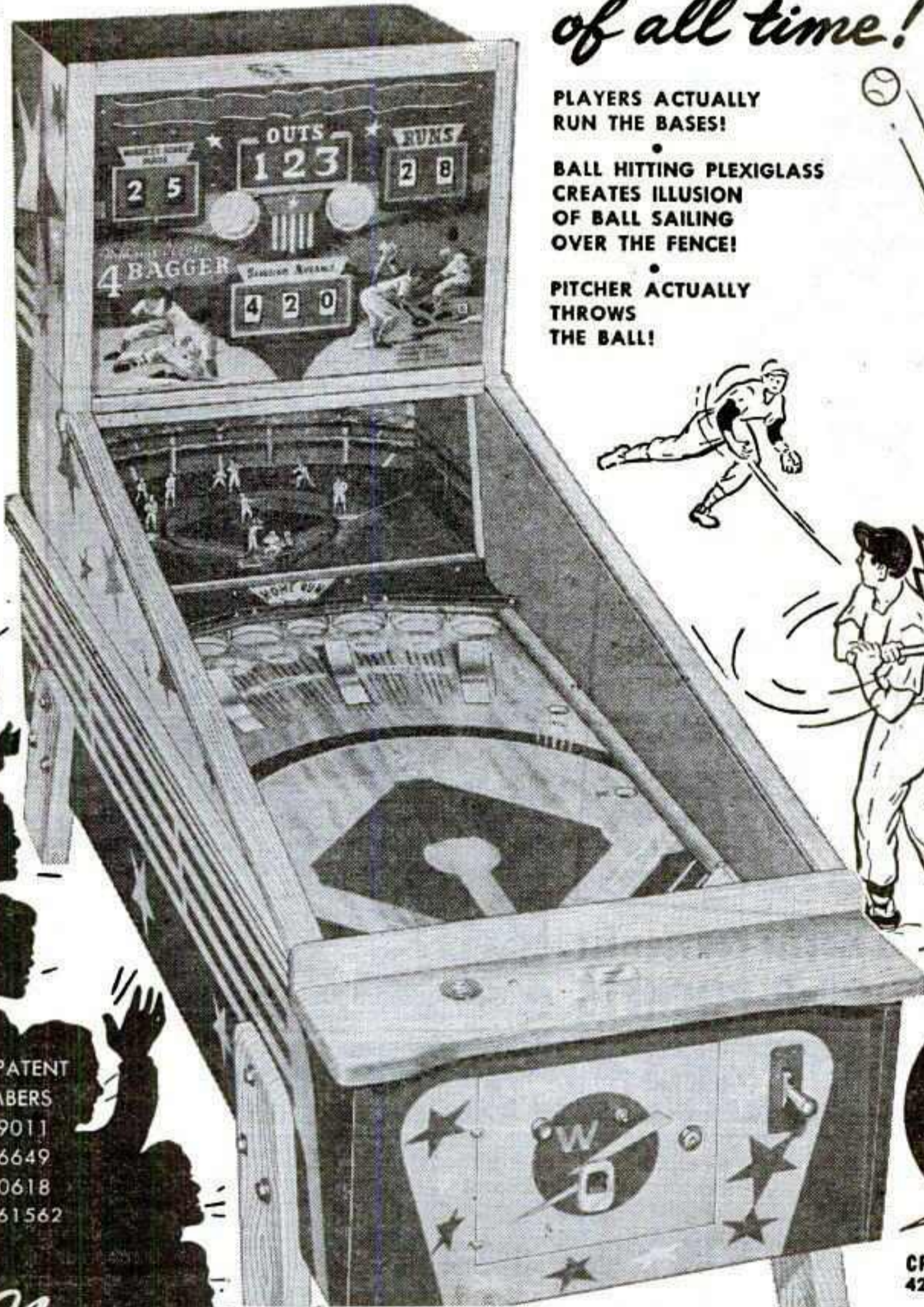
Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

## GET ON THE WINNING TEAM WITH THE BEST BASEBALL GAME

of all time!

- PLAYERS ACTUALLY RUN THE BASES!
- BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!
- PITCHER ACTUALLY THROWS THE BALL!



## Williams DELUXE 4-BAGGER

REPLAY OR NOVELTY THE ONLY AUTHENTIC BASEBALL GAME WITH WILLIAMS ANIMATED BASE RUNNING UNIT!

### 4 ways to score REPLAYS:

- TOTAL RUNS!
- SLUGGING AVERAGE!
- BEAT PREVIOUS HIGH SCORE!
- MATCH FEATURE!

Remember "King of Swat"? 4-BAGGER is even BETTER!

### 4

ALL NEW ADVANTAGES INCLUDE:

- FORMICA PLAYFIELD
- National Slug Rejector Coin Chute
- Improved Bat
- New "SLUGGING AVERAGE" Feature

Previous High Score Remains On Backboard — A Powerful "Carry-Over"



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

U.S. PATENT NUMBERS 2459011 2726649 2680618 DE161562

Now IN PRODUCTION

Williams STAR POOL

Williams KLIK BILLIARDS

Williams CRANE

Williams 2-Way Special Deluxe and 2-Way SENIOR Deluxe BANK POOL

# Bally NIGHT-CLUB

## All the money-making play-appeal of BROADWAY

### plus new **BEFORE** and **AFTER** feature



press buttons  
**BEFORE**  
shooting **4<sup>TH</sup>** ball

press buttons  
**BEFORE**  
shooting **5<sup>TH</sup>** ball

press buttons  
**AFTER**  
shooting **5<sup>TH</sup>** ball

### plus Double, Triple and **Quadruple** scores

**Magic Squares**  
SPOTTED 2 OR 18  
Advancing Scores  
CORNER SCORES  
Extra Balls  
BALLYHOLE

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.

**CROSS** Word-Puzzle Skill-Game  
**WORDS**  
Bally **WORDS**

Get your 5-ball spots on a money-making basis!  
Get new Bally **CROSSWORDS!**



## Pin-Pool

**STANDARD**  
52 IN. BY 36 IN.  
WITHOUT LIGHTS, priced for blanket coverage of all types of locations.  
LIGHT-UP BUMPERS for locations that demand extra flash.  
NEON-LIGHTS under side-rails, flooding table with no-glare illumination.  
**SENIOR**  
68 IN. BY 36 IN.  
With or without light-up bumpers.

ALL MODELS CONVERTIBLE  
**2 OR 3 POCKETS**



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

YOUR *Bally* DISTRIBUTOR \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ always has good deal waiting for you

chicago coin offers you  
THE MOST COMPLETE LINE  
OF QUALITY

# POOL GAMES

IN THE INDUSTRY!

**POOL GAMES FOR EVERY LOCATION!**

*\*All Models Furnished With Center Hole Plugs!*

1

Plus Clover Pool Model 35

3-in-1 game which can be converted to 2 or 3-hole or automatic play at the flip of a switch. Automatic scoring with popular 4-sided play. New advance type scoring on all holes. Available with "Levelmatic" playboard adjusters.

**Clover Pool**



2

**Champion Pool**

Available in 2 or 3 Hole Models With The Exciting Center Hole Feature!

New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!

New Plastic Light-Up Bumper Posts!

New Super Sensitive Rebound Rails!

2 Color Grid Screened Playfield For 3 Sided Play!

2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!



**Jumbo Pool**

2 or 3 Hole Models With or Without Lighted Bumpers!

18 inches longer than regular size (70 inches by 36 inches)

3 or 4 Sided Play

3



4

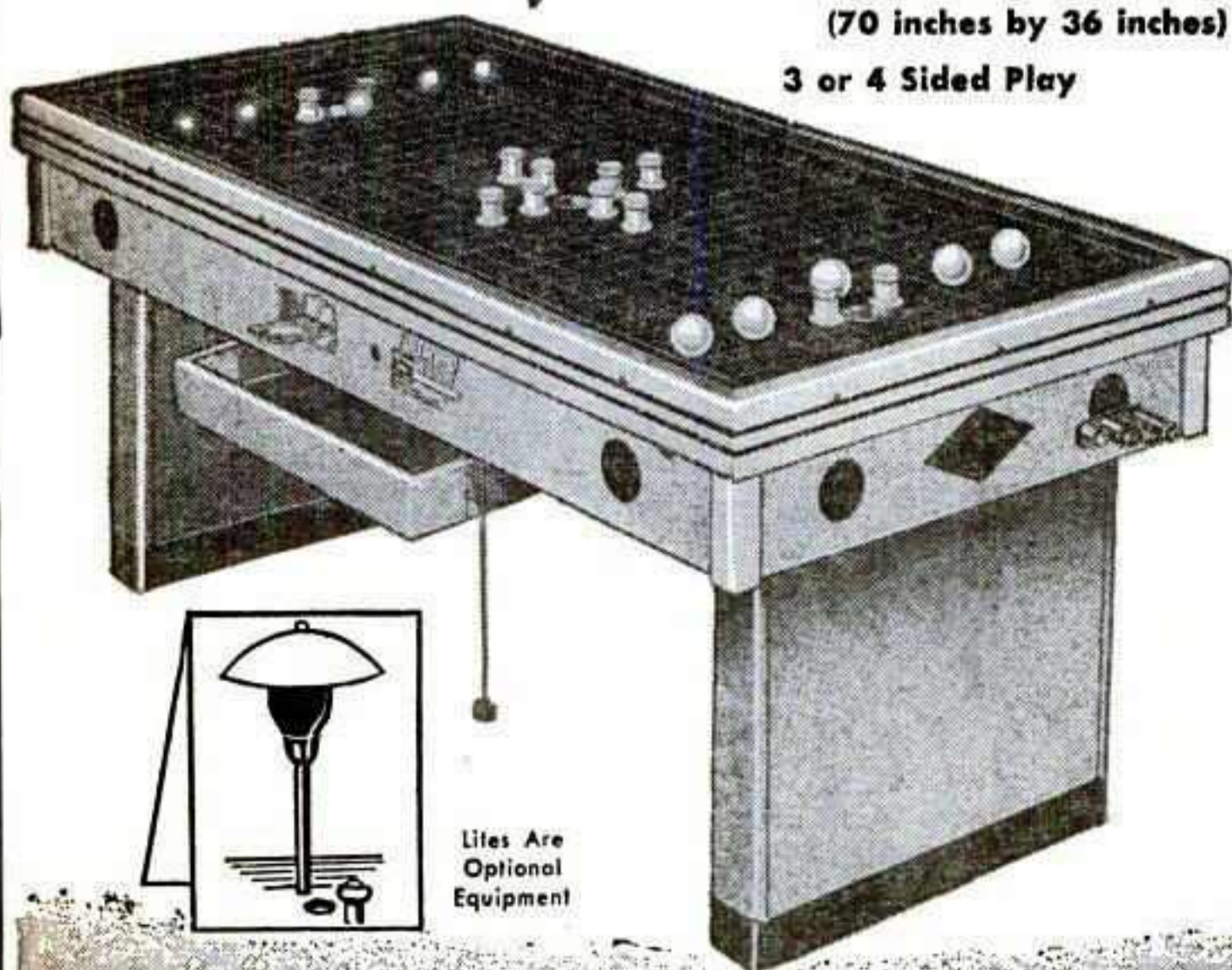
**Champion Pool Model 35**

End holes are located 4 inches closer to center!

Choice of 2 or 3 hole models!

3 or 4 Sided play!

Super sensitive rebound rails!



Lites Are Optional Equipment

**chicago coin**  
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

# Earn biggest pool-profits with new Booster-Pool

BY **Bally**®

ONLY pool-table with truly automatic scoring, BOOSTER-POOL is designed to permit players to play for position, block opponents' balls, and exercise all the cue-strategy of PIN-POOL . . . maneuvering balls from ends of table, around center-pins into scoring-pockets at opposite ends of table. Fast play and fascinating play-appeal produce biggest profits ever earned in pool-field.

52 IN. BY 36 IN. TABLE

**AMAZING**  
*Color-Detector*  
**TOTALIZERS**  
**WITH AUTOMATIC REFEREE**

Sink red ball in red pocket or white ball in white pocket . . . and clickety-click . . . correct totalizer immediately credits the shot to correct color. What happens when a ball drops in wrong-color pocket? Totalizers ignore the shot . . . but Automatic Referee promptly signals penalty for player who goofed.

Players are mystified but delighted by the uncanny ability of the Bally Color-Detector Totalizers to register each and every ball sunk in matching-color pocket . . . and to flash penalty-light when colors are mis-matched. Result is fast word-of-mouth advertising for Bally BOOSTER-POOL tables on location, attracting patrons to spots equipped with BOOSTER-POOL . . . producing bigger profits than operators ever dreamed of earning in pool-operation.



**EXCITING**  
*Progressive*  
**SCORES**

First ball sunk by a player in matching-color pocket scores 1. If second ball is sunk in matching-color pocket, before opponent scores, play is worth 5, and Totalizer credits player with total of 6. Third successful shot, before opponent sinks a ball, scores 9.

Progressive score-values are plainly displayed on light-up scoreboard. Last-lit value remains lit, from turn to turn, until opponent scores—then re-sets to 1.

Winner is first player scoring 21 or more.

Double fun of boosting score, while holding down the score-value of opponent's shots is biggest skill-thrill in coin-operated pool, resulting in biggest profits in pool-operation.

Choice of  
**2 DIMES** or  
**1 QUARTER**  
operation

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

SEE *Bally* **Pin-Pool**  
AND OTHER MONEY-MAKING *Bally* GAMES

**PAGE**  
156  
**THIS ISSUE**

# UNITED'S STARDUST



## DOUBLE CARDS

FIRST COIN LIGHTS FIRST CARD  
SECOND COIN LIGHTS SECOND CARD

## DOUBLE ROTO FEATURE

PLAYER CAN MOVE NUMBERS  
CLOCKWISE ON BOTH  
CARDS WITH EXTRA COINS

### BOTH CARDS SCORE SEPARATELY

### DOUBLE HORIZONTAL FEATURE WITH ADVANCING ARROWS

### NUMBER 18 ROTO-SPOT FEATURE

\*\*\*\*\*  
★ ANY 3 CORNERS SCORE 4-IN-LINE ★

★ 4 CORNERS SCORE 5-IN-LINE ★

★ 3-IN-LINE SCORES 4-IN-LINE ★

★ 4-IN-LINE SCORES 5-IN-LINE ★

★ ADVANCING SCORES ★

★ EXTRA BALLS ★

★ 8 BALLS ★

★ NEXT GAME ★

★ PENNANT ★

★ FEATURE ★

★ ALL  
★ FEATURES  
★ ON BOTH  
★ CARDS ★

★  
★ EQUIPPED  
★ WITH  
★ UNITED'S  
★ FAMOUS  
★ SLUG-REJECTOR ★

SEE YOUR  
DISTRIBUTOR



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED  
OPERATORS  
ARE  
SUCCESSFUL  
OPERATORS

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • ROTO POOL • TOP-NOTCH Shuffle-Alley • REGULATION Shuffle-Alley

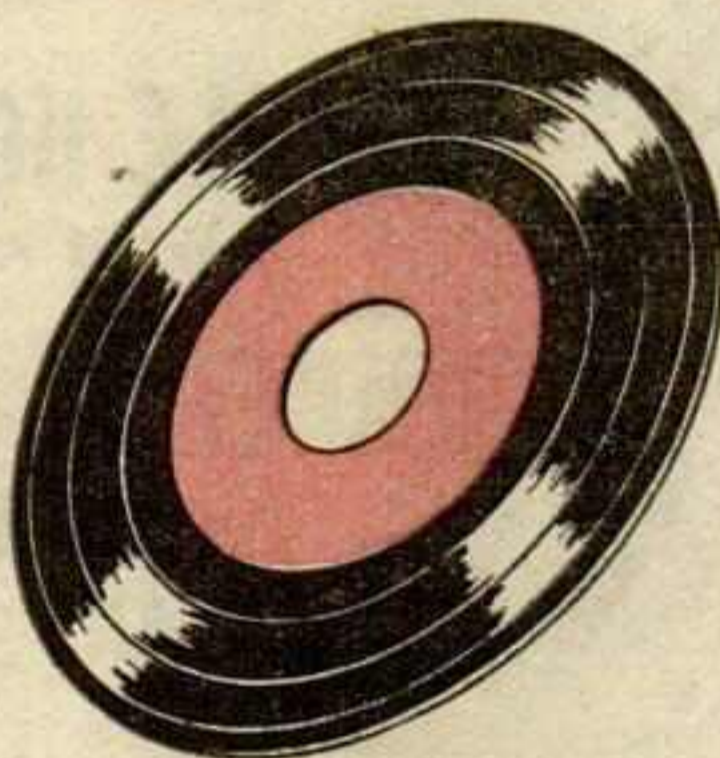
# 200 SELECTIONS

for modern music merchandising  
through **PROPER PROGRAMMING**



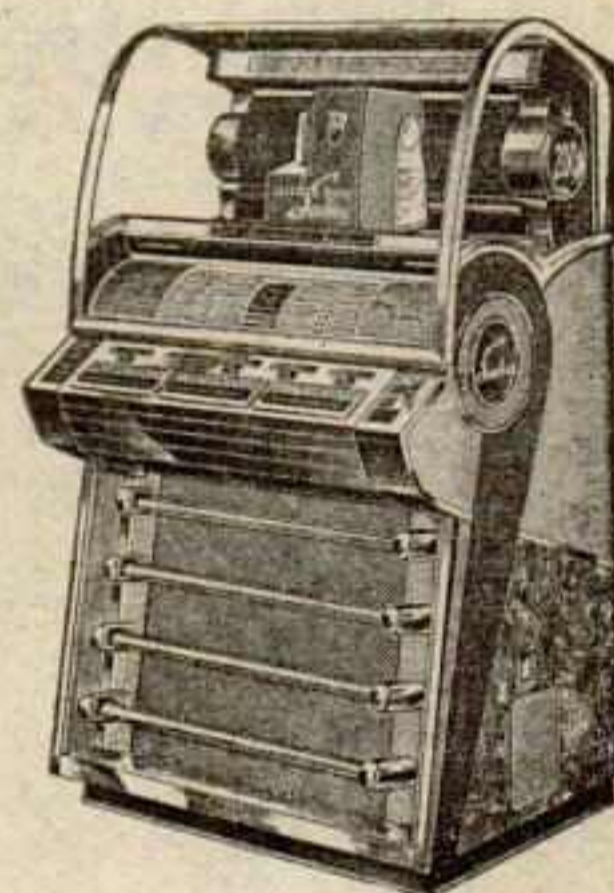
**45 RPM SINGLES FOR ALL  
CURRENT POPULAR RELEASES**

Proper programming, of course, requires all current record releases—hit tunes, popularity poll leaders, disc jockey favorites. All this music is widely available on 45 RPM Single Records. The Seeburg V-200 provides the opportunity to program a diversified menu of "singles" under appropriate musical classifications.



**45 RPM E.P.'S FOR ALL  
STANDARD MUSIC**

Proper programming also demands standard music—show tunes, all-time favorites, light classics and varieties. This 45 RPM music is gradually becoming available only on Extended Play Records. To profitably program E.P. Records, the operator must be compensated for the additional playing time required to play E.P. Records.



**THE V-200 PLAYS  
BOTH KINDS OF RECORDS  
—PROFITABLY!**

The Seeburg V-200 does far more than only play both 45 RPM Single and E.P. Records. The V-200 permits programming 45 RPM Single Records at one price and 45 RPM E.P. Records at a proportionately higher price. This is the **BIG PLUS** of the Seeburg V-200—the World's First Dual Music System.

## Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

America's Finest and Most Complete Music Systems