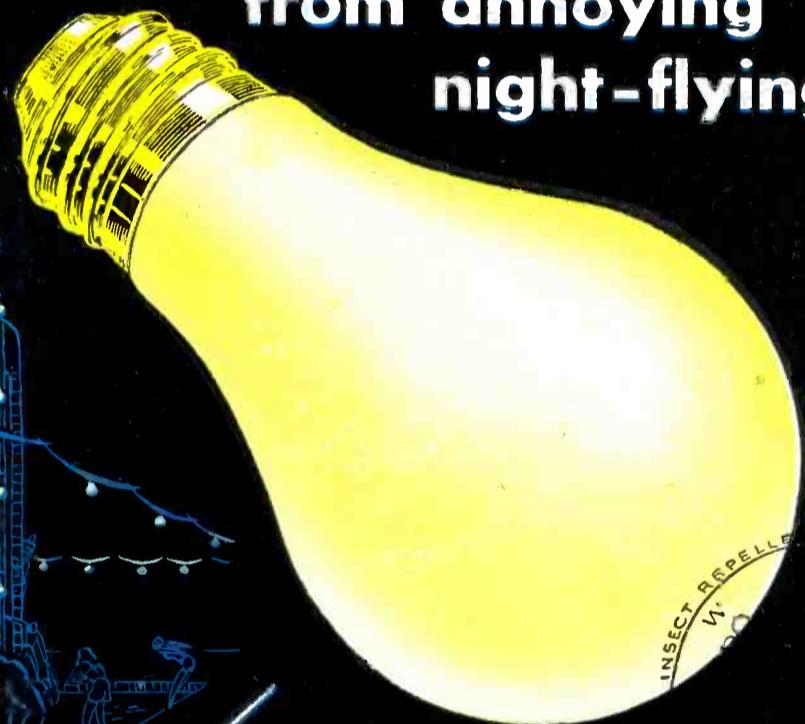


The Billboard OUTDOOR EQUIPMENT *Review*

SECTION 2 • MARCH 27, 1948

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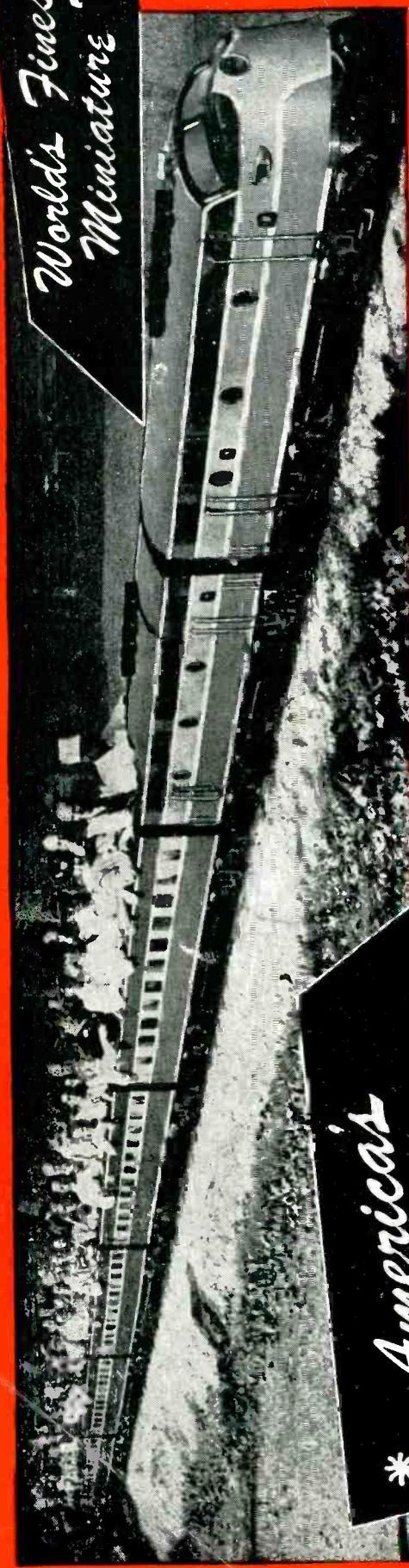


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The
Billboard

OUTDOOR EQUIPMENT REVIEW



Supplement to the Spring Special Edition

MARCH 27, 1948

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Outdoor Biz Is Optimistic

By HANK HURLEY

OUTDOOR show business, for probably the first time since the war, has a clear picture of what it can expect from manufacturers and jobbers this season. In past years, not excluding '47, manufacturers were plagued with various shortages and a pile-up of orders. Show owners could expect nothing in the way of a definite promise about delivery dates. They could just hope.

This year it's a different story. Outside of steel, which is still a hard-to-get item, manufacturers tell no story of material shortages and most of them are promising—and living up to—fast delivery. Ride manufacturers, in some instances, report delivery delays but this, for the most part, is due to the steel shortage. Plants are working at full steam and the likelihood of any show, park or carnival owner being disappointed on delivery of a ride as promised is remote.

See Freight Car Pinch

Surprising as it may seem, prices all along the line, insofar as outdoor show business is concerned, are holding. A survey of manufacturers and jobbers shows that in only a few instances are price raises contemplated. In some cases, rare to be sure, prices are down from last year's peaks.

Naturally, the big question this year is whether business will be on a par with last year. Unless something unforeseen happens, first thought is there will be no letdown where the business intake is concerned. Amusement parks noticed a drop in attendance last year, but that was expected by most ops, who enjoyed "over-the-top" business during the war. However, a final check showed, in most cases, that the per capita spending wasn't down too much. On the other hand carnivals, circuses and fairs turned in some mighty neat gross figures, many of which were surprising. While the final count may not hit that of '47, all signs point to a prosperous spring, summer and fall for all phases of the outdoor business.

Promotions Necessary

To be sure, all outdoor show business will have to promote this year in an effort to lure the customers. The day of just setting up, opening your gates and announcing the show is ready and having the customers flock in is gone. Park men, especially, are convinced that this year there will have to be more promotions, more special events and a concerted drive for large picnics. And they already are mapping plans for such action.

Circuses, carnivals and fairs are strengthening their press and radio departments, trying for more tie-ins and, in general, mapping promotion programs of strength, programs that will "force" the customers to their shows.

The outdoor operator who plans to "play it close" this year is in the minority. Most ops figure this will be another good year. They have gone all-out in getting new rides, new shows, new canvas, new fronts, etc. They will back this up with strong promotional campaigns. And they honestly believe when the '48 season is entered in the books it will match, if not better, 1947.

The business will be there this year. You may have to work a bit harder for it, but it will be on hand. All you, as an outdoor showman, have to do is reach out and help it thru your gate.

A, B, C's of Ride Maintenance

By
HERB DOTTEN

Gooding winter quarters a model of efficiency in keeping 60 rides and 55 pieces of rolling stock moving

ON THE THEORY that "a stitch in time saves nine," the modern, well-equipped fireproof winter quarters of the Gooding Amusement Company, Inc., in Columbus, O., is geared to save plenty of needlework and thus money.

What's more, the quarters are so set up and so capably staffed that the "stitch-in-time" not only saves much emergency sewing but adds immeasurably to the attractiveness

of the product—rides—and the rolling stock, trucks, tractors and trailers used to haul them.

Floyd E. Gooding has 60 office-owned rides and 55 office-owned pieces of rolling stock, not to mention a mountain of other show equipment used by the eight different units, which, while they play heavily in Ohio, fan out to more than seven other States during the season's peak.

The keynote of efficiency in such



FLOYD E. GOODING is shown at his desk in his modern, well-appointed office.



THE PARTS STOREROOM with a large stock of small parts needed for all the rolling stock and rides. Left to right: Ted Smith; John Enright, unit manager, and Larry Eckley.

widespread unit activity lies in the winter quarters. There all of the equipment is given a thorough going-over during the off-season.

Good as New

When a ride takes to the road it is almost as good as new. Sometimes it is even better than it was fresh from the factory, for mechanics may have installed more solid supports, strengthened its structure or machined superior parts.

The Gooding quarters, together with its two-story modern brick office building, occupies 1½ acres. The only thing it lacks is sufficient area to store some of the rolling stock. About half of that is stored in buildings on the near-by Ohio State Fairgrounds.

Space limitations aside, the quarters are probably the best in the country. Its equipment and facilities represent the last word in their spheres. The roster of help abounds with veteran hands—carpenters, mechanics, machinists and painters, among the best in their lines, who over the years have developed into specialists on ride equipment and on adapting rolling stock for show needs.

It takes several years to become such a specialist, according to the Gooding book. The mere fact that a man is a good mechanic does not automatically make him a good ride mechanic.

Took Three Years

"When I first came on, I said I was a good mechanic. But it took me three years to become a ride mechanic," George Bouic, Gooding unit manager in charge of the machine shop, explained. "To be a good ride

mechanic, a man first must be a good mechanic. But it is almost as important that he knows how to operate a ride—how rides operate—and that he has a first-hand knowledge of how to put up and tear down rides. That takes several years of actual doing."

It is this specialized knowledge which has enabled the Gooding quarters to develop ways of increasing the safety of rides, lengthen their life and cut down the man-power requirements for erecting and tearing down.

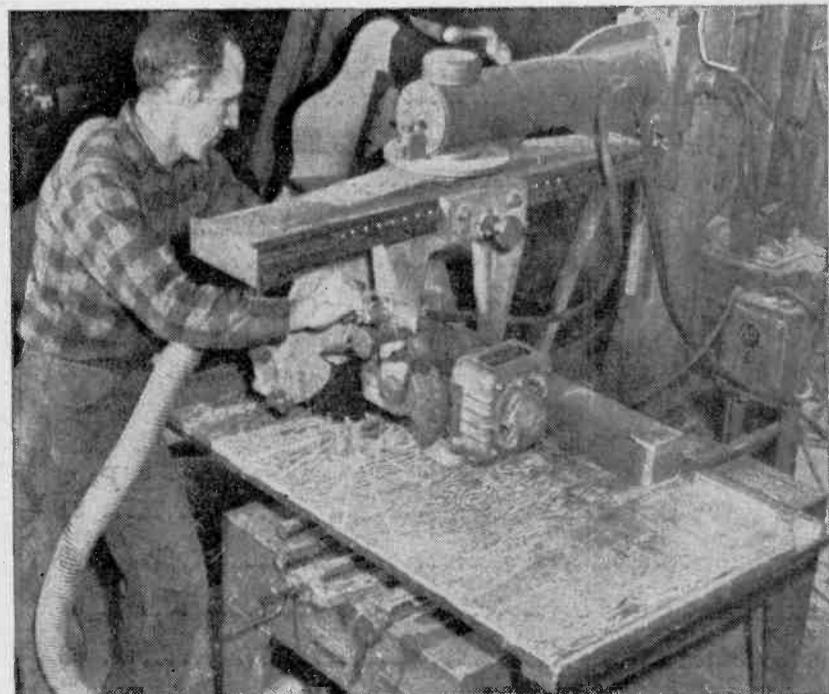
Too, it has been this specialized knowledge which has produced some ideas termed "small" by Gooding, which have been turned over to ride manufacturers for incorporation in their later models. And it has been this, too, which has enabled the Gooding staffers to create new devices of their own, devices peculiar to the ride business and their operations.

Built Own Crane

Thus, when it was impossible to obtain a crane needed but not available the crew designed and built one to fill that need. Thus, they also designed and built a special trailer-truck to carry a miniature train which permitted easy loading and unloading by one man.

And they also created new swinging truck doors for a huge trailer to permit easier loading of the bull-plates of Tilt-a-Whirls. This alone cut down the number of men required to load the bullplates in half, reducing the number needed from eight to four.

And, when difficulty was experi-



CHARLES CLYMER, veteran carpenter, is shown at the power saw, one of the many modern power devices in the Gooding quarters. Such modern equipment cuts down manpower requirements and serves to produce better results.

enced with gasoline motor-driven Merry-Go-Rounds, a special gear was created to keep the organ music from slowing down when the ride started up.

Innovations Introduced

Many innovations, too, have been introduced in the electrical line. For instance, fuse boxes carry as many as eight fuses so that only a small section of the midway darkens when one goes and so that the trouble can be quickly determined.

These improvements stem from the minds of specialists who are provided with the best of tools and materials and ideal working conditions. Because of the heavy use of machine tools, it is possible for the organization to maintain the best in the field. The quarters provides a battery of power drills, lathes, sanders, saws, etc., equipped for both metal and wood work.

All truck and tractor body repairs are done in quarters. Only occasionally, when an extremely unusual task arises calling for little-needed material, is work done outside.

The intensiveness of the work done in the machine shop eliminates many delays which sometimes would arise from awaiting delivery from the factory. And, it is pointed out, not infrequently it is more economic to make the needed parts than ship a part back to the factory for repair.

Sometimes, too, it is possible for the quarters' staff to secure better metals than a factory, and this had been often true in recent years.

Best Materials Used

Only the best obtainable materials are used. "I had one experience at buying low-priced materials. It was paint sold at what I thought was a bargain price. It wasn't a bargain, tho. First, it lost its shine. Then it rapidly was washed out. That cured me," Floyd Gooding says.

A glance at shelves piled with top name brands of paints and other materials bears out that only the best materials are used.

"Use quality paint and varnishes," is Gooding's urging. "Cost of quality paint is secondary in view of the basic work in making ready."

In making ready for a paint job, tory, they probably would have sev-



THE YEAR-ROUND OFFICE STAFF, comprising (left to right) Mrs. Geneva Sanor, Mrs. Ralph Zechman and Kathleen Holleran, is to be augmented soon to take care of the ever-mounting book, secretarial and office detail.

the Gooding painters get down to the base, clean up the wood or metal thoroughly before applying the paint.

On wood flat repaint jobs, the old coats are first burned off. "Paint remover gets in cracks, stays on and eats into the paints," James Wolfe, scenic artist, points out.

Wood is Washed

The wood is then washed. For best results flat paint is applied, sometimes as many as three times, depending upon the color, after which two applications of Marine Varnish are made. This treatment from wood up insures a high, durable gloss, according to Wolfe.

Gooding is insistent that none of the work be given the lick-and-promise treatment.

Indicating the effect of such treatment, Gooding calls attention to some bucket seats, only a few years out of the factory, that had rusted severely where they were jointed at the base of the seat.

"Those seats will have to be discarded within a year or two. Had they been painted thoroly at the fac-

eral more years to go. Now, we go over seats like this just to insure against such losses," Gooding says.

In the wood-working shop, carpenters build ticket boxes, entrances, re-upholster and make repairs. "Many of the rides put out since before the war came out with plywood. It won't stand up; we have to replace it," one carpenter commented.

Boast Spray Paint Room

One of the features of the winter quarters is a spray paint room. This was designed and built after consultation with one of the leading paint companies. Constructed of brick blocks, the 10 by 25-foot room, which is well-lighted and equipped with a powerful blower, can handle equipment and rolling stock up to the size of a semi-trailer.

Leading off from this spray room is a large heating room where the painted equipment and rolling stock is left to dry. The entire building is heated by a stoker-fed furnace, and overhead in the heating room are huge skylights.

Facilities for the employees are excellent. Not only is the building

warm and light, but every possible safety precaution measure has been taken. Similarly, ample provisions against fire have been made. The floor is of concrete thruout, the roofing of compressed asbestos and the courtyard in front of the huge L-shaped building is also of concrete. Steel lockers are provided, and facilities for showers are being installed for warm-weather use.

A vast supply of material essential to efficient operation is maintained. Separate rooms are used to store the various materials. One entire room is devoted chiefly to parts for rides, trucks and motors. Another is given over to storing tires, tubes and cables. Still another contains tickets almost exclusively and these tickets are carefully racked, not only as to price, but color.

Good Supply Kept

A comfortable supply of such things as drive cables and drive gears is kept up constantly. At least three extra power units (two transformers mounted in a truck) are maintained. Gooding operates strictly off city power lines on the road, his locations usually being either in a downtown area or fairgrounds, accessible to such power lines. Oil in the transformers is religiously changed every three years.

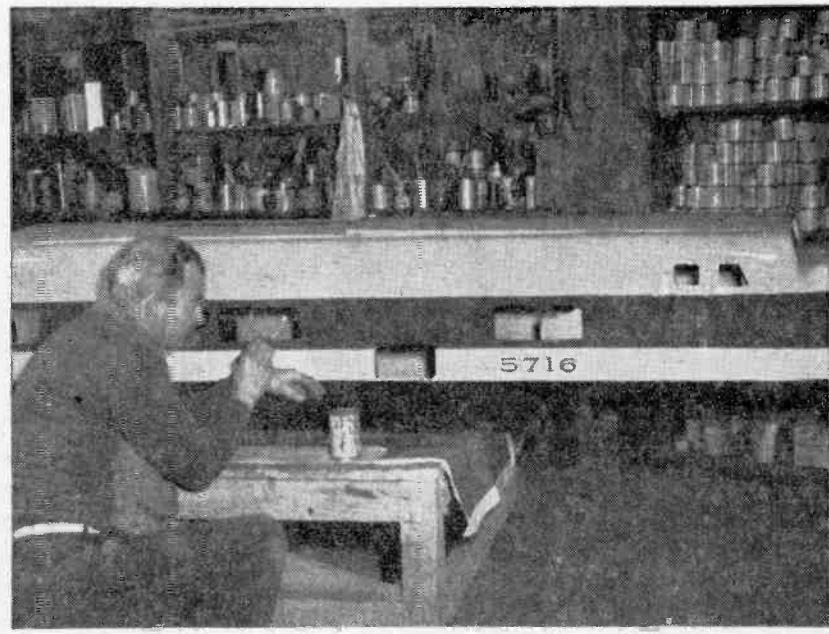
He also maintains two extra Merry-Go-Round organs, and he is seeking more. Each spring all the organs are given a complete going over. Max Heller, of Macedonia, O., a veteran at the business, spends six weeks to two months in quarters then, renewing tubing, tuning, checking and recovering ballasts, if necessary.

Gooding steers away from neon, depending upon a mixture of fluorescent and incandescent lights. "The mixture seems to be working out well for our operations," he comments. A huge supply of light bulbs and fluorescent tubing is maintained.

Adjacent to the winter quarters is the office building, built of attractive light face, small brick, and topped by a red tile roof. This building has three offices, each furnished and decorated in excellent taste, with large windows, and with fluorescent lighting.



RAY RIFFLE, a veteran with the Gooding org, is shown at work in the spray room. The room is well lighted, is equipped with a powerful blower, and is large enough to accommodate all but the largest pieces of rolling stock and equipment.



JAMES WOLFE, scenic artist, is pictured applying finishing touches to a miniature locomotive. Great care is exercised in paint work, not only to insure attractiveness, but also lasting qualities.

Midway Design Important

By

J. W. (Patty) CONKLIN

Top feature is eye-appeal to arouse curiosity of patrons, Patty Conklin says—keep your prices in line with what public can afford

THE PRIME requisite for the erection of permanent buildings on any exhibition grounds by any show operator is a sense of full co-operation, respect and confidence between both parties to the enterprise. It is to be taken for granted that the show operator must be competent and possess the ability to produce, maintain and operate attractions that will not only make money for him but will, in turn, be beneficial to the exhibition. The general manager, board of directors or those charged with the responsibility of the management of the exhibition must be conscious of the value accruing to them from the erection and the establishment of a permanent midway.

The mutual understanding between the showman and the management will manifest itself in the negotiation of a long-term contract. A minimum term of five years is an absolute necessity for the showman to equitably amortize his capital investment.

Definite Program Needed

A very definite program must then be projected. A careful analysis of the needs of the past, the present available opportunities and the possibilities of the future should be a guide as to just what their requirements in the way of a permanent

midway should be. It would be foolish to build a world's fair midway at a "punkin" fair, and a small program would be out of place at a large exhibition.

A survey can then be made of the materials available and the finances required for erection of the buildings. Once assured of the supply of materials, finances should be easily acquired from local institutions or citizens. I think we showmen would be rather surprised at the number of responsible citizens who are ready and willing to make capital investments provided they possess some merit.

Designs Important

Midway designs are important in many respects. The most important feature is to have eye appeal to arouse the curiosity of patrons. We have found in the permanent constructions that, in addition to having beautiful fronts, the attraction must also have tremendous appeal for repeat business in order to create word-of-mouth publicity. In other words, we have found in our 35 years as showmen that ours is a selling game.

In building permanent amusements on exhibition grounds, long-term planning is an important factor. All of our construction has been Class A,

and we sincerely believe that most of the buildings we have constructed will remain in the present area for a period of anywhere from 15 to 25 years. We, as showmen, also have taken into consideration that these buildings are constructed to facilitate a change of the entire fronts at least every three years to give the amusement area a complete change in appearance. At the Canadian National Exhibition grounds last year we constructed approximately 800 feet of frontages. These buildings vary in size. For example, we constructed one building measuring 235 by 30 feet and another 120 by 45. In checking the receipts of some of the outstanding amusement parks in America, we find that some of the permanent attractions we built grossed more money in a period of 14 days than similar attractions in parks grossed in an entire season.

Paved Midways Pay

We have found that paved midways pay tremendous dividends. In the past four years we have paved the complete midways at two of Canada's Class A exhibitions and at one Class B exhibition. Primarily, one would imagine that our reason for putting down pavement was because of rainy weather. This is not entirely the case, as we have found that with the most beautiful weather, the dust and condition of the grounds where the public has been compelled to walk works just as much hardship on patrons as when they are trying to fight their way thru muddy and wet grounds.

One of the greatest benefits arising from establishment of a permanent midway is the better psychological acceptance of the public. Whether we like to admit it or not, there is a large percentage of the general public that shies away from a midway, particularly in view of the fact that it appears to be, and is, of a transitory nature, "here today, gone tomorrow." Sad to relate, we must admit that some in our industry (in days past) took advantage of such a situation and did not give the public a true sense of value for the money which it was spending.

It's There To Stay

Permanent buildings overcome such opposition. The public realizes that the attraction is there to stay and must of necessity be worthwhile or it shall not endure. If the attraction housed in a building is not of a type readily acceptable to the public—capable of creating an appetite for repeat business—it is doomed to be a dismal failure.

A permanent midway also serves to discount the theory so prevalent among the general public that a show company takes all the money out of town. The public will be quick to sense the fact that the buildings are part and parcel of a local institution.

The price of admission is one of the most important factors in the success of operating midways on exhibition grounds. Increased prices, short rides and non-entertaining shows—all this has been a common practice among show and exhibition companies during the past hectic decade. A tremendous buying power and the urge to spend dimmed the eyes of the public to the values it was receiving for its money. We have endeavored to maintain a standard price of not more than 25 cents on any of our riding devices. This has enabled

us to not only increase our gross receipts higher than ever, but to make it possible for patrons to spend considerably more time in the amusement area than if higher prices prevailed. We look for family business, as the youngsters of today are our customers of tomorrow. At an exhibition as large as Canadian National Exhibition, Toronto, with a paid attendance in 1947 of 2,500,000, we did not charge more than 25 cents on any of our riding devices. Only four shows on the midway operated at a price of 50 cents. In establishing these prices, we absorbed all amusement taxes. On Kiddies' Day, with an attendance of approximately 175,000 children, we operated 90 per cent of our attractions at 5 cents and absorbed the amusement taxes. This has been our policy at all the places where we furnish amusements.

Thanks the Public

Most operators in all branches of the amusement industry are aware of the achievements attained by my brother, Frank, and myself. We owe all of this to the public which has been so generous in patronizing our attractions. We feel that our success has been brought about by fair dealings and selling our amusements to the masses instead of depending on exorbitant admission prices.

The most important factor is to sell your amusements at a price in keeping with what the public can afford to pay. Forget about the old Barnum slogan, "There is one born every minute."

No Inspections

One of the many advantages of permanent construction is that you are not plagued with inspections every year. The first time should be the last time, as fire, electric and other safety demands are all met at the time of the original installation.

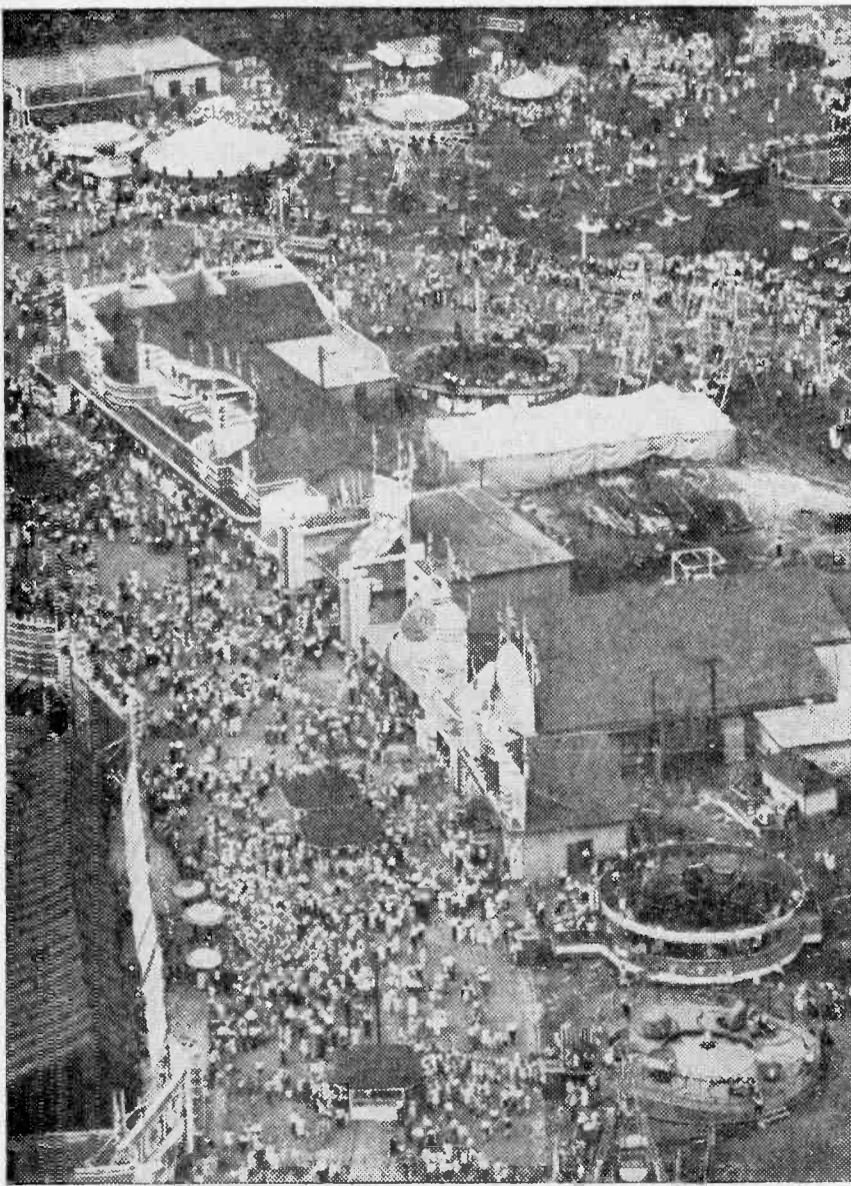
In foregoing paragraphs mention was often made of "show operator" and "exhibition companies" but little was said of the most important person in our sphere of endeavor—the patron of our attractions. How can he be interested in our benefit from a permanent midway? First of all, he knows where it is located. A permanently located area will soon become a mecca for those interested in amusements.

A building of steel, wood or stone has more appeal than a portable edifice, particularly in inclement weather. If a patron has enjoyed one particular attraction, next year he will be able to locate the desired attraction easily because it will not have been moved to another part of the grounds. This has a tremendous value when he recalls his experiences at the fair to some one who is going to visit the midway area.

Accidents Reduced

We have reached the definite conclusion that accidents are greatly reduced on permanent attractions. While we have always enjoyed a remarkable safety record in ratio to the number of our patrons, we found that an accident was rare in permanent buildings.

To have pioneered this new phase or type of outdoor show business has been a source of considerable pride to us.



HERE IS A STRIKING VIEW of part of the midway at the Canadian National Exhibition, Toronto, which was built by the author and his brother. Note the pavement and how the various attractions are arranged.



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No Worries for Concessionaires

By
HANK HURLEY

Prices on equipment to be about the same as year ago, manufacturers report—deliveries no problem and there are new items

CONCESSIONAIRES who may have had some sleepless nights worrying about prices of concession equipment can stop worrying and get a good night's rest. The plain facts are prices this year will not, in most cases, be up over 1947 and in a few instances prices will be down.

Too, some concerns are coming out with new items this year and the prices on those, dealers say, will be reasonable. For the most part, there is no material shortage problem and delivery dates are good. Concessionaires who remember during the war years of having to wait months for items will have no worries along that line.

Information gleaned from a questionnaire sent out by *The Billboard* to concession and concession equipment manufacturers shows that the picture is bright this year and most of them are optimistic about the business outlook, both from their own standpoint and that of the concessionaire.

Brockway Optimistic

B. H. Brockway, manager of Concession Supply Company, Toledo, for instance, reports that "our prices on most items are approximately the same as last season." He adds that "at the present time we have a complete stock of all equipment and the material shortages should not affect us for some months, if at all."

The Concession Supply Company, which manufactures and sells candy

floss machines, kettle poppers, taffy or candy-pulling machines, etc., will come out with new items this year.

"Newest addition to our line this year is a taffy-pulling machine, which has a five to eight-pound capacity," Brockway says. His concern also is coming out this year with a new model candy floss machine, which operates with a vertical motor and includes rheostats for regulation of the speed as well as the heat into the spinnerhead.

Regarding the filling of orders on various supplies, Brockway says at the present time his concern is able to fill all orders, with the exception of the taffy puller, which, he says, will be limited until they can obtain delivery of a quantity of motors. "These have been ordered and first quarter delivery is promised."

Brockway expects business this year will be comparable to 1947, altho he does not expect any great increase over last year.

Oakes Has New Games

Ray Oakes, of the Chicago concern bearing his name, reports he is putting out several new games this year. One is a bingo blower and the other is a wheel "in which we are using the ball-type wheel, not using any indicators." Oakes reports no change in prices on equipment he manufactures, despite the fact that labor has gone up. The Oakes firm, however, reported trouble with materials.

Oakes, for instance, cited the fact that hard white maple is hard to get and plywood prices, he said, are 2½ times higher than the ceiling during the war. Regarding the filling of orders, Oakes said he had quite a stock of manufactured items on hand and anticipated no trouble in getting out orders.

"We figure our business will be better this year and in line with that we have a very strong advertising campaign set. In addition, we also are building our own plant in Lyons, Ill. We will have all new modern machinery and equipment in this new building," Oakes said.

Cites Some Problems

I. Miller, of the Thrift Novelty Company, which makes a large variety of Western merchandise suitable for souvenirs, carnivals, fairs, gifts, etc., says the manufacturer this year is faced with some difficult problems. "All of the basic materials have risen considerably in price," he said. For example, he cited copper which cost a little under 20 cents per pound last year and which is 35 cents a pound in carload quantities this year. He added that other materials are proportionally up.

"We have taken a number of short cuts in manufacturing and have made considerable investment in improved dies and tools. By increasing the volume, and at the same time reducing our overhead, we are happy to report that we have not increased our prices. On the contrary, on certain items, due to the increased volume, we are in a position to drop prices while still maintaining our average profits," Miller said.

Has New Items

The Thrift Novelty Company, Miller reports, is coming out with many new items, including a variety of novelty key chains, hand beaded belt with Indian designs, which will sell at a popular price, and a souvenir spoon.

Miller reported there will be no delay in filling orders by his concern and he says, in commenting about the business outlook for this year, "Business already booked so far this year for the spring is equal to the total amount shipped in the same period last spring."

Rubber, one of those items which went to war at the time Hitler had ideas about ruling the world, is back with a loud voice. That is the advice from the Oak Rubber Company, Ravenna, O.

For the first season since World War II, balloon men will be able to get all the items Oak Rubber put out before the war. These include the fancy "prints" or decorated balloons, the odd shapes and novelty items. Too, there will be the Walt Disney characters on decorated balloons, head balloons with inflatable ears and the full figure balloons, with cardboard feet, known as toss-ups. Oak this year also is offering a line of Bugs Bunny balloons.

New Touches Added

A company official said that for the time being there will be no new numbers introduced. "The problem has been to achieve production on the wanted items for which factory equipment was on hand. However, new touches and improvements have been made on most numbers to give them a degree of 'newness' and sales appeal," he said.

Messmore & Damon, Inc., New York, has a new ballyhoo piece on

the market this year, called Cal the Calliope Clown, a mechanical calliope player, according to Francis B. Messmore. The concern also will continue to put out its usual line of mechanical displays, particularly for ballyhoo purposes and walk-thru shows. Prices this year will be approximately the same as last year, Messmore said. The materials situation isn't bothing this year, Messmore said, and added, "we can fill orders in from four to six weeks, under normal circumstances."

No Worries on Glass

If your concession calls for all kinds of glassware, such as tumblers, ash trays, bowls, candy dishes, etc., you won't have any worries about getting a good supply. M. B. Kranzberg, of the Northwestern Bottle Company, St. Louis, says materials needed for the production of glassware are plentiful and there is no shortage problem. He adds, however, that most prices will be up slightly this year, altho some will remain the same. New items in glassware will be more plentiful, according to Kranzberg.

In commenting on this phase, he said, "During the war only flint glassware was available. Pink glassware already has been made available and I believe other colors will be available for making more attractive glassware displays. Heat-proof tableware is now appearing in larger quantities and styles and many items which disappeared during the war are now reappearing, such as odd-shaped candy dishes, flower vases and various other glassware novelties."

Biz Outlook Good

The business outlook this year is better than a year ago, according to Kranzberg. "The success of many of the 'glass pitch' concessionaires this past season leads me to feel that there will be many more of these the coming season and these set-ups move a lot of glassware so we are very optimistic about business this year," he said.

Ned E. Torti, Wisconsin DeLuxe Company, Milwaukee, is one of those who believes prices will not come down, at least for the first six months of '48. Torti reports a shortage of materials for his concern. "Our biggest raw material in our production is plaster of paris, which is mined, and we have had a great deal of trouble keeping a three or four days' supply on hand at all times. The paint situation has been very bad."

Regarding delivery, Torti said his concern builds a very large inventory of plaster during the winter months for the express purpose of being able to take care of folks during the late summer months and during the fair season when the demand is at its peak. "There should be no waiting on my plaster orders at this time," Torti said.

Rex Shriver, of the H. C. Evans Company, Chicago, manufacturers of wheels, games, etc., says there has been a slight increase in prices on some items and he reminds that certain kinds of wood are hard to get and says steel is a big problem. Business, Shriver says, is expected to top last year.

Sees No Rationing

From the concession equipment angle, Jim Blevins, of the Blevins Popcorn Company, Nashville, manufacturer of various machines, includ-

(Continued on page 30)

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Ride Biz Continues In High

By
JIM McHUGH

Manufacturing industry keeps pace with record demand, fed by plentiful supply of money — material shortages still exist

MANUFACTURERS of amusement riding devices are keeping pace with the continuing heavy post-war demand for their products, despite still existing shortages in vital materials, a recently concluded survey by *The Billboard* reveals. Orders to date approximate the record number on file a year ago when manufacturers were faced with the biggest production job in their history. Money, too, remains plentiful, with the result that orders are being filled on a first-come, first-served basis since nearly everyone who wants new equipment is in a position to pay—a healthy situation which came into being with the record business experienced by operators during the war and which remained fairly constant last year.

Wistful predictions, involving numerous radical changes in riding devices, have failed largely to materialize mainly because manufacturers have been hard pressed to maintain peak production to fulfill orders for their standard units.

Seemingly, no phase of mechanical motion which would serve to thrill an individual has been overlooked. The public apparently is satisfied with the available offerings since its patronage of riding devices has definitely kept pace with an increased national income. The appeal of time-proven units is as steady as the public's taste for hot dogs and hamburgers. There will be new rides making their appearance periodically, of course, but the need for revolutionary change has not been demonstrated and will not materialize.

Most important building materials, principally steel, lumber and electric

motors, are still in short supply. Manufacturers have done remarkably well in licking the materials problem and even last year, when the supply problem was even more acute, managed to fill all orders. Some companies report a slightly better situation where materials are concerned but their availability is not yet such that there is any immediate prospect of lower prices. Labor costs, an important factor in the top prices being asked and paid for new devices, have steadily mounted. The price range for portable units runs all the way from a few hundred dollars to a reported record \$31,000. On stationary units like Roller Coasters each ride poses special problems and the final estimate, at best, probably would be only a good guess.

Like automobiles, amusement rides took a terrific beating during and immediately after the war, working to capacity and in many instances without the benefit of proper maintenance. Competent ride foremen were and still are at a premium. Replacement parts were scarce and units were often kept going with improvised parts machined in any shop that would handle the job. Altho they usually worked, the parts obviously were never quite as good as the manufacturer's replacements. There still are many units on the road and in amusement parks which largely have outlived their usefulness. The replacement of these alone probably would be sufficient to keep manufacturers busy for a long time to come.

Early Orders a Must

Faced with material and help shortages the manufacturers virtually in-

sisted, for the first time following the war, that orders be placed far in advance. The need for new units forced operators to order early if they expected delivery, with the result that manufacturers were able to produce in a business-like continuous operation rather than the usual spasmodic seasonal activity which prevailed before the war. Then it was customary for many ride operators to expect delivery on little more than a month's notice. Faced with this kind of business the manufacturer was not in a position to stock up on inventory. The existence of long waiting lists and the custom-building procedure followed in the construction of most rides have forced the prospective buyer to early action.

Some builders forecast greater shortages for 1949 with the adoption of the European Recovery Program, popularly referred to as the Marshall Plan, plus the possibility of an increased military program. The effect these programs would have on steel, for instance, is obvious. Shortages have considerably hampered experimental work because even with the developing and testing of a unit it would be difficult to bank on the production of enough rides to offset the always heavy experimental costs.

Few Foreign Sales

The foreign market has had to be by-passed to date because of the dollar exchange. The potential market, however, is greater than ever before, according to the number of inquiries being received by *The Billboard* and manufacturers. Indications are that it will take several years to fulfill demands when the foreign market again opens up. Domestically, carnivals account for about 70 per cent of the manufacturer's business with amusement parks contributing most of the remaining sales, according to survey.

Newest of the thrill rides are the Hurricane, manufactured by the Allan Herschell Company, North Tonawanda, N. Y., which was previewed in 1947; the Hi-Ball, manufactured by Frank Hrubetz & Company, Salem, Ore., and the C-Cruise, manufactured by the C-Cruise Corporation, West Salem, Ore.

The Hurricane, a spectacular unit with octopus-like arms which support attached cars, spins in a rotary motion

with the operating height adjustable to 15 degrees past horizontal. Unit was designed by Norman Bartlett who also designed the Looper which went into full-scale production last year for the first time. Other major rides produced by Allan Herschell are the Moon Rocket, Caterpillar, Merry-Go-Round, Water Scooter and Kiddie's Merry-Go-Round and Auto Ride.

Hi-Ball Preemed at Tampa

A hydraulic system which raises the cars 52 feet in the air and adds height and action to speed is the principal attribute of the new Hi-Ball. The ride was preemed at the Tampa Fair last month. It is priced at \$13,500. The Hrubetz Company continues to manufacture the Spitfire priced at \$9,025, complete with engine.

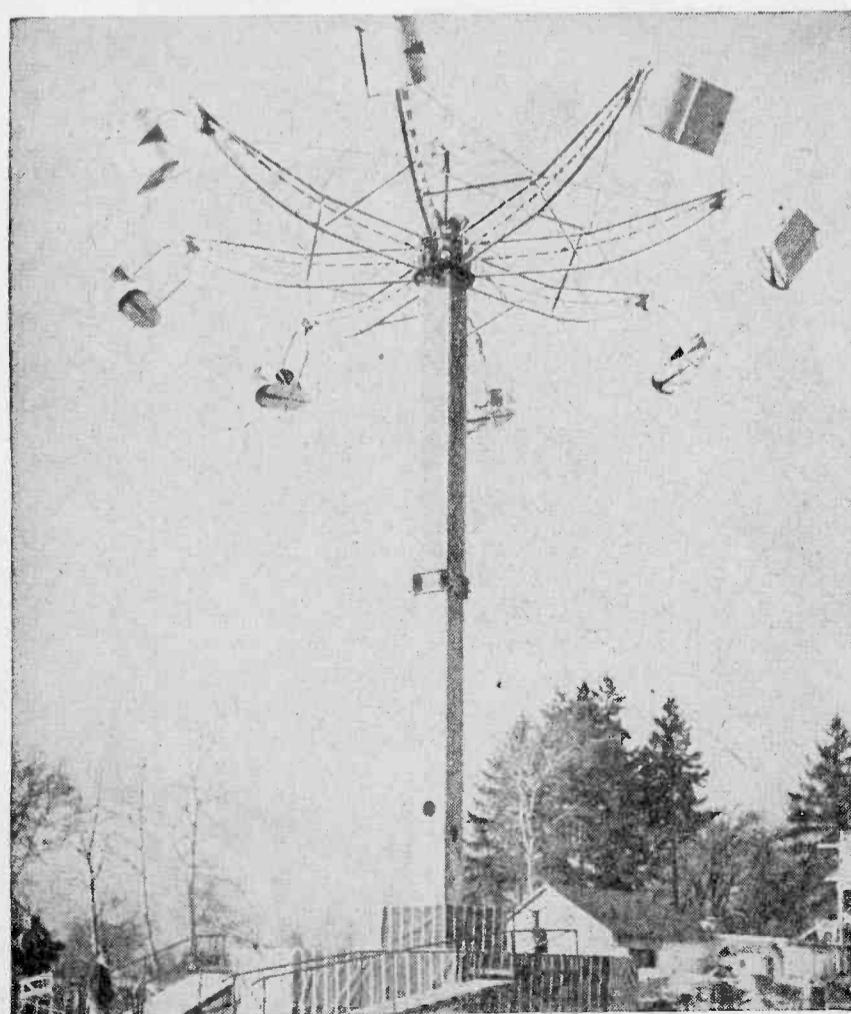
Introduced this year for the first time is the C-Cruise, a new flat ride which simulates the rolling motion of ocean waves. It is priced at \$12,500, with delivery in about 60 days, despite steel shortages, according to Tom Armstrong, sales manager.

A kiddie Roller Coaster, offered by the National Amusement Company, Dayton, O., may prove extremely popular with the small fry. Unit, designed by Charles Paige, has a 750-foot track and a 14-foot summit. Ride is intended to be portable, according to William de L'horbe, sales manager, but it requires approximately 50 by 179 feet for setting up and there are few known carnival lots in the country that could accommodate it without the elimination of other rides or shows. Also being offered by National are new Fiberglass boats which are of one-piece construction and, it is claimed, will not rot, rust or be affected by temperature changes. The company also offers a number of park units, including Coasters, Funhouses, Old Mills, etc., and portable units including the Century Flyer, miniature train and kiddie Ferris Wheel.

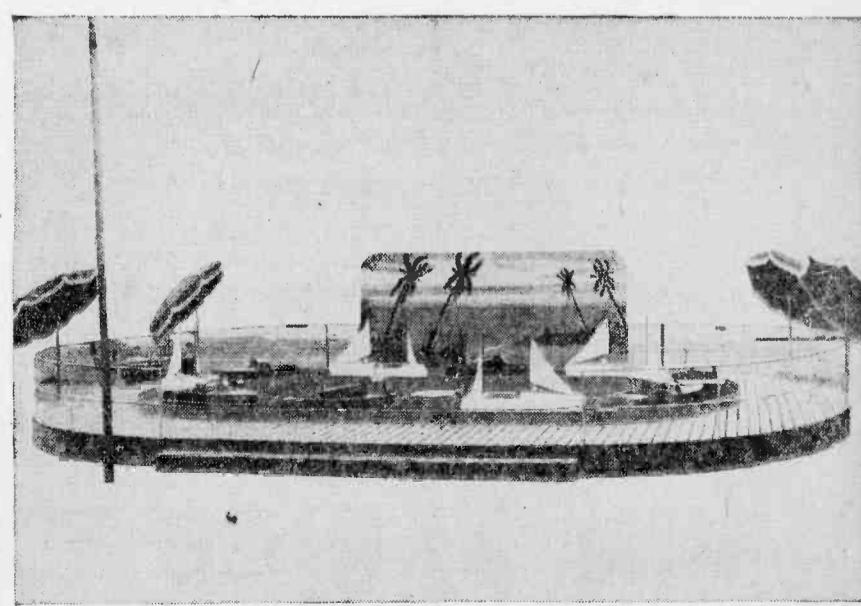
Eight to 16 weeks are currently needed for delivery of National Amusement Company units. Eighty per cent of the company's output is for the amusement park trade.

Two New Kiddie Rides

Harry G. Travers, president of Travers Enterprises, Painesville, O., and a veteran of 45 years in the designing of amusement equipment, is concentrating on two new kid units.

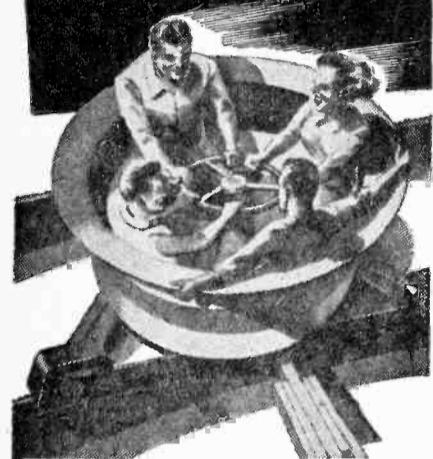


A HYDRAULIC SYSTEM, which raises the cars 52 feet in the air and adds height and action to speed, is the principal attribute of the new Hi-Ball. The ride was preemed at the Tampa Fair this year.



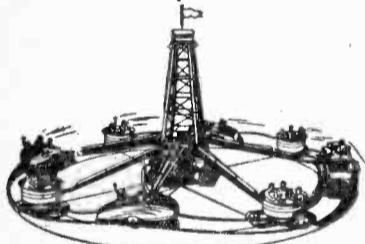
HERE IS A PHOTO of the Lucas Kiddie Boat Ride. Amusement device sells for \$2,190 to \$3,275, according to the manufacturers, and has been attracting attention of park operators.

**Re-Ride
Your way to
BIGGER
PROFITS
with C-CRUISE**



• Revolutionary! Exciting! A money-maker! It's the brand-new thrill ride that keeps 'em coming back for more! Portability — safety — ease of operation—fast turnover—it's got everything — PLUS THE FLASHIEST EYE-APPEAL ON THE GROUNDS!

There isn't room to tell the whole story here. For full details about C-Cruise, the biggest, newest money-maker in the entire amusement world... send a postal to



C-CRUISE CORPORATION
Seventh St. and Murlark Ave.
WEST SALEM, OREGON

A kiddie Buggy Ride, using miniature pony carts, is priced at \$2,750, while the Lucas Kiddie Boat sells for \$2,190 to \$3,275.

Travers pointed out the rapid development of Kiddielands in nearly every amusement park and carnival in predicting that the golden age of show business is still ahead and the volume of business now handled can at least be doubled. Years of building and operating experience in foreign lands is resulting now in numerous inquiries for help in the building and selection of rides. However, the international situation is not yet conducive to export business, Travers reports. The firm also manufacturers Funhouses, dark rides and stunts for these units.

Faced by continuing heavy demand, M. W. Sellner, of the Sellner Manufacturing Company, Faribault, Minn., writes that six months or more are needed for delivery of the firm's Tilt-a-Whirl. Sheet steel and some steel bar shapes are still in scarce supply and the ride requires huge quantities of both. The shortage of steel plates has handicapped all manufacturers of flat rides requiring the steel plates as decking. The Sellner Company, fully occupied by the domestic market, sells about 75 per cent of its units to amusement parks.

New Ride Planned

Ralph Rocco, vice-president of Bisch-Rocco Amusement Company, Chicago, announces a new flat ride which will accommodate 32 riders and be ready for previewing by July. The company will continue to manufacture the Flying Scooter, eight-car units for portable use and 10-car units for stationary use. Also manufactured by Bisch-Rocco is a Jet Kiddie Ride, built as a swing and sporting streamlined double cockpit cars modeled after airplanes. About 80 per cent of the company's production goes to carnivals, with the remainder to amusement parks.

Material shortages and government building restrictions have considerably hampered the production of Roller Coasters, Mill Chutes, Funhouses, etc., by the Philadelphia Toboggan Company, H. P. Schmeck, general manager, reports. The company has centered much of its recent sales promotion on its Skee Ball units, Cuddle Up ride and Coaster cars.

Coaster Timber "Salted"

The new Roller Coaster, completed last year at Playland Park, San Antonio, and supervised by Schmeck, was fortified against rot and termites
(Continued on page 42)

**CENTURY FLYER
KIDDIE FERRIS WHEEL
ON HAND FOR IMMEDIATE DELIVERY**

**Streamlined ROLLER COASTER
AND
MILL CHUTES**

Plans and Equipment furnished to suit location

FIBRE GLASS MOTOR BOATS

Also Plans for Tank Installation

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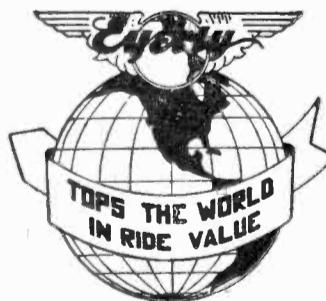


OCTOPUS—ROLLOPLANE FLY-O-PLANE

Our scheduled output of rides this year will be limited to 20 Octopus, 20 Fly-o-Planes, and the number of Rolloplanes will depend on availability of electric motors. By limiting production improved manufacturing efficiency is possible and a better product is assured our customers.

A pilot model of our new ride will be ready soon, but only a few units will be produced this year.

We have available for immediate shipment Allis-Chalmers and Continental power units.



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MANUFACTURERS

SALEM, OREGON

THE sound show operator plans ahead for the special contingencies and hazards that are an essential part of the business, the problems that arise under crowded spectator conditions. Unquestionably the most dangerous of all is heralded by the cry that would make the wildest "Hey, Rube!" seem sweet music to any operator—the alarm of "Fire!"

Routine inspection of grounds and equipment, with particular stress upon known points of danger such as electrical or mechanical equipment, is, or should be, an established practice for any operator. But the most careful advance inspection will not prevent some fires, and adequate fire-fighting equipment is a necessary part of every show.

Public Is Interested

The general show-going public is interested in the steps taken to protect them from this worst of all show hazards.

It is true that outdoor show business has had relatively few major conflagrations with heavy loss of life, save the Hartford, Conn., fire, and the totals are surprisingly low in view of the special hazards and temporary structures commonly used. This certainly is a tribute to the general care and foresight exercised by many shows.

A suitable display of fire-protection equipment on the showgrounds is valuable publicity. Convince the public that every possible step is taken for safeguarding against this danger.

Good Business

Provision of special equipment is good business for the show owner, too, a provision against loss of his own property and income. Fire losses in the United States soared over the \$700,000,000 figure for the first time in 1947, the climax to date of a steady climb from the 1937 low of \$254,000. Many factors contributed to this boost, but the presence of available equipment ready for instant use—and of personnel trained to man it when the alarm is given—will cut its incidence in individual cases at least.

The fire protection industry is very conscious of the hazards which show business furnishes in its field. Typically, the June, 1947, issue of *Fire Engineering*, trade paper of the industry, carried a front-cover picture of a fire at Coney Island, headed

Fire-Fighting Equipment a Must for Shows

By H. F. REVES

the "Second Large Fire Within a Year." This certainly is not good publicity for the amusement industry.

Fire extinguishers of many kinds are available, usually prepared for mounting on a wall, post or some other fairly solid support. Different types, sizes and weights are each good for different situations, and their relative merits will not be debated here, but taken for granted. Any good showman will have such protection provided near any point of probable danger.

Excellent Assurance

Provision of mobile fire-fighting equipment that may be used anywhere around the show lot is a more important matter because it concerns the fate of the entire show. Typically, a properly equipped truck or trailer with obvious protection will be an excellent assurance to patrons on the grounds, if it is properly placed and displayed, instead of being buried back in the service area somewhere.

Equipment Type Varies

The type of equipment selected will vary according to the needs of the show, particularly in size. There are small units which can be used as hand-drawn units in an emergency, the more commonly handled by use of a car or tractor to move them, and there are big expensive units suitable for big tops which would do credit to a small city fire department.

In addition, smaller one-tent or similar shows can utilize the available types of pumping and protective equipment, suitably mounted for wheeling around their property but

adapted to their own needs. Significantly, the specifications on most of these protective assemblies are flexible, allowing the purchaser to select at minimum cost what is made desirable by the needs and limitations of his own show.

Costs, too, vary, but here a reduction is possible by considering and planning equipment purchases as dual or multiple purpose installations. For instance, the pump units can be used to wet down the roads and grounds and lay dust. Again, after a heavy rainstorm, the pump can be used as a suction pump to pump water off low spots on the grounds. Flushing operations of all kinds, including cleaning of show property, watering of cages for animals and water supplies to standing tanks of any type on the grounds, are important incidental uses.

Little Publicity

Little or nothing has been done up to now to publicize available equipment for showmen, partly because the more farsighted operators have gone to the manufacturers with their problems quietly and individually, and others have just neglected the whole problem.

Equipment manufacturers, on the other hand, have ignored the show business market, but a survey of known manufacturers across the country shows that manufacturers today are awakening to the needs of the show business market and are ready to supply equipment which will meet that market's specialized demands.

One of the most interesting units is the Jeep Fire Truck brought out by Willys-Overland Motors of Toledo. Individual applications of this unit are being manufactured by the Howe Fire Apparatus Company of Anderson, Ind. This unit is powered by the well-known Jeep engine used in some 500,000 military units during the war under extremely variable conditions of weather and terrain—a quality that should endear it to showmen.

The Jeep unit has a centrifugal pump, operated by a stepped-up gear drive from the crankshaft at the front of the engine. It pumps 375 gallons per minute (g.p.m.) at 120 pounds pressure, and will operate from wells, cisterns, creeks, or ponds, as well as from standard hydrant systems. The unit comes equipped with hose, ladders, pike pole, two spot lights, hand lanterns, fire extinguishers, axes, shovel, crowbar, spanner wrenches, siren, flasher light and special equipment basket. It is built to hold four men, and does not require professional operators.

In addition, a 200-gallon tank trailer is available, to provide an instant water supply for the critical first few minutes of fire fighting. This will give a 10-minutes' supply under average conditions of operation, and can be pumped while the Jeep itself is still in motion.

In case protection is sought against gasoline and oil fires, the Jeep is equipped with a foam-making nozzle, which will produce 350-400 g.p.m. of foam, using 20 gallons of water, giving an output of 4,000 gallons of foam. The trailer is connected to the pump by a flexible suction connection.

The Jeep pump itself has a single four-inch suction opening and two two-and-one-half-inch-high pressure outlets with reduction caps for one-and-one-half-inch hose.

The Gorman-Rupp Company of Mansfield, O., manufactures two portable pump units, the Fire Eagle and the Dual Fire Fighter, which may be suitably mounted on a wheeled unit for instant mobility.

The Fire Eagle weighs 130 pounds and is easily handled by two men. It measures 16 by 25½ inches high. It is especially important where standard hydrant supply is not available. The unit will raise water up to 20 feet by suction, and then force it 100-300 feet thru two-and-one-half-inch fire hose. This unit is primarily designed for furnishing a water supply in remote locations to the pumping unit. It also will serve to drain structures or grounds.

The Fire Eagle is waterproofed so that it will operate in the rain. It has a three-inch suction, and two-and-one-half-inch discharge, or alternately supplied with three-inch iron pipe threads on both suction and discharge. The Gorman-Rupp firm makes other pumps from one and one-half to eight inches, with an output of 5,000 to 125,000 gallons per hour.

Mounted on Wood

The Dual Fire Fighter may be similarly used. It is mounted on wood carrying handles, or alternately with folding handles like the Fire Eagle. It will deliver 180 g.p.m. at 20 pounds pressure when used as a booster pump. This gives a capacity sufficient to supply two one-and-one-half-inch lines when attached by a Y connection to a two-and-one-half-inch line.

It is a standard centrifugal pump with an exhaust primer. Pump is bolted directly to a one-cylinder, four-cycle air-cooled gasoline engine. The exhaust primer makes it unnecessary to fill the pump with water before starting operation—a timesaver. Primer is hand-operated and not used after the pump is working.

Weight of this unit is 161 or 150 pounds, depending on type of mounting. It has a two-and-one-half-inch suction and discharge, and measures 20 inches by 21 inches and is 26½ inches high.

The Hall Fire Pump Company of Conshohocken, Pa., puts out a number of different sizes of pumping units. Typical is type FHH, a radiator-cooled unit either skid or trailer-mounted. It is rated as giving 250 g.p.m. at maximum pressure or 75 g.p.m. at 150 pounds pressure. It also may be mounted on a light truck or used as a stationary unit. An exhaust ejector priming system is used. The cooling system consists of a radiator and an auxiliary heat exchanger.

Suction Is Threaded

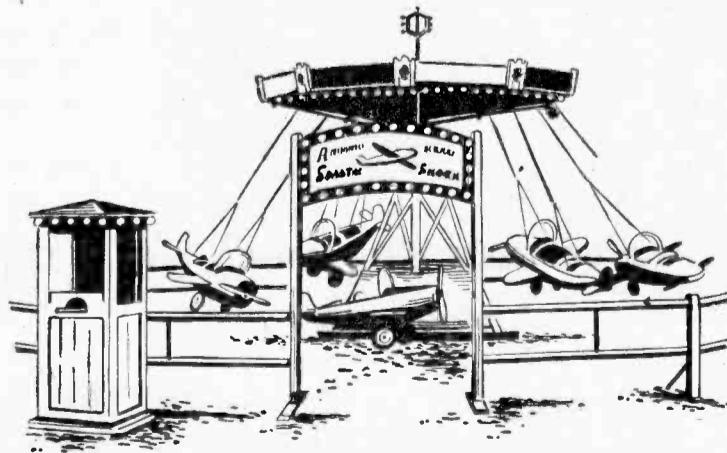
Suction is threaded two and one-half inches. Discharge is a gated Y connection with two one-and-one-half-inch outlets. Engine is a Hercules four-cylinder, four-cycle 25 horsepower unit, with block and crank case cast integrally. It has aluminum pistons with force-feed lubrication to connecting rod and main bearings. It measures 16½ by 50 by 34 inches high, or 38¼ by 71½ by 50 inches high with the skid unit and trailer. Weight is 500 pounds, or 635 pounds with skid unit and trailer.

Trailer is 66½ by 38¼ by 17¾ inches high, with 16 by 5 tires. Tractor type hitch is used, with an adjustable parking leg used as a drawbar when moving unit by hand. Weight is 125 pounds without the unit.

Another Hale unit is the FZZ. This model is similar, but has a 7.7 horsepower Briggs & Stratton one-cylinder, four-cycle engine. It has a two-and-one-half-inch suction, and a one-and-one-half-inch discharge. It measures 20 7/16 by 22 5/16 by 25½ inches high, and weighs 220 pounds. This unit may be equipped with a

THE NEW SMITH & SMITH Kiddie Ride

Now Equipped With CENTER DRIVE



New model features both a center drive system and individual motors in each airplane. Either method will operate ride alone. Gives quick starting and stopping power. Double assurance against breakdown. Center drive system firmly mounted on steel base. Outside scenery appropriate for children. Airplanes have wooden frames covered with aluminum sheeting. Airplanes and woodwork brightly painted. Plenty of "flash". Now equipped with standard ticket box, sign, fence, canvas top, dome, etc. Easily loaded on 16' truck. Operating space of 36' in diameter, including fence. Write, wire or phone today for price, terms, delivery date.

Manufacturers of the Chairplane, Kiddie Chairplane and Ocean Wave.

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BIG ELI WHEELS

continue among leading midway attractions. Both as park and portable profit earners they will pay their owners well in 1948.

Recent shipments of new Wheels went to Thompson Brothers, Altoona, Pa., DeLuxe No. 5; Tamaro's Island Manor Shows, Elmont, N. Y., DeLuxe No. 5; Albert Kuntz, Leonia, N. J., No. 5; Stinnett Brothers, Dallas, Tex., DeLuxe No. 16, for State Fair of Texas; Seashore Amusements, Myrtle Beach, S. C., No. 5, and many others to follow.

Orders are now being received for 1949. (Sorry, no more shipping promises can be made for 1948.) Get an old reliable BIG ELI Wheel for your 1949 season's opening. It will give you lifetime service (1906 Model, Serial No. 8 BIG ELI works in a Rhode Island park each season). Write us now about a BIG ELI Wheel for next year.

ELI POWER UNIT MODEL D-140

Is standard equipment on portable BIG ELI Wheels. We have used this same reliable make of engine for 27 years. Economy of operation, ample power and long service are features of ELI Power.

Our stock of D-140 Models assures you of prompt shipment in 1948. Do you need new Power on your BIG ELI Wheel, Merry-Go-Round, Tilt-a-Whirl or Octopus? Write us for quotation. We have hundreds of satisfied users.

ELI Power is not the lowest cost engine you can buy. **IT IS THE MOST RELIABLE AND COSTS LESS IN THE LONG RUN.**

ELI BRIDGE COMPANY

Builders of Reliable Products Since 1900
800 Case Avenue Jacksonville, Illinois



foam liquid proportioner. It will supply 60 g.p.m. at a pressure of 90 pounds.

Mounted on Trailer

A different type of assembly is made by Porto-Pump, Inc., of Detroit, as a complete unit mounted on a two-wheel trailer. It is designed for quick attachment to any car or truck with standard car wheels. It is said this unit has been driven over mountain roads at 60 m.p.h. It consists basically of the Porto-Pump, 50 feet of supply hose, and 200 feet of fire hose; an 18-foot, three-section extension ladder; fire ax, and hand type fire extinguisher.

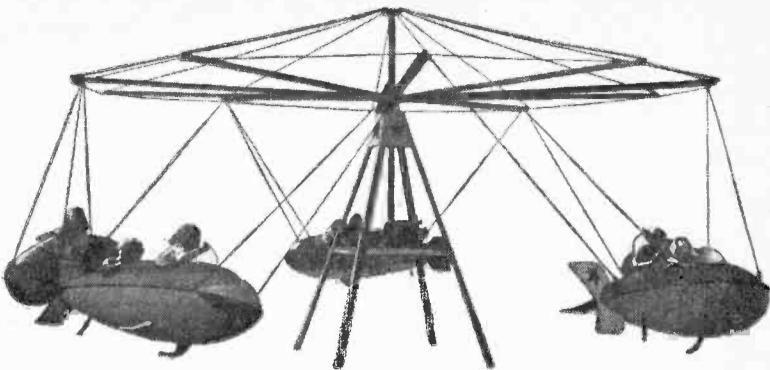
Trailer has a 48-by-78-inch steel body, with each wheel sprung independently for use off standard roads. Over-all dimensions are 66 by 118 inches, including a 40-inch tongue. It is fitted with a handrail on three sides, and hinge-mounted tail gate.

The Porto-Pump delivers 40 g.p.m. at 120 pounds pressure. It is powered by a four-cycle, five-horsepower gasoline air-cooled engine. Suction is two inches and discharge one and one-half inches as standard, with alternate connections available. It gives foam, fog or straight water flow at will.

Easily Adaptable

An essential feature of this unit is the adaptability of different water supplies, said to take anything right up to sludge, which would seriously damage many types of pumps. This is because of a rubber impeller rotor type pump (as distinguished from a centrifugal type pump). As explained by the manufacturer, dirt particles depress themselves in the rubber and are cast out at the outlet side.

An essential feature is the 200-gallon tank mounted right on the trailer, again bringing the water supply already connected to the pump for the instant use without the delay of waiting for a water connection to be established.



Dollar for Dollar

The EWART ROCKET RIDE is the best buy in the amusement ride field. NO COMPETITION EVEN CLOSE—EWART ROCKET RIDE IS BEYOND COMPARISON.

★ LOW INVESTMENT

This ride is one of the lowest priced of all quality rides.

★ LOW MAINTENANCE

Ride has FLUID DRIVE (No clutch—fewer moving parts.) Push-button control, roller and ball bearings throughout.

★ SENSATIONAL RIDE APPEAL

Streamlined and "real rocket" appearance of the cars give great appeal.

★ EASILY KNOCKED DOWN AND ERECTED

Transports on small truck or trailer.

WRITE FOR FOLDER

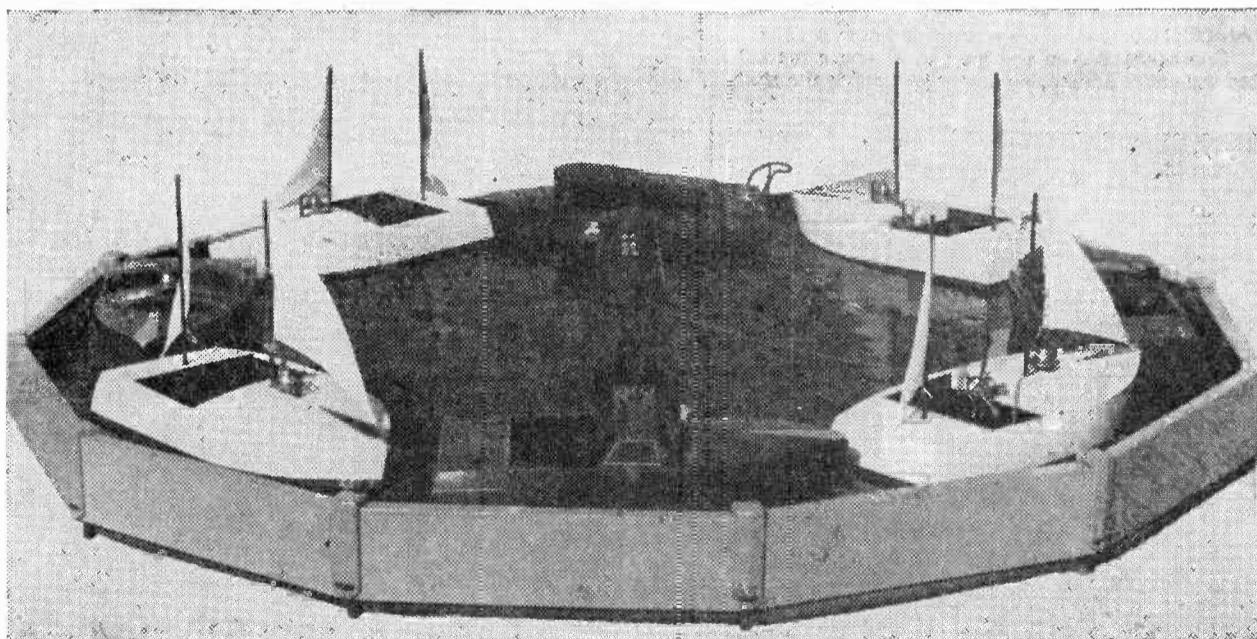
H. E. EWART CO.

Manufacturers of Park and Carnival Riding Devices
4300 LONG BEACH BOULEVARD, LONG BEACH 5, CALIF.

LUCAS BOAT RIDE

New Portable Model

with an easy to handle **CANVAS TANK** sets up or down in less than an hour



★ Electrically Powered Means Trouble-Free Operations

★ All-Metal Boats—Low Maintenance Cost

★ Circular Tank 21' diameter

★ Can be loaded in Small Space Approx. Wgt. 1250 lbs.

★ Reinforced Panels to Protect Canvas

★ Additional FLASH

★ Specially Treated Canvas Best Waterproof Material Available

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Amusement Park in the Sky

By
DOUGLAS N. RHODES

Yuletide department store roof-top funspot for kiddies develops into gold mine for West Coast operator



ONLY A SMALL AMOUNT of promotion was needed to make Meyer's roof-top midway successful. One newspaper ad and the banner above the entrance to the Emporium constituted the entire advertising campaign outside the store.

WILLIAM H. MEYER, veteran West Coast park operator, took a tip from the tune *There's a Gold Mine in the Sky* and applied it to his business. He put an amusement park in the sky and found that the song was telling the truth—the gold mine was really there.

Meyer, now in his 40th year in show business, had long eyed the tremendous amount of foot traffic that daily flows in and out of large department stores. His experience in the amusement industry told him that here was a potentially big—and wholly undeveloped—field for amusements, particularly those which would appeal to children. In 1947 he got a chance to test his theories when he arranged with the management of the Emporium, largest department store in San Francisco, to establish a small kiddie park on the roof during the Christmas holidays. It was a huge success, and Meyer now has a five-year contract to repeat the venture every year with a longer run.

Had Five Rides

Meyer built his "sky midway" around an adult Merry-Go-Round, a kiddie Merry-Go-Round, boat ride, kiddie auto ride and a miniature train.

Opening October 23, Meyer ran his park six days a week until New Year's Day. Hours of operation were necessarily limited to store hours—9 a.m. to 5:30 p.m. Very little promotion was needed to put over Meyer's idea. A few days prior to the opening the store bought a full page in one of the local dailies to announce the park. A large banner was hung over the store entrance and a green line was painted on the floor to lead patrons to the amusement area. The ad, which ran only once, constituted the entire newspaper campaign, but word-of-mouth advertising and plugging on the part of store personnel brought the crowds.

Big Success
From opening day Meyer's venture was gratifyingly successful, and the park in the sky got a steady play. Next year Meyer will open two weeks earlier, in September, for a run of nearly three months.

Meyer has been in some form of outdoor show business nearly all his adult life. He started with a trained pony, named Dexter, and was featured on the old Abe Miller Wagon Show—a dog and pony circus out of Sweet Springs, Mo. In 1919 he was with Ringling-Barnum for one season during the year of the combine. Following that stint Meyer got into the ride business which he has made his major career. For many years he was with Orville Crafts' show enterprises in charge of rides and supervisor of mechanics. Other shows with which Meyer has been connected are Conklin's 20 Big Shows; Levitt, Brown & Huggins; Foley & Burk, Earl Douglas, Frock & Meyer and Suker & Meyer. He was a partner in the two last named concerns and sold out his interest in Meyer & Suker to Harry Suker in July, 1947.

Plenty of Experience

Meyer's experience in operating parks is considerable and diversified. At the start of World War II he opened a small ride park on Firestone Boulevard, Los Angeles. This enterprise consisted of a number of adult rides and a few kiddie devices. He soon found that the kiddie rides were getting a heavy play while the larger ones did consistently poor business. Meyer then switched to the smaller rides and is convinced they are the best bet for neighborhood parks, inasmuch as there are many competing amusements for adults but few for children.

At the peak he operated 12 rides at the Firestone Boulevard spot. Now run by his former partner, Suker, the park is still doing well. At present there are eight rides, including a



A VIEW OF THE AMUSEMENT park in the sky atop San Francisco's Emporium. Bill Meyer's unique venture will be repeated every year for the next five years.



ADULTS, AS WELL AS YOUNGSTERS, patronize the two Merry-Go-Rounds at the Emporium amusement zone. Meyer, however, believes kiddie rides offer a greater opportunity for success at the average neighborhood park.



BILL MEYER WAS ONE OF THE FIRST to inaugurate a policy of selling tickets for all rides from a single, centrally located booth. Above view shows boat ride, one of five kiddie amusement devices operated on the Emporium roof during the holiday season. Note sign in foreground advising patrons to buy tickets at main ticket office.



MEYER IS INSISTENT on employing only the highest type attendants for his rides. He believes this is necessary for successful operation, inasmuch as children's safety is at stake. Above is a view of his unusual amusement park on the roof of the Emporium, San Francisco's largest store. Miniature train is shown in foreground.

Ferris Wheel, Merry-Go-Round, boat ride, pony ride, auto ride, miniature train, plane ride and pony-and-cart ride.

Another park was established at Beverly and La Cienega boulevards near the city limits of Beverly Hills, Calif., a city with a large juvenile population. This spot turned out to be very profitable, averaging 30,000 customers a week. Meyer was operating 22 rides there when he sold out to Dave Bradley, who continues the successful operation of the park.

18 Rides at Fair

Meyer has also operated rides at various Western fairs. At the 1947 State fair in Sacramento he had 18

kiddie rides on the midway of Crafts' 20 Big Shows and will have 24 similar devices at the National Orange Show in San Bernardino, Calif., this year.

Interested in all forms of show business, Meyer also conducts a side line of supplying rides and show property to movie studios. Recent pictures which have used his equipment in carnival sequences are *Vanity Girl*, *Ride the Ping Horse*, *Moonrise*, *Blaze of Noon* and *The Egg and I*.

Over the years Meyer has been responsible for a number of innovations in park management beside his unusual idea of operating a roof-

top amusement park. He was one of the first to sell all ride tickets from a single centrally placed booth and has successfully used the strip "come-back" ticket deal whereby patrons may buy strips of tickets good at any time. Meyer declares that from the park operator's standpoint this is advantageous, inasmuch as 5 per cent of the tickets are never used and therefore represents a clear gain in revenue.

More Kid Rides

With regards to future trends in parks, Meyer feels that the tendency will be toward more kid rides and fewer big rides. He feels that more and more attention should be given

to our ever-growing juvenile population and that the kiddie ride business is still in its infancy as a branch of the amusement industry and that it can be developed into a big thing.

He also believes that parks in general need more flash and better management. Meyer is especially particular of the type of help he employs and insists on only the highest class of attendants. He is opposed to the hiring of high school boys and irresponsible persons to operate his rides because he believes that maturity on the part of attendants is essential to profitable operation—especially when the safety of children patrons is at stake.



A GREEN LINE, PAINTED ON THE STORE'S FLOOR, lead patrons to the roof-top amusement park. More than 80,000 persons a day entered the store during the Christmas shopping season and thousands brought their children to the Amusement Park in the Sky.

Insect-Repellent Lights on Market

INSECTS of various types long have been a problem to those in outdoor show business, be they owner, concessionaire, cookhouse operator or what have you. Once the sun goes down and it's necessary to turn on the lights at a circus, carnival, fair or park, that's the signal for the bugs to gather 'round and have themselves a time, much to the annoyance of the public and the people in show business.

The demand by outdoor showmen for some kind of light which wouldn't attract bugs has been long and loud. It wasn't that lighting engineers were deaf to the demand, because they have been continually working on improvements, not only for outdoor show attractions but for everyone where lighting is concerned.

Repellent Lights Marketed

Insect-repellent lights are now on the market and, while the makers and distributors make no guarantee that these lights will make for a bugless and insectless night, the new gadgets have proven a big help.

It is no secret that an ordinary electric light bulb used outdoors will attract swarms of night flying insects. Not quite so well known, perhaps, is the fact that many of these insects are affected by color.

According to Dr. Matthew Luckiesh, director, lighting research laboratory at General Electric's lamp department headquarters, Nela Park, Cleveland, "There is no evidence whatsoever that a given color of light will repel bugs. There is evidence that a given color of light shining in the darkness has some attraction for night-flying insects.

"We do not know whether an insect goes to a light because it can see better or because the light stimulates

No guarantee made that bugs won't gather 'round, but new gadgets have proved a big help—bugs are affected by color.

some other mysterious inner response. There is evidence that the visual sensitivity of the night-flying insects is greater for white or blue lights than for red or yellow.

"Therefore, if you need light outdoors when there are insects around, a yellow lamp will attract fewer than a white lamp. You might want to put up two lamps, a white one at a distance and a yellow one nearby," Dr. Luckiesh says.

A recent GE announcement informs that its lamp department has added two new lamps to its list of 10,000 types and sizes, the new ones being 60-watt and 100-watt yellow enameled lamps for outdoor lighting. The yellow enamel is a glass coat fixed on the glass bulb.

In its description of the two lamps, both of which have 1,000-hour life ratings, the GE said: "The substitution of yellow lamps for white lamps

of equal wattage markedly and definitely reduces the number of insect pests attracted by any outdoor lighting. There's no magic in it—the simple fact is that insects are less attracted to a yellow lamp than to a white lamp of equal wattage."

Started in 1927

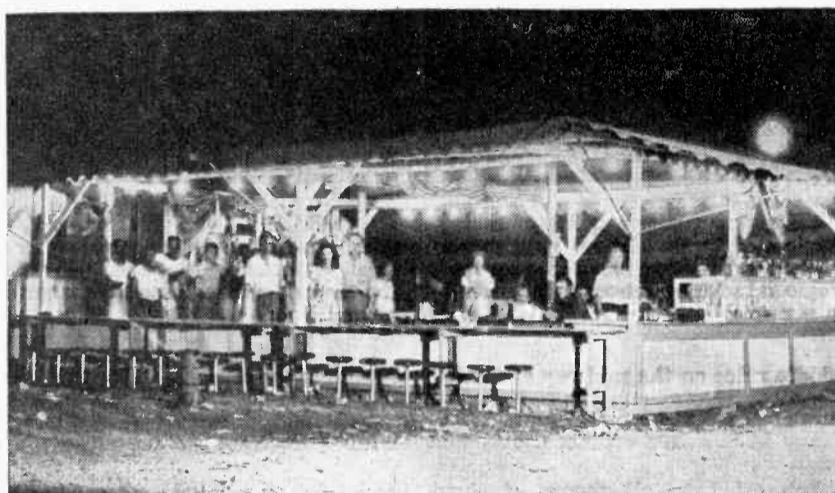
As early as 1927, research and experimentation was directed toward the problem of light and its relationship to phototropic insects; insects attracted to artificial light. The findings of an experimental station in the Department of Entomology of one of the nation's leading State agricultural departments, disclosed that the violet end of the visible light spectrum attracted phototropic insects. It also was discovered that the opposite end of the visible light spectrum held the least attraction; that is the red, orange and yellow colors.

The Verd-A-Ray Corporation, Toledo, manufacturers of special feature incandescent lamps, for instance, began using the color principle to reduce attraction of night flying insects as early as 1939. Prior to that time, colored lamps were painted, which resulted in greater light loss and they became dull and streaked by the weather.

This problem was solved by applying a layer of yellow colored glass under intense heat to the outside of the regular glass bulb before assembling the lamp. By this process the colored glass became a part of the bulb and would not fade, peal or scratch and could even be washed.

Originally intended for front porch illumination, this new light bulb was called insect-repellent for lack of a convenient name, according to W. P. White Jr., sales promotion manager of Verd-A-Ray.

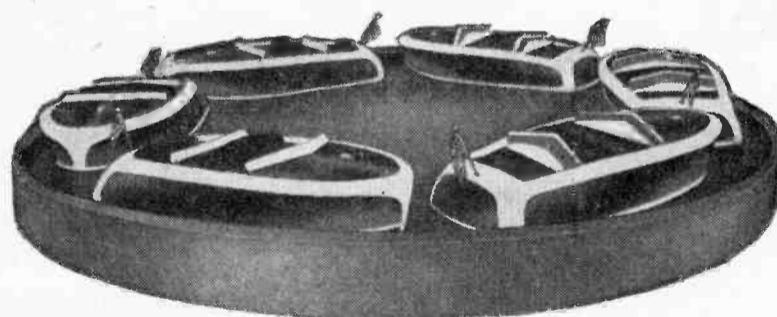
"From the beginning, this insect



INSECT REPELLENT LIGHTS not only help keep bugs and insects away from outdoor eateries, but also give plenty of light. This picture shows a cookhouse using the repellent lights and also gives an idea of how these same lights make for an attractive, well-lighted set-up.

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This is the only ride that I have ever purchased that actually paid out the entire investment and showed a suitable profit in addition at one engagement at the Florida State Fair and Gasparilla Carnival.

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Very truly yours,

Carl J. Sedlmayr

Carl J. Sedlmayr

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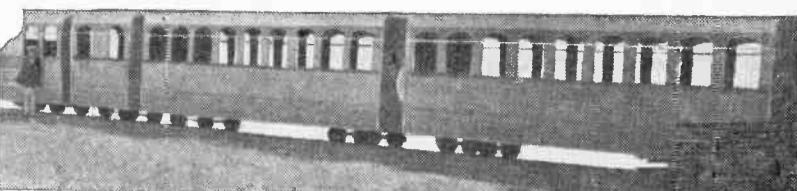
repellent lamp found a receptive market beyond the imagination of even the manufacturer," White said. "Roadside stands found the yellow insect repellent lamps of such value that now a drive in the country at night attests to the widespread use of this light bulb. Insect repellent lamps, with no direction from the manufacturer, became standard equipment in many resorts, amusement parks, swim pools, midways at State and county fairs, concessions of all kinds and wherever people gather outdoors for amusement. Today, the outdoor amusement trade is a major outlet for insect repellent lamps."

According to White, several additional advantages of the insect repellent lamp have become apparent in the post-war era. For instance, he said, the gay, yellow color against the darkness of night produces a pleasant effect upon the public. It helps create a fiesta or holiday mood.

"Another interesting fact discovered was that the yellow rays seemed to pierce fog, smoke and smog, similar to the fog lamps used on motor cars. We suppose that even the last rays of light of the setting sun appear yellow because the atmosphere thru which the light travels either filters out or absorbs the other colors," White went on.

According to Verd-A-Ray officials, the Indiana State Fair last year tried out the insect repellent lamps and concessionaires especially were high in their praise. Particularly important to the concessionaires, Verd-A-Ray officials said, aside from the greater safeguard to health and sanitation, due to the absence of flies, bugs, etc., was the appetizing look of the food while it was being prepared and served under the gay yellow light. The concessions were said to be much more eye-appealing because of the lack of customary glare and the fact the cheerful yellow light helped to radiate friendliness.

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We will load train for you on our own railroad spur.

Unless you have a large tract don't answer.

If you have suitable facilities—WRITE, WIRE OR SEE IT.

NO REASONABLE OFFER REFUSED



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PORTABLE MINIATURE
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Complete with 24' Tank — Marine Plywood Boats — Motor and Top. Operates on sweeps—Large Capacity—Sure Repeater. The Kids can't resist riding on REAL water.

SAFE — RELIABLE — FAST

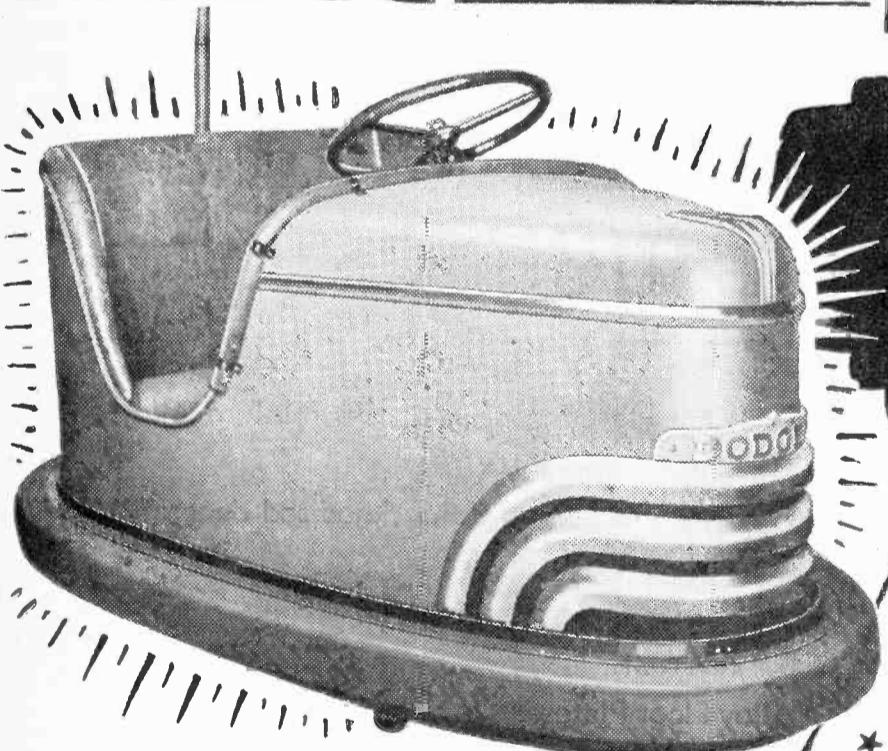
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★ Because they can make their own fun and are not restricted to the same repetitive routine as other devices.



SOUND, from loud-speaker systems to turntables, is an important phase of all show business, be it indoor or outdoor, and the news this year, regarding equipment and prices, is good.

A year ago sound equipment was hard to get, due to the steel shortage. Tubes, too, were not too plentiful and as a result many show operators were using patched-up systems in an effort to get by. Today, however, the manufacturers, for the most part, are back to normal. Steel is not yet plentiful, but the situation has eased over a year ago and tubes are easier to buy this year than last.

Altho prices on some units are up this year, some as high as 20 per cent, it won't be long, according to all outward signs, until prices will be down where they belong. As of now, even some manufacturers are down to pre-war levels. Manufacturers today are turning out some of the finest equipment money can buy. What's

Practical Tips For Hunters of Sound Systems

By JAMES J. WINN

more important, this equipment is not too hard on the pocketbook.

Before you take off on a buying spree give some thought to your respective needs in the loud-speaker field. For instance, here are a few

questions you ought to ask yourself: (1) How much power do I need? (2) How many microphones and what will be their location? (3) Do I have a portable or permanent installation? (4) Do I want a single record player or an automatic record changer? (5) What are my speaker locations?

These are just a few questions you should ask yourself. There are many more, but space does not permit going into all the angles to be considered when buying such equipment.

The following table will serve as some sort of a guide in choosing the size of equipment required for various installations. Determine the seating capacity of the room in cubic feet for indoor systems and square feet for outdoor. The final column of the chart below will indicate the recommended power needed:

Seat. Cap.	Area Coverage		Power Required in Watts
	Indoor Cu. Ft.	Outdoor Sq. Ft.	
300	100,000	5,000	4 to 7.5
750	250,000	10,000	10 to 14
1,500	500,000	25,000	12 to 18
3,000	1,000,000	50,000	25 to 35
4,500	1,500,000	75,000	50 to 60
6,000	2,000,000	100,000	60 to 75
7,500	2,500,000	125,000	75 to 100
9,000	3,200,000	150,000	100 to 150

Fidelity is the accuracy with which a microphone reproduces sound. The wider the range, the more normal will be the sound from the speakers. In general, where feedback conditions are likely to be encountered, a unidirectional type of microphone is best. Bi-directional or velocity type is recommended for studio work. When working outdoors with this type of microphone, a large amount of distortion is encountered because of the wind. Crystal microphones are con-

The Author

The author, James J. Winn, is no novice in the loud-speaking equipment field. After being graduated from a Chicago high school he spent three years at Armour Tech and two years at Massachusetts Institute of Technology. His first job was with WQJ, Chicago. Before the war he operated his own shop and during the war was employed by a Chicago concern doing installation work on sound apparatus. He has had 17 years of sound experience in both indoor and outdoor show business and at present is operating on his own.

sidered good all-round instruments except where temperatures of 110 degrees or more are encountered. I have seen many a microphone go dead while being stored in a car during the day. To overcome this, there are the dynamic types. These are more rugged and can be used both indoors and outdoors. Altho these microphones are more expensive than the crystal type, they are well worth the difference in price.

Lookout for Feedbacks

It is advisable to locate the microphone of a sound system in such a position that the least amount of sound from the loud-speakers will re-



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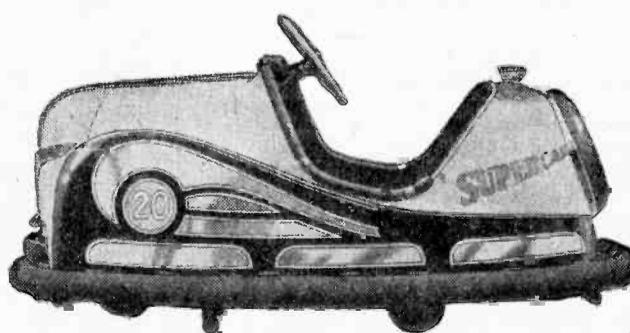
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enter the microphone. This will create what is known as feedback or spill. Wherever possible, the mike should be as close to the amplifier as possible and the mike cables as short as possible. If the cables are too long they will cause a grid hum, which, in many cases, is objectionable. For long runs of mike cable, a low impedance mike should be used with a mike transformer about six feet away from the amplifier. By using this set-up the mike can be placed as far as 300 feet from the amplifier without the worry of hum noises.

When selecting speakers it is advisable to have the total wattage equal or greater than the wattage of the amplifier. If a 25-watt amplified is used a 10-watt speaker may be used, altho it will not be capable of handling the full output of the amplifier. Therefore 10-watt speakers are recommended. Or if only one speaker is to be used, I would recommend a 25-watt speaker.

Should Be Enclosed

All speakers should be housed in an enclosure, preferably wooden. When operating more than one speaker be sure the speakers are in phase. This is important. Speakers should be mounted so they will reproduce the sound at the desired location only.

Sound can be distributed by wire more easily than by air. Consequently an announcement or call made into a microphone at a location may be conveyed to several locations by merely placing the speakers in the proper area. It is best to use several speakers to distribute sound properly and to saturate the area with sound rather than blast it from one centrally located speaker. For instance, one or two speakers would cause the sound to reflect from the walls in all directions and possibly create an echo as well as distortion. By using two or more speakers on each wall, not too high off the ground, a soft mellow tone will result with the sound properly distributed in the seating area, not the ceiling.

After selecting an amplifier with the proper wattage and determining the number of locations for microphones and speakers, it should be considered whether a phonograph is necessary. It is possible today to buy an amplifier with either a single player or automatic record changer mounted on the top of the amplifying unit. By doing this less space will be required to transport it.

Watch the Size

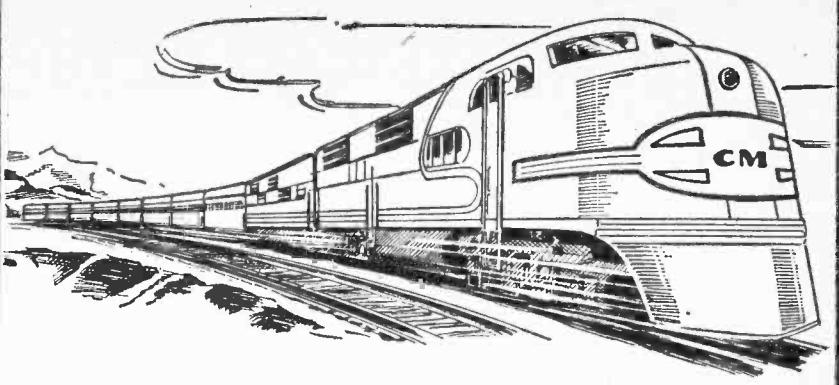
First advice to the concessionaire and the side show operator is not to buy larger equipment than they need.

Last year while working at a county fair, I was asked to repair an amplifier for a bingo operator. I was shocked at the size of the equipment he was carrying. He had a 75-watt amplifier, four big speakers and plenty of heavy duty No. 4 conductor speaker cable. He had enough power on hand to supply sound for the entire midway. Not only was his equipment antique, but he had to have a special box to carry it, the box taking up precious space in his truck.

12 to 18 Best

Best for a large bingo game is a 12 to 18-watt amplifier, using a Radial Reflex type trumpet, listed at \$39; an astatic model GT-3 microphone, mounted on a stand, and has a press-to-talk switch, listed at \$32.85; amplifier, 14 watts, enough power to handle a crowd of 1,000 persons, listed at \$61.50. This totals \$133.35. For a larger bingo game use two of the radial-type speakers and space them apart so they will distribute the sound evenly. That will bring the price to \$172.35. For the concessions and shows use the same type amplifier and mike, and instead of the radial-type speakers use the baby-type re-entrants called the Speachmaster. These cost \$32.50 each or a total of \$159.35 for the complete unit.

I have found the following to work to the best advantage for fairs for a (Continued on page 23)



IMMEDIATE DELIVERY 100 ADULT CAPACITY STREAMLINE TRAINS

This authentic 1/5 scale train is creating a sensation in the outdoor amusement industry. Terrific Draw, Tremendous Earning Capacity, Complete Details.

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CARRIES 30 CHILDREN—SELF LOADING ONE MAN OPERATION

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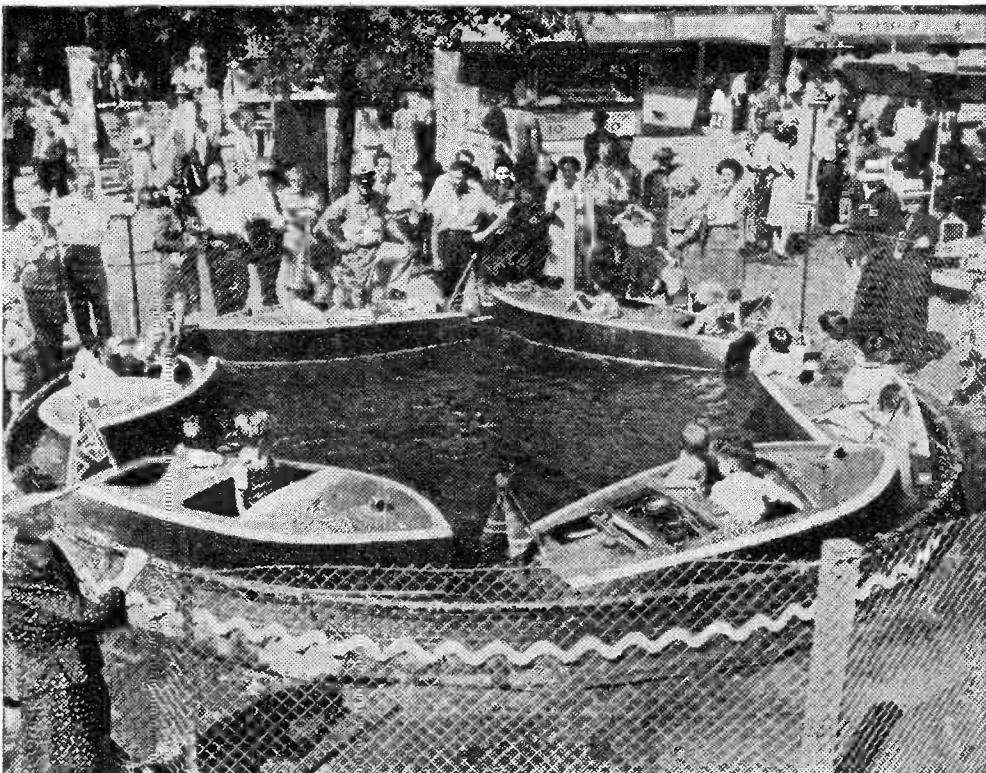
OVER 25 AMUSEMENT PARKS NOW INSTALLING THIS RIDE

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WRITE FOR COMPLETE DETAILS

B. A. SCHIFF—RED, WHITE AND BLUE MOTOR BOATS
903 S. W. 69TH AVE., MIAMI, FLORIDA



This picture was taken at the Canadian National Exhibition at Toronto, September 1947. This Ride was in a portable canvas tank. On permanent installations a concrete tank can be used.

Maintenance--Parkman's Must

By
ALBERT F. SCHNEIDER

An aggressive attitude toward the job has given Cincinnati's Coney Island an enviable position in the trade

JUST as smooth direction, good actors and beautiful costumes are basic ingredients that make a musical comedy a smash hit on Broadway, so do corresponding elements determine the box-office success of the amusement park. Take away one of these components from the stage show and it's a turkey. Do the same with an amusement park and it has indifferent success, if any.

Thus the parkman's costuming is the clean-up and paint job he does each year in preparing his park for its opening and the manner in which he maintains the establishment during the operating season. His rides and other attractions are his actors, for upon their efficiency depends the success of a season's operations. Similarly, good direction is just as important to the amusement park as it is to the stageshow. There is no substitute for brains and executive ability, no matter what the line of endeavor may be, whether a man is selling a spin on a Merry-Go-Round or manufacturing automobiles.

These three important divisions of park operation are directly related to the subject of maintenance, and to Edward L. Schott, president and general manager of Cincinnati's Coney Island, nothing looms larger on the operating horizon. To him they are the essential elements that make cash registers jingle in the swank resort some ten miles up the Ohio River from the Queen City.

A Model Resort

One of the finest amusement parks in the country and nationally known for its superior maintenance and beauty, Coney Island has long been a magnet that draws maintenance-conscious operators from other cities to learn what makes Coney tick and to study its maintenance operation.

Coney's position is unique among amusement parks in that it is probably the only park in the country that is regularly visited by floods. If you are a betting man, don't wager that Coney won't have a flood during the winter and/or spring of each year. The bookie could give you odds and get well. If a year passes in which Coney is not visited by a flood, officials rejoice; if a flood is a minor one they feel lucky.

Coney is a constant source of

amazement to other park operators who read each year of the flood ravages visited upon the park by the turbulent Ohio River. Still, Coney has yet to experience a flood that has prevented the management from opening on the appointed day in spic and span order, not excepting the historic flood year of 1937 when the river in January reached a stage of 80 feet, burying the park for weeks

of our colleagues in other parts of the country."

The Old College Try

Watkins, too, believes that successful maintenance depends in a great measure on the spirit of loyalty in the maintenance division. His regular crew, consisting of 2 electricians, 3 painters, 8 carpenters, 3 laborers and 10 gardeners, have been Coney employees for 15 to 20 years. They feel they are definite parts of the Coney Island picture and take pride in their work. These men, employed the year-round, are so well versed in their duties that in times of stress and during the pre-season rush to get the park in order they can assume the duties of foremen in directing activities of greatly augmented crews. "We never have to call them in times of emergency," Watkins says. "They show up at the park ready for work at the first indication that rising water may inundate the plant."

This attitude is a direct reflection on management, for Coney treats its employees well. Like many other up-to-date business establishments, the management believes a satisfied employee is a good employee, and has set up a plan by which key workers are pensioned at age 65.

While not necessarily related to maintenance, it is interesting to point out that Coney has established a policy of hiring high-caliber personnel to man the many jobs to be filled during the operating season. Schott believes the matter of public relations to be extremely important and, therefore, makes it a point to hire intelligent, polite people. These he draws from the school-teacher field of Southern Ohio and Northern Kentucky. Educated people who are familiar with the problems of dealing with the public, they are ideal for the park's purposes. They are available during the school vacation period and are happy to earn the extra money.

Competent help that is willing to make an all-out effort try is a necessity, says Watkins, for the maintenance job is an endless one. Come season's close, the flood bugaboo returns to haunt the management, and the crew immediately gets busy dismantling all perishable equipment, which is repaired and painted and then moved to a high storage point safe from water. Following their repair and repaint job, Roller Coaster cars are returned to the ride structure, but high up on the trestles, safe from water, with tarpaulin covering them. However, even that precaution failed to save them from a three-week baptism in '37, for the water rose to a height covering the high trackage.

Preventive Steps

Since the 1937 flood Coney has minimized damage and loss of equipment to a certain extent by obtaining metal equipment whenever possible and anchoring it, along with buildings and rides, in heavy concrete. No more is equipment swept away by water or so badly warped as to make it unusable. Still, any flood—even a minor one—entails a tremendous clean-up job that may cost \$25,000. The inundation of 1945 reached a crest of 69 feet, second only to the disaster of 1937, and caused damage in the neighborhood of \$100,000.

In preceding years, when confronted with the rehabilitation prob-

lem following a serious flood, Coney had made it the occasion for a major building program in which numerous attractions were replaced with new features. This was especially true following the '37 flood. However, in 1945 the war was still on and it was virtually impossible to obtain materials, so Coney repaired and continued operation in its routine way.

Presy Schott Speaks

"We have found that it is quite profitable to make a substantial investment in the maintenance of our park," says Schott. "We know from our own pleasant experience that the public responds wholeheartedly to beauty and cleanliness. Our gardening department is as important an adjunct of our operation as are our rides and other attractions. The beauty of our lawns, our shrubbery, our flowers and our trees is one of the things that most visitors comment upon."

Equally important, if not more so, according to Coney officials, is the matter of cleanliness. The park maintains a big crew during the operating season in keeping the many acres spic and span, and patrons appreciate it, as they rightly should.

Coney bears more resemblance to the carefully manicured city park than it does to the amusement resort. Its picnic area, shaded by a woods of trees; its formal gardens down the center of the mall, its rock garden, and its rose garden adjacent to the clubhouse restaurant are a delight to the eye and a department of maintenance that is costly in that it requires much attention. Even its hedges, of which there are more than a mile, are a maintenance item of no small cost. Altho power clippers are used to keep hedge growth in hand, the careful trimming must be done manually.

Probably the easiest department of the park to maintain is the swim pool and its facilities. Spotted in the lowest section of the park, water enters it when the river reaches a 50-foot stage. When the river approaches that height workmen remove the 12 to 15 motors in the laundry to safety and wait for the rising tide to reach a creast and recede. Then the only job—a minor one—is to reinstall



RALPH WACHS, manager of Cincinnati's Coney Island, shoulders much responsibility in seeing to it that the resort functions along lines which have earned for it the reputation of being a parkman's park.



SHIRLEY WATKINS, superintendent of maintenance at Coney Island, Cincinnati, has been successful in instilling in his crew of workmen a spirit of cooperation and loyalty.

motors, clean the silt from lockers great and the building gave way. The mass of wreckage was carried by the current, leveling concrete light stands and great trees in its path. Equipment, stored in the highest spot in the park, was all covered by water.

Since that time Coney has leased property in a high area for the storage of perishable equipment. This property also provides a residence for the maintenance superintendent, replacing the park residence that had been leveled like a house of cards by the water.

The receding water left an apparently hopeless mess of debris, mud and problems. Barns, chicken coops and wrecked homes and furniture from above covered the park and its approaches. The park dining hall and cafeteria were leveled. Picnic shelter houses were demolished. The ride building had been lifted off its foundations and moved several feet. The Roller Coaster withstood the onslaught of the flood, thanks to sound construction and the fact that the lattice-like structure offered no resistance to the force of the water.

The first job—and meanest—was cleaning up. That meant three precious weeks. A path had to be cleared out on the highway, which was blockaded by wrecked homes, so that trucks could get into the park to haul away wreckage. More than 200

An appraisal of Coney's maintenance problems in relation to floods would not be complete without mention of Moonlite Gardens, the ballroom which makes Coney officials expand their chests in pride. Remodeled in early 1947 at a cost of \$150,000, the pavilion is finished in New Orleans style architecture and is the most beautiful public dance place ever erected in the Cincinnati area and one of the finest in the nation. Its seating capacity for 3,250 people at tables is said to be greater than that of any other ballroom in the country.

Yet this ballroom is the worry-wart on the finger tip of management, for flood water can do more damage to it than to any other attraction in the park because of the costly hardwood floor. The original Moonlite Gardens got a new floor following the 1937 flood, and since that time the surface has withstood two dousings, owing to special structural methods devised by Watkins. However, officials never feel safe for the dance hall when the river begins to rise, and there's nothing they can do about it.

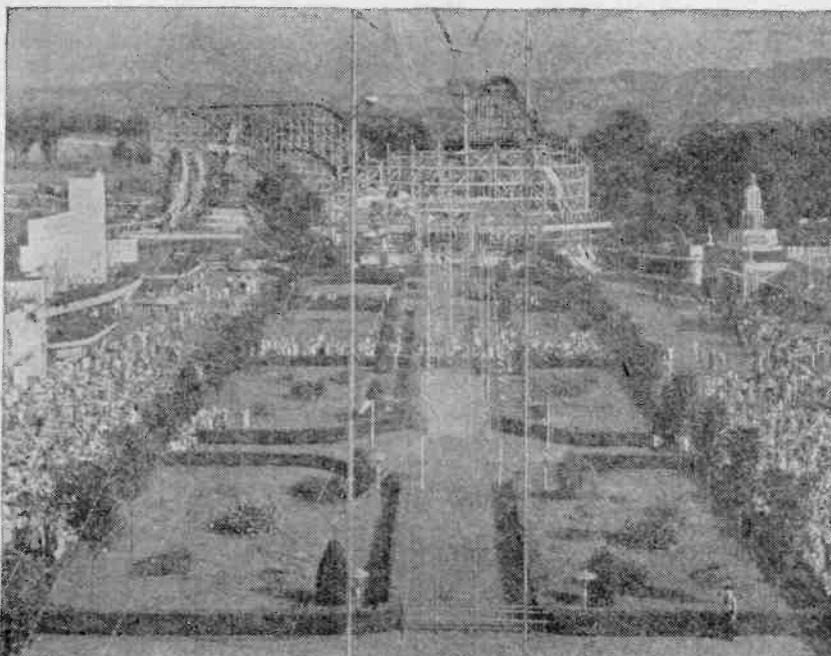
'37 Flood Floored 'Em

Probably no one except Schott and his associates will ever be able to fully understand the difficulties under which they worked in rebuilding Coney after the '37 flood. It literally had them knocked out of the box, yet they came back strong and opened on the customary day, May 22.

Just above Coney is River Downs race track. The Ohio, rising to a crest theretofore unknown, formed a swift current on a line with the Downs stables and Coney's natatorium building. The stables were uprooted and washed down against the bathhouse. The pressure was too



NEW ORLEANS-STYLE ARCHITECTURE is the new look for Moonlite Gardens at Coney Island, Cincinnati. The apple of the management's eye, remodeling of the huge ballroom was completed in early 1947 at a cost of \$150,000. The dancery has accommodations to seat 3,250 people at individual tables.



A VIEW SHOWING A PORTION of the mall at Coney Island, Cincinnati. Coney's formal gardens, while requiring constant care, have always been the subject of much favorable comment by visitors and are among the features officials believe help draw a class trade to the resort. The horticultural layouts beautify the resort and tend to defeat the public's conception of an amusement park as a center of milling crowds and a noisy bedlam.

laborers were put on this job, along with steam shovels, bulldozers and trucks, with men working in mud almost to their hips. It took nearly four weeks, working 12 to 14 hours daily, Sundays included, to clear the wreckage, much of which was burned.

Planning Job a Big One

Meanwhile, rehabilitation plans were being set, a far from simple task. An important thought, naturally, since the park had to be rebuilt, was to build with the idea of resisting future floods. Thus was born the policy of constructing buildings of steel, concrete and brick, wherever possible, using metal ceilings, using better anchorage for buildings and devices, and using metal equipment wherever possible.

The disaster also gave the management the chance to adopt the experimental style of architecture, following the modern trend, as begun at A Century of Progress, Chicago. For buildings such as the bathhouse and clubhouse the functional idea was adopted. Even refreshment

stands were given the modern touch, and this also applied to colors and lighting effects, the management making use of the full effects of the rainbow, among them the modern shades developed out of the major colors.

In starting to develop the reconstruction program Schott organized departments into a council of war, so to speak. Meetings were held each Monday night in the Cincinnati offices to discuss plans and to see that efforts synchronized, with the idea of eliminating all waste motion.

They took up for consideration first the problems of their program. What was to be started first? The long-time jobs were pushed first—the swimming pool improvements and shelter houses, as well as those spots that meant most in revenues and did best in the early season, such as the dance hall. They sought and obtained close co-operation from contractors. Time schedules were made for every job. Only in that way could carpenters, steelworkers, painters, electricians and other workers know when they could get started, and they could plan accordingly.

Chow as Usual

So well was the working schedule adhered to that on opening day the new clubhouse was the only major department not quite ready, due partly to delays in delivery of supplies and rainy weather. However, the kitchen and cafeteria portions of the building were sufficiently completed to enable the serving of meals in the cafeteria and in the Rose Garden, along side the clubhouse, under the open sky. On May 21 the park food manager told officials he would serve regular dinners the next day for the opening, and the next day he served a perfect meal.

It was another illustration of the fine spirit by employees that marked the whole reconstruction program, Schott said. "Their loyalty and devotion defied description," he said. "During the dark, desperate days of the flood they were on the job day and night, often risking their lives in trying to save what they could out of the wreck. And I may add that during the trying, anxious days of reconstruction they kept up that same spirit—the first men on the job in the morning, the last to leave at night—often working right thru the night, and this at a time when some of them were themselves homeless, victims of the flood. It was that spirit which made possible what I regard as a phenomenal achievement, for Coney Island opened its season on time."



WHEN THE OHIO RIVER goes on a rampage it generally means a heavy damage bill for Cincinnati's Coney Island. This aerial view pictures the park during the flood of 1945 when the river reached a crest of 69 feet, 11 feet below the record flood of 1937. Even when damage is light, an inundation means a tremendous clean-up.

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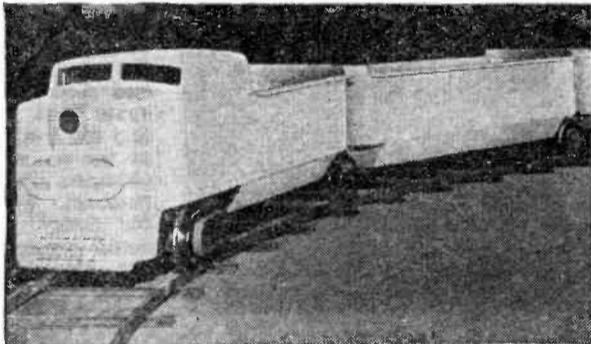
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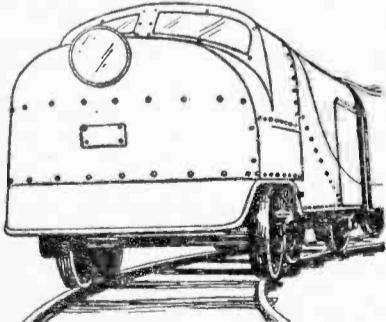
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Paint Picture Much Brighter, Survey Shows

IN THE spring of 1946 outdoor show business was painted a drab picture about the availability of paints and it was proven that the picture, as painted, was no hokum. The situation in the spring of 1947 was a shade brighter in color, but there still were shadows.

Now, in the spring of 1948, the picture has changed considerably. The picture, not to mention the colors, is immeasurably improved.

Whereas a year or two ago the paint supply was very short, this year finds ample supplies on hand. Colors, put out on a restricted basis during the war years and immediately after, are back again and all you have to do is name your color choice and it's yours.

Important Item

Paint in general is an important item in outdoor show business, be it fairs, carnivals, circuses or amusement parks. Colors make for a striking appearance in buildings, rides and show fronts, to name a few, and colors have a psychological effect on people. Too, it is possible at night to achieve color effects on buildings thru illumination.

A survey of paint manufacturers shows how much brighter the paint

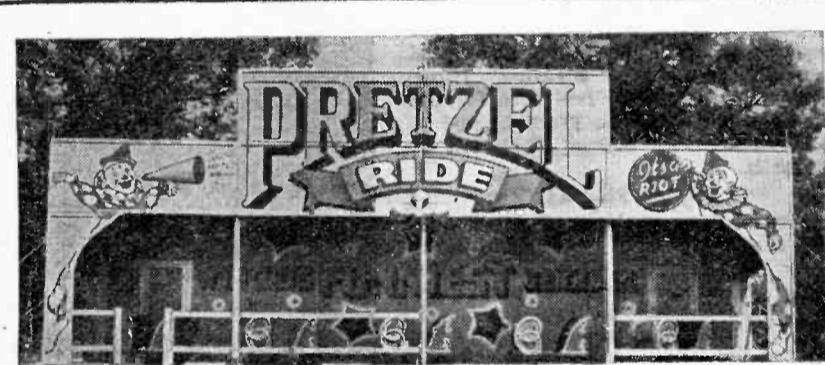
picture is this year, altho in some instances concerns tempered their optimism about supply.

H. Vernon Smith, technical sales director for McDougall-Butler Company, Inc., Buffalo, says with the years of raw material restrictions ended, postwar paint is here and what there is available is as good, and in many instances better, than pre-war paint products.

"The exigencies of war necessitated the changing of formulas for some types of paint, but they also spurred the research chemists in the paint, varnish and lacquer industry to make paint with new materials and methods and to make it fully as good, and sometimes better, than it was made by pre-war formulas and methods. Some of the war-inspired products are considered by paint technologists to have definitely and permanently taken the place of products made for corresponding uses, prior to the war," Smith said.

Lead Not Plentiful

According to Smith, linseed oil again is plentiful; lead, altho not too plentiful, is available in reasonable quantities. Titanium dioxide, used as a white and light-tint pigment, is short, he says, due to insufficient fa-



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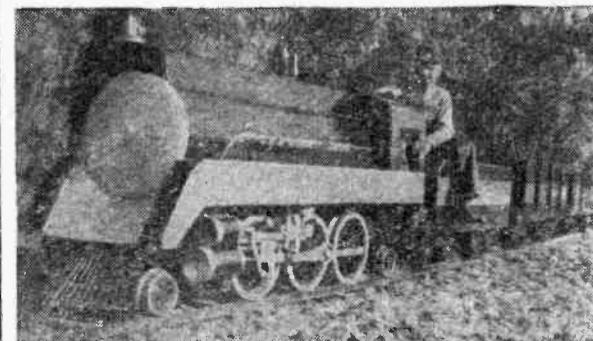
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cilities for processing the ore. "It probably will be late this year before new titanium producing plants are in effective operation," Smith said.

According to Smith, the quality of paint and varnish products is there, but quantity still is another matter. Present net prices compared with a year ago, he said, vary from 15 cents per gallon to 60 cents per gallon higher. Quite a few, however, remain unchanged. Smith continued:

Requires Skill

"The repainting of amusement rides of all kinds requires both skill and a knowledge of color. The so-called warm or exciting colors of red, orange, yellow, etc., add flash, snap and attractiveness to the midway. The cold colors—dark green, dark blue, gray, etc., should be used cautiously to accentuate the warmth of other colors.

The repainting of Merry-Go-Rounds may be either by brush or spray method. Usually the horses are sanded, crevices filled with automotive paste filler, first coated with white primer, second coated with alkyd non-yellowing white enamel, coloring worked down, then protected with a coat of alkyd transparent (colorless) varnish. Cornices, panels, chariots, head shields, etc., are painted the same as horses, except for the character of the scenic work.

"Platforms, if in good condition, receive a single coat of light or dark battleship gray platform paint. If badly worn, they should receive two light coats. Rides, show fronts, ticket offices, etc., in fairly good condition, will be okay with one coat of enamel. Bare wood or metal, however, always are given a first coat of primer undercoater.

It's Quick Drying

Regarding swim pools, the best coating is formulated with chlorinated rubber, made from the reaction of chlorine with rubber. It is a distinctive quick drying, film forming, thermoplastic product, for use in protective coatings where extreme resistance to water and chemicals is desired.

In greatest demand, from the color standpoint, is white paint, says E. W. Wassman, general sales manager of the Acme Hardware & Supply Company, New York. "It is my belief that exterior and partially exposed white surfaces offer the amusement

seeking public decorative refinement, coolness in spite of summer temperatures, because white gives the greatest reflectivity of the sun's rays, cleanliness and some importance, a background for every type of advertising, whether in paint or lights."

Must Have Body

In choosing a white paint, Wassman says to be sure the paint has a good body, that it brushes or sprays equally well and that it has a hard drying film that stays white regardless of climatic and atmospheric exposure.

SOUND SYSTEMS

(Continued from page 19)

grandstand, seating up to 3,500 persons, four re-entrant-type speakers to carry the highs and two bass reflex type to reproduce sounds below 200 cycles. This is driven by two 50-watt amplifiers. Use cardioid mikes for the stage and the announcer, and the dynamic for roving on the track. For the midway four re-entrant speakers spaced equally or banked at about the center of the midway will give the best results. These are also driven by 50-watt amplifiers and may be used for paging as well as for announcements. A separate amplifier and re-entrant speaker to the barn, so the starter can call the horses for the next race, is a big help. Another good idea is to set up an inter-communication unit between the secretary's office and the judge's stand.

Check Cone Type

Park owners and operators planning to repair and rewire their parks for sound this year should check the old cone-type speakers probably in use for 10 years, now badly in need of reconing. Do not repair or replace them in the old housings when you can purchase a radial reflex-type trumpet for little more than the repair bill will total. The units are weather-proof and durable. It also is a fact that if properly placed they have more volume output per unit than two of the cone-type speakers, thereby requiring only one radial reflex-type trumpet in place of the cone type. These speakers are the 360 degree coverage. They can be hung in the center of the midway for perfect coverage.

posure. Select a paint, Wassman says, that will overcome the hazard of discoloring and blistering, caused from neon and incandescent lighting.

"The surface of larger rides, slides, etc., take a bad beating from exposure to the elements and from contact by the public," Wassman points out, "and particular attention should be given to meet this condition." As an example, he cited steel surfaces, beams, girders, etc., which constantly must be protected against rust. "Therefore, frequent inspection should be made and where paint shows wear, the surface should be wire brushed to remove rust and scale and then primed." Following the priming, use a coat of good white paint.

Park benches, chairs, hand rails, horses, cars, ornamental decorations of booths, etc., should be wire brushed, sanded, spot coated and then a hard-drying enamel used, with the color a matter of choice, Wassman advises.

Fred V. Kroeber, Central States representative for Intertol Company, Inc., Newark, says there is no paint shortage this year. He admits there is a shortage of pigments, but adds that it is not acute. Prices, Kroeber said, at least insofar as Intertol is concerned, have not been increased and they can supply any amount of paints. Kroeber echoed Wassman's sentiments about selecting the correct paints for the various jobs, such as painting structural steel, etc.

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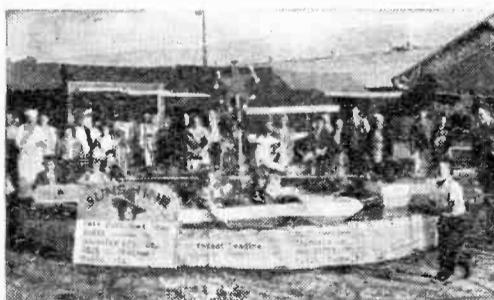
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Trailer Park Operation Real Biz

By
J. LEE BROWN

Minimum space requirement for single coach lot is 1,000 square feet — regulations and rules given by TCMA big help to operators

THE INCREASING NUMBER of trailer coaches gliding along the nation's highways comes as no surprise to seasoned trailerites. Having experienced the advantages of traveling with mobile homes, veteran trailer travelers — many of whom are in show business—know well the convenience and economy of this mode of travel.

They know, too, the improvements that have been made in trailer coach construction and design and have responded enthusiastically to trailer coaches with bathroom facilities, colorful interior decoration, highly styled furnishings and streamlined exteriors. To them the introduction of each new feature has meant added comfort, extra convenience, more pleasure, greater economy and more enthusiasm for the trailer way of living.

7,000 Trailer Camps

Being familiar with trailer travel and living, trailerites of long standing are likewise familiar with available facilities for parking home-on-wheels. The nation's network of trailer parks, spread thru 48 States, has expanded, too, and there are now over 7,000 trailer parks. Unfortunately, not all offer the facilities desired and many are overcrowded, but concern for the improvement of living conditions for trailerites is on the increase and there has been notable improvement in



• ABOUT THE AUTHOR

J. Lee Brown, who authored this article at the invitation of The Billboard, is parks division director of the Trailer Coach Manufacturers' Association, Chicago. Considered one of the nation's foremost authorities on trailering, Brown has traveled almost 100,000 miles in a trailer coach.

trailer parks. Thruout the country more and more people are actively interested in trailer parks, including city and country officials and persons who are in a position to foster and set up modern trailer parks.

The entire trailer industry is enjoying nationwide recognition, due largely to the efforts of the Trailer Coach Manufacturers' Association. TCMA, as the association is popularly called, is made up of 43 leading manufacturers. The association's annual trailer coach shows (thus far held in Chicago and Philadelphia) are doing much to present to the American public an enlightened picture of trailer coach living and travel. The association also is making an all-out effort to promote the development of good parks. The need is

felt by communities everywhere and with TCMA's parks division organized to give personalized service, many fine parks are resulting. For the would-be park operator, TCMA offers a practical book entitled, *Planning a Profitable Trailer Park*. Based on information gained from the actual experiences of park operators in all localities, this book gives detailed information on the facilities needed to operate a trailer park, building requirements, cost estimates and the profit expectancy.

Blueprints Available

TCMA authorities always are ready to assist potential park operators and the association has available complete sets of blueprints for trailer parks of various sizes. TCMA's crew

of park inspectors, all of whom are experienced trailerites who know from their own years of trailer coach living what trailerites want and expect, is always on the road, offering counsel and guidance to park owners and operators and community groups.

A full-color sound film entitled *Mr. Grant Sees the Light* presents one town's experience in establishing a modern trailer park. Produced by TCMA as part of its parks promotion plan, this movie is being widely distributed and many civic groups, alert to the need for good, clean parks, are finding it stimulating and worthwhile.

In addition to the personal services rendered by these six persons, trailer parks also are inspected for listings in the TCMA Park Guide Book. This volume gives trailer parks by States, with data on accommodations and facilities and ratings based on inspections conducted either by TCMA; by city, county and State health authorities or by the American Automobile Association. The task of compiling such information is a gigantic one and not yet complete, but the book is a valuable guide to trailer travelers. For persons who are traveling the trailer coach way for the first time the pages devoted to *Tips for Trailering* are particularly helpful.

The operation of a trailer park is a real business today, one that is attracting capable, farsighted people



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HERE'S a trailer that meets all the requirements of people who are always on the "move"; for it's now possible to have all the comforts and convenience of a 3 room home while "on the road." Sharp turns, rough roads and congested traffic conditions hold no fear for the owner of a ZIMMER TRAILER. Sturdy steel under-frame, 4 wheels, perfect balance and ultra smooth riding qualities are but a few of the security features that make the new ZIMMER safe and easy to control. All ZIMMER models are big, roomy and have ample space for comfortable living accommodations. Plenty of storage facilities—all-aluminum body with baked enamel finish and extra reinforced top make the new ZIMMER an exceptional trailer—yet the price is surprisingly low.

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and one that represents substantial financial investment. TCMA has developed standards which serve as a guide, adaptable for parks of all sizes and in all parts of the country. When these standards are met the park is privileged to display a sign stating it is a TCMA-approved park, thereby informing all visitors and passers-by that it meets high standards of cleanliness and orderliness and that it is the kind of park trailerites are looking for.

Minimum space requirement for a single trailer coach lot is 1,000 square feet, with 1,200 square feet recommended. Electrical outlets for each trailer coach and underground water and sewer connections that comply with local and national plumbing codes are essential. A heated utility

building with separate toilet and shower rooms for men and women is another requirement and for every 15 trailer coaches there must be one toilet and lavatory for men, another for women. The utility building should be centrally located, with separate laundry and shower rooms. Another basic requirement is hot and cold running water at all times. Proper drainage must also be provided and there should be hard surfaced roadways, not less than 20 feet wide.

Good trailer parks also provide recreation facilities for adults as well as for children. Drying yards for laundry also are necessary.

A staggered arrangement of trailer coaches is recommended by TCMA
(Continued on page 28)

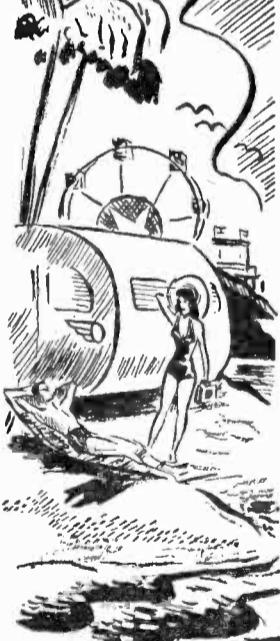
State Rules-Regulations Governing House Trailers

(Editor's Note: The following digest of trailer laws was compiled by *Trailer Travel Magazine*, and published as part of their 1948 Trailer Park Directory.)

Registration Data For House Trailers

State	Must Be Registered	Taxed as Classed as	Taxed as Personal Property	Registration Fee
Alabama	Yes	House Trailer	Yes	Under 1,500 lbs. capacity, none. Over 1,500 lbs., 50% of towing vehicle's registration fee.
Arizona	Yes	Trailer	Yes	Under 1,000 lbs. gross weight. \$3.50; 1,000-2,900 lbs., \$5.50.
Arkansas	Yes	Trailer	Yes	½ ton capacity, \$3; ½-1 ton. \$15.00.
California	Yes	House Trailer	Yes	\$5.00.
Colorado	Yes	House Trailer	Yes	Less than 1 ton capacity, none; 1 ton and over, \$10.00 per ton.
Connecticut	Yes	Camp Trailer	No*	\$2.00.
Delaware	Yes	Trailer	No	Up to 3,000 lbs. gross weight, \$1.50 per 500 lbs.
District of Columbia	Yes	Trailer	Yes	500 lbs. net weight or less, \$5.00; 500-1,250 lbs., \$10.00; 1,251-2,000 lbs., \$15.00; 2,001-4,000 lbs., \$20.00.
Florida	Yes	Trailer	No*	4,000 lbs. net weight or less, \$1.75 per cwt.; minimum fee \$2.50.
Georgia	Yes	House Trailer	Yes	1,000 lbs. net weight or less, \$1.00; more than 1,000 lbs., \$5.00.
Idaho	Yes	Trailer	No	1,000 lbs. net weight or less, \$1.00; 1,000-1,500 lbs., \$3.00; 1,500-5,000 lbs., \$5.00.
Illinois	Yes	Trailer	Yes	\$5.00 for plates plus \$1.00 if less than 2,000 lbs. gross weight; \$7.00 if 2,000 to 5,000 lbs.
Indiana	Yes	House Trailer	No*	\$5.00.
Iowa	Yes	Trailer	No	1,000 lbs. gross weight or less, \$1.00; 1,000-2,000 lbs., \$3.00; 2,000-4,000 lbs., \$10.00.
Kansas	Yes	House Trailer	Yes	\$5.00.
Kentucky	No	—	No	—
Louisiana	Yes	House Trailer	No	500 to 3,500 lbs., gross axle weight, \$10.00. (Under 500 lbs. classified as light trailer, \$3.00.)
Maine	Yes	House Trailer	No*	\$5.00.
Maryland	Yes	Trailer	Yes	500-1,000 lbs. net weight, \$10.00; 1,000-2,500 lbs., \$70.00; (Under 500 lbs., \$5.00.)
Massachusetts	Yes	Trailer	No	\$1.00.
Michigan	Yes	House Trailer	No	\$3.50 per cwt. net.
Minnesota	Yes	Trailer	No	When used with pleasure cars exempt, but must obtain plates at cost.
Mississippi	Yes	Trailer	Yes	½ ton capacity, \$1.00; ½ to 1 ton, \$6.00 (when used with private carrier of passengers.)
Missouri	Yes	Trailer or Semi-Trailer	Yes	\$3.00.
Montana	Yes	Trailer	Yes	1,000 lbs. capacity or less, \$1.00; 1,000-2,000 lbs., \$2.00; 2,000-4,000 lbs., \$15.00.
Nebraska	Yes	Trailer	Yes	1,000 lbs. capacity, \$1.00; 1,000-2,000 lbs., \$2.00.
Nevada	Yes	House Trailer	Yes	\$5.00.
New Hampshire	Yes	House Trailer	No	4,000 lbs. gross weight or less \$35 per cwt.
New Jersey	Yes	Trailer	No	1,000 lbs. gross weight or less, \$10.00; 1,000-2,000 lbs., \$12.00.
New Mexico	Yes	Trailer	No	\$1.00 per cwt. net; minimum \$5.00.
New York	Yes	House Trailer	No	\$8.00 per cwt. net; minimum \$4.00.
North Carolina	Yes	Trailer	No	1,500 lbs. gross weight, \$3.00; 1,500-2,500 lbs., \$10.00.
North Dakota	Yes	House Trailer	No	\$5.00.

(Continued on next page)



18' - \$1345
f. o. b. Los Angeles.

Here's your smart, modern "Home on Wheels!" Completely livable, ready to go, the Silver-Lodger is America's favorite medium-sized touring and living trailer. Fully equipped with convenient galley, 50-lb. ice-box, "bottle-gas" oven range, heater, ample wardrobe and storage space. Has close-off bedroom, sleeps 4 on inner-spring make-up double beds. Sleek aluminum exterior; bright, attractive interior. New extra-thick wall insulation for year-around comfort. Electric brakes, scientifically perfect balance . . . no swing-sway! Learn about this and other Main-Line Silver Fleet values for trailer-wise Americans . . . the 13 ft. Silver-Loafer sport trailer for two (choice of twin bed or dinette models), the 16½ ft. Silver-Lark, and the 22 ft. Silver-Liner luxury coach.

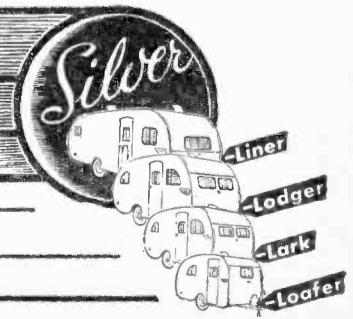
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MAIN-LINE TRAILER COACH CO.

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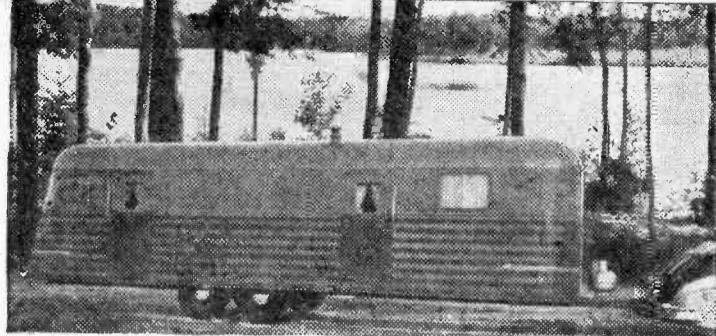
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The Home of the "Silver-Lark"

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The NEW Prairie Schooner trailer is truly a home away from home! It offers comfort and convenience wherever you happen to be. This NEW Prairie Schooner is the answer for people who must be away from home for long periods. It is ideally constructed for compact and comfortable living, yet maintains all of the conveniences and the luxuries of living at home.

Every Prairie Schooner owner

is assured of quality craftsmanship and durability. The spacious Prairie Schooner is easy-towing, lightweight and economical to operate. In addition to the DeLuxe Tandem pictured, which gives you electric refrigerator—hot water—toilet—spacious shower—plenty of wardrobe space—plus a large kitchen and dining room, Prairie Schooner offers two smaller moderately-priced trailers.

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TRAILER CO.**
ELKHART INDIANA



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BIG SHOW TICKETS

Real Wild West Show

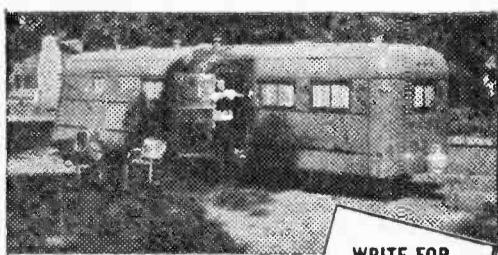
For Ticket Offices or Concessions

You'll always be ready for the crowd with a Platt Trailer. Built of only the finest brand-name materials by experienced engineers and craftsmen; you can take it into any lot under the toughest conditions. Rugged and easy to handle — if you can get in with your car, truck, or "cat" — your Platt will follow easily.

Platt Trailers are the first choice with outdoor showmen everywhere. They are sold with interior unfurnished so you can equip them yourself. Or, Platt will build to your special needs right at the factory.

or for "LIVING AT ITS FINEST"

A completely, luxuriously furnished home . . . living room, kitchen, bedroom and bath. Bottled gas range, electric refrigerator, shower, flush toilet, lavatory and closet space galore. Completely insulated on all sides, roof and floor; automatically heated. Six models to choose from.



PLATT TRAILER CO. INC.
Dept. 1184 Elkhart, Indiana



State	Must Be Registered	Classed as	Taxed as Personal Property	Registration Fee
Ohio	Yes	Trailer	No	2,000 lbs. net weight or less, \$1.00 per cwt.
Oklahoma	Yes	House Trailer	No	\$15.00 for first \$600 manufacturer's delivered price, \$1.50 for each additional \$100.
Oregon	Yes	Trailer	No	4,500 lbs. combined gross weight or less, trailer and towing vehicle, \$5.00.
Pennsylvania	Yes	Trailer	No	1,000 lbs. net weight or less, \$5.00; 1,000-2,000 lbs., \$8.00; 2,000-3,000 lbs., \$15.00.
Rhode Island	Yes	Trailer	No*	\$1.15 per cwt. gross.
South Carolina	Yes	Trailer	No	1 ton capacity or less, \$6.00; 1-1½ tons, \$15.00.
South Dakota	Yes	House Trailer	No	1,000 lbs. net weight or less \$7.50; 1,001-1,500 lbs., \$15.00; 1,501-2,000 lbs., \$20.00; 2,001-2,500 lbs., \$25.00; 2,501-3,000 lbs., \$30.00.
Tennessee	Yes	Trailer	Yes	Based on combined gross weight of towing vehicle and trailer. Minimum \$15.00.
Texas	Yes	Trailer	Yes	\$5.00 per cwt up to 6,000 lbs. gross weight.
Utah	Yes	Trailer	No*	1,000-2,000 lbs. net weight, \$12.50; 2,000-3,000 lbs., \$30.00. (Under 1,000 lbs. exempt.)
Vermont	Yes	House Trailer	No	\$5.00 (when attached to private passenger car).
Virginia	Yes	Trailer	No	10,000 lbs. gross weight or less, \$12.00.
Washington	Yes	Trailer	Yes	4,000 lbs. gross weight or less, \$3.00.
West Virginia	Yes	Trailer	No	½ ton capacity, \$9.00; 1 ton, \$25.00.
Wisconsin	Yes	Cabin Trailer	No	Under 25 feet, \$5.00; over 25 feet \$10.00.
Wyoming	Yes	House Trailer	No	\$2.00.

* Taxed as personal property by local governmental units.

Non-Resident Privileges of House Trailers

STATE

REGISTRATION PROVISIONS

Alabama	Reciprocal. Immediate registration required if employment is obtained.
Arizona	Visitor's permit required after 10 days. Sticker issued.
Arkansas	90 days on reciprocal basis if temporarily employed; must register after being in State 10 days. Visitors or tourists 90 days reciprocity; must register after being in State 30 days.
California	Full reciprocity.
Colorado	Reciprocal. Immediate registration is required if employment is obtained or children enrolled in local schools.
Connecticut	Reciprocal. Immediate registration required if residence is established.
Delaware	Reciprocal. Registration required within 30 days if employment is obtained or children enrolled in local schools.
District of Columbia	Full reciprocity.
Florida	30 days reciprocity. Immediate registration required if employment is obtained or children enrolled in local schools.
Georgia	30 days reciprocity. Immediate registration required if employment is obtained or children enrolled in local schools.
Idaho	Full reciprocity.
Illinois	Reciprocal. Immediate registration required if domicile is established.
Indiana	60 days on reciprocal basis. Immediate registration required if permanent residence is established.
Iowa	Registration required within 10 days. No fee. Sticker issued. Immediate registration required if permanent employment is obtained or children enrolled in local schools.
Kansas	Full reciprocity.
Kentucky	Reciprocal. Immediate registration required if residence is established.
Louisiana	Reciprocal. Immediate registration required if employment is obtained.
Maine	Full reciprocity.
Maryland	30 days reciprocal. Registration required within 30 days if employment is obtained.
Massachusetts	Reciprocal, but non-resident must comply with State compulsory liability insurance laws within 30 days.
Michigan	90 days on reciprocal basis. Immediate registration required if residence is established.
Minnesota	Reciprocal. Full immediate registration required if employment is obtained or permanent residence is established.
Mississippi	Reciprocal for a period of 145 days, but non-resident's permit must be secured at end of 25 days. Fee \$1.00. Full registration required within 25 days if employment is obtained or children enrolled in local schools.
Missouri	Full reciprocity.
Montana	30 days on reciprocal basis for recreational travel. Visitors must register upon entering State. Sticker issued. Full registration required within 30 days if employment is obtained or children enrolled in local schools.
Nebraska	Reciprocal. Immediate registration required if residence is established.
Nevada	No requirement, except immediate registration if residence is established or employment is obtained.
New Hampshire	Full reciprocity.
New Jersey	Full reciprocity.
New Mexico	3 months on reciprocal basis.
New York	Full reciprocity.
North Carolina	Full reciprocity.
North Dakota	Full reciprocity.
Ohio	Full reciprocity. Except if employed or children enrolled in school.
Oklahoma	60 days on reciprocal basis, but visitors must register within 10 days after entering. Sticker issued. Immediate registration required if residence is established.
Oregon	Reciprocal. Immediate registration required if employment is obtained (except by residents of Washington, Idaho, Nevada and California) or children enrolled in local schools.
Pennsylvania	Reciprocal. Registration required within 30 days if employment is obtained.
Rhode Island	Reciprocal.
South Carolina	90 days on reciprocal basis. Registration required within 10 days if employment is obtained or children enrolled in local schools.
South Dakota	90 days on reciprocal basis. Immediate registration required if employment is obtained or children enrolled in local schools.
Tennessee	Full reciprocity for 30 days.
Texas	Visitor's registration required after 25 days for period of 120 days. Fee, 50c. Immediate registration required if residence is established.
Utah	60 days on reciprocal basis. Visitors must register within 5 days after entering State. Sticker issued. Full registration required within 60 days if employment is obtained, residence established, or children enrolled in local schools.

Vermont Full reciprocity.
 Virginia Reciprocal for 6 months' period. Full registration required if engaged in gainful occupation for 60 days.
 Washington Reciprocal. Immediate registration required if residence is established.
 West Virginia Full reciprocity for 3 months.
 Wisconsin Reciprocal. Immediate registration required if residence is established.
 Wyoming 90 days on reciprocal basis. Immediate registration required if children enrolled in school.

Size Restrictions of House Trailers

State	Max. Height	Max. Unit	Length	Max. Height	Max. Unit	Length	Max. Height	Max. Unit	Length
	Single	Combination	Wd.	Single	Combination	Wd.	Single	Combination	Wd.
Alabama	12' 6"	35'	65'	96"					
Arizona	13' 6"	35'	65'	102"					
Arkansas	12' 6"	35'	45'	96"					
California	13' 6"	35'	60'	102"					
Colorado	12' 6"	35'	60'	102"					
Connecticut	12' 6"	40'	NR	102"					
Delaware	12' 6"	35'	60'	96"					
District of Columbia	12' 6"	35'	50'	96"					
Florida	12' 6"	35'	50'	96"					
Georgia	13' 6"	35'	45'	96"					
Idaho	14'	35'	65'	96"					
Illinois	NR	42'	45'	96"					
Indiana	12' 6"	36'	45'	96"					
Iowa	12' 6"	35'	NR	96"					
Kansas	12' 6"	35'	45'	96"					
Kentucky	12' 6"	26' 6"	45'	96"					
Louisiana	12' 6"	35'	45'	96"					
Maine	12' 6"	45'	45*	96"					
Maryland	NR	55'	55'	96"					
Massachusetts	NR	35'	NR	102"					
Michigan	12' 6"	35'	50'	102"					
Minnesota	12' 6"	40'	45'	96"					
Mississippi	12' 6"	35'	45'	96"					
Missouri	12' 6"	35'	45'	96"					
Montana	13' 8"	35'	60'	96"					
Nebraska	12' 6"	35'	45'	96"					
Nevada	12' 6"	NR	NR	96"					

*Trailer permitted only 26 feet length.
 Note: Under certain circumstances and for a good cause shown, the proper State Authorities will issue a permit for overlength operation.

Special Equipment Provisions

Non-resident trailers must comply with special regulations of States thru which they travel in respect to the following equipment. (All States have authority to enforce their trailer equipment restrictions on any trailer within its boundaries and where there are differences in such requirements, they may be determined by enforcement. As a general rule equipment requirements of one State will not be enforced against a house trailer properly registered in another State.)

Alabama	Signaling device
Arizona	Brakes, signaling device
Arkansas	Brakes, reflectors, clearance lights, signaling device and safety chains
California	Brakes, reflectors, clearance lights, signaling device and safety chains
Colorado	Brakes, reflectors, clearance lights, signaling device and safety chains
Connecticut	Brakes, reflectors, clearance lights, signaling device and adequate hitch
Delaware	Brakes, lights, clearance lights, signaling device and safety glass, hitch chains
District of Columbia	Reflectors
Florida	Brakes, reflectors, clearance lights and signaling device
Georgia	Brakes and lights
Idaho	Brakes, reflectors, clearance lights, signaling device and safety chains
Illinois	Brakes, reflectors, clearance lights, signaling device, safety glass and safety chains
Indiana	Brakes, reflectors, clearance lights, signaling device and safety chains
Iowa	Clearance lights, reflectors, brakes, signaling devices, rear tail light, safety chains and safety glass
Kansas	Lights, reflectors, brakes, clearance lights and safety hitch
Kentucky	Brakes, lights and clearance lights
Louisiana	Brakes, clearance lights and signaling device
Maine	Equipment legal in State of residence will be honored in Maine
Maryland	Brakes, reflectors, clearance lights, safety glass and safety chains
Massachusetts	Clearance lights, signaling device and safety chains
Michigan	Brakes, reflectors, clearance lights, signaling device and safety chains
Minnesota	Brakes, reflectors, clearance lights, signaling device and safety glass
Mississippi	Brakes, reflectors, clearance lights, signaling device and safety chains
Missouri	Reflectors and signaling device
Montana	Reflectors, clearance lights and safety chains
Nebraska	Clearance lights and signaling device
Nevada	Brakes, reflectors and clearance lights
New Hampshire	Brakes, reflectors, clearance lights and safety glass
New Jersey	Brakes, reflectors and signaling device
New Mexico	Brakes, lights, reflectors, clearance lights, safety chains and signaling device
New York	Reciprocal. Brakes, reflectors, clearance lights and signaling device
North Carolina	Brakes, lights, reflectors, clearance lights, signaling device and dependable hitch
North Dakota	Reflectors, clearance lights and signaling device
Ohio	Brakes, clearance lights and safety glass
Oklahoma	Brakes, reflectors and safety chains
Oregon	Brakes, reflectors, clearance lights and signaling device
Pennsylvania	Brakes, reflectors, clearance lights, signaling device, safety glass and fire extinguisher and safety hitch chains
Rhode Island	Reflectors, signaling device and safety chains
South Carolina	Brakes, reflectors, clearance lights and signaling device
South Dakota	Brakes, reflectors, clearance lights and signaling device
Tennessee	Brakes and clearance lights
Texas	Brakes, safety chains
Utah	Brakes, reflectors, clearance lights and signaling device
Vermont	Lights, safety chain, clearance lights and fire extinguisher
Virginia	Brakes, clearance lights, signaling device and emergency chains
Washington	Brakes, reflectors, clearance lights, signaling device and safety chains
West Virginia	Safety glass, brakes, lights, clearance lights and safety chains
Wisconsin	Brakes, reflectors and safety hitch
Wyoming	Lights, brakes, reflectors, clearance lights, signaling device and safety hitch chains

* No enforcement pending court action.

† The required trailer brakes shall be constructed and attached in such a manner that, in case of accidental breakaway, such brakes will be automatically applied.

‡ Required when ordinary hand signal is not visible.

**Vagabond
EVERWHERE
UNDER THE SUN**



Vagabond, with its sleek look and luxurious comfort, gives the finest in trailer coach living, wherever you are.

People who know, buy Vagabonds. They like the smart interior treatments;

the light but rugged construction; the famous floor heating system, and all the built-in features which make Vagabonds a stand-out anywhere under the sun. Yet this finer coach costs no more.

You EXPECT more in a Vagabond and GET it!



Write today for catalog of full color pictures, and name of your dealer.

**VAGABOND COACH
MFG. CO.**

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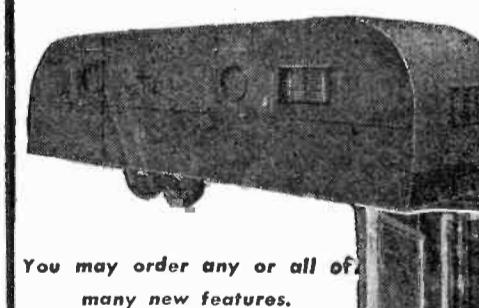
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THE 1948 HOOSIER RAMBLER

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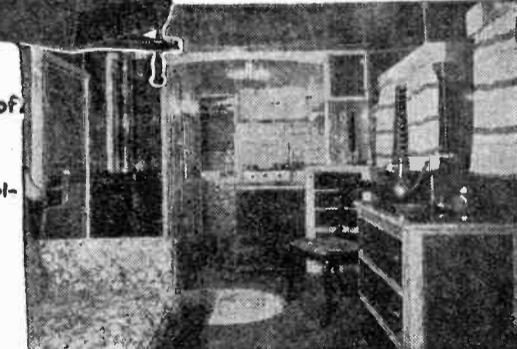
27 Foot Tandems

AVAILABLE IN STANDARD OR DELUXE MODELS



You may order any or all of many new features.

- Fire Proof safe, with Yale combination, built in and concealed
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All models standard equipped with electric brakes, butane cooking and electric refrigerator.

Engineered for Service — Designed for Comfort

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HOOSIER RAMBLER CORPORATION

TERRE HAUTE, INDIANA, U. S. A.

WHEN one thinks of flash, in the terms of outdoor show business, one thinks first of all of lighting. Carnival, circus, park owners and fairmen naturally are interested in light towers, cost, availability, etc.

In line with this, *The Billboard* queried manufacturers and distributors along those lines. A compilation of these reports shows that lighting equipment this year will not be out of reach. Prices, say those in the know, will be about the same as last year. Max M. Aver, of the Englewood Electrical Supply Company, Chicago, even hints prices may be lower. He says, "From all indications, cost of lighting equipment will be the same this year. If there is any change at all in price, it will be lowered."

Aver, in speaking for the Englewood company, distributor of various lighting equipment, says he expects to see fluorescent lighting replace other forms. "Neon lighting has been quite prevalent for some time," he said, "but fluorescent will cut down the cost of installation and reduce cost of maintenance and replacements tremendously."

No Pattern

"Our ideas on outdoor lighting are to sell equipment according to the individual needs, rather than follow theoretical pattern set up by the lighting engineers. Our tendency is toward fixtures that will keep maintenance and replacement parts to a minimum. We recommend fluores-

Lighting Costs Remain Same As Past Season

cent quite often, due to the fact it produces more light per watt than the standard forms of lighting. It is very easy to maintain and the cost of installation is practically the same, if not lower, than standard equipment," Aver said.

R. H. Goodman, of Crouse-Hinds Company, Syracuse, N. Y., manufacturer of electrical products, echoed Aver's sentiments on the price outlook in the lighting field, saying that he anticipated the cost of materials this year will be the same as a year ago.

"Certain standards are commonly used concerning the amount of light to be thrown on areas such as pools, beaches and other amusement areas, but generally, each problem requires separate treatment due to varying conditions and irregularly shaped areas," according to Goodman.

Paul F. (Pat) Downey, owner of

the Downey Telescopic Light Tower Company, St. Louis, says the greatest asset and sales offer a show owner has is the flash and light on his show, be it carnival, circus, park or fair.

"Whether you have a carnival or park, it has been proved thru actual tests that you can't expect to lure the customers if your show is not properly illuminated at all times. This means eliminating all dark spots on the grounds by means of light towers, which serve a double purpose, namely, they throw plenty of ground illumination and they also prove to be very decorative when in the air with the various colored lights," Downey said.

Downey reported that in building his light towers he kept those thoughts in mind. "Consequently, each one of my towers raise into the air 41 feet, which is the approximate height of a Ferris Wheel. The towers

will throw 225 feet of ground illumination from this height and I have concentrated on fluorescent for decorative purposes. I mount six solid eight-foot strips on each tower and on each strip there are sockets for two 40-watt fluorescent lamps. This makes it possible to put two different colored bulbs on each strip, giving very attractive color combinations while in the air. The combination of colors may be changed at will, as fluorescent bulbs are obtainable almost everywhere. This is one of the main reasons why I have concentrated on fluorescent," Downey said.

Is Being Developed

Continuing to extol fluorescent, Downey said fluorescent is being developed to such an extent that it is only a matter of time that it will be perfected to an extent that it will be in wide use. "Right now they are building fluorescent individual letters and, contrary to general opinion, there also is available, the limited, fluorescent quick starting tubes which will light immediately in any temperature. This has been a drawback to fluorescent in some Northern spots where the weather is cool. But this difficulty has been overcome with the development of a quick starting transformer for fluorescents in cold weather.

This ballast, or transformer, according to Downey, should burn bulbs that are quick starting too, as the regular fluorescent bulbs will burn out faster when this quick starting ballast is used. There is no difference in the cost of the bulb, Downey said, the only difference being that the quick starting ballast is more expensive.

Builds Portables

The Downey org builds a portable tower, light in weight and which can be moved at will by three men. The towers are telescopic, weigh only 600 pounds when fully equipped, and have, according to Downey, a foul-proof cable.

Lighting in general, and light towers in particular, certainly add flash to outdoor show business and it is one item which, at least so far, has not gone up in price.

TRAILER PARKS

(Continued from page 25)
for added accessibility to utility buildings, better views from trailer coach windows and because of the resulting improved appearance.

Recently TCMA has drawn up a set of rules and regulations which park operators are finding helpful. Simple regulations designed to promote orderliness and consideration for others does much toward creating a park that is a credit to the community in which it is located and one in which its occupants take pride.

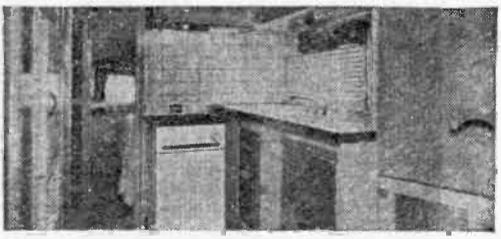
Of course, there is more to a good trailer park than the physical facilities and layout. There are the intangibles, the things that are more felt than seen. Community spirit, friendliness, good times, the homey atmosphere — these are added joys that spring up spontaneously in well-managed, attractive trailer parks. Trailerites agree that the folks they meet and live with are friendlier, more congenial and more neighborly than the majority of people they meet otherwise in this busy world of ours. Moreover, they are anxious to establish and maintain good relationships in trailer parks and in the communities in which they are located. They want to help one another and to enjoy together the advantages of healthful, comfortable living that can be theirs only when suitable parking facilities are provided.

Great Strides Made

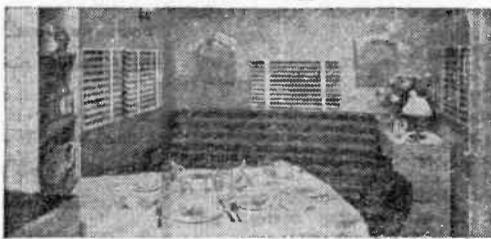
Great strides are being made in all phases of trailering today. True, there is still much to be done, but that is characteristic of an enterprising industry. It is our aim during 1948 to continue to move forward—fearlessly, zealously and with purpose.

EMPIRE

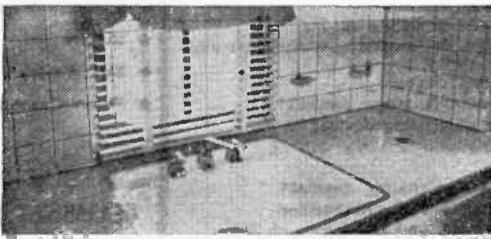
a Home for Showmen!



The Kitchen: Complete with refrigerator, cook stove and plenty of storage space for cooking utensils, food, etc.



The Living Room: Spacious, designed for utmost utility and relaxation. Complete as pictured (except dinnerware and shelf items.)



The Sink: A woman's dream. 21x24 in. sink, 25x70 overall with durable, easy to clean FORMICA BOARD work top.

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ELKHART, INDIANA

Playland Park-- Built To Fit a Swank Section

By TED WOLFRAM

NEW YORK, March 20.—Playland, pride of Westchester County, is unquestionably one of the most beautiful amusement parks in this, or any other country. In contrast to most large amusement parks it is located in the midst of a beautiful, high-class residential section. Fortunately, the park was designed to fit into this de luxe setting and still provide practically all of the amusements usually offered in an amusement park.

Originally, the beautiful site which Playland occupies on the shore of Long Island Sound in Rye, N. Y., was occupied by a few commercially operated bathhouses, a few rather good dining spots and an embryo amusement park that threatened to become an eyesore and a liability to Westchester County, which embraces many of the classier commuter suburbs of New York City.

Mapped Extensive Network

At the epoch, when it was found necessary to lay out a system of parkways to handle the enormous auto traffic converging on New York City, the county of Westchester, which extends from the banks of the Hudson to the shore of Long Island Sound and thus forms the northern boundary of New York City, mapped out an extensive network of parkways, parks and recreation centers throughout the county.

Included in the Westchester parkway and park system was the embryo beach-amusement resort at Rye, known as Oakland or Rye Beach. As a site for a high-class shore recreation resort the spot was ideal, with a superb beach along a semi-circular cove of the Long Island Sound shore adjoining one end of the park site proper which juts out into the sound and is flanked by a large lake. In effect the park has a water front on three sides, which not only is an asset scenically but makes it one of the coolest spots in the vicinity of New York City during the summer season.

New Park Created

After being taken over by Westchester County the site was cleared of all structures and a new amusement park and bathing resort created on the spot. While avoiding unnecessary frills both the beach section and the park were planned on a handsome scale, with emphasis on the park aspect rather than the amusement angle.

In view of Playland being a county project the entire park and beach was laid out along formal but attractive lines. In the center of the park a large mall, extending from the boardwalk along the sound to a drive along the lake, became the glorified midway. Ornate wooden colonades form covered promenades on both sides of the mall, with well-kept pin oaks paralleling them and providing added shade. An immaculate lawn forms the center of the mall, given a formal garden setting thru edging of shrubbery and narrow bands of brilliant-hued flowers.

At the sound end of the mall is Fountain Plaza, fronting the park's main entrance, which features a large circular fountain surrounded by

roofed and the remainder are so at a distance and they are kept neatly well surrounded by trees that they painted in a light cream and green also blend into the park motif. Two which blends well with their setting. large Coasters, which would be difficult to camouflage, are the only rides form type of wooden marker or conspicuously visible to a casual observer (See Playland Park on page 33)

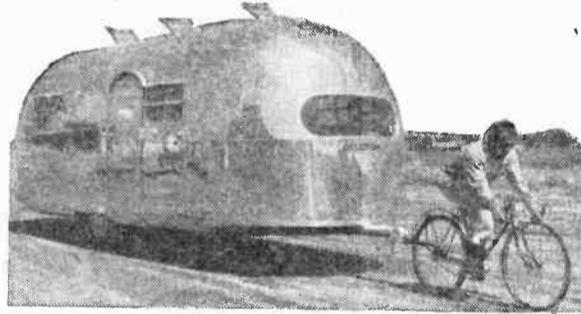
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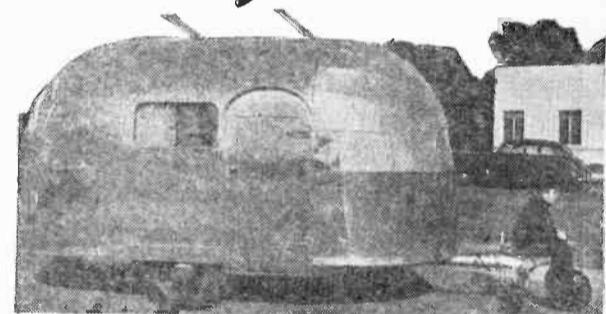
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NO WORRY FOR CONCESSIONAIRES; PRICE TO BE ABOUT SAME AS 1947

(Continued from page 8)

ing popcorn, waffle irons, candy floss machines, etc., says, "Rationing of any of the products put out by Blevins is not anticipated."

The Blevins org, within the year, hopes to put several new products on the market. The newest Blevins product is the Treatum Trailer, a complete concession trailer of airplane-type aluminum, available with a wide option of concession mountings. It has removable plexiglas windows for serving and was one of the features of the prize-winning Blevins exhibit at the National Association of Amusement Parks, Pools and Beaches trade show in Chicago last December.

According to Blevins, his concern, to more efficiently service the Southern concession trade, has opened its first factory branch at 650 Murphy Avenue, Southwest, Unit 8, Building E, Atlanta. The new office is under management of W. B. Jones, of Atlanta.

Tells of Shortage

Krispy Kist Korn Machine Company, Chicago, tells of the shortage of steel and cast iron castings. In spite of this, the Chicago concern, which makes corn popping machinery, chip machines, roasters, caramel corn equipment, etc., is offering 10-15-day delivery on its items, S. T. Jacobson says. One of the org's new products is the Krispy Kist Korn Krib.

While the Chunk-e-Nut Products Company, Philadelphia, according to W. Drutt, is not putting out any new products this year, it has made major improvements over the equipment of '47.

"Our prices will remain just about the same as a year ago, since we are

planning no increases. Ample warehouse stocks are maintained on all items so that immediate delivery is assured. Our supply of raw materials and labor is ample. We do not foresee any difficulty on these scores," Drutt said.

Drutt's company manufactures popcorn machines, ice-shaving equipment, candy floss machines, peanut roasters, etc. In addition, the concern carries a large variety of popcorn supplies, popcorn, peanuts and candy floss supplies.

Prices About Same

S. Kestenbaum, of W. Kestenbaum, Inc., New York, reports that prices on beverage dispensing coolers, pumps, fountain equipment, gas frankfurter and hamburger griddles, glass cases, etc., insofar as his company is concerned, will be about the same as last year. Delivery on such equipment, he said, is one week from receipt of order.

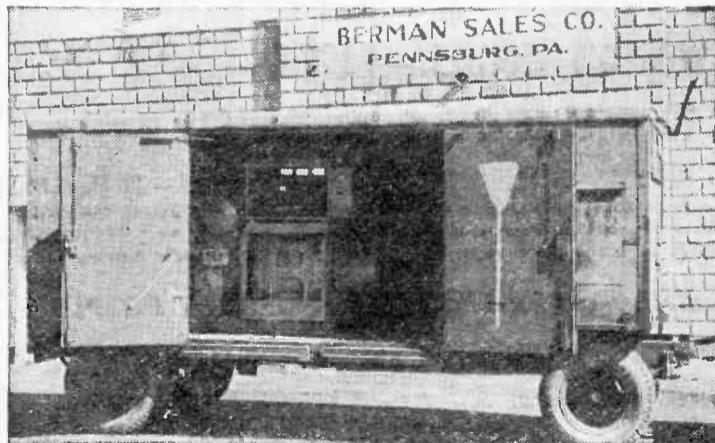
"Frankly, it is impossible to predict if we will have a labor shortage or material difficulties," said Walter E. Merz, of the Electro Freeze Sales Company, New York. "Present indications are we will be confronted with a food scarcity. This will mean higher prices all along the line, we believe. If this trend persists we feel the cumulative effect will not be felt until the fall of '48."

The Electro Freeze Company, sales agent for the Electro Freeze frozen custard machines, manufactured by the Port Morris Machine & Tool Works, has upped its freeze machine price approximately 15 per cent over a year ago, Merz said. Prompt delivery service is promised.

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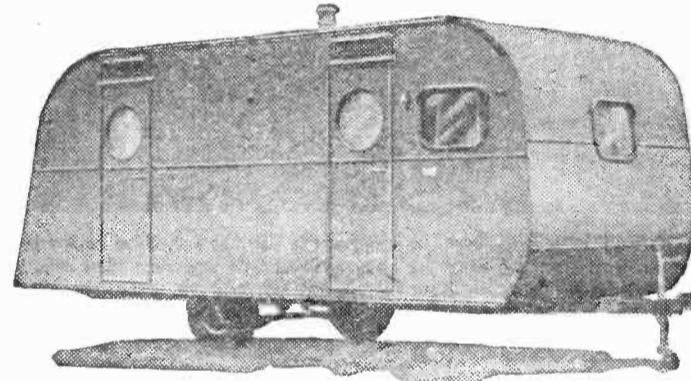
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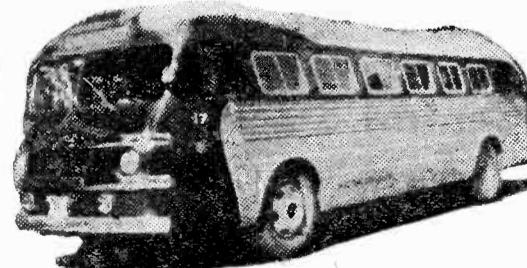
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Ringling's New Seating Carries Itself Around

By MIKE MORGAN

WHEN the Ringling Bros. and Barnum & Bailey "Greatest Show on Earth" takes to the road this spring, it will be revised to an extent that would make even those pioneer showmen, the five Ringling brothers, lift eyebrows in awe.

The show has adopted a new seating system that is revolutionary in the business, and recently concluded tests at the Ringling winter quarters in Sarasota, Fla., have attested to the efficacy of the new system.

The seating system literally carries itself around on specially constructed trucks.

This is how the seats will be put up and the revolutionary effect it will have in the physical problems of moving the show:

The seats are literally built around a truck and fold into the sides and top of the truck. When the location for the big top is selected, the new arrangement will find the big top more of a circle than oval, but will still hold the same seating capacity.

The trucks are all moved into position and the seats erected. A power motor quickly raises the seats and places them in position. Meanwhile the canvas is going up. And the time

element of throwing up the big top is reduced from three to four hours to slightly over an hour.

But this is only part of the revolutionary changes that are effected by the new set-up. The wagons that carry the seats on their extension are completely utilized in their interiors, too. There is a vast amount of space in the 29 trucks that haul the seats and this space is loaded with equipment. Furthermore, when the big top is erected the space under the seats, formerly choked with supports and ropes, is converted into compartmental sections by the wagons.

This space is utilized for dressing rooms and, thus, does away with carrying dressing top canvas.

It also enables the show to set up on lots much smaller than needed in the past, as all the extra space for dressing tents and performers tents is now found under the seats.

In addition, and to the frustration of coming generations of youngsters,

when the decks of the seats go into position the big top is fully ringed by a solid wall, making it impossible to sneak under the tent.

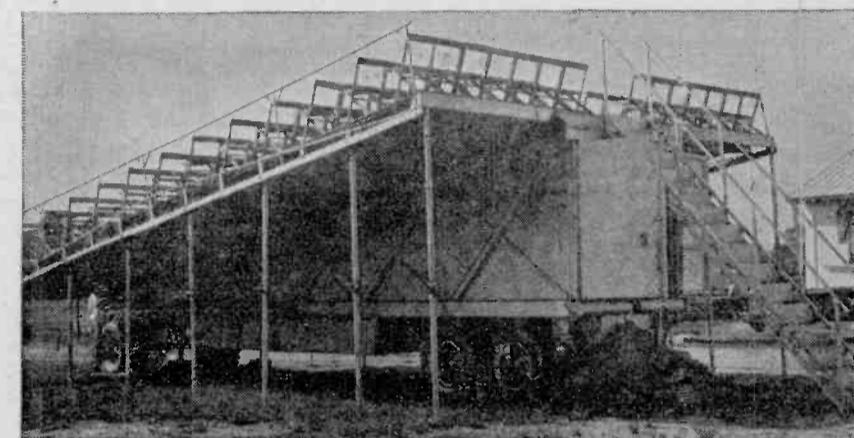
The seats are bolted to steel floors. That the strength of the floor is tremendous is attested by the elephant (see cut) which stood on the deck in a fully loaded platform.

In the rear of each platform section is a ladder for quick exit if needed for any purpose.

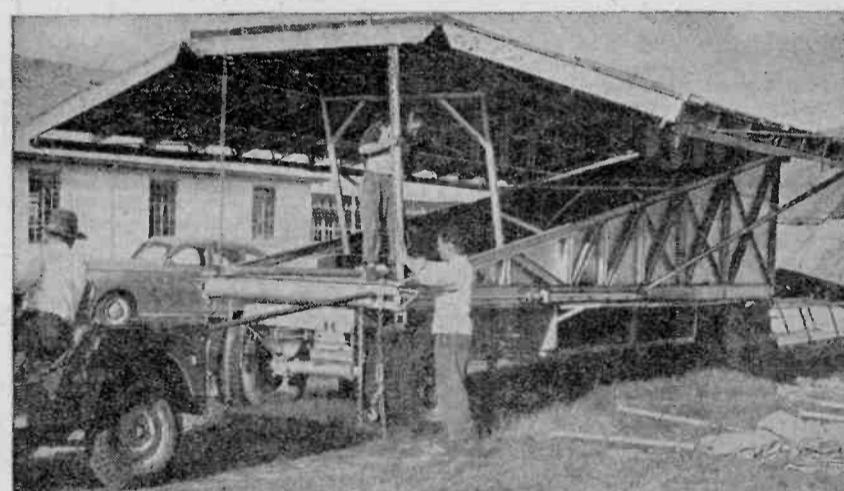
In review, the new type seating (1) increases the efficiency of the show, (2) cuts down the time element in loading, unloading, constructing and tearing down the big top, (3) adds to the safety of the spectators, and (4) conserves space.

The show takes 29 seat trucks or platforms (18 grandstand and 11 blue wagons).

The grandstand platforms carry 308 seats, while the blue wagons have about 325 seats. Seats are upholstered and very comfortable.



THIS REAR VIEW of the erected platform and truck pictures the ladder and method of support. When the sections are placed together the vacant spaces will be converted to dressing rooms and will be fully sectioned into compartments.



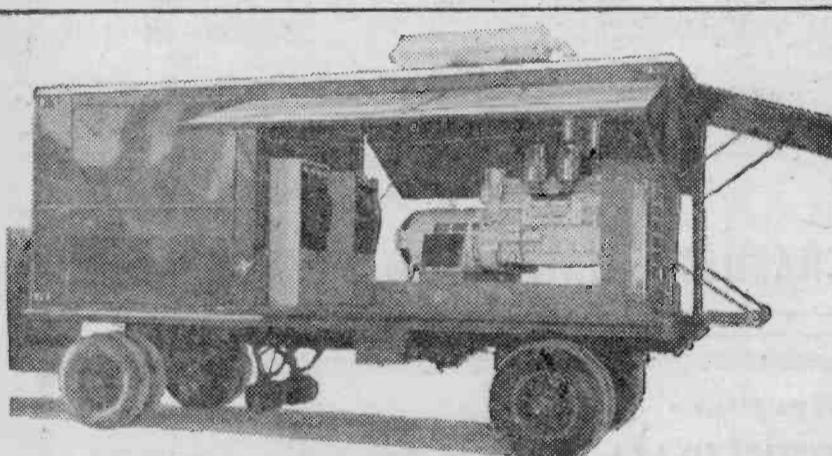
A MOTOR HELPS raise the steel sides while the men place the supports in position. In a very few minutes a complete section is up.



ONE OF THE GREATEST FEATURES of the trucks are their mobility. Easily moved into position by jeep and wheeled out of position with equal smoothness, the problem of throwing up the tent is reduced. Interior of the trucks will be utilized for storage of equipment.



SHE'S TOO FAT FOR ME—but the elephant is not too fat to be supported by the new seat platforms that the Ringling show will use for the first time this year. Ringling Bros.' president, Henry Ringling North, and General Manager Art Concello, on the lower steps, note with satisfaction their latest innovation to the show.



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PLAYLAND PARK BUILT TO FIT A SMART AND SWANK SECTION

(Continued from page 29)

servative signs painted on panels of the colonades indicating the location of the various rides and concessions.

Playland boasts practically all of the usual park rides, games and concessions. It also has a large number of buildings housing ballroom, restaurants, cafeterias, games and arcade machines. All are of stucco and uniformly painted in a light cream color.

Plenty of Picnics

Deriving much of its income from picnic trade Playland is well equipped to handle same. Not only are there numerous shady picnic groves with tables and benches but there is also a spacious shelter house which is equipped to handle picnickers in case of rain or to take the overflow from the open-air groves on peak days. Free fireplaces are available for groups who bring their own food and a free kitchen is maintained.

The beach section of Playland features a beautiful fresh-water swim pool which has been constructed above the ground. Both sides are flanked by stucco buildings, with twin towers, housing cafeterias and refreshment stands. Both sides of the pool are formally landscaped while the cafeteria buildings are made attractive with beds of roses planted in pottery boxes and in hanging flower pots. A smooth, sandy beach serves those preferring salt-water surf bathing.

A well-equipped kiddieland takes care of the younger element, with all the usual kiddie rides and a flower garden. For the more mature patrons, in addition to the rides, there are rowboats, speedboats, athletic fields, games and a ballroom in the huge Casino, which in the summer also houses games, refreshment stands, restaurant and numerous arcade machines.

Gets Excursion Parties

Due to its unique location, Playland's patronage is quite free from the rowdy element. Aside from local patronage the park depends largely on the auto trade, charter and public bus service and, in particular, on big excursion parties brought directly to the park's piers by excursion steamers from New York City, Bridgeport, Conn., and the heavily populated Northern New Jersey, such as Jersey City and Hoboken. Ample parking space is provided for car owners in a well-handled lot adjoining the park.

Playland has developed a tremendous excursion trade which draws

large patronage from distant points. Park management co-operates effectively with organizations or groups desiring to visit the resort by steamer, bus or by combination of railroad and boat or bus. Such groups are furnished gratis with attractive window display cards and circulars for promoting the outing and are taken care of at the park where picnic groves and playfields are reserved for groups desiring same.

Stages Free Attractions

Throughout the summer free attractions are staged twice daily and fireworks displays are put on weekly. Lighting system conforms to the conservative atmosphere but discreet use of floodlights to light up building facades and concealed lights in the groves prove effective at night.

Prior to the war Playland had its own greenhouses and nurseries to provide shrubbery and plants for the grounds but at present, due to inability to maintain the hothouses during the war years, replacements of shrubbery and flower plants are bought from Westchester nurseries and hothouses. While most of the trees in the park are sturdy pin oaks there are a number of Japanese cherry and other species to add variety and color. Flowers used are vivid but of a type conforming to the formal garden atmosphere.

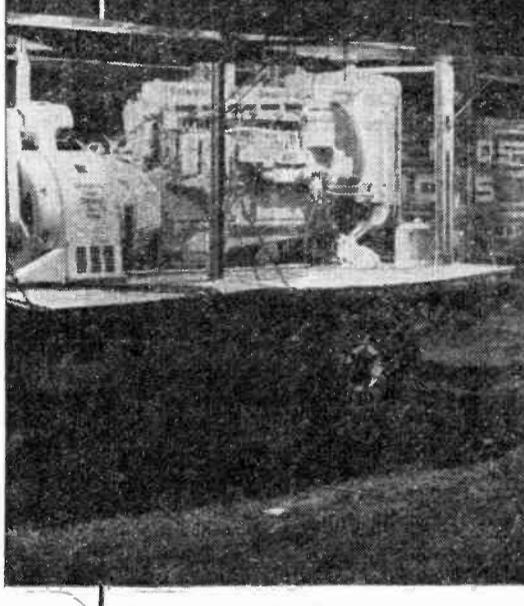
Playland is kept in top shape the year round, with a maintenance staff of around 100 workers even during the winter months. Allan MacNicol, former assistant director, early this year was promoted to the park's top spot, replacing George Currier, who resigned as park director December 31. Job pays an annual salary of \$14,000.

Ice Skating in Winter

While the amusement park does not operate during the winter months Playland's spacious Casino is transformed into a huge ice-skating rink for the winter. It is open daily for skating afternoons and evenings, with ice hockey games and special events staged frequently. Prices are moderate and patronage good. The parking lot also is kept open for the use of the rink patrons.

Playland is not a subsidized affair but definitely self-sustaining. As a matter of fact the park last year showed a net revenue of \$384,230 out of a gross take of \$1,174,532. This was a record gross, topping the 1946 earnings by \$80,454. Salaries and wages for 1947 amounted to \$369,555. Ordinary expenses were listed at \$337,994 and non-recurring repairs at \$82,751.

As important as the Elephants!



"Caterpillar" Diesel Electric Sets have become as important as elephants in the operation of a modern circus.

Mounted on special trucks, "Caterpillar" Diesels roll along with Cole Bros. Circus wherever the show travels. They do everything on the lot from lighting the big top and the side shows to operating the popcorn machines.

Circus and carnival owners across America have learned from years of experience that they can trust these sturdy, dependable power plants. "Caterpillar" Diesel Engines and Electric Sets are built to stay on the job night and day, month after month. They're economical, easy to operate, compact, completely self-contained and self-regulating. Their long, reliable work life is backed by a complete dealer service that has earned its reputation as the "best in the business."

CATERPILLAR TRACTOR CO., PEORIA, ILLINOIS

SOUND AT ITS BEST

Specialists in engineering sound equipment for show business from coast to coast. 17 years' experience qualifies us to serve you with the best for less.

Write for Details on Our Rental Plan . . . or for an estimate on Sound Equipment Installation.

W·I·N·N

SOUND ENGINEERS

1703 W. Division St.

The Showman's Sound Engineer

Chicago 22, Illinois

CATERPILLAR
REG. U. S. PAT. OFF.
DIESEL

ENGINES • TRACTORS
MOTOR GRADERS
EARTHMOVING EQUIPMENT

You **SAVE MONEY...**

without sacrificing quality, when you buy or rent **NEW** government surplus power equipment from Benjamin's for Motors.

Generator Sets • Battery Charges • Pumps • Batteries

Brand NEW for immediate delivery at low government surplus prices

25 & 30 KW Chrysler Diesel 6 cylinder
25 KW-60 cycles 127/208/220/440 Volts
30 KW-60 cycles 120/220/440 Volts

7.5 KVA (6 KW)
Gasoline generator sets
self contained — 120 volts A.C.
46" high, 66" long

2500 Watt — 110 Volt A.C.
Leland gasoline generator
36" long, 19" wide, 26" high

BATTERIES
heavy duty Exide, Willard,
Autolite 6 & 12 Volt

BATTERY CHARGERS, EPCON
32 Volt D.C. 100 Amps. gasoline engine
driven. Charges 4 batteries at once.

2" MARLOW PUMPS
Self-priming, delivers 55 gal. per min.
at 50 foot head — driven by Kiekhaefer
gasoline engine.

The above represents a small portion of our stock, which occupies over 14 acres of warehouse area, housing all types of equipment.

When It Comes To Power
"See BENJAMIN'S First For The Finest"

BENJAMIN'S FOR MOTORS • 4000 MILL AVE.
BROOKLYN 10, NEW YORK • ESplanade 7-9090

Concessionaires Find Costs Up

FOOD and drink concessionaires will pay a bigger price for their supplies this year, but there is a silver lining in the dark cloud. The silver lining has to do with supply and business in general.

Whereas a year ago the prediction was that concession business would be off about 10 per cent from the peak of '46, the outlook this year, according to food and drink manufacturers, is good, and most manufacturers predict no falling off of business this year. There are some exceptions, however.

Popcorn costs, especially, are up this year, according to the Blevins Popcorn Company, Nashville, and D. C. Evans, Gold Medal Products Company, Cincinnati, who echo those words.

Popcorn Costs Up 50 Per Cent

"Popcorn costs are up about 50 per cent, due to the shortest popcorn crop in seven years," to quote W. M. Holder, speaking for the Blevins org. "According to a U. S. Department of Agriculture report released just before the holidays, U. S. popcorn growers produced 96,000,000 pounds of popcorn in 1947, or 62 per cent less than the 253,000,000 pounds raised in 1946," Holder said.

Continuing with the popcorn situation, Holder said: "The 1947 planting season was unfavorable in the major producing States. Cold, wet weather prevented many growers from planting as much acreage as intended. The low production was due both to fewer acres and lower yields per acre than in 1946 in most producing States. Despite this rather bleak situation, the Blevins Company is in excellent shape. Its acreages were unaffected by the severe midsummer droughts and, thanks to a new Purdue hybrid seed, its crops are producing a popcorn with higher expansion and better quality. This increased popping volume will somewhat offset higher popcorn prices. We will have plenty to fill our commitments," Holder said.

The Blevins concern expects to put several new products on the market within the year, Holder said, but he didn't give any hint on what they would be.

Evans Echoes Sentiments

Evans, of the Gold Medal concern, supply org for the popcorn, snow cone, candy floss and candy apple concessionaire, in echoing the Blevins statement, said:

"The price picture should remain

just about the same with the exception of popcorn supplies. Popcorn will be higher, much higher, than last year. At this writing the price is \$12.50 per bag, but by June the price may be \$20 a bag and perhaps even higher. The acreage was only 65 per cent of last year, but the yield per acre was off 50 per cent, so the actual crop harvested probably will be only about 40 per cent of last year. There was some carry-over, which helped a bit, and the over-all picture may be helped by Texas and Oklahoma popcorn that comes in July or August, instead of October as it does in Ohio. This may tend to hold the price down.

No Rationing Seen

"We do not look for any rationing of any of our items. Popcorn oil, which is about the same as shortening, has gone up considerably, due to short supply. The pinch was due to government buying, and the government requirements for the first quarter of next year have been reduced. This should help the supply and bring the price down," Evans said.

The president of Gold Medal Products warned concessionaires about paper supplies, such as popcorn cartons, bags, cold and hot drink cups, which, he said, will be scarce. He warned concessionaires to keep a good stock of paper supplies on hand. Prices on paper items, he said, may rise slightly.

According to Evans, the general business outlook for the outdoor spots may be off from last year, due, he said, to the general tightening of business. "There is less jingle money around. Movies and night clubs already have felt the pinch and there will be less money for the 'non-essentials.'

Advises Concessionaires

"What jingle money there is will go to the concessionaire who does the best job," Evans said. In warning operators of concessions about keeping their places clean, Evans said, "Filthy, crummy stands do not attract business. In any spot where food is served particular attention should be paid to the agent. He should be healthy looking, clean shaven and dressed in white. See that the agents always have clean aprons, clean towels and headwear such as a paper cap."

"The stand should be clean inside and out. Use plenty of lights to

(See Concessionaires on page 39)

**For Faster
SET UP and TAKE DOWN**

**Buy "MINES" SAFETY POWER
AND LIGHTING HAR-
NESSES FOR CARNIVALS
AND CIRCUSES**

Many Satisfied Users . . .

Hennies Bros. Shows • James E. Strates Shows • Folks Celebration Shows • Triangle Shows • Cole Bros. Circus • L. B. Lamb Shows are just a few of many satisfied customers.



FOR FURTHER INFORMATION CONTACT

LEWIS DIESEL, MEMPHIS

FABICK TRACTOR, ST. LOUIS

4232 CLAYTON AVE.
ST. LOUIS 10, MO.

or MINES EQUIPMENT CO.

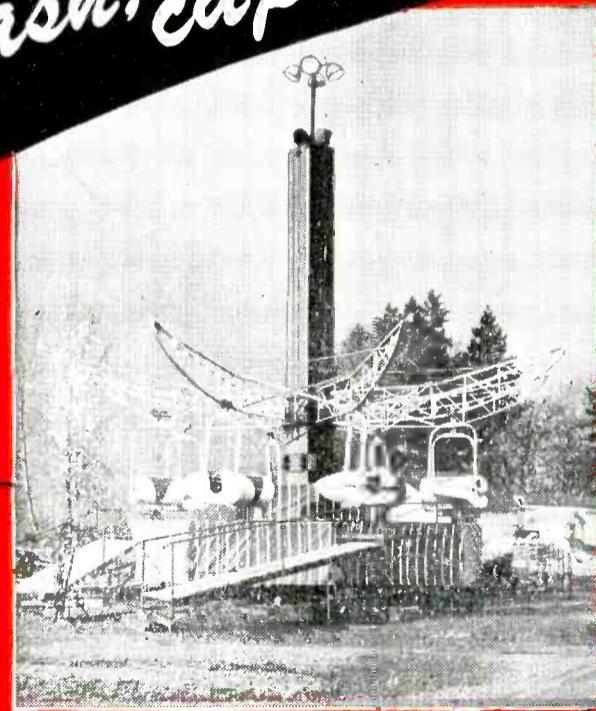
on the horizon
one is outstanding—
the new



ride leads all!

height, thrill
sky-high rise

flash capacity

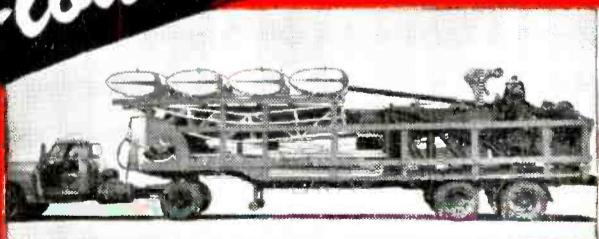


25 LOADS PER HOUR



52 FEET HIGH

easy-loading



ONE 32 FT. SEMI-TRAILER

frank hrubetz and company

front and shipping streets

salem, oregon

Blevin's Spring Checkerboard

THE NEW 1948 VIKING DELUXE POPCORN MACHINE



The all-metal VIKING Deluxe, with concealed wiring and inside fluorescent lighting, is a lifetime bargain at only \$695.00 (F.O.B. Factory)

Immediate Delivery
110 or 220 Volts—27½" Wide, 42½" Deep,
72¾" High
Power Inlets at Both Floor and Ceiling

A BLEVINS EXCLUSIVE IN THE SOUTHEAST

A Blevins Money-Back Guarantee Costs You No More



SUPER WIZARD CANDY FLOSS MACHINE

Treat yourself to the best! After a half century of manufacture, research and constant improvement, the Super Wizard is the recognized leader. Rigidly constructed. Delivers a smooth, vibrationless 3300 revolutions per minute—1000 more revolutions than ordinary machines. Trouble-free operation.

Complete with double spinnerhead \$295.00

Here's the postwar popcorn machine you've been waiting for! The superb new VIKING Deluxe combines greater BEAUTY, CLEANLINESS, SPEED, VOLUME, CONVENIENCE, SAFETY, ECONOMY and STAMINA than was ever engineered into a popcorn machine before. From the simple, classic lines of its satin-finish, stainless steel exterior to the handiness of its forward-swinging kettle, it's years ahead of its nearest competitor. Here are a few of the VIKING'S improved features—that will mean more popcorn profits for YOU!

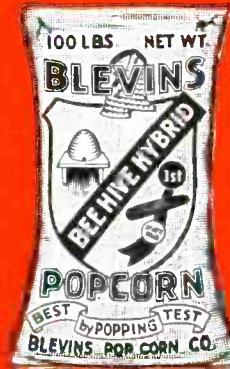
The VIKING Deluxe Offers:

- Trouble-Free Direct Drive
- Safe, Shrouded Kettle
- A Popping in 90 Seconds!
- Finger-tip Dumping
- Overhead Corn & Oil Storage
- Instantly Accessible Bin
- 30 lbs. of Raw Corn an Hour
- Beveled Interior Corners
- and many other features

Write for Detailed, Fully Illustrated Brochure

Around the World

BEE-HIVE SUPER HYBRID POPCORN IS STILL BEST BY POPPING TEST



To 1948 BLEVINS spent the entire year expanding \$100,000 in the past year to completely equip the most modern post-war popcorn plant in the nation. More the latest Product hybrid is effectively produced by a process employing one of the most principles of separation, whereby oil-sticks and water grains of popcorn are suspended in an air draft and carried off by centrifugation. Through slightly higher temperatures, the corn which requires BEE-HIVE'S actually less expensive than other popcorn, in the basis of increased popping volume and fine flavor and texture.

A Blevins Money-Back Guarantee Costs You No More



Echols Ice Ball Machine and Snow Cone Case

Stainless steel case for Echols (as illustrated),
Echols Machine Supplies and Snow-Cone Case.

ALL for \$69.00

\$65.00
\$125.00

SPECIAL!

Echols machine and motor, 4 qts. Snow-Man Flavors, 2 qts. fruit acid, pick, dipper, pour-outs, 2000 Snow-Man cups.



Coleman Equipment

Blevins stocks a complete line of dependable Coleman equipment and supplies—Coleman Speedometer, Stove (157.95) & \$12.95, Handy Gas Plant (\$318.94 & \$20.95), Burner (\$3.95 & \$10.95), and lantern, lamp, gasoline hot plates, and gasoline irons. When building cook houses and outfitting concessions let our able engineering department advise you concerning the proper equipment.

20% Discount on All Coleman Orders

NOTICE!

to Traveling Concessionaires

Address all inquiries concerning products displayed in this ad to Blevins' general offices in Nashville. ORDERS may be sent directly to Atlanta OR Nashville. Our popcorn and supply stocks at public warehouses in Louisville, Memphis, Houston and New Orleans are for your convenience in picking up merchandise when on the road.



The PREMIERE Box

Something exceptionally new in popcorn boxes. All wrapped in gold-colored foil. Printed logo to the front and country, Breville and on back-white background. Frightening Hollywood design. Available in three sizes.

1-oz.	\$5.90 M
1-lb.	7.50 M
2-lb.	7.90 M

POPCORN BAGS: Blevins stocks 10 different sizes, specify desired size, or send for samples. From \$1.55 M.

BLEVINS
POPCORN CO.
CABLE ADDRESS: BLEVPO

Main Plant and General Offices
In Popcorn Village
3098 Charlotte Ave.
NASHVILLE, TENN.
Phones: 7-3272-3-4

NATION
ASSO.
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TURER

of Blue-Ribbon Values--Your Move

Add flash and color to your snow joint with the new "Snow-Man" cup, printed especially for the snow cone trade. Glazed paper, no-leak bottom, tasteless, odorless, non-absorbent, rolled rim, 6½ oz. Animated with two bright colors: purple and orange. Stocked in Nashville, Atlanta, New Orleans, Memphis, Louisville and Houston warehouses (see below).

100,000 cups	\$2.95 M
50,000 cups	3.00 M
25,000 cups	3.25 M
10,000 cups	3.35 M
Under 10,000 cups	3.50 M

A Blevins Money-Back Guarantee Costs You No More

An attention-getter, bright chrome and jet black roaster and displaying window of remarkable capacity is capacity 2000+ capacity, thoroughly and quickly by heat insulation. Roasting convenience, time-saves 7½ lbs. of nuts from 30 to 40 minutes to roast a batch. Write for brochure.



STAR Peanut Roaster

Complete \$136.50

Bowl or Roasted Peanuts, No. 1 Peanuts
Write for Price

A Blevins Money-Back Guarantee Costs You No More



SYRUP DISPENSERS

Keep your snow ball syrups in view of prospective customers by using syrup dispensers. The Blevins Snow Ball Syrup Dispenser (left) is made of heavy crockery with rubber collar in top and chromium plated brass faucet. Holds 2 gals. The Wagner "Mea-sur-ite" (right) is precision machined of die cast aluminum to dispense exactly one ounce of syrup. Gallon jug screws into thread and remains rigid.

\$4.00
\$13.50

Wagner "Mea-sur-ite" Dispenser (right). Each

KING BEE Portable Popcorn Machine



A big hit wherever it goes! Little but mighty! Designed for outdoor locations where there is a premium on portability. Features 5" Coleman oil lamp, 12-qt. covered kettle. Separate popping and storage compartments. Measures 50½" x 11" x 12" when folded. 300-15 lbs. Ready to go in hours.

Only \$135.00
\$35.00
Each, packed kettle only. Superior to any other on market.

REGIONAL WAREHOUSES

In addition to the master stocks at Popcorn Village in Nashville and at the Southeastern Industrial District in Atlanta, Blevins also stocks BEE-HIVE, Liquid and Solid Seasoning, and Boxes and Bags at the following public warehouses where you may call for your supplies:

Poston Warehouse Co.
671 S. Main St.
Memphis, Tenn.

Hiern Warehouse Co.
608 Tchoupitoulas St.
New Orleans, La.

Dixie Warehouse Co.
11th and Main Sts.
Louisville, Ky.

Quick Service Warehouse
102 San Jacinto St.
Houston, Tex.

General Terms: 25% deposit with order, balance C. O. D. Firms with established credit ratings are shipped on open account. All credit applications should be sent to the Nashville office.

HIT THE ROAD IN STYLE IN A TREATUM TRAILER

Follow the crowds in the smart new Treatum Trailer, and do it comfortably and in style—smug in winter's blizzard or summer's heat, as a movie queen and carefree as a zephyr. A business establishment with the wanderlust! Nothing else quite like it. Strongly Built and Insulated. . . . Cleanings White Enamel Finish with Red Trim and Chassis and Red Ball Corners. . . . Polished Stainless Steel Counter. . . . Insulated Linoleum Floor. . . . Ample Window Serving Spaces. . . . Colored Fluorescent Lighting. . . . Sparkling Plexiglass.



Condensed Treatum Trailer

Specifications

Overall length: 9½'	Wiring: No. 10 to receptacles, No. 14 to lights
Overall width: 6' 3"	Roof: Leakproof architects construction, insulated
Length of Body: 7½'	Windows: 3' high all around
Width of Body: 4½'	Floor: Heavy construction, insulated
Interior Height: 6' 5"	Counter height: 42"
Hitch: Atwood vacuum	Weight: 1140 lbs., E. W.
Axle: 1½" drop center, 64" tread	
Exterior: Polished, corrosion-resistant airplane aluminum	

Treatum Trailer complete	\$1,255.00
Treatum Trailer equipped with gas or electric power	1,095.00
Treatum Trailer equipped with Ice Ball Machine, Case and all accessories	1,450.00
Treatum Trailer equipped with gas or electric power AND Ice Ball Machine and all Snow Cone accessories	1,600.00

Write for particulars

ALSO AVAILABLE ON SKIDS FOR PERMANENT LOCATIONS

SEASONING & MISCELLANEOUS CONCESSION SUPPLIES

Peanut and Coconut Oil—Colored and Flavored. Buy from Blevins with confidence. Packed in drums, 50-lb. pails, 5-gal. containers, 1-gal. cans. Priced competitively.

Savorol—Powdered seasoning, 50 lbs.	\$ 7.50
Popcorn Scoops—Lightweight aluminum	1.25 ea.
Soda Straws—Swan, unwrapped, 500 per box	19 box
Soda Straws—Individually wrapped, admiral size	98 box
Soda Straws—Twin wrapped	98 box
Snow Cone Dippers	1.50 ea.
Food Colors—U. S. certified, red, yellow, orange	3.75 lb.
Spoons—Shapely, wooden, 1000 per pkg.	1.75 M
Candy Apple Sticks—4½" x 11/64	1.00 M
Candy Floss Paper—4x12, 1000 per pkg.	1.00 M
Candy Thermometer	3.52 ea.
Cups—Dixie flat bottom, = 67 6-oz.), only	5.25 M
Copper Kettle—8" deep, 19" diameter	30.00 ea.
Carmel Corn Kettle—16" deep, 19" diameter	47.50 ea.
Portable Lighting Equipment—Write for details.	

Blevis Popcorn Co.

P. O. Box 278

Nashville 1, Tenn.

Equipment:

Please send me a copy of your 1946 catalog listing and describing in detail all the popcorn and concession supplies and equipment you sell. I am especially interested in:

Popcorn Machines
Ice Ball Supplies
Popcorn Roaster

Treatum Trailers
Candy Floss Supplies
Columbus Equipment

Name: _____

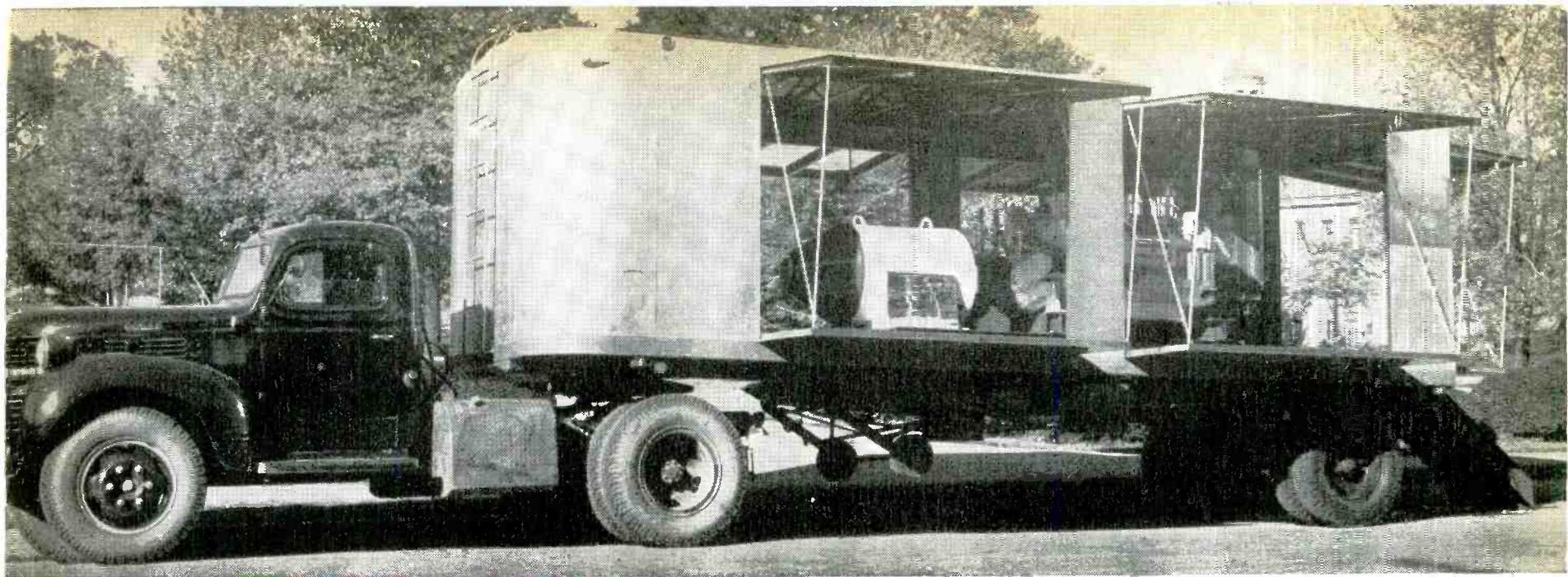
Address: _____

City: _____ State: _____

TINS
COMPANY, INC.
P. NASHVILLE, TENN

Direct Factory Branch
In Southeastern Industrial District
650 Murphy Ave., S. W., Bldg. E, Unit 2
ATLANTA, GEORGIA
Phone: Atlanta 7141

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C



GOOD NEWS

OUTDOOR SHOWS
CARNIVALS — CIRCUSES

Here is the Outdoor Show World's

POWERFUL LIGHT PLANT

You'll see lots of these this summer! This particular one belongs to L. B. "Barney" Lamb of the L. B. Lamb Shows, opening at Forest, Mississippi, March 8.

"Barney" is a long-time user of General Motors Diesel Plants. Because of the progress his show has made, more power became necessary.

Naturally "Barney" chose the General Motors Diesel again.

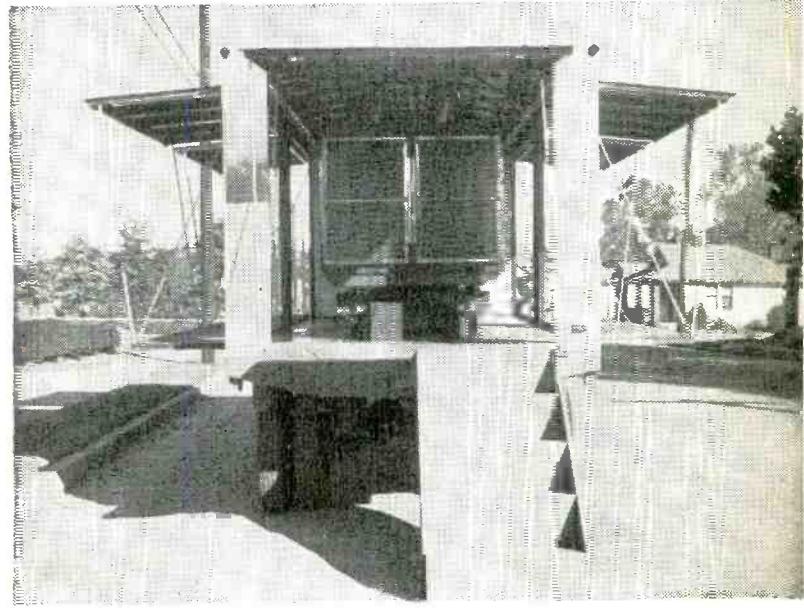
1948 "Lewis Special" Light Plant

- 219 K.V.A. Maximum Output
- Powered by a 400 H.P. General Motors Twin-Six Diesel
- Can Be Mounted in a 24-Foot Trailer
- Net Weight of Plant Is 8871 Lbs.
- 1200 R.P.M. Generator
- Twenty-four Foot Trailer, as Shown With Plant, Can Be Handled by 2-Ton Tractor

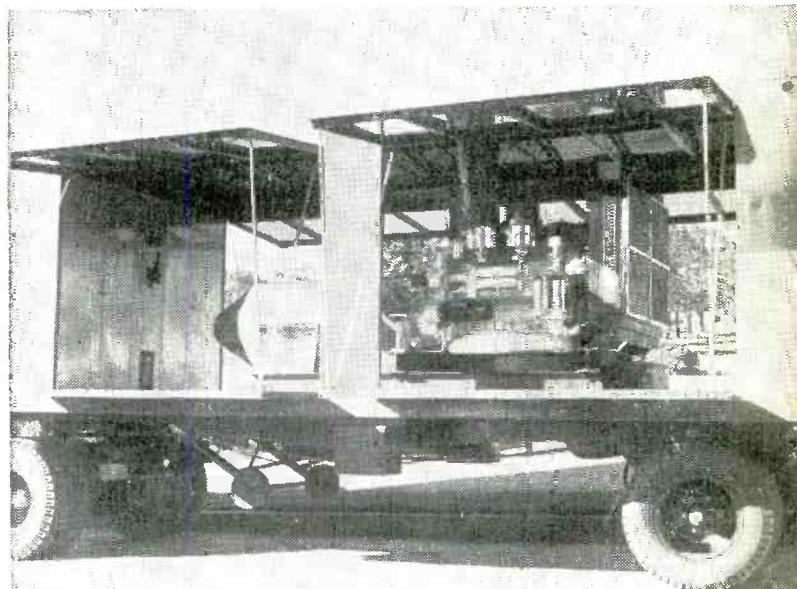
FOR FULL INFORMATION CONCERNING THIS, THE OUTDOOR SHOW WORLD'S MOST POWERFUL LIGHT PLANT

Phone, Wire or Write

The Lewis-Diesel Carnival Unit, General Motors Powered, 1948 Model. Can be furnished COMPLETE, ready to drive away.



Here's the "new look" of the radiators on the 1948 model. Note the clean lines, convenience and accessibility. The steps, of course, are removable for transport.



The Lewis-Diesel Carnival Unit is more than just a "light plant." Located on your Midway with its chrome flash and lighting effects, it's a "free act" in itself. Everybody stops and looks!

LEWIS-DIESEL ENGINE CO.

MEMPHIS 2, TENNESSEE

WE LIGHT THE MIDWAYS OF AMERICA!

NATION'S CONCESSIONAIRES WILL FIND COSTS UP IN 1948

(Continued from page 34)

make it stand out. Make your set-up so attractive that people will want to buy from you. Remember, money goes where it is invited. People don't have to spend their money with you. See that your agent is courteous. Avoid arguments with your customers. It is better to give them what they want than argue about it. Some of the biggest squawks were started over something that could have been settled for a dime or less."

Speaking about new things in the field, Evans said that last year his concern came out with the two-color, printed, copyrighted Sno-Kone cup. "This year we will have something extra special for the candy floss stand and will announce it in the near future," he said.

Cracker Jack Up

Cracker Jack costs have continued to go up and are still increasing, according to Paul D. Allman, vice-president and general manager of the Cracker Jack Company, Chicago. His concern, which sells, in addition to Cracker Jack, Chums, caramel-coated popcorn, Campfire, Angelus and recipe marshmallows, is still rationing its products to the trade generally, Allman said.

Regarding soft drinks, both Mission Dry Corporation, Los Angeles, and Orange-Crush Company, Chicago, said prices this year are up over a year ago. Robert A. McInnes, public relations director for Mission Dry, which makes beverage concentrates, had this to say: "The cost this year, in relation to a year ago, is higher. Both the manufacturing costs and the costs of the ingredients are higher. Valencia orange prices, for instance, have been much higher during the last 12 months, and this effects us

substantially because more than half of our total beverage concentrate production is orange."

No Rationing Seen

McInnes said his concern does not anticipate rationing of any kind relative to its products. "Altho our Mission laboratories are constantly working on new beverage flavors, there is no indication at this time that we will enter the market with a new product this year," McInnes said.

"Mission Dry currently is following a very aggressive program in all markets within the Continental United States, Latin-America, Canada and the Philippines. Bottlers are being franchised in these areas in ever-increasing numbers. Constantly increasing customer acceptance has brought about this effort to cover every available market. In view of this operation, the Mission management believes that 1948 will find the company with broader distribution and greater volume of sales than ever before in the company's history," McInnes said.

Jack Doran, advertising manager, speaking for Orange-Crush, which sells Orange-Crush in bottles and for fountains, Old Colony Root Beer, and which markets a complete line of flavors and mixers under the Old Colony label, also said prices will be appreciably higher this year, but added that he does not anticipate any rationing of Orange-Crush products. "On the contrary, we believe that 1948 will show a mounting competitive intensity," he said.

"GREAT SHOW!"

thrill bigger audiences with these
high powered, low cost **LAFAYETTE** Sound Systems



25 Watt Mobile Phono Top De Luxe System

For 110 volts AC and 6 Volts DC (battery) — includes amplifier, University projectors and drivers, Shure hand mike, cable, plugs, instructions. READY TO OPERATE B-732D \$152.60

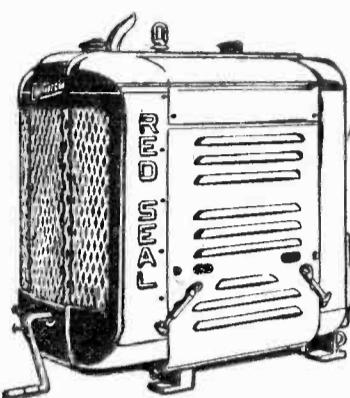
8 Watt Outdoor System

Includes amplifier, outdoor speaker, mike, cable, plugs, READY TO OPERATE... For 110 volts A.C. B-703H \$52.00

PORTABLE SYSTEM, same as above, but in portable case, with built-in speaker. For 110 volts A.C. B-702P \$51.00



ENGINES FOR SHOWMEN



Continental has

RED SEAL

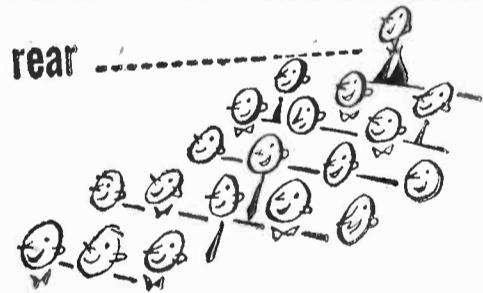
Engines in every horse-power size (from 6 to 120 H. P.) to fit all rides and portable power problems.

Call, wire or write us for quick delivery, anywhere, for a smooth, economical Red Seal Engine, to meet your requirements.

Rozier-Ryan Company

3340 Morganford Road (Phone Sidney 1458) St. Louis, Mo.

says the little man in the rear -----



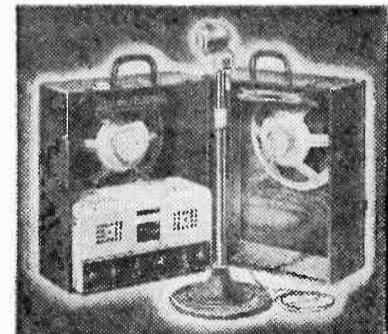
25 Watt Dual Speaker Portable System

Powerful portable system with two 12" Cinaudagraph speakers, one in each section of carrying case; mike and floor stand, 100 ft. speaker cable, plugs, instructions. For 110 Volts AC. READY TO OPERATE.

B-714P... ONLY.....\$99.45

Same as above, but with built-in record player top.

B-716PP... ONLY \$110.20



LAFAYETTE SOUND, Dept. GE-8

100 Sixth Ave., New York 13, N. Y.

Enclosed is my check or money order for:

- System B-732D @ \$152.60
- System B-703H @ \$52.00
- System B-702P @ \$51.00

- System B-714P @ \$99.45
- System B-716PP @ \$110.20

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Lafayette
Sound Systems

RADIO WIRE TELEVISION, INC.

100 SIXTH AVENUE, NEW YORK 13, N. Y.
110 FEDERAL STREET, BOSTON 10, MASS.
24 CENTRAL AVENUE, NEWARK 2, N. J.
542 E. FORDHAM ROAD, BRONX 58, N. Y.

Showmen!

BUGS Don't Pay!

So why invite them in?

Use the Original

VERD-A-RAY Insect Repellant Lamps

Buy NOW at

DEEP CUT PRICES

SIZE	Sold for Years at	Now Only
25-40-60 watt, each	.25	.16
75-100 "	.35	.26
150 "	.50	.40
200 "	.75	.55
300 "	1.00	.75

Over 10 Million Sold in 1947

Insect Repelling, Yellow Glass Lamps that are translucent yet give ample illumination for all outdoor needs. They reduce attraction for insects, mosquitos, gnats, up to 92%. Use freely for complete personal comfort.

Already standard equipment in thousands of places such as roadside stands, gas stations, summer resorts, amusement parks, etc.

31 1/3% Discount to the Trade

On new list prices . . . on minimum orders of 36 lamps, plus 10.4% Federal Tax on list. Order in multiples of 6 lamps. Guaranteed safe delivery anywhere in U. S. A. Average shipping weight, 10 lbs. on 36 lamps.

MOTOR RADIO CO., INC.

Verd-A-Ray Distributors

2440 Charlotte St. Kansas City, Mo.

USE
THIS
COUPON

MOTOR RADIO CO., INC., 2440 Charlotte St., Kansas City, Mo.

Ship via Express or Parcel Post, C.O.D. VERD-A-RAY Lamps specified below, at cut prices as advertised, less discount. (Add 10.4% Federal Tax on List Prices.)

Quantity	Size	Quantity	Size
	25 watt		100 watt
	40 watt		150 watt
	60 watt		200 watt
	75 watt		300 watt

Name

Address

Motorized Tot Theater Draws At Moppetland

By DOUGLAS N. RHODES

WHEN Bob Austin, enterprising young Los Angeles kiddie park operator, was a youngster he spent every Saturday afternoon at a neighborhood movie theater watching cowboy films and animated cartoons along with other small fry. He never got over his fascination for them. When he grew up and eventually established one of the first kiddie amusement parks in Los Angeles he resolved to devise some way of incorporating movies suitable for children in his park set-up.

It was impracticable to build even a small permanent theater on his park grounds, but Austin hit upon an idea which has paid off handsomely. He bought a used six-cylinder Mack bus with a capacity of 27 riders and converted it into a mobile theater seating 40 youngsters. Called Tinker Town Theater, the unique little movie house on wheels is outfitted with a five-by-eight-foot screen at the front end and a 16mm. projector at the rear in a partitioned-off booth.

How It Works

Unusual feature is the method of projection. Inasmuch as the projector is focused at head level of the audience, a system of dual mirrors had to be devised for throwing the image on the screen from high in the rear of the bus. The audience enters and leaves thru the center door on the right side of the bus, the front door opposite the driver's seat being sealed. Windows are treated with an opaque covering and decorated with nursery pictures. No changes were made in the seating arrangements.

Tho of limited capacity, Austin's Tinker Town Theater has proved an extremely profitable operation. Shows run an average of 12 minutes each and thus, at 9 cents a head, the turnover is rapid. Mobility of the unit is a great advantage because Austin rents the rolling movie theater, along with rides and other equipment, to celebrations, fairs and large private birthday parties for children.

At present only cartoons are shown, but kid features are planned, and Austin is considering the showing of Western serials, running three shows a day at a slightly higher admission charge.

Bally for the theater consists of a public-address system which can be

heard in every corner of the park. Announcements at regular intervals inform park patrons as to the time of shows.

A popular gimmick that Austin uses to get parents better acquainted with his theater is an occasional free show for parents. For instance, on a recent Sunday when the park was heavily populated with dads giving their offspring an afternoon of fun at Tinker Town, Austin ran a film of the Louis-Walcott fight. Announcements over the speaker system were made for an hour prior to the showing. It was stressed that the show was presented as a good-will gesture and all fathers were invited to attend as guests of the park management.

Jeep Fire Engine

Two other novel features of Austin's Tinker Town park are a jeep fire engine and a miniature double-deck bus, the latter mounted on an American Bantam chassis. The fire engine, an amazingly accurate reproduction of a real piece of apparatus, is complete with siren, red light and bell. It is outfitted with ladders, axes and hose. It dashes about the park making several rapid circuits of the grounds with the siren screaming warning pedestrians out of the way. Kids, hanging to the running boards and back step, can wear helmets and ring the bell to their hearts' content. Route is arranged so that the engine mounts and descends several artificial hills, thus giving an added thrill to the youngsters.

The double-deck bus, built in Austin's shops, has seats inside and on top. It accommodates about a dozen riders. It follows the same route as the fire engine and is well patronized.

Tinker Town is slanted directly at neighborhood kid trade, and the only adult ride on the grounds is the three-abreast Merry-Go-Round. Parents, however, often squeeze into the other rides on the pretext that they are afraid their children will be frightened to go alone.

Park Easily Seen

Situated in a thickly populated residential section in the southwest corner of the city, Austin's park covers a tract 275 feet by 175 feet. Until recent months it fronted on

ONE CABINET

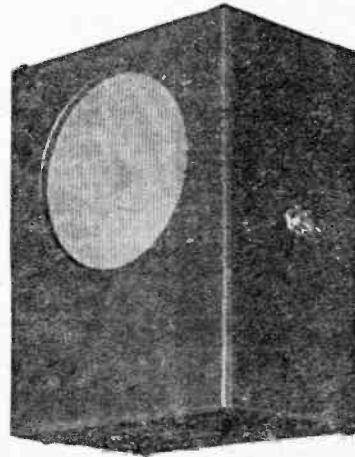
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Model No. P-1200 Portable Cabinet Baffles

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Crenshaw Boulevard, one of the city's most heavily traveled thoroughfares. A service station now occupies the Crenshaw frontage, but the park is still easily discernible from the street because no surrounding buildings obstruct the view. A large farmers' market is being built directly opposite the park on what has been Austin's auto parking lot. He expects that the market will materially increase his patronage when it opens because of the additional foot and motor traffic which it will attract.

Tinker Town features many attractions. In addition to the adult Merry-Go-Round, the park contains two kid streetcar rides, two train rides, two Ferris Wheels, two auto rides, two airplane rides, Chairplane, pony ride, jeep fire truck, double-deck bus, boat ride, Tinker Town Theater and a small Caterpillar. When all are operating at capacity they can handle 374 patrons at a time.

Fits Pocketbooks

Years of experience at this location (Austin opened his park in 1940) has resulted in a price policy scaled to fit the pocketbooks of the neighborhood. Tickets are sold from a centrally located box office and are good on all rides and at the mobile theater. Tickets are priced at 9 cents for a single ride, 3 for 25, 7 for 50 cents, 10 for 75 cents and 14 for \$1. At times Austin features 15 rides. Adult tickets are 12 cents straight. He is considering inaugurating a monthly pass system whereby patrons may purchase a pass good any time within 30 days on any or all rides. Price of pass is expected to be \$2.50.

A native of Los Angeles, Austin started in show business in 1933 when he operated the Bar X Pony Ranch, a series of pony rides at one location. Later in the same year he took over the pony-and-cart concession at Catalina Island during the summer seasons. These enterprises were sold in 1939 and the following year he became a park operator at his present location. For a time he also operated

the large kiddie park at Beverly and La Cienega boulevards on the boundary line of Los Angeles and Beverly Hills. This park is now under the ownership and management of Dave Bradley.

Makes Kiddie Rides

In addition to the park, Austin manufactures kiddie rides and supplies rides and attractions to civic group celebrations, picnics and birthday parties on a sort of amusement caterer basis.

Tinker Town is operated in an efficient businesslike manner. At any hour of the working day exact comparisons relating to patronage and the take can be made thru a system of charts. Thus, the hourly collections at 3 p.m., for instance, can be matched at a glance with the same hour's report on any or all rides for any previous day since the park opened.

Austin keeps on hand duplicates of nearly all rides and can place in operation within an hour or two a substitute ride for any device which breaks down.

Austin believes in keeping employees on their mettle thru a system of bonuses. Each month a series of cash prizes are given to ride attendants who have turned in the best amount of business. The system is flexible and is based upon weather conditions and general business. Employees compete only against comparable attractions. That is, it is taken for granted that the Merry-Go-Round, for example, will show a larger take during the month than one of the smaller rides. In order to overcome unavoidable inequity, Austin has devised a system of handicapping so that all attractions, regardless of their capacity or prominence on the grounds, have an equal chance to hit top honors for the month and win the bonuses.

Bob Austin concurs with many other park men in the opinion that kiddie rides will continue to increase in popularity over the years.

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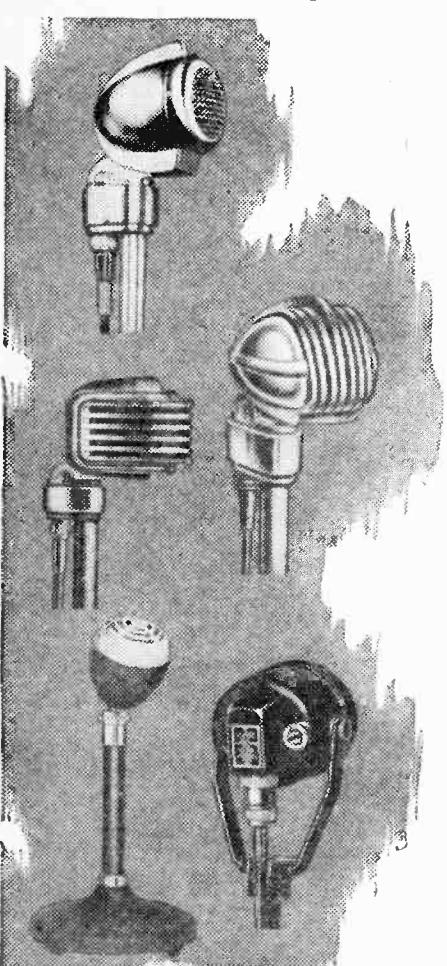
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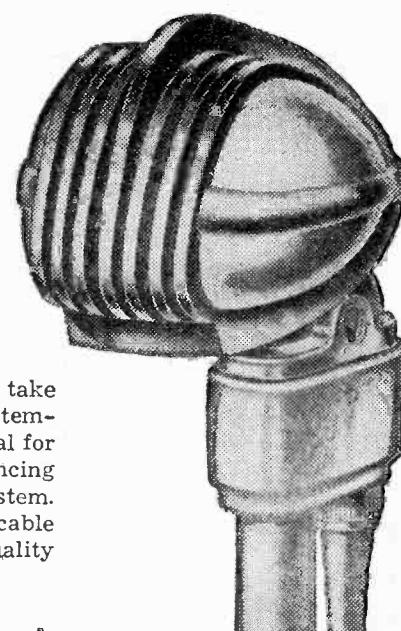


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*Take to the road
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USED ARMY TENTS

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16' long x 16' high x 11' high	\$39.95
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Following Finished Sizes, Complete with Grommets:

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Made in any length at the above rates per running foot.

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AWNING TYPE SIDEWALL: Prices on request
ALL TYPES OF CANVAS FOR CARNIVALS & CIRCUSES

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RIDE BIZ CONTINUES IN HIGH; MFRS. KEEP PACE WITH DEMAND

(Continued from page 11)

by having the wood which went into frontage and 88-foot depth. It has eight cars and is portable.

Vernon L. Spalinger Industries, Spokane, Wash., is duplicating last year's activities by operating at full capacity. Concentrating on Kiddie rides, Owner Spalinger has designed attractive, streamlined cars. Units manufactured include the Western Air Thriller, Western Rocket, P. T. Kiddie Boat, Kiddie Auto Ride and Kiddie Chairplane.

Frameless Kiddie Car

Firm's new kiddie car is all aluminum and contains no frame underneath since the strength of the body is said to allow for the frame elimination. Front axle spindles are bushed with bronze bushings and oil-in-metal bearings are used in the wheels. Spalinger reports an extremely heavy demand for the cars by operators who apparently are replacing worn units.

One-Truck Major Ride

Stacy Johnson, of Tillman & Johnson, Miami, announces that his company is working on a new one-truck major ride which it expects to have ready for showing by June. The new ride will supplement the Comet and Kiddie Dive Bomber which the company now produces.

Several Boomerangs will soon be ready for delivery by the U. S. Riding Devices Corporation, Brooklyn, President Harry Witt announces. The company, which concentrates on the Boomerang, listed at \$11,950, is also faced with continuing material shortages but can still deliver on 30 days notice. De luxe models, which have to be custom built, require more time. The 1947 model requires 56-foot

British Producing

Lusse Bros., Ltd., Philadelphia, can make deliveries on its Auto Scooter car in about 60 days, despite encountering shortages in steel and rubber.

From overseas comes word from

FIREWORKS

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WORLD'S LARGEST
FIREWORKS DISPLAY
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the English firm, Lang Wheels, Ltd., promotion manager, also reports that its production of bumper tracks and cars, which are similar to the Dodgem and Scooter, and speedway tracks and cars is unimpaired. They can deliver units in 12 to 16 weeks. Under England's present set-up the company has to export 60 per cent of its production in order to obtain materials for home sales.

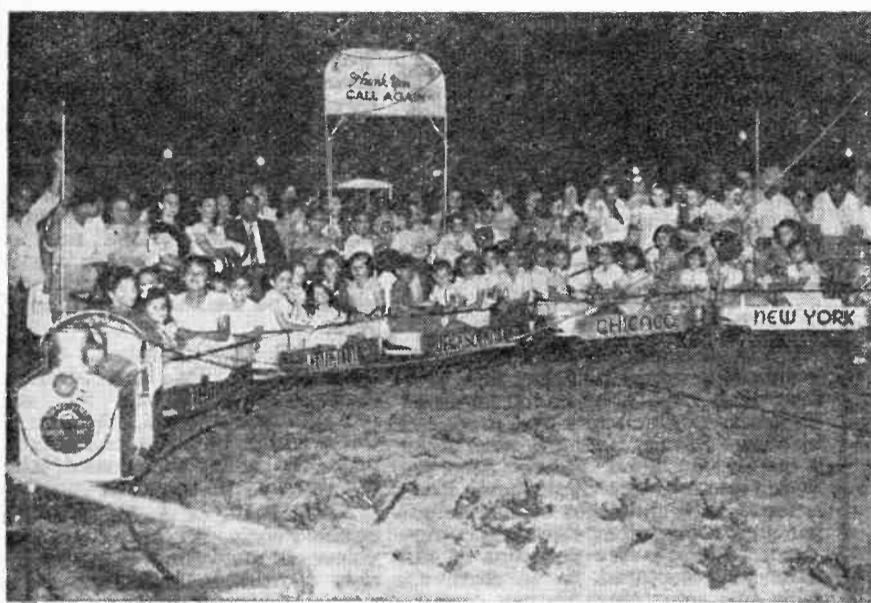
Miniature Sold Out

The Miniature Train & Railroad Company, Rensselaer, Ind., is alone among the many firms participating in the survey to report current production completely sold out. Orders are being accepted for fall and next spring delivery. L. G. Heiden, sales

promotion manager, also reports that a large number of Miniature Train units are being exported to South America, Canada, Mexico and Honolulu.

The Miniature Train plant was recently moved to Rensselaer where there was available a floor area of over one-half acre surrounded by seven acres of ground which will be landscaped. Included is about one mile of testing and display trackage.

Miniature Train expects to maintain peak production for several more years, since, it is explained, there is a great deal of antiquated equipment to be replaced. The outlook for the export market is reported excellent.



DEMAND FOR THE Sunshine Choo Choo, above, is 100 per cent over last year, it is reported. Thirty days is needed for delivery, company officials report.

Ottaway To Export

Demand for the products of the Ottaway Amusement Company, Wichita, Kan., manufacturers of miniature steam trains and Kiddie Auto Rides, is 50 per cent ahead of last year, Harold E. Swanson, sales manager reports. Business has been particularly brisk during the past few months, stimulated in part by the showing of the steam engines at several indoor winter events. Delivery is possible in two to four weeks. The Ottaway Company expects to get into the export market this year.

Sam N. Holman, owner, Sunshine Manufacturing Company, Tampa, another builder of miniature trains, reports considerable activity with the

demand of his Sunshine Choo Choo train 100 per cent ahead of last year. Thirty days is needed for delivery of units which list from \$1,800 to \$2,100—possibly the lowest in the miniature railroad field which is scaled up to about \$12,000.

Holman also manufactures Booby Traps and Kiddie Airplanes, with about 75 per cent of his total production going to carnivals, 20 per cent to amusement parks and the remainder to miscellaneous sources. About 5 per cent is being exported. He has in the planning stage a double wheel, not yet ready for release.

Kiddie Trade Brisk

Several manufacturers concentrate on the production of rides for the juvenile trade. Pinto Bros., Coney

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OR FOLDED MACHINE TICKETS . . . 100,000..\$28.00**

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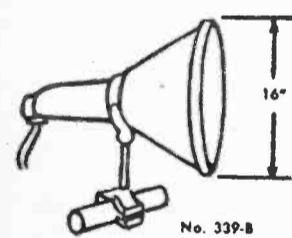
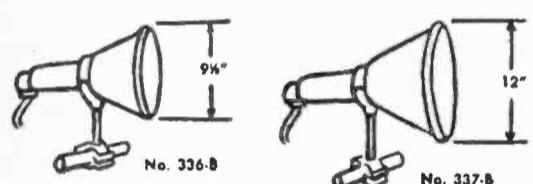
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A sturdy, general purpose, medium spread floodlight with countless uses wherever directional light is required outdoors or indoors. Carried in three standard sizes. These units cover 90% of the requirements for outside lighting.

Net Price

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Catalog No. 337-B	300-500 Watt	11.72 each
Catalog No. 339-B	1000-1500 Watt	22.72 each

Individually packed one to a carton

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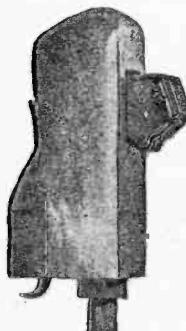
if you give everything away free!

But—if you sell anything such as Rides, Games, Merchandise, Admissions—in fact, anything where you collect cash on the spot—do it with—

No Tickets! No Ticket Sellers! No Cash Registers!
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436 WAYNE AVE. • DAYTON 10, OHIO

Island, N. Y., produce for the kiddie trade, Fire Engine, Sailboat, Pony Cart, Rocket, Ferris Wheel and Merry-Go-Round. The Pony Cart ride and Merry-Go-Round are new this year. Pinto also manufactures gasoline-propelled automobiles. About four weeks are needed for delivery of any of their units. Silvio Pinto, president, reports that his firm is faced with shortages in steel, electric motors and nails.

On the Pacific Coast, located at Long Beach, Calif., the H. E. Ewart Company, only two years old, is constructing for the youngsters an Auto Ride, Rocket, Airplane, Ferris Wheel, Street Car, Whirligig, and Merry-Go-Round. Delivery is possible in 30 to 40 days, H. E. Ewart, owner, announces.

The W. F. Mangels Company, Coney Island, N. Y., is delivering the Whip, along with kiddie rides and shooting galleries, on 60 days notice. Demand is up over last year's record biz and supply is keeping pace even tho shortages in steel, lumber and paint continue. Fifty per cent of the company's output goes to amusement parks while 25 per cent is absorbed by carnivals and the remainder by miscellaneous sources.

Smith & Smith Biz Up

Smith & Smith, Springville, N. Y., is handling more business this year than last, supplying its streamlined Chairplane, which was first produced in 1924. Smith & Smith also make a newly designed kiddie Airplane Swing and a kiddie Chairplane. Firm is faced with shortages of steel, electric motors and other electrical equipment. Seventy-five per cent of the units manufactured go to carnivals with the remaining 25 per cent to parks.

The Ride Hi Manufacturing Company, Pinckneyville, Ill., which manufactures Chairplane Swings, except for the kiddie sizes, is producing on a par with last year. Only 10 days are needed for delivery since materials are available, altho their receipt is slow. Company's production is split evenly among carnivals, parks and miscellaneous sources.

Demand for the Pretzel ride remains constant, according to information from the Pretzel Amusement Ride Company, Bridgeton, N. J. Company is well stocked on steel so that even tho shortages exist, only a week's time is needed for delivery of stationary units.

Rider-Propelled

A new and novel device, Rollo, the Wonder Horse, units of which are propelled by the rider, is being marketed by Rollo, Inc., Fresno, Calif. Rollo, moulded of aluminum in one piece, sell for \$6,950 in groups of 10. C. M. Morgan, originator, writes that speeds of 3 to 16 miles per hour can be obtained. The company is exporting about 10 per cent of its production. Firm has in the planning stage animated birds and animals to be used for advertising purposes.

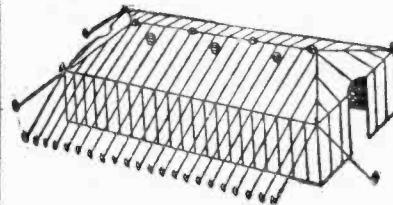
The R. E. Chambers Company, Beaver Falls, Pa., is continuing to offer streamlined cars for, and to redesign and rebuild, airplane rides. Cars, which have an attractive torpedo-like body, add considerably to the capacity of the ride.

A. K. Brill, of A. K. Brill Enterprises, Peoria, Ill., an ex-combat engineer, is marketing plans for a variety of rides, including the kid sizes, which, he reports, have been built and tested by him.



ALL LOADED AND READY TO GO is the Century Flyer, miniature train, which proves popular with the kiddie trade. Unit has a 750-foot track and a 14-mile summit.

Help Solve Storage-Housing Problems



Shipping Weight
Approximately
600 lbs.

SPECIAL
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New TENTS Gov't Surplus
12.29 OZ. DUCK-WATER AND FLAME PROOFED
50' x 16'
COMPLETE with POLES and PINS
Regular Value Over \$500

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POPCORN SUPPLIES and EQUIPMENT

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This Corn is very good popping volume—large yellow South American variety ONLY \$12.00 PER 100 LBS.

NASHVILLE CANDY
FLOSS MACHINES
Immediate Delivery



FLOSS SUPPLIES

FLOSS PAPERS, 4x12, 50 Wt., Kraft, \$5.00 per 5M

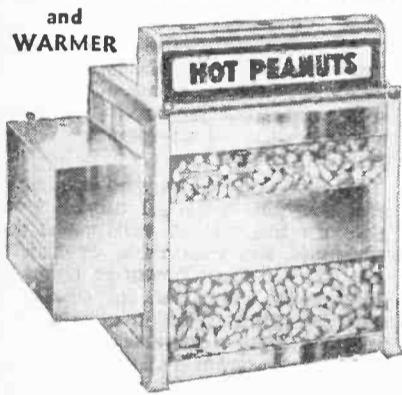
FLOSS PAPERS: 4x12, 60 Wt. Kraft, \$6.00 per 5M

COLORS: Rasberine Red, 1 lb., \$3.50; Orange, 1 lb., \$3.50; Green, 1 lb., \$4.50
(All dry colors)

VANILLIN FLAVOR: (Dry) 1 lb. Pack, \$3.50

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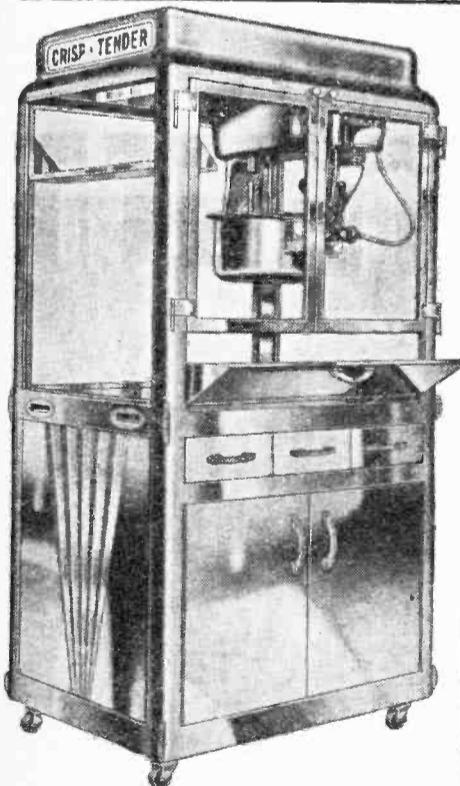
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Here is a modernly designed, compact, attractive roaster; trimly styled as a counter salesman—to sell peanuts! It is neatly and compactly built. With three color illuminated sign, the bright chromium body and jet black frame; with the full-view glass panels showing the peanuts in a tempting display, it gets the attention of every passer-by! All electric: Operates on 110 volts.

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THEATRE MODEL
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1948 MODEL STAR
POPCORN MACHINE

POPCORN SUPPLIES		\$17.00
COCONUT OIL—50 lb. Container		13.50
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**POPPING OIL (Always Pours), Plain or Colored, 5 Gallons		2.00 Per M
POPCORN CONES—\$2.25 Per M. Lots of 5 M or More		7.50 Per M
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Syrups, Concentrates, etc. We carry a full line of Snow Cone Supplies

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1 Gallon Capacity. Heavy Vitreous Crock with Push Button Spigot. All Fittings heavily plated. Vented Rubber Gasket prevents Air-Lock. Packed 4 to a Shipping Carton. Shipping Weight—14 lbs. Bottle not included.	\$4.50 EACH
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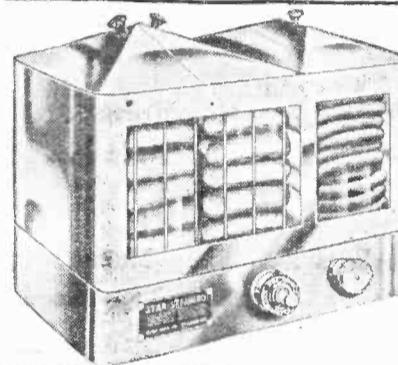
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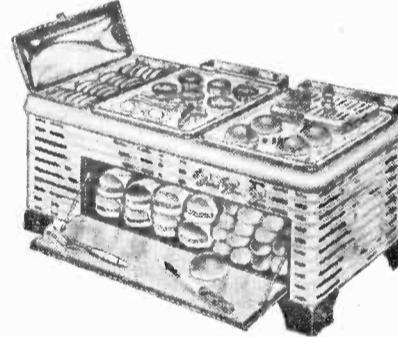
Compact, yet an unusually large capacity of 125 to 200 Frankfurters, and approximately 48 buns, depending upon the size. ELECTRIC OR BOTTLED GAS.
SPECIFICATIONS: SOLID MONEL metal body, racks and trays—attractive, non-rusting. 3 lids for fast serving . . . Adjustable damper humidity control for bun compartment . . . Base of heavy stainless clad steel . . . 3-quart water reservoir with handy solid brass chrome plated drain valve. Size overall, 17x20x16" high. Voltage, 115. Wattage, 715 on "High," 358 on "Medium," 179 on "Low." Shipping weight, approx. 35 lbs. \$65.50 F. O. B. St. Louis



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Two Griddles; Large Capacity. Actually the equivalent cooking space of five 10-Inch Size Frying Pans. Plenty of Room for every Toasting and Grilling Job. ELECTRIC OR BOTTLED GAS.

SPECIFICATIONS: Chrome body. Cast aluminum top. Size overall, 34x19x17½" high. Copper steaming compartment. Warming compartment finished in porcelain enamel. Maple hardwood cutting board. TWO cast aluminum, thermo-seal type griddles (size 12x16" each) equipped with removable grease drip receptacles. **Electric Model:** Total wattage, 3000 on "High," 1500 on "Med.," 750 on "Low." Three 3-heat switches, 115 or 230 volts. Underwriters' approved. Ship. wt., approx. 110 lbs. \$123.00 F. O. B. St. Louis



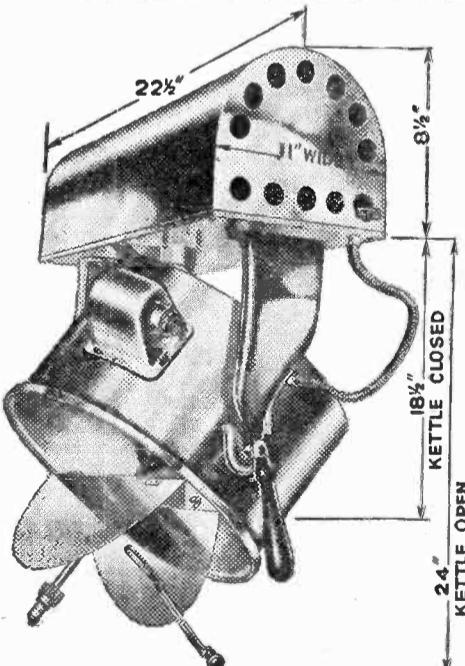
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Built for either gas or electric heat. Capacity: 50 lbs. raw corn per hour for the gas model; 44 lbs. per hour for the electric model. Heavy cast deep aluminum kettle, 18" diameter chromium plated kettle shell and motor housing. Approx. shipping weight, 140 lbs. Electric model, approx. 3500 watts. Gas models can be equipped for tank, bottled, natural or artificial gas. We recommend gas fuel wherever available.

View aside shows how kettle is emptied. Can be installed in any space 25" long by 28" wide. Easily installed by anyone. Approximate shipping wt., 140 lbs. Also splendid to mount in trailer for Concession work.

\$248.00 IMMEDIATE SHIPMENTS



All prices F. O. B. St. Louis, Mo.; subject to change without notice. A deposit with all orders; 1/3 amount of order; balance C. O. D. Please state how to ship; RY. EXPRESS, RY. FAST FREIGHT OR MOTOR TRUCK.

C. R. FRANK

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March 27, 1948

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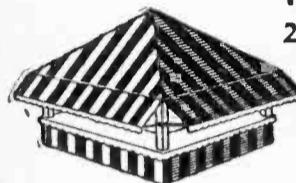


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Carousel Needs Organ

**Pipe Organ Music With Drums
And Traps Is Important Item**

By Alfred W. Nichols

(Editor's Note: The following story, tracing the history of the Carousel and band organ, was written by Alfred W. Nichols, Hudson, N. H., who specializes in the rebuilding and repairing of band organs.)

The "box of whistles" originally was manufactured in France, Germany, Italy and England. The first music system was the old pinned cylinder, similar to those used on small European music boxes. The pinned cylinder continued in use in this country on the hurdy-gurdy or street piano, which is now almost extinct.

As the Merry-Go-Rounds increased in number, the organs improved and we had the cardboard-played organ in which a steel pin popped up into the hole in the cardboard, causing the note to be sounded. This cardboard tearing system gave way to the keyless system in which air released thru a hole in the cardboard caused the action to respond. Then came the vacuum pump or suction system, in which the air was sucked thru a hole in the paper in a roll.

Used in Rinks

Organs were used principally in skating rinks and Carousels. Today the organ, owing to its cost and expensive upkeep, has disappeared almost entirely from the skating places, but continues to hang on with most Carousels, especially those in important locations.

To me it is disgusting to see a hole, with a loud-speaker protruding, cut thru the carved front of a valuable organ. Some of the best Carousels

have tried everything to get away from the use of the pipe organ. A good orchestra could not substitute for an organ that was in tune and played properly. In some cases where an organ has to be stopped at a late hour so as not to disturb sleepers in a near-by hotel, the patrons in the Merry-Go-Round building all leave inside of five minutes regardless of the fact the loud-speaker music was substituted.

Pays Dividends

I think it has been definitely proved that a Carousel cannot be run successfully without a good organ, and it pays any operator to maintain an organ, regardless of cost. Pipe organ music with drums and traps is all-important to the flying horses. Electronic music will not replace the true tone of the original pipe. One of the largest organ dealers has discontinued the manufacture of military band organs, and I notice there is more than one company advertising for old organs regardless of their condition.

It is my opinion the pipe organ will continue to hold its place in the Carousel. It is a novelty in itself and continues to hold the patron, whereas the loud-speaker actually drives them away.

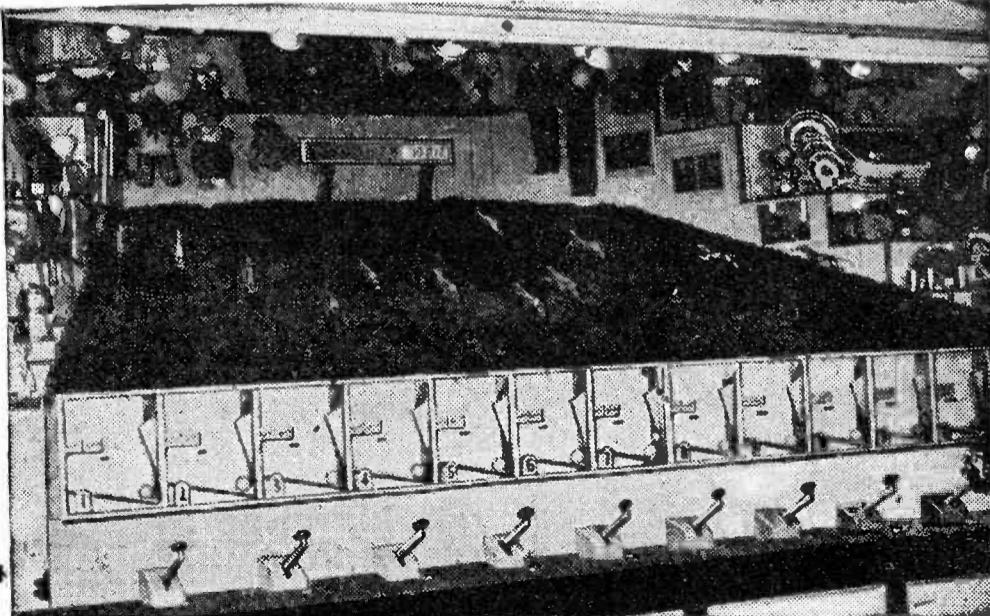
To those operators who own a valuable keyless organ, I advise you to give up the use of cardboard music which is too expensive even if you can get it. Your organ in its present unplayable condition, of course, can only be retained as an ornament unless you have a paper-roll system installed. A paper-roll double-tracker system can be attached directly to the

■ What draws the **BIGGEST** crowds
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GREYHOUND
RACE

Ask the man
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GREYHOUND



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WRITE TODAY AND WE'LL
RUSH COMPLETE INFORMATION



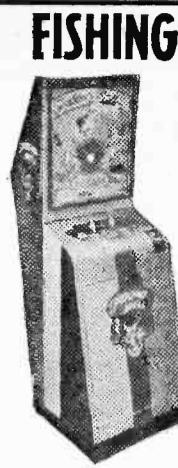
NEW DE LUXE PHOTOMATIC

Turns the national pastime of picture taking into CASH for you—automatically. Beautiful in appearance, perfect in performance—simple to operate and service. Photomatic, newly improved and greater than ever, has a long and proven success record and gets top billing and top dollar everywhere.



NEW DE LUXE VOICE-O-GRAF

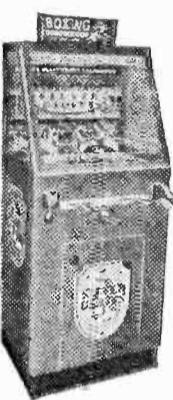
Ideal companion piece to the Photomatic—though a powerful producer in its own. Records one or two voices in 65 seconds, plays back and delivers record automatically (no attendant necessary). Voice-O-Graph, a star performer with new features just added, has irresistible appeal and exceptional money making possibilities.



FISHING WELL

Designed for General Location Operation. Designed also to catch the players coin with all the thrills of real fishing. Proven on location, Fishing Well is solid new profit game packed with action, constant motion and big scores flashing in lights on the screen.

SILVER GLOVES



Sensation all life-like boxing action gives this Knockout game a tremendous profit punch. Two players—one coin—two fighters—alive with fighting interest, knockdown scores and ringing bells. Silver Gloves will be acclaimed a winner from coast to coast.



DE LUXE MOVIE MACHINES

LITE-UP TOP

Since before the turn of the century, Mutoscopes have always taken a large percentage of the amusement dollar. Not only in arcades—but everywhere the crowds gather. Our library boasts 800 different subjects available for use in these machines. Choose most any subject: Comic, Sports, Western, Girlie—we'll supply it.



DE LUXE CARD VENDORS

LITE-UP TOP Sure, steady profit repeaters for many, many years. Adjustable to sell 1, 2 or 3 cards for 1c, 2c or 5c. 5,000 Cards FREE with each machine, more than enough to cover your investment. 33 different series of attractive cards in stock—a large variety to insure constant sales in all locations.

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Established 1895
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THE NEW AUTOMATIC BOWLING ALLEY
HITS THE BULL'S-EYE FOR PROFITS

A Top Money-Maker on all outdoor locations. Fast playing action means fast profits. STRIKE pays for itself in nothing flat!

MILLIONS OF BOWLERS

Mean thousands of profitable year-round, year-after-year locations for Strike, the new automatic bowling alley. Trouble-free and foolproof, Strike duplicates all the thrills of the most popular of all participation sports and keeps players coming back for more.

EXCLUSIVE STRIKE FEATURES

- ... no pins, no cables, but every playing thrill is retained
- ... available in three sizes: 17 ft., 22 ft., 27 ft.
- ... big, back glass, 100% protected from player damage
- ... National Rejector coin mechanism
- ... gives player complete ten frames for one coin insertion

- ... available for 10c, 15c or 20c operation; state choice
- ... simple mechanism, assembled in one unit, easily removed and replaced
- ... separate, locked cash box
- ... duck-pin type balls
- ... regulation-type, maple playing surface

★ Strike has been successfully and continuously tested on location for the past eight months ★

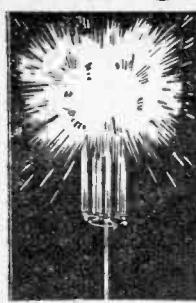
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WE CAN MAKE DELIVERIES IN TIME
FOR YOUR SPRING OPENING —

Definitely pronounced by the Top Showmen in America as the Best. Practical, Easy to Handle, Daylight at Night over a large radius, Decorative, Light in Weight, Safe all around mechanically, Latest Improvements, Compact when down for easy loading, Quickly Erected.

THE WORLD'S BEST ALL-PURPOSE LIGHT TOWERS AT THE LOWEST COST

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IN CASE LOTS ONLY, AT SPECIAL LOW CONTRACT PRICES.

All Orders shipped anywhere in the U. S. via Railway Express, Prepaid. Send for Price List today and take advantage of the Low Contract Prices.

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LET US GET YOUR 1948 MISSOURI AUTO LICENSES.

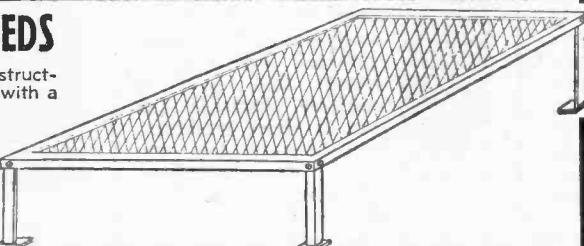
All Plates mailed to you immediately daily. Write us for information, and we will get you "rolling" promptly.

GLASS PITCH BEDS

60" square, 15" high. Constructed with angle iron frame, with a flat, open mesh Steel Bed. Removable angle iron Legs. Well constructed and sturdily built.

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390 ARCADE BUILDING

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"Lighting the Midways From Coast to Coast."

keyless action without changing the keyless action. Just now it is difficult to find any organ company that will undertake to convert an organ to a new music system, but they will do this work just as soon as help is available at reasonable wages. So hang on, you are going to need your organ again.

One Style of Paper

Now that the rinks have discontinued the use of organs, it is advisable for Merry-Go-Round operators to standardize on one style of paper-roll music so that the music publisher will not be burdened with too many different scales. If all organs played the same style roll there would be a big demand for that roll.

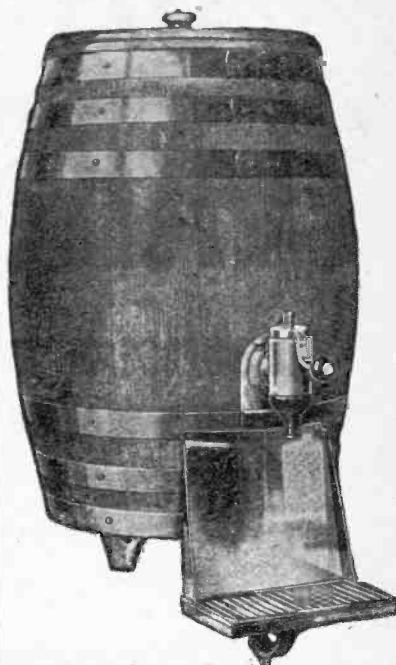
Originally in European countries the organs were made in one or two-man house workshops and they delivered them to a central dealer who installed the folding cardboard system. These house workshop artists, like violin makers, strove to get the best possible tone into their instruments. In this country organs were assembled on a production line with the one thought of trying to get the largest profit possible. The perfection of sound was not so important.

It is impossible for any electric organ to get away from the electronic sound which is so common today, and the very commonness of the music destroys its value as a special attraction on a Merry-Go-Round operating during the short summer season.

Moving carved wood figures are still an interesting attraction on the front of a beautifully carved organ, just as the antics of the individual musicians in a modern orchestra gives that personal touch to the music.

Plastic spools and plastic parts will soon find their place in a modern organ. Beautiful plastic in transparent colors will take over in the decorative scheme of Carousels.

Amazing New Improved ROOT BEER BARREL DISPENSER



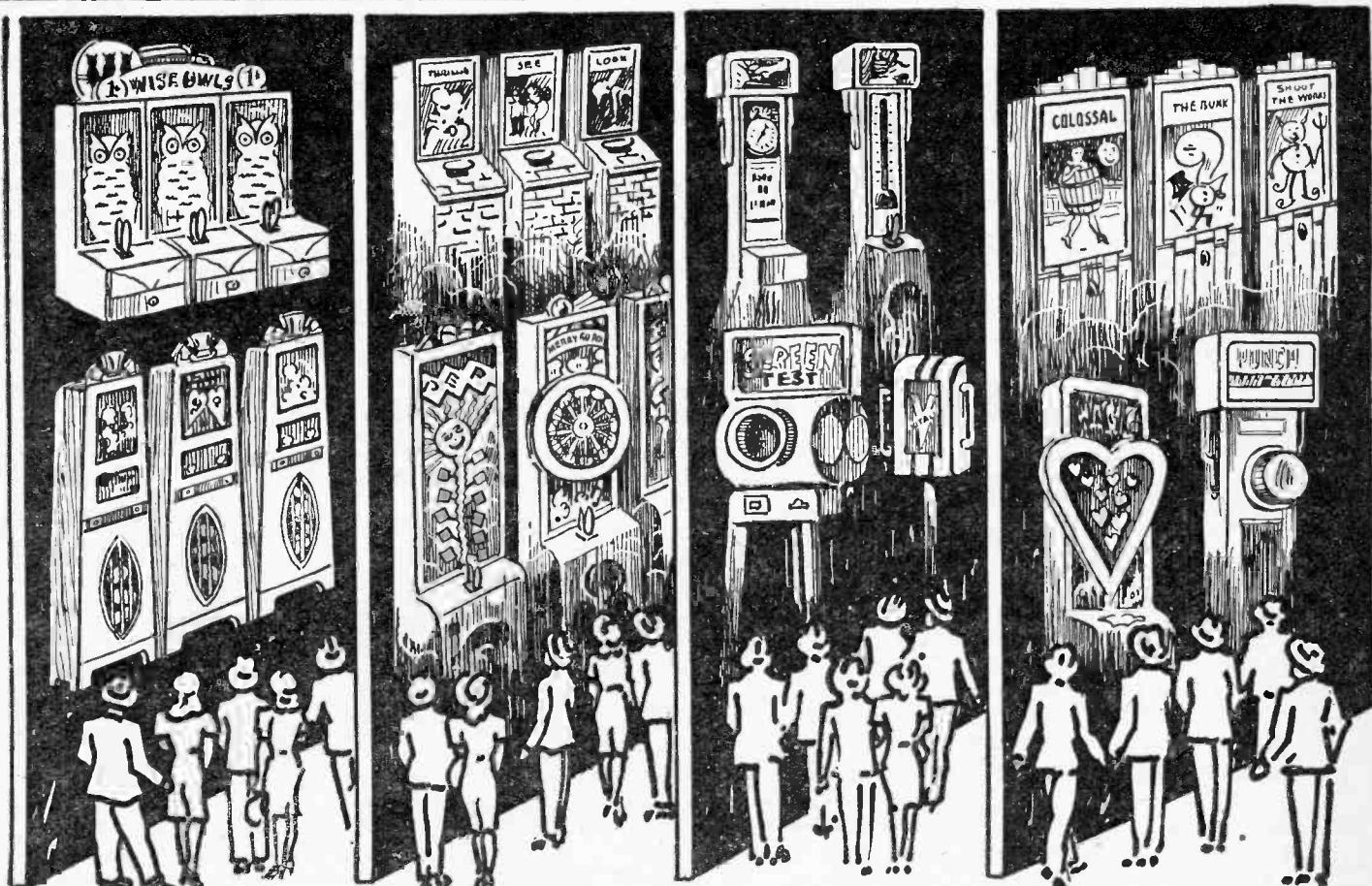
Draws any size drink without turning off handle. 15 drinks per minute. Especially made for fast service at amusement parks, skating rinks, drive-in stands, fairs, carnivals. Automatically mixes perfect drink. A complete soda fountain built into a barrel. 4-cent profit on each 5-cent sale. Write now for prices and literature.

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ALABAMA

Athens—Limestone Co. Colored Fair. Sept. 27-Oct. 2. Maxie Allen.
Birmingham—Alabama State Fair. Oct. 4-9. R. H. McIntosh.
Florence—North Ala. State Fair. Sept. 20-25. C. H. Jackson.
Huntsville—Madison Co. Fair. Sept. 20-26. Marie Dickson.
Lexington—Lexington Fair Assn. Oct. 7-9. C. P. McMeans.

ARIZONA

Phoenix—Arizona State Fair. Nov. 5-14. Paul F. Jones.

ARKANSAS

Bentonville—Benton Co. Fair Assn. Sept. 28-Oct. 1. Arthur Smith.
Blytheville—Northeast Ark. District Fair. Sept. 21-26. Robt. E. Blaylock.
Booneville—Logan Co. Livestock Show & Fair. Sept. 16-18. George E. Lusk Jr.
De Queen—Sevier Co. Fair Assn. Sept. 23-25. Ralph B. Kite.
El Dorado—Union Co. Livestock Assn. Sept. 27-Oct. 2. Julius Miller.
Fayetteville—Washington Co. Fair Assn. Sept. 15-18. James W. Holder.
Fort Smith—Ark.-Okla. Livestock Expo. Sept. 19-25. A. D. Murphy.
Hamburg—Ashley Co. Fair Assn. Sept. 23-25. Tom Durham.
Hope—Third Agrl. Dist. Livestock Show Assn. Sept. 20-25. Chas. A. Armitage.
Little Rock—Arkansas Livestock Show. Oct. 4-10. Clyde E. Byrd.
Magnolia—Columbia Co. Fair. Last week in Sept. W. L. Jameson Jr.
McGhee—Desho Co. Fair Assn. Sept. 27-Oct. 2. A. C. Isch.
Monticello—Drew Co. Fair. Week of Sept. 12. Richard Lee.
Ozark—Franklin Co. Fair Assn. Sept. 16-18. J. M. Hopper.
Paragould—Greene Co. Fair. Sept. 13-18. Earl E. Kirk.
Russellville—Pope Co. Fair Assn. Sept. 21-25. W. B. Langford.

CALIFORNIA

Anderson—Shasta Co. District Fair. Sept. 9-12. Dudley V. Seltzer.
Angels Camp—Calaveras Co. Fair. May 14-16. Carl T. Mills.
Antioch—Contra Costa Fair. Aug. 13-15. Norman D. Sundborg.
Auburn—20th District Agrl. Assn. Sept. 24-26. L. F. Morgan.
Bakersfield—Kern Co. Fair. Sept. 28-Oct. 3. Lee Clark.
Boonville—Mendocino Co. Fair. Oct. 1-3. H. J. June.
Calistoga—Calistoga Fair Assn. July 3-5. Sam W. Keffett.
Caruthers—Caruthers District Fair. Oct. 14-16. James L. Edmonson.
Cederville—Modoc Co. Fair. Aug. 27-29. John C. Smitt.
Chico—Third District Fair. May 21-23. Donald J. Quinn.
Colusa—Colusa Co. Harvest Festival. Sept. 23-26. Wm. S. Randall.
Crescent City—Del Norte Co. Fair. Aug. 20-22. R. B. McClure.
Del Mar—San Diego Co. Fair. June 25-July 5. Ernest O. Hulick.
Dixon—Solano Co. Dist. Fair. April 30-May 2. Ovalo D. McCoy.
Eureka—Ninth District Fair. June 23-27. Ralph H. Barnes.
Ferndale—Humboldt Co. Fair. Aug. 10-15. Dr. Jos. N. D. Hindley.
Fresno—Fresno District Fair. Oct. 5-10. Tom A. Dodge.
Galt—Sacramento Co. Fair. July 17-24. Eugene Kenefick.
Grass Valley—Nevada Co. Fair. Aug. 26-29. Loye Freeman.
Gridley—Butte Co. Fair. Sept. 16-19. Joseph E. Whitaker.
Hanford—Kings Co. Fair. Oct. 13-16. Norman H. Holt.
Hayfork—Trinity Co. Fair. Aug. 28-29. J. D. Berry.
Hemet—46th District Agrl. Assn. Oct. 6-10. Fred M. Bruderlin.
Hollister—33d District Agrl. Assn. Oct. 8-10. Jacob M. Leonard.
King City—Salinas Valley Fair. April 23-25. L. H. Burns.
Lakeport—49th District Agrl. Assn. Sept. 4-6. C. P. Lewis.
Lancaster—Antelope Valley Fair. Sept. 9-12. D. R. Jauja.
McArthur—Shasta Co. Inter-Mountain Fair. Sept. 4-6. George Ingram.
Madera—Madera District Fair. Sept. 30-Oct. 3. J. T. O'Shaughnessy.
Mariposa—Mariposa Co. Fair. Sept. 4-6. Dale K. Campbell.
Merced—35th District Agrl. Fair Assn. Sept. 14-19. W. C. Woxberg.
Monterey—Monterey Co. Fair. Sept. 23-26. Fred S. McCargar.
Napa—25th District Agrl. Fair. Aug. 12-15. Lowell J. Edington.
Orland—Glenn Co. Fair. Sept. 15-19. J. W. Bequette.
Paso Robles—16th District Agrl. Assn. Sept. 16-19. Lawrence W. Lewin.
Petaluma—Fourth District Agrl. Assn. July 22-25. Dolph Young.
Placerville—El Dorado Co. Fair Assn. Sept. 10-12. Robt. K. Woodward.
Pleasanton—Alameda Co. Agrl. Fair. July 9-17. Wray L. Bergstrom.
Plymouth—Amador Co. Fair. Aug. 27-29. Wentworth Lynch.
Pomona—Los Angeles Co. Fair Assn. Sept. 17-Oct. 3. C. B. Afferbaugh.
Quincy—Plumas Co. Fair Assn. Aug. 13-15. Martin W. Sword.
Red Bluff—Tehama Co. Fair. Sept. 24-26. George F. Blake.
Roseville—Placer Co. Fair Assn. Aug. 19-22. Tom J. Pugh.
Sacramento—California State Fair. Sept. 2-12. E. P. Green.
San Fernando—51st District Agrl. Assn. Aug. 27-29. Henry C. Coles.
San Jose—Santa Clara Co. Fair Assn. Sept. 13-19. Russell E. Pettit.
San Mateo—San Mateo Co. Fair Assn. Aug. 12-22. Norvell Gillespie.
Santa Barbara—Santa Barbara Fair. July 13-18. H. S. House.
Santa Maria—Santa Barbara Co. Fair. July 21-25. Jesse H. Chambers.
Santa Rosa—Sonoma Co. Fair Assn. July 30-Aug. 7. Leslie Jamison.

1948 FAIR DATES

Sonora—Mother Lode Fair. Sept. 15-18. Mrs. Frances M. Graham.
Stockton—San Joaquin Co. Fair. Aug. 21-29. E. G. Vollmann.
Suisunville—Lassen Co. Fair. Aug. 17-22. A. Jensen.
Tulare—Tulare-Kings Co. Fair Assn. Sept. 21-26. A. J. Elliott.
Turlock—38th District Agrl. Assn. Aug. 9-15. George Dahlgren.
Ukiah—12th District Agrl. Assn. Aug. 20-22. W. C. Peters.
Ventura—Ventura Co. Fair. Oct. 6-10. Robt. E. Stuart.
Watsonville—Santa Cruz Co. Fair. Sept. 30-Oct. 3. E. P. Johnson.
Yreka—Siskiyou Co. Fair. Sept. 4-6. Stuart B. Waite.
Yuba City—13th District Agrl. Assn. June 18-20. Roy L. Welch.

COLORADO

Pueblo—Colorado State Fair. Aug. 23-27. Frank H. Means.
Rifle—Garfield Co. Fair-Rodeo Assn. Sept. 4-6. James W. Hybarger.

CONNECTICUT

Bethlehem—Bethlehem Fair. Sept. 11-12. Mrs. Frank Devine, Waterbury, Conn.
Danbury—Danbury Fair. Oct. 2-10. John W. Leahy.
Goshen—Goshen Agrl. Soc. Sept. 5-6. Edward N. Randall.
Guilford—Guilford Agrl. Soc. Sept. 29. Marie E. Griswold.
Haddam Neck—Haddam Neck Fair Assn. Sept. 6. Leonard J. Selden, R. D. I., E. Hampton.
Hartington—Hartington Fair. Oct. 2-3. Merle H. Plaskett, R. F. D. 2, Torrington.
Madison—Future Farmers' Fair. Sept. 18. Raymond Jennings.
North Haven—North Haven Fair Assn. Sept. 10-12. Laura T. Bartlett.
Riverton—Union Agrl. Soc. Oct. 12. Grace D. Seymour, R. D. 2, Winsted, Conn.
Somers—Union Agrl. Soc. Sept. 29. B. R. Grant, Melrose, Conn.
Stafford Springs—Stafford Fair. Sept. 30-Oct. 3. C. D. Benton.

DELAWARE

Harrington—Kent & Sussex Co. Fair. July 26-31. Ernest Raughley.

FLORIDA

Pensacola—Pensacola Interstate Fair. Oct. 18-23. J. E. Frenkel.

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 issue of The Billboard to be dated May 29.

GEORGIA

Americus—Sumter Co. Fair Assn. Week of Oct. 25. O. C. Johnson.
Atlanta—Southeastern Fair Assn. Oct. 1-10. Mike Benten.
Bainbridge—Decatur Co. Fair. Oct. 11-16. T. E. Rich.
Cartersville—Barton Co. Legion Fair. Sept. 20-25. V. H. Waldrop.
Columbus—Chattahoochee Valley Expo. Oct. 11-16. F. L. Jenkins.
Conyers—Rockdale Co. Fair. Sept. 27-Oct. 2. A. C. Ellington.
Cordele—Central Georgia Fair. Oct. 11-16. J. D. Rainey.
Eastman—Dodge Co. Legion Fair. Oct. 18-23. R. T. Ragan.
Elberton—Elberton Fair. Sept. 27-Oct. 2. I. V. Hulme.
Hawkinsville—Pulaski Co. Fair Assn. Oct. 25-30. Roger H. Lawson.
Macon—Georgia State Fair. Oct. 18-23. E. Ross Jordan.
Manchester—Tri-County Fair. Sept. 27-Oct. 2. Welby Griffith.
Milledgeville—Middle Georgia Fair. Week of Oct. 11. F. Paisley Davis.
Sandersville—Washington Co. Fair. Oct. 11-16. G. S. Chapman.
Summerville—Chattooga Co. Fair Assn. Third week in Oct. Hubert Gilkerson.
Swainsboro—Emanuel Co. Fair. Oct. 11-16. Earl M. Varner.
Valdosta—South Georgia Fair. Nov. 8-13. H. K. Wilkinson.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 14-18. Ival H. Wartchow.
Coeur d'Alene—Kootenai Co. Fair. Sept. 23-25. C. W. Neider.
Downey—Marsh Valley Fair & Rodeo. Sept. 3-4. B. M. Almond.
Filer—Twin Falls Co. Fair & Rodeo. Aug. 31-Sept. 3. Thomas Parks.
Gooding—Gooding Co. Fair & Rodeo. Aug. 19-21. Leurn Lucke.
Lewiston—Lewiston Round-Up & Fair. Sept. 10-12. Joe M. Skok.

ILLINOIS

Altamont—Effingham Co. Fair Assn. Aug. 8-13. Mart Alwert.
Anna—Southern Ill. Fair Assn. Aug. 16-20. Glendale Hudgens.
Arthur—Moultrie-Douglas Co. Fair Assn. Aug. 10-14. H. E. Hood.
Ashley—Washington Co. Fair Assn. July 1-3. O. C. Hagebush.
Belleville—St. Clair Co. Fair Assn. July 26-31. George Gerken.
Benton—Franklin Co. Fair. Aug. 2-6. Arley E. Martin.
Bloomington—McLean Co. Fair. Aug. 9-12. Jack Stevenson.
Bridgeport—Lawrence Co. Fair Assn. Aug. 23-27. Grover C. Gross.

Rushville—Schuyler Co. Fair Assn. July 20-23. Robt. J. Nelson.

Sandwich—Sandwich Fair Assn. Sept. 8-12. C. R. Brady.
Springfield—Illinois State Fair. Aug. 13-22. Wm. (Jake) Ward.
Taylorville—Christian Co. Fair Assn. Aug. 1-6. Clifford C. Hunter.
Vienna—Johnson Co. Fair Assn. Aug. 9-13. Paul Powell.

Warren—Warren Fair. Aug. 19-22. J. W. Richardson.

INDIANA

Akron—Akron Agrl. Fair Assn. Sept. 14-18. A. M. Brice Jr.
Anderson—Anderson Free Fair. July 3-10. Wm. J. Hutton.

Argos—Marshall Co. 4-H Fair Assn. Aug. 10-14. C. J. Umbaugh.

Auburn—De Kalb Co. Free Fair. Sept. 14-18. W. E. Walter, R. 2, Waterloo, Ind.

Bicknell—Knox Co. Farm Fair. Aug. 10-14. T. Perry Wesley.

Boonville—Boonville Fair Assn. Aug. 2-7. Albert C. Derr.

Bourbon—Bourbon Fair Assn. Sept. 21-25. H. E. Byrer.

Connersville—Fayette Co. Free Fair Assn. Aug. 17-20. W. Erb Hanson.

Corydon—Harrison Co. Agrl. Soc. Aug. 23-27. Dr. L. B. Wolfe.

Crown Point—Lake Co. Fair. Aug. 24-29. George H. Neles.

Flora—Carroll Co. 4-H Fair. Aug. 16-21. R. D. Landis.

Franklin—Johnson Co. Free Fair. July 11-16. Wm. H. Clark.

Greencastle—Putnam Co. Fair Assn. Aug. 9-14. Roy C. Sutherlin.

Hamlet—Starke Co. 4-H Club Fair. Aug. 4-7. Tom Bell, R. R. 2, Knox, Ind.

Indianapolis—Indiana State Fair. Sept. 3-10. Orval C. Pratt.

Kentuckyville—Noble Co. Fair. Aug. 9-14. Clinton S. Rimmel.

Kentland—Newton Co. Fair Assn. Aug. 30-Sept. 3. A. M. Schuh.

La Porte—La Porte Co. Fair Assn. Aug. 10-14. Robt. Pelan.

Lawrenceburg—Dearborn Co. Fair Assn. July 25-31. Bill Ritzmann.

Logansport—Cass Co. Fair Assn. July 25-31. Wm. (Babe) Thomas Jr.

Muncie—Muncie Fair. Aug. 1-6. A. G. Norick.

North Vernon—Jennings Co. Fair Assn. July 25-30. Phillip Fox.

Osgood—Ripley Co. Agrl. Assn. Aug. 1-6. Wm. B. Delay.

Portland—Jay Co. Fair Assn. Aug. 8-13. Chas. C. Hartzell.

Princeton—Gibson Co. Fair. Aug. 30-Sept. 4. Chas. A. Steele.

Rensselaer—Jasper Co. Fair Assn. Aug. 17-21. Robt. E. Conley.

Rockport—Spencer Co. Fair Assn. July 26-31. Fred Rankin.

Rockville—Parke Co. Fair Assn. Aug. 17-21. Lolis K. Long.

A. K. Nobiliti.
Rushville—Rush Co. Agrl. Assn. Aug. 2-6. E. E. Privett.
Salem—Farmers-Merchants Fair Assn. Aug. 18-20. R. R. Tash.
Shelbyville—Shelby Co. Fair Assn. Aug. 8-13. Warren M. Brown.
Spencer—Owen Co. Fair Assn. Aug. 16-21. E. J. Acree.
Terre Haute—Vigo Co. Fair. Aug. 24-29. Wananaker—Marion Co. Free Fair. Aug. 16-21. Harry C. Roberts.
Warsaw—Kosciusko Co. Fair Assn. Aug. 31-Sept. 4. Ross W. Sittler.

IOWA

Adel—Dallas Co. Fair Assn. Aug. 19-21. J. Dwight Brown.
Albia—Monroe Co. Fair Assn. Aug. 17-19. Virgine Starcevic.
Algona—Kossuth Co. Fair. Aug. 23-25. A. L. Brown.
Allison—Butler Co. Fair. Aug. 12-15. Virgil E. Shepard.
Alta—Buena Vista Co. Agrl. Soc. Aug. 18-21. G. A. Soderquist.
Atlantic—Cass Co. 4-H Fair. Aug. 17-20. Cliff Hardie.
Audubon—Audubon Co. Agrl. Assn. Sept. 13-17. D. C. Perley.
Avoca—Pottawattamie Co. Fair Assn. Aug. 2-5. Oscar H. Rock.
Bedford—Taylor Co. Fair Assn. July 26-31. Sid P. Webb.
Bloomfield—Davis Co. Fair. Aug. 17-20. C. C. Wagler.
Boone—Boone Co. Agrl. Assn. Aug. 23-25. T. N. Nelson.
Burlington—Des Moines Co. Fair Assn. Aug. 8-12. Fred Cromwell.
Centerville—Appanoose Co. Fair Assn. Aug. 10-13. E. C. Merkle.
Cedar Rapids—All-Iowa Fair. Aug. 15-21. Andrew C. Hanson.
Central City—Linn Co. Fair. Aug. 5-9. T. W. Lewis.
Clarinda—Page Co. Agrl. Fair Assn. Aug. 16-18. Kenneth R. Fulk.
Colfax—Jasper Co. Agrl. Soc. Aug. 23-26. Leslie Doak, R. 1, Newton, Ia.
Columbus Junction—Louisa Co. Fair. Aug. 17-20. H. M. Duncan.
Coon Rapids—Four-County Fair. Aug. 18-21. Joe King.
Corning—Adams Co. Fair Assn. Aug. 2-6. A. L. Gauthier.
Corydon—Wayne Co. Fair. Aug. 17-20. A. L. Cobel.
Cresco—Howard Co. Fair. Aug. 30-Sept. 3. C. C. Nichols.
Davenport—Mississippi Valley Fair. Aug. 17-22. Frank Harris.
Decorah—Winneshiek Co. Agrl. Soc. Aug. 19-22. Leon R. Brown, Cresco, Ia.
Denison—Crawford Co. Fair. Aug. 9-12. Bryan Weber.
Derby—Derby Dist. Agrl. Assn. Sept. 7-10. Lewis O. Ryan.
Des Moines—Iowa State Fair. Aug. 25-Sept. 3. L. B. Cunningham.
De Witt—Clinton Co. Club Show. Aug. 11-13. Lyle Harling.
Donnellson—Lee Co. Fair Assn. July 28-31. J. R. Doherly.
Eikader—Eikader Fair. Aug. 17-20. E. F. Seifert.
Emmitsburg—Palo Alto Co. Fair Assn. Aug. 16-18. H. E. Barringer.
Estherville—Emmet Co. Agrl. Show. Aug. 19-21. Jesse DeVoss.
Fonda—Pocahontas Co. Agrl. Soc. Aug. 21-23. B. F. Barber.
Fort Dodge—Webster Co. 4-H Achievement Show. Aug. 10-12. Floyd D. Hulling.
Greenfield—Adair Co. Fair Assn. Aug. 23-26. H. W. Crooks.
Grundy Center—Grundy Co. Fair Assn. Aug. 4-7. C. S. Macy.
Guthrie Center—Guthrie Co. Fair. Sept. 7-10. M. L. Branson.
Hampton—Franklin Co. Fair. Aug. 23-26. Glenn D. Craighton.
Harlan—Shebly Co. Fair Assn. Aug. 9-12. J. H. Frederickson.
Hartley—O'Brien Co. 4-H Fair. Aug. 16-17. I. L. Hansen.
Humboldt—Humboldt Co. Agrl. Soc. Aug. 16-19. Levi W. Olson.
Independence—Buchanan Co. Fair. Aug. 19-22. B. O. Gates.
Indianola—Warren Co. Agrl. Assn. Aug. 9-12. Lewis Johnson.
Jefferson—Greene Co. Fair Assn. Aug. 17-20. Francis L. Cudahy.
Keosauqua—Van Buren-Jefferson Co. Fair. Aug. 9-13. Arthur J. Secor.
Knoxville—Marion Co. Fair Assn. July 29-Aug. 1. A. C. Milner.
Le Mars—Plymouth Co. Agrl. Soc. Aug. 16-18. Don P. Carter.
Lormor—Lormor Agrl. Assn. Aug. 16-19. Clyde Thompson.
Malvern—Mills Co. Fair Assn. Aug. 10-13. D. M. Kline.
Manchester—Delaware Co. Fair. Aug. 10-13. E. W. Williams.
Manson—Calhoun Co. Fair Assn. Aug. 19-22. Sara S. Klotz.
Marshalltown—Central Iowa Fair. Sept. 14-17. George A. Price.
Mason City—North Iowa Fair Assn. Sept. 3-7. M. C. Lawson.
Missouri Valley—Harrison Co. Fair Assn. Sept. 7-10. Fred C. Behm.
Monticello—Jones Co. Fair. Aug. 18-21. Ross Batty.
Mount Ayr—Ringgold Co. Fair Assn. Aug. 18-21. Stuart W. Hoover.
Mount Pleasant—Henry Co. Fair. Aug. 2-6. W. H. Bainter.
Mobile—Wobury Co. Fair Assn. Sept. 8-11. F. H. Rebelsky.
Nashua—Big Four Fair Assn. Aug. 24-28. Norton Bloom.
National—Clayton Co. Agrl. Soc. Aug. 27-29. Arthur Seeland, Froelich, Ia.
Northwood—Worth Co. Fair Soc. Aug. 15-18. Glenn O. Tenold.
Onawa—Monona Co. Fair. Aug. 23-26. Harold J. McNeill.
Osage—Mitchell Co. Agrl. Soc. Aug. 26-28. Max Katz.
Osceola—Clarke Co. 4-H Fair. Aug. 17-20. Floyd Newman.

Oskaloosa—Southern Iowa Fair Assn. Aug. 9-14. Clyde A. Hanna.
 Postville—Big 4 Agrl. Soc. Sept. 3-6. A. S. Burdick.
 Rock Rapids—Lyon Co. Fair. Aug. 15-18. Don DeWaay.
 Rockwell City—Calhoun Co. Expo. Aug. 9-14. J. H. Nutter.
 Sac City—Sac Co. Fair Assn. Aug. 18-21. Chas. A. Hacke.
 Sibley—Osceola Co. Livestock Show. Sept. 8-11. Sam D. Robinson.
 Spencer—Clay Co. Fair. Sept. 13-18. L. A. Witter.
 Spirit Lake—Dickinson Co. Agrl. Soc. Aug. 17-19. L. E. Hendricks.
 Thompson—Winnebago Co. Junior Fair. Aug. 19-21. Vincent Otis.
 Tipton—Cedar Co. Fair. Aug. 31-Sept. 3. J. F. Casterline.
 Traer—Tama Co. Fair Assn. Aug. 18-21. Frank C. Earley.
 Vinton—Benton Co. Agrl. Soc. Aug. 12-15. Richard K. Bauder.
 Waterloo—Dairy Cattle Congress. Oct. 4-10. E. S. Estel.
 Waukon—Allamakee Co. Agrl. Assn. Aug. 16-19. A. M. Monserud. Harpers Ferry, Ia.
 Waverly—Bremer Co. Fair Assn. Aug. 12-14. L. V. Orinston.
 Webster City—Hamilton Co. Fair. Sept. 6-9. W. H. Johnson.
 West Liberty—Union Dist. Agrl. Soc. Aug. 23-26. Ray Wuestenberg.
 West Union—Fayette Co. Fair. Aug. 23-28. Ed Bauder.
 What Cheer—Keokuk Co. Fair. Aug. 21-24. E. P. Lally.

KANSAS

Allen—Northern Lyon Co. Fair. Sept. 16-18. T. B. Davis.
 Belle Plaine—Belle Plaine Fair Assn. Sept. 9-10. Dallas W. Davis.
 Belleville—North Central Kan. Free Fair. Aug. 30-Sept. 3. Homer Alkire.
 Blue Rapids—Marshall Co. Stock Show & Fair. Aug. 24-27. C. B. Coulter.
 Buhler—Buhler Community Fair. Oct. 28-30. J. A. Johnson.

Burden—Eastern Cowley Co. Fair. Aug. 18-20. Dick Alexander.
 Caldwell—Sumner Co. Fair. Sept. 9-11. F. W. Frazier.
 Cheeny—Sedgwick Co. Fair Assn. Aug. 30-31. Frank A. Ryniker.
 Clay Center—Clay Co. Free Fair. First week in Sept. Royal Vergades.
 Coffeyville—Inter-State Fair. Sept. 6-11. Lawrence M. Smith.
 Colby—Thomas Co. Fair Assn. Aug. 17-20. J. B. Kuska.
 Columbus—Cherokee Co. Am. Legion Fair. Aug. 30-Sept. 4. Kenenth McCormak, Hallowell.
 Conway Springs—Conway Springs Fair Assn. Sept. 23-24. R. H. Cline.
 Cottonwood Falls—Chase Co. Fair. Sept. 29-Oct. 2. Ernest McKenzie.
 Emporia—Lyon Co. Fair Assn. Aug. 24-27. Warren R. Jones.
 Garnett—Anderson Co. Fair Assn. Aug. 25-27. Fred L. Coleman.
 Horton—Tri-County Fair. Sept. 8-10. Jules A. Bourquin.
 Hutchinson—Kansas State Fair. Sept. 19-24. S. M. Mitchell.
 Kincaid—Kincaid Fair Assn. Sept. 23-25. W. R. Brown.
 Mound City—Linn Co. Fair Assn. Aug. 24-27. John H. Morse.
 Newton—Harvey Co. Fair Assn. Aug. 31-Sept. 3. Guy W. Webster.
 Norton—Norton Co. Agrl. Assn. Aug. 16-20. Guy L. Allen.
 Onaga—Pottawatomie Co. Fair. Aug. 25-27. Howard Haughowout.
 Osage City—Osage Co. Fair. Aug. 25-27. E. D. Cellier.

Burke—Osborne Co. Fair Assn. Aug. 9-11. Dr. C. W. Rogers.
 Overbrook—Overbrook-Osage Co. Fair. Sept. 1-3. Emery E. Fager.
 Salina—Saline Co. Fair Assn. Aug. 31-Sept. 3. John C. Saterwein.
 Seneca—Nemaha Co. Agrl. Fair Assn. Aug. 12-14. A. J. Haverkamp.
 Stafford—Stafford Co. Fair. Sept. 7-10. Art Harzman.
 Stockton—Rooks Co. Free Fair. Sept. 1-5. Ray Marshall.
 Sublette—Haskell Co. Fair Assn. Aug. 19-21. Frank McCoy.
 Thayer—Thayer Fair Assn. Sept. 1-3. H. M. Minnich.
 Tonganoxie—Leavenworth Co. Fair. Sept. 1-3. George L. Baker.
 Topeka—Kansas Free Fair Assn. Sept. 11-17. Maurice W. Jencks.
 Wakeeney—Trego Co. Free Fair. Aug. 24-27. Lew H. Galloway.
 Washington—Washington Co. Fair Assn. Sept. 9-11. A. C. Fuhrken.
 West Mineral—Mineral District Free Fair. Sept. 8-11. John Blair.
 Winfield—Cowley Co. Free Fair. Aug. 31-Sept. 3. Nobel Bradbury.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 4-6. J. W. Shaw, Newport, Ky.
 Booneville—Owsley Co. Fair Assn. Sept. 23-25. Fred W. Gabbard.
 Burna—Livingston Co. Fair Assn. Oct. 1-2. Ophelia Martin, Smithland, Ky.
 Germantown—Germantown Fair Assn. Aug. 12-14. R. K. Asbury.
 Glasgow—Barren Co. Am. Legion Fair. Aug. 25-28. Wm. H. Jones Jr.
 Harrodsburg—Mercer Co. Fair. July 27-31. John S. Buster.
 Hopkinsville—Hopkinsville Fair. June 29-July 2. J. T. Johnson.
 London—Laurel Co. Fair. Aug. 25-28. Ellie Asher.
 Louisville—Kentucky State Fair. Sept. 12-18. J. O. Matlick.
 Manchester—Clay Co. Fair Assn. Sept. 23-25. J. M. Rogers.
 Owensboro—4-H Club Fair. Sept. 8-11. Chas. H. Smith.

LOUISIANA

De Ridder—Beauregard Parish Fair Assn. Sept. 28-Oct. 2. O. J. Hood.
 Eunice—Tril-Parish Fair. Oct. 14-17. Mrs. R. S. Parrott Sr.
 Leesville—Vernon Parish Fair. Oct. 6-9. Floyd Jackson, Simpson, La.
 Lutcher—St. James Parish Fair. April 16-19. E. L. Roussel.
 Monterey—Concordia Parish Fair. Oct. 1-2. R. W. Kemp.
 New Iberia—La. Sugar Cane Festival & Fair. Oct. 1-3. Robt. Badon.
 Ruston—North La. State Fair Assn. Oct. 12-16. F. W. Stewart.
 Shreveport—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.
 Tallulah—La. Delta Fair Assn. Oct. 17-22. J. M. Gilfill.
 Verda—Grant Parish Fair Assn. Oct. 7-9. Odelia Purvis, New Verda, La.

MAINE

Bangor—Bangor State Fair. Aug. 9-14. H. O. Peiley, Skowhegan, Me.
 Blue Hill—Hancock Co. Agrl. Soc. Sept. 6-8. C. R. Parker.
 Cumberland Center—Cumberland Fair. Sept. 27-Oct. 2. F. C. Wilson, R. D. 5, Portland.
 Damariscotta—Damariscotta Fair. Aug. 2-7. Wm. C. Murch, Brunswick, Me.
 Dover-Foxcroft—Piscataquis Valley Fair. Aug. 28. Frank A. Pierce.
 Exeter—New Exeter Fair. Aug. 26-28. Keith N. Smith, Corinna, Me.
 Fryeburg—Fryeburg Fair. Oct. 4-9. G. Myron Kimball.
 Lewiston—Maine State Fair. Sept. 6-11. Jim O'Kane.
 Monmouth—Chocnewagan Fair Assn. Sept. 29-30. C. H. Smith.
 Presque Isle—Northern Maine Fair. Aug. 2-7. Albert C. Brewer.
 Skowhegan—Skowhegan State Fair. Aug. 14-21. Roy F. Symons.
 Windsor—Windsor Fair. Aug. 31-Sept. 6. E. R. Hayes.

MARYLAND

Cumberland—Cumberland Fair Assn. Aug. 24-27. Carl F. Schmutz.
 Frederick—Frederick Fair. Oct. 5-9. Guy K. Motter.
 Hagerstown—Washington Co. Agrl. Assn. Sept. 20-25. Chas. E. Cushwa.
 Timonium—Maryland State Fair. Sept. 1-11. Matt L. Daiger, Pimlico Race Course, Baltimore.

MASSACHUSETTS

Blandford—Union Agrl. Soc. Sept. 5-6. Lee E. Wyman.
 Brockton—Brockton Fair. Sept. 11-18. Frank H. Kingman.
 Cummington—Hillside Agrl. Soc. Aug. 27-29. Raymond A. Warner, Williamsburg.
 Great Barrington—Barrington Fair Assn. Aug. 29-Sept. 4. Edward J. Carroll.
 Greenfield—Franklin Co. Agrl. Soc. Sept. 13-15. Whitman B. Wells.
 Marshfield—Marshfield Agrl. Soc. Aug. 22-28. Horace C. Keene.
 Middlefield—Highland Agrl. Soc. Sept. 3-4. Willard A. Pease, Chester, Mass.
 Northampton—Three-County Fair. Sept. 5-11. John L. Banner.
 Spencer—Spencer Agrl. Assn. Sept. 4-6. Phillip A. Quinn.
 Springfield—Eastern States Expo. Sept. 19-25. Chas. A. Nash.
 Topsfield—Essex Agrl. Soc. Aug. 29-Sept. 4. Robt. F. Trask.

MICHIGAN

Adrian—Lenawee Co. Fair. Sept. 20-25. H. H. Hungerford.
 Allegan—Allegan Co. Fair. Sept. 13-18. J. H. Snow.
 Alpena—Alpena Co. Agrl. Soc. Sept. 6-11. Norman L. Hobbs.
 Armaida—Armaida Agrl. Soc. Aug. 26-29. Wilbur J. Bantien.
 Atlanta—Montmorency Co. 4-H Fair. Aug. 26-28. Mrs. Marion Huston, Lewiston, Mich.
 Cadillac—Northern District Fair. Sept. 6-10. Arvid E. Swanson.
 Caro—Caro Fair. Aug. 23-28. Carl F. Mantey.
 Cassopolis—Cass Co. Fair. July 27-31. Earl B. Sell.
 Centerville—St. Joseph Co. Grange Fair. Sept. 20-25. Lester R. Schrader.
 Charlotte—Eaton Co. 4-H Fair. Aug. 31-Sept. 4. Hans E. Kardel.
 Detroit—Michigan State Fair. Sept. 3-12. Hazen L. Funk.
 Eagle—Eagle Twp. Fair Assn. Sept. 9-11. Jay H. Morris, R. 3, Grand Ledge, Mich.
 East Jordan—Charlevoix Co. Agrl. Soc. Sept. 7-11. Ed Reaman, Boyne City, Mich.
 Escanaba—Upper Peninsula State Fair. Aug. 17-22. Harold P. Lindsay.
 Fowlerville—Fowlerville Agrl. Soc. Sept. 6-11. O. B. Hall.
 Greenville—Greenville Agrl. Club. Aug. 4-6. Roscoe Flinn, Stanton, Mich.
 Harrison—Clare Co. Agrl. Soc. Sept. 14-18. Ray Harrold, R. 3, Gladwin, Mich.
 Hartford—Van Buren Co. Fair. Oct. 5-9. Paul F. Richter Jr.
 Hastings—Barry Co. Agrl. Soc. Aug. 3-7. F. W. Kelly.
 Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 26-Oct. 2. H. B. Kelley.
 Imlay City—Lapeer Co. Agrl. Soc. Sept. 13-17. James Dunn.
 Ionia—Ionia Free Fair. Aug. 9-14. Rose Sarlow.
 Iron River—Iron Co. Agrl. Soc. Aug. 24-27. V. C. Vaughan.
 Jackson—Jackson Co. Fair. Aug. 30-Sept. 4. E. R. Hively.
 Kalamazoo—Kalamazoo Co. Agrl. Soc. Sept. 27-Oct. 2. Hartman Kakabaker.
 Lowell—Kent Co. 4-H Agrl. Assn. Aug. 18-20. K. K. Vining, Grand Rapids, Mich.
 Ludington—Western Mich. Fair Assn. Sept. 21-25. Irving L. Pratt, Scottville, Mich.
 Mason—Ingham Co. Fair. Aug. 16-21. Joy O. Davis.
 Midland—Midland Co. Free Fair. Aug. 16-21. H. D. Parish.
 Milford—Milford Fair Assn. Aug. 10-14. Mel Moore.
 Norway—Dickinson Co. Free Fair. Sept. 3-6. Frank J. Molinare, Iron Mountain, Mich.
 Onekama—Manistee Co. Agrl. Soc. Sept. 1-4. John W. Ells.

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Petoskey—Emmet Co. Fair Assn. Sept. 14-18. Lyle E. Dunham.
Saginaw—Saginaw Co. Agrl. Soc. Sept. 12-18. Clarence H. Harnden.
Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 24-28. Clarence E. Prentice.
Traverse City—Northwestern Mich. Fair Assn. Aug. 31-Sept. 4. Arnell Engstrom.

MINNESOTA

Ada—Norman Co. Agrl. Soc. July 3-5. George C. Landsverk.
Aitkin—Aitkin Co. Agrl. Soc. Aug. 16-18. F. C. Kaplan.
Albert Lea—Freeborn Co. Agrl. Soc. Aug. 23-27. Herman D. Jenson.
Alexandria—Douglas Co. Fair. Aug. 23-26. R. S. Thornton.
Appleton—Swift Co. Fair Assn. Aug. 26-29. J. G. Anderson.
Arlington—Sibley Co. Agrl. Assn. Aug. 13-15. Louis Kill.
Austin—Mower Co. Fair. Aug. 10-15. P. J. Holand.
Bagley—Clearwater Co. Agrl. Assn. July 29-Aug. 1. John Hulteen, Clearbrook, Minn.
Barnesville—Clay Co. Fair & Agrl. Assn. July 8-10. Theo. Holom.
Barnum—Carlton Co. Agrl. Assn. Aug. 19-21. J. T. Rudebeck.
Baudette—Lake of the Woods Co. Fair Assn. July 30-31. H. W. Berquist.
Bird Island—Renville Co. Agrl. Soc. Sept. 13-15. Paul Kolbe.
Blue Earth—Faribault Co. Fair Assn. Sept. 9-12. Harold A. Myers.
Brainerd—Crow Wing Co. Fair Assn. Aug. 11-14. B. C. Wilkins.
Breckenridge—Wilkin Co. Fair Assn. Aug. 12-15. Cyril Wenner.
Canby—Yellow Medicine Co. Fair. Aug. 30-Sept. 1. Kenneth Knutson.
Cannon Falls—Cannon Valley Fair Assn. July 2-4. R. J. Goodwin.
Clinton—Big Stone Co. Agrl. Soc. Aug. 5-8. Robt. L. Wells.
Detroit Lakes—Becker Co. Fair Assn. Aug. 12-15. G. W. Peoples.
Farmington—Dakota Co. Agrl. Soc. Aug. 12-15. Arnold Kruse.
Fergus Falls—Otter Tail Co. Fair Assn. Aug. 25-28. Knute Hanson.
Fertile—Polk Co. Fair. July 21-23. J. W. Reseland.
Garden City—Blue Co. Fair. Aug. 23-25. Daniel James.
Glenwood—Pope Co. Agrl. Soc. Aug. 18-21. Gilman P. Gandrud.
Herman—Grant Co. Agrl. Assn. Aug. 27-29. G. I. Haney.
Hibbing—St. Louis Co. Agrl. Soc. Aug. 12-15. J. J. McCann.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 12-14. Mike W. Zipoy.
Howard Lake—Wright Co. Fair. Aug. 5-8. Paul L. Eddy.
Jackson—Jackson Co. Fair. Aug. 19-22. Anton C. Geiger.
Jordan—Scott Co. Good Seed Assn. Sept. 24-26. Herbert G. Strait.
Le Center—Le Sueur Co. Fair. Aug. 20-22. W. J. Baker.
Little Falls—Morrison Co. Agrl. Soc. Aug. 20-22. D. T. Sargeant.
Long Prairie—Todd Co. Fair. Aug. 17-19. Logan O. Scow.
Luverne—Rock Co. Agrl. Soc. Aug. 31-Sept. 2. George A. Golla.
Madison—Lac qui Parle Co. Agrl. Soc. Sept. 16-19. Wayne Weiser.
Mahnomen—Mahnomen Co. Agrl. Soc. July 23-25. Jerry Bisek.
Marshall—Lyon Co. Agrl. Soc. Sept. 8-11. F. J. Meade.
Montevideo—Chippewa Co. Fair Assn. Sept. 8-11. L. E. Whitmer.
Mora—Kanabec Co. Agrl. Soc. Aug. 21-25. Victor Elfstrum.
Morris—Stevens Co. Agrl. Soc. Sept. 3-5. Louis Vinje.
Nevis—Hubbard Co. Agrl. Assn. Aug. 26-28. Darwin L. Erickson.
New Ulm—Brown Co. Agrl. Soc. Aug. 19-22. Wm. A. Lindemann.
Northome—Koochiching Co. Agrl. Assn. Aug. 7-9. C. W. Bray.
Owatonna—Steele Co. Agrl. Soc. Aug. 17-22. Stan Muckie.
Park Rapids—Shell Prairies Agrl. Assn. Aug. 9-11. B. E. Breuer, Osage, Minn.
Pillager—Cass Co. Agrl. Soc. Aug. 19-21. Earl LaPorte.
Pine City—Pine Co. Agrl. Soc. Aug. 13-15. E. J. Wamhoff, Hinckley, Minn.
Pipstone—Pipstone Co. Agrl. Soc. Aug. 23-25. R. S. Owens.
Preston—Fillmore Co. Agrl. Soc. Aug. 26-29. Chas. H. Utley.
Princeton—Mille Lacs Co. Agrl. Soc. Aug. 25-28. R. C. Angstman.
Proctor—St. Louis Co. Community Fair Assn. Aug. 26-29. Owen J. Larkin.
Redwood Falls—Redwood Co. Agrl. Soc. Sept. 17-19. Dr. E. H. Johnson.
Roseau—Roseau Co. Agrl. Soc. July 19-21. Chas. Christianson.
Rush City—Chisago Co. Agrl. Soc. Aug. 9-11. George W. Larson, North Branch, Minn.
Saint Charles—Winona Co. Fair Assn. Aug. 20-22. Merrill Smith.
Saint Cloud—Benton Co. Agrl. Soc. Aug. 13-15. C. H. Varner.
Saint Paul—Minnesota State Fair. Aug. 28-Sept. 6. Raymond A. Lee.
Saint Peter—Nicollet Co. Agrl. Soc. Aug. 26-29. Dr. Roy A. Dean.
Shakopee—Scott Co. Agrl. Soc. Aug. 23-25. R. T. Schumacher.
Two Harbors—Lake Co. Agrl. Soc. Sept. 1-4. Torstein Grinager.
Tyler—Lincoln Co. Fair Assn. Aug. 26-29. Jens Bolleson.
Wabasha—Wabasha Co. Agrl. Fair Assn. July 30-Aug. 1. Herbert E. Feldman.
Waconia—Carver Co. Agrl. Soc. Aug. 19-22. Ralph J. Effertz.
Wadena—Wadena Co. Agrl. Soc. July 26-29. Clyde E. Kelsey.
Warren—Marshall Co. Agrl. Assn. July 12-14. W. R. Holbrook.
Wheaton—Traverse Co. Agrl. Assn. Sept. 9-12. A. W. Vye.
White Bear Lake—Ramsey Co. Fair. Aug. 5-8. Robt. Freeman, Courthouse, St. Paul.
Willmar—Kandiyohi Co. Fair Assn. Sept. 15-18. Albert E. Thompson, Spicer, Minn.
Windom—Cottonwood Co. Fair. Aug. 23-25. J. H. Tschetter, Mountain Lake, Minn.

Worthington—Nobles Co. Fair Assn. Aug. 23-25. L. A. Hons.
Zumbrota—Goodhue Co. Agrl. Soc. Aug. 12-15. A. E. Collinge Jr.

MISSISSIPPI

Fulton—Itawamba Co. Fair. Sept. 21-25. H. L. Holland.
Jackson—Mississippi State Fair. Oct. 11-16. J. M. Dean.
Meadville—Franklin Co. Fair Assn. Oct. 18-23. Annette Temple.
New Albany—Union Co. Fair Assn. Sept. 13-18. L. C. Wilson.
Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 4-9. James M. Savery.
Waynesboro—Wayne Co. Free Fair. Oct. 4-9. H. S. Cassell.
Yazoo City—Yazoo Co. Fair Assn. Oct. 4-9. J. N. Ballard.
Yazoo City—Yazoo Negro Fair Assn. Oct. 18-23. R. J. Pierce.

MISSOURI

Appleton City—Appleton City Fair. Aug. 25-27. George Ellis.
Boone—Boone Co. Fair. Sept. 4-8. Wendell Holman.

Bowling Green—Pike Co. Fair Assn. Sept. 8-11. John M. McIlroy.
Brunswick—Brunswick Fair Assn. Sept. 9-11. Bert E. Cahoon.
Butler—Butler Fair. Sept. 8-10. Robt. Hayward.
California—Moniteau Co. Fair. Sept. 1-4. Harold Kindle.
Cape Girardeau—Southeast Mo. Dist. Fair Assn. Sept. 13-19. H. W. Keller.
Carthage—Jasper Co. Agrl. Exhn. Sept. 23-25. J. C. Gibbons.
Catherinesville—American Legion Fair. Oct. 6-10. Harry E. Malloure.
Cole Camp—Cole Camp Fair. Sept. 16-18. E. L. Junge.
Fulton—Callaway Co. Fair Assn. Aug. 10-13. Robt. W. Alexander.
Galt—Galt Community Fair. Sept. 8-11. P. K. Payne Jr.
Gilman City—Gilman City Fair Assn. Aug. 5-7. Frank Nowland.
Grant City—Worth Co. Fair. Sept. 9-11. Verl W. Hensley.
Greenfield—Dade Co. Free Fair. Sept. 8-11. C. S. Courtney.
Hermitage—Hickory Co. Fair. Sept. 9-11. Raymond Meador.

Higginsville—Lafayette Co. Fair. Aug. 2-6. Ernest W. Baker.
Holcomb—Holcomb FFA Fair. First week in Sept. Clyde Raspberry.
Jasper—Jasper Free Fair. Sept. 29-Oct. 1. Clinton E. Teeter.
Kansas City—American Royal Livestock Show. Oct. 16-23. A. M. Paterson.
Kirksville—Northeast Mo. Fair Assn. Aug. 31-Sept. 3. Lee Jones.
Lamar—Lamar's Farm & Industrial Expo. Sept. 16-18. Bud Moore.
Linn—Osage Co. Fair. Sept. 2-4. Walter F. Heidlage.
Macon—Macon Co. Fair Assn. July 26-29. Mildred Sanford.
Mansfield—Ozark Summit Expo. Aug. 3-7. W. C. Coday.
Maryville—Northwest Mo. Horse Show Assn. Aug. 6-8. Mrs. Lester Swaney.
Maysville—De Kalb Co. Fair. Aug. 30-July 31. John M. Duncan.
Mexico—Audrain Co. Fair. Aug. 17-20. Clarence W. Mackey.
Mound City—Holt Co. Fair. Sept. 23-25. E. N. Wright.
Nevada—Vernon Co. 4-H & FFA Fair. Sept. 22-24. Jane Runyon.

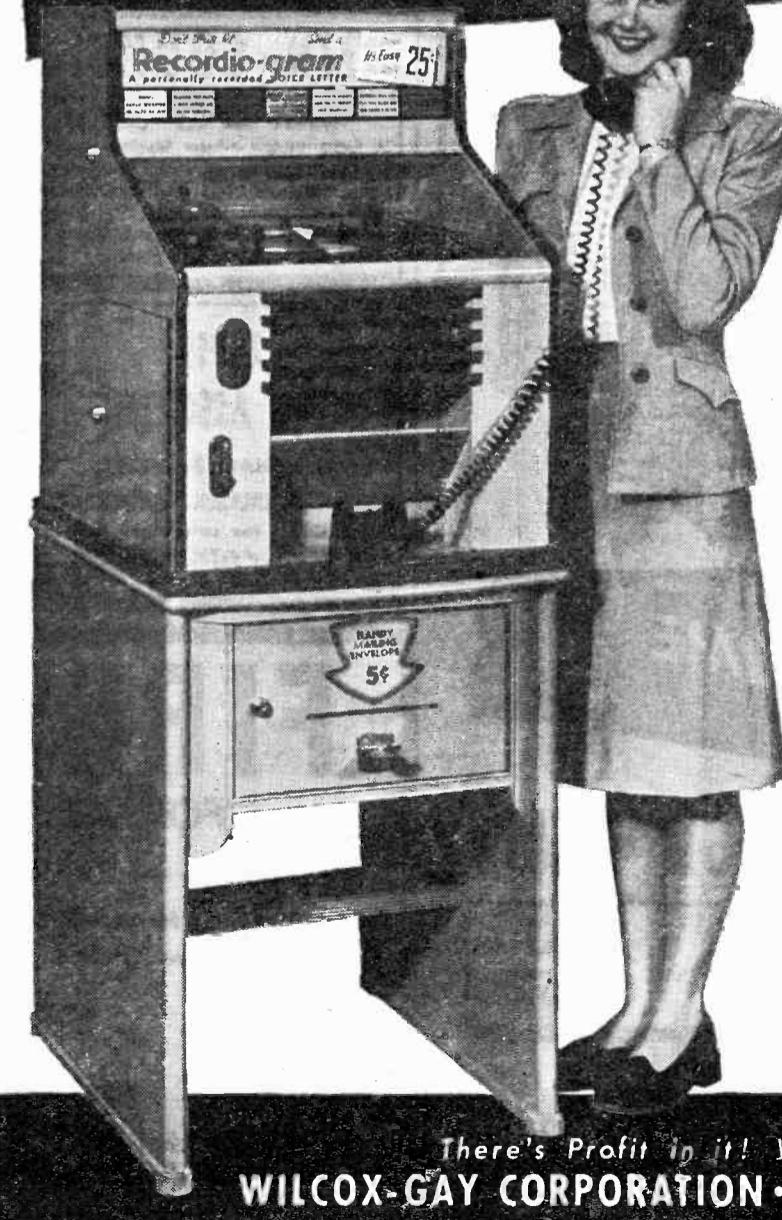
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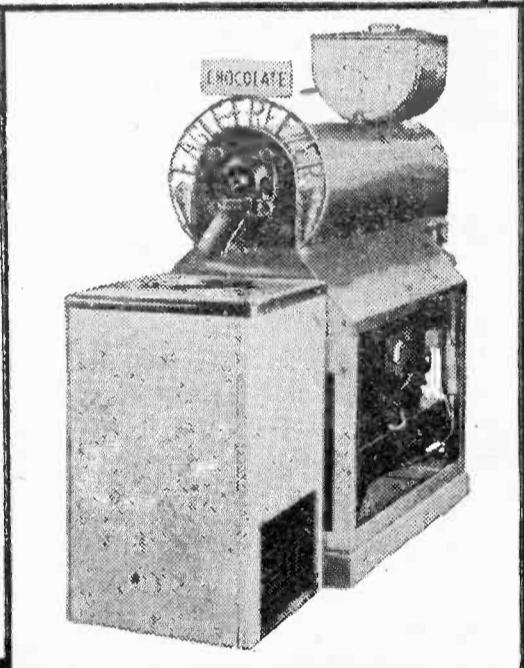
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Paris—Monroe Co. Fair Assn. Aug. 31-Sept. 2. Wm. E. Pugh.
Platte City—Platte Co. Agrl. Assn. Aug. 25-27. J. Frank Sexton.
Prairie Home—Prairie Home Fair. Aug. 11-12. Dr. A. L. Meredith.
Saint Charles—St. Charles Co. Fair. Sept. 9-11. Richard J. Fritz.
Saint Louis—Greater St. Louis Fair. Sept. 5-12. Vernon M. Huff, 320 N. Grand Blvd.
Sedalia—Missouri State Fair. Aug. 22-29. Roy S. Kemper.
Sheibina—Sheibina Co. Fair Assn. Aug. 3-6. Vernie Wallace.
Springfield—Ozark Empire District Fair. Aug. 14-20. G. B. Boyd.
Tipton—Tri-County Agrl. Soc. Aug. 18-21. Toby Lademann.
Trenton—North Central Mo. Fair. Sept. 1-4. Robt. Whan.
Vandalia—Vandalia Community Fair. Sept. 15-18. R. W. Asbury.
Versailles—Morgan Co. Fair. Sept. 8-11. Rufus Harms.
Washington—Franklin Co. Farm Products Show. Aug. 19-21. Wm. M. Day.

MONTANA

Baker—Fallon Co. Fair. Aug. 20-22. Gene Hoff.
Billings—Midland Empire Fair & Rodeo. Aug. 9-14. H. L. Fitton.
Fort Benton—Chouteau Co. Fair. Sept. 10-12. G. C. Schmidt Jr.
Glendive—Dawson Co. Fair. Sept. 2-4. Marion T. Hedegaard.
Great Falls—North Montana State Fair. Aug. 2-7. Dan P. Thurber.
Havre—Hill Co. Fair & Rodeo. Aug. 5-7. Earl J. Bronson.
Lewistown—Central Montana Fair. July 29-31. Henry J. Otten.
Miles City—Eastern Montana Fair. Aug. 25-28. J. H. Bohling.
Shelby—Marias Fair & Rodeo. July 22-25. Clifford D. Cooper.
Sidney—Richland Co. Fair & Rodeo. Aug. 30-Sept. 1. J. M. Suckstorf.

NEBRASKA

Albion—Boone Co. Fair Assn. Sept. 14-17. Floyd Gilmer.
Arlington—Washington Co. Agrl. Soc. Aug. 25-27. H. C. McClellan.
Bartlett—Wheeler Co. Fair & Rodeo. Aug. 13-15. H. F. Thomas.
Bassett—Rock Co. Agrl. Assn. Aug. 20-22. H. M. Bundt.
Beatrice—Gage Co. Fair. Sept. 21-23. J. M. Quackenbush.
Beaver City—Furnas Co. Agrl. Soc. Aug. 25-28. John M. O'Sullivan.
Benkelman—Dundy Co. Fair Assn. Aug. 16-18. Hubert E. Dyke, Parks, Neb.
Bloomfield—Knox Co. Agrl. Soc. Sept. 12-14. C. B. Alexander.
Bridgeport—Morrill Co. Fair Assn. Sept. 6-8. J. Cedric Conover.
Chambers—Holt Co. Agrl. Soc. Sept. 1-4. Edwin A. Wink.
Clay Center—Clay Co. Agrl. Soc. Week of Sept. 13. Ivan J. Richert.
Columbus—Platte Co. Mid-Neb. 4-H Fair. Aug. 31-Sept. 3. W. L. Boettcher.

NEVADA

Elko—Elko Co. Agrl. Assn. Sept. 3-6. Donald Drown.

NEW HAMPSHIRE

Contoocook—Hopkinton Fair. Sept. 6-8. Harold R. Clough.
Keene—Cheshire Fair Assn. Sept. 9-11. Joseph Kershaw, North Swanzey, N. H.
Lancaster—Lancaster Fair. Sept. 3-6. Carroll Stoughton.

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MODEL NO. 4ET—(Electric)

A large motor driven Machine with an unusual reputation for speed and durability. Will handle all coins. Automatically locks after each count of 20, 25, 30, 40 or 50 coins or will count indefinitely into a bag. Register can be reset to zero.

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Adjustable for pennies, nickels, dimes, quarters or halves. Can be set to lock automatically when 20, 25, 30, 40 or 50 coins have been counted or will count indefinitely into a bag. An operator can count and package 400 coins a minute or count 2,000 coins into a bag. Register can be reset to zero.

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Motor Driven is portable, visible, automatic. It separates mixed coins at the rate of 1,200 a minute. The coins are put in the aluminum receptacle, the switch is turned on, the disc rotates and carries the coins up to the runway where quarters, nickels, pennies and dimes fall into four separate boxes on the left and half dollars fall into a box directly in front of the aluminum receptacle. Dimensions: 22" Wide, 9" Deep, 10" High. Weight: 30 pounds. Please state whether A.C. or D.C. current is used.

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Plymouth—Plymouth Fair Assn. Sept. 15-18. Enfield—Firemen's Agri. Fair. Sept. 27-Oct. 2. George R. Ivey.
W. J. Neal, Meredith, N. H.
Rochester—Rochester Fair. Sept. 19-25. Ralph E. Came.

NEW JERSEY

Flemington—Flemington Agri. Fair. Aug. 31-Sept. 6. B. H. Pedrick.
Trenton—New Jersey State Fair. Sept. 26-Oct. 3. Norman L. Marshall.

NEW MEXICO

Albuquerque—New Mexico State Fair. Sept. 19-26. Leon H. Harms.
Roswell—Eastern N. M. State Fair. Sept. 29-Oct. 2. E. E. Patterson.

NEW YORK

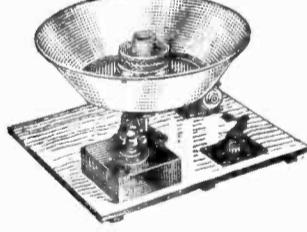
Afton—Afton Agri. Assn. Aug. 10-14. Frederick Crane.
Altamont—Altamont Fair. Aug. 29-Sept. 3. Fred Keenholts.
Batavia—Genesee Co. Agri. Soc. Aug. 2-7. Glen W. Grinnell.
Bath—Steenbock Co. Agri. Soc. (Bath Fair). Sept. 6-11. J. Victor Fauett.
Boonville—Boonville Fair Assn. Aug. 3-7. C. H. Fickbohm.
Chatham—Columbia Co. Agri. Soc. Sept. 4-6. Wm. A. Dardess.
Cobleskill—Cobleskill Agri. Soc. Sept. 20-24. Wm. H. Golding.
Cortland—Cortland Co. Agri. Soc. Aug. 30-Sept. 4. Harry B. Tanner.
Dunkirk—Chautauqua Co. Fair. Sept. 6-11. Carlton J. Larson.
Elmira—Chemung Co. Agri. Soc. Aug. 15-22. Robt. S. Turner, Horseheads, N. Y.
Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 9-14. Bligh A. Dodds.
Ithaca—Tompkins Co. Agri. Soc. Aug. 23-28. Merrill F. Curry.
Middletown—Orange Co. Fair Assn. Aug. 16-21. Alan C. Madden.
Mineola, L. I.—Mineola Fair. Sept. 14-18. Chas. Bochert.
Morris—Otsego Co. Fair Assn. Sept. 14-18. Matthias E. Smith, Worcester, N. Y.
Norwich—Chenango Co. Agri. Soc. Aug. 24-28. E. R. Hargrave.
Owego—Tioga Co. Agri. Soc. July 25-Aug. 1. Wm. M. Miller.
Palmyra—Palmyra Fair Assn. Week of Sept. 5. W. Ray Converse.
Penn Yan—Yates Co. Agri. Soc. Aug. 25-28. Oliver Wilcox.
Pike—Silver Lake Agri. Assn. Aug. 24-27. Henry M. Wagenblass, Warsaw, N. Y.
Sandy Creek—Sandy Creek Fair. Aug. 24-28. Wm. J. Potter.
Schaghticoke—Schaghticoke Fair. Sept. 6-9. Carl W. Lohnes.
Walton—Delaware Valley Agri. Soc. Aug. 17-20. Paul G. Williams.
Waterloo—Seneca Co. Agri. Soc. Aug. 17-20. George H. Leet, Seneca Falls, N. Y.
Whitney Point—Broome Co. Agri. Soc. Aug. 3-7. C. R. Johnson.

NORTH CAROLINA

Ashokan—Atlantic District Fair. Oct. 13-16. E. M. Weaver.
Ashboro—Center of N. C. Fair Assn. Week of Sept. 27. W. C. York.
Burlington—Burlington Community Fair. Sept. 12-17. Pete Neese.

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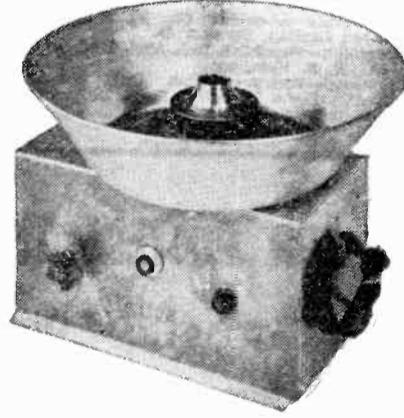


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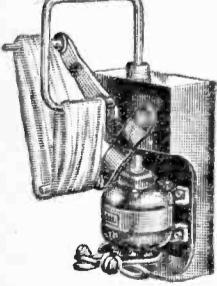
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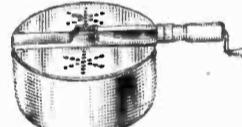
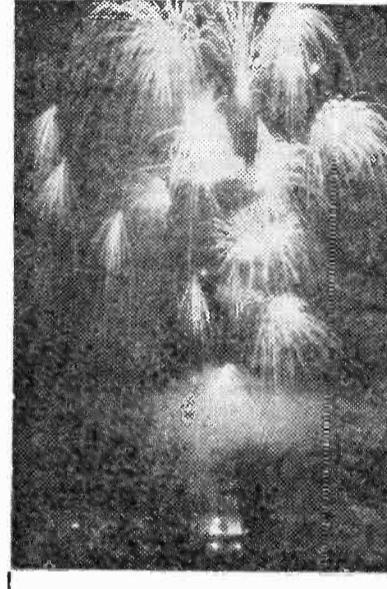
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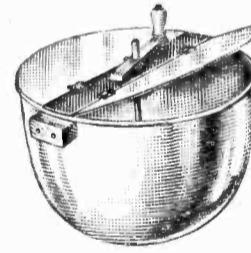
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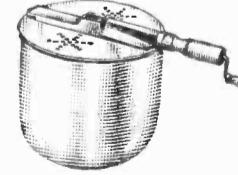


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Made of solid $\frac{1}{8}$ " aluminum, this model is the only geared 8-quart popper on the market. Closed gear housing . . . gears guaranteed not to jam . . . easy to clean . . . built to last a lifetime. Priced at only \$12.00.



35-Quart popper, 19 $\frac{1}{2}$ " diameter x 15" deep of $\frac{3}{32}$ " aluminum. Ideal for large volume business! Gearless agitator . . . sturdy. Makes uniformly delicious popcorn — and makes money for you. \$37.50.

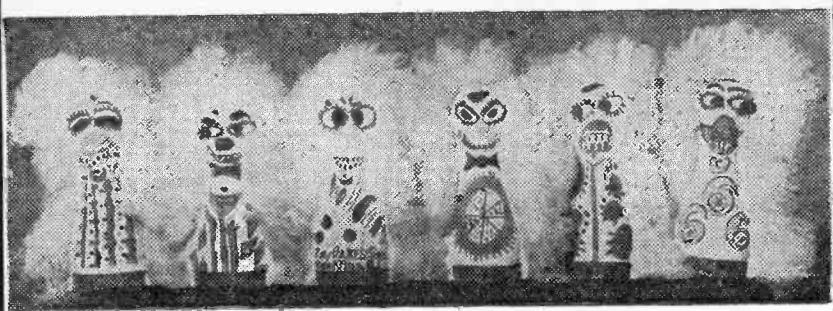


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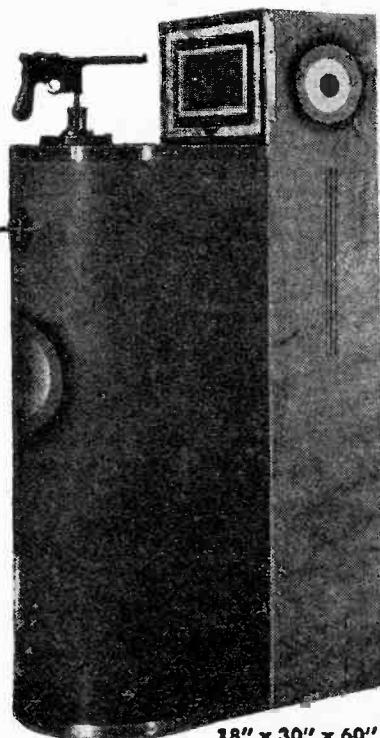
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Carrollton—Carroll Co. Agri. Soc. Sept. 29-Oct. 2. Leonard George, Harlem Springs.
Celia—Mercer Co. Agri. Soc. Aug. 15-20. W. F. Archer.
Chillicothe—Ross Co. Agri. Soc. Aug. 17-21. W. R. Kramer.
Cincinnati—Carthage Fair. Sept. 15-18. Clarence A. Peters, 410 Court House.
Circle City—Pickway Co. Agri. Soc. Sept. 14-18. Tom Harman.
Columbus—Ohio State Fair. Aug. 28-Sept. 3. Edwin J. Bath.
Coshocton—Coshocton Co. Agri. Soc. Oct. 5-9. C. V. Croy, R. F. D. 1, Dresden, O.
Croton—Hartford Ind. Agri. Soc. Aug. 11-14. Clegg E. Sinkey, Centerburg, O.
Dayton—Montgomery Co. Fair. Sept. 6-9. R. C. Haines.
Delaware—Delaware Co. Agri. Soc. Sept. 20-24. John G. Wagner.
Delphos—Allen Co. Agri. Soc. Aug. 24-28. L. E. Foley.
Dover—Tuscarawas Co. Agri. Soc. Aug. 25-27. S. O. Mase.
Eaton—Preble Co. Fair. Sept. 14-17. Wm. B. Pryor.
Findlay—Hancock Co. Agri. Soc. Sept. 8-11. R. L. Yates.
Fremont—Sandusky Co. Agri. Soc. Sept. 6-10. Russell Hull.
Gallipolis—Gallia Co. Agri. Soc. Sept. 20-25. John N. McNealy.
Georgetown—Brown Co. Agri. Soc. Oct. 6-8. Luther Kestel.
Greenville—Darke Co. Fair. Aug. 22-27. Frank Hiestand, Rossburg, O.
Hamilton—Butler Co. Agri. Soc. Sept. 26-Oct. 1. Barton Trustor, Seven Mile, O.
Hicksville—Defiance Co. Agri. Soc. Aug. 23-28. Allan D. Elliott.
Hilliards—Franklin Co. Agri. Soc. Aug. 17-20. Arch W. Alder.
Hillsboro—Highland Co. Agri. Soc. Sept. 21-24. Walter West.
Jefferson—Ashtabula Co. Agri. Soc. Aug. 10-14. Gerald O. Davis.
Kenton—Hardin Co. Agri. Soc. Sept. 28-Oct. 1. Mrs. I. E. Wetherill.
Lancaster—Fairfield Co. Agri. Soc. Oct. 12-17. James V. Son.
Guyana—Texas Co. Free Fair Assn. Sept. 21-24. Clifford Hatcher.
Lebanon—Warren Co. Agri. Soc. Sept. 21-24. Corwin Nixon.
Lisbon—Columbian Co. Agri. Soc. Sept. 14-18. J. H. Sinclair, Hanoverton, O.
Logan—Hocking Co. Agri. Soc. Sept. 22-25. James H. Barker.
London—Madison Co. Agri. Soc. Aug. 22-26. Fred M. Guy, Mechanicsburg, O.
Loudonville—Loudonville Street Fair. Oct. 5-7. Chas. Bernhard Jr.
Lucasville—Scioto Co. Agri. Soc. Aug. 3-7. A. S. Moulton.
Mansfield—Richland Co. Agri. Soc. Aug. 20-21. Orville Kibler.
Marietta—Washington Co. Fair. Sept. 5-8. L. E. Apple.
Marion—Marion Co. Agri. Soc. Aug. 22-27. H. A. Mayers.
Marysville—Union Co. Fair. Sept. 15-17. Ralph O. Leu.
Maumee—Lucas Co. Agri. Soc. Sept. 16-19. Mrs. Pearl Griffin, Berkey, O.
McConnellsburg—Morgan Co. Agri. Soc. Sept. 9-11. Ray G. Smith.
Medina—Medina Co. Agri. Soc. Sept. 8-11. Paul M. Jones.
Millersburg—Holmes Co. Agri. Soc. Sept. 8-11. Verle Sprang, Lakeville, O.
Montpelier—Williams Co. Agri. Soc. Sept. 12-18. Frank B. Altaffer.
Mount Gilead—Morrow Co. Agri. Soc. Aug. 18-21. Glenn Brown.
Mount Vernon—Knox Co. Agri. Soc. July 27-31. Henry G. Richards.
Napoleon—Henry Co. Agri. Soc. Aug. 31-Sept. 3. James D. Murray.
Norwalk—Huron Co. Agri. Soc. Sept. 14-18. Mrs. Alfreda Crayton.
Old Washington—Guernsey Co. Agri. Assn. Sept. 30-Oct. 2. Thos. E. Gracy, Cambridge.
Ottawa—Putnam Co. Agri. Soc. Oct. 6-9. Joseph L. Brickner.
Owensville—Clermont Co. Agri. Soc. Aug. 18-21. J. W. Evans.
Painesville—Lake Co. Agri. Soc. Aug. 25-28. Robt. Guthelen.
Paulding—Paulding Co. Agri. Soc. Sept. 22-25. Ernie Rulman.
Piketon—Pike Co. Agri. Soc. Aug. 12-14. Frank B. Cooper.
Plain City—Plain City Agri. Soc. Aug. 4-8. H. S. Foust.
Pomeroy—Meigs Co. Agri. Soc. Aug. 17-20. C. L. Heaton.
Proctorville—Lawrence Co. Fair. July 27-30. Owen Griffith, Ironton, O.
Randolph—Randolph Ind. Agri. Soc. Sept. 24-25. R. P. Hamilton.
Richwood—Richwood Ind. Agri. Soc. Aug. 10-13. Dara D. Lowe, R. 3, Marysville, O.
St. Clairsville—Belmont Co. Agri. Soc. Sept. 8-11. Wm. R. Butcher Jr.

Sidney—Shelby Co. Agri. Soc. Sept. 12-17. J. W. Rhoades.
Smithfield—Jefferson Co. Agri. Soc. Sept. 23-25. W. E. Rose, R. 1, Rayland, O.
Springfield—Clark Co. Agri. Soc. Aug. 17-20. L. C. Aleshire.
Tiffin—Seneca Co. Agri. Soc. Aug. 24-27. C. B. Baker.
Troy—Miami Co. Agri. Soc. Aug. 17-20. Chas. P. Rodgers.
Upper Sandusky—Wyandot Co. Agri. Soc. Sept. 14-17. Ross A. Winter.
Urbana—Champaign Co. Agri. Soc. Aug. 8-13. Howard Goddard.
Van Wert—Van Wert Co. Agri. Soc. Sept. 6-10. N. E. Stuckey.
Wapakoneta—Auglaize Co. Agri. Soc. Aug. 10-13. Harry Kahn.
Warren—Trumbull Co. Agri. Soc. Aug. 3-7. Frank Neal, Nutwood, O.
Washington C. H.—Fayette Co. Agri. Soc. July 27-31. Frank E. Ellis.
Wauseon—Fulton Co. Agri. Soc. Sept. 6-10. C. J. Keller.
Wellington—Lorain Co. Agri. Soc. Aug. 24-28. Clair L. Hill.
Wellston—Jackson Co. Fair. July 20-24. Chas. E. Harper.
West Union—Adams Co. Agri. Soc. Aug. 24-27. Chas. S. Kifker.
Wilmingtn—Clinton Co. Agri. Soc. Aug. 8-13. Gertrude Hanks.
Woodstock—Monroe Co. Fair. Aug. 3-5. Ralph P. Schumacher.
Wooster—Wayne Co. Agri. Soc. Sept. 14-18. W. J. Buss.
Xenia—Greene Co. Agri. Soc. Aug. 3-6. Mrs. J. Robt. Bryson, R. 3, Cherry Hill, Xenia.
Zanesville—Muskingum Co. Agri. Soc. Aug. 17-20. Perl D. Elliott, New Concord, O.

OKLAHOMA

Ardmore—Carter Co. Free Fair. Week of Sept. 13. B. C. Sparks.
Clinton—Southwest Fair Assn. Middle of Sept. Lee Phillips, Arapaho, Okla.
Cordell—Washita Co. Junior Fair. Sept. 16-17. James V. Son.
Kenton—Hardin Co. Agri. Soc. Sept. 28-Oct. 1. Mrs. I. E. Wetherill.
Lancaster—Fairfield Co. Agri. Soc. Oct. 12-17. Russell W. Alt, R. R. 1, Baltimore, O.
Lebanon—Warren Co. Agri. Soc. Sept. 21-24. Corwin Nixon.
Lisbon—Columbian Co. Agri. Soc. Sept. 14-18. J. H. Sinclair, Hanoverton, O.
Logan—Hocking Co. Agri. Soc. Sept. 22-25. James H. Barker.
London—Madison Co. Agri. Soc. Aug. 22-26. Fred M. Guy, Mechanicsburg, O.
Loudonville—Loudonville Street Fair. Oct. 5-7. Chas. Bernhard Jr.
Lucasville—Scioto Co. Agri. Soc. Aug. 3-7. A. S. Moulton.
Mansfield—Richland Co. Agri. Soc. Aug. 20-21. Orville Kibler.
Marietta—Washington Co. Fair. Sept. 5-8. L. E. Apple.
Marion—Marion Co. Agri. Soc. Aug. 22-27. H. A. Mayers.
Marysville—Union Co. Fair. Sept. 15-17. Ralph O. Leu.
Maumee—Lucas Co. Agri. Soc. Sept. 16-19. Mrs. Pearl Griffin, Berkey, O.
McConnellsburg—Morgan Co. Agri. Soc. Sept. 9-11. Ray G. Smith.
Medina—Medina Co. Agri. Soc. Sept. 8-11. Paul M. Jones.
Millersburg—Holmes Co. Agri. Soc. Sept. 8-11. Verle Sprang, Lakeville, O.
Montpelier—Williams Co. Agri. Soc. Sept. 12-18. Frank B. Altaffer.
Mount Gilead—Morrow Co. Agri. Soc. Aug. 18-21. Glenn Brown.
Mount Vernon—Knox Co. Agri. Soc. July 27-31. Henry G. Richards.
Napoleon—Henry Co. Agri. Soc. Aug. 31-Sept. 3. James D. Murray.
Norwalk—Huron Co. Agri. Soc. Sept. 14-18. Mrs. Alfreda Crayton.
Old Washington—Guernsey Co. Agri. Assn. Sept. 30-Oct. 2. Thos. E. Gracy, Cambridge.
Ottawa—Putnam Co. Agri. Soc. Oct. 6-9. Joseph L. Brickner.
Owensville—Clermont Co. Agri. Soc. Aug. 18-21. J. W. Evans.
Painesville—Lake Co. Agri. Soc. Aug. 25-28. Robt. Guthelen.
Paulding—Paulding Co. Agri. Soc. Sept. 22-25. Ernie Rulman.
Piketon—Pike Co. Agri. Soc. Aug. 12-14. Frank B. Cooper.
Plain City—Plain City Agri. Soc. Aug. 4-8. H. S. Foust.
Pomeroy—Meigs Co. Agri. Soc. Aug. 17-20. C. L. Heaton.
Proctorville—Lawrence Co. Fair. July 27-30. Owen Griffith, Ironton, O.
Randolph—Randolph Ind. Agri. Soc. Sept. 24-25. R. P. Hamilton.
Richwood—Richwood Ind. Agri. Soc. Aug. 10-13. Dara D. Lowe, R. 3, Marysville, O.
St. Clairsville—Belmont Co. Agri. Soc. Sept. 8-11. Wm. R. Butcher Jr.

OREGON

Canby—Clackamas Co. Fair. Sept. 1-4. Ried H. Stone, Oregon City, Ore.
Condon—Gilliam Co. Fair. Sept. 23-25. Ernest J. Kirsch.
Gresham—Multnomah Co. Fair Assn. Aug. 23-29. A. H. Lea.
Hillsboro—Washington Co. Fair. Sept. 1-4. Leon S. Davis.
La Grande—Union Co. Fair Assn. Sept. 23-25. David C. Baum.
Lakeview—Lake Co. Fair. Sept. 4-6. E. A. Fettsch.
Medford—Jackson Co. Fair Assn. Sept. 15-18. R. G. Fowler.
Morro—Sherman Co. Fair Assn. Sept. 17-19. Leroy C. Wright.
Myrtle Point—Coos Co. Fair Assn. Aug. 20-22. P. C. Roper.
Newport—Lincoln Co. Fair. Aug. 27-29. Turner Bond, Toledo, Ore.
Ontario—Malheur Co. Fair. Sept. 4-6. Harry R. Sandquist.
Portland—Pacific Int'l Livestock Expo. Oct. 1-9. Walter A. Holt.
Redmond—Deschutes Co. Fair. Aug. 27-29. C. O. Galloway.
Salem—Oregon State Fair. Sept. 6-12. Leo G. Spitzbart.
Tillamook—Tillamook Co. Fair. Aug. 18-21. H. G. Smith.
Tygh Valley—Wasco Co. Fair. Sept. 3-5. Art Muller.

PENNSYLVANIA

Albion—Albion Community Fair Assn. Sept. 16-18. Chas. Wiggins.
Allentown—Allentown Fair. Sept. 20-25. E. H. Scholl.
Bedford—Bedford Fair Assn. Aug. 9-14. A. C. Brice.
Bloomsburg—Bloomsburg Fair. Sept. 27-Oct. 2. Harry B. Correll.

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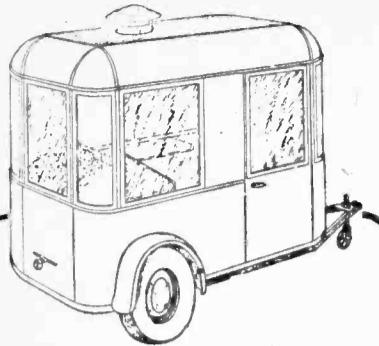
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Centre Hall—Centre Co. Fair. Aug. 28-Sept. 2. Mrs. Samuel Grove.
Clearfield—Clearfield Co. Fair. Aug. 2-7. Harry G. Ganoe.
Conshohocken—Spring Mill Fair. July 7-17. C. H. Johnston Jr.
Ebensburg—Cambria Co. Fair Assn. Sept. 6-11. Walter Good.
Ephrata—Ephrata Farmers' Day Assn. Approx. Sept. 22-25. Wayne Heberling.
Flourtown—Flourtown Fair. Aug. 1-14. Wm. J. Goss.
Forksville—Sullivan Co. Agrl. Soc. Sept. 1-4. Otis Hatch R. D. 2, Dushore, Pa.
Hanover—Forest Park Free Fair. Sept. 6-12. A. Karst.
Honesdale—Wayne Co. Agrl. Soc. Sept. 21-25. R. W. Gammell.
Huntingdon—Huntingdon Co. Fair Assn. Aug. 23-28. J. Elmer Young, Petersburg, Pa.
Indiana—Indiana Co. Fair Assn. Aug. 31-Sept. 4. Mrs. Bertha E. Jones, Plumville, Pa.
Kutztown—Kutztown Fair Assn. Aug. 23-28. Elmer A. F. Kline.
Laurelton—Union Co. West End Fair Assn. Sept. 8-11. J. Frank Snyder.
Lehighton—Lehighton Fair. Sept. 6-11. Frank R. Diehl.
Mansfield—Mansfield Fair. Sept. 1-4. Phillip W. Farrer.
Mechanicsburg—Grangers (Picnic) Fair. Aug. 30-Sept. 6. Roy Richwine.
Meyersdale—Somerset Co. Fair. Aug. 31-Sept. 4. H. A. Finegan.
New Holland—Farmers Day Assn. Oct. 7-9. S. O. Zimmerman.
Reading—Reading Fair. Sept. 12-19. Charles W. Swoyer.
Selinsgrove—Selinsgrove Fair. Week of July 19. Roland E. Fisher.
Spartansburg—Sparta Community Fair. Sept. 9-11. Byron A. Hughes.
Tioga—Tioga Co. Fair. Aug. 11-14. Carl H. Forrest.
Troy—Troy Agrl. Soc. Aug. 24-28. H. D. Holcombe.
Wattsburg—Wattsburg Agrl. Soc. Aug. 31-Sept. 4. H. M. Burrows.
West Alexander—W. Alexander Agrl. Assn. Sept. 15-18. Paul Rogers.
Wind Ridge—Jacktown Fair. Aug. 31-Sept. 2. Floyd Campbell.
York—York Interstate Fair. Sept. 14-18. Samuel S. Lewis.

SOUTH CAROLINA

Camden—Kershaw Co. Fair Assn. Oct. 11-16. J. D. Crawford.
Cheeraw—Chesterfield Co. Colored Fair. Oct. 18-23. C. A. Bloomfield.
Columbia—South Carolina State Fair. Oct. 18-23. Paul V. Moore.
Florence—Pee Dee Fair Assn. Nov. 2-6. Wm. B. Douglas.
Marion—Marion Co. Agrl. Fair. Oct. 18-23. D. M. Harper.
Orangeburg—Orangeburg Co. Colored Fair. Oct. 18-23. W. C. Lewis.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-30. J. M. Hughes.
Rock Hill—York Co. Fair Assn. Oct. 11-15. H. D. Black.
Spartanburg—Piedmont Interstate Fair. Oct. 11-16. Tom Moore Craig.
Sumter—Sumter Co. Fair. Week of Nov. 8. J. Cliff Brown.
Union—Union Co. Fair Assn. Oct. 4-9. Grover Alverson.

SOUTH DAKOTA

Huron—South Dakota State Fair. Sept. 6-11. F. L. Hafner.
Mitchell—Corn Palace Festival. Sept. 20-25. R. B. Willard.
Murdo—Jones Co. Fair Assn. Sept. 2-4. M. E. Sanderson.
Parker—Turner Co. Fair. Aug. 22-25. J. C. Jensen.
Sioux Falls—Sioux Empire Fair Assn. Aug. 24-29. Al Halverson.

TENNESSEE

Alexandria—DeKalb Co. Fair. Assn. Aug. 4-7. Martin S. Scott.
Centerville—Hickman Co. Fair. Sept. 15-18. J. L. Flinn.
Chattanooga—Chattanooga-Hamilton Co. Fair. Sept. 20-25. Mrs. Maude H. Atwood.
Columbia—Mid-State Fair. Week of Aug. 30. George L. Buchnau.
Cookeville—Putnam Co. Agrl. Fair. Sept. 9-11. W. J. Huddleston.
Gainesboro—Jackson Co. Fair Assn. Sept. 23-25. Johnnie Bromm.
Harriman—Roane Co. Fair. Sept. 6-11. W. B. Stout.
Huntingdon—Carroll Co. Fair. Sept. 27-Oct. 2. J. F. Walters.
Jackson—West Tennessee Dist. Fair. Sept. 13-18. A. U. Taylor.
Jamestown—Fentress Co. Fair Assn. Sept. 9-11. P. G. Crooks.
Jasper—Marion Co. Fair Assn. Sept. 9-11. J. E. Graham.
Knoxville—Tennessee Valley Fair. Sept. 27-Oct. 2. Pat W. Kerr.
Lebanon—Wilson Co. Fair. Sept. 15-18. A. W. McCartney.
Lexington—Henderson Co. Colored Fair. Sept. 20-25. Prof. C. C. Bond.
Manchester—Coffee Co. Fair Assn. Sept. 23-25. David W. Shields Jr.
Memphis—Mid-South Fair. Sept. 26-Oct. 3. L. B. Herring Jr.
Murfreesboro—Mid-State Colored Fair. Aug. 19-21. A. D. Washington.



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Nashville—Tennessee State Fair. Sept. 20-25. Phil C. Travis.
Oneida—Scott Co. Fair. Sept. 1-4. E. C. Terry.
Sparta—White Co. Fair Assn. Sept. 2-4. T. Stanton Hale.
Spencer—Van Buren Co. Fair. Sept. 9-11. H. L. Hollingsworth.
Tracy City—Grundy Co. Fair Assn. Aug. 19-21. W. N. Paris.
Trenton—Gibson Co. Fair. Sept. 22-25. Jno. R. Wade.
Westmoreland—East Sumner Fair Assn. Sept. 10-11. Miss Gustine Simmons.

TEXAS

Abilene—West Texas Fair. Sept. 27-Oct. 2. Frank Cleveland.
Amarillo—Tri-State Fair. Oct. 4-9. Rex B. Baxter.
Beaumont—South Texas State Fair. Oct. 21-30. K. D. Schwartz.
Corsicana—Corsicana Livestock & Agri. Show. Sept. 14-18. Herman Brown.
Dallas—State Fair of Texas. Oct. 9-24. W. H. Hitzelberger.
Eagle Pass—Eagle Pass Int'l Fair. Oct. 4-12. J. M. Mabe.
Gainesville—Cooke Co. Fair Assn. Sept. 6-11. Claude Jones.
Harlingen—Valley Mid-Winter Fair. Nov. 22-28. Joe L. Mock.
Hempstead—Waller Co. Fair Assn. Oct. 7-9. S. E. Mayo, Waller, Tex.
Jourdanton—Atascosa Co. Fair Assn. Oct. 21-23. Dan L. Ernst.
La Grange—Fayette Co. Fair Assn. Oct. 1-3. J. R. Jackson.
Lamesa—Dawson Co. Fair Assn. Sept. 26-Oct. 2. D. L. Adcock.
Lubbock—Panhandle South Plains Fair Assn. Sept. 27-Oct. 2. A. B. Davis.
Lufkin—Texas Forest Festival. Sept. 27-Oct. 2. Ed Holden.
Marshall—Central East Texas Fair. Sept. 20-25. Oscar B. Jones.
Paris—Lamar District Fair Assn. Aug. 30-Sept. 4. Dorsey Mackey.
Texarkana—Four States Fair. Sept. 28-Oct. 3. L. E. Gilliland.
Tyler—East Texas Fair. Sept. 13-18. C. R. Heaton.
Waco—Heart o' Texas Fair & Expo. Oct. 25-31. R. W. (Tommie) Stevens.
Wharton—Wharton Co. Fair. Oct. 26-30. H. Chas. Koehl Jr.
Yorktown—Yorktown Fair Assn. Oct. 13-15. Paul A. Schmidt.

UTAH

Duchesne—Duchesne Co. Fair & Rodeo. Sept. 10-11. C. C. Mickelson.
Ogden—Ogden Livestock Show. Nov. 13-17. E. J. Fjeldsted.
Salt Lake City—Utah State Fair. Sept. 18-25. Sheldon R. Brewster.

VERMONT

Lyndonville—Caledonia Co. Fair Assn. Aug. 27-29. A. E. Donahue.

Rutland—Rutland Fair. Sept. 6-11. Arthur B. Porter.
Tunbridge—Union Agrl. Soc. Sept. 21-23. Edward R. Flint.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Sept. 22-25. W. M. Gannaway.
Bland—Bland Co. Fair Assn. Sept. 9-11. T. E. Mallory.
Chase City—Mecklenburg Co. Fair Assn. Oct. 12-15. Carson W. Gregory Jr.
Covington—Alleghany Co. Fair Assn. Sept. 13-18. Thos. B. McCleeb.
Dungannon—Scott Co. Fair Assn. Sept. 15-18. Chas. W. Compton, Wood, Va.
Keller—Eastern Shore Agrl. Fair Assn. Aug. 24-28. J. Milton Mason.
Lynchburg—Lynchburg Agrl. Fair Assn. Aug. 23-28. L. H. Shrader.
Norfolk—Twin-Co. Fair at Agricade Park. Sept. 28-Oct. 2. H. J. Burke.
Richmond—Atlantic Rural Expo. Oct. 4-9. J. A. Mitchell.
Staunton—Virginia State Fair. Aug. 30-Sept. 4. C. B. Ralston.
Suffolk—Tidewater Fair Assn. of Suffolk. Oct. 19-22. H. C. Holman.
Tasley—Central Agrl. Fair Assn. Aug. 18-21. Levi Finney, Box 243, Accomac, Va.
Warsaw—Northern Neck Fair Assn. Sept. 6-11. L. F. Altaffer.
Woodstock—Shenandoah Co. Fair Assn. Aug. 24-28. D. H. Garman.

WASHINGTON

Davenport—Lincoln Co. Fair Assn. Sept. 9-11. C. Ross Trout.
Goldendale—Klickitat Co. Fair Assn. Sept. 10-12. Miss Pat Armeling.
Langley—Island Co. Fair Assn. Sept. 3-6. Benj. M. Herring.
Longview—Cowlitz Co. Fair. Sept. 9-12. Harold Gilkey.
Puyallup—Western Wash. Fair Assn. Sept. 18-26. J. H. McMurray.
Walla Walla—Southeastern Wash. Fair. Sept. 3-6. Leslie L. Stewart.
Waterville—North Central Wash. Fair. Sept. 17-19. G. Merton Dick.
Yakima—Central Wash. Fair. Sept. 29-Oct. 3. J. Hugh King.

WEST VIRGINIA

Glenville—Gilmer Co. Fair. Aug. 4-7. C. W. Marsh.
Lewisburg—State Fair of W. Va. Aug. 16-21. C. T. Sydenstricker.
Mannington—Mannington Fair Assn. Sept. 14-18. Chas. H. Straight.
Marlinton—Pocahontas Co. Fair. Aug. 9-14. Fred C. Allen.
Pennsboro—Ritchie Co. Fair Assn. Aug. 31-Sept. 3. J. B. Murphy.
Sutton—Braxton Co. Fair Assn. Aug. 16-21. Earle Morrison.

WISCONSIN

Antigo—Langlade Co. Agrl. Soc. Aug. 6-8. Ira V. Goodell.
Baraboo—Sauk Co. Agrl. Soc. Aug. 30-Sept. 2. George W. Davies, North Freedom.
Beaver Dam—Dodge Co. Fair Assn. Sept. 8-12. Forrest Knaup.
Black River Falls—Jackson Co. Agrl. Soc. Aug. 28-31. Douglas J. Curran.
Bloomington—Blakes Prairie Agrl. Soc. Sept. 10-12. Robt. O. Brodt.
Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 5-8. Carl J. Blume, Thiensville, Wis.
Chilton—Calumet Co. Fair. Sept. 3-6. Herbert Harder.
Chippewa Falls—Northern Wis. Dist. Fair. Aug. 3-8. A. L. Putnam.
Crandon—Forest Co. Agrl. Soc. Aug. 26-29. Lester Grandino, Argonne, Wis.
Darlington—Lafayette Co. Agrl. Soc. Aug. 12-15. Neillus R. Larson.
De Pere—Northeastern Wis. Fair. Aug. 20-24. Win. S. Klaus.

Eagle River—Vilas Co. Agrl. Assn. Aug. 20-22. H. M. Smith.
Eau Claire—Eau Claire Junior Fair. Aug. 5-8. Carl M. Johnson.
Elkhorn—Walworth Co. Agrl. Soc. Sept. 3-6. R. B. Harris.
Ellsworth—Pierce Co. Fair Assn. Sept. 7-10. N. G. Seyforth.
Elroy—Elroy Fair Assn. Aug. 12-15. Wilfred J. Pierick.
Fond du Lac—Fond du Lac Co. Fair. Aug. 11-15. Harold J. Wills.
Friendship—Adams Co. Agrl. Assn. Sept. 16-19. Robt. W. Roseberry.
Galesville—Trempealeau Co. Fair. Sept. 3-6. Frank Smith.
Gays Mills—Crawford Co. Fair. Sept. 9-12. Leonore M. Feldmann, Prairies du Chien.
Greenwood City—Greenwood Inter-Co. Fair Assn. Aug. 24-26. Raymond C. Wall.
Grantsburg—Burnett Co. Fair Assn. Aug. 26-28. Ray G. Lidbom.
Green Lake—Green Lake Co. Junior Fair. July 30-Aug. 1. Lowell J. Keach.
Hayward—Sawyer Co. Fair Assn. Sept. 1-4. Sherman W. Meiss.
Iron River—Beechfield Co. Fair. Aug. 27-29. L. H. Marrihew, Washburn, Wis.
Janesville—Rock Co. 4-H Fair Assn. Aug. 23-26. Roy T. Glassco.
Jefferson—Jefferson Co. Fair. Aug. 4-8. Horace L. Burl.
La Crosse—La Crosse Interstate Fair. Aug. 4-8. Joseph W. Frisch.
Ladysmith—Rusk Co. Fair. Aug. 12-15. F. J. Manning.
Lancaster—Grant Co. Agrl. Soc. Aug. 26-29. E. W. Terwilliger.
Lodi—Lodi Union Agrl. Soc. Sept. 24-26. Gretchen Gunderson.
Luxemburg—Kewaunee Co. Agrl. Assn. Sept. 3-6. Elroy C. Hoppe.
Manitowoc—Manitowoc Co. Fair. Aug. 25-29. A. F. Rank.
Marshfield—Central Wis. State Fair Assn. Sept. 5-9. R. R. Williams.
Mauson—Juneau Co. Agrl. Soc. Aug. 26-29. H. E. Ryneerson.
Medford—Taylor Co. Youth Fair. Aug. 19-22. Carl Zoerb.
Menomonie—Dunn Co. Fair. Aug. 25-29. Lyle C. Pollock.
Merrill—Lincoln Co. 4-H Leaders Assn. Aug. 16-20. Wm. Steckling.
Milwaukee—Wisconsin State Fair. Aug. 7-29. Ralph E. Ammon.
Mineral Point—Southwestern Wis. Fair Assn. Sept. 3-6. C. L. Winn.
Mondovi—Buffalo Co. Agrl. Soc. Aug. 26-29. J. V. Whelan.
Monroe—Green Co. Fair. July 29-Aug. 1. Wm. A. Brown.
Neillsville—Clark Co. Agrl. Soc. Aug. 20-23. Harold Huckstead.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 31-Sept. 3. Taylor G. Brown.
Platteville—Platteville Fair Assn. Aug. 20-22. W. G. Plts.
Plymouth—Sheboygan Co. Fair. Sept. 3-6. W. H. Eldridge.
Portage—Columbia Co. Fair Assn. Aug. 5-8. H. H. Niemeyer.
Rhineland—Oneida Co. Fair. Aug. 12-15. J. M. Reed.
Rice Lake—Barron Co. Fair. Aug. 19-21. Harry Moars.
Richland Center—Richland Co. Agrl. Soc. Sept. 16-19. H. J. Gochenaur.
Rosholt—Rosholt Free Fair Assn. Sept. 4-6. R. L. Wroslstad.
Saint Croix Falls—Polk Co. Fair. Aug. 24-26. W. R. Vezina.
Saxon—Iron Co. Fair Assn. Aug. 27-29. Mrs. Edward Skaja, Hurley, Wis.
Seymour—Outagamie Co. Fair Assn. Aug. 12-15. Michael Burns.
Shawano—Shawano Co. Fair. Sept. 9-12. Louis W. Cateau.
Slinger—Washington Co. 4-H Club Fair. July 29-Aug. 1. E. E. Skalskey, West Bend.
Spooner—Washburn Co. Junior Fair. Aug. 16-18. W. H. Dougherty.
Sturgeon Bay—Door Co. Fair Assn. Aug. 26-29. John H. Miles.
Superior—Tri-State Fair. Aug. 17-22. Max H. Lavine.
Tromah—Monroe Co. Fair Assn. July 23-26. C. C. Hile.
Union Grove—Racine Co. Agrl. Soc. Aug. 30-Sept. 2. E. A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Agrl. Assn. Sept. 22-26. Oren G. Johnson.
Wausau—Marathon Co. Agrl. Soc. Aug. 10-15. H. A. Kieler.
Wausauke—Marinette Co. Fair. Sept. 3-6. Victor Quick, Marinette, Wis.
Wautoma—Wausau Co. Fair Assn. Aug. 25-29. H. N. Haferbecker.
Weyauwega—Waupaca Co. Fair. Sept. 14-18. Frank Haffner.
Wilmot—Kenosha Co. Fair. Aug. 13-15. E. V. Ryall, Kenosha, Wis.

CANADA

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 5-10. J. Charles Yule.
Edmonton—Edmonton Exhn. Assn. July 12-17. C. E. Wilson.
Lethbridge—Lethbridge Exhn. & Rodeo. June 24-26. C. E. Parry.
Red Deer—Red Deer Agrl. Soc. July 29-31. D. W. Robertson.
Vegreville—Vegreville Exhn. Assn. July 26-28. John Fitzallen.
Vermilion—Vermilion Agrl. Soc. July 22-24. S. Carl Heckbert.

BRITISH COLUMBIA

Athlone—Kootenay Agrl. Exhn. Sept. 3-4. A. Young, Invermere, B. C.
Chilliwack—Chilliwack Agrl. Assn. Sept. 8-10. Ian T. Hepburn.
Vancouver—Pacific National Exhn. Aug. 25-Sept. 6. V. Ben Williams.

MANITOBA

Brandon—Provincial Exhn. of Manitoba. June 28-July 2. S. C. McLennan.
Dauphin—Dauphin Agrl. Soc. July 5-7. M. F. Szweczyk.
Portage la Prairie—Portage Indust. Exhn. July 8-10. Keith Stewart.

NEW BRUNSWICK

Gagetown—Queens Co. Fair Assn. Sept. 15-16. Fred Hyatt, Jamseg, N. B.

NOVA SCOTIA

Musquodoboit—Halifax Co. Exhn. Sept. 21-22. George S. Dickey.

ONTARIO

Aylmer—Aylmer & E. Elgin Agrl. Soc. Sept. 7-10. Frank E. Leeson.
Beachburg—North Renfrew Agrl. Soc. Sept. 2-4. Mrs. Mabel Kenny.
Belleville—Belleville Agrl. Soc. Aug. 16-18. E. S. Denyea.
Collingwood—Great Northern Exhn. Sept. 23-25. V. A. Ellis.
Delta—Delta Fair Assn. Sept. 6-8. Isaac Stevens, Philipsville, Ont.
Fort William—Canadian Lakehead Exhn. Aug. 9-14. W. Walker.
Galt—South Waterloo Agrl. Soc. Sept. 23-25. Robt. E. Cowan.
Lansdowne—Lansdowne Agrl. Soc. Sept. 9-11. L. W. Moxley.
Leamington—Leamington Dist. Agrl. Soc. Sept. 27-Oct. 2. Jean Stobbs.
Lindsay—Lindsay Central Exhn. Sept. 21-25. B. L. McLean.
London—The Western Fair. Sept. 13-18. W. D. Jackson.
Markham—Markham Fair. Sept. 30-Oct. 2. R. H. Crosby.
Oshawa—South Ont. Agrl. Soc. Sept. 16-18. E. W. Webber, Columbus, Ont.
Ottawa—Central Can. Exhn. Assn. Aug. 23-28. H. H. McElroy.
Owen Sound—Owen Sound Agrl. Soc. Aug. 26-28. E. V. Radbourne.
Perth—South Lanark Agrl. Soc. Sept. 10-11. M. J. Donohoe.
Port Perry—Port Perry Agrl. Soc. Sept. 4 and 6. R. D. Woon.
Simcoe—Norfolk Co. Fair. Oct. 4-7. Harold I. Pond.
Strathroy—Strathroy Agrl. Soc. Sept. 6-8. F. Langan.
Sutton—Sutton Agrl. Soc. Aug. 4-6. K. N. McAuley.
Tillsonburg—Tillsonburg & Dereham Fair. Sept. 21-23. Jack M. Clime.
Toronto—Canadian National Exhn. Aug. 27-Sept. 11. Elwood A. Hughes.
Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 9-11. Leslie Nixon.
Welland—Welland Co. Agrl. Soc. Sept. 14-18. Gordon K. Brown.
Williamstown—St. Lawrence Valley Agrl. Soc. Sept. 28-30. M. A. McLennan, Lancaster.
Woodbridge—Woodbridge Agrl. Soc. Oct. 9-11. Stan R. R. McNeil.

QUEBEC

Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 26-28. M. B. Corey, Hatley, Que.
Granby—Granby Hort. Soc. Sept. 9-12. L. G. Ball.
Lachute—Lachute Spring Fair. June 16-19. Alex Bothwell.
Quebec—Provincial Expo. of Quebec. Sept. 3-12. Emery Boucher.
Quyon—Pontiac Agrl. Soc., Div. C. Sept. 2-4. Gervace O'Reilly.
Richmond—Richmond Co. Agrl. Soc. Aug. 19-21. Antoinette Linahan.
Saint Francois-du-Lac—Yamaska Agrl. Soc. Aug. 12-14. Alexandra Trudeau.
Saint Hyacinthe—St. Hyacinthe Fair. Aug. 2-6. Alphonse Deschenes.
Shawville—Shawville Fair. Sept. 23-25. R. W. Hodgin.
Sherbrooke—Sherbrooke Fair. Aug. 28-Sept. 3. Alex C. Ross.
Trois Rivieres—Trois Rivieres Exhn. Aug. 21-29. H. Paul Martin.
Waterloo—Shefford Co. Agrl. Soc. Aug. 13-15. Chas. H. Lefebvre.

SASKATCHEWAN

Assiniboia—Assiniboia Agrl. Fair. July 12-13. Walter McMorine.
Estevan—Estevan Agrl. Soc. July 2-3. Mrs. J. Ethel Deen.
Lloydminster—Lloydminster Agrl. Exhn. Assn. July 19-21. George K. Ross.
Melfort—Melfort Agrl. Soc. July 15-17. W. E. Hornby.
Moose Jaw—Moose Jaw Exhn. June 28-July 1. Mrs. V. Hyland.
North Battleford—N. Battleford Agrl. Soc. Aug. 2-4. N. W. Symonds.
Prince Albert—Prince Albert Agrl. Soc. Aug. 5-7. Gordon M. Cook.
Regina—Regina Agrl. Exhn. July 26-31. T. H. McLeod.
Saskatoon—Saskatoon Indust. Exhn. July 10-14. S. N. MacEachern.
Weyburn—Weyburn Agrl. Soc. July 5-6. Roy Schultz.
Yorkton—Yorkton Agrl. Exhn. Assn. July 12-14. Antoinette Draffenza.

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Powell—Big Horn Basin Fair. Aug. 14-17. R. A. Allan.

AMUSEMENT PARKS

ALABAMA

Anniston (Oxford)—Oxford Lake Park, W. E. Morgan, owner-mgr.; has six rides, 10 concession games, pool, coin machines; books pay and free attractions.

Mobile—Grand View Park, Joe Palugh, owner; has five rides.

Phenix City—Idle Hour Park, R. E. Martin Sr., owner; Jesse L. Marlowe, mgr.; has six rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras.

ARIZONA

Phoenix—Treasure Island Park, Joe Weber, mgr.; has 10 rides, 14 concession games, penny arcade; books orchestras and attractions.

CALIFORNIA

Balboa—Anderson Amusement Park (Balboa Fun Zone), Al Anderson, owner-mgr.; has three rides, 26 concession games, penny arcade, coin machines.

Fontana—Miller Park, V. F. Poor, mgr.; has 12 rides, 10 concession games, pool; books free attractions.

Hollywood—Kiddie Amusement Park, Joe Diehl Jr., mgr.; has 11 rides.

Long Beach—Virginia Park Amusements, H. A. Ludwig, mgr.; has 12 rides, 25 concession games, penny arcade, coin machines.

Long Beach—Silver Spray Pleasure Pier, H. H. Cole, mgr.; has 10 rides, 12 concession games.

Long Beach—The Pike, C. C. Marlette, mgr.; has two rides, 16 concession games, pool, penny arcade, coin machines.

Los Angeles—Beverly Park, David E. Bradley Jr., owner-mgr.; has 15 rides, penny arcade.

Los Angeles—Lucas Kiddie Land, 2521 Riverside Drive, J. L. Lucas, owner; W. H. Schowfield, mgr.; has one major and 16 miniature rides.

Ocean Park—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 15 rides, 45 concession games, penny arcade, coin machines.

Oceanside—Beach Amusement Center, Harold Gene Long, owner; has eight rides, 30 concession games, penny arcade; books free attractions.

Pismo Beach—Pismo Playway Park, Ross O. Keeler and George A. Doss, owners-managers; has nine rides, 15 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Redondo Beach—Redondo Gayway, Louis Meltzer, mgr.; has 11 rides, six concession games, rink, penny arcade, coin machines; books attractions.

San Diego—Mission Beach Amusement Center, owned by city; Warner Austin, mgr.; has 10 rides, 35 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

San Francisco—Whitney's Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 25 rides, 40 concession games, rink, penny arcade, coin machines; books orchestras.

Santa Cruz—Santa Cruz Beach, Louis W. Jenkins Jr., mgr.; has nine rides, 14 concession games, pool, penny arcade, coin machines; books orchestras, free acts occasionally.

Santa Monica—Newcomb's Santa Monica Pier, W. D. Newcomb Jr., owner-mgr.; has five rides, three concession games, penny arcade, coin machines; books orchestras and attractions.

Sunland—Sunland Amusement Park, C. H. Allerton, owner-mgr.; has 20 rides, 15 concession games, pool, penny arcade; books attractions on special occasions.

COLORADO

Denver—Lakeside Amusement Park, Benjamin Krasner, mgr.; has 17 rides, six concession games, pool, penny arcade, coin machines; books orchestras and acts.

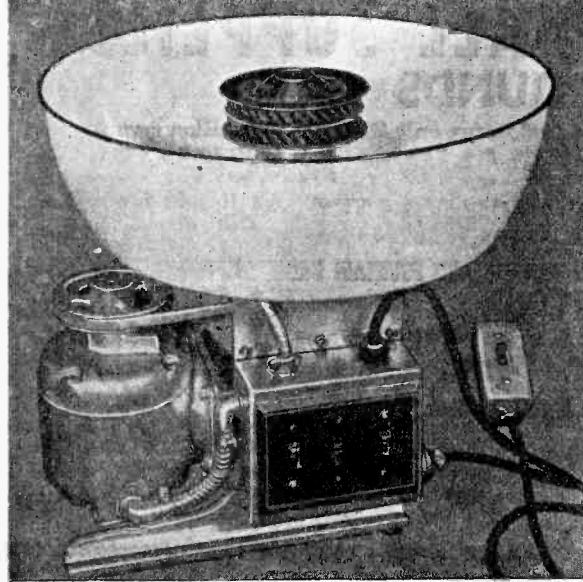
Denver—Elitch Gardens, Arnold B. Gurtler, owner-mgr.; has eight rides, three concession games, penny arcade, coin machines; books orchestras, free attractions.

CONNECTICUT

Bridgeport—Pleasure Beach Park, owned by city; has 19 rides, eight concession games, pool, rink, penny arcade; books orchestras.

Bristol—Lake Compounce Amusement Park, I. E. Pierce, mgr.; has seven rides, six concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Middlebury—Lake Quassapaug Park, M. J. Leon, owner-mgr.; has three rides, 10 concession games, pool; books free acts.



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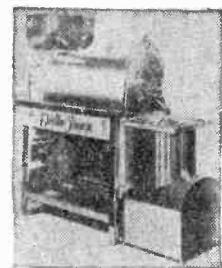
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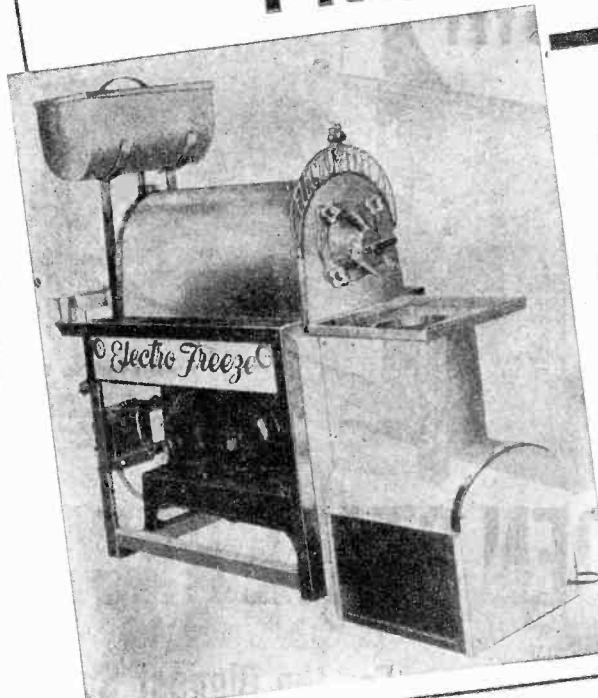
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Boone—Spring Lake Park, Robert McBurnie, owner; Ben B. Wiley Jr., mgr.; has three rides, 12 concession games, pool, rink; books orchestras and free attractions.

Clear Lake—Bayside Park, Mrs. J. J. Shea, owner-mgr.; has five rides, eight concession games, lake, rink.

Davenport—Mississippi Valley Amusement Park, H. A. Getert, mgr.; has six rides, two concession games; books orchestras and free attractions.

Des Moines—Riverview Park, Robert A. Reichardt, mgr.; has 15 rides, 10 concession games, penny arcade; books orchestras, pay and free attractions.

Ruthven—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, penny arcade, coin machines; books orchestras and acts occasionally.

Sioux City—Riverview Amusement Park, Roy M. Warfield, owner-mgr.; has 12 rides, 15 concession games, rink, penny arcade, coin machines; books free attractions.

Storm Lake—Lakeside Amusement Park, J. L. Flig, mgr.; has five rides, 10 concession games, rink, coin machines; books orchestras and attractions.

Waterloo—Electric Park, C. E. Peterson, owner-mgr.; has three rides, six concession games, penny arcade; books orchestras.

KANSAS

Bonner Springs—Lakewood Park, L. D. Wlard, owner-mgr.; has five rides, 16 concession games, pool, rink; books orchestras and free attractions.

Wichita—Joyland Amusement Park, Herbert and Harold Ottaway, mgrs.; has eight rides.

KENTUCKY

Dayton—Tacoma Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, penny arcade.

Lexington—Joyland Park, R. R. Renfrew, mgr.; has 14 rides, 12 concession games, pool, penny arcade, coin machines; books orchestras.

Louisville—Fontaine Ferry Park, John F. Singhsler, mgr.; has 14 rides, 12 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Louisville—Community Park, Ted Routt, owner-mgr.; has nine rides, 22 concession games; books free attractions.

LOUISIANA

New Orleans—Audubon Park, owned by city; George Douglass, mgr.; has four rides, pool; books orchestras and attractions.

New Orleans—Pontchartrain Beach, Harry J. Batt, mgr.; has nine rides, 19 concession games, penny arcade; books free attractions.

MAINE

Old Orchard Beach—Old Orchard Pier, Whiteman, John W. Duffy's, Old Orchard Beach Am. Co., John W. and W. L. Duffy, mgrs.; has 10 rides, three penny arcades, coin machines; books orchestras, attractions.

Old Orchard Beach—Seashore Amusement Park, Samuel Osher, owner; David Wolfson, mgr.; has five rides, five concession games, rink, penny arcade, coin machines; books pay attractions.

Upper Gloucester—Royal River Park, Howard I. Small, mgr.; has three rides, concession games, pool, rink, penny arcade; books orchestras and attractions.

MARYLAND

Baltimore—Gwynn Oak Park, Arthur B. Price, owner; Edw. R. Price, mgr.; has 22 rides, 14 concession games, penny arcade, coin machines; books orchestras and free attractions.

Baltimore—Eastern Amusement Park, John W. Isaac, owner-mgr.; has nine rides, 24 concession games, rink, penny arcade, coin machines; books pay, free attractions.

Baltimore—Bay Island Beach, George P. Mahoney, owner; Walter D. Hyle Jr., mgr.; has five rides, four concession games, penny arcade.

Baltimore—Liberty Park, Harry A. Hale, owner; C. C. Hulsey, mgr.; has six rides, 11 concession games, rink, penny arcade; books orchestras, pay attractions.

Baltimore—Carlin's Amusement Park, John J. Carlin, owner; has 15 rides, 20 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Braddock Heights—Braddock Heights Park, J. H. Baker, mgr.; has three rides, two concession games, rink, penny arcade; books pay attractions.

Chesapeake Beach—Seaside Park, Seaside Park, Inc., owners; J. M. Rector, mgr.; has four rides, 10 concession games, pool, penny arcade, coin machines; books pay attractions occasionally.

Chestertown—Tolchester Park, Tolchester Lines, owners; G. G. Huppman, mgr.; has five rides, two concession games, rink, penny arcade.

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PHONE 12

Walled Lake—Walled Lake Park, Fred W. Pearce, mgr.; has nine rides, six concession games, beach, rink, penny arcade, coin machines.

MINNESOTA

Excelsior—Excelsior Amusement Park, Fred W. Pearce & Co., owners; Fred W. Clapp and J. P. Colihan, mgrs.; has 14 rides, nine concession games, penny arcade; coin machines; books orchestras and free attractions.

Fairmont—Interlaken Park, Al Menke, mgr.; has five rides, six concession games, lake, rink; books orchestras, pay and free attractions.

MISSOURI

Kansas City—Fairyland Park, Marion Brancato, owner; Harry Duncan, mgr.; has 14 rides, 20 concession games, pool, penny arcade; books orchestras and free attractions.

Kirkwood, St. Louis—Sylvan Beach, F. S. Wiemeyer, owner-mgr.; has one ride, three concession games, pool, penny arcade; books attractions.

Robertson (St. Louis)—West Lake Park, Joseph Botto, owner; Henry Block, mgr.; has 14 rides, eight concession games, pool, rink, penny arcade, coin machines.

St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, penny arcade, coin machines; books orchestras, free acts.

St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 18 rides, 17 concession games, pool, penny arcade; books orchestras, free attractions.

St. Louis—Chain of Rocks Amusement Park, Jack Beckman, mgr.; has nine rides, four concession games, pool, rink, penny arcade, coin machines; books free attractions.

Springfield—Doling Park, owned by city; W. W. Morrison, lessee; has seven rides, three concession games, rink, penny arcade; books attractions.

Valley Park (St. Louis Co.)—Valley Beach Amusement Park, Reno Weggeman, owner-mgr.; has three rides, eight concession games, penny arcade, coin machines.

NEBRASKA

Hastings—Lib's Park, Lib Phillips, owner-mgr.; has rides, concession games, pool; books orchestras and attractions.

Lincoln—Capitol Beach, Hoyt R. Hawke, owner-mgr.; has seven rides, five concession games, pool, rink, penny arcade; books orchestras and free attractions.

NEW HAMPSHIRE

Lochmere—Gardner's Grove, Mollie Copeland Lambert, owner; J. Copeland, mgr.; has one ride, four concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Manchester—Crystal Lake Park, Mrs. John Kilonis, mgr.; has three rides, eight concession games; books free attractions.

Manchester—Pine Island Park, Barney J. Williams, mgr.; has eight rides, 14 concession games, rink, penny arcade; books orchestras and attractions.

NEW JERSEY

Asbury Park—Palace Amusements, Zimel Resnick and Edw. Lange, owners-mgrs.; has four rides, three concession games, penny arcade, coin machines.

Atlantic City—Steeplechase Pier, Atlantic Am. Co., owners; has 10 rides, four concession games.

Atlantic City—Steel Pier, Abraham Ellis and George A. Hamid, owners; Richard Endicott, mgr.; has three theaters, ocean stadium, ballroom.

Clementon—Clementon Lake Park, Theo. W. Gibbs, mgr.; has 16 rides, 15 concession games, penny arcade; books free attractions.

Glenloch—Glenloch Park, W. W. Dougherty, secy.; has four rides, eight concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Irvington—Olympic Park, Henry A. Guenther, mgr.; has 23 rides, 25 concession games, pool, rink, penny arcade; books attractions.

Lake Hopatcong—Bertrand Island Park, Louis Kraus, mgr.; has 10 rides, 16 concession games, penny arcade; books orchestras.

Mays Landing—Lake Lenape Park, Eugene Lelling, mgr.; has five rides, four concession games, rink, books attractions.

Palisade—Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 25 rides, 30 concession games, pool, penny arcade; books orchestras and attractions.

Pitman—Acyon Park, Acyon Park, Inc., owners; Jos. Applebaum, mgr.; has five rides, 10 concession games, lake, rink, penny arcade, coin machines.

Pennsville—Riverview Beach Park, L. K. Chrisman, mgr.; has 14 rides, four concession games, pool, rink, penny arcade.

Seaside Heights—Seaside Heights Casino, Linus R. Gilbert, owner-mgr.; has seven rides, 30 concession games, pool, rink, penny arcade, coin machines; books attractions, orchestras occasionally.

Seaside Heights—Freeman's Amusement Center, J. Stanley Tunney, mgr.; has 13 rides, 50 concession games, penny arcade, coin machines.

West Orange—Crystal Lake Park, D. Mauro, owner-mgr.; has six rides, four concession games, pool, penny arcade.

Wildwood—Casino Arcade Park, S. B. Rama-gosa, owner; R. M. Edwards, mgr.; has seven rides, 18 concession games, penny arcade, coin machines; books free acts occasionally.

Wildwood—Playland, Cedar Schellenger Corp., owners; Robert J. Kay, mgr.; has 15 rides.

NEW YORK

Angola—Lalle's Amusement Park, Michael T. Guzzetta, mgr.; has nine rides, 15 concession games; penny arcade; books orchestras and free attractions.

Auburn—Owasco Lake Park, Joseph J. Padlick, mgr.; has nine rides, 14 concession games, beach, penny arcade, coin machines.

Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has 11 rides, 5 concession games, penny arcade, coin machines, books orchestras and free attractions.

Coney Island—Steeplechase Park, Steeplechase Amusement Co., owners; James J. Onorato, mgr.; has 33 rides, concessions, pool, penny arcade, coin machines.

Genesee—Long Point Park, Mrs. H. W. Berry, owner; C. F. Johnston, mgr.; has three rides, seven concession games, penny arcade, coin machines; books orchestras.

Jamestown—Coloron Park, Harry A. Illions, owner-mgr.; has 20 rides, 15 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Loon Lake, Cohocton—Palace Amusement Park, Nick Galbo, owner-mgr.; has rides, concession games, pool, rink, penny arcade; books orchestras and attractions.

Manlius, near Syracuse—Suburban Park, Fred W. Searle, owner-mgr.; has nine rides, seven concession games, penny arcade, coin machines.

Niagara Falls—Midway Beach Park, Joseph F. Paness, owner-mgr.; has five rides, nine concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Olcott—Rialto Park, Theo. J. Morrot, mgr.; has seven rides, 18 concession games.

Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; John Skironski, mgr.; has one ride, concessions, beach, penny arcade, coin machines; books orchestras; free acts occasionally.

Richfield Springs—Canadarago Park, Joe Magee, mgr.; has rides, concession games, pool, rink, books orchestras, attractions.

Rochester—Dreamland Park, Sea Breeze, George W. Long, mgr.; has 10 rides, six concession games, penny arcade; books free attractions.

Rockaway Beach—Rockaways' Playland, A. Jos. Geist, owner-mgr.; has 19 rides, 18 concession games, penny arcade, coin machines; books free attractions.

Rye—Playland, owned by Westchester County; Col. Allan E. MacNicol, mgr.; has 35 rides, 25 concession games, pool, ice rink, penny arcade, coin machines; books attractions.

Saratoga Springs—Kayeross Amusement Park, Jack Gross, mgr.; has five rides, six concession games, rink, penny arcade, coin machines.

Sea Breeze—Board Walk, A. H. Bornkessel, owner-mgr.; has six rides, 14 concession games, penny arcade, coin machines; books free attractions.

Williamsburg—Glen Park, Harry Altman, mgr.; has three rides, three concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Youngstown—Lakewood Park, C. H. Tothill, owner-mgr.; has four rides, 10 concessions; books vaude and free acts.

NORTH CAROLINA

Asheville—Recreation Park, owned by city; Harry McDonnell, mgr.; has six rides, three concession games, pool, rink.

Atlantic Beach—Atlantic Beach, Inc., A. B. Cooper, owner; Newman Willis, mgr.; has six rides, 12 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Charlotte—Suttle Amusement Park on Route 29, R. A. Suttle, owner-mgr.; has rides, concession games, pool.

Winston-Salem—Reynolds Park, owned by city; Ivan J. Basch, mgr.; has four rides, six concession games, pool, rink, coin machines; books free attractions.

Brady Lake—Brady Lake Park, P. J. Swartz, mgr.; has eight rides, concession games, rink, penny arcade, coin machines; books attractions.

Buckeye Lake—Buckeye Lake Park, John J. Carlin Sr., owner; A. M. Brown, mgr.; has 16 rides, 31 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Akron—Summit Beach Park, Frank Raful, mgr.; has 14 rides, seven concession games,

pool, rink, penny arcade; books orchestras and attractions.

Bascom—Meadowbrook Park, H. L. Walter, mgr.; has five rides, three concession games, pool, coin machines; books free attractions.

Bowling Green—Volmar's Park, Mrs. Ella Volmar, owner; William B. Jacobs, gen. mgr.; has five rides, 15 concession games, penny arcade; books pay and free attractions.

Brady Lake—Brady Lake Park, P. J. Swartz, mgr.; has eight rides, concession games, rink, penny arcade, coin machines; books attractions.

Buckeye Lake—Buckeye Lake Park, John J. Carlin Sr., owner; A. M. Brown, mgr.; has 16 rides, 31 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

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Simonin of Philadelphia

Bucyrus—Seccatum Park, R. A. Jolly, mgr.; has four rides, six concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestras, free acts.

Celina—Edgewater Park, Mrs. C. M. owner; Theo. V. Temple, mgr.; has 10 rides, 10 concession games, penny arcade, coin machines; books orchestras.

Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 17 rides, 19 concession games, rink, penny arcade; books orchestras; free acts occasionally.

Cincinnati—Zoological Garden, owned by city; Joseph A. Stephan, gen. mgr.; has eight rides in Kiddieland, pony track.

Cincinnati—Coney Island, Edward L. Schott, mgr.; has 23 rides, 15 concession games, pool, penny arcade; books orchestras and free attractions.

Cleveland—Euclid Beach Park, The Humphrey Co., owners; H. C. Shannon, mgr.; has 14 big and 7 small rides, concession games, rink, penny arcade, coin machines.

Cleveland—Puritas Springs Park, James Gooding, mgr.; has 18 rides, 10 concession games, rink, penny arcade; books orchestras and attractions.

Columbus—Zoo Park, Leo and Elmer G. Haenlein, mgers. (R. I. Powell, O.); has 12 rides, six concession games, penny arcade, coin machines.

Dayton—Lakeside Park, Lakeside Park Co., owners; Gerald Niermann, mgr.; has 14 rides, eight concession games, penny arcade, coin machines; books orchestras.

Dayton—Frankie's Forest Park, Frank J. Schaufier, owner-mgr.; has nine major and six kiddie rides, six concession games, penny arcade.

Findlay—Riverside Park, owned by city; Service Director J. M. Malloy, mgr.; has four rides, eight concession games, pool, rink, penny arcade; books orchestras and attractions.

Geauga Lake—Geauga Lake Park, C. R. Adrion, C. W. and H. W. Schryer, V. J. Terrell, owners; has 19 rides, 17 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Genoa—Forest Park, C. J. Uthoff, owner-mgr.; has eight rides, one concession game, rink, penny arcade, coin machines; books orchestras, free attractions.

Lake Milton—Craig Beach Park, Chas. H. Rennels, mgr.; has six rides, nine concession games, penny arcade, coin machines; books orchestras and attractions.

Middletown—LeSoursville Lake, Don Dazey, mgr.; has 12 rides, five concession games, pool, penny arcade; books orchestras and attractions.

Russells Point—Sandy Beach Park, Indian Lake Am. Co., owners; Lou Bruno, mgr.; has 12 rides, 12 concession games, pool, rink, penny arcade, coin machines; books name bands.

Russells Point—Russells Point Boardwalk, French L. Wilgus, owner; Jack Stone, mgr.; has 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay attractions.

Sandusky—Cedar Point-on-Lake Erie, G. A. Boeckling Co., owners; Edw. A. Smith, mgr.; has 20 rides, 40 concession games, penny arcade, coin machines; books name bands.

Toledo—Willow Beach Park, W. H. Davis, mgr.; has four rides, 12 concession games, rink.

Toledo—Walbridge Park, T. M. Harton Co., Inc., owners; S. E. Custer, mgr.; has nine rides, seven concession games, penny arcade, coin machines.

Urbana—Lakewood Beach Park, Conrad and Wingard, owners; Dave Conrad, mgr.; has three rides, three concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Vermilion—Crystal Beach Park, J. L. Blanchar, owner-mgr.; has seven rides, 35 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Youngstown—Idora Park, M. A. Rindin, mgr.; has 18 rides, 12 concession games, pool, rink, penny arcade, coin machines; books orchestras; attractions occasionally.

Zanesville—Moxahala Park, Tim Nolan, owner-mgr.; has 12 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Oklahoma

Cache—Craterville Park, Frank Rush, owner-mgr.; has six rides, four concession games, pool, rink, penny arcade, coin machines; books attractions.

Oklahoma City—Springlake Amusement Park, Roy and Marvin Staton, owners-mgrs.; has 11 rides, 12 concession games, pool, penny arcade, coin machines; books attractions occasionally.

Tulsa—Crystal City Amusement Park, John C. Mullins, owner; has 10 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Oregon

Portland—Jantzen Beach, R. W. Owsley, mgr.; has 19 rides, 23 concession games, pool, penny arcade; books orchestras and free attractions.

Portland—Oaks Amusement Park, E. H. Bollinger, owner; Robert Bollinger, mgr.; has 14 rides, five concession games, rink; books free attractions.

Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has five rides, four concession games; at separate locations, pools and penny arcades.

Pennsylvania

Alcola (Office in Hawthorn)—American Legion Park, H. J. Heffner, mgr.; has three rides, six concession games, rink; books orchestras, pay and free attractions.

Allentown—Dorney Park, R. L. Flarr, mgr.; has 12 rides, six concession games, pool, rink, penny arcades; books orchestras, pay and free attractions.

Allentown—Central Park, George Joseph, mgr.; has 10 rides, 12 concession games, penny arcade; books orchestras and attractions.

Altoona—Lakefront Park, Samuel B. Taylor, mgr.; has 15 rides, 24 concession games, pool, rink, penny arcade; books attractions.

Barnesville—Lakeside Park, J. Tomat, mgr.; has nine rides, 11 concession games, lake, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Bellefonte—Hecla Park, A. F. Hockman, owner-mgr.; has four rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Chalfont—Forest Park, Richard F. Lusse, owner; has 11 rides, five concession games, pool, penny arcade; books orchestras and attractions.

Conneaut Lake—Conneaut Lake Park, W. J. Tarr, gen. mgr.; has 15 rides, 20 concession games, beach, coin machines; books orchestras and attractions.

Easton—Bushkill Park, Thomas V. Long, owner-mgr.; has 12 rides, six concession games, pool, rink, penny arcade, coin machines; books attractions.

Easton—Willow Park, Shelbo Bros., owners-mgrs.; has three rides, three concession games, pool, penny arcade, coin machines; books attractions.

Elyria—Waldameer Beach Park, F. W. A. Moeller, owner; T. C. Foley, mgr.; has 14 rides, 15 concession games, penny arcade; books orchestras and free attractions.

Hallifax—Tourist Park, H. Lusk, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Hanover—Forest Park, A. Karst, mgr.; has 10 rides, 15 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Hazleton—Hazle Park, Caleb Williams, mgr.; has five rides, three concession games, penny arcade, coin machines.

Hershey—Hershey Park, J. B. Sollenberger, mgr.; has 15 rides, four games, pool, penny arcade; books orchestras and free attractions.

Johnstown—Ideal Park, Milan Diklich, owner-mgr.; has two rides, four concession games, pool, penny arcade, coin machines; books attractions.

Lake Ariel—Lake Ariel Park, Bert Derby, mgr.; has 10 rides, seven concession games, beach, penny arcade; books free attractions.

Lancaster—Rocky Springs Park, James Figari, mgr.; has seven rides, six concession games, pool, rink, penny arcade, coin machines; pay and free attractions.

Lemont Furnace, near Uniontown—Shady Grove Park, Michael Cabot, mgr.; has five rides, 10 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Lewistown—Kishacoquillas Park, Harry Fisher, owner-mgr.; has six rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Ligonier—Idlewild Park, C. K. Macdonald, mgr.; has 10 rides, pool, penny arcade, coin machines; books free attractions.

Mahanoy City—Lakewood Park, Richard Guinan, mgr.; has 20 rides, 40 concession games, pool, rink, penny arcade, coin machines; books orchestras and free attractions.

Mechanicsburg—Willow Mill Park, Harry DeH. Stoner, owner; Ira J. Brehm, mgr.; has eight rides, one concession game, rink, penny arcade, coin machines; books free attractions.

Mechanicsburg—Williams Grove Park, Roy E. Richwine, owner-mgr.; has 13 rides, 21 concession games, pool, penny arcade, coin machines; books attractions.

Mount Gretna—Mount Gretna Park and Beach, George P. Otto, owner-mgr.; has two rides, eight concession games, rink, penny arcade, coin machines; books pay attractions.

New Castle—Cascade Park, owned by city; C. C. Coulthard, mgr.; has 10 rides, pool; books orchestras and attractions.

Parkersburg—Menlo Park, Henry S. Wilson, owner-mgr.; has three rides, pool, rink, penny arcade; books free attractions.

Philadelphia—Woodside Park, N. S. Alexander, lessee; has 23 rides, two concession games, pool, penny arcade, coin machines; books vaude acts.

Pine Grove—Twin Grove Park, G. H. Yerger and G. T. McGrady, owners; W. A. Pannecker, mgr.; has three rides, 11 concession games, pool, rink, penny arcade; books orchestras, free attractions.

Pittsburgh—Kenwood Park, A. B. McSwigan, pres.; Carl E. Henninger, mgr.; has 35 rides, nine concession games, pool, penny arcade; books orchestras and free attractions.

Pittsburgh—West View Park, George M. Harton, mgr.; has 30 rides, concession games, penny arcade, coin machines; books orchestras and attractions.

Reading—Carsonia Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Scranton (Moosic)—Rocky Glen Park, Benj. Sterling Jr., mgr.; has 15 rides, six concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Shamokin—Edgewood Park, George H. Jones, mgr.; has eight rides, eight concession games, pool, rink, penny arcade; books free attractions.

Sunbury—Rolling Green Park, R. M. Spangler, owner-mgr.; has 12 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Sunbury—Island Park, Frank S. Puza, mgr.; has one ride, six concession games, pool, rink, penny arcade; books free attractions.

Uniontown—Shady Grove Park, Mike Cabot, mgr.; has seven rides, concession games, pool, rink, penny arcade; books orchestras and attractions.

Wilkes-Barre—Sans Souci Park, Hanover Am. Co., owners; Mrs. Nellie Barr, mgr.; has 13 rides, seven concession games, pool, rink, penny arcade; books orchestras.

Wilow Grove (Philadelphia)—Willow Grove Park, E. E. Foehl, gen. mgr.; has 18 rides, 10 concession games, pool, rink, penny arcade; books vaude acts.

York—Brookside Park, Robt. Hoffman, owner; Floyd F. Schell, mgr.; has five rides, 20 concession games, penny arcade, coin machines; books free attractions.

RHODE ISLAND

East Providence—Crescent Park, John T. Clare, mgr.; has 10 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras.

Warwick Neck—Rocky Point Park, J. Trillo, mgr.; has 10 rides, 30 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

SOUTH CAROLINA

Charleston—Isle of Palms Park, Tom Terrill, gen. mgr.; has two rides, four concession games, beach, coin machines.

TENNESSEE

Chattanooga—Lincoln Park for Negroes, owned by city; W. E. Thornhill, mgr.; has four rides, 11 concession games, pool, rink; books attractions.

Chattanooga—Lake Winnepeauah (P. O. Box 403, R. 4, Rossville, Ga.), Mrs. Minette Dixon, owner-mgr.; has seven major and four kiddie rides, six concession games, pool, rink, penny arcade, coin machines; books attractions occasionally.

Chattanooga—Warren Park, owned by city; A. L. Bender, mgr.; has eight rides, two concession games, pool, rink, penny arcade; books free attractions.

Knoxville—Chilhowee Park, owned by city; H. Mack, Frane, mgr.; has 10 rides, 24 concession games, lake, rink, penny arcade, coin machines; books orchestras and attractions.

Memphis—Fairgrounds Amusement Park, owned by city; J. L. Penick, mgr.; has 16 rides, 10 concession games, pool; books free attractions.

TEXAS

Corpus Christi—North Beach Amusement Park, Hamas and Ledel, owners; Ralph V. Ray, mgr.; has eight rides, 15 concession games; pool, rink, penny arcade, coin machines.

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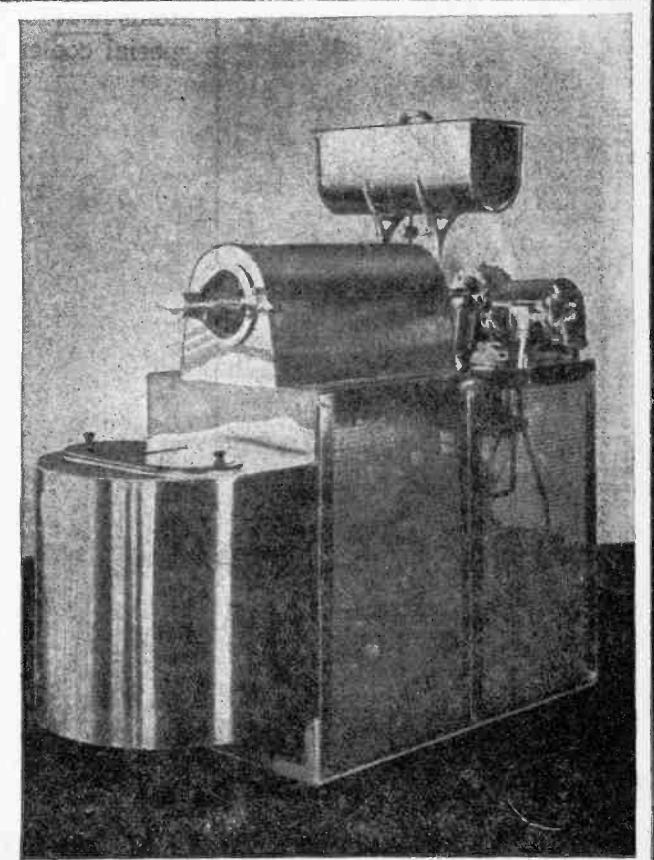
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Dallas—Kidd Springs Park, George Royster, mgr.; has four rides, concession games, pool, rink, penny arcade; books attractions occasionally.
Dallas—Vickery Amusement Park, T. R. Hickman, owner-mgr.; has six rides, eight concession games, pool; books orchestras, pay attractions.
Dallas—Fair Park, owned by city; W. H. Hitzelberger, gen. mgr.; has 26 rides, six

concession games, pool, rink, penny arcade; books pay and free attractions.
El Paso—Washington Park, owned by city; has eight rides, pool, rink.
Galveston—Beach Amusement Park, James B. Crabb, mgr.; has eight rides, eight concession games, penny arcade, coin machines.
Henderson—Lakeforest Park, owned by city; A. M. Wilkins, chrm; has three rides, concession games.

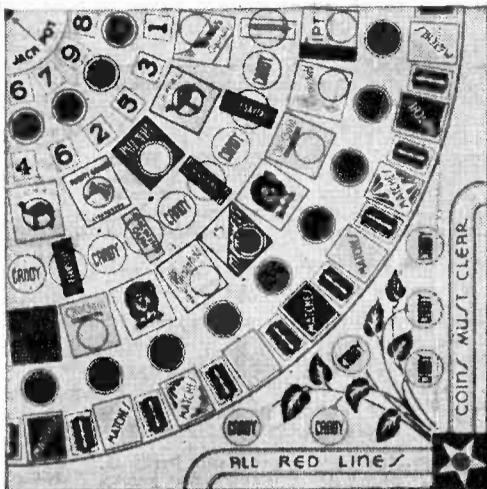
Houston—Playland Park, Louis Slusky, mgr.; has 12 rides, 40 concession games, penny arcade, coin machines; books attractions.
Lubbock—Witt's Playground Park, Bates Witt, mgr.; has eight rides.
Port Arthur—Pleasure Pier, T. J. Gillespie, mgr.; has 10 rides, eight concession games, pool, penny arcade; books orchestras and attractions.
San Antonio—Riverside Park, A. Obadal, mgr.; has 15 rides, concession games, pool.
San Antonio—Playland Park, James E. Johnson, owner; J. H. Delaporte, mgr.; has 14 rides, 15 concession games, penny arcade, coin machines.

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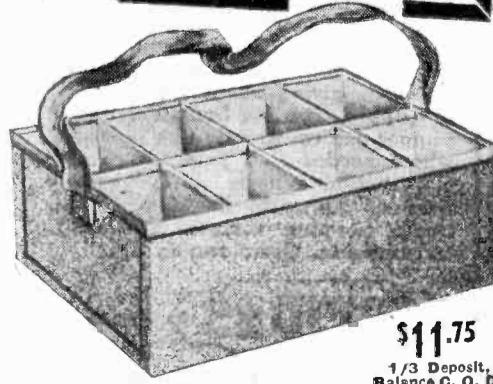
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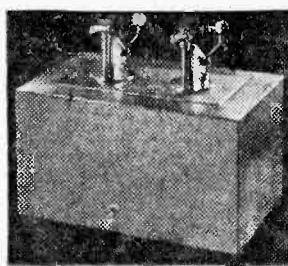
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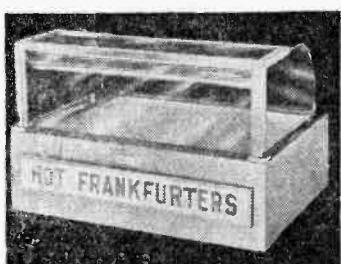
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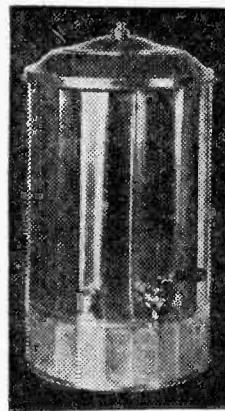
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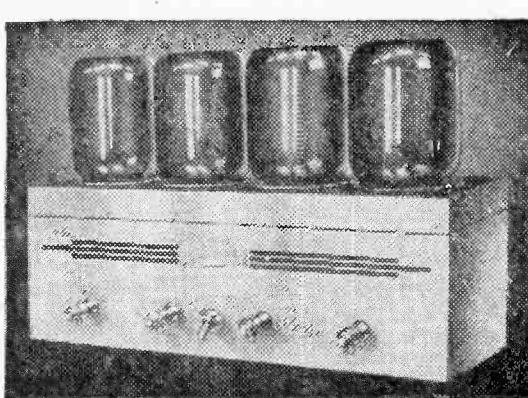


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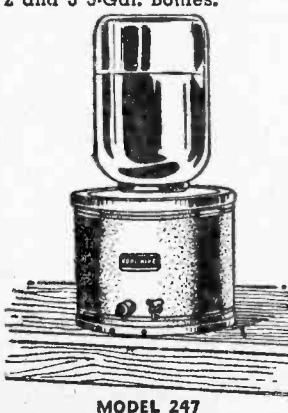
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Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

ALABAMA

Birmingham—Fairgrounds Amusement Park, Wailing Keith, mgr.; has rides, concession games; books attractions.

Beulah—Crystal Park, C. W. Patterson, owner-mgr.; has three rides, three concession games, rink, penny arcade. Detroit—Tashmoo Park at St. Clair Flats, Arlington R. Fleming, mgr.; has two rides, four concession games; books orchestras. Grand Haven—Hyland Gardens, R. W. Haynes, owner; Don W. Haynes, mgr.; has two concession games, beach, rink, arcade, coin machines; books attractions occasionally.

ARKANSAS

Hot Springs—Fountain Lake Park, C. E. Welshman, owner; has one concession game, pool, penny arcade; books orchestras occasionally.

Little Rock—Willow Springs Park, J. A. Jacobs, owner; has two concession games, pool, rink, penny arcade, coin machines; books free attractions.

CALIFORNIA

Guernewood Park—Guernewood Village, Jack W. Wright, mgr.; has two rides, eight concession games, rink.

Napa—Vichy Springs Amusement Park, Retzlaff and Harris, owners-mgrs.; has pool, rink; books orchestras and attractions.

COLORADO

Estes Park—Riverside Amusement Park, G. H. Gillan, mgr.; has five concession games, rink; books orchestras and attractions occasionally.

CONNECTICUT

Killingly—Wildwood Park, P. J. Sheridan, owner-mgr.; has beach, rink, coin machines; books orchestras and attractions. Rockville—Sandy Beach Park, George D. Bokis, owner-mgr.; has rink, penny arcade; books orchestras.

FLORIDA

Pensacola—Pensacola Beach, S. Moses, mgr.; has concession games, penny arcade, coin machines; books orchestras and attractions.

GEORGIA

Macon—Lakeside Park, Irving Scott, mgr.; has lake, coin machines; books orchestras. Macon—Ragan's Park, Will C. Ragan, mgr.; has three concession games, lake, rink, penny arcade, coin machines.

Savannah—Barbee's Pavilion and Park, Isle of Hope, Will M. Barbee, owner-mgr.; has pool, rink; books orchestras.

INDIANA

Evansville—Mesker Park, Metrey Yabroudy, mgr.; has six rides.

Hamilton—Circle Park, D. B. Waterhouse, mgr.; has two rides, four concession games, pool, rink, coin machines; books attractions.

La Fayette—Columbian Park, owned by city; Curtis Counterman, mgr.; has four rides, pool; books free attractions.

IOWA

Fort Dodge—Exposition Park, Armstrong Realty Co., owners; Jay Longstaff, mgr.; has pool, rink; books orchestras.

Ruthven—Electric Park, J. K. Maple, owner-mgr.; has lake, rink; books orchestras, pay attractions.

KANSAS

Wichita—Sandy Beach, Norris B. Stauffer, owner-mgr.; has four concession games, rink, penny arcade.

KENTUCKY

Ross (P. O. Melbourne)—Martz Playground, James B. Dwyer, mgr.; has four rides, two concession games, pool, coin machines.

MASSACHUSETTS

Palmer—Forest Lake Park, Linn A. Conger, mgr.; has one ride, beach, rink.

MICHIGAN

Benton Harbor—House of David Park, Chic Bell, mgr.; has two rides, five concession games, penny arcade; books orchestras and vaude acts.

OHIO

Alliance—Lake Park, R. D. Williams, mgr.; has two rides, four concession games, rink, Arcadia—Midway Park, Henry Mareches, owner-mgr.; has four concession games, pool, rink; books free attractions.

Canal Winchester—Edgewater Park, Chas. E. Gerling, owner-mgr.; has five concession games, coin machines.

(See Park List on page 66)

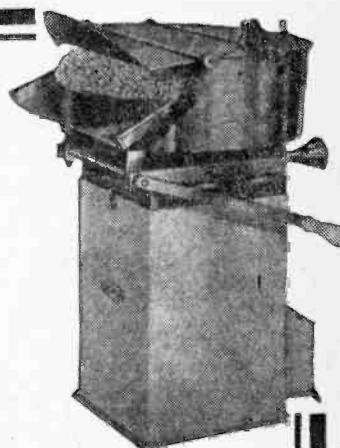
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Popcorn Biz Suffers With Growing Pains

By J. A. RYAN

AT THE recent convention in Chicago of the National Association of Popcorn Manufacturers, a prominent speaker said the retail value of popcorn sales in the United States reached the stupendous figure of \$186,000,000 in 1947. Truly this figure is stupendous. Whether or not it is correct, the fact remains popcorn has achieved a status which would be called "big business" in any industry.

Much of the growth of popcorn in public esteem has taken place in the past few years. Already popular among the American people in many parts of the country, it is now apparent that popcorn "has come to stay" and that it is destined to enjoy ever-widening acceptance throughout the United States and in foreign countries.

People Like It

People like popcorn. They like the crisp, crunchy, zestful feel of the lightly-salted kernel in their mouths, its tantalizing flavor, the impression of delicious bulk without weight—and, moreover, they like the "muckle for a nickel," as the Scotsman would say, which means their full money's worth for the price of a box of popcorn. And whether it be served directly from the popping machine or from a warmer, they like their popcorn fresh and hot. Hearken to this and remember it, all ye who sell popcorn to the American public!

The popcorn industry is suffering growing pains, as is the case with any product whose growth in popularity has been so phenomenal in such short time. Much has been done, and much remains to be done, in all channels of production and distribution, to bring to an eagerly-waiting public the finest possible popcorn in adequate quantities at reasonable cost and with fair profit to all.

The continuing research done by Iowa State and Purdue universities already has accomplished much in the development of hybrid types of popcorn, looking toward early maturity, weather resistance, tender, flavorful kernels and greater popping volume. The Popcorn Processors' Association is constantly striving for better methods of harvesting, curing, grading, storage, packaging and distribution. The National Association of Popcorn Manufacturers, with its ever-growing membership, has done yeoman service in the development of harmonious trade relations and practices among buyers and sellers of popcorn; better storage and handling methods at the final point of use and, above all, improvement in popping procedures, to the end that the product may reach the consumer in its finest form thru the combined and constructive efforts of all segments of the industry.

Tester Developed

Not the least of the accomplishments of the National Association of Popcorn Manufacturers is the development, by one of its committees, in co-operation with a committee of the Popcorn Processors' Association, of the official volume tester, a machine which measures the popping volume of popcorn. This machine eliminates the confusion, guesswork, and all too often, misrepresentation, in the important matter of popping volume so frequently encountered in the buying and selling of popcorn.

This association has fostered the development and use of the common,

easily-obtained infra-red ray lamp for keeping popcorn hot and crisp after it is made. Its frequent bulletins on subjects of timely interest, and its popular monthly magazine, the *Popcorn Merchandiser*, keep members constantly informed of improvements in the industry. Anyone connected with the popcorn industry can become a member of the association, whose executive office is at 110 North Franklin Street, Chicago.

Little is known of the efforts of salt manufacturers to produce a finely grained salt, especially for popcorn; of the box makers to provide paper boxes that will not transfer their flavor to the popcorn when packed; or of the popcorn machine manufacturers to make machines practical as well as beautiful to the eye, as nearly automatic in operation as can be devised, and yet providing hot, crisp, delicious popcorn at the moment of sale.

All Do Part

All of these unsung disciples of American ingenuity have done their part in the quest for better popcorn. And to them should be added the manufacturer of seasoning, whose technical research and market surveys have produced liquid seasoning of domestic materials, so that never again need the popcorn industry be dependent on foreign oils, which may be cut off in case of war, as happened within recent memory. Packed in small containers which are easy for operators to handle, liquid seasoning pours easily, measures accurately, and needs no preheating or melting before use. It easily takes the high heat required in popping corn, so that best results can be obtained without worry about flash. This is truly a remarkable contribution to better popcorn with low-cost operation.

But what of the individual corn popper, located in a theater lobby, amusement park stand or elsewhere? Too often, unfortunately, the best scientific efforts of those who precede him in the channel of distribution are frustrated. Whether this is due to his ignorance, carelessness or greed is of no consequence. It is worth observing in this connection that almost invariably the poorest popcorn is most expensive in the end and, in its effect on consumers, harmful to the entire industry.

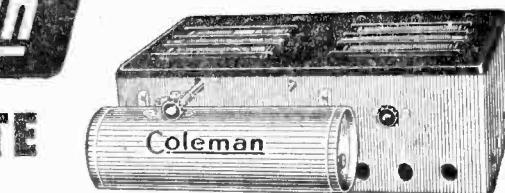
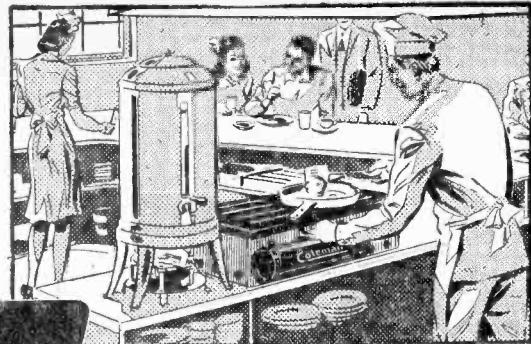
Are the machine and attendant dirty in appearance? This is enough in itself to keep customers away. It is only from sales that profits can be calculated. I recently spoke to a man who had a popcorn machine on the sidewalk of a main street in the large Midwest city, a manufacturing area where purchasing power is high and derived from skilled workers. He said business was poor; he didn't know what had happened to the popcorn business. One look at his machine and himself was enough to find the reason. He did not know the age of the machine; it was there when he bought the place eight years ago. Filthy in the extreme, it possibly never had been cleaned since he arrived. The popping mechanism was covered with a thick brown film, speckled with particles of chaff. The glass windows were dirty and the inside space half filled with popcorn that appeared to be mostly "old maids."

The man's personal appearance (See *Popcorn Biz* on page 65)

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ANYTIME
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Coleman

HOT PLATE



for Lunch Counters,
Hot Dog and Hamburger Stands

This Coleman Hot Plate fills the bill for short-order restaurants and counters. Two big burners—Band-a-Blu type—big cooking space—light instantly, regulate instantly! Cooks just like a city-gas stove . . . makes and burns its own gas from clean untreated gasoline. Use it anywhere; no hook-ups necessary. Hinged top for easy cleaning. Removable fuel tank with built-in pump. Perfect as an auxiliary stove or for extra orders in rush hour. Two models—one has a giant and two standard burners! At leading hardware stores. Write for illustrated booklet—use coupon.

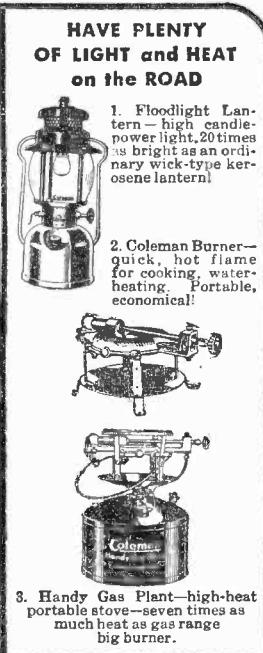
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— POPCORN PROCESSORS —

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ST. LOUIS 2, MO.

ALTHO PARKS and a number of fairs have long known the value of vending machines, either as primary or auxiliary merchandising equipment, outdoor showbusiness has been slow to capitalize in vending. And the vending machine industry, with its developments still held back by a combination of high prices and shortages, seems only partly aware of the great potential offered by all types of outdoor amusement enterprises. As production of vending units increases and outdoor amusements look to new ways to boost their grosses, vendors are likely to play a large part in merchandising a wide variety of products now handled less efficiently at outdoor concessions.

The vending machine's two strongest points are its ability to sell merchandise cleanly and efficiently, and its attraction for the impulse buyer. Fair and park concessionaires will undoubtedly find, as have concessionaires in large industrial plants, that vending units, scattered strategically where they are most likely to attract the eye, will hypo revenue by making sales which could not otherwise be made. The popcorn vendor, for instance, requires no attendant and can be placed in any spot no matter how remote from the concessionaire's main stand. It seems likely, too, that vending machines can do a job for circuses and carnivals altho their use here probably would be more limited than in the more stationary amusements.

Nearly Foolproof

Of all the many types of merchandise vending machines, popcorn venders, which have been engineered to near-perfection and are among the most readily available types, are most likely to attract the showman because they are nearly foolproof and therefore call for the least amount of service and repair. Popcorn vending is one of the fastest growing phases of automatic merchandising, partly because of the remarkable progress made in popping and storing popcorn.

Before the war, popcorn vendor manufacturers were concentrating their attention on fully automatic units which would pop the corn after the customer had inserted his coin. The novelty appeal of the vendor, as might be imagined, was strong,

Mechanical Grab Stands Via Coin Slot on Horizon

By DICK SCHREIBER

but the completely automatic venders had little success before the war. Biggest drawback was the popping oil. No matter how carefully the machines were operated or how thoroly they were cleaned, the odor of oil was strong. Then, too, because the machines were completely automatic they required a great deal of service attention.

Pre-Pop Venders

Following the war, the popcorn vendor market saw the introduction of pre-pop venders, machines which merely dispensed corn which had already been popped at a regular popping factory. At present, seven manufacturers are in production with pre-pop venders, and quantity deliveries are being made. One firm, Viking Tool, brought out a new, improved completely automatic machine.

The pre-pop units have virtually eliminated waste, since properly popped and packaged corn can be kept fresh and crisp for an almost indefinite period. One manufacturer, Auto Vend of Dallas, has set up two large popping centers, one in Philadelphia and the other in Jacksonville, Fla., from which popped corn, ready for sale, is shipped to buyers everywhere.

The post-war, pre-pop vender is a small unit. Most models stand approximately five feet high. Because of their size and relatively light weight they are easily transported from one spot to another—another factor which should make them attractive to outdoor concessionaires. The pre-pop units range from a low

of under \$100 to approximately \$200 for the large machines.

Develops Slowly

Drink vending units make excellent companion pieces for any popcorn operator, but the drink vendor field has developed more slowly than popcorn. Cup venders probably have attracted more attention than any other single type of post-war vending machine. Nearly 20 manufacturers are now competing, or getting ready to compete, for the cup-type dispenser market. Prices of the units are high, ranging from a low of approximately \$900 to over \$2,000. As might be expected, the cup machine requires more mechanical attention, more servicing than the simpler popcorn machines.

Because they are able to serve drinks quickly and in quantity, capacity runs up to 1,000 drinks at one filling, the cup type vender is likely to be a favorite with concessionaires in parks and at fairs. Units now being produced are heavy and bulky and could not be easily transported from one stop to another, so their use would seem to be somewhat limited. For the park or fair concession, however, the cup vender offers an answer to the bottle problem, and enables the operator to dispense drinks quickly and cleanly. Every drink is made on the spot, and the venders are able to dish out soft drinks far faster than a man behind a counter can uncork bottles and pour their contents into paper containers.

Should Prove Boon

Hot sandwich machines, offering a choice of three freshly cooked sandwiches, should one day prove a real boon to outdoor events. But the hot sandwich machine, a complicated vender to begin with, has had a difficult time since 1946 when the Automatic Canteen Company of America, Chicago, put the first one out on location at Chicago's Municipal Airport. Canteen has a contract with

General Electric which calls for GE to make the hot sandwich machines under Canteen patents. In turn, Canteen sells the units only to Canteen franchise holders, long established concerns which operate nothing but the parent company's venders. For all practical purposes, the Canteen sandwich machine will never be available for other than franchise holders.

A second company, Dog in the Kennel, Denver, hopes to get into production with a similar hot sandwich machine in July. No price has been set on the equipment, and it obviously will be about a year before concessionaires can hope to purchase even a few hot sandwich dispensers.

Antenn Coffee Venders

Coffee venders, which may one day lighten the counterman's job, are in production with one company, Rudd-Melikian, Philadelphia, currently leading all others. The firm is not able to fill orders immediately but is allocating its production according to territories. Rudd-Melikian's vender, called Kwick-Kafe, uses a liquid coffee, liquid sugar, and condensed cream which will not sour. A total of seven firms have announced their intention of producing a hot coffee machine. One of them, Coffee Vendors of America, Chicago, plans to have its coffee brewed ahead of time in much the same manner as the pre-pop popcorn operation is handled. Others plan to use pellets which are pulverized and dissolved in hot water.

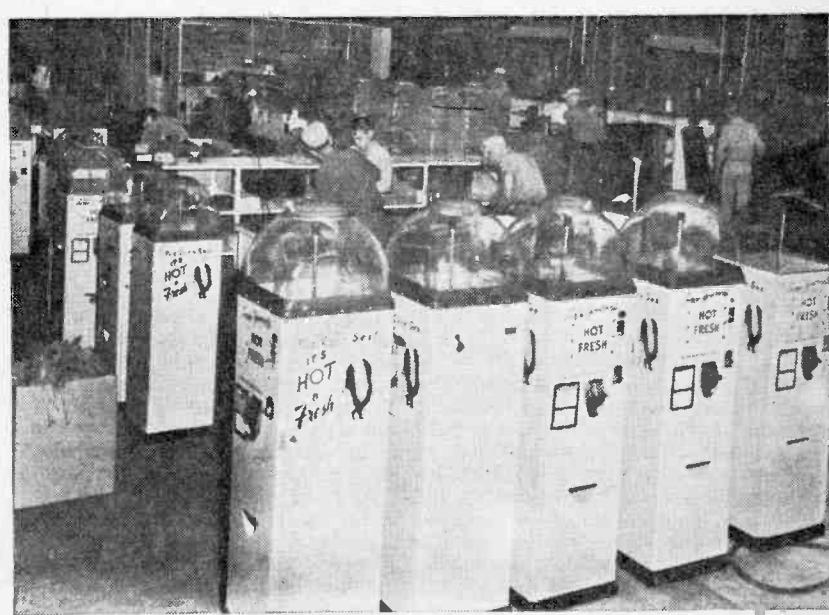
Knapway Devices, Kansas City, Mo., is reading production on a cup vender which can be used to vend either hot coffee or hot soup. Both coffee and soup are made on the spot from small pellet concentrates. The Coffee Vendors machine, not yet in production, will be sold with a combination doughnut vender, selling packaged doughnuts at a nickel each.

Coin Changers in Market

Coin changers, there are now 10 manufacturers in this field, are another post-war development, are the standard or service-type, which merely give correct change and do not dispense merchandise. Both electric and manual changers are being produced and operators have found wide uses for them. Drugstores, for example, find a coin changer near a battery of pay phones means that less of the cashier's time will be spent breaking dimes and quarters into nickels. Arcade proprietors have discovered a couple of well-placed coin changers stimulate play. Since they are lightweight and compact, coin changers should interest the outdoor showman.



COIN CHANGERS, lightweight and compact, may have wide use in the outdoor show field. The changers are now being used by arcades. There are 10 manufacturers in the field.



POPCORN VENDERS, pre-pop venders like the ones shown here on Auto Vend's (Dallas) production line, are trouble-free, relatively low priced, and should be attractive to outdoor show people.

POPCORN BIZ SUFFERS WITH GROWING PAINS

(Continued from page 63)

matched that of his popping machine. Yes, business was poor. One can only wonder how many customers were nauseated by the sight, and their appetite for popcorn lost by the time they arrived at a beautiful theater a few doors away, where the popcorn machine and attendant were attractive and tidy in appearance.

Keep It Fresh

Is the popcorn hot, fresh, and crisp? There is nothing worse than cold, soggy popcorn to drive customers away; too often users of popcorn have been permanently lost to the industry by this cause alone. Recently a woman who had been brought up in Minnesota, but had moved east, was heard to remark that she had given up trying to find the kind of popcorn she enjoyed so much at home. There is no reason why this lady could not get as good popcorn anywhere in the country as she had in Minnesota. Let it be remembered that for one customer who will kick, there are a hundred who will quit using the product without bothering to register a complaint.

What can the individual corn popper do to capitalize on the growing popularity of popcorn?

First: If he has an old, outworn machine, he should discard it and get a modern model. They are not only more attractive in appearance and will bring customers to him, but they also are more efficient and less expensive to operate. Many machine manufacturers offer fair trade-ins. At any rate, the profit in popcorn justifies the most modern equipment, to say nothing of the critical opinion of the customer.

Second: The operator, or attendant, should be alert, attractive in appearance, and well-groomed, preferably in uniform, which should be changed daily.

Third: Both machine and operator should be clean. They are selling a food product, and sales will be measured largely by the impression they give to customers.

Fourth: The ingredients. The corn popper will stand or fall on these, of course. What will it profit a man to purchase a modern machine, staff it with the right kind of personnel, and then buy his supplies at the cheapest price he can get? He will find it but, as in everything else, he will get only what he pays for. There are no more "smart alecks" in business, but only reliable, well-known brands of corn, seasoning, salt and boxes, made by manufacturers who back their products with their reputation and with national advertising.

Fifth: Popping procedures. These are important, as good corn is frequently spoiled by improper handling. Also, good corn is often ruined by the wrong kind of seasoning, or too much or too little of the right kind.

Follow These Rules

Follow these simple rules in the order named:

A. The day's supply of corn and seasoning should be kept at room temperature for some time before using them. Do not attempt to start popping corn while the corn and seasoning are cold, or have been recently removed from cold storage. Keep the corn at all times away from steam pipes, heating vents, and conductors, where it will quickly dry out and lose its vital moisture content.

Be sure of adequate heat in the machine to pop the corn properly. If you use electricity, get a cable large enough to carry the required power for the high temperature required in the popping kettle. If you use gas, make certain that the supply lines and burners will maintain the desired popping temperature. Constant flow of gas at good pressure is essential.

B. Heat the popping kettle to the temperature recommended by the manufacturer (470 degrees to 500 degrees F.). Insist on this; otherwise the corn will not pop and much will be wasted.

C. Measure the seasoning accurately (not less than three ounces nor more than four ounces to each 12 ounces of corn).

Place the seasoning in the popper and heat it until smoke appears. Besides seasoning the corn, an important function of the oil is to surround each kernel of corn with hot oil, thus sealing the moisture in the kernel until the moment of popping.

If too little seasoning be used, some

of the corn will not pop; you cannot sell "old maids"! If too much be used, only part of it will adhere to the corn; the remainder will stay in the kettle, and successive occurrences will cause the heat to carbonize the oil and blacken the kettle. Most soiled and blackened kettles are caused by using too much seasoning or the wrong kind of seasoning. This is the most expensive ingredient; get the right type and do not waste it!

D. Assuming that you use only popcorn salt made especially for the purpose, mix this with the popcorn according to the taste of your customers, and place in the popping kettle. Do not overload the kettle; use only the quantity of corn per batch that is recommended by the machine manufacturer.

E. The temperature of the kettle will drop with each batch of corn popped. See to it that the tempera-

ture is again raised to the popping point before starting another batch.

F. After each day's operation, clean the kettle and machine thoroly, following the directions of the manufacturer.

The motivating force in popcorn operations, as in any other business, is the opportunity for profit. This is found in the final sale, not in the initial cost of poor equipment nor the cheapest corn, seasoning, and other supplies. The test of good corn is popping volume, flavor and texture, never the price. Likewise, the test of good seasoning is its ability to stand the high temperatures required for good popping volume, the flavor or "seasoning" it imparts to the corn, and convenience in handling. The difference in cost between the best and cheapest corn and seasoning is slight indeed, when applied to the final sale of a box of finished popcorn.

ONE-WAY AUTOMATIC Bottle Smasher

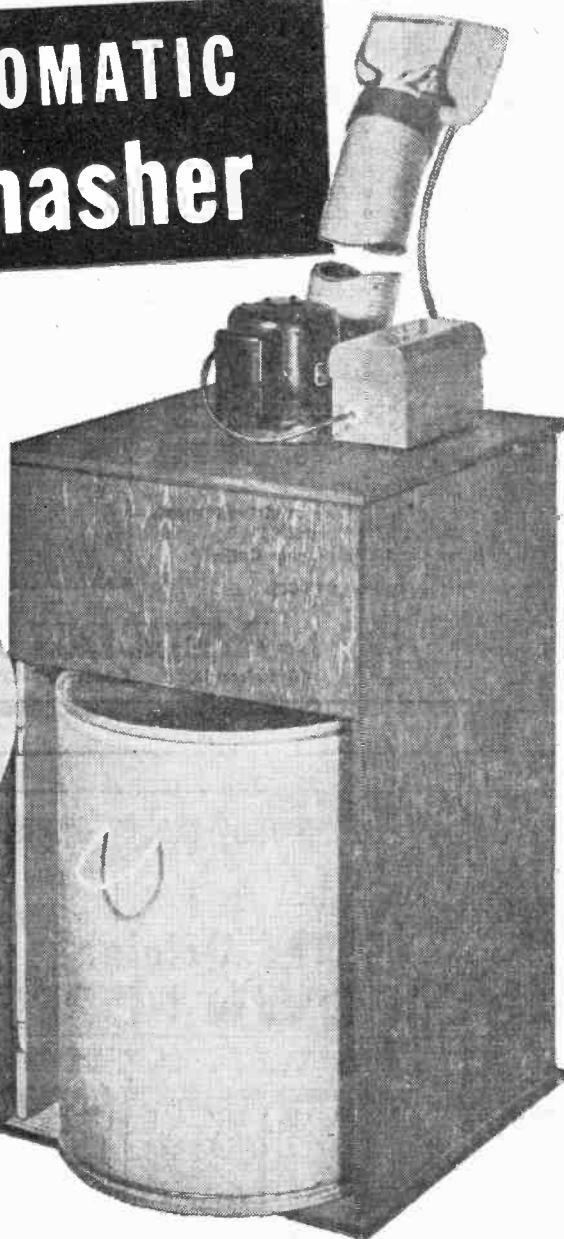
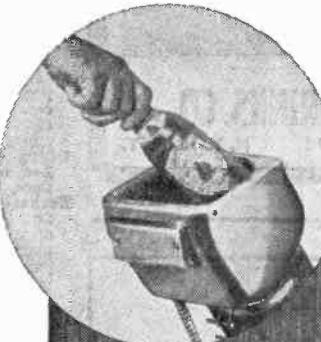
ENDS YOUR BOTTLE DISPOSAL
PROBLEMS IMMEDIATELY

Bottle Smasher
Complete With Drum.
\$260.00

F. O. B. Milwaukee, Wis.

HERE'S ALL YOU HAVE TO DO

Drop any size bottle up to 4" in diameter into the handy hopper of the "One-Way" behind your counter. As soon as the bottle depresses the hopper cover a half inch, a pneumatic timer-relay starts the 1/6 h.p. motor that puts in motion the smasher arms as the bottle slides down the flexible steel tube. The bottle is instantly broken into pieces no larger than a quarter and drop into the removable drum in the cabinet. Remove drum and empty, then replace.



Durably, sturdily built for years of service.

1/6 h.p. motor, full ballbearing sealed for life, no oiling or servicing required. Hopper of rust-proofed steel with cover. Tube 10 ft. flexible, 5" in diameter. Cabinet of treated moisture resistant plywood, will not warp or deteriorate.



With this new "One-Way" bottle smasher you avoid danger of cutting from glass when using other methods of breaking.



Piling up empties in basement or work of breaking up bottles later eliminated.



Tedious work of destroying revenue stamps on empty bottles unnecessary when you use the bottle smasher.

WISCONSIN DELUXE CO.

1902 NORTH 3RD STREET MILWAUKEE 12, WISCONSIN

PROFIT SENSATION!

Serve Fresh Fruit Tropical Drinks
No Artificial Flavoring

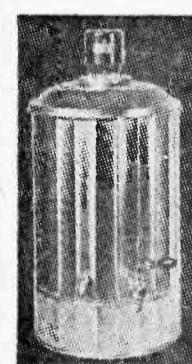
	Per Gal.
ORANGE (Pulpy Type made from fresh fruit)	\$1.45
GRAPE (Grape Champagne made from pure grape juice)	1.55
PINEAPPLE (Pina Colada made from fresh pineapple)	1.55
PAPAYA (Made from fresh fruit)	1.55
COCONUT MIX (Made from fresh coconut) 50¢ PER POUND	
Packed in 50 and 100-lb. drums	

BUY FROM THE PIONEERS IN THE SYRUP BUSINESS, CATERING TO THE OUTDOOR TRADE,
EVERY CUSTOMER A SATISFIED ONE

Deposit 25% with order, balance C.O.D. All prices F.O.B. New York City.

Nothing makes money like delicious drinks! 500% profit on PINA-COLADA, PAPAYA, GRAPE, ORANGE — 800% profit on Coconut Whip! People just have to repeat many times a day — and with these drinks they'll swamp you.

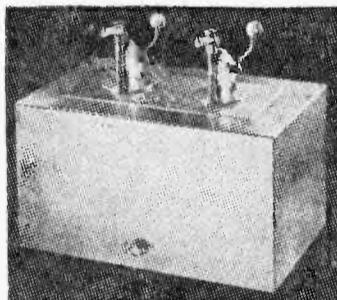
One gallon of these syrups mixed with five gallons of ice-cold water makes six gallons of delicious and refreshing fruit drink.
Sample Gallon . . \$2.00
Sample Coconut . .
Per pound . . 1.00
(Formula with order)



FRUIT DRINK DISPENSERS

Stainless Steel

- Modernistic Design.
- Cork Insulated. Ample Ice Space. Keeps Drink Extremely Cold.
- Made of Heavy Gauge Stainless Steel.
- Cannot Go Out of Order.
- Always Keeps Its Brilliant Lustre.
- Contents: 5 Gals.; 15" diameter, 25" high. Also made for 12 Gals.
- 1/20 HP. AC or DC Motor and Agitator. Also without motor but with hand agitator.
- Prices furnished upon request.



TWO PUMP STAINLESS STEEL DRINK DISPENSERS

Containers of Stainless Steel.
Capacity: 6 gallons each. Cork insulated throughout.
Length, 30"; Width, 17"; Height, 15½".
Also Made in One and Three Pump Units.

Prices upon request.

Complete line of decorations such as tropical grasses, coconuts, pineapples, palm leaves and all other tropical accessories.

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BROWN POPPER



The Center Of Attraction In Any Town!

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BUILDERS OF

MID-KRAFT BOATS AND MID-KRAFT TRAILER HOMES . . .

CUSTOM-BUILT CONCESSION TRAILERS . . .

THE POPULAR 4'x8' POPCORN STAND . . .

ALSO THEATER, CONCESSION AND CUSTOM-BUILT MODELS

EAST WARREN ST. MIDDLEBURY, INDIANA

Supplementary Park List

(Continued from page 62)

Cleveland—Cleveland Zoological Park, owned by city; Fletcher A. Reynolds, dir.; has one ride; books orchestras and pay attractions occasionally.

Cochecton—Cochecton Lake Park, James E. Rice, mgr.; has pool, penny arcade; books orchestras.

Mentor-on-the-Lake—Menton Beach Park; has two rides, 10 concession games, rink, penny arcade; books orchestras.

New Philadelphia—Tuscarora Park, owned by city; Harold E. Meese, mgr.; has two rides, one concession game, pool, rink, penny arcade, coin machines; books orchestras and attractions.

OKLAHOMA

Enid—Hellums Park, Ada Mae Brown, mgr.; has two slide boats, concession games, pool, rink.

Lawton—Doe Doe Park, William Hutchins, mgr.; has pool, rink; books free attractions.

PENNSYLVANIA

Bloomsburg—Columbia Park, Thomas Shaffer, mgr.; has pool, rink, penny arcade.

Brickerville—Tall Timbers Park, J. Himmelberger, mgr. (R. D. 2, Lititz, Pa.); has two rides, 15 concession games, coin machines; books orchestras and attractions.

Cannonsburg—Willow Beach Park, Dominick Falconi, owner; Patsy Verona, mgr.; has four concession games, pool, rink; books orchestras and attractions.

Chambersburg—Lincoln Park on Route 30, R. K. Spidle, owner-mgr.; has two rides, 10 concession games.

Elwood City—Rocky Point Park, Ray Daellenbach, bus. mgr.; Naunty Nastas, mgr.; has three concession games, beach; books orchestras, pay and free attractions.

Hanover—Willow Beach Park, Dave Witmer, owner; Hyles Hagy, mgr.; has two concession games, pool, rink, coin machines.

Higgins—Dell Lake Park, Herman C. Otto, owner; has two rides, five concession games, pool, books orchestras and attractions.

Lancaster—Maple Grove Park, Little Eby Coho, owner; Dan Templeton, mgr.; has pool, rink.

McKeesport—Rainbow Gardens, L. R. Travis, mgr.; has pool, rink, penny arcade.

Parkesburg—Parkesburg Amusement Park, J. W. Talley Jr., owner; Russell P. Pyott, mgr.; has rides, concession games, rink; books orchestras, attractions.

Pennsburg—Sleepy Hollow Ranch Western Amusement Park, Ken and Dan Newman, owners-mgrs.; has two rides, 10 concession games; books pay attractions.

Somerton, Philadelphia—Somerton Springs Park, Vernon D. Platt, mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras and attractions at times.

Union City—Marquesian Beach Park, C. Max Lee, owner-mgr.; has four concession games, pool, rink, penny arcade, coin machines.

Yerkes—Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attractions.

RHODE ISLAND

Oakland Beach—Oakland Beach Midway, Joseph L. Carrolo, mgr.; has one ride, six concession games, rink, penny arcade.

SOUTH CAROLINA

Charleston—Riverside Beach Park for Negroes, E. A. Hamilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.

TENNESSEE

Columbia—Mid-State Fair Park, George L. Buchna, mgr.; has three rides, 12 concession games, rink, coin machines; books orchestras and attractions.

Memphis—East End Park, Harrison Scheuner, owner-mgr.; has pool, rink.

Memphis—Rainbow Lake Amusement Co., Joe Pieraccini, mgr.; has pool, rink.

TEXAS

Cisco—Lake Cisco Amusement Co., Bill Berry, mgr.; has pool, rink; books orchestras and attractions.

Fort Worth—Casino Park, George T. Smith, mgr.; has coin machines; books orchestras, floorshows.

Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has five rides, pool, concessions, zoo.

UTAH

Salt Lake City—Sunset Beach, Ira Dern, owner; Phil Dern, mgr.; has five concession games, coin machines; books orchestras and attractions.

Salt Lake City—Black Rock Resort, Elmer K. Aagaard, mgr.; has nine concession games, penny arcade, coin machines; books orchestras.

WEST VIRGINIA

Morgantown—Riverside Park, S. C. Reynolds, owner-mgr.; has pool, coin machines; books free attractions.

New Cumberland—Mineral Springs Park, D. C. Pease, owner-mgr.; has pool, rink, penny arcade, coin machines; books attractions.

WISCONSIN

Chippewa Falls—Wissota Beach, E. C. Cote, mgr.; has one ride, two concession games; books attractions.

Hortonville—Dyne's Resort, E. A. Buchman, owner-mgr.; has one concession game, pool, ice rink, coin machines.

Racine—Beachland Park, Reg. Freeman, owner-mgr.; has three concession games, rink, penny arcade, coin machines; books orchestras.

FREE!!

\$100.00 WORTH OF
POPCORN SUPPLIES

FOR A LIMITED TIME ONLY!

LAST CALL

With the purchase of a NEW

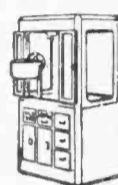
1948 VIKING DE LUXE POPCORN MACHINE

You receive

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Carnival Industry Growing Up

By Max Cohen

General Counsel, American Carnivals Association, Inc.

WHILE exact statistics are not available and one must rely on estimates based on sound judgment, it is certainly evident that what is now regarded as a substantial industry has come a long way from the catch-penny affair which blossomed forth as the first carnival about 50 years ago.

Just how substantial the carnival industry is today can be gleaned from admission tax figures made available by the government. The last figures released indicate that during 1948 approximately \$400,000,000 was received by the federal government in admission taxes, and that of that amount approximately 10 per cent was collected thru the carnival industry. This amounts to \$40,000,000 and, knowing that this represents a 20 per cent tax, it is easy to compute that shows and rides in the carnival industry during 1946 grossed \$200,000,000.

Concessions Not Included

The figures do not consider receipts from concessions, since such receipts are not subject to federal tax. Estimating that concessions on the average equal about one-third of gross receipts, it is easy to see that during 1946 the industry did an estimated business of over \$267,000,000.

In appraising the growth of the carnival industry, recognition should be given to the fact that as of the last operating season there were roughly 300 shows on the road, including units large and small. While approximately two-thirds of the active industry is now represented in the membership of the American Carnivals' Association, it is desirable, for practical purposes, to think in terms of the industry as a whole.

Consideration of the number of individuals involved will also give some clue to the size and importance of the industry. Our best estimates indicate that the average show carries about 125 persons, and with 300 shows on the road, we find by simple calculation that in manpower the industry represents about 37,500 people within the United States alone.

Big Buying Power

From the foregoing, it will readily appear that not only are the individuals in the industry a substantial buying power as individuals, but that the

industry in itself is a tremendous buying power in the public market place of commercial commodities. We do not know, nor are there figures available, the dollar value of the average show's purchases in paint, rope, wire, mechanical equipment, transport equipment and the thousand and one items that go to make up an average operating unit. Even simple reflection will indicate that the amount is a tremendous figure. Particularly is this apparent when one considers that it has been customary in the industry to plow back into improvements a substantial part of each year's earnings. On the basis of the information above, it is a reasonable estimate, in our judgment, to say that the annual buying power of the industry is upward of \$100,000,000.

We feel that the enormous buying power of the industry reflected in the large purchase of materials and supplies cannot be overemphasized. The past has indicated that the estimates above referred to are reasonable.

Needs Plentiful

The future needs of the industry, in our humble judgment, will exceed those of the past, for while it may not be apparent at first glance, we are cognizant of a continuing modernization program thruout the industry which will involve many new materials and an infinitesimal number of changes in method and procedure. Already it is apparent that much thought is being given to the modernizing of rides, the streamlining of physical equipment and the improvement of lighting effects. Here and there is even evidence of some change in the type of structures housing attractions. This progress is operating at a good pace, and we feel that the tempo of improvement will be considerably increased in the coming years.

All of the factors would seem to indicate that the carnival industry is growing up, and with the rate of progress being made at present, it is not at all fanciful to predict that in the not too distant future, the industry will have attained majority and will take its place alongside many other industries that started from humble beginnings.

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RODEO DATES

(Sanctioned by the Rodeo Cowboys' Association)

APRIL

Douglas, Ariz., April 2-4, 5 events \$300 each, total \$1,500, 3 perfs. F. W. Sharpe Jr., secy., Douglas Rodeo Association.

Phoenix, Ariz., Jay-Cee Annual Rodeo, April 9-11, 6 events, including team tying, \$1,600 each, total \$9,600, 6 perfs. Roger S. S. Hagel, rodeo chairman, 1021 N. First St. Robstown, Tex., April 10-11, 5 events \$150 each, total \$750, 2 perfs. Charles Whitney, Raymondville, Tex., producer.

Raymondville, Tex., April 16-18, 5 events \$225 each, total \$1,125, 3 perfs. Charles Whitney, producer.

Red Bluff, Calif., Red Bluff Round-Up, April 17-18, Saddle Bronk, \$1,000, Bareback Riding, Bull Riding, Bulldogging, Calf Roping, Steer Roping, \$800 each. Wild Horse Race, \$300; total, \$5,300, 2 perfs. E. L. Hart, secy.

San Antonio, Jay-Cees Rodeo, April 21-25, 5 events \$750 each, total \$3,750, 5 perfs. Storey & Wood, producers, T. Brooks Wood, 647 Main Ave., San Antonio. H. D. Storey, Cotulla, Tex.

Guthrie, Okla., April 21-22, 4 events, no bareback, \$400 each, total \$1,600, 3 perfs. Beutler Bros., Lynn Beutler, manager, Elk City, Okla., producers.

Okemah, Okla., April 21-22, 5 events \$200 each, total \$1,000, 2 perfs. Jim Brazeel, c/o Public Service Company, secretary.

Oklahoma City, Capital Hill Rodeo, April 22-24, 5 events \$450 each, total \$2,250, 3 perfs. Beutler Bros., Lynn Beutler, manager, Elk City, Okla., producers.

Lone Pine, Calif., April 24-25, 6 events, including Team Roping, \$200 each, total \$1,200, 2 perfs. Walter Jones, secretary, Lone Pine Stampede.

Clovis, Calif., April 24-25, 6 events, including Team Tying, \$300 each, total \$1,800, 2 perfs. Herman J. Smith, treasurer, Clovis Rodeo Association.

Sangus, Calif., April 24-25, 5 events, \$500 each, Team Roping, Wild Cow Milking \$200 each, total \$2,900, 2 perfs. William G. Bonelli, manager, Rt. 1, Box 4, Andy Jauregui, producer, Newhall, Calif.

Oakdale, Calif., May 2, saddle bronk, Calf Roping, Team Roping, Bull Riding, Cow Horse Contest, \$100 each, total \$500, 1 perf. John Bowman, Rt. 2—Box 5, producer.

Vernon, Tex., Santa Rosa Round Up, May 4-9, 5 events \$850 each, Wild Horse Race \$600, total \$4,850, 6 perfs. John Biggs, mgr., Beutler Bros., Lynn Beutler, mgr., Elk City, Okla., producers.

Sonora, Calif., May 9, 6 events, including Team Roping, \$200 each, total \$1,200, 1 perf. Lowell D. Bell, president, Mother Lode Rodeo Association.

Wetumka, Okla., May 14-16, 6 events, including Steer Roping, \$300 each, total \$1,800, 3 perfs. Frank Autry, Rt. 2, producer.

Alpine, Tex., May 14-16, 5 events \$300 each, total \$1,500. Raymond Quiggle, Box 246, Marathon, Tex., producer.

Salina, Kan., May 21-23, 5 events @ \$150 day money. Number of performances not set; will be either four or five. Emmett C. & Ken Roberts, Strong City, Kan., producers.

Burnet, Tex., May 27-29, 4 events, no saddle bronk riding, \$200 each, total \$800, 3 perfs. Edgar Seldensticker, secretary-treasurer.

Olathe, Kan., May 28-30, 5 events \$600 each, Wild Horse Race \$400, total \$3,400, 4 perfs. Betty E. Gras, secretary, Chamber of Commerce, E. C. & Ken Roberts, Strong City, Kan., producers.

Dayton, Wash., Dayton Days, May 29-30, 5 events \$300 each, total \$1,500, 2 perfs. Merle Gwinn, secretary, Columbia County Racing Association.

Neligh, Neb., May 29-30, 6 events, including Cow Milking, \$300 each, total \$1,800, 3 perfs. Bob Ray, secretary. Walter Plugge, Walthill, Neb., producer.

Colby, Kan., May 29-31, 5 events \$300 each, total \$1,500, 3 perfs. E. L. Garrett, secretary, Colby Saddle & Bridle Club, Levant, Kan.

JUNE

Bay City, Tex., June 2-4, 5 events \$150 each, total \$750, 3 perfs. Melvin Harper, Buckeye, Tex., producer.

Llano, Tex., June 3-5, 4 events, no bareback, \$250 each, total \$1,000, 3 perfs. Alex Hardin, mgr., Llano Rodeo.

Kingman, Kan., June 3-5, 5 events \$300 each, total \$1,500, 3 perfs. Paul Long, Box 338, Alden, Kan., producer.

Strong City, Kan., Flint Hills Rodeo, June 4-8, 6 events, including Wild Horse Race, \$500 each, total \$3,000, 3 perfs. Mel V. Provost, secretary, E. C. & Ken Roberts, Strong City, Kan., producers.

Colville, Wash., June 5-6, 5 events \$300 each, total \$1,500, 2 perfs. Vern W. Workman, chairman, American Legion Rodeo.

Tulare, Calif., June 5-6, 6 events, including Team Roping, \$450 each, total \$2,700, 2 perfs. M. W. DelRe, Box 183, Tipton, Calif., producer.

Santa Maria, Calif., Elks Annual Rodeo, June 5-6, 6 events, including Team Roping, \$200 each, total \$1,200, 2 perfs. H. L. Tilley, secretary, P. O. Box 195.

Hagerman, N. M., June 11-13, 5 events \$200 each, total \$1,000, 4 perfs. Corky Andrus, Box 11, producer.

Livermore, Calif., June 12-13, Saddle Bronk \$1,000, Bareback Riding, Bull Riding, Bulldogging, Calif. Roping and Team Tying \$700 each, total \$4,500, 2 perfs. Al Bonne, president, Livermore Rodeo.

Kearney, Neb., June 12-13, Rustlers Riding & Roping Club Rodeo, 5 events \$200 each, total \$1,000, 2 perfs. Fred Geist Jr., secretary, 1900 Central Avenue.

Buhl, Idaho, June 18-19, 6 events, including Wild Cow Milking \$250 each, total \$1,500, 2 perfs. W. Lee Howard, secretary, Buhl Rodeo Association.

AUGUST

Great Falls, Mont., North Montana State Fair and Rodeo, August 2-7, 5 events \$1,000 each, total \$5,000, 5 perfs. Dan P. Thurber, secretary-manager.

Pretty Prairie, Kan., Booster Club Rodeo, August 3-5, 5 events \$500 each, total \$2,500, 3 perfs. Bruce H. Voran, secretary.

Monte Vista, Colo., Ski-Hi Stampede, August 4-6, 5 events \$600 each, total \$3,000, 3 perfs. L. W. McCullough, secretary.

Big Spring, Tex., Aug. 4-7, Big Spring Cow-Boy Reunion, 5 events \$600 each, total \$3,000, 4 perfs. Ira J. Driver, secretary.

Clarksville, Tex., August 5-7, 5 events \$375 each, total \$1,875. Burr Andrews, producer.

Preston, Idaho, That Famous Nite Rodeo, August 5-7 (tentative dates), 5 events \$675 each, total \$3,375, 3 perfs. Merlin T. Whittle, secretary.

Phillipsburg, Kans., August 5-8, 5 events, \$600 each, total \$3,000, 4 perfs. Wallace Sullivan, secretary.

Las Vegas, N. M., August 6-8, 5 events \$500 each, total \$2,500, 3 perfs. Beutler Bros., Lynn Beutler, mgr., Elk City, Okla., producers.

Durango, Colo., August 7-8, 5 events \$400 each, total \$2,000, 4 perfs. T. E. Childress, secretary, Spanish Trails Fiesta.

Sheridan, Wyo., P-K Ranch Rodeo, August 7-8, Bareback Riding, Saddle Bronk Riding, Calf Roping, Team Tying, Bulldogging, Invitational Steer Roping, \$300 each, Wild Horse Race \$200, total \$2,000, 2 perfs. Pat Ryan, Rt. 2, producer.

Estes Park, Colo., August 7-8, 4 events \$200 each, Bareback \$160, total \$960, 2 perfs. Geo. Watson, secretary, Box 1285.

Lethbridge, Alta., August 9-11, Saddle Bronk Riding, Bulldogging, or Dogging, and Calf Roping \$600 each, Bareback and Bull Riding \$300 each, Wild Horse Race and Cow Milking \$150 each, total \$2,700. C. E. Parry, secretary, Lethbridge and District Exhibition and Rodeo.

Oakley, Kan., August 10-11, 5 events \$200 each, total \$1,000, 2 perfs. Paul Long, Box 338, Aiden, Kan., producer.

Ada, Okla., August 10-14, 4 events, no Bareback Riding, \$1,250 each, Steer Roping \$1,400, total \$6,400, plus 50% of net profits over \$10,000. Wick Adair, chairman, Rodeo Committee.

Burwell, Neb., Nebraska's Big Rodeo, August 11-14, 5 events \$1,250 each, total \$6,250, 4 perfs. Paul Banks, secretary.

Billings, Mont., Midland Empire Fair and Rodeo, August 10-14, 5 events \$1,000 each, total \$5,000, 5 perfs. Harry L. Fitton, secretary.

Bladen, Neb., August 12-14, 5 events \$300 each, total \$1,500, 3 perfs. Paul Long, Box 338, Aiden, Kan., producer.

White Salmon, Wash., August 14-15, events, including Cow Milking, \$250 each, total \$1,500, 2 perfs. H. L. Triplett, secretary, West Klickitat Horseman's Rodeo.

Sidney, Ia., Iowa's Championship Rodeo, August 17-21, 5 events \$2,625 each, total \$13,125, 10 perfs. Royce H. Driskell, secretary.

Casper, Wyo., Central Wyoming Fair and Stock Show, August 18-21, 5 events \$600 each, total \$3,000, 4 perfs. H. L. Raines, secretary-manager.

Elma, Wash., Elma Horsemen's Club 4th Annual Rodeo, August 21-22, 6 events including Wild Cow Milking, \$200 each, total \$1,200, 2 perfs. Ralph Pearsall, secretary.

Los Angeles, Sheriff's Annual Show, August 22, 5 events \$500 each, total \$2,500, 1 perf. Frank D. Grace, secretary. John R. Moss, mgr., 427 West Fifth St., Suite 629, Los Angeles 13.

Chickasha, Okla., August 23-26, 5 events, including Steer Roping, no Bareback, \$800 each, total \$4,000, 4 perfs. Joe W. Mosley, secretary, Chickasha Rodeo Club.

Pueblo, Colo., Colorado State Fair, August 24-27, 5 events \$1,600 each, total \$8,000, 8 perfs. Frank Means, mgr.

Vinita, Okla., August 26-29, Will Rogers Memorial Rodeo, 6 events, including Steer Roping, \$800 each, total \$4,800, 5 perfs. Glenn W. Keith, president.

Elk City, Okla., August 27-29, 5 events \$500 each, total \$2,500, 3 perfs. Beutler Bros., Lynn Beutler, mgr., producers.

Filer, Idaho, Twin Falls County Fair Rodeo, August 31-September 3 (tentative dates) 5 events, \$900 each, total \$4,500, 4 perfs. Thomas Parks, secretary.

SEPTEMBER

Lexington, Neb., September 2-3, Saddle Bronk Riding \$250, 4 events \$200 each, total \$1,050 perfs. Paul Long, Box 338, Aiden, Kan., producer.

Moses Lake, Wash., Columbia Basin Rodeo, September 4-5, 6 events including Wild Cow Milking, \$200 each, total \$1,200, 2 perfs. Harold L. Schwab, president.

Ellensburg, Wash., Ellensburg Rodeo, September 4-6, 5 events \$1,200 each, wild cow milking \$600, total \$6,600, 3 perfs. R. L. Payne, secretary.

Brookfield, Mo., Linn County Hoof and Horns Club Rodeo, September 4-6, 5 events \$300 each, Buffalo Riding \$150, total \$1,650, 3 perfs. Bill Parks, secretary. Walter Plugge, producer, Walthill, Neb.

Walla Walla, Wash., S. E. Washington Fair Association Rodeo, September 4-6, Saddle Bronk Riding \$1,500, Calf Roping, Bulldogging, Ball Riding and Wild Cow Milking \$1,000 each, total \$5,500, 3 perfs. Milton Loney, president.

Coffeyville, Kan., Inter-State Fair Rodeo, September 8-11, 5 events \$500 each, total \$2,500, 4 perfs. Clyde Hulet, 603 Ellis St., producer.

Independence, Mo., September 9-12, 5 events \$400 each, total \$2,000, 4 perfs. Clyde Miller, Rt. 4, Waterloo, Ia., producer.

Lewiston, Idaho, Lewiston Round-Up, September 10-12, Saddle Bronk \$1,000, Bareback Riding \$600, Bull Riding, Bulldogging and Calf Roping \$750 each, total \$3,830, 3 perfs. Harry Wall, president. Joe M. Skok, secretary.

Dodge City, Kan., Boot Hill Rodeo, September 10-12, 4 events \$400 each, Bareback \$375, total \$1,975, 3 perfs. Roy Evans, 1704 Sixth Avenue, producer.

Pendleton, Ore., Pendleton Round-Up, September 15-18, Saddle Bronk \$2,500, Bareback Riding \$1,000, Bulldogging, Calf Roping \$2,000 each, Single Steer Tying, \$2,500, no Bull Riding, total \$10,000, 4 perfs. Oren G. Allison, secretary; F. S. LeGrow, president.

Alexandria, La., Second Annual Lions Club Rodeo, 5 events \$500 each, total \$2,500, 4 perfs. Jimmie Thompson, mgr.

Albuquerque, N. M., New Mexico State Fair Rodeo, September 19-26, 5 events \$1,200 each, total \$6,000, 8 perfs. Floyd B. Rigdon, secretary, Carlsbad, N. M.

Memphis, Mid-South Fair Rodeo, September 26-October 3, 5 events \$1,750 each, total \$8,750, 14 perfs. Frank B. Collins, c/o Swift & Company, Rendering Plant, secretary; Homer Todd, Fort Smith, Ark., producer.

Portland, Ore., Pacific International Livestock Exposition, October 1-9, 5 events \$1,950 each, total \$9,750, 13 perfs. Walter A. Holt, secretary.

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You can't afford to pass up this new improved CECILWARE equipment. Users everywhere say they speed up service, ease work, enable you to serve more people, quicker.



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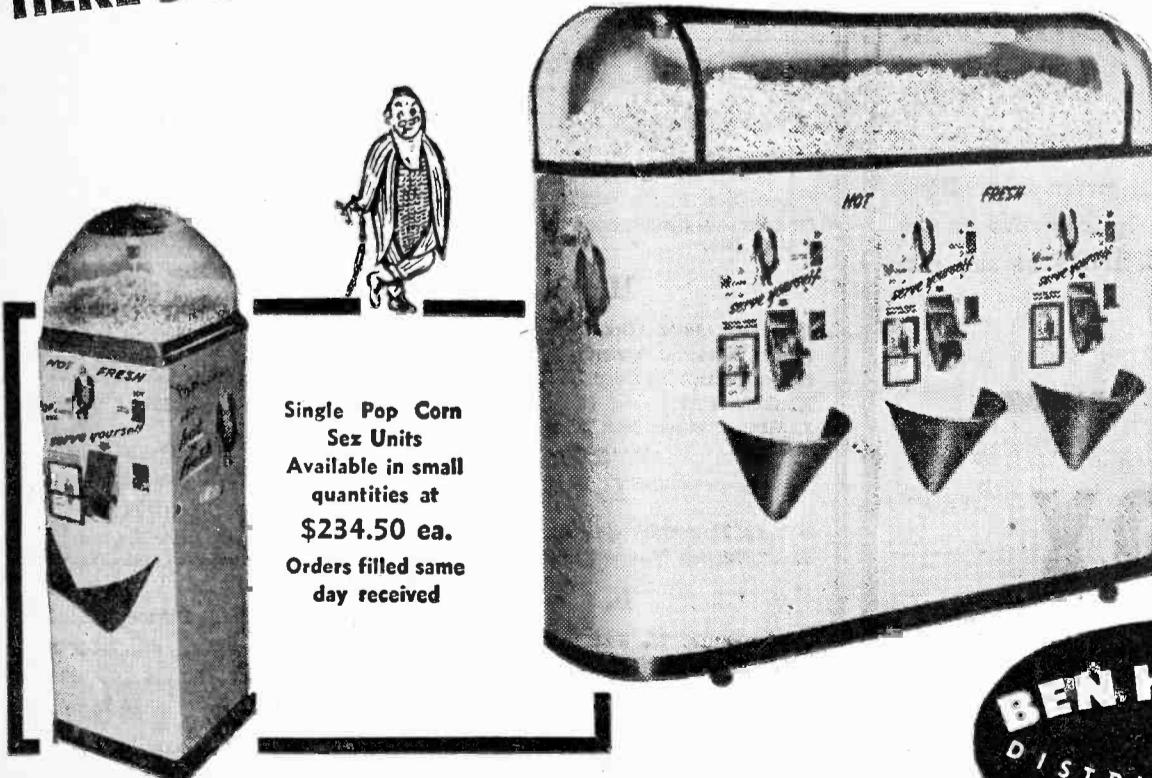


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2½ " "	1765.00	706.00	1059.00
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60 " " and 5 Gal. Freezer (Combined)	2985.00	1194.00	1791.00
40 " Hardening Cabinet	618.00	247.20	370.80
40 " " and 2½ Gal. Freezer (Combined)	2393.00	957.20	1435.80

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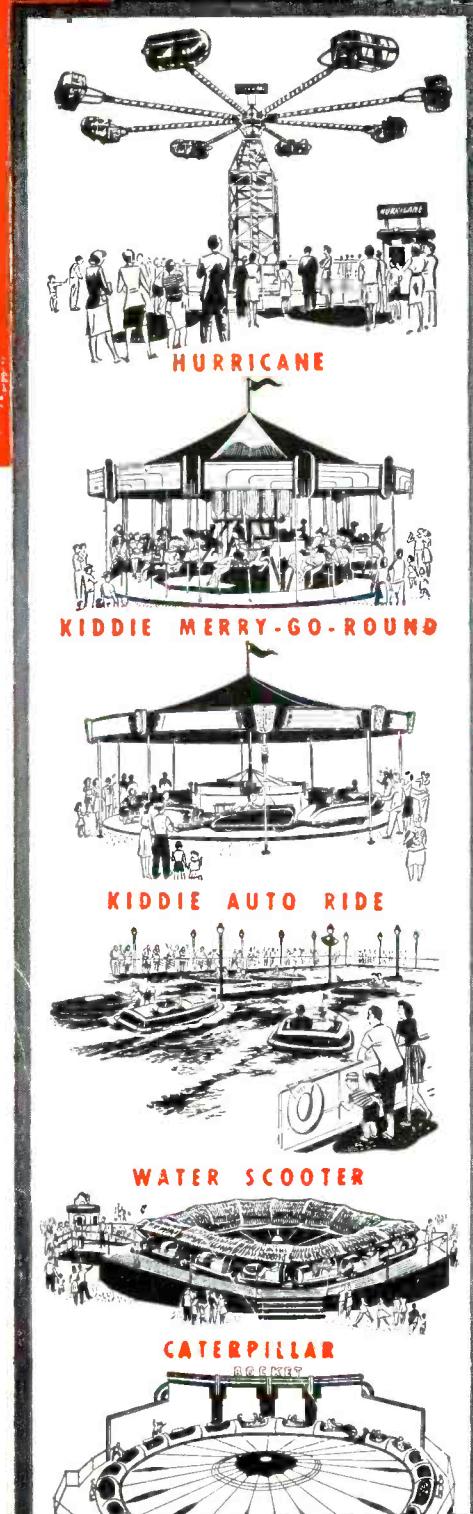
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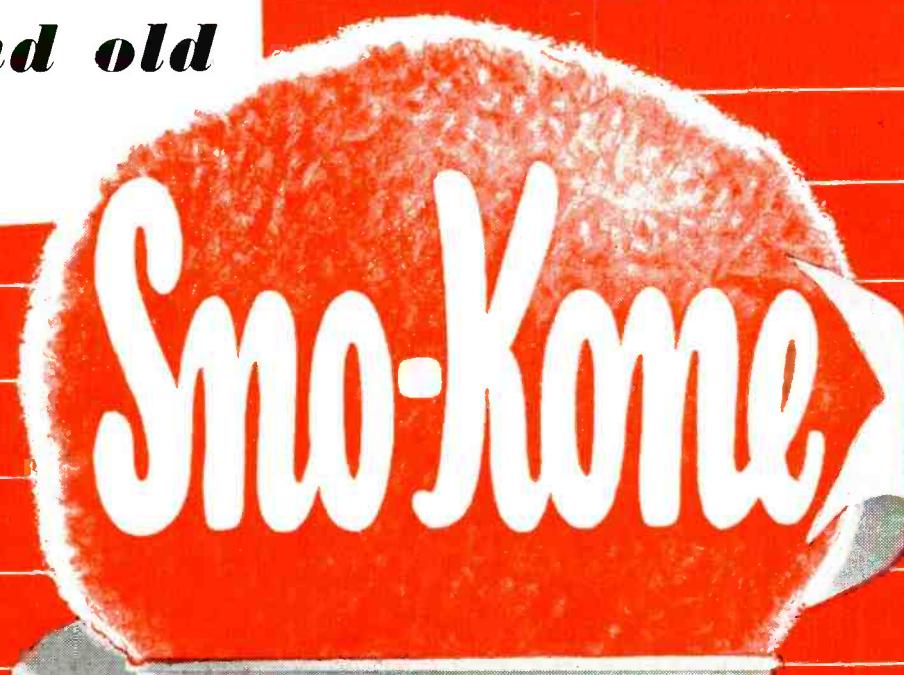
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