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SAVE YOUR NUTS AND BOLTS

Operators face task of gathering heavy gelt with present equipment; building material at a premium

By Pat Purcell
Editor of Outdoor Departments

IN WINTER quarters over the entire country and at the various permanent amusement parks, owners are directing mechanics, engineers and workmen in the task of preparing for the 1946 season.

Business reports indicate that these operators are entitled to anticipate the greatest volume of big spenders in the history of outdoor amusements. Year-round parks in Southern States and on the Pacific Coast and the all-winter carnivals touring those areas have reported an unprecedented spending splurge.

At the major Florida fairs—Tampa, Largo, Winter Haven and Miami—some of which were in the turkey class until this year, the cash turnover positively astounded operators. As the time approaches for the spring opening of the greater number of the orgs, business surveys remain at the same steady high point of the early winter months. It is reasonable to believe this condition will hold true for the summer and fall periods, as reconversion is still more or less of a myth and production will not hit in high stride for another two or three months.

This, naturally, means that operators must prepare to go thru the 1946 campaigns with essentially the same equipment with which they closed in 1945. Some carnivals will be enhanced by additional rides which owners had planted on temporary or miniature park locations during the acute labor shortage. These rides will be new to the orgs, but will be used equipment which must be given the same careful attention as other secondhand property. It means that operators will have to keep a closer check on their foremen to make certain that parts wearing out are given the best of attention promptly in order to avert costly break-downs. It also means that purchasing agents will have to be a trifle more alert in anticipating and obtaining necessary parts for replacements.

Ride manufacturers, generally, are pessimistic about the immediate delivery of any new type of rides, but believe that before the season is too well along they will be able to start filling their backlog of orders for equipment they made before the war. Also, the trend of manufacturers' conversation is that they will concentrate on the production of parts for old rides so that ops may be fairly sure to get prompt delivery on replacements for broken or worn-out parts.

Along the midways of the nation, concession operators have no reason to be pessimistic, as jobbers report there will be plenty of merchandise, and canvas firms indicate they will have plenty of tops for all of them. Lumber will continue to be a mighty scarce item, but that shouldn't worry the fellows who were ingenious enough to get what they needed during the tougher days of the war.

The over-all outlook for the amusement industry is bright, but everything indicates that owners and managers will have to watch their operations closely and conserve the equipment they have. There should be plenty of cash around to pay for everything they need as long as they can keep the wheels turning.
THE HOUSING shortage being what it is today, you're lucky if you have a roof over your head. And the canvas shortage being what it is, you're lucky if you have a tent over your show, be it carnival, circus or what have you.

That doesn't mean, of course, that if you need a tent for that side show, concession stand etc., that you can't get it. But it most certainly does mean that you may have to wait a spell before the manufacturer can deliver it.

What's with the tent business, many have asked, and The Billboard went to find out.

Maybe you're one who just put off ordering new canvas in December or January. Along came February and you decided that you ought to be getting your order in and found that it would take at least 60 days before your order could be delivered. Were you surprised or mad? Did you think the tent concern was just giving you the well-known run around? Did you try several concerns? Was the story the same?

Mrs. Want To Help

Truth is the tent makers want to help you and will do everything possible to give you the quickest possible service, but they are handicapped in more ways than one in their effort to please you as a customer. There're the problems of the material shortage, of labor, the prices they have to charge, to mention only a few. But with the true spirit of "the show must go on," these manufacturers are doing their best to deliver your order on time. They do ask your patience and your belief that they are doing the very best they can.

Come for a trip thru the U. S. Tent & Awning Company, for instance, and listen to Manager George Johnson's side of the story as he takes you thru the plant and expounds his theories.

THE SEWING ROOM of U. S. Tent & Awning Company is humming with activity these days readying tops for the coming season. (Atwell photo)
war and there have been no complaints on its stand-up ability. But Manila rope will be back. Like Wrigley's gum and Lucky Strike green, Manila rope went to war—or war came to it.

"When the war came," Johnson says, "that was the end of Manila rope for awhile. Our information now is that the plantations over there were left intact but have gone to seed. It will take time to get them working again. Too, the machinery used on Abaca Palm was destroyed or stolen by the Japs and it's now necessary for the natives to do the stripping by hand. When the machinery for the stripping becomes available Manila rope will start coming on the market again."

One thing the war did bring, Johnson says, and that is rot-proof thread. That's a big item in itself. Also, the new duck now being used is excellent. All this goes for making better tents and that is one reason the price on tents is up. There's the old law of supply and demand, higher labor costs, etc. These all go to account for the rise in price. Prices, incidentally, Johnson says, are subject to prompt acceptance because of the instability of the product.

U. S. Tent recently completed the big top for the Clyde Beatty Circus. The concern has completed, or is completing, side-show tops for Wonder Shows, concession tents for Endy Bros., and tents for Bailey Bros. James Strates, the Ward Shows, and Royal American, to mention a few.

Order Promptly
Now let's take a trip over to the O. Henry Tent & Awning Company and converse with Bernie Mendelson and Charley Driver. They tell you much along the same lines as Johnson. One thing Mendelson would like to drive home to the men in the outdoor show business regarding canvas is that the time to order is right after their season closes and not wait until a month or two before opening time. In this way they help us and also help themselves," he said. "The sooner they get their order in the sooner we can deliver the finished product.

Mendelson says in the last few weeks the canvas market has tightened again and he foresees a definite material shortage before the middle of summer.

Regarding the present fire-proofed treatment, the men at O. Henry say it's not as greasy as previously and makes for a lighter and more flexible canvas. The present treatment isn't loaded as greatly as under original government specifications, which makes it more adaptable to outdoor show business, where weight is a great factor.

O. Henry, like U. S. Tent, has plenty of orders for canvas. Orders taken now require between 30 and 60 days to fill. Small orders or items get 30-day delivery service.

Mendelson reports they have had no complaints on sisal rope, which, like other manufacturers, they have been using since the war. He is a bit more pessimistic than Johnson about the comeback of Manila rope. "I don't think there will be any in 1946," he said. "It takes 20 months from planting time to maturity, so figure it out." Mendelson said some Manila rope is manufactured in the U. S., but the output is only about 50 to 60,000 pounds of dry fibre a week.

There is no dearth of business at O. Henry. Orders from World of Mirth, the Ward Shows, King Bros. and Bailey Bros. circus; Jack Gillis, concession manager for Endy Bros., and Bisbee's Comedians, a tent show, were keeping men in the "back shop" more than busy.

PART OF THE work room at the U. S. Tent & Awning Company busy working on canvas for the James Heron Wild Life Show. Left to right: Walter Lee, Nels Nelson, Stanley Carlson and Chris Frogner. Standing, watching their progress, is George Olsen, foreman. (Atwell photo)
SHOWBIZ HAS BIG CHANCE TO CASH IN ON USE OF DDT

Super insect killer available for parks, fairs, carnivals—cookhouses, dormitories in line for spraying

DDT, the insect killer, this year will come into its own as a boon to outdoor show business. Every branch of the business will receive a tremendous boost thru its use, a round-up of opinion among fairmen, carnival owners, circus executives, and park and pool managers agree. And chemists of the nation’s leading manufacturers give support to this belief.

Of all the branches of outdoor business, fairs will find it of greatest value, because the need for its use is greater at the average fair. Here are some of the places and ways, chemists believe, in which it will be used at fairs:

Inside and at entrances to cookhouses, restaurants, grab stands, juice joints and other eating concessions.

Inside and at entrances to buildings containing either food or animals.

Inside and at entrances to dormitories used to house cattle, horses, hogs, sheep and poultry.

On and near manure piles and refuse heaps.

Inside and inside all latrines.

On and at entrances to dormitories used to house 4-H and FFA boys and girls and at other buildings used to house people during the fair.

On tent or trailer area.

On bedding, such as in dormitories, and in various sleeping quarters to eliminate bed bugs.

In kitchens, where there might be a possibility of cockroaches.

On the grounds in general, particularly where grass might be tall, as in parking areas, or in improperly drained sections.

Inside and at entrances to tents, particularly on the midway, where lights at front serve to lure mosquitoes at night.

A greater need for DDT is seen at the smaller fairs, many of which, unlike the large ones, do not have well-drained plants, permanent sewage systems nor as highly organized garbage removal systems.

Carnivals Need It

Carnivals will find DDT invaluable around the food and drink concessions and inside tents. Many, too, will find it wise to use DDT on the lot, particularly if they hit the location after an extended wet spell, or if the parking lot area or adjacent area is high in weeds and grass thru which mosquitoes walk and from the lot, thus stirring up mosquitoes. DDT applications will be almost a MUST in the future, chemists believe, on any lots where a carnival makes a long stand.

Carnivals—and circuses—will do well to treat the inside, the entrances and areas leading immediately into the tents. The blaze of nighttime lighting never fails to draw all kinds of insects and these invariably find their way into the tents, much to the annoyance of the customers. And, of course, their animals—from a humane standpoint—as well as the public—should be treated.

Amusement parks and pools will find DDT of inestimable value. Constant opening and closing of doors at park dance pavilions has worried many dance operators when the mosquitoes began three-point landings on the customers.

Park picnic areas, always a serious poiser of mosquito and fly problems, are now due for an emancipation of this grief. However, care should be exercised, the U. S. Department of Agriculture warns, to avoid DDT residue on or near food.

Kills Black Flies

An idea of the widespread use to which DDT can be put is given by a test in the Upper Peninsula in Michigan, where golf players were protected from the black fly. In this instance DDT was applied with a hand gun to golf greens and tees at the rate of 15 pounds per acre, with the dust containing 1 per cent of DDT. Bushes and shrubs were dusted liberally. Result was that the premises were kept practically free of flies for about a week.

During the war, DDT was limited chiefly to use by the armed forces but with V-J Day came a speedy relaxation of this limitation, accompanied by a vast increase in its manufacture, and, as a result, some was put into the consumers’ market and a few fans used it experimentally and effectively. And they found, not only not from direct results, but also for the publicity they received as being pioneers in its use.

Several Michigan fairs employed it successfully and with notable results. Perhaps the strongest of the testimonial of its value is from Clarence H. Harnden, president, International Association of Fairs and Expositions, and manager of Saginaw Fair.

An unusually wet summer hit Saginaw last year and this heightened the fair’s problem, because close by the fair plant is a two-acre swamp.

It Pays Off

Recounting Saginaw’s experience, Harnden points out, “We estimated that as a general control over the entire grounds we were successful in at least 65 per cent control of insects.”

“Kills mosquitoes,” he added, “were controlled 100 per cent.”

“We are of the opinion,” Harnden said, “that DDT is of great value to fairs, parks and carnivals, that its application will become a standard practice.”

Its use, it is generally believed, will be felt most around eating places—the cookhouses, restaurants grab and juice stands and other eating concessions. Because of the transient nature of most of these, it has

WITH THE USE of DDT, stock shows will be free from annoying flies and other insects. A healthier atmosphere will be one of the many benefits.

CROWDS WILL BE able to sit and enjoy outdoor shows such as the one pictured above without the annoyance caused by the bugs and mosquitos.
DDT doesn't make a quick killing. It will slow over an insect within a few moments but the insect will continue to live three or four hours after being hit.

In its pure state, DDT is not a practical insecticide. And, the Department of Agriculture warns amateur farmers from using this effective only when combined with other substances, viz, ground with either inert ingredients to form a powder, suspended in water, or dissolved in a variety of vegetable oils.

Watch Fire Hazard

Commercial companies now put it out in powder form, and, this, with water, is regarded as the most effective method of use in and around buildings and near animals. It may take more than one treatment to get rid of the insect but it is not harmful to either plants or livestock. Therefore, it is probably the best of the insecticides. Applications of the water solution can be made from a hand-spray, with compressed air or with power sprayer. The latter is more effective and can be used in larger areas. DDT is also less expensive to use.

On Cattle

Loose powder containing 10 per cent DDT killed the mobile stages of the short-nosed cattle louse and the long-nosed cattle-biting louse. Two treatments with 0.3 per cent of DDT killed the motile stages of the cattle louse. Dip used on short-nosed cattle lice containing 0.06 per cent of DDT was still effective during the first week and did not after 13 days after treatment. Two treatments with 0.3 per cent of DDT eliminated the lice on the animal. Dip used on short-nosed cattle lice containing 0.06 per cent of DDT killed the motile stages of the cattle louse. Dip used on short-nosed cattle lice containing 0.06 per cent of DDT killed the motile stages of the cattle louse.

On Goats

Lice on goats vary according to section. At Monard, Tex., the four lice common to that region were combated by dip application of 2.5 per cent DDT in soluble pine-oil-emulsion, in which two quarts of the liquid adhered to each animal. Tests indicate that if all goats in a herd are treated lice will be eliminated.

On Hogs

A soluble pine-oil-emulsion containing 0.2 per cent of DDT killed hog lice in mobile stage in Florida and Georgia. Spray applications were effective during the first week but not after 13 days after treatment. Two treatments with 0.3 per cent of DDT emulsion did the trick, the hog having no lice after treatment.

On Poultry

Houses have been successfully treated with residual spray containing 5 per cent of DDT and horsecast. For three months after application poultry houses have been free of lice.

PERMANENT CONCESSION STANDS and paved midways for parks and fairgrounds assuring the acme in sanitation are regarded as a definite "must" by many trade leaders in the past-war era. Pictures above were taken at the Exploition Provincial, Quebec.

LARGE AREAS CAN be sprayed with DDT. This has been done by the Saginaw (Mich.) Fair, where extensive use of the insecticide proved successful.
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TOP ACTION!
TOP EARNINGS!

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One of the best! New—differ-ent! Automatic totalizer action is a great bully and an important feature for the operator. A winner in any spot. Fool-proof mechanism, strong construction, nothing to go out of order. Get information now.

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In a class by itself! A perfect combination for profits when used with the coupon system. Regulation 16-ft. outfits with 100 2-way push-up balls. AC or DC operation. Finest built. Write today for details.

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Best on the market! Far superior to wood bottles. Sound like falling glass when knocked over... a natural bully! Indestructible, realistic. Order now for immediate delivery!

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H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO
WHAT'S IN THE RIDE WORKS?

Plenty, but nobody's talking! Manufacturers to go the limit to keep present rides in operation. Lucky few will get new rides in '46

RIDE WITH PLENTY of "Kiddie" appeal like this realistic streamlined made by the Miniature Train Company will begin to roll in limited quantity from assembly lines.

MUM'S the word at the moment for what's ahead in the ride field, but these whispers of new joy thrillers on the way will bubble and bloom to headline dimensions before 1947 rolls around.

That's the gist of comment from the factories, where the boys with the blueprints are currently taking the old shoe-around, but only until production chiefs creep out from under the backings of orders that piled up thru the war years.

"Once we see daylight, you'll hear from us on new rides," reports one major manufacturer. "We've got plans in the kettle, but they won't begin to boil until 1947. Or maybe '48."

Generally, he echoes the view of the industry, as voiced to The Billboard in its nation-wide attempt to learn what's new in the ride works on the eve of the first post-war outdoor season.

What's new is, to say it conservatively, plenty! But until the still lingering labor, steel, rubber and materials famine runs its agonizing course, it isn't for publication.

"In the first place," explains Ben O. Roodhouse, speaking for that outward of the ride firm, Eli Bridge Company, Jacksonville, Ill., "to announce a new ride now would be the signal for every operator in the country to write us at once. Our office would be flooded with more questions and orders than we could handle." New One for Eli

But probably more important, says Roodhouse and others who admit when pressed that they will introduce new rides, is the natural desire to protect their ideas until they can move into production.

"We expect to come out with an entirely new device this season," says Roodhouse, whose firm has never before branched out beyond the product of its one and only feature, the Ferris Wheel. "It will be thoroughly tested in our own territory, near Jacksonville, and not until we are completely satisfied with its earning power, its safety, portability and all the other vital factors of operation will we begin accepting orders.

Right now, The Billboard has learned in its survey, the first concern of the manufacturers is to send relief to harried park and midway operators who wound up the war period with equipment scraping bottom, meechanically speaking, battered and tired, patched together with baling wire.

On the whole, the parks situation has improved substantially in recent months, the shortages of certain parts patched together with baling wire.

"Pulls Up Shelves"

"We have been making up whatever material we could get, as far as it would go, and we have from a one-year supply of some parts to no supply at all of other parts," reports M. W. Selinker, president, Selinker Manufacturing Company, Faribault, Minn., makers of Tilt-a-Whirl.

He affirms that his organization is continuing its policy of "not letting a single Tilt-a-Whirl in the field become imperitive for want of repairs which are essential."

This appears to be a well established policy among all ride firms, several of which, like the Miniature Train and Railroad Company of Addison, III., assert they now have no problem replacing worn out parts.

"As for parts," says L. G. Heiden, sales promotion manager of the company, "they are always in stock and available to our customers."

With the pick-up in parts output, the factories are humming again with the production of complete ride units. A few are approaching normal pre-war production.

One of these is Eli Bridge Company, where production is being geared to a turnout of 40 wheels this year, the average yearly output before the war.

Back to Normality

"Of course, we can't bet certain that we'll hit this total, but we expect to close to it," Ben O. Roodhouse states. "We have 30 people working in the plant right now, which is about normal."

More than a mere approach to normalcy must be accomplished before the accumulated demands for new editions of old established rides favorites can be met. Most manufacturers admit their files are packed with orders for delivery in 1947, while a few hopefuls are down for 1948 delivery.

Until these orders are filled, any sensational new rides will probably remain in the blueprint, or at best, the experimental stage. Unless, of course, as the rumor mills relate it, some new and enterprising engineer, not encumbered with back orders, mushroom into production with original thrills.

Meanwhile, however, the regulars will be taking up slack, along the lines of Pre-Flight Trainer Company, Milwaukee. "During March, for example," reports A. R. Shade, general distributor of the device that gained wide renown as a preliminary trainer for air pilots, "we are shipping two full carloads to Coney Island. Many other eastern and western parks are also installing squadrions of trainers."

Pilot Trainer Sales Company, New York, with a similar product, the Pilot Trainer, is also promising immediate delivery.

Improve Old Models

Tests carried on thru the war have enabled a number of manufacturers to strengthen and improve their devices, some of them to a degree which permits exploitation as new models.

Speaking of the Pre-Flight Trainer, Shade disclosed that the abuse given the ride by the public so far exceeded the normal wear and tear for training fliers that it became necessary to greatly strengthen it. The past three months have been devoted, he said, to the construction of a much sturdier plane, with heavier cables and wings and the strain spots re-enforced.

Rubber continues a principal bottleneck to capacity production at the

THE RIDES ON the midway are still the main attraction for young and old. Typical is a small portion of the crowd shown above on the midway at the DePere (Wis.) Fair last year.

March 30, 1946

Outdoor Equipment Review
big Lusse Bros plant in Philadelphia, which produces Auto and Walter Scooters.

"Rubber and motors," says Ray Lusse, with emphasis. "The shortage of these two critical items is hurting our effort to turn out a 100-foot, two-year-old order. We don't expect to be back on a normal basis before 1947 or 1948."

At least 50 units of the streamlined kiddie train manufactured by the Miniature Train firm, a newcomer to the field, will be turned out this year. Field reports from the factory at Addison, near Chicago:

"46 a Salute"

"Our entire production for 1946 is sold out," he adds. "Several operators have already placed orders for delivery in 1947."

The miniature streamline, ushered in with a fanfare of publicity which saw Danny Kaye, Hildegarde and other top-flight stars at the locomotive control, has scored heavily in the field of kiddie rides. The sales manager said that a total of 65 park and carnival owners will operate the ride this season. Floyd Goodling, of the Goodling Amusement Company, will have four of them on his shows.

Another firm which has accepted a number of orders for delivery this spring is the Bisch-Rocco Amusement Company of Chicago, makers of two types of Flying Scooters. However, reports M. J. Towzer, sales executive, "we have not yet accepted enough orders to try immediate capacity for production."

OPA Relents

The Office of Price Administration has cleared kiddie rides for the 1946 season, removing ceiling prices on all devices as of February 15.

Several manufacturers expressed concern that this new freedom from OPA regulations, coupled with the pent-up demand for equipment, may mean that "prices will run wild." To others, it meant chiefly that "at least, we'll be free from all the red tape and forms that made operations under an OPA ceiling a headache."

British in Same Boat

American manufacturers are not alone as they contend against shortages of labor and materials. Overseas, British device builders are making a strong bid for foreign trade, but apparently have little that is new in the field and only limited quantities actually in production.

At the Amusement Devices and Trades Exhibitions at the Horticultural Hall in London early in February practically nothing was shown. Modern versions of old favorites formed the bulk of the exhibits, with stress laid on color and finish. Many important manufacturers failed to exhibit because they had not yet gone into quantity production or had nothing to sell at present.

Of the devices on display, the Dodgem and Scooter, both familiar to American fairgoers, were in evidence with the three or four kiddie rides exhibited. British manufacturers represented included Thanet Amusements, Limited; Hawtins; the British Motor Boat Manufacturing Company, Limited; and the Super Car Company of Coventry.

In spite of the evident lack of products at the exhibition, the promoters and individual firms had circled the British market in recognition of the shortage of products throughout Europe but also in South America, with invitations to come to London for the show.

The 1-2-3 Mixer was conducted thru the war have enabled ride manufacturers to improve their devices such as is being done here.
ORGANIZATION IS THE KEY TO FAIRGROUND MAINTENANCE

The task of operating the "Grief Department" of one of America's greatest State fairs grows easier as you go along. That's the conclusion of Ed Deemer, for the past 34 years superintendent of the Minnesota State Fairgrounds.

"Chiefly, it's a problem of organization," says Deemer. "As the years roll by you develop key men for key jobs. Eventually the work falls into a definite pattern and you find that the job becomes easier."

Deemer came to the big Minnesota fair plant when he was a youth of 23, a protege of the late J.C. Simpson, nationally known fair manager of a generation back. He is the son of James H. Deemer, who was superintendent of the Iowa State Fairgrounds for 24 years until his death in 1940.

Boss of Many Jobs

Thus, bred, born and reared for his position, Deemer fitted smoothly into the exposition set-up at St. Paul, where he has long been charged with the heavy responsibilities of building and equipment maintenance and repair, virtually all labor supervision and dozens of other big and little jobs.

We have always been called the "Grief Department," he explains, with a grin. "Whenever there's a worry that nobody wants to handle, it seems to get tossed our way."

On a year-round basis Deemer relies on six other sets of stalwart shoulders to help him carry such extra burdens. These belong to his regular, the efficient all-year crew that provides the key to the unique labor organization which the veteran superintendent has developed.

This skeleton crew consists of an expert auto mechanic, a carpenter, a plumber, a watchman and two general laborers. From late fall thru March these half dozen men carry on normal off-season maintenance and repairs under Deemer's direction. When he doubles his staff, usually about April 1, Deemer calls upon his regular hands to step up as foremen over the six new men who go on the pay roll. After working together for six to eight weeks, all 12 are qualified to take over as foremen when the grounds crew is again expanded for summer operations.

Develops Own Foremen

When the labor contingent hits its full strength a week or two ahead of the opening of the annual, Deemer thus has trained and experienced supervisors ready to place over the green workers who are added.

The base of grounds operations at the Minnesota exposition is an attractive three-story brick service building, 120 by 135 feet in dimension, which serves as storehouse and garage thru the year. The building has a three-story workshop, 50 by 80 feet, and a three-story storage space for the construction of a district fire station to be operated by the city fire department. Under this arrangement the fair is assured fast and adequate fire protection not only during the exposition but the year around.

Nevertheless, Deemer and his men are all-out to curb the menace of fire. "We're constantly on the lookout," he affirms. "We're also very careful to eliminate the causes of fire. After the fair we go thru every building with a close-up squad. Every bit of loose debris is removed and destroyed."

Care of equipment is another top concern of the Minnesota grounds superintendent. For example, the hundreds of flags that flutter above the fair each fall represent a heavy investment which Deemer protects carefully with gentle care and handling. The snowplow sees plenty of action, thru the frigid Minnesota winters when this heated structure hums with off-season activity. In the well-equipped workshop the carpenter and his helper frame exhibit booths, dress up furniture that may have been broken during the fair and otherwise employ their time on small construction. The mechanic tunes up the State fair trucks and tractor, and the plumber keeps busy in his section of the building.

"Good Will From Kids"

"We used to have trouble with the kids breaking windows," he relates, "but that hasn't happened much lately. We've established friendly relations with them."

That came about, he explains, when the State fair snowplow was pushed into service to clear a path across the grounds which the children travel on their route to and from school. "When the youngsters found out that we wanted to co-operate, they stopped bothering our windows," Deemer reports.

On the single recent occasion of window smashing, a firm hand on the part of the Fair management produced direct and satisfactory results. We simply traced down the culprits and phoned their parents that the youngsters would be hauled into Police Court unless damages were paid at once. We got immediate action."

The snowplow sees plenty of action in the winter, says Deemer. "Our chief worry, of course, is fire," he points out. "So we clear the streets immediately after a snowstorm. What use is there in having fire-fighting equipment available if the truck is going to bog down in a snowdrift on the run to the fire?"

A number of years ago the Minnesota management, headed by the able secretary, Raymond A. Lee, took the aggressive in its never-ending combat against the hazards of fire. In a deal with the city, it purchased a lot directly opposite the main entrance to the grounds, turning it over for the construction of a district fire station to be operated by the city fire department. Under this arrangement the fair is assured fast and adequate fire protection not only during the exposition but the year around.

A BIRD'S-EYE view of a fairground superintendent's job. It's the Minnesota State Fair in full operation, and it's been Ed Deemer's job for 34 years to keep it in first-class shape.

March 30, 1946

Outdoor Equipment Review Page 13

(Continued on page 27)
PARKS DIG DEEP FOR IMPROVEMENTS

Plan to spend millions for every type of improvement. Parkmen look to '46 for terrific business, outlay of dough shows they're not guessing

LIKE a blow from Joe Louis's powerful right hand, the amount of money being spent by amusement parks and beaches throughout the United States this year for new rides, buildings and various improvements is staggering, to say the least.

In a poll conducted by The Billboard, owners and managers of parks were asked to list the new rides installed or improvements being made in their establishments this year. Then they were asked the cost of such improvements and additions.

While all didn't put down the cost, or approximate cost, a total of the figures available shows it will be round figures-around the $5,000,000 mark. The individual listings range from $750 to $300,000.

Another park hitting the $100,000 mark, when you consider that the spot installed a new Merry-Go-Round, Moon Rocket and roller-skating rink, among other things, you can easily see how that amount could be spent.

Jantzen Beach Park, Portland, Ore., of which Paul H. Huedepohl is managing director, and Coney Island, Cincinnati, which is owned by Edward L. Schott, have hit the 70 and 75 mark, respectively, in their improvements. Schott's money went for a new front on Moonlite Garden Ballroom, while Huedepohl spent his on a variety of things.

Ninety-five per cent of the park men answering the questionnaire were optimistic in their outlook for the park business this year, and the way they are spending money for improvements would tend to show that they really believe this will be one of the biggest years, financially, in the history of the business.

**THIS IS A VIEW of the new picnic pavilion at Ocean View Park, Norfolk, Va., which will be open to groups and individuals along with the amusement center April 6. The trees shown in the picture are of a shade variety, but before they attain their growth, awning coverlets can be fitted into the tables. The pavilion is part of a $500,000 improvement program at the funspot.**
SOUND EQUIPMENT OUTLOOK FOR 1946

Manufacturers answer how, when, where and how much questions; new developments born from wartime research

IT'S BEEN a long life span for that public-address system of yours. In those war years your equipment has worn almost threadbare. It wasn't that you didn't know that this or that part of it was worn out on its last legs, but rather that you did know it and couldn't do anything about it. Manufacturers of loud-speaking systems wanted to help you with a new microphone or a new control set but couldn't. They were busy supplying the armed forces with the necessities of war. So you just had to get along with what you had. And you did your level best to patch it up from time to time, to keep it working.

Now the war is over and one of your first thoughts is about that public-address system. How soon can you get a complete new outfit? Will the prices be prohibitive? Will there be many changes and improvements in the new equipment? What about power tubes? What about record changers?

These are a few questions you no doubt are asking these days as you think about ordering a new record changer or public-address system. And these are questions this article will try to answer after the author has talked with various manufacturers and technical men in the industry.

Immediate Outlook

First of all, don't expect any earth-shaking changes or inventions in the near future. That doesn't mean that manufacturers haven't been working on new inventions and new devices during the war years. They kept busy all the time, making the best of the equipment they had. And if anything, you should expect more of the same in the very near future. But let's talk about what the manufacturers are saying.

Plenty of Improvements

P. H. Miles, district representative of Bell Sound System, Chicago, says his firm which specializes in 15 and 20-watt amplifiers is working along with back orders. He predicts a few days more will see them giving 30-day delivery on new business. You have his word for it that equipment will definitely be better.

"A lower hum level or freedom from feedback has been perfected," Miles told The Billboard. "Marked changes will be made in the structure of the various speaking systems, although few improvements have been announced in actual performance," Miles said.

One of the big improvements, from the manufacturer's standpoint, Miles said, is the new tubes which have been developed during the war. These new tubes, which will be part of the sets now in production, will perform new wonders in sound amplification.

Regarding record changers, Miles said that none were made during the war, but he promised production would begin shortly and that production would be at full blast, carrying something unforeseen, by mid-March. Some component parts, he said, are hard to get for both loud-speaking systems and record changers. He expressly made a point that tubes are still available from manufacturers.

Another Opinion

Norton Boom, of Boom Electric, Chicago, distributor for Western Electric products, backed up many of Miles's statements. He, too, believes the quality will be improved, but not too much. He emphasized ease of operation, freedom from feedback and flexibility as the items to be incorporated in systems now being manufactured. New transformers, he said, will mean more power. "Boom said he didn't think there would be much of an increase in prices, although he could see where there might be.

"My advice to those interested in buying loud-speaking systems," Boom added, "is to buy good equipment. Loud-speaking systems can almost make or break you," he said. "Take a band, for instance. Give a good band a poor loud-speaking system and it will make the band sound bad. Speaking systems help to improve your sound and you shouldn't deal in cheap equipment. Too, people using public-address systems and loud-speaking equipment would seek the advice of men who know about such things, they'd be better off. My advice to everyone buying a system these days is first of all get good equipment and second seek the advice of technical advisers, men who know how to reproduce sound."

Manufacturers say war-time improvements will simplify this problem.

THE NEED FOR sound equipment with clarity of tone and sufficient volume to reach grandstand crowds that often number over 25,000 in the stands.

Record changers are hard to get right now, Boom said, and new ones are almost impossible to get. He predicted improved microphones would be on the market, but he hesitated to put a definite time on it.

All in all, it looks like if you're in the market for a public-address system you should start looking for it in the very near future. You won't find too many improvements over the ones you got before the war, but you may rest assured that if you buy good equipment, that equipment will stand up just as well as the pre-war models. And if nothing else, that in itself is quite a guarantee when you consider how well the equipment you have been using for past four or five years has stood up.
PHOTO FRAMES

PRE-WAR VALUE

GLASS AND METAL

MIRROR DESIGN

ALL SIZES

1 1/2 x 2 to 8 x 10

ALL COLORS

NO. 5 - PURSE FRAME
MIRROR BACK
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PAINT MAKES IT BRIGHT - BUT
IT IS MIGHTY HARD TO FIND

Manufacturers say Argentine
flax failure cuts import of
linseed oil — lead at premium

If you plan to paint, get your
paint now . . . or you may not be
able to get it at all. The supply
is short, but it may — and probably
will — get shorter.

No one can predict with any cer-
tainty just what the future holds,
but leading paint manufacturers are
worried and grumbling. Lack of lin-
seed oil, the all-important paint in-
gredient is short. In pre-war years
there was an insufficient amount of
linseed in this country. Sixty-five
per cent of Argentina's flax crop
was imported by the U. S. And lin-
seed is derived from flax.

But Argentina's last flax crop was
off. And the entire crop was thrown
into a world market, and less than
20 per cent earmarked for the coun-
try. And that is no guarantee; uncer-
tainty prevails about Argentina be-
cause of the political situation there.

The U. S. has stepped in to reduce
greatly the amount of oil allocated
to the paint industry. Soy bean oil
could be used, but the U. S. thumbs
down that possibility because soy
bean oil is an edible oil and as such
required throughout the world. Linseed,
too; is being used as foodstuff, the
Russians utilizing it as shortening.

The paint industry is beset by an-
other vital shortage, an insufficient
amount of lead. And there are no
prospects of this shortage abating.
U. S. never produces enough for its
own requirements and strikes in
Mexico, an important source, have
disrupted that supply, and, what's
more, the U. S. due to its price policy
cannot compete in the open market.

This is the contention of leaders in
the paint manufacturing field.

Besides lead and linseed, there is
an acute shortage of titanium diox-
die, which is a highly concentrated
pigment used in enamels and exterior
paints requiring good cover capacity.

And there are still other shortages
or near-shortages among the ingredi-
ents used by paint-makers.

Shortages of materials gives dis-
malness to the supply outlook. And
the demand for paint has reached an
all-time peak, what with the tre-
mendous demand for new housing
and the production of countless con-
sumer items, such as automobiles,
refrigerators, etc., all of which re-
quire paint, good paint and plenty
of it.

These items demand paint in which
a great amount of oil is needed. And
paint manufacturers will be pres-
sured to divert much of their limited
production to producing paint for

(Continued on page 29)

EXHIBIT'S

NEW LINE OF
AMUSEMENT MACHINES

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READY NOW!

OPERATE THEM EVERYWHERE

Write Us To-Day for complete illustrated literature
showing the entire line of modern money makers now ready
to produce for you.

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**BIG ARCADE BOOM LOOMS**

**TREND** along the midway this year, where owners are fortunate enough to secure new equipment, will be toward bigger and more intricate games. Gloves, digger machines, and all old stand-bys will be holding down their usual places in the traveling arcades. But newer machines, in production since the end of the war, are expected to prove big coin pullers.

There will be some changes in arcades along the midway this year. For one thing, the war profit has lasted fact. In July the face of a leering Jean in front of a target gun is about the same as it was in the past year. Some will say, is the fact that ex-service owners in downtown metropolitan areas have been busy bringing their factories around from war to peace-time production.

**Shortages Hit**

As this is written, new machines are still far from plentiful. A number have been made and shipped in quantity, but skilled, material shortages and the like have kept manufacturers from putting out as many varieties or as many machines as they would like. Metal and plastic have come back fairly decent supply, but electrical equipment—which plays a vital part in many of the games—has been and seems likely to continue scarce because of labor trouble.

In spite of all these set-backs, the arcade machine manufacturers have done a remarkable job with materials available. Bigger, better and newer machines are now rolling off the production line and more are on the way.

**Gene Big Play-Getters**

Target guns and rifle ranges are likely to be the big thing this season than they did in the flush days last summer. At that time there has been the experience of arcade owners in downtown metropolitan areas, and there is every reason to believe that their experience will hold good for target guns on the midway.

Explanation for all of this, arcade men say, is the fact that in-service men have had to try their skill with the latest machine. War-time angles are still prominent in the targets, and it is likely that manufacturers will continue to add to them. Those are nearly as much as they are. When these machines, however, are far more popular than similar machines of pre-war days.

**Plastic Bullets?**

Rumor in the trade has it that several new ideas will give a shot to the arm of plastic bullets which are supposed to explode when hit by servicemen who were used by the Air Corps in giving preliminary instruction to pilots. The plastic bullets are expected to find a place as one which will interest traveling arcades again. It is the fact that they are supposed to explode harmlessly.

Just when such new inventions as this plastic bullet will be available for arcades is not known. The plastic bullet, like many other war-born ideas, is no longer termed as those. Plastic bullets, like many other new inventions, will be available for midway amusement devices.

**Some urge which is bringing increased business to the target machines is the fact that the] new machines have been exclusive for service. Service corps officials have not been able to provide information on where these plastic bullets may be obtained. It is said to be possible, however, that these bullets, and other new inventions, will be available for midway amusement devices.

**Target Trainer Offshoot**

Another kind of machine which is likely to go over big in midway arcades is the Target Trainer machine. There are two machines which may be found only at the Fair-Flight Trainer—the other called Pilot Trainer.

Both of these machines trace their origin back to the famed Link Trainer used by the Air Corps in giving preliminary instruction to pilots. The machines are able to go through most of the gyanum and simulate most of the flight, which is considered the outlook now.

**Photomatics Situash**

Coin-operated photo machines should see greatly increased use in arcades along the midway during the coming season. As is the case with other new machines, new photo machines and many others are available to every arcade each which ever tries them. The same holds true for voice recorders—which have proved themselves extremely popular in professional. The photo machines and the voice recorders will be the most important devices in the number of available amusement devices.

**Materials a Bottleneck**

What devices are currently available should hope play of all machines which are available by the time the season opens. Ex-service men have been urging its manufacture and it is likely to see any great improvements in the number of available amusement devices.

**Big Season Ahead**

Whatever may happen in the way of securing sufficient or additional equipment to keep the traveling arcade up-to-date, the fact remains that all traveling arcades should be in a boom business come early in the season. For permanent arcades, too, will not be plentiful until 1947. Not even the standard traveling arcade owner will be able to get all the machines he wants. Most of the machines are not made in the number of available amusement devices.

**RETURNING SERVICEMEN** have proved to be the favorite arcade layout. Now that these men and women are back in civilian clothes again, they will undoubtedly continue their patronage of arcades, both traveling and permanent ones.

MODERN, CLEAN FRONTS are an important factor in appealing to a better trade. Operators have been quick to realize this.

March 30, 1946
Here's the New "SUPER-STAR" and "SILVER-STAR"

"SUPER-STAR" THEATRE MODEL (form and size not included). Size: Height to top of cabinet 333/4", Length 536", Width for depth 21". Capacity, $30.00 per hour...

"SILVER-STAR" MODEL. Exactly like the "Super-star" except smaller cabinet and popping unit, and containing only 2 cabinet drawers. Size: Height to top of cabinet 333/4"; Length, 21"; Width (or depth) 20". Capacity, $15.00 per hour. Approx. weight: 220 lbs. Approx. wattage, 2800 lbs.

NOTE: Not built for automatic corn feeders.

WHOLESALE TYPE "JUMBO-GIANT" SEPARATE POPPING UNIT

THERMOSTAT CONTROLLED. Sold for either gas or electric heat. Capacity: 50 lbs. raw corn per hour for the gas model; 40 lbs. per hour for the electric model. Heavy cast drop aluminum kettle and motor housing. Approx. shipping weight, 140 lbs. Electric model, approx. 3500 watts. Can model can be equipped for tank, bottled, natural or artificial gas. We recommend gas fuel wherever available.

View side shows how kettle is emptied. Can be installed in any space 25" long by 28" wide.

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CONE ASST. COLORS—5 M Lot @ $2.00 M;
SALT—Case 24/2s, $2.00 Per Case.

PAPER CUPS

DIXIES—Cold Drink. Packed 2,500 to Case. Sold Case Lots Only. 6 Oz., $4.55 Per M; 7 Oz., $4.88 Per M; 10 Oz., $5.37 Per M; 12 Oz., $5.95 Per M; 14 Oz., $7.15 Per M; 16 Oz., $8.50 Per M.

HOT DRINK CUPS—8 Oz., $8.75 Per M; 12 Oz., $10.25 Per M.

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

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GLUCOSE—Price on Request.
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PAPER NAPKINS—3-ply, Short Thousand, $5.50 One less sold.

SNAP TOPS—(NS)—In Cans, used to cost Apples or Ice Cream. 15 Lb. Containers, $7.00.
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SODA STRAWS—Case $20.00, $18.50.

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March 20, 1946

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C. R. FRANK

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Mississippi


Missouri

Appleton-Council Bluffs Fair. Aug. 29.
Muddy Creek-Crystal City Fair. Sept. 14.

Missouri

Applington-Beaver Dam Fair. Aug. 30.

Montana


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Forsyth-Rosebud Co. Fair Assn. Aug. 27.

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Forsyth-Rosebud Co. Fair Assn. Sept. 3.

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Forsyth-Rosebud Co. Fair Assn. Sept. 5.

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Forsyth-Rosebud Co. Fair Assn. Sept. 11.

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Forsyth-Rosebud Co. Fair Assn. Sept. 27.

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Forsyth-Rosebud Co. Fair Assn. Nov. 3.

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Forsyth-Rosebud Co. Fair Assn. Nov. 5.

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Forsyth-Rosebud Co. Fair Assn. Nov. 11.

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GET YOUR
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CAN BE FURNISHED WITH OR WITHOUT COIN BOX OPTION

* A NEW NAME FOR AN OLD COMPANY *

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Page 22 Outdoor Equipment Review

March 30, 1946
Save time and money with this Portable Coin Counter

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Kiddie Auto Ride

Allan Herschell Company, Inc.

North Tonawanda, New York

Outdoor Equipment Review Page 22
FRANK HRUBETZ & CO.

Pogo 24 Outdoor Equipment Review

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WHEREEVER YOU GO IT'S THE
SPIRIT FIRE RIDE
FRANK HRUBETZ & CO.

Salem, Oregon
Praise agents will have to coin fresh phrases to describe eye-glitter which may follow use of plastics, pliable glass

March 30, 1946
SOUND EQUIPMENT

SURE, ANYONE WANTS THAT NEW HOUSE TRAILER—
Housing shortage ups demand, but material shortage trims manufacturing possibilities

If you're looking for a new house trailer, you've got plenty of company, for there are 170,000 others easier to buy.

"About 750,000 trailers could be sold within a year if they were available," H. L. Bartholomew, president, Trailer Coach Manufacturers' Association, Chicago, declares.

"But," Bartholomew, who also is president of Indiana Trailer Corporation of that city, adds "they aren't available."

His statement, which at first blush seems a masterpiece of understatement, is right on the target when you get your eye on the sights.

The target is big, blazing to manufacturers because of the housing shortage and demands for trailers to tide veterans over until permanent housing is erected. And the answer to when that will be wins the $64.

Until the Wyatt housing plan, 50,000 trailers were to be made available for veterans, if the demand, and the Wyatt proposal itself at the time of the introduction of the Wyatt proposal three weeks ago, nothing was said about diversion of materials—steel, human, glass, paint, etc.—for the construction job.

And, allocation or no, there still remained the job of turning out the steel, glass, paint, etc., and most of the materials of those and other needed items were themselves either beset with material shortages or strike difficulties, where there is no assurance when maximum production can be attained.

Production has in the trailer-building industry been running at 20 per cent of capacity. Some manufacturers were forced to close. Meanwhile, demands for trailers mounted. Universities have designed trailer makers for units. Bartholomew estimated that universities alone had asked for 100,000 to handle the thousands of veterans who have flocked back to start or resume their college educations. Cities have joined in the demand, with New York City asking for 10,000 of them.

The trailer industry would like to earmark 80 per cent for emergency housing, the balance for its regular manufacturing, but the outdoor show business ranks high. Judgment is to be the trailer makers rest with the sales outlets.

So, the line forms to the right. And we have patience; you'll need it. There will be many moons before there are enough new trailers to go around.

1946 FAIR DATES

(Continued from page 24)

Canada Fair Dates

ALBERTA


Edmonton—Edmonton Soc., Sept. 10-12; W. E. Webber.


KEITH WITHERS.


SASKATOON


LUMBER FAMINE SMACKS ALL BUILDERS IN SHOW BUSINESS

The lumber famine is a real problem, according to a recent report from the National Retail Lumber Dealers’ Association. It is affecting all parts of the country, including the Midwest, where lumber dealers and users are facing shortages.

OPE regulations encourage use of green material—no immediate relief in sight.

SCARCITY of lumber looms as one of the toughest problems the outdoor showman and amusementaire at fairs, parks and other amusement spots will face this summer, latest reports from mills and government agencies indicated.

Testifying recently before a Senate committee in Washington, Harold R. Northrup, secretary of the National Retail Lumber Dealers’ Association, declared that most of his organization’s 23,000 members didn’t have enough lumber on hand to supply one small housing job.

Meanwhile, all reports from mills indicate that the nation’s lumber supply is diminishing at an alarming rate. National Lumber Manufacturers’ Association reported that shipments from 426 mills it surveys weekly are running 11 per cent above plywood mill output, it said, averaging nearly 7 per cent more than the mills’ output, and weekly orders on hand amount to 58 per cent of current stock at the mills. This is about the weekly average, but looking back over the first three months of 1946, things are even worse. Association said that so far this year bookings have outstripped production by nearly 12 per cent.

Two lumber offices, Lumber yards that the Senate committee gave an equally sad story. They were Frank Tyler, representing a number of yards in Missouri, Kansas, Nebraska and Arkansas, and Albert Tamm, Kansas City, Mo., lumber yard owner. Main burden of their complaint was that present OPA regulations are encouraging the sale of green lumber, which is unsuitable for house building but has many industrial uses and should be fairly satisfactory for more temporary structures on the carnival lot, at fairs and schools. Its tendency to warp, crack and twist, however, would make it highly unsatisfactory for continued use as in tent poles, and mobile home construction stands.

Estimates of total lumber production for 1946 are dark and cloudy. It is said that production in the first three months of the year wasn’t expected to exceed 5,000,000 board feet, the lowest output of the industry in 10 years. One close observer—J. Hudson

Hufford of the National Retail Furniture Dealers’ Association—doesn’t think the lumber famine is a problem that seems to have seized the lumber industry.” He blamed the low production upon excessive output of home building and the bad weather after the tie-up of the industrial long-distance strike in the Pacific Northwest.

Prices Go Up

In an effort to ease the situation, the Office of Price Administration has been revising prices upward on virtually all types of hard and soft lumber, and all signs point to tightened control of lumber supplies. Talk in manufacturing circles was of the possibility of the re-establishment of priorities, but OPA was remaining silent on the score.

A rough priority system, with preference for O.L. housing, has been in existence for several months here. It seems to be working. However, it is not an actual priority set-up, but simply a government requirement that 50 percent of lumber sold go into home construction. Lumber yard owners are quick to point out that they have no priority at the mills.

Hard To Handle

Lumbermen generally take a very pessimistic view on future supplies. They say that now they are getting “lot of lumber that are very hard to handle,” chiefly heavy timbers and also some softwoods onbers and other construction lumber.

“We are having to go into the wholesale yard to get anything like what we want,” one large lumber dealer reported. “You can order whatever you want, but the mill ships you what they want to, and usually it is mostly big stuff. One and two-inch lumber is pretty hard to get unless you saw it yourself.”

Most dealers seemed to think that some kind of permanent one-per-person system, which works right thru from the builder to the mill, may come soon. They predicted, however, that the situation will be more than half of the lumber supply would go into home building, while the lumber businesses going and the people employed.

Lumber dealers and users, however, were keeping a close watch on Washington, and many of the big wholesalers and manufacturers have been communicating regularly with the capital.

1946 FAIR DATES

(Continued from page 26)

COCKEY—Chesapeake, Co., Aug. 11-12.
Columbia—Columbia, Co., Aug. 11-12.
Dahlonega—Dahlonega, Co., Aug. 11-12.
Decatur—Decatur, Co., Aug. 11-12.
Eufaula—Eufaula, Co., Aug. 11-12.
Georgetown—Georgetown, Co., Aug. 11-12.
Huntsville—Huntsville, Co., Aug. 11-12.
Jeff Davis—Jeff Davis, Co., Aug. 11-12.
Johns Creek—Johns Creek, Co., Aug. 11-12.
Lawrenceville—Lawrenceville, Co., Aug. 11-12.
Milledgeville—Milledgeville, Co., Aug. 11-12.
Macon—Macon, Co., Aug. 11-12.
Marietta—Marietta, Co., Aug. 11-12.
Statesboro—Statesboro, Co., Aug. 11-12.
Valdosta—Valdosta, Co., Aug. 11-12.

Camps and Campgrounds

Duck Pond—Duck Pond, Co., Aug. 11-12.
Fayetteville—Fayetteville, Co., Aug. 11-12.
Grayson—Grayson, Co., Aug. 11-12.
Hinesville—Hinesville, Co., Aug. 11-12.
LaGrange—LaGrange, Co., Aug. 11-12.
Milledgeville—Milledgeville, Co., Aug. 11-12.
Macon—Macon, Co., Aug. 11-12.
Milledgeville—Milledgeville, Co., Aug. 11-12.
Statesboro—Statesboro, Co., Aug. 11-12.
Valdosta—Valdosta, Co., Aug. 11-12.

Consolidated Electric Generating Plants and Floodlight Units can be a rich source of show profits—a kind of “hidden” concession—for carnival, circus and amusement park operators who are willing to look beyond their ticket stalls.

These expertly engineered, dependable, heavy-duty units will cut your power costs in three important ways:

1. Economical to own, run and maintain. Consolidated generators and floodlights furnish really low-cost power.

2. Stationary models are built compactly to conserve truck space.

3. You can strike off the expense of erecting temporary poles and cable stringing to distant power supply.

Here are three Consolidated units you can well profit by:

TRAILER MODEL RUNNING GENERATING PLANT

- Safe for operation, 24/6 V, 5,000 Kva, 4,000 M.W.
- Easy to load, unload and transport
- Operates on natural gas or kerosene
- A complete, self-contained generating plant

1946 FAIR DATES

(Continued from page 26)

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(Continued from page 26)
BUILD A NEW GAME TO ASSURE YOURSELF TOP POPULARITY

Ops scan horizon in effort to locate new amusements for midways and park concessions.

NON all of the nation's ball game owners will flush new park rackets this year, but take from the men who turn out such midway essentials the demand has never been greater. Big-ticket sideshows, manufacturers and distributors of concessions equipment, agree that the bottles of carbonated beverage are pressing for deliveries before the first post-war outdoor season gets into full swing.

"Say, we're swamped," was a common answer on The Billboards set about learning first-hand the outlook for this branch of the amusement trade, "we're running 'way ahead of last year."

Yet, a general survey indicates there will be fewer disappointed than might be anticipated in view of the protracted labor and materials shortage. Lumber situation is an admitted worry on the part of manufacturers of wheels, penny pitch boards and other standard carnival game items.

"Most of it is still too green, and much of it is knotted so badly that we can't use it," says E. R. Barnett, sales manager, Slack Manufacturing Company, Chicago, whose report is repeated time after time by others in the trade. They point out that only the choicest grades of wood can be turned into the bright finished wheels and game boards needed for flash.

Steel Cripples Oakes

Ray Oakes, vet supply operator, reports from his Brookfield, Ill., plant that he has had to turn down about a dozen would-be buyers of fishponds, but otherwise has been able to handle all orders.

"The steel shortage crippled us with the fishponds," he explained. "You see, we use two big sheets of steel for each pond. The strike ruined us."

But with the ingenuity that marks his trade, Oakes has come up with a substitute to carry him over until the steel situation eases. It's black steel, and he claims it is satisfactory.

"In fact," he remarked, over the telephone, "I just sold another one a few minutes ago. A fellow drove in from Southern Illinois and bought it."

Penny pitch boards are the big item this spring not only with Oakes, but with a majority of the firms in the business.

"We are selling four different boards this year, where we sold one a year ago," said Oakes. "Orders are rolling in from everywhere."" Says one of the best informed observers in the field.

Spending Stepped Up

As for new items, none are likely to appear until manufacturers can catch up with the current demand for standard articles, a demand which has been accelerated with reports of lush spending on the winter citrus belts and other sources.

There has been a branching out, however, on the part of some firms, that have begun furnishing a good example. It is contrast with a year ago when he offered for sale only four major articles; he has jumped his list to include as many as 20 items of equipment. Thus, the winter, he has employed two cabinetmakers and a mechanic, as well as jobbing other construction to an outside mechanic, in an effort to keep abreast of orders rolling into Brookfield.

Costs of supplies along concession row have advanced in line with war and post-war trends, with most manufacturers calling it about a 10 per cent hike over pre-war levels. There is no effort made to conceal the prospect of further price rises under the pressure of higher labor and production costs.

PAINT MAKES IT BRIGHT

(Continued from page 16)

These manufacturers, which year in and out under normal circumstances comprise a huge bulk market for cans, and thus a big hit would be cut out of the amount of paint which would go to such users as the outdoor business.

Dealers stocks have been running low. In general, colors have been easier to get than whites, with reds available than shades of other colors.

Picture gets blacker, suggesting only one thing: Get your paint while the getting is good . . . or relatively so.
**AMUSEMENT PARKS**

**Alabama**

**Arizona**
- Phoenix-Riverside Amusement Park, Robert Meubel, mgr.; has nine rides, six concession games, pool, book orchestras, free attractions.

**California**
- Los Angeles-Disneyland Park, vp, R. H. Hall, mgr.; has 10 rides, 25 concession games, pool, book orchestras.
- San Francisco-Oakland Park, O. E. Hulsey, gen. mgr.; has nine rides, 16 concession games, pool, book orchestras, free attractions.

**Colorado**
- Denver-Lake View Park, A. D. Peterson, mgr.; has eight rides, 18 concession games, pool, book orchestras, free attractions.

**Connecticut**
- Bridgeport-West Park, owned by city; has 15 rides, six concession games, pool, book orchestras, free attractions.
- New Haven-Beach Park, E. T. Bensen, mgr.; has 10 rides, six concession games, pool, book orchestras, free attractions.

**Florida**
- Jacksonville Beach-Gaines Field Park, owned by city; has five rides, six concession games, pool, book orchestras, free attractions.

**Georgia**
- Atlanta-Atlantic Park, South Eastern Fair Assn., owner; has 20 rides, seven concession games, pool, book orchestras, free attractions.
- Savannah-Langford Park, W. J. E. Lee, mgr.; has 12 rides, 18 concession games, pool, book orchestras, free attractions.

**Idaho**
- Coeur d'Alene-Alpiner Park, owned by city; has 12 rides, 10 concession games, pool, book orchestras, free attractions.

**Illinois**
- Carbondale-Paradise Park, W. J. E. Lee, mgr.; has 10 rides, six concession games, pool, book orchestras, free attractions.

**Indiana**
- Indianapolis-Riverside Park, owned by city; has 12 rides, 20 concession games, pool, book orchestras, free attractions.

**Iowa**
- Omaha-County Park, owned by city; has 14 rides, 18 concession games, pool, book orchestras, free attractions.

**Kansas**
- Kansas City-Western Park, T. M. Hulsey, gen. mgr.; has 12 rides, 18 concession games, pool, book orchestras, free attractions.

**Kentucky**

**Massachusetts**
- Boston-Revere Beach, Business Men's Corp., owners; has 11 rides, 15 concession games, pool, book orchestras, free attractions.

**Michigan**
- Detroit-Bob-Lo Island Park, owned by city; has 12 rides, 14 concession games, pool, book orchestras, free attractions.

**Minnesota**

**New Hampshire**
- Keene-Norumbega Park, J. M. Rector, mgr.; has 10 rides, 12 concession games, pool, book orchestras, free attractions.

**New Jersey**
- Atlantic City-Sandlot Park, Abraham Ellis & George A. Hintz, owners; has 16 rides, 20 concession games, pool, book orchestras, free attractions.

**New York**

**Ohio**
- Cleveland-Crystal City, R. A. Christen, mgr.; has 12 rides, 20 concession games, pool, book orchestras, free attractions.

**Ohio**

**Pennsylvania**
- Philadelphia-Aurora Park, A. C. Kregel, mgr.; has 10 rides, 12 concession games, pool, book orchestras, free attractions.

**Texas**
- Austin-Moody Park, owned by city; has 10 rides, 16 concession games, pool, book orchestras, free attractions.
AIM AT MORE PROFITS! with the COIN-SHOOTING PISTOL

There Is No Worry About Ammunition . . ACTUALLY SHOOTS A NICKEL

MAKE MORE MONEY PER SQUARE FOOT

Baretouched Photo 1/3 Actual Size

- NEED NO OTHER AMMUNITION
  Don't worry about ammunition. Your customer can SHOOT'SHOOT'SHOOT无数次. You pick up your profits from each gun
  No magazines, no extra expense of-
  NO SHORTAGE OF AMMUNITION.

- THE REAL THING
  Not a toy. Factory made and pre-tested through the
  Actual checks on concessions PROVE it a money maker.

- ACTUALLY LOCATION TESTED
  Now. On the market a short time and already an outstanding device. Can has proved its earning power and desirability.

- THROW AWAY YOUR CORKS
  USE NICKELS INSTEAD

- LOW FIRST COST
  SET OF 4 GUNS, $100
  LESS THAN 4 GUNS, $35 EA.
  PISTOLS COME COMPLETE WITH
  CHAIN SWIVEL AND EYE BOLT FOR SECURING GUN TO COUNTER

- LEGAL EVERYWHERE
  Don't worry about being able to operate. A coin slot in the top of the pistol allows the customer to insert nickel instead of a pellet. Operates like a cork gallery. Shot till you win—at 5c per shot.

- A MONEY MAKER
  High earning capacity hour per gun. Each pistol requires only small operating space. A two-foot wide counter and space eight feet deep all necessary for operation. Die cast. Spring operated, long life operation.

Parker-Henderson Park, owned by city: 150 rides, including a kiddie ride, penny arcade, pool, penny arcade, coin machines; books orchestras and free attractions.

Ohio

Atwater-Carroll Beach, A. J. Mundinoff, mgr.; has three rides, concessions, pool, penny arcade; books orchestras and free attractions.

Manlius (near Syracuse)

Beach, owned by city: has 15 rides, 20 concession games, pool, rink, coin machines; books orchestras and free attractions.

Sea Breeze-Boardwalk, J. V. Johnson, mgr.; has 10 rides, including a kiddie ride, penny arcade, coin machines; books orchestras and free attractions.

Rockaway-Atlantic Beach-Atlantic Park, R. E. Johnson, mgr.; has 15 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras and free attractions.

Olcott Beach-Rialto Park, Miss A. C. Fox, owner; has 75 rides, concessions, pool, penny arcade; books orchestras and free attractions.

Niagara Falls-Midway Beach, Niagara Fans-Midway Park, Thomas Carr, owner; has six rides, eight concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Cuba-Olivecrest Amusement Park, J. V. Johnson, mgr.; has 10 rides, including a kiddie ride, penny arcade, coin machines; books orchestras and free attractions.

Youngstown-Lakewood Park, H. L. Wetherell, owner; has four rides, eight concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Akron-Sandy Beach Park, W. I. Warensford, mgr.; has 20 rides, 30 concession games, pool, rink, penny arcade, coin machines; books orchestras and free attractions.

Bucyrus-Seven Mile Park, J. A. Stelzer, owner; has 15 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Dayton-Frankie's Amusement Park, John Humphrey, owner; has seven rides, eight concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Dayton-Lakeside Park Co., It.; has 15 rides, 30 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Cincinnati-Zoological Garden, owned by city; Ivan J. Visoky, owners-mgrs.; has 14 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Cleveland-Puritan Spring Park, Pearl-Gondola Park, E. G. Hensley, mgr.; has 15 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Cleveland-Euclid Park, V. A. Shoemaker, mgr.; has five rides, 10 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Breckinridge-Lake Erie Park, Clark Pendergrass, mgr.; has 20 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Brady Lake-Brady Lake Park, J. J. Bascom, mgr.; has five rides, 10 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Woodmore-Clinton Park, W. W. Helms, mgr.; has 15 rides, 15 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Staten-Portsmouth, E. A. Herrick, owner; has 15 rides, 15 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Brickyard-Midtown Park, H. A. Allen, mgr.; has seven rides, four concession games, pool, penny arcade; books orchestras, free attractions.

Beton-Bevery Park Lake Park, Curt H. Schieber, owner; has seven rides, concessions, rink, penny arcade, coin machines; books orchestras and free attractions.

Ohio

Hiawatha-Pleasure Park, P. H. Poole, owner; has 18 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Columbus-Polaris Park, G. M. Myers, owner; has three rides, two concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Emden-Lake Erie Park, J. E. Thompson, owner; has 15 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Cincinnati-Henderson Park, E. H. Stenger, mgr.; has 40 rides, 75 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Portland-Oaks Amusement Park, E. F. Heidelberg, mgr.; has 15 rides, 15 concession games, pool, penny arcade; books orchestras.

Bolivar-Carowland Park, E. H. Rolfe, mgr.; has 10 rides, 15 concession games, pool, penny arcade; books orchestras.

Mount Shasta-Amusement Park, L. P. Shaft, mgr.; has 10 rides, 15 concession games, pool, penny arcade; books orchestras.

Staten-Portsmouth, E. A. Herrick, owner; has 15 rides, 15 concession games, pool, penny arcade, coin machines; books orchestras and free attractions.

Boulder-Como Park, G. D. Hubbell, owner-mgr.; has four rides, 12 concession games, pool, penny arcade; books orchestras, free attractions.

An outstanding value—in a class by itself, ideal for indoor or outdoor use—carnivals, circuses, large auditoriums, etc. For mounting loudspeakers, floodlights, stringing lights, etc. Reaches height of 20 feet, holds 100 lbs. equipment; folds down to fit sturdy canvas bag 19 1/2 feet long. No loose parts; strong bungee; sturdy light weight metal—weighs 55 lbs. Sand for descriptive literature, WE CAN SUPPLY ANYTHING IN PUBLIC ADDRESS OR RECORDING EQUIPMENT.
Pennsylvania

Allentown-Central Park, A. G. Nabhan, owner; has 14 rides, 22 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Altoona-Pleasant Park, R. G. Biddle, owner; has one ride, one concession game, pool, rink, penny arcade, coin machines; books orchestras.

Berwick-Jordan Park, James E. Taylor, owner; has seven rides, six concession games, pool, penny arcade, coin machines; books free attractions.

Bellefonte-Beaver Park, A. F. Hennessey, owner; has six rides, one concession game, pool, penny arcade, coin machines; books free attractions.

Chambersburg-Pearl Park, Ernest K. Logan, owner; has six rides, two concession games, pool, penny arcade, coin machines; books free attractions.

Erie-Edward Park, John S. Long, owner; has six rides, one concession game, pool, penny arcade, coin machines; books free attractions.

Greensburg-Penn Park, Thomas X. Tracy, owner; has four rides, one concession game, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Johnstown-Piedmont Park, John S. Kasten, owner; has 14 rides, 11 concession games, pool, penny arcade, coin machines; books orchestras.

McMurray-Ellwood Park, F. E. Fyeh, owner; has 14 rides, 11 concession games, pool, penny arcade, coin machines; books orchestras.

Philadelphia-Derby Park, owner-mgr.; has 12 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras.

Wilkes-Barre-Williams Park, F. C. Catlett, owner; has 15 rides, 12 concession games, pool, penny arcade, coin machines; books orchestras.

Wisconsin

Appleton-Winter Beach, Howard Cantrell, owner; has 14 rides, 12 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Beloit-Kidd Springs Park, George R. Root, owner-mgr.; has nine rides, six concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Chicago-Falcon Bay,購, owner; has nine rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Hamilton, Ont.-La Salle Park, A. R. Lavoie, owner-mgr.; has nine rides, six concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Saskatoon-Crazy Horse Park, J. V. Leary, owner-mgr.; has 10 rides, five concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Spanish Fork-Deseret Park, J. W. Eiger, owner; has nine rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Western

Los Angeles-Crystal Park, Earl L. Stone, owner; has 12 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Seattle-Fernwood Park, John L. Guinness, owner; has 10 rides, 8 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Seattle-Carlton Park, C. R. Kelson, owner; has 10 rides, 8 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Seattle-Sea Garden, F. H. Washington, owner-mgr.; has 10 rides, 8 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

San Francisco-Marin, owner: E. H. Hunsaker, owner; has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Los Angeles-Crystal Park, J. L. E. Stone, owner; has 10 rides, 8 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

San Diego-Paleo Park, E. L. D. Brown, owner-mgr.; has eight rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

San Antonio-South Beach, L. C. Phillips, owner; has eight rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

San Antonio-Pleasure Pier, J. C. C. Smiley, owner; has eight rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

San Francisco-Palace of Fine Arts, J. P. C. Dunshee, owner; has eight rides, six concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

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OLD-TIME DANCING PROVIDES
BIG SPECIAL-DAY DIVIDENDS

When the preservation of a graceful tradition robustly continues with predictable operation, it is a laudable enterprise. Old-time dancing has featured such a combination.

Paul H. Hagedorn is the veteran manager of Jantzen Beach Park, and has long been associated with excellent promotions. His is a business operation and a must for special day dancing, especially for Sunday afternoon business was written especially for.

Jantzen Beach Ballroom in Portland, Ore., in 1936. Jantzen Beach Ballroom had established its policy of offering dancing audiences the opportunity to spring to the top-name bands in the country. It was at this time that Dad Watson, a dance master in the dance business, approached the management of Jantzen Beach Park with the idea of instituting old-time dancing every Sunday afternoon.

Dad Watson knew dancing from a young age. He had never worked a day in his life and always worked on a percentage basis. The management complied, with the provision that old-time dancing would be conducted as long as it was popularly patronized. The average attendance has been 500.

Promotions Off

A recent promotional feature for the old-time dance audience proved popular and entertaining. A broadcast ad was advertised on radio and newspaper media that the old man dancer, the oldest woman dancer and the longest married couple would be awarded prizes. Prizes to be given were the scholarships, books, and books free attractions.

Mr. and Mrs. Ben Peterson won the scholarships. Miss Smith was the winner of the books and books free attractions.

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Mr. and Mrs. Ben Peterson won the scholarships. Miss Smith was the winner of the books and books free attractions.

FRENCH GAME & NOVELTY MFG. CO.
1437 N. 16th St.
Milwaukee 5, Wis.

THE NEW
AIRPLANE GAME

Easy to set up.
A game of skill.
Each game 10 ft. long.
Third game is free.

Easy to set up.
A game of skill.
Each game 10 ft. long.
Third game is free.

FRENCH GAME & NOVELTY MFG. CO.
1437 N. 16th St.
Milwaukee 5, Wis.

3 PROVED MONEY MAKERS

FLASHER MACHINES
Waffle Irons

3 PROVED MONEY MAKERS

FLASHER MACHINES
Waffle Irons

3 PROVED MONEY MAKERS

FLASHER MACHINES
Waffle Irons

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Waffle Irons

3 PROVED MONEY MAKERS

FLASHER MACHINES
Waffle Irons

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Nebraska
Otoe-Tewa Park, Harry C. Sells, mgr.; has seat, books orchestras, attractions.
Omaha-Pony Park, Joe Martin, mgr.

New Hampshire
Lake Spofford-Wares Grove Park, and Bench, Crete-Tuxedo Park, Irring-Sunset Point Park, M. Gertrude Wagstaff, mgr.; has one ride, six concession games, pools, penny arcade, coin machines; books orchestras.

New Jersey
Atlantic City—Central Pier, Louis St. John, owner-mgr.; has penny arcade, extra machines, books pay and free attractions.
Burlington—Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink, books orchestras, pay and free attractions occasionally.

New York
Assel Park-Crystal Lake Park, M. Gertis, Wagstaff, mgr.; has one ride, six concession games, pool, rink; books orchestras, penny arcade, coin machines; extra machines.
Divine-Thomas Ray Park, Wm. Humphries, owner-mgr.; has one ride, two concession games, penny arcade, extra machines.

Ohio
Alliance—Lake Park, R. B. Williams, owner-mgr.; has two rides, three concession games, pool, rink; books orchestras, penny arcade, coin machines; extra machines.

Ohio 
Cedar-Centerville Park, Frank Barr, owner-mgr.; has two rides, three concession games, pool, rink; books orchestras, attractions. 

Oklahoma
Oklahoma City—Pony Park, owner-mgr.; has two rides, three concession games, pool, rink; books orchestras, attractions.

Utah
Salt Lake City—Black Rock Beach, James Leiper, mgr.; has four concession games, pool, rink; books attractions occasionally.

Virginia
Dunbar-Crystal Lake Park, W. H. Hardwood, owner; has two rides, four concession games, pool, books pay and free attractions.

West Virginia
Moundsville-Riverview Park, S. C. Reynolds, owner-mgr.; has two concession games, pool, books pay attractions.

Wisconsin
Beloit—Warren Beach, W. H. Mangen, owner; has two rides, four concession games, pool, books pay attractions occasionally.

PHILADELPHIA TOBOGGAN COMPANY

Suggests to all Operators that they place orders for 1947 Devices and Equipment as early in 1946 as possible.

We still have a few LAFFING SALTS, LAFFING FARMERS and ANIMATED HEADS (humerous and grotesque) for spring delivery.

Also, for immediate delivery—offer six (6) "Philbobs" Four Seated Coaster Cars for Miller type track, with Timken bearings, drop and forged 8 inch friction wheels, 9 inch tractor wheels and safety wheels under projectors.

Good condition (have only been in actual use a few years, but need upholstering and painting)—subject to prior sale.

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Suggests to all Operators that they place orders for 1947 Devices and Equipment as early in 1946 as possible. We believe manufacturers' production will be limited unless commitments are made in ample time for them to cover all types of materials that may continue to be critical.

"The Business of Today and Tomorrow"

March 30, 1946.

Outdoor Equipment Review
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