ONE OF THE LEADERS IN GROSS PROFITS AT THE TAMPA, FLORIDA, FAIR GROUNDS WAS THE LOOPER

Here's another outstanding achievement in modern amusement equipment so typical of Allan Herschell's traditional leadership in streamlined styling, advanced design and engineering know-how. The totally different post-war model of the LOOPER has quickly skyrocketed to surprising profit and popularity levels. This new model provides a passenger operating feature that instantly proves popular. Portable, easily erected and disassembled.

CARROUSELS  For years a marvelous money-maker, the CARROUSELS now hold greater profit-producing possibilities than ever . . . thanks to Allan Herschell's NEW models. Streamlined design, simplified operation, maintenance ease and unusual portability are but a few of their features.

MOON ROCKET  Profits, speed, thrills! For ALL THREE, the MOON ROCKET has proved the pacemaker in scores of parks and carnivals the nation over. Streamlined throughout, brilliantly illuminated, it incorporates many new engineering developments and operating improvements. Takes only 5 hours to assemble, 3 hours to disassemble.

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KIDDIE AUTO RIDE  Here's really "something new" in gross-getting rides! Featuring streamlined, handsomely finished automobiles made of aluminum castings designed expressly for this ride only. It gives the kiddies fun, excitement, thrills and offers you a sure-fire way to step up your grosses.

SEND FOR YOUR FREE COPY OF OUR NEW 1947 CATALOG

Allan Herschell Company, Inc.
NORTH TONAWANDA, N. Y.
Outdoor Equipment Review

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NEW RIDE MANUFACTURERS, true to their word, are bringing out something new this year; but, of course, there aren't enough new ideas and new gadgets to satisfy the appetites of carnival and park owners. Each concern has to come up with three or four new rides each year before all hands are satisfied, is the way one manufacturer puts it, but most showmen know what we've been thru in the way of shortage of material, labor problems, etc., and are thankful that at least a few new rides will show on the market this year.

During the war, potential ride buyers knew there was nothing to be done about replacing an old ride, not to speak of an entirely new one. But once the war was over they figured manufacturers would be able to put the wheels in motion to make new amusement devices. However, material shortages and labor troubles proved too much of a hurdle and carnival and park men were satisfied if they could just get new parts for various rides.

In an attempt to find out just how many new rides will make their appearance this year, what the price situation will be; what, if any, changes will be made in the stable rides already on the market etc, The Billboard sent out a questionnaire to ride manufacturers.

Five New Devices
The response, everything considered, in a nutshell is this: There will be at least five new rides, rides that have never been on the market before. The old standby rides will have various improvements, some from the technical standpoint, some from the outward appearance and some just from the angle; the cost, in most cases, will be a trifle higher this year; some materials are still hard to get; that 1946 is the last year we shall see some modern ideas in the ride field coming onto the market and that new Kiddie rides dominate the "what's new with rides this year" subject.

Western Jeep New
First let's look into the new devices. The Vernon L. Springer Industries, of Spokane, this year for the first time is manufacturing a Western Jeep Kiddie Ride which will sell for between $1,800 and $1,950, Springer says.

Regarding the concern's other two rides, the Western Rocket Ride and Western Air Thriller Kiddie Ride, Springer lists, in the changes or improvements in rides previously manufactured column, the use of more aluminum as the major change or improvement.

"Having a large aluminum plant in Spokane simplifies the problem of getting such aluminum," Springer wrote.

Like all the other manufacturers, the Springer Industries has no dearth of customers for its products. The firm is sold out for March and is working on orders for May delivery to parks, Springer said.

Steel, both tubing and angle, is a problem which isn't helping production at the Springer plant. They are experiencing some difficulty in getting steel, but the supply situation has greatly improved over a year ago and that in itself is something, Springer says, "The materials are higher this year, we have not increased the price of our rides."

Gerlinger Builds One
Carl A. Gerlinger, of the Salem Iron Works, Salem, Ore., writes of the new ride being put out by that concern. He tells his own story:

"This is a flat ride consisting of four boats and four tubs, each unit accommodating four adults, thus providing a total capacity of 32 adults. An optional equipment, it may be bought with either eight boats or eight tubs or any other desired combination.

"Being a flat ride and built close to the ground, the problem of rapid loading and unloading is simplified.

"The boats and tubs run on a circular track, which is arranged in such a manner as to cause the boats to rock and dip, simulating the action of a boat on rough water. The tubs running on this track pivot in the center and rock and rotate as they travel upon the irregular rails.

Needs 58-Foot Circle
"The over-all space required for the ride, including the fence, is a 58-foot diameter circle. The diameter of the track, from center to center of the outer rail, is 46 feet. The overall height of the tower is approximately 22 feet from the ground.

"The boats and tubs are propelled by horizontal sweeps which hinge from a center plate secured to a vertically mounted shaft. This shaft is driven by either an electric motor or a gas engine equipped with suitable reduction gears and clutch. The drive mechanism is concealed under a decorative head which also provides storage space for miscellaneous equipment pertaining to the ride.

"The ride is brightly decorated with lights and bright colors. The towers provide means of giving the appeal.

"The entire ride is exceptionally portable, all units and sections which dismantle being secured with either pins or wedges, thus eliminating the use of bolts and nuts in these parts.

"With the exception of the power unit, which may be loaded with a winch, no part or section will exceed 250 pounds in weight.

"There is no extensive preparation of the ground required. The only necessary equipment is a small area, one-quarter of a circle.

"The entire ride may be transported on one semi-trailer. Total weight will not exceed eight tons.

"The Salem Iron Works, Gerlinger says, is in production now with this new amusement device and deliveries are being made."

Kiddie Flying Scooter
The Bisch-Rocco Amusement Company, Chicago, debuts a new Kiddie Flying Scooter this year, the price of which is $12,650 according to Ralph Rocco. Regarding the org's eight-car size Flying Scooter rides, Rocco explains, "For 1948 sale, we are making deliveries and hope to continue right on thru with orders." Outside of the items of material, which are a bit slow in arriving, the Bisch-Rocco Company is not experiencing any detrimental slow up.

Price of the eight-car ride put out by the B-S organization is up a bit over last year in 1945 in $11,200, Bisch-Rocco is not building the 10-car ride for spring delivery this year. It sold for $12,650 in 1946.

Portable Kiddie Rocket
E. L. Bates, sales manager of the Raimund Manufacturing Company, Grand Rapids, Mich., announces his concern is putting out a portable model of their Kiddie Rocket ride for the first time this year. "In 1946 we manufactured a park model of this ride and still do it," Bates said. "We have, however, designed a new light weight model for carnival use."

The new ride, Bates said, goes for $2,500.

The Hoosier Company is having difficulty securing one-horse power electric motors. Several rides have been completed and await delivery of motors, Bates said. Regarding the price of rides hereafter manufactur-
Altho not in the ride field, Gerhart dwelt on his org's new animate humorous and grotesque heads and new Giggling Gertie and Laffing Pat. The animated heads, Gerhart said, sell for $110 each and the Gigglng Gertie and Laffing Pat, complete with amplified record changer, speaker and 20 records and needle, sell for $252, the prices being f. o. b. Canton, Q. The head and figures will be ready for delivery in April.

Price Up $1,500

The price on the four-disk, eight-car Cuddle Up is $15,000 this year. It sold in 1946 for $13,500.

Material is scarce, but it can be had by those who will hustle for it. Sometimes the prices are high. Nails and lumber are easier to get now. Electric motors and ball bearings are still scarce."

To get back to the new ride Traver plans to bring out next summer, he says the price will be less than $8,000.

New Dodgem Designs

Altho the Dodgem Corporation is not coming out with a brand-new ride this year, Fred L. Markey says the Dodgem models this year will have a new modern body design with improved mechanical drive, considerably simplified for quick starting and fast control. Another new feature of the Dodgem this year is that it has no gears.

As is the case with other manufacturers, the Dodgem Corporation is swamped and Markey says there is a 16-week wait on new orders. "Procurement of some materials still is a problem, particularly motors," he said. "We are hopeful, however, that we can deliver all orders on hand for the opening of the season and take on a few additional ones."

The price of the Dodgem this year is about 15 per cent higher than a year ago, Markey said.

Sold Out for 1947

It's a case of sellout with the Philadelphia Toboggan Company, says C. M. Gerhart, sales manager. "We are promising only spring of 1948 delivery, as all rides now being manufactured for 1947 are sold," Gerhart said.

The Philadelphia concern is experiencing no difficulty from the material shortage standpoint, according to Gerhart, who said, "We place our orders for raw materials and supplies approximately eight or nine months before actually required for production."

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Steel Seats for Wheels

The Eli Bridge Company, manufacturer of Ferris Wheels, is in the same boat as the Philadelphia Toboggan Company—all sold out. The 1947 wheels have two marked changes, one being all-steel seats and a new power unit of 25 h. p., replacing the smaller 18 h. p. engine.

From the material standpoint, Eli had trouble getting electric sockets, some types of lumber and malleable castings. All wheels this year are 30 per cent over the 1948 price. The price on the No. 5 40-foot wheel for 1947 is $6,812.

"Like all other manufacturers we are buried in work," says Ben Roodhouse of Eli. "Our second Wheel of the 1947 shipment left the factory early in March, being delivered to Sam Fidler of Fidler's United Shows at St. Louis. Other wheels are following and by early April we expect to be right in the midst of our shipping season with wheels leaving us regularly for various parts of the North American Continent."

Roodhouse says his company delivered 25 Big Eli Wheels in 1945. This year he hopes to deliver 35. In November and December of 1948, Roodhouse said, the Eli Company

(Continued on page 11)
A young bedbug on your pillow means 100 to 1 its parents aren’t far off. For they have already crept in your bed. And ants in your pantry mean that the ant nest is in the immediate vicinity. Everyone who travels has constant experience with an odorous or dusty cloud of ants blowing about his other. But you needn’t be annoyed by them in the future. That is, if you use chemicals to get rid of them. The new one-shot insecticide, DDT, is one of the better things in life for people connected with outdoor shows and fairs. Use of this kill bug DDT should be understood by every man and woman in the business. It’s that important.

This piece has been prepared to give fair goers a bit of good advice on how to keep the bugs away from the food, and fair business the lowdown on how to eradicate them.

Private Lives of Insects

To really do a job on bugs, it’s necessary to have some inside information about them and this is it.

Mother bedbugs lay eggs close to places where her young can find some nourishment. Usually nothing but blood for food, usually human blood. A bed or sometimes a seat in a family room is the favored place for this purpose. Cracks of a bed or along seams that can be seen on a mattress are good places for you to look for signs of eggs and their stains. The young ones hide during the day. They come out only at night. When the eggs hatch, the little ones crawl out and start to look around for a meal of blood. Young bedbugs, like children, look very much like their parents. They have legs and are able to move about almost as soon as they hatch.

Both young and old cockroaches hide out in the daytime, hiding in corners, behind drawers, beneath floors, or behind baseboards until it’s dark.

The point to remember about insects with similar-appearing young and parents, is (1) the young have legs and are able to run about, and (2) both young and old alike may be found in the same places. Where you find one, you usually find the other. They never go far from their homes. If they’re present and troublesome, look for their favorite hangouts.

Many insects such as ants, fleas, flies, and also mosquitoes and gnats which are usually flies, grow by a series of distinct stages. These stages appear entirely different from each other. The first stage is the egg. The adult which has legs and wings, each of these developmental stages is entirely different from any found in bedbugs or cockroaches. The females of flies, for instance, have their eggs on preferred foods. The fly eggs hatch into legless maggots or larvae which feed upon such materials. Generations of one species of fly may be found only in spinach, another only in cherries, and still others only in decaying meat such as carcasses of animals. These larvae grow to maturity, leave the food, and crawl into cool, dry, dark places. Here, they change into a form called a larval-like "pupal" stage. During the period spent in resting or pupal stages, they are unable to change their maggot shape and form a rounded barrel-like "pupal" stage. During the period spent in resting or pupal stages, they are unable to change their maggot shape and form a rounded barrel-like "pupal" stage. During the period spent in resting or pupal stages, they are unable to change their maggot shape and form a rounded barrel-like "pupal" stage.

Insects which grow by a series of stages are noticeable only as adults. The young, or larval stages, are hidden and rarely noticed. Few people ever connect the wiggler in a rain barrel with the mosquitoes which fly about and bite them. Did you know that the maggots in a dead chicken are the green bottles of market places?

Each separate insect species has its own way of life. Turn a dead chicken over and you will find maggots of certain species of blowfly. Dig into a manure pile beside the track and you will find maggots of a totally different species of fly. Insecticides on dead chickens won’t kill every very many houseflies and probably no mosquitoes at all. The best way to start to control flies is to destroy nurseries. Only in free water. Damp ground, moisture or leaves of trees or shrubbery, or flowers, won’t produce mosquitoes.

No quantity of DDT can do. No insect problem is peculiar to any one area. Knocking out one species may be wrong for another because most species have their own larval habits of insects pests so harmful to show business.

Problems on Fairgrounds

It’s about fairgrounds, amusement parks and resorts where DDT can be of distinct value. Particularly about fairgrounds. It can make such areas almost bugless as far as the insects are concerned. On-time dates seriously influence the time of the opening day. Fair boards should thoroughly understand such problems so that they can use DDT to their advantage. Only a few real insect problems need control particularly native residents on the playing field. Since roaches, ants, fleas, bedbugs, bees and wasps, and spiders and scorpions, live year round as native residents on the grounds. Crowds do not attract them there. Opening dates seriously interfere with their lives. On the other hand, a heavy rat infestation in an exhibition building may produce a lot of flies in 60 days. A cat with a litter in a manger or under the floor of a barn a couple of weeks before opening date may produce an immense insect problem. But it’s well to remember that insects generally don’t become very numerous in only a week or two. If insects are abundant during fair week you can depend on it that they were there before opening date.

Facts About DDT

It’s true enough that small amounts of DDT can produce almost phenomenal results. When used exactly right. An ounce or so to the acre is enough for some insect problems. But a couple of squirts of DDT from a hand sprayer won’t kill mosquitoes for a week or two. If insects are abundant during fair week you can depend on it that they were there before opening date.

What Is DDT?

DDT is a very poisonous material with a mild, pleasant odor. In the technical grade it is white slightly waxy solid, insoluble in water. It is soluble in many organic solvents, the most familiar being
DDT is a poison. It is less than many of the common insecticides used about households and gardens which contain arsenic, nicotine, or sodium fluoride. But it is a poison and it pays to know how to use it. Certainly one shouldn't put it around where it can get on food, dishes or eating utensils.

How Does DDT Kill Insects?
Insects die when they eat DDT. They don't have to eat it, however, for it becomes active almost immediately when they come into contact with sprays containing DDT. And they die when they walk or rest on the surfaces which have been treated with DDT. The fact that insects may be killed when they merely walk across sprayed surfaces is the new which has been added by DDT. This residual effect is the thing that sets DDT off from other insect killers.

DDT insecticide sprayed or dusted on floors, walls or other surfaces, leaves a residue or deposit formed of tiny DDT crystals. When insects susceptible to DDT walk or rest upon surfaces long enough to become affected by it, they develop paralysis and invariably die. One doesn't need to hit an insect with DDT spray to kill it, and insects don't need to eat it. You just put it out where insects will walk across it. DDT is no cure-all and it won't kill all kinds of insects.

DDT works much more slowly than the correct way to disinfect exhibit stalls on fairgrounds—and it is dependency upon the concentration of DDT in the commercial preparation by diluting the powder mixture with the proper amount of water. Amount of water is dependent upon the concentration of DDT in the commercial preparation. DDT suspensions are odorless, harmless, when applied to the skin of man or animal, and are non-inflammables. When applied to an insect surface, the water evaporates leaving a thin film of DDT crystals on the surface. DDT suspensions are satisfactory on outside surfaces or in places where the whitish residue is not objectionable. A suspension can be used anywhere an oil solution is not objectionable.

As Solutions
DDT is most easily used in solution form. One gallon of refined odorless kerosene will take up 7 ounces of technical DDT to make a 5 per cent spray. This solution may be considered a standard for domestic use inside living quarters, theaters, or in places where staining may be undesirable. It will not stain clothing, carpets or walls. It can be used either as a space spray or residual treatment and it will produce good kills on almost all insects which annoy man. N. 2 fuel oil at the rate of one gallon to 7 ounces of DDT technical), makes up another 5 per cent spray. This spray may be used in cellars, sheds, barns, kennels or any place where slight staining of woodwork or floors is not objectionable.

As Emulsions
Commercial wettable powder preparations known as water-dispersible powders, are available. These contain DDT mixed with a chemical which allows the DDT particles to mix with water. A 5 per cent DDT suspension is prepared from such commercial preparations by diluting the powder mixture with the proper amount of water. Amount of water is dependent upon the concentration of DDT in the commercial preparation. DDT suspensions are odorless, harmless, when applied to the skin of man or animal, and are non-inflammables. When applied to an insect surface, the water evaporates leaving a thin film of DDT crystals on the surface. DDT suspensions are satisfactory on outside surfaces or in places where the whitish residue is not objectionable. A suspension can be used anywhere an oil solution is not objectionable.

As Dusts
DDT is available in dry mixtures for dusting purposes. One which contains a 5 or 10 per cent technical DDT is preferable. Pyrophylite or talc acts as the carrier or diluent. Dusts are best for ants, cockroaches and insects most frequently found on or about the ground—bees in kennels or basements for instance.

As Suspensions
Commercial wettable powder preparations known as water-dispersible powders, are available. These contain DDT mixed with a chemical which allows the DDT particles to mix with water. A 5 per cent DDT suspension is prepared from such commercial preparations by diluting the powder mixture with the proper amount of water. Amount of water is dependent upon the concentration of DDT in the commercial preparation. DDT suspensions are odorless, harmless, when applied to the skin of man or animal, and are non-inflammables. When applied to an insect surface, the water evaporates leaving a thin film of DDT crystals on the surface. DDT suspensions are satisfactory on outside surfaces or in places where the whitish residue is not objectionable. A suspension can be used anywhere an oil solution is not objectionable.

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CIRCUS KINGS of yesterday as compared with the present day kings of the Ringling Bros. is a mis-

sion of entertaining children of all ages.
Back in the dim and shadowy past, from
the time that the Circus Maxi-

mum flourished in ancient Rome when
the gladiators fought to the death with
swords and mailed fists in the Col-

osseum until the present modernized
and streamlined “circus,” down thru
the centuries the circus has endured,
surviving the test of time and bids
fair to keep on indefinitely.

His name was Col. C. G. Stur-

tevant, Earl Chaplin May, who wrote
the immortal “From Romy to Ring-

ling Bros.”, and Chaplin and his fans
will forever dwell in the memory
that the first mention of the circus in
Little Church Around the Corner in
New York City.

His first circus was a small “mud”
show, traveling by drawn wagons by
governor on dusty and sometimes
muddy roads from town to town.
Soon it grew too large to transport
easily and he engaged a showman of
those days, stepped into the business management and
persuaded Barnum to use railroad cars
for his transportation problems. Thus
the “P. T. Barnum Greatest Show on
Earth” came into existence and its
career has continued until today and
remains destined to go on for many
more years to come.

Bailey Joins Barnum
Barnum had several formidable
rivals to contend with in those early
days, one in particular—James A.
Bailey, a quiet little bearded man
whom early showmen called “The
Little Giant.” Bailey, with a partner,
operated the Cooper and Bailey Cir-
cus with winter quarters in Phila-
delphia. Bailey had more business
acumen than Barnum and was a fin-
cancial genius. The merger of Bar-
num and Bailey brought about the
beginning of a partnership that made
circus history—two great showmen
whose fame endures until this day.

Adam Forepaugh, who was a
butcher in the same city of Philadelphia,
where Barnum had no experience
developed by gradual stages into a
total-night circus owner, one of the
best, and with his two brothers,
Charles and John, developed the
great Adam Forepaugh Circus around
1882, traveling on 60 railroad cars,
where his circus pole, main tent, 8 de-
cage menagerie, 300 elephants and
staging a wonderful street parade.

P. T. Barnum prominent in circus annals. Yankee
Robinson was the first partner of
the Ringling Brothers in 1884—the first
season that the ringlings started out
in circus business. His show was a
great favorite in the Middle West
sector. He had a rival in Burr Rob-
bins, an old school showman. Frank
A. Robbins came later, but as early
as 1884 he had a circus in a building
located at Broadway and 34th Street
in New York City, then took the road
and for many seasons operated the
Frank A. Robbins All Feature Rail-
road Circus. The title is now owned
by his youngest son, Milt Robbins,
side-show manager of Bailey Bros.
Circus.

W. W. Cole was another of the old-
time circus kings, and the W. W.
Cole Circus was a large and profit-
able venture. He died in New York
following his retirement, a wealthy
man.

A Never-Dying Title
The John Robinson Circus, the Old
Reliable, is one of the last, finest,
largest and longest on tour in the early
days. Prominent in his “mud” show,

traveling by wagon and river boats.

Clyde and Harriet Battey

week by P. T. Barnum early in his
career, at one time around 1861-62,
owned and operated his own Dan
Rice Circus, which traveled by wag-
ons over the dusty roads and
Mississippi rivers. Believe it or
not, according to circus historians,
Floto is the only one of the great
showmen to be featured in the
single ring. Show me a modern circus
which can boast of a trained rhinoceros.

Among the old-time circus kings
were the famous Sells Brothers who
lived in Columbus, O., and who
owned and operated one of the great-
est of all-time touring shows
under canvas, with a mammoth men-
erie and a great street parade.

The Sells Brothers were Lewis, Rob-

hiam, Peter and Allan. After several
successful tours of America from
east-to-coast, they invaded Australia
and made a huge fortune. Later
when Sells Bros. was combined with
the Forepaugh-Sells Bros. Circus,
all showmen concede it to be
money winning title for many years
and is now owned by the Ringling
interests and has been on the
shelf for many seasons.

The names of Robinson and
Robbins have always been

being one of the greatest of all
American circuses—a title that will live
forever in the memories of thousands
of circus fans. Both were the
his mother and two sisters, sole sur-
vivors of the famous circus clan, still
live in Cincinnati, the winter quar-
ters for years of the John Robinson
Ten Big Shows, as it was known for
over half a century before its sale
to the American Circus Corporation.
Ben Wallace, who owned the Great
Wallace Circus and later was co-
owner with Earl Hagenbeck, of the
Hagenbeck-Wallace Circus, was a
famous showman and founded the
circus city of Peru, Ind. Uncle Ben
had a great show and featured his
menagerie and street parade.

Here Comes the Ringlings!
The advent of the Ringling Brothers
into circus business was an epochal
event in circus history. The five
brothers—John, Charles, Al, T., Al
and Otto—as is well known by circus
fans began their career in Baraboo,
Wis., in 1884. Later they became a
great favorite for many seasons in
Circus Corporation and the title is
now owned by the Ringlings.

Walter L. Main

Walter L. Main, the oldest living
circus owner in the world, is in
Geneva, Q., writing his memoirs and
operating his business interests, is
retired from the circus world. His
memories of his great 30-car railroad
circus still linger on. The “Gov-
ernor” job as Robinson so fondly
regarded his age, but history records
that in 1879, at the age of 21, he was
the general agent of a small wagon
circus owned by his father the
“Governor” job as Robinson so fondly
regarded his age, but history records
that in 1879, at the age of 21, he was
the general agent of a small wagon
circus owned by his father the

By WALTER D. NEALAND

P. T. Barnum

Walter D. Nealand

America was that of Ricketts, a re-
nowned equestrian, who performed
miraculous feats upon the back of a
prancing horse as far back as 1793
in Philadelphia with George Wash-
ington as one of his patrons.

In 1815 Hackliah Bailey bought the
first elephant from the master of a
sailing ship and traveled around the
countryside by nights and exhibiting
the huge beast in barns to gaping
showmen. tent, and its reputation as
an American circuses—a title that will live
forever in the memories of thousands
of circus fans. Both were the

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Charles Sparks
to the management in 1894, and in 1899 sold his wagon show equipment to the W. H. Harris Nickel Plate of "the Grand Old Man of the White Plains, N. Y., in 1928—the passing of Charles Sparks who continued its operation for many years.

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Jerry Mugivan

cameback and had one of his best seasons in his long career and will get this coming season bigger, grander and better than ever.

Ben Davenport, owner of the Dailey Bros.' 20-car railroad circus, an up and coming circus magnate who has won much success and fortune and is on his way to bigger and better things.

Charles T. Hunt, oldest living active circus manager who with his three sons, Harry, Eddie and Charles Jr., are planning to again play their established territory in New England and thru New England, and the title is still good for many more years of touring.

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Zack Terrell

Looking back over memory's pages, I can only recall three women who were successful in the circus business as owners and managers. First was Miss Molly Bailey, whose one-ring circus was known thruout Texas, where she made her headquarters for many years. Rose Killian was another woman who owned her own show. Today there are only three women-owned circuses on tour, whereas a decade or earlier there were 20 or 25 on tour each season.

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John G. Robinson

Today we find the great Ringling Bros. and Barnum & Bailey "Big Bertha" greater than ever before—a mighty amusement enterprise that in 1946 grossed more money than in any other single year in its history. Piloting the giant organization is James A. Haley, its president; Mrs. James A. Haley and John Ringling North.

Zack Terrell, owner of Cole Bros.' Circus, second largest on tour and a circus man of vision and wide experience.

James Edgar, the man who performed a miracle and astounded the skeptics of the circus world when he leased the Sparks title after it had been shelved since 1931, managed it for 35 weeks from March 22, when it opened in Arcadia, Fla., until November 4, when the season closed in Tyron, Tex. This year the Sparks Circus came under the management of Charles Sparks, who continued its operation for many years.

And Bert Bowers founded the American Circus Corporation, who in turn sold it in 1946 to the Ringlings. It was then known as John H. Sparks

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Cash Customers Are There

Amusement Parks May Feel Pinch First, But Most Outdoor Operators Can Crowd Lush Takes of ’46 by Intelligent Work

By Pat Purecell
Editor of Outdoor Departments

There is a definite note of optimism in the tone of manufacturers, jobbers and purveyors connected with outdoor show business over the material prospects for the 1947 season, but there seems to be a definite trend toward pessimism over the very important matter of cash customers.

Just a year ago the folks of the various outdoor industries were rummaging thru scrap heaps to keep rides going; concessionaires were beating the bushes to get merchandise, and operators were still conducting extensive and exhaustive man hunts.

Now the manufacturers are catching up on their back orders, merchandise is more plentiful, and there seems to be enough workmen around to handle the assigned tasks. This means life will be a bit easier for the buyer and the seller, but all hands seem to be worrying about the customer business.

No doubt this worry is not without cause. The average take-home pay is not as lush as it was during the war years, and living costs have skyrocketed, especially food and clothing. There will be less left for amusements, especially if the family dad hits the neighborhood pub with the same regularity exercised when the hefty overtime dough was jingling in his jeans.

Amusement park operators are likely to suffer the most if they do not bend a determined and intelligent effort toward luring folks to their spots. When gasoline was rationed, these spots thrived as it wasn’t possible for the family groups to make the lengthy week-end jaunts into the country, seeking amusement in the great open spaces. Automobiles are still hard to get for the average citizen, but most of them accustomed to driving a car still have something that will get them hither and yon.

So it is logical to believe that amusement parks will take a decided tumble if money is tighter, which it figures to be, and with the folks on the highways in larger numbers. These operators will have to put more allure in their advertising and promotion in order to keep from taking a serious tumble, and they will have to tear into the special events field with a gusto. Amusement parks generally can hold close to their peak grosses, but they will have to go after the customers and not wait for them to come out naturally.

Circus and carnival operators seem to think their grosses will tumble around 25 per cent this year, many basing their opinions on the results of the shows already on the road. This early season activity cannot be used as an accurate gauge as it has been an unusual spring—and not the California-type of unusual, either. It has been cold and wet so far, and folks in the South simply do not turn out when it is cold, no matter how strong the bally.

When and if the weather levels off, the test will come and those who make their layouts attractive, offer meritorious performances and turn the heat up will do business. It may not be as easy to get money as it was the last few years, but there is still enough so that the capable operators will not feel the pinch.

Fairs should continue to attract amazing crowds, especially those with progressive leadership. Fair men generally have worked harder since hostilities ceased to make their presentations more pretentious and alluring, and they have an opportunity now to get exhibits and entertainment features that will keep the folks coming. The majority of the larger fairs knocked out during the war years still shine and folks in the neighborhood pub with the same regularity exercised when the hefty overtime dough was jingling in his jeans.

Business trends indicate that the real test—the survival of the fittest—is not exactly around the corner, but those who coasted to prosperity during the lushiest of lush times will find the going more difficult. The fellow with the wallop will find his grosses up where they were last year, or very close to it.
NEW RIDES ARE A REALITY!
5 SET FOR DEBUT IN ’47

(Continued from page 3)

started taking orders for 1948 shipments and early in March the concern had 24 orders on the list for 1948.

Improvements by Austin
Harold T. Austin, president of the Austin Engineering and Amusement Corporation, Seattle, manufacturers of the Aero-Plane Wheel, writes as follows in response to news on his new ride:

"I regret to inform you we will not be in full production until early summer and at that time we shall introduce an entirely new ride, one that will sell in the average low price range.

"Last year we operated all our rides before selling them and jotted down all suggestions given by ride men who saw the rides in operation. We put our engineers to work on these ideas and now we have a new and improved ride.

"Some of the outstanding suggestions were: a money getter, flash, popularity by repeat rides, minimizing bulk and weight, so that a prospective buyer doesn't have to invest twice the price of the ride for trucks and trailers to move it from place to place.

Efficient Portable
"Our engineers designed a new ride from the '46 model that is among the lightest of major rides; is simple to put up and take down and they did not spare anything in making it one of the top thrill rides.

"One outstanding request from ride men was to make the ride manually controlled so the customers could maneuver as they wished.

"When we introduce the new ride we will offer a special conversion unit for several of the older rides that are now stored and out of use. This will put them out in front with the new 1947 rides with plenty of thrill and flash at very little cost to the owners.

"We are fabricating our tubs from a special patented material that resists weather and corrosion, is dent proof, light and elastic and carries a 10-year guarantee against oxidation. It is tougher than steel and practically wear-proof. It can be tossed from a truck without damage to the covering.

"From all indications we are in for a booming year of business as soon as the new ride is released and the conversion units ready."

Adult Miniature Train
The Miniature Train & Railroad Company of Addison, is coming out this year with an adult size train, which is true one-fifth scale. The locomotive is built in two units and is externally an exact replica of General Motors newest locomotive, the F-3, which will be the standard Diesel locomotive of the future. It is the first time a streamlined train has been so exactly scaled, officials say. More than $50,000 has been spent in the designing and engineering of the locomotive itself.

The locomotive is powered thru two air-cooled industrial motors. Power is transmitted thru fluid drive to 16 driving wheels, giving it the unusually high drawbar pull of 800 pounds. With this drawbar pull, it is said, it is possible to carry as many as 250 passengers. The coaches are

(Continued on page 52)
INSECT ANNOYANCE ENDED
IF DDT IS PROPERLY USED

(Continued from page 1)

25 to 50 per cent may be obtained by using such solvents. Adding chemicals such as soaps, DDT concentrates may be mixed with water, forming emulsions. These emulsions may then contain 5 per cent or more of DDT. Prepared emulsion concentrates may be procured commercially and the manufacturer's label should indicate the proper amount of water to be added to the preparation for making a 5 per cent spray. An emulsion is best used outside of buildings because it leaves an unusual residue. It will kill insects just as well as any of the oil solutions or wettable powder suspensions. This preparation is inflammable until it is dry, and it's best not to use it in enclosed areas. And it too may be absorbed by the human skin, so wash it off.

Aerosols During the war, the "Aerosol Bomb" was developed for the armed services by the Bureau of Entomology and Plant Quarantine in cooperation with industry. It delivers a "space" spray. The DDT, together with a more rapid-killing insecticide such as pyrethrum, is in solution in a liquefied gas held under high-pressure and the gas propels the insecticide thru a small opening with great force when the valve is opened. Spray is thus broken up into extremely fine droplets which continue to float about in the air for many minutes.

When used outside buildings, wind will carry the aerosol away from such "bombs" and the effect of the spray is quickly lost. For this reason aerosol insecticides are not recommended for outside use except under certain conditions. Aerosols containing DDT will not leave a dual effect for there is so little DDT in them. But for mosquitoes and flies in hotel rooms, eating establishments, or elsewhere inside buildings, where a quick kill of the adult insects is desired, aerosols are a good form of the insecticide to use. Close the windows, turn on the spray for a second or so, and watch the mosquitoes drop.

What Causes DDT To Deteriorate? DDT insecticides lose their insecticidal qualities under certain circumstances. Applied as a residual spray on unpainted inside or protected wall of a building, DDT will continue to kill flies and mosquitoes for at least three months. On outside walls, DDT will continue to kill such insects for only two months or sometimes somewhat longer. Sunlight deteriorates DDT slowly. Lime on freshly whitewashed walls will reduce the effectiveness of the DDT residue rather quickly. It's best to whitewash walls several months in advance of making DDT residual applications.

How Can DDT Be Prepared for Use? For most insecticidal purposes, DDT solution (seven ounces DDT, technical, in one gallon of fuel oil No. 2) will be satisfactory for use by most fair boards. This preparation can be used for residual effect anywhere on the grounds. The fuel oil should be obtained in drums. The 35-gallon size, or smaller, will be most convenient. The drum should be turned on end and the larger screw bung removed. The DDT in proper quantity is dumped into the oil thru the open bung hole. Drum is then recapped and turned back on its side and should be rolled back and forth at intervals over a period of two or three days. This will completely dissolve the DDT in the oil. The insecticide is then ready for use. DDT water-dispersible powders may be substituted for the oil solution if desired. These may be prepared in containers which permit stirring for the powders settle to the bottom of the containers. Dusts containing 10 per cent DDT have a distinct place in fairground insect control and it is ready for use as purchased.

What Kind of Distribution Equipment Is Necessary? Proper distributing equipment must be available to utilize these insecticides fully. Oil solutions and water dispersible powders may be applied with the same type of equipment. Size of the equipment necessary depends upon the size of the job to be accomplished and the time available to do it. Small areas may be sprayed by means of small hand-operated devices or small agricultural pressure sprayers, larger areas may be sprayed by means of power paint sprayers, and still larger areas by the bigger mechanical power spray-
ers such as those used in horticultural work. Small equipment will do the work satisfactorily but it takes longer.

Sprays delivered by many of these types of equipment are not desirable for residual coating of surfaces. When dusting, a coarse spray is preferred. A proper residual spray application is one which will provide a coating which will prevent normal irritation with running. Spray nozzles should be checked to see that they function. The rate of spray may be obtained when desired. Window screens should be painted by means of a rotary blower, or maps covered with carpet, and not sprayed with the solution.

Dusting powder may be applied in small amounts by means of a plunger type hand duster or in larger quantities by means of a rotary blower hand-operated dusting machine. The small duster can be used to advantage to apply dust to cracks and crevices where ants nest and cockroaches hide during the day time. It is easier to blow dust into small or confined places, such as cracks about sinks and baseboards, with smaller equipment.

Control for Permanent Plants

Plans for insect control on permanent or semi-permanent locations, such as stables, barns, stock exhibition buildings, and resorts as well as to fairgrounds.

Methods of insecticide application vary with the length of the time the control is needed. A crowed can be well protected for two or three hours by methods which would be quite unsatisfactory where protection is desired over a longer period of time. A fairground is a permanent installation and insect problems there are more or less the same as those about homes in the same vicinity. These problems occur year in and year out. It is possible to anticipate such problems in advance and to get for them before opening date. More effective control may be obtained at least during the day time.

Roaches, ants, fleas, and bedbugs may occur in exhibition buildings, stables, and eating establishments on permanent locations. Sometimes in great numbers. One thorough application of DDT dust usually eliminates infestations of such insects. Selecte buildings should be given a thorough treatment about six weeks before opening date. The dust must be applied to all floor surfaces, whether dirt, concrete, or wood. Attempt to force the dust into cracks and crevices where insects might be hiding. Doors and windows should be closed during the treatment and for an hour or so afterward. One man equipped with a dust blower of the proper type should be able to do a large-sized exhibition building in an hour or less. If it is decided that many buildings should be treated with dust, it will be less expensive, and perhaps more efficient, altho not more effective, to accomplish the application by means of mechanically driven agricultural or fleet trucks.

One of the devices used is the type needed. The interior of a building can be dusted at a matter of a few minutes with machinery of this kind. About one week before opening date it would be well to inspect areas which have been treated, and to inspect the efficiency of the treatment. Skipped areas or places where the dust may have been improperly located may be worked over if considered necessary. Don't forget that the dusting will leave a thin white residue everywhere. Maybe the star would object to this in a dressing room.

Insects which occur most frequently on the outside of buildings and about the grounds, such as flies, eye-gnats, mosquitoes, and sandflies, may be as effectively controlled as others.

Housesflies and horse manure are the combination you must remember to control houseflies—take away the horse manure and houseflies are no problem. A few houseflies might occur in other fermenting organic materials, but horse manure is the preferred. And don't blame a good dairy installation for houseflies if small pony can produce. Proper manure disposal in a small area won't keep outside flies from the neighborhood of coming in. Flies fly, remember. Flies are attracted to things that might be good to eat, and a garbage dump will attract flies for considerable distance. As long as the dump continues to smell, they won't leave, either—they come prepared to stay. Factor one in fly control is, see that flies have no reason to be attracted to a place or for hanging around after they get there.

Fly abundance is a matter of concern to department of health officials. A 5-cent telephone call to such officials sufficient in advance may prove to be a very good investment.

Step Leading to Insect Control

1. Make certain that such insects are not breeding on the grounds. Be sure that there is nothing on the inside of the grounds which will attract them into the grounds from outside. For flies, this may be accomplished by proper stable manure disposal. For mosquitoes, control may be effected by proper drainage, fill, or treatment with DDT. 5 per cent in oil of mosquito-breeding ponds, the oiling of rain barrels, and cisterns with the DDT solution, the cleaning of eves-troughs on buildings, and the removal of tin cans, buckets, and other similar water-holding receptacles.

2. In grounds which have a bad past history of outside insect annoyance, whether by flies or mosquitoes, apply a residual DDT, either a 5 per cent oil solution or 2½ per cent water-dispersible suspension of DDT in water to inside and outside surfaces of stables, barns, stock exhibition buildings, and eating establishments. These residual applications should be made about 30 to 45 days in advance of opening date so that the insecticide has ample time to do its work. Amusement parks and resorts open for longer than 60 days may profitably renew the residual treatment every two months.

One of the surplus army-navy thermal insecticide generators might be especially valuable about resorts and permanently located amusement areas. It's worth looking into if your problems are especially severe.

Insects usually leave the scene of DDT after getting a dose of it, and this has one disadvantage. Flies sometimes get stunned by DDT in a screened-in eating establishment and may not die at once. Such flies bumble about, fly into people's faces, (Continued on page 14)
CHAIR PLANE

Sixteen, Eighteen and Twenty-Two Foot Split Towers.

Sixteen and Twenty-Four Seat. \( V \) Belt Drives.
Portable Steel Tubing Fences. Steel Cut Pinions
Le Roi and Hercules Power Units.

RIDE HI MFG. CO. PINCKNEYVILLE, ILLINOIS

INSECT ANNOYANCE ENDED IF DDT IS PROPERLY USED
(Continued from page 13)

fall on tables or counters, or drop into food. Some persons may object to this. Screened food establishments had better use space sprays inside which contain about 3 per cent DDT and 0.2 per cent pyrethrin in refined kerosene. Flies hit with the insecticide usually fall and stay right there. Circuses and zoological parks can use DDT to good advantage. Animal cages should all get a residual DDT treatment with solutions or wettable powders. Such treatments will control many of the insect parasites which affect animals, such as lice in treatments, the residual treatment will also kill many of the other insects annoying to animals, such as horn flies. When horn flies are abundant and annoy- ing on show stock, they may be con- trolled easily by spraying each animal with one quart of a water spray containing 0.65 per cent of DDT in a wettable powder. This is re- markably effective.

Control for Short Periods

For short periods of time, up to one to four hours, a crowd can be pro- teeted from insect annoyance by using space sprays. DDT aerosols, 5 or 5 per cent DDT in kerosene or fur- oil may be used for this purpose.

The size of the area to be protected more or less determines the equip- ment which should be used to put the spray aerosols on. The equipment should be arranged so that the area over which protection is desired, plus an additional perimeter of approximately 100 yards, should be thoroughly gone over.

There are several methods of ap- plying space sprays, with about equal effectiveness. Small areas of only a few acres require relatively small amounts of spray. The aerosol "bomb" will do such jobs satisfac- torily. Each of these bombs can be found in obvious locations in the immediate vicinity of the place where they are to be used. The "bomb" is placed within the area to be protected. Upon reaching the upwind portion of the area, another spray swath is made on the reverse side. The area should be covered in this man- ner. Such an application should be made within a few hours before the area to the attending crowd. Effective space spray will last for about 10 to 14 hours, a period that is long enough to protect the area.

This method was used by the armed services to pro- tect the men from mosquitoes during early evening movie hours in the jungles of Pacific Islands. There is little or no residual effect in space sprays. Additional protection can be secured, however, by periodic and general use of the aerosol along the upwind side of the area.

Larger areas may be protected in the same manner and for longer per- iods of time by spraying 5 per cent DDT or kerosene by means of power air-pressure paint sprayer- ers carried in definite swath pat- terns by trucks. Spray nozzles should be adjusted to deliver an extremely fine spray, and they should be about 100 feet apart. This will give the repeat swath effects described above.

DDT for Living Quarters

Each of the pests discussed affect living quarters and DDT is perfect for use in households. A small, hand pump sprayer is desirable. DDT is satisfactory for making such applications.

Take bedsides now. Killing bed- bugs is a simple process. They are found in obvious locations in the immediate vicinity of the place where they are located. The second meal of the bed bugs is the most effective. Start to kill them out of the house. On the bedrooms before the horns and stay right there.

Every other room then be treated in the same manner and at the same time. This will result in complete eradication of the bugs. This can be determined by continued to obscure them for two weeks.

ASK FOR PRICE LIST

A-57 TODAY!!!

ELI BRIDGE COMPANY
Builders of Dependable Products for 47 Years
500-820 Case Ave., Jacksonville, Illinois

Page 14: Outdoor Equipment Review
March 29, 1947

KID RIDE TIRES and ELECTRIC CABLE
2.75x10 puncture-proof, ball-bearing Goodrich Silverton $4.00 ea.

RUBBER CABLE

<table>
<thead>
<tr>
<th>Conductor</th>
<th>100 ft.</th>
<th>250 ft.</th>
<th>500 ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Conductor</td>
<td>18g.</td>
<td>350 ft.</td>
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</tr>
<tr>
<td>6-Conductor</td>
<td>18g.</td>
<td>475 ft.</td>
<td>1,000 ft.</td>
</tr>
</tbody>
</table>

BOOSTER TRANSFORMERS

5 Taps (110V, 120V, 130V, 140V, 150V)

3000 Watt $46.00
3000 Watt $50.00
5000 Watt $75.00

PORTABLE AIR COMPRESSOR

for trucks, operating cars. D-220 pounds. $35.00. Wire for price.

C & H ELECTRIC CO.
436 W. James Avenue
Phone Broadway 2486
Milwaukee 3, Wis.

CLARK & HENKO, Mgrs.

CHIEF W. PARKER Amusement Co.
LEAVENWORTH, KANSAS

Dear Sir:

We received the horses O.K., getting the last six on the day we were opening, and with your new streamlined housings and the crescents all new, our machines looked like a brand new one.

The first six horses, for a season of twenty-five weeks we are well satisfied, as was the case of the old boxes.

We had very successful days off still dates and fairs with the carelessness and wish to say that I think your horses helped, as the children were for them at all times.

There is all possibility that we shall be a customer of yours in the future due to your splendid service and quick delivery.

Thank you for your correspondence and that you do not hesitate to give our new horses the most full and complete protective guarantee which has never been given to any product in the world.

7. We do not hesitate to give our new horses the most full and complete protective guarantee which has never been given to any product in the world.

Yours truly,

C. W. PARKER

WRITE for our free circular on Electrical Equipment and Surplus

Tool, Wire, Phone or Air Mail Your Order Today

Outdoor Equipment Review
Leavenworth, Kansas

CHAIR PLANE

PARKER DOES IT AGAIN

Our new Parkaloy Indestructible Metal Horses, perfected and fully guaranteed, have proven themselves ... the repeat orders we are receiving on our horses are indicative of entire satisfaction. Can supply any sizes, Little Ponies for children now available—prompt delivery.

Ask any owner or read what J. Van Vliet, Baby Show, La Crosse, Wis. has to say . . .

High Class Shows—Now and Thrilling Rides—Sensational Free Acts
B. & V. SHOWS
Permanent Address, GARFIELD, N. J.

C. W. Parker Amusement Co.
Leavenworth, Kansas
In route: Dec. 2, 1946
404 Corbalis Ave.
Levi, N. J.

The following reasons should convince you that modernizing your machine with the New 4-Conductor #18, Reels 1,820 ft., stranded RIDE HI MFG. CO.

It is a pleasure to see them come into the barn without legs off or heads broken as was the case of the old boxes.

There is all possibility that we shall be a customer of yours in the future due to your splendid service and quick delivery.

Thank you for your correspondence and that you do not hesitate to give our new horses the most full and complete protective guarantee which has never been given to any product in the world.

7. We do not hesitate to give our new horses the most full and complete protective guarantee which has never been given to any product in the world.

Yours truly,

C. W. PARKER, B. & V. SHOWS.

Eli Bridge Company
TO BE IN

BIG ELI WHEELS

CONTINUE TO GROW

OWNERS INCREASE

PORTABLE

DUAL

ROPE AND PARK

KICK

To the late Mr. R. P. BRIDGE, Mr. Bridge was one of the first to venture in the small wheel field over 30 years ago. Under his direction the Bridge Company has grown year by year and is today one of the largest in the country. Mr. Bridge was a great friend of ours and the Bridge Company has been a source of great comfort to us.

Our customers have been greatly pleased with the quality and workmanship of the Bridge Company's wheels and we are confident that we can keep our customers satisfied in the future.

The Bridge Company has been in operation for 25 years and has produced over 30,000 wheels. Many customers were disappointed, but we will never promise more than we can ship. The quality and workmanship of the Bridge Company's wheels is second to none. The Bridge Company has already been appointed as our authorized distributors, and our customers can be assured that they will not be disappointed.

The Bridge Company's wheels are made to order and have been in operation for 25 years. They have always been of the highest quality material and workmanship. The Bridge Company has always been on the lookout for new ideas and has been in operation for 25 years. They have always been on the lookout for new ideas and have been in operation for 25 years.

The Bridge Company has always been on the lookout for new ideas and has been in operation for 25 years. They have always been on the lookout for new ideas and have been in operation for 25 years.
bed should be given an application. Some other kinds of infested furniture should be treated in this manner, such furniture will have no bedbugs in it for many months.

Cockroaches travel considerably farther than bedbugs, but when you find their hangout the rest is easy. DDT, 5 per cent in refined kerosene, will do the trick when applied heavily to the places where you find them. The DDT dust, 10 per cent, may do a better job but dust residues may be unsightly in kitchens. Take your dishes and kitchen utensils off the shelves and out of drawers when you treat cabinets. For ants, you find the ant nest, blow DDT dust or spray DDT solution on and around it. Especially on the trails they follow.

DDT dust, 10 per cent, is the easiest and most effective way to get rid of lice. You dust it on wherever the lice are and not take a bath for 24 to 48 hours.

Cautions
Many insecticides are poison. So is DDT. It must be treated with as much respect as generally given to any poison of this type. In dusts or water-dispersible powders, DDT is not absorbed and is safe to use on the skin. In oil solutions, DDT is absorbed thru the skin and it should be washed off promptly. It is a stomach poison when taken internally so it must be kept off of food, and cats must not be treated with DDT in any form. Animals which do not lick themselves may be treated with either DDT powders or with DDT sprays containing water-dispersible powders. Oil solutions containing DDT must not be used on animals under any circumstances.

Conclusions
The day of insect annoyance is about over, so far as the paying guest is concerned. People simply won't visit, or stay, in places where they are being made uncomfortable by insect bites or where they see insects which they think might infect them. Insects which represent filth in the minds of most people, such as flies and roaches, drive people away from fairs and resorts, just as effectively as those which actually bite and so produce direct annoyance. Even exhibitors won't stand mental or physical discomfort for a long period of time and they don't like to see their livestock annoyed either! To the four " Freedoms" we have all heard so much about, we now must add a fifth one—"Freedom from Bugs."

Every State has a State Entomologist. If you run into a bug problem and have trouble with it, let him give you the answers. For free, address him at the State Agricultural Experiment Station. But don’t wait until the last minute.

DDT, the insecticide recommended to the armed services for their insect problems overseas by the Bureau of Entomology and Plant Quarantine, is the answer to many insect problems. It solves such problems rather easily.

The public is fully aware of this fact. Mr. and Mrs. John Q. Public who pay money for entertainment know that there is little excuse for most insect problems. Almost every housewife knows there is no reason for bedbugs, fleas, roaches, flies, or mosquitos. She hears it over the radio. She reads it in her magazines. She won’t let little John Q. Junior go near where she thinks he might be contaminated. Returned GI’s who spent time on the Pacific Islands will spin yarns for you about the pre- and post-DDT days on the tropical islands. What this insecticide did out there will always be fresh in their minds. It was just too obvious for them to forget—ever.

The "WESTERN JEEP" KIDDY CAR

Bring Your Old, Worn Out, Kiddy Car Ride Up to Date
INSTALL WHEN ALL AUTOMOBILE BODIES AND SPARE "WESTERN JEEP" ON YOUR PROPERTY ORIGINALLY Equipped for Other Kiddie Rides and Made By Makers of the "WESTERN JEEP"

THE "WESTERN JEEP" WAS IMPERSONATED BY THE G.I.’S THROUGHOUT THE WORLD, AND ITS APPEAL TO THE "WESTERN JEEP" MAKER, IS A SHOWMAN’S "NATURAL" TEMPERAMENT. IT IS FINE AND THORNED IN THE GREATEST OF RESISTANCE WITH ALL STEEL, FULLY RUST-PROOF, RADIO AND AMMENITIES TO THE BODY LENGTH -3 FEET 21/2 INCHES.

You Can’t Go Wrong On This One. Modernize Your Old, Worn Out Kiddy Rides and Do It Quick With The "WESTERN JEEP"

PRICE $50.00 Each, Ready To Install.

Vernon L. Spalinger Industries
112 "D" Street
Spokane, Washington 2% Dis. for full cash with order.

March 29, 1947

MINIATURE TRAIN AND RAILROAD CO.
NEW SALES OFFICES: 333 W. FIRST ST., ELMHURST, ILL.
Rides and more rides. No part of the public has been neglected by the park's management in providing thrilling devices for those who are the fast-moving, modern rides and the old-time tried Merry-Go-Round and Ferris Wheel, as well as the garden of kiddie rides for the tots.

So, in words to that effect, read most park advertisements. For over a half century rides and park have been closely linked. As a matter of fact rides are often considered a part of a park. While I was in Chicago in 1944, I asked a passing-thru midwayite stopped to say hello. "What ever became of So-and-So? I asked. "Haven't you heard?" he asked in a surprised voice, "He couldn't get enough help to tear down and set up his rides, so he put them on a vacant lot down South near a camp and his rides, so he put them on

Defining a "Park"

Mentally picturing a Coney Island going broke thru lack of patronage, I asked, "What park is it?" 200.00 deposit required. We guarantee this ride to be one of the biggest money makers ou


text continues here...
to build up a system of summer parks bicycle railways without marked succession. Several types of bicycle carousels and rides (that is, in abundance), parks a park and then spent the day riding they still want to ride for thrills. Several years ago while I was driving thru a hamlet in the Deep South, a sign over a rundown baseball park attracted my attention. I read, "Frivoly Park." The grounds were packed with thrill seekers. The only ride there was a home-made affair with crossties for a base, a centerpole that was impossible, sweeps like those on a Merry-Go-Round and ladders hanging from them with ropes, which the patrons rode. The thing actually turned. "How's business?" I asked the colored inventor-operator. "Slow, suh! A bit slow, suh," he drawled. "A saba man won't ride it and a drunken one cain't. We keeps it here mo' as a drawin' card." Rides make a park, the fast thrilling rides that thrill our youth.

**PARKS AND CARNIVALS**

*can obtain for Spring delivery*

**NEW 1947 TYPE LAUGHING FIGURES**

Laffing Luke

Giggling Gertie

**ANIMATED HEADS HUMOROUS AND GROTESQUE**

- **THE SKIPPER**
- **THE DEVIL**
- **THE TOUGH GUY**
- **THE SINGING GIRL**
- **THE BEARDED GIANT**
- **STUNTS FOR DARK RIDES OR FUN HOUSES**

**THE CORILLA**

**THE FALLING GHOST**

**THE GIANT AND DWARFS**

Laffing Luke and Giggling Gertie are life size figures in a sitting position, real action and lots of fun. They are complete with amplifier, record changer, speaker and 20 records. Both figures could be used in front of any ride or device, and are the best ballyhoo ever used. They earn their cost in a few weeks' time by increased receipts.

**ANIMATED HEADS** may be used alongside of Laffing Luke or Giggling Gertie as a background, or a group of these heads with bodies painted to suit heads will dress up and liven up most any front on any ride or device. The heads may also be used as stunts inside a ride or fun house.

The size of heads averages about 32 inches high, 32 inches wide and 7 inches deep, with motor mounted inside of head. They are complete ready to plug in. Our photos show suggestions for painting bodies and background if required.

**THE CORILLA AND FALLING GHOST** are compressed air activated stunts for Fun Houses or Dark Rides. They are scary and can be installed in a reasonable sized space. A small compressor will operate both if air is not already available.

**THE GIANT AND DWARFS STUNT** is really an outstanding animation continuously in operation, with motor included, for installation in Fun Houses, Dark Rides, and especially for secure sheds in Old Mill or Water Rides. Size—10 feet long, 7 feet high, 3 feet deep.

*OUR SUPPLY OF FIGURES IS LIMITED*

SEND FOR PHOTOS AND ADDITIONAL DATA

**PHILADELPHIA TOBOGGAN COMPANY**

130 East Duval Street, Germantown Philadelphia 44, Pennsylvania

March 29, 1947

**THE SHOWMAN'S ANSWER — TO THE NEED FOR SOMETHING NEW IN ENTERTAINMENT**

**THE FUNHOUSE THAT'S DIFFERENT**

**HAGAAR ATTRACTIONS**

**ROLLO THE WONDER HORSE**

Fastest Money Making Ride Ever, for Young and Old.

**INDIVIDUAL INCENTIVE SPEED OPTIONAL WITH RIDER**

ROLOS ARE MOTIVATED FROM THE SADDLE; 25-INCH STROKE GIVES A 35-INCH FORWARD THRUST.

**SIMPLE FOOL PROOF MECHANISM ENCLOSED IN SEALED BEARINGS**

We lease units of 10 horses, 40x60 top, and sectional flooring.

GUARANTEED DELIVERY IN 60 DAYS

WRITE FOR DETAILS—VISITORS WELCOME

**ROLLO, Inc.**

436 North H Street

Fresno, California
Dollies, which incorporate the utmost in "backability," are being turned out in increasing numbers. Such dollies are a boon to outdoor showfolks because they facilitate speedy, easy and level spotting of a trailer on location. Pictured above is a tandem custom-built job which features one of the latest dollies.

TRAILERS FOR ALL PURPOSES

TRoupers of the carnival, traveling shows and circus enterprises have long been one of the strong segments of the backbone of the trailer industry. They are the discerning customers. They are the people who want smart looking, well constructed trailers. They are the people who are most vitally interested in improvements because to them trailering on the move is a vital, serious part of their lives.

The look into the future of trailers was given at the 1947 National Trailer Coach Show, held in Chicago, March 15 thru 23. There at Navy Pier, the public (and many of the throng included the troupers) had a chance to see for the first time under one roof more than $500,000 worth of the best there is to offer in the trailer industry.

Show "Cruiser" Models
They saw a tendency on the part of many manufacturers to come out this year with shorter cruiser models, more adaptable to varied highways than the large models which have become so popular during the housing shortage.

An increase in the development of trailer dollies was seen at the show. More and more dollies are being developed with "backable" features.

The debate about the comparative values of aluminum or composition exterior finishes still goes on, but the show indicated that the public may definitely make up its mind on this matter. Not only were plenty of trailers covered with both finishes exhibited, but several plastic-finish trailers are now on the market.

Better Facilities
Improvements in wash stands and shower facilities, particularly in custom trailers, are definitely on the way, and hot water heaters are growing in popularity.

While the standard-type heating stove manufacturers are continuing to improve their product, a new stove is now on the market. It is mounted under the cook stove and boasts a decrease in the use of space. Whether or not trailer users will prefer the new-type stove and whether or not it will be adaptable to all trailers is a debatable question.

Anent Roof Angles
One company has developed a change in the roof angles which it maintains is an improvement, while another company claims the corrugations in the aluminum sidewalls of its trailer provide a sturdier construction.

The availability of lumber in better grades is benefiting the public thru improved interiors and interior finishes.

The general development in the industry, which was portrayed at the 1947 show, proved there is a substantial improvement program in progress in most trailer plants and that trailer users stand to see better trailers developed as 1947 moves along.

By EDWARD L. WILSON
Managing Director, Trailer Coach Manufacturers' Association

EDWARD L. WILSON
EDWARD L. WILSON is managing director of the Trailer Coach Manufacturers' Association, with offices at 111 West Washington Street, Chicago. A member of the Chicago Tribune staff for 15 years, Wilson during the war served as U. S. Navy public relations officer for Northern Ohio.
Showers are a must with showfoks. Shown above is a model trailer with shower. Note the convenient location of the wash-basin, with medicine chest and shelves for toilet articles built on the other side of the shower. Poor lighting is a thing of the past. Note the overhead concealed light directly over the wash basin and near by the sideway fluorescent light—guarantees of enough light for the most demanding shaver.

Aim To Improve Trailer Parks

An extensive plan for the improvement of trailer parks and assistance to park operators has been launched by the Trailer Coach Manufacturers' Association. A $250,000 appropriation has been made to stimulate interest in the establishing and maintenance of clean, attractive and well-regulated trailer parks.

Included in the trailer park betterment program are the production of a color-sound movie on the construction of good trailer parks, the publication of a monthly magazine, Trailer Park Progress, for park operators, and the compiling and publication of a trailer park guide.

J. Lee Brown, TCMA's park director, is currently touring the country in his specially constructed TCMA Scout trailer, inspecting and counseling park operators on improving their establishments. The trailer park guide book will list facilities offered by trailer parks throughout the country and will give TCMA ratings of parks, based on Brown's inspection of how the park measures up to standards set by TCMA.

An informative booklet on trailer park construction and operation is also available from TCMA for all persons interested in establishing good trailer parks. A comprehensive research program, which included studies of living conditions in trailer parks, has already been completed, and TCMA's extensive national advertising and publicity program also follows a trailer park theme.

Kitchens in the new model trailers offer the maximum in eye-appeal, the utmost for efficient use. Typical is the two-sectioned, stainless steel sink pictured above. Each section provides ample space. Use of stainless steel enables quick cleaning and provides attractiveness to the kitchen. Note the compactness of the kitchen arrangement, the tile-effect of the wall, the overhead light, the stainless steel hardware and the spacious, well-situated closets.
Pastel Colors Practical for Fair Buildings

Frank Kingman, manager of the Brockton, Mass., Fair and secretary of the International Association of Fairs and Expositions, is a firm believer in paint with a purpose on his fair buildings. And last year he came up with a paint face-do on the Brockton buildings which may well serve as a model for other fairs.

Seeking not only to cover the buildings, which needed paint, but to achieve a striking psychological effect, Kingman introduced and executed the idea of painting the outside of all buildings in various light pastel colors.

Colors Alternated

Colors used were light blue, light green, pink and buff. Some of the same colors were used on various buildings, but no two buildings done in the same color were next to each other. At the bottom of each building a band of a dark color was cut. Thus painted, the buildings were striking. They threw off plenty of "life" and at night furnished high illumination.

Thus painted, the buildings were striking. They threw off plenty of "life" and at night furnished high reflection value.

Has Customer Appeal

"There is no doubt but that the colors made a striking appearance, and not only did they make an impression when people walked through our gates, but they continued to make an impression everywhere our patrons went because we painted every one of our major buildings. We know that the colors had a psychological effect on everyone, and they liked it," Kingman said in summing up the effects.

To further heighten the effect of the painting, a number of flower beds were installed near the buildings. This year, according to Kingman, more will be added. "We think it very important that fairs pay more attention to landscaping that way," Kingman explained.

Use of Display Paper

In a number of buildings, display paper of various kinds was used. In the poultry building, for instance, the walls were all covered with blue and orange display paper. Down thru: the aisles in this building (and the aisles were laid out in curves to avoid straight-line effect), tall display paper used between two rows of coops, which were placed back-to-back, so that it was impossible for anyone to look from one aisle to another and also impossible to see the end of an aisle without walking the aisle full length.

Commenting on the use of light outside colors, Kingman pointed out that they fade more quickly than dark colors, and this, of course, necessitates more frequent painting. As for shades to be used, Kingman said there are hundreds from which a choice can be made.

Night Changes Possible

It is possible at night to achieve color effects on buildings thru illumination. Buildings painted white could be changed by color spotlights, but this would require operators and, of course, the building would remain white in the daytime, Kingman points out.

It is Kingman's contention that fairs are missing good bets if they don't use color and light to the best advantage. "I think," he says, "that every fair is overlooking a basic element in their operation in not using color and light in every way possible, and that they should think about the use of water in the forms of fountains and pools."

Detailed Specifications of Every Trailer Coach Model Manufactured by Members of the Trailer Coach Manufacturing Association Are Listed Below:

<table>
<thead>
<tr>
<th>Model</th>
<th>Length Overall</th>
<th>Length of Body</th>
<th>Height Exterior</th>
<th>Height Interior</th>
<th>Width of Body</th>
<th>Axle</th>
<th>Type</th>
<th>Covering</th>
<th>Weight</th>
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<tbody>
<tr>
<td>&quot;202&quot;</td>
<td>24'</td>
<td>22'</td>
<td>8'6&quot;</td>
<td>6'9&quot;</td>
<td>7'9&quot;</td>
<td>Sgle.</td>
<td>Car.</td>
<td>A</td>
<td>3750 lbs</td>
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<tr>
<td>&quot;61&quot;</td>
<td>24'3/4&quot;</td>
<td>17'8&quot;</td>
<td>6'7&quot;</td>
<td>7'8&quot;</td>
<td>7'9&quot;</td>
<td>Sgle.</td>
<td>Car.</td>
<td>M</td>
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<tr>
<td>&quot;85&quot;</td>
<td>28'6&quot;</td>
<td>22'6&quot;</td>
<td>6'7&quot;</td>
<td>7'8&quot;</td>
<td>7'9&quot;</td>
<td>Sgle.</td>
<td>Car.</td>
<td>M</td>
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<td>&quot;S18&quot;</td>
<td>20'9&quot;</td>
<td>18'3/4&quot;</td>
<td>6'7&quot;</td>
<td>7'11&quot;</td>
<td>Sgle.</td>
<td>Car.</td>
<td>A</td>
<td>3000 lbs</td>
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<td></td>
<td>&quot;S21&quot;</td>
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<td>21'3/4&quot;</td>
<td>7'7&quot;</td>
<td>7'11&quot;</td>
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| American Coach Company

Homestead | 24' | 22' | 9" | 6'9" | 7'9" | Sgle. | Car. | M | 3895 lbs|
| "22" | 24' | 22' | 9" | 6'9" | 7'9" | Sgle. | Car. | M | 3895 lbs|
| "25" | 27' | 23' | 9" | 6'9" | 7'9" | Sgle. | Car. | M | 4050 lbs|
| Shanghai | "Shore-" | 27' | 24' | 9'6" | 7" | Sgle. | Car. | P | 4000 lbs|
|        | "Prince-" | 23' | 20' | 9'5" | 7" | Sgle. | Car. | M | 4300 lbs|
| Imperial | 27' | 25' | 9'4" | 7" | 7'8" | Sgle. | Car. | M | 4750 lbs|
| Continental Coach Company

Chicago Streamline Corporation | 25' | 25' | 9'3" | 7" | 7'7" | Sgle. | Car. | M | 4750 lbs|
| "21" | 25' | 25' | 9'2" | 7" | 7'7" | Sgle. | Car. | M | 4750 lbs|
| "20" | 25' | 25' | 9'1" | 7" | 7'7" | Sgle. | Car. | M | 4750 lbs|
| Cruiser | 23" | 21" | 9'4" | 6" | 7" | Sgle. | Car. | M | 3250 lbs|
| Conway Coach | "Silver" | 24'7" | 22'7" | 6'9" | 7'10" | Sgle. | Car. | A | 3750 lbs|
| Drexler Coach, Inc.

31' | 6" | 8' | Sgle. | M |
| Midway | 25' | 25' | 9' | 7' | 7'9" | Sgle. | Car. | M | 5000 lbs|
| Star | 20' | 18'7" | 7'8" | 6" | 7'8" | Sgle. | Car. | M | 2300 lbs|
| Eoyal Coach Company

Elnar | 25" | 23" | 9'6" | 8" | 6'4" | 8' | Sgle. | Car. | M | 4200 lbs|
| Elcar | 25' | 23' | 9'6" | 8" | 6'4" | 8' | Sgle. | Car. | M | 4200 lbs|
| "53" | 22'6" | 20' | 8'6" | 6'4" | 8' | Sgle. | Car. | M | 3700 lbs|
| "75" | 25'6" | 23' | 8'6" | 6'4" | 8' | Sgle. | Car. | M | 4500 lbs|
| "77" | 36'6" | 24' | 8" | 6'4" | 8' | Sgle. | Car. | M | 4920 lbs|
| Glider Trailer Company

"35" | 25'7" | 23' | 8" | 7' | 7'8" | Sgle. | Car. | M | 3500 lbs|
| "75" | 25'7" | 23' | 8" | 7' | 7'8" | Sgle. | Car. | M | 3500 lbs|
| "77" | 30'7" | 24' | 8" | 7' | 7'8" | Sgle. | Car. | M | 3500 lbs|
| Howard Industries

"31" | 23' | 21' | 8'6" | 6" | 8' | Sgle. | Car. | S and A |
| "25" | 25' | 25' | 9'6" | 6" | 8' | Sgle. | Car. | S and A |
| 30' | 30' | 8" | 8' | Sgle. | Car. | S and A |
| Indian Trailer Corporation

"Chieftain" | 26'7" | 24' | 9" | 6'6" | 7'9" | Sgle. | Car. | A or M | 4800 lbs|
| "Warrior DeLuxe" | 23'9" | 20' | 8'11" | 6'5" | 7'9" | Sgle. | Car. | A or M | 4000 lbs|
| Ironwood Trailer Coaches, Inc.

"Ambassador DeLuxe" | 26'6" | 24' | 9'4" | 6" | 7'9" | Sgle. | Car. | M | 5400 lbs|
<p>| &quot;Cormander&quot; | 23'9&quot; | 23'4&quot; | 9'4&quot; | 6&quot; | 7'9&quot; | Sgle. | Car. | M | 4250 lbs|</p>
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Howard Industries, Inc.
Saginaw, Michigan
WINTER OPERATIONS HELP LICK SEASONAL BUGABOO AT PERMANENT FUNSPOTS

By JIM McCUGH

A LARGE percentage of the nation's amusement park operators have licked the seasonal bugaboo long attached to outdoor show business and have turned their enterprises into 52-week-a-year enterprises with highly gratifying results. All other activity outside the usual Decoration Day to Labor Day period is necessarily confined to limited operation, if it does, for some parks, add up to as much as 40 per cent of the gross earned during the regular season and seldom accounts for less than 5 per cent.

Without exception, year-around operators representing every section of the country who replied to a recent questionnaire circulated and compiled by The Billboard expressed satisfaction with their extra-curricular activities and in many instances indicated they would expand their late fall, winter and early spring operations as soon as possible.

Although weather eliminates the possibility of full year-around operation by all but a few parks located in favored geographical zones, the success of many operators indicates that nearly all parks not currently concerned with off-season operation could enter the field successfully.

Based on the experience of others revealed through the survey it would seem that a roller rink, and in some instances a dance hall, provide the necessary nucleus for profitable full operation. The continued operation of either unit automatically insures the operation of allied concessions.

Accidental Beginning

In many instances the bonanza discovered in off-season operation had an accidental beginning. One post-season day or week after another was gambled on the strength of the business done during the previous effort until operations extended over the whole year, or at least a large part of it. Roller rinks and dance halls, with their attendant refreshment, supply and coin machine concessions, lived thru experimental stages, sometimes only making the operating nut, until they paid off handsomely. The expense, time and effort involved in original promotion has usually been negligible and more than justified by the ultimate returns.

An even 50 per cent of those participating in the survey reported year-around activity. Of these, all but nine operate roller rinks.

Dancing was favored by 15 while 10 reported operating both. Assorted off-season activities included numerous restaurants and other eating facilities, three

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year around basis to expand their off-season facilities and to keep patrons within the neighborhood. They look to the hope that they would have additional operation before the end of the regular season.

Renovating units for cold-weather operations will involve nothing more complicated than the installation of heating units for ballrooms at the several locations where it is planned to continue dancing. By so simple a procedure, it will be possible to add in excess of 200 potential operating days for a number of parks.

Year around activities are in the planning stage by seven parks which have heretofore been dormant following the regular season. Plans are necessarily dependent upon availability of building supplies and the elimination of other expansion bottlenecks.

Strangely, parks currently nibbling at the public's entertainment dollar on a year around basis are not all located within heavily populated urban centers. Many are outlying and dependent upon automobile trade and a floor seating job for their off-season success. On the basis of the returns it would seem that only a few units are located so disadvantageously as to be without hope for expanded operation.

Keeps Interest Alive

Several operators mentioned advantages other than financial gain which year around operation brought them. Edward Carroll and his aide de camp, Harry Storin, reported continued operation as a good medium to keep interest in the park alive. In continuous operation are a bowling center with 18 alleys and skating rink. Lights from these and the entrance arch, which is illuminated every night, give the park a "live" look 365 nights in the year. Riverville, ill., probably keeps its restaurant and night club open next year now that food and help problems have eased.

W. E. (Bill) Garrison, Joy Land, Fort Worth, said his off-season revenue was negligible but that continued operation was a good way to let patrons know about the spot and it saved considerable advertising in the spring. A. Karst, Forest Park, Harvey, Pa., and Mrs. Minelle Dixon, Lake Winnepasualk, Chatanooga, both think year around operation involves considerable advertising advantage.

J. L. Figi, Lakeside Amusement Park, Storm Lake, la., voiced the opinion held by many, when he wrote that year around operation made it possible to hold key help and eliminated the necessity of breaking in green hands at the start of each regular season.

Skating Most Popular

Roller skating, with 28 parks operating rinks, is far in the lead as an off-season attraction. Tendinous popularity of this sport, coupled with the fact that operating cost is low, makes it a natural. Many rinks, including the one operated by Edward H. Laventure at Henry Bollinger; Newcomb's Santa Monica (Calif.) rink, owned and operated by W. D. Newcomb Jr., and Redondo Beach Park, Redondo, Wash., under the management of W. J. Betts.

Happyland, operated by Marion Ross in Hastings Park, Vancouver, B. C., reports okay business with dancing and a restaurant.

Also Craterville Park, Cache, Okla., operated by Mrs. Frank Bush and son; Celeron Park, Jamestown, N. Y., operated by Harry A. Illions; Reynolds' Park, Winston-Salem, N. C., managed by Ivan J. Bauch; Beach Park, Portland, Ore., owned and operated by E. H. Bollinger; Newcomb's Santa Monica (Calif.) rink, owned and operated by W. D. Newcomb Jr., and Redondo Beach Park, Redondo, Wash., under the management of W. J. Betts.

Five Plan Rolleries

Five parks contemplate the installation of rinks. Jack and Irving Rosenthal plan the erection of a roller skating rink and bowling alley at their Palisades (N. J.) Amusement Park to vie for some of the big money spent on these forms of recreation in the metropolitan New York area. A rink for year around operation will be erected at Edgewater Park, Celina, O., as soon as building materials are available. Two dance halls, one featuring western or square dancing, are operated on week-ends through the off-season. Square dance-

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Attention—
ORCHESTRAS!
CIRCUSES!
CARNIVALS!

T. J. Gillespie's Pleasure Pic, Port Arthur, Tex., and the Fairgrounds Amusement Park at Memphis managed by Howard Waugh, both of which now have year around dancing, plan the installation of roller rinks. Fairgrounds Park will also get a new restaurant. Lake Winnepesaugah Park will feature a new $50,000 rink on a year around basis to replace the one destroyed by fire in 1943, as soon as it becomes possible to go ahead with construction. Plans and some of the materials are ready.

Whalom Park, Fontaine Ferry and Oaks Amusement Park are all toying with the idea of installing heating units in their dance halls to make it possible to keep them in operation throughout the year. John A. Coleman, president, Riverside Park, Indianapolis, plans on adding bowling alleys. He already operates a roller rink.

Expanded facilities are planned at several other parks, all of which plans are not completed. Denoting interest in future construction plans were Harold E. Meese, of Tuscora Park, New Philadelphia, O.; W. H. Hitzelberger, Fair Park, Dallas; Robert A. Reichardt, River View Park, Des Moines, and the operators of Joy Land and Craterville. Fun units, including big rides, are included in future plans for Newcomb's Santa Monica Pier.

The more fortunate operators like George K. Whitney do not have to contend with adverse weather on a seasonal basis and, consequently, Whitney's Playland at the Beach, San Francisco, can and does operate all units 52 weeks in the year. A new roller skating rink was recently added.

Now that the gross is constant while the ballroom drops off only 20 to 25 per cent to still turn a nice profit.

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Bromine Becomes Popular

Chauncey A. Hyatt was swimming pool sanitarian for the American Public Health Association from 1935 to July, 1944 and is recognized as a leading authority on pool sanitation.

He is also a member of the American Water Works Association and a contributor to the National Association of Amusement Parks, Pools and Beaches.

Bromine is definitely more active on organic matter than chlorine, and since bacterial and viruses are organic matter it is reasonable to believe it more effective than chlorine especially since it can be applied greatly in smaller quantities than is possible with chlorine without bother, discomfort or which may Contain phenol, high sulphate content, algae, etc. A national service laboratory made the statement that 20 parts per million dosage did not result in an imitable water.

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By CHAUNCEY A. HYATT

Fellow American Public Health Association and Member of the Joint Committee on Swimming Pools

Expert traces latest trend in designs, improved sanitation, newest gadgets

March 29, 1947

RECENT PROGRESS

Outdoor Equipment Review Page 35

airplane hangar door. Or it may have a revolving door, but the small number of localities the outdoor pool season is very short and many think that the equipment for keeping it clean only used a short time each year and then lies idle for the rest of the year. It would be better applied to a smaller indoor pool tied into the school or all year around and would be more suitable to the competitive course. A 25 or 50-meter pool can be adapted to provide for both conditions but the reverse is not true. Diving stands or platforms are showing the European influence with beautifully shaped "swan neck" structures of concrete replacing the ordinary pipe stands.

Pool contours have passed thru an evolutionary development just as the shapes of airplanes and automobiles and the "double spoon" or "donut" type has invaded the American market.

Closed system or upward flow pools have been used more popular than previous. An "indoor" and "outdoor" pool in one building can also be Used for this purpose.

A type of cooling mechanical means an ocean wave is rolled up or it may be an artificial "swan neck" shaped "swan neck" which may be used for algae control and the "cathode" type is most effective. The "anode" type is less effective.

Antiseptic Filter Gains

The use of prepared antiseptics filters for disinfection or algae control, the "cationic" type is most effective. This anthracite media only weighs about 3500 R. C. and is more popular than previously. The demand for smaller pools has already accepted this type of pool for its cost, at a four-gallon per square foot per minute rate. Our personal experience and observation leads us to feel that a two-gallon rate would have been more conservative at this stage of the development.

At the two-gallon rate the cycles are much longer between back washes and filter aid and power costs can be kept more economical. This economy was not paramount from army and navy standpoint but certainly is important in business.

Another recent development has been the use of bromine for pool water. We are inclined to agree with this for the sake of filter aid and power costs can be kept more economical. This economy was not paramount from army and navy standpoint but certainly is important in business.
MATERIAL PROBLEM NOT BAD

UNLESS ALL signs are wrong, outdoor show business owners and operators, from the man who owns a carnival, circus or park down to the person who operates a candy floss machine, will have little or no trouble getting the things they want and need to carry on their business this season.

Culled from the returned questionnaires sent out by The Billboard in a survey to find out what the situation was concerning various outdoor equipment items, is the information that most manufacturing concerns are able to fill most all orders promptly; that, for the most part, the material shortage isn’t a big item; that a few new items have—or will have shortly—made their appearance, and last but not least, that you will pay a little more for most items.

In contrast to a year ago when most manufacturers were overloaded with orders and were warning prospective buyers there would be any-where from two to six months on delivery, warnings this year are few and far between. Most firms answering the questionnaire made no bones about the fact they had plenty of orders on hand, but most of them left no doubt that they would take care of them.

**Materials Plentiful**

Regarding materials, it is apparent most manufacturers aren’t plagued with any real shortage. True, several mentioned certain items, which, they said, are hard to get. They went on, however, to say that so far things were going along smoothly and there was really no drawback on any items.

The only real warning came from popcorn concerns and that had to do with oil. Said J. V. Elevins, of the Elevins Popcorn Company, Nashville: “We think it is most important for you to include a warning to the outdoor concessionaire that he must have reliable connections for oil this year, as the unrestricted use is causing a very serious shortage and this shortage is expected to reach a peak about mid-summer, just when the outdoor operators will be needing it most. We are offering to ‘set aside’ and assure those customers making season’s contract requirements with us, an adequate supply of all their concession needs.”

On the brighter side of the popcorn picture, the Indiana Popcorn Company, Muncie, Ind., reports it again is able to offer its fancy baby golden hulless popcorn. “During the war,” said the company, due to low wages at the growers’ level, farmers would not collect enough corn to make this variety. The teenage note was about half that of the large yellow hybrid,” Ralph Kem, manager of the Indiana concern, wrote.

**Plenty of Swim Suits**

Like the white shirt, bathing supplies, etc., have a shortage problem, however. “Shortage of lumber has caused a tie-up on several products, such as diving boards, surf boards, paddle boards,” Kiefer said. “The shortage of lumber has caused a tie-up on several products, such as diving boards, surf boards, paddle boards, etc.”

Kiefer said the price on these products this year is 10 per cent higher than last year.

**Electrical Firms Okay**

Altho manufacturers of Diesel generating units, trailers, cable and junction boxes, to name a few, are loaded with orders, the promised delivery situation isn’t as bad as the word “loaded” might make it sound. One concern, the John Fabick Tractor Company, St. Louis, said: “Delivery prior to the opening of the season on all orders held.” Another, the Lewis Manufacturing Company, Memphis, promises 30 to 60-day delivery.

The prices are definitely up on such products as put out by the Fabick Company and the Lewis Manufacturing Company. All along the line, in answer to the question, “What is the price of your product or products compare with last year?” the answer in nine out of 10 cases was that the price was up. The rise ranged from 30 per cent more to 100 per cent more.

Strange as it may seem, the various concerns reported they had no material problems. Parts are definitely available, one concern said.

**Merchandise Near Normal**

In the concession line there are, apparently, no great worries. The Gottlieb Cuttler Corporation, New York, which supplies stools, toys, bingo machines and various other concession material, is promising immediate delivery. At the present time it is about 10 days behind schedule, but expects to make that up in the very near future.

“Most of our factories are returning to normal production,” it believes we will be able to supply concessions areas with more material this year than ever before,” wrote Jerry Gottlieb.

The A.B.T. Manufacturing Corporation, Chicago, which manufactures coin-operated novelty machines, coin

### Materials Supplied

<table>
<thead>
<tr>
<th>Description</th>
<th>Supplier</th>
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<tbody>
<tr>
<td>Special Roll-And-Plane Trailers</td>
<td>Lewis-Diesel Engine Co.</td>
</tr>
<tr>
<td>&quot;Lewis-Silt&quot; Gasoline Light Plants</td>
<td>Lewis-Diesel Engine Co.</td>
</tr>
<tr>
<td>General Motors Diesel Light Plants</td>
<td>Lewis-Diesel Engine Co.</td>
</tr>
<tr>
<td>Wisconsin Ride Motors</td>
<td>Lewis-Diesel Engine Co.</td>
</tr>
<tr>
<td>Telescopic Light Towers</td>
<td>Lewis-Diesel Engine Co.</td>
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**Outdoor Equipment Review**

March 29, 1947

Page 26
chutes, rejectors, scales, etc., reports being loaded with back orders and is quoting a six-month wait on deliveries. Regarding the parts situation, they said, "Our parts orders are leaving the plant steadily." Orders, they said, are running 10 per cent ahead of last year.

Parts are a problem for Messmore & Damon, Inc., New York. They reported parts difficult to obtain, but added, "We manage to keep going." The Messmore & Damon concern manufactures mechanized circus and exhibit features. Orders are running ahead of last year, they report, and they are promising one to two-month delivery. There has been no advance in prices on their products.

King Prices Hold Line

Manufacturers of concession and house trailers, shooting galleries and funhouses, the King Amusement Company, Mount Clemens, Mich., reports no increase in prices and says orders are going out on schedule. Regarding parts, W. O. King wrote, "We manufacture all our own parts, but materials are coming in slowly and are still very high in price."

Perc Smith, of Exhibit Supply, Chicago, dealer in pin tables, Penny Arcade equipment and cards for exhibits and card vendors, reports having the usual amount of backlog orders.

Shortage of steel plaguing such concerns as the George L. Mesker Steel Corporation, Evansville, Ind., manufacturers of prefabricated steel buildings, seating ranks, etc. Prices are up about 20 per cent and the Mesker org is making no definite promise on delivery dates.

If you are in the market for frankfurters or a bit smaller or larger.

If too far to come write or Wire for Info, free on any show. They said, are running 10 per cent ahead of last year.

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PLANS are rapidly being formu-
lated for the biggest outdoor sum-
mer amusement season in history at
Fair Park, Dallas.

The fair season itself has long been
known throughout the Southwest as the
time when outdoor entertainment
reached its peak in this area. Not
until 1946, however, did officials of
the fair decide upon a bold program
providing for the midway's first full
summer season in the field of outdoor
amusement. Facilities had been de-
veloped by lack of use during war
years were made ready and a pro-
gram of publicity and advertising
launched to bring crowds back to
the midway for their summer enter-
tainment.

Under the direction of W. H. Hitzel-
berger, a former construction engi-
neer, who was drafted by the State
Fair of Texas for the vital position
of all the family, from junior
grandpop.

The fairground staff began to
weekday a place where clean,
healthful rest room facilities avail-
able with attendants on duty in each
at all times.

Predicted as the biggest new draw-

Community picnic grove with shelter
Point for utilizing abandoned race track

By G. E. VINSON

Director of Public Relations, State Fair of Texas

Community picnic grove with shelter
Point for utilizing abandoned race track

The Author

G. E. Vinson, director of pub-
lc relations for the State Fair of Texas,
well known in Southwestern advertising
and public relations circles.

A native Texan, Vinson was
previously connected with a large
Southwestern advertising
agency in the capacity of ac-
count executive and assistant to
the president and was exposed
to the advertising, public rela-
tions and newspaper professions
prior to his entry
into the navy in 1942.

During more than four years
in the service he saw extensive
duty in the Pacific, serving
while a lieutenant on the staff of the
Commander in Chief, Pacific
Fleet, and as a public relations
officer to the Commander, U. S.
Naval Forces, Philippines,
over prior to his release to
inactive duty.

Another problem, of cour-
se, is an adequate advertising and
public relations program. A
substantial amount has been appropri-
ated for the purpose and a full-time
public relations and publicity direc-
tor has been added to the staff
for the first time. Advertising plans
include use of advertising space
in magazines and newspapers, supple-
mented by radio, cornet and bill-
board advertising. Theme in all ad-
vertising, of course, will be built
around the "playground for the
family" idea.

Solving Parking Problem

Assuming large proportions in the
rehabilitation of the midway is the
matter of parking space. Fortunately
enough to be conveniently located,
only 15 minutes from downtown Dal-
las, Fair Park always has been faced
with the problem of inadequate pack-
ning facilities. A beginning at the so-
lution of this problem has been made
this year. On the rear side of Fair
Park is the old Fair Park race track,
which to a large extent had lain
dormant since pari-mutuel betting
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FIREWORKS PEAK LIES AHEAD

The peak use of fireworks lies ahead. That is the conclusion drawn from a nationwide survey of fireworks manufacturers.

The peak will come, they agree, when two things happen: one, when attendance begins to fall off at particular parks especially at parks and on carnival still dates, and two, when more men have been trained to fire fireworks.

As it is now, most companies have to refuse some contracts, especially for July 4th displays. Some are holding off all day long. The business, and in some cases for Labor Day, the second biggest day. These turn-downs are due to a lack of trained firers.

Some hold that parks have already stepped up the use of fireworks. Many park operators feel the hey-day is over. Jack Porcheddu, of Theare-Duffield Fireworks Company, Chicago, points out. "They already are seeking additional trade helps to lure and hold crowds."

See Need in Future

Arthur Rozzi, general manager of the Tri-State Manufacturing Company, Inc., Loveland, O., however, says that "they are not needed just yet" (by parks). He explains that they are used as a drawing card, but suggests the day will come when parks will use them more than at present. "We do not look for an increase in the past two or three years by parks."

D. Presutti, president of the Ohio Fireworks Manufacturing Display Company, Bellaire, O., dissent from this view. "We do look for increased use of fireworks in our area," he says. "Our reasoning is that out of 15 parks in our area, only six of them were using fireworks in 1930. Now we contract 10, and eventually, we think, 90 per cent will use fireworks."

They Hold the Folks

Antometta V. Pitelli, vice-president of the Alexander Vandaro Fireworks Company, Wilmington, Del., forecasts a 30 per cent increase of fireworks business at parks for that company. J. J. Porcheddu, president of the Illinois Fireworks Company, Danville, Ill., foresees a continued increase in the use of fireworks at parks. "They are not only a good drawing card, but they do hold the crowd until late in the evening," he says.

Only one company of those responding to the survey predicted an increased use of fireworks on July 4th. The one exception is C. E. Cronkite, of Steam Fireworks Company, who points out that he expects July 4th to hold up to last year, but adds it probably will not surpass it.

Local Bans Help Shows

"There are just not enough men to go around," Cronkite maintains. "The California legislature rather strictly compliance with regulations as to bond, condition of site and the necessity of having at least two experienced men on each job, regardless of size." A stimulant to fireworks displays, however, is equally restrictive legislation covering the sale of fireworks to the general public in California, many localities prohibiting such sales by city or county laws. Stiffening regulations in other states are seen as a boon to fireworks displays. Rossi, of Tri-State Manufacturing Company, said he anticipated an increase in fair bookings because of its crowd appeal. Cronkite, dwelling on the outlook in California for added fair bookings, said: "There won't be any more than before the war years. Too many of the fairs are too small to spend much for attractions of this kind, and the larger ones budget comparatively small amounts in proportion to their ability to do so."

Porcheddu, on behalf of the Illinois Fireworks Company, maintains fireworks should be used by fairs "to keep them alive. I think they should re-instate fireworks again, inasmuch as only a few fairs now are using fireworks."

Fair business will be sustained at the past level, according to Ohio Fireworks' Presutti. "Our experience (Continued on page 58)

PORTABLE UNITS

AT GIVE-AWAY PRICES

These machines, built by well known manufacturers to strict Government standards, are available in neat, compact mobile and portable units, simple to install and easy to adjust. For complete description, specifications, types of equipment available, prices, and other pertinent data, write or phone the Chief, Sales Section 67, at the Regional Office holding the inventory.

When attendance shrinks and man-power problem is solved biz will boom, ops believe

PORTABLE WATER PURIFICATION UNITS

PORTABLE WATER PURIFICATION UNITS

Portable Water Purification Unit (Mobile)- The compact improved water cart cleans impure water. The equipment can be cleaned easily with little loss of operating time. The portable water cart is equipped with a pumping unit and a filter unit. Available in "unused" and "used" conditions at WAA Regional Offices indicated below.

Portability, ease of operation, and economical operation, are the chief reasons for the use of mobile water purification units. The units have been used extensively in both foreign and domestic military areas, and have been installed in many communities where it is necessary to replace local water supplies.

Location: Atlanta, Birmingham, Charlotte, Dallas, St. Louis, San Francisco, Seattle, Spokane, and other parts. Available at a few WAA Regional Offices.

HYPO-CHLORINATION UNIT (AUTOMATIC)- The Economical automatic hypochlorination unit converts impure water into clear, clean drinking water. The equipment can be cleared easily with little loss of operating time. Consists mainly of a hypochlorination unit, salt container and other parts and necessary piping all assembled on a skid-type frame. Other units are trailer mounted. Available at WAA Regional Offices indicated below.

Location: Charlotte, Houston, Nashville, New Orleans, New York, Richmond, Salt Lake City, San Antonio, San Francisco and Spokane.

PORTABLE WATER DISTILLATION UNITS

PORTABLE WATER DISTILLATION UNITS

Water Distillation Unit- This equipment is used for converting impure water into clear, clean drinking water. The units are designed to meet Government standards, are available in neat, compact mobile and portable units, simple to install and easy to adjust. For complete description, specifications, types of equipment available, prices, and other pertinent data, write or phone the Chief, Sales Section 67, at the Regional Office holding the inventory. A few units have all burners.

All purchases are subject to the War Assets Administration's standard conditions of sale, and all items are subject to prior sale.

Priority claimants have already had an opportunity to fulfill their requirements. Arrangement for inspection of these units may be made at any Regional Office where inventory is located.

OFFICE OF GENERAL DISPOSAL

WAR ASSETS ADMINISTRATION

Outdoor Equipment Review Page 29
LOUD-SPEAKING equipment, which was talking just above a stage whisper, speaking from the standpoint of availability a year ago is a big headache now and within eight months it may reach the yelling stage.

In other words, last year it was tough to walk in and purchase a new public-address system; manufacturers were quick to supply the demand, but they were far behind with orders and were quoting you a three to six-month wait. Still, a big problem was the shortage of steel, tubes and fine wiring.

Now, it is different. Things are definitely looking up, and while manufacturers are still plagued a bit with shortages, it is nothing like a year ago. Men in the business tell you that the picture has brightened considerably in the last four months, and they predict that eight months from now, you will no longer have to walk in and pick your set right out of stock.

Some Hard To Get

Right now the picture is this: If you are in the market for a loud-speaking set, the chances are good that you can get it at once. However, if you have some definite type in mind you may find a waiting period on it. In other words, the manufacturers say, there is a waiting period on certain types and you must have to choose a set you don't really want.

"What I'm trying to get across," said one manufacturer, "is that we may have trouble filling a 'right away' order for a customer if he has something very definite in mind, some certain model, that is. But if he just wants a good public-address system or microphone, chances are we'll be able to fix him right up."

A year ago some men in the business went on record as saying another year would see several new inventions in the field. New ideas were in the blueprint stage, in some instances, and it was hoped another year would see these improvements on the market. They didn't go as far as to refer to these improvements as earth-shaking, but they gave you the idea there were some big changes in the offing.

No Great Improvements

However, a check this year shows there are no war-born radical improvements listed. Such improvements, no doubt, will come along at a later date, but if you are in the market for a public-address system and figure you'll hold off for a spell you can buy one with the latest improvements and gadgets, forget about it. Go ahead and buy the set now, because it may be quite a few years before any radical changes are made, those who should know tell you.

It's a known fact that there haven't been any earth-shaking improvements in loud-speaking equipment the last six or seven years. Manufacturers make no bones about this, but there are reasons for it. First of all, a technical expert pointed out, there were those five years of war which all experiments and developments were pointed toward the armed forces in the way of radio, radar, etc. Then, with the war over, men in electronics were faced with the same problem other manufacturers faced, converting their factories and equipment from wartime to peacetime use. They, like everyone else, went into outdoor show business, band leaders, auditorium owners, schools, etc., for new loud-speaking sets. There was no alternative but to do the best they could in supplying this demand. Then came the shortage of materials and they were stymied. There was no time to stop and think about new inventions.

Tone Quality Better

Don't get the idea from all this that there is nothing new in the way of loud-speakers. There have been improvements and more are being made, just like in automobiles. But most of the improvements are not noticeable to the naked eye and, in most cases, unless you are of a technical mind, don't mean much to the average listener. These improvements have to do with tone quality. Tone quality, it seems, has been simplified. Amplifiers have been improved from the standpoint of better styling and in elimination of technicalities.

Plenty of changes have been made in inverse feed back. There are new and better methods of installing it, so that it can be put into all types and models. But as was said before, the average layman buying a set wouldn't know about this unless it was pointed out to him by the salesman, and even then it wouldn't make a great deal, only that it improves the tone quality, which, in itself, is important enough.

Units More Compact

Turntables have been put into a more compact unit. "The average layman isn't a technical man," one manufacturer said, "and so the man in our business have tried to make our equipment into as compact a unit as possible. After all, they are interested in a set which doesn't take up too much room, one that can be carried around by hand, if necessary, and one that will set up easily and can be put into operation with a minimum of trouble."

The steel shortage right now is the big headache for loud-speaking equipment manufacturers, especially sheet steel, of which a great deal is used in the making of an amplifiers system.

The tube situation, which a year ago was more than tight, has brightened a great deal. Four months ago one manufacturer said, it was almost impossible to get enough tubes. But in the last four months this has been alleviated greatly and another four months may see as much or more improvement. The tube situation was bad, he said, because of the shortage of lead-in wires into the tubes. They are those fine wires you will notice going into the tube itself. But the situation has brightened and its is expected to brighten even more within the next few months. "Our monthly allotments from tube manufacturers is greatly improved over four months ago and our information is it will be improved even more in the next few months."

Prices Up 20 Per Cent

Now about prices, always an interesting subject from the buyer's standpoint. Prices in the loud-speaker field, like everything else, are up. But the rise is not too big. A good estimate, one expert said, is that the price is up about 20 per cent over pre-war sets. Microphone prices are about the same as pre-war, but amplifiers and tubes are up. "The microphone today is practically the same as that made before the war. There are two changes, but both are in styling. There is nothing new in microphones from the technical standpoint."

Yes, it's easier to purchase that loud-speaker set this year and in a few more months it'll be easier. What a difference a year made!
Purse-string tightening may be offset by easier merchandise availability

Mr. and Mrs. John Q. Public will spend 15 per cent less this year than in 1946 for eats, drinks, novelties and other concession items. However, businesses for concessionaires will be off only 10 per cent from the '46 peak year.

These are the predictions of George Bush and C. G. (Chan) Laube, who head the B. & L. Concessions of Kansas City, Mo., one of the biggest concession organizations in the country. The organization handles concessions at fairs, amusement parks, race tracks and traveling circuses in the outdoor field and auditoriums and ballrooms in the indoor field.

Dough Will Be Tighter

Explaining their prediction that per capita spending will be off 15 per cent, Bush and Laube pointed out that the average man who goes to those who want soft drinks, beer, hot dogs and novelties of this world."

Mrs. John Q. Public has gone "out and auditoriums and ballrooms in the indoor field."

Some prices will drop. In novelties, for example, price-selling started in the late stages of the outdoor season. Bud, as expected.

Most concessionaires concede that the retail prices of novelties to Mr. and Mrs. John Q. Public will be off 15 per cent. Bush and Laube report. Still higher costs may come in those items, they add. Meat, however, is expected to go no higher.

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Here is the Lafayette Midwest Special...the greatest portable P.A. buy on the market. 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The Rauland 35-Watt Portable System Incorporated stereo circuit will copy approximately 20,000 people indoors, or 20,000 yard out doors. With the first word in sound amplification and portable convenience. Two hardworn, sturdy carrying cases house the entire system. 35-Watt amplifiers, 2-1/2" PM Dynamic Speakers, Dynamic Microphone, mike floor stand, all necessary cables and plugs, feature a micro phone phone box, 2 Phone Inputs with Dial Fader; Separate Box and Treble Controls. Illuminated amplifier panel. (Din- nostable radio of 2 microphones.)

Glenwood — Glenwood Co., Aug. 31-Sept. 2.

**Missouri**

E. L. Junge.

Knoxville—State Fair. Oct. 6-11.
J. R. Merten.

Madrid—Franklin Co. Fair. Oct. 3-5.
Clyde E. Kelsey.

L. E. Watson.

R. D. Johnson.

Bill McPike.

**Tennessee**

L. G. Wright.

Mountaine Grove—Tri-City County Fair. Aug. 27-29.
F. F. Baker.

D. R. Mural.

**Mississippi**

Polo—Jackson Co. Fair. Sept. 11.
D. C. Bearden.

H. W. Keller.

Vienna—Marion Co. Fair. Sept. 13-16.
R. C. Redman.

J. Frank Sexton.

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Outdoor Shows Equipment of
WIRE ROPE - FIBRE ROPE - CANVAS

- All types of rigging for Aerial Acts and other erection purposes.
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The Standard Portable Coin Counter wraps or bags 1¢, 5¢, 10¢, 25¢, 50¢, no extra equipment necessary to wrap coins in packages—perfectly wrapped and double checked. Counts and wraps 175 rolls of coins per hour and bags 15,000 coins per hour.

New Hampshire
Caldwell—Lebanon Fair, Aug. 26-28, M. E. Coughlin
Danville—Richmond Fair, Aug. 26-28, R. M. Crockett
Gilmanton—Richmond Fair, Aug. 26-28, A. E. E. Freeman
Gilmanton—Richmond Fair, Aug. 29, H. C. Freeman
Greenwich—Richmond Fair, Aug. 29, M. E. Coughlin

New Jersey

New Mexico
Albuquerque—New Mexico State Fair, Aug. 31-Sept. 1, J. H. Murphy

New York
Albany—Albany Fair, Aug. 23-25, H. G. Warner
Batavia—Genesee Co. A. S. Aug. 11, G. H. Critchley
Buffalo—Buffalo Fair, Aug. 31, E. F. Scudder
Corning—Corning Co. A. Aug. 29, A. H. Thomas

Ohio
Andover—Anderson Fair, Aug. 30-Sept. 1, E. W. H. Graber
Bellevue—Bellevue Co. A. Aug. 12, J. E. E. W. Warner
Columbus—Ohio State Fair, Aug. 29-Sept. 7, E. H. Kroon

Ohio
Cincinnati—Hamilton Co. A. Aug. 29-Sept. 7, E. H. Kroon

Pennsylvania
Bethlehem—Bethlehem Co. A. Aug. 29, H. E. F. Webster

Puerto Rico

North Carolina
Albemarle—Stanly Co. A. Aug. 22-24, T. W. C. Hooker
Ashboro—North Carolina State Fair, Aug. 29-Sept. 1, E. H. Kroon
Canton—Canton Co. A. Aug. 29-Sept. 1, E. H. Kroon

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2 Kw. 100 Kw.
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- Mailinton - Pocahontas Co. Fair Assn.
- Mannington - Mannington Fair
- Lewisburg - State Fair of W. Va.
- Puyallup - Western Wash. Fair Assn.
- Port Angeles - Clallam Co. Fair Assn.
- Goldendale - Klickitat Co.
- Chehalis - Southwest Wash. Fair.
- Staunton - Virginia
- Richmond - Atlantic Rural Expo.
- Norfolk - Twin County Fair.
- Lynchburg - Lynchburg Agrl. Fair.
- Danville - Danville Fair Assn.
- Covington - Allegheny Co.

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- Dayton - Columbus Co. Racing Assn. May 21-23.
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- Sunnyvale - J. T. Meissner

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### Wisconsin
- La Crosse - Herbert Herd
- Douglas - J. C. Curran

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M. F. Scott.
Michael Burns.
Shawano—Shawano Co. Fair. Sept. 4-6.
Louis W. Cottam.
W. H. Dougherty.
John M. Hildebrandt.
W. E. A. Pulley, Kenosha, Wis.
Oren G. Johnson.
H. E. Krier.
Charles B. Dewey, Marquette.
West Bend—Waukesha Co. Fair Assn. Aug. 31-32.
H. N. Heidmann.
J. W. Holub.
W. F. Pulver.
Frank Haffner.
Wyoming

Walter H. Jones.
Charles W. Staggerson.

Canada

ALBERTA

V. A. Bruland.
C. E. Wilson.
Lloydminster—Lloydminster Exh. Assn. July 8-9 (tent.).
I. G. Pannell.
D. W. Robertson.
J. Fitzgerald.
S. C. Heitzler.

BRITISH COLUMBIA

J. M. Thompson.
George A. Scott.
Ed. M. Read.

MANITOBA

Brandon—Provincial Exh. of Man. June 30-July 5.
B. C. McKeehan.
Gordon Peck.

Rhode Island

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NOVA SCOTIA

Fred W. Mahoney.
W. H. Betson.

ONTARIO

Howard Green.
Carnet Penny.
J. P. Sparrow.
G. Ball.
J. V. A. Scott.
Isaac Howes.
E. A. K. Scott.
Thomas E. Smith.
W. D. Walker.
Robert S. Cowan.

Cecil Stobbs.
L. M. Peake.
Robert O. Bannett.
E. W. Webster.
H. H. McElroy.
Porth South Lanark Agrl. Soc. Sept. 3-4.
Emery Boucher.
M. N. Donohoe.
Harold Sinclair.
Soo City—Soo City Fair Assn. Aug. 27-30.
A. C. Grady.
E. A. MacLellan.
G. H. Buntain.

Prince Edward Island

Charlottetown—Prince Edward Island Exh. Aug. 16-17.
G. B. Corey.

QUEBEC

E. E. Cormier.
W. R. Vezina.
E. W. Webber, Columbus, Ont.
E. A. Wager.
V. A. Ellis.

PRINCE EDWARD ISLAND


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PRINCE EDWARD ISLAND


QUEBEC

E. E. Cormier.
W. R. Vezina.
E. W. Webber, Columbus, Ont.
E. A. Wager.
V. A. Ellis.
AMUSEMENT PARKS

Alabama
Ambition (Oxford)–Oxford Lake Park, W. E. Billy Morgan, owner-mgr.; has four rides, eight concession games, pool, arcade, coin machines; books orchestras and attractions.

Arizona
Phoenix–Treasure Island Park, Joe Weber, owner-mgr.; has 10 rides, 14 concession games, pool, arcade, coin machines; books orchestras and attractions.

California
Balboa–Balboa Fun Zone, Al Anderson, owner-mgr.; has four rides, 12 concession games, pool, penny arcade.

Hollywood–Ridgewood Amusement Park, Joe Elvid Jr., owner-mgr.; has 11 rides.


Long Beach–The Pike, C. C. Marlette, mgr.; has two rides, 12 concession games, pool, penny arcade.

San Francisco–Enrico’s Italian Gardens, F. A. Piro, owner; has 12 rides, 25 concession games, penny arcade, coin machines.

New Haven–New Haven Pier, Gene Long, owner; has eight rides, 18 concession games, penny arcade, coin machines; books orchestras.

Orange County–Warner Amusement Center, Harold W. Duke, mgrs.; has five rides, 10 concession games, book machines.

Los Angeles–Beverly Park, David B. Bradley Jr., owner-mgr.; has 12 rides, penny arcade.

Ocean Park–Ocean Park Amusement Pier, R. G. Trager, mgr.; has 13 rides, 24 concession games, penny arcade, books orchestras.

Ocean Park–The Pike, W. R. Ross, mgr.; has five rides, 25 concession games, pool, penny arcade.

Pismo Beach–Pismo Playway Park, Roesler Bros., owner-mgr.; has seven rides, 50 concession games, pool, penny arcade.

Santa Monica–Newcomb’s Santa Monica Pier, Harry J. Pfeiffer, owner-mgr.; has 10 rides, four concession games, penny arcade, coin machines; books orchestras.

Sunland–Sunland Amusement Park, C. H. Allard, owner; has 10 rides, 15 concession games, pool, penny arcade.

Colorado
Denver–Lakefront Park, Benjamin Kramer, owner, has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestras and attractions.

Denver–Blitch Gardens, Arnold B. Gurstler, Jr., owner-mgr.; has eight rides, penny arcade, coin machines; books orchestras and attractions.

Connecticut
Bridgewater–Pleasure Beach Park, owned by city, has 19 rides, eight concession games, pool, penny arcade, coin machines; books orchestras and attractions.

New London–Ocean Beach, Meredith Lee, owner; has five rides, 12 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Waterbury–Lakefront Park, owned by city, W. L. Newcomb Jr., owner-mgr.; has 28 rides, three concession games.

Delaware
New Castle–Deemers Beach Park, Shorty Finkle, owner-mgr.; has three rides, 10 concession games, pool, penny arcade, coin machines; books orchestras and pay attractions.

Port Penn–Augustine Beach Amusement Park, Thomas Tribb, owner; Ralph H. Brown, jr., supt.; has four rides, 12 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Wilmington–Roosevelt Park, eight miles north of city, E. Jones and M. J. Lever, owners; has five rides, 30 concession games.

Florida
Jacksonville Beach–Griffin Amusement Park, Frank A. Griffin Jr., owner-mgr.; has eight rides, 13 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Jacksonville Beach–Beachdale, has 13 rides, 25 concession games, pool, penny arcade.

New Haven–Carova Park, Frederick E. Newton, mgr.; has 12 rides, 20 concession games, pool, penny arcade, coin machines; books orchestras.

New London–Ocean Beach, Richard E. Brown, manager; has three rides, 14 concession games, pool, penny arcade, coin machines; books orchestras.

New York City–Atlantic Beach Park, W. D. Newcomb Jr., owner-mgr.; has six rides, five concession games, pool, penny arcade, coin machines; books orchestras.

Ohio
Cleveland–Marine Park, Charles A. Ludwig, mgr.; has 12 rides, 25 concession games, pool, penny arcade, coin machines; books orchestras.

Pittsburgh–Pittsburgh Amusement Pier, Barry O. Rockwell, owner-mgr.; has 12 rides, five concession games, pool, penny arcade, coin machines; books orchestras.

San Francisco–Fairthorpe Park, Ferris & Ferris, owners; has nine rides, 15 concession games, pool, penny arcade, coin machines; books orchestras.

Seattle–Rainier Beach Amusement Pier, Harvard, Gotter, owners; has six rides, 12 concession games, pool, penny arcade, coin machines; books orchestras.

St. Louis–Forest Park, E. J. Jennings, owner; J. Curtin, supt.; has two rides, 20 concession games, pool, penny arcade, coin machines.

Washington–Maryland Beach, Paul R. Carter, owner; has 13 rides, 20 concession games, pool, penny arcade, coin machines.

Wisconsin
Chicago–South Park, E. M. Weber, owner; has 40 rides, 27 rides, 21 concession games, rink, penny arcade, coin machines; books orchestras.

Green Lake–Lake Drift Park, L. A. Leon, owner-mgr.; has 12 rides, 18 concession games, pool, penny arcade.

New Haven–Owens Park, Frederick E. Laver, owner-mgr.; has 45 rides, 100 concession games, two rides, three penny arcades, coin machines; books orchestras and attractions.

New London–Ocean Beach, Meredith Lee, owner; has five rides, 12 concession games, pool, penny arcade, coin machines; books orchestras, pay and free attractions.

Waterbury–Lakefront Park, owned by city, W. L. Newcomb Jr., owner-mgr.; has 28 rides, three concession games.

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March 29, 1947

Outdoor Equipment Review Page 41

First Counter Game in a Long Time!...

Here’s a very popular pinball store that works on the counter. Permitted anywhere because it is science and skill. Comic finished in 4 color with 4 rubber balls and a free chart. Can be worked with high or low skill. Can be played with 4 balls for $2.50 or with cheaper nickel pinball machine and get 3 balls for 10c. Game is taken apart very fast with 4 thumb balls and a real money getter. Size of table is 24"x45" and has a lot of advantages and appeal with many ways of working. A real stock store. This is in the class of Hanny Fanks.

$30.00

Pairs are shipped in wooden cases to protect same.

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

Evans' COUNTRY STORE WHEEL
A sensational Grind Store and a successful, sure-fire pitch anywhere! Evans' superior quality assures long dependability. Write at once for information.

Evans' AUTOMATIC ROLL DOWN
One of the best! New—different! Automatic totalizer action is a great holly 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.

Evans' CANDY RACE TRACK
There's no beating this race track merchandiser! Electric indicator or 5-color center wheel makes brilliant flash, gets the crowds. 12 to 30-horse outfits. Write.

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

1947 . . . Biggest year in Midway history! Get your share of potential profits by using the absolute tops in equipment! EVANS' tested quality Grind Stores, Wheels and Games keep you "in there pitching" all the time! But it's First Come—First Served, so ORDER NOW for earliest possible delivery!

Evans' AUTOMATIC DEVIL'S BOWLING ALLEY
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.

Evans' JUMBO DICE WHEEL
Preferred by smart operators everywhere! Luck built in its most popular form with extra flash that draws like a magnet! Precision-built. Ornamented and trimmed in brilliant style. 60" or 32" diameter. Send now for complete information.

Evans' AUTOMATIC ROLL DOWN
One of the best! New—different! Automatic totalizer action is a great holly 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.

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

1947 . . . Biggest year in Midway history! Get your share of potential profits by using the absolute tops in equipment! EVANS' tested quality Grind Stores, Wheels and Games keep you "in there pitching" all the time! But it’s First Come—First Served, so ORDER NOW for earliest possible delivery!
Indianapolis-Riverside Amusement Park, John Boone-Spring Lake Park, Robert McBarnie, Monticello-Ideal Beach Resort, T. E. Speck - Round Lake-Renehan Park, George P. Rene - Paris-Twin Lakes Park, owned by city; Oaklawn-Green Oaks Kiddy -Land, M. J. Doo-

Coeur d'Alene-Playland Pier, owned by city; Atlanta-Lakewood Amusement Park, South- 


Wilkes Barre-Union Boulevard Park, Leonard T. Reis- en- her -mgr.; has nine rides, 22 concession games; books orchestras, pay and free attractions. 

Pensacola-Gulf Beach Amusement Park, Ellis book.; has 10 rides, eight concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions. 

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

Elk City-South Shore Park, Earl M. Wieland, owner-mgr.; has 15 rides, 15 concession games, rink, penny arcade, coin machines; books free attractions. 

Prairie Lake-Riverview Park, J. C. Petrie, owner-mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions. 

New Orleans-Pontchartrain Beach, Harry J. owners; 

Chicago-Noonan Park, Charles E. Graham, owner-mgr.; has three rides, pool, rink, penny arcade; books orchestras, pay and free attractions. 

Louisville-Community Park, Ted Mowatt, owner-

Iowa 

Arnolds Park-Benet Amusement Park, Eddie 

Bonneville-Lake Park, Robert McBarnie, owner-mgr.; has one ride, three concession games, pool, rink, books orchestras, pay and free attractions. 

Court Lake-Harville Park, Mrs. J. J. Schaefer, owner-mgr.; has five rides, eight concession games, lake, rink, penny arcade, coin machines; books orchestras and attractions. 

Riverview-Mount Vetter Amusement Park, H. A. Gittel, owner-mgr.; has four rides, books orchestras, pay attractions. 

Des Moines-Riverview Park, Robert A. Reisboich, owner-mgr.; has 11 rides, 10 concession games, penny arcade, coin machines; books orchestras and attractions occasionally. 

Kenosha-Grand View Park, Ben W. E. Beneteau, owner-mgr.; has five rides, 15 concession games, pool, rink, penny arcade, coin machines; books free attractions. 

New Orleans-Audubon Park, owned by city; George Douglas, owner-mgr.; has five rides, pool, books orchestras, pay and free attractions. 

Louisiana New Orleans-Pontchartrain Beach, Harry J. owners; 

Maine 

Old Orchard Beach-Old Orchard Pier, White-

Wells. Clifford J. Green, owner-mgr.; has 16 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions. 

Old Orchard Beach-Sea Shore Amusement Park, Robert J. Roberts, owner-mgr.; has three rides, six concession games, pool, rink, penny arcade, coin machines; books free attractions. 

Upper Gloucester-Royal River Park, Howard MacGregor, owner-mgr.; has three rides, six concession games, pool, rink, penny arcade; books orchestras and attractions. 

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Maryland
Baltimore-Eastern Amusement Park; has 13 rides, 16 concession games, beach, penny arcades, coin machines; books pay; free attractions.
Baltimore-Carrollton Park, Arthur B. Price, owner; Edw. R. Price, mgr.; has 22 rides, 14 concession games, penny arcade, coin machines; books pay; free attractions.
Baltimore-Eastern Amusement Park, W. Isaac, owner; has nine rides, 24 concession games, pool, penny arcade, coin machines; books pay occasionally.
Baltimore-Kensington Park, Harry A. Mable, owner; has 10 rides, 15 concession games, penny, pool, coin machines; books pay occasionally.
Baltimore-Tolchester Park, Tolchester, Lines, owners; J. M. B. Heger, mgr.; has four rides, 15 concession games, pool, penny arcade, coin machines; books pay occasionally.
Baltimore-Water Crystal Beach, Alfred E. Houghton, owner; has two rides, six concession games, penny, coin machines, books pay occasionally.
Baltimore-City, 10 miles west of Baltimore-Brendes Manor Park, William P. Brendes, owner; has two rides, four concession games, pool, books, orchestra, pay attractions.
Baltimore-City, 10 miles west of Baltimore-Brendes Manor Park, William P. Brendes, mgr.; has two rides, four concession games, pool, books, orchestra, pay attractions.
Baltimore-City, 10 miles west of Baltimore-Brendes Manor Park, William P. Brendes, mgr.; has two rides, four concession games, pool, books, orchestra, pay attractions.
Baltimore-City,-Marion Berry, mgr.; has 20 rides, 14 concession games, penny, pool, books, orchestra, free attractions.
Baltimore-City,-Marion Berry, mgr.; has 20 rides, 14 concession games, penny, pool, books, orchestra, free attractions.
Baltimore-City,-Marion Berry, mgr.; has 20 rides, 14 concession games, penny, pool, books, orchestra, free attractions.
Baltimore-City,-Marion Berry, mgr.; has 20 rides, 14 concession games, penny, pool, books, orchestra, free attractions.

Massachusetts
Agawam, near Springfield-Riverview Park, Ed-ward J. Carr, owner-mgr.; has 15 concession games, rink, penny arcade, coin machines, books pay; free attractions.
Auburn-Middlesex Park, Borderlands and Attractions, owners; J. H. Baker, mgr.; has eight rides, 10 concession games, rink, penny arcade; books pay; free attractions.
Auburn-Middlesex Park, Borderlands and Attractions, owners; J. H. Baker, mgr.; has eight rides, 10 concession games, rink, penny arcade; books pay; free attractions.
Auburn-Middlesex Park, Borderlands and Attractions, owners; J. H. Baker, mgr.; has eight rides, 10 concession games, rink, penny arcade; books pay; free attractions.

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March 29, 1947

Outdoor Equipment Review Page 45
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Scotch Beach—Bluffo Park, Thos. J. Morrey, mgr.; has six rides, six concession games.

Perry, near Bucyrus—Silver Lake Park, Silver Lake Am. Co., owners; John Scharer, mgr.; has one ride, concession, beach, penny arcade; books orchestras, free acts occasionally.

Rockport—Springdale Park, Joe Mag.; has rides, concession games, pool, rink; books orchestras; attractions.

Rochester—Greenland Park, Ear Sons; has one ride, six concession games, penny arcade; books free attractions.

Rockaway Beach—Seaside Amusement Park, Garwood Brothers, owners and operators; has rides and concession games.

Rockaway Beach—Rockaway; A. Joseph Oetli, owner-mgr.; has 14 major and six small rides, 15 concession, penny arcade; coin machines; books attractions.

Rome—Dutchess County, owners; J. A. Mag.; has 21 major and 16 minor rides; 25 concession games; penny arcade; coin machines; books free attractions.

Staten Island—Bay Ridge; A. Kayeberg, owner; has five rides, five concession games; pool, rink, arcades; books free attractions.

Troy—Troy; A. B. Hill, owner; has five rides, five concession games, beach, penny arcade; books free attractions.

Youngstown—Lakewood Park on Lake Ontario, H. T. Zeldis, owner-mgr.; has 10 concession games, penny arcade; books free attractions.

Ym Addington—Lakewood Park on Lake Ontario, C. W. Tadd, owner; has 10 concession games, penny arcade; books free attractions.

North Carolina

Asheville—Asheville Beach Park, owned by city; Harry McCormick, mgr.; has six rides, three locations.

Atlantic Beach—Atlantic Beach, Inc., A. B. Douglass, owner; has six rides, eight concession games, penny arcade, coin machines; books orchestras, free acts.

Bannoo-Meadowbrook Park, H. L. Weller; has six rides, three concession games, pool, penny arcade; coin machines; books free attractions.

Brownsville—Lamb's Park, owned by city; W. W. Lamb, mgr.; has five rides, 12 concession games, penny arcade, coin machines; books orchestras, free acts.

Cleveland—Euclid Beach Park, The Humphreys Co., owners; H. C. Humphreys, Gen. Mgr.; has 14 major and 7 minor rides, 14 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Columbus—Zoo Park,Leo and Emer H. Sharr, owners; has 14 rides, 20 concession games, book, penny arcade, coin machines.

Dayton—Parkway Park, C. G. P. Career, owner; Geddy Nielman, mgr.; has 14 rides, eight concession games, penny arcade, coin machines; books orchestras.

Dayton—Franklin's Parent Park, Frank J. Schaeffer, owner-mgr.; has nine major and six small rides; 20 concession games, penny arcade, coin machines, books free attractions.

Findlay—River Side Park, owned by city; Serv. Amusement Co., owners; has 14 rides, eight concession games, pool, rink, penny arcade, coin machines; books fre acts; attractions.

Oconomowoc Lake—Canos Park, C. R. Advison, O. W. and H. B. Schrader, V. J. Fendell, owners; has 15 rides, 13 concession games, penny arcade, coin machines; books free attractions.

Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; Lou Bruno, mgr.; has 11 rides, 13 concession games, pool, rink, penny arcade; coin machines; books free attractions.

Perry—Perris Park, C. J. Oloff, owner-mgr.; has 14 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Racine—Bronze Beach Park, Edward Miller, mgr.; has six rides, 10 concession games, pool, penny arcade, coin machines; books orchestras.

Cleveland—Beulah Beach Park, The Humphreys Co., H. C. Humphreys, Gen. Mgr.; has 14 rides, 7 minor rides, 14 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Skironski—Oceanside Park, C. C. Oceonside Co., owners; Edw. A. Smith, mgr.; has 12 rides, 20 concession games, pool, penny arcade; books free attractions.

Sandusky—Crystal Beach Park, E. N. Davis, owner; has seven rides, 10 concession games, pool, rink, penny arcade; coin machines; books orchestras, free attractions.

Wheatfield—Buckeye Lake Park, J. D. Haskin, mgr.; has six rides, five concession games; pool, rink, penny arcade; coin machines; books free attractions.

Wheeling—Ye-Old Park; New England Amusement Co., owners; Roy J. Carpenter, mgr.; has 28 rides, 20 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Zanesville—Moxahala Park, Tim Nolan, owner-mgr.; has 12 rides, 17 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Oklahoma

Cleburne—Crystal Beach Park, E. N. Davis, owner; has six rides, six concession games, pool, rink, penny arcade, books free attractions.

Oklahoma City—Springlake Amusement Park, Roy and Marvin Staton, mgrs.; has eight rides, 14 concession games, pool, penny arcade, coin machines; books free attractions.

Tulsa—Crystal City Amusement Park, John G. Willard, owner; has 11 rides, 15 concession games, pool, penny arcade, coin machines; books free attractions.

Portland—Oaks Amusement Park, E. H. Holt, manager; has 11 rides, 15 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Sandusky—Gayway Park, Vernon G. Raw, owner; has five rides, five concession games; at separate locations, pools and

Cleveland—Portius Park, J. E. Gooding, mg; has 14 rides, 20 concession games, pool, rink; books orchestr

Cleveland—Chardon Park, C. G. P. Career, owners; has 14 rides, eight concession games, pool, rink; books orchestr

Columbus—Zoo Park, Leo and Emer H. Sharr, owners; has 14 rides, eight concession games, pool, rink, penny arcade, coin machines.

Dayton—Parkway Park, C. G. P. Career, owner; Geddy Nielman, mgr.; has 14 rides, eight concession games, penny arcade, coin machines; books orchestras.

Findlay—River Side Park, owned by city; Serv. Amusement Co., owners; has 14 rides, eight concession games, pool, rink, penny arcade, coin machines; books free attractions.

Oconomowoc Lake—Canos Park, C. R. Advison, O. W. and H. B. Schrader, V. J. Fendell, owners; has 11 rides, 13 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; Lou Bruno, mgr.; has 11 rides, 13 concession games, pool, rink, penny arcade; coin machines; books free attractions.

Perry—Perris Park, C. J. Oloff, owner-mgr.; has 14 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

Racine—Bronze Beach Park, Edward Miller, mgr.; has six rides, 10 concession games, pool, penny arcade, coin machines; books free attractions.

Cleveland—Beulah Beach Park, The Humphreys Co., H. C. Humphreys, Gen. Mgr.; has 14 rides, 7 minor rides, 14 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Skironski—Oceanside Park, C. C. Oceonside Co., owners; Edw. A. Smith, mgr.; has 12 rides, 20 concession games, pool, penny arcade; books free attractions.

Sandusky—Crystal Beach Park, E. N. Davis, owner; has seven rides, 10 concession games, pool, rink, penny arcade; coin machines; books free attractions.

Wheatfield—Buckeye Lake Park, J. D. Haskin, mgr.; has six rides, five concession games; pool, rink, penny arcade; coin machines; books free attractions.

Wheeling—Ye-Old Park; New England Amusement Co., owners; Roy J. Carpenter, mgr.; has 28 rides, 20 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Zanesville—Moxahala Park, Tim Nolan, owner-mgr.; has 12 rides, 17 concession games, pool, rink, penny arcade, coin machines; books free attractions.

Oklahoma

Cleburne—Crystal Beach Park, E. N. Davis, owner; has six rides, six concession games, pool, rink, penny arcade, books free attractions.

Oklahoma City—Springlake Amusement Park, Roy and Marvin Staton, mgrs.; has eight rides, 14 concession games, pool, penny arcade, coin machines; books free attractions.

Tulsa—Crystal City Amusement Park, John G. Willard, owner; has 11 rides, 15 concession games, pool, penny arcade, coin machines; books free attractions.

Portland—Oaks Amusement Park, E. H. Holt, manager; has 11 rides, 15 concession games, pool, rink, penny arcade, coin machines; books free attractions.
Pennsylvania
Altoona—Dorney Park, R. L. Plarr, mgr.; has 15 rides, concession games, pool, rink, penny arcade; books orchestras and pay and free attractions.
Bellefonte—Hecla Park, A. F. Hockman, owner; has 14 rides, five concession games, pool, rink, penny arcade; books pay and free attractions.
Bellefonte—Miracle Park, J. F. Irwin, owner; has nine rides, six concession games, pool, rink, penny arcade; books pay and free attractions.
Elysburg—Knoebel’s Grove, B. H. Knoebel, owner; has 12 rides, six concession games, pool, rink, penny arcade; books pay and free attractions.
Flint Valley—Orchard Park, H. H. Knoebel, owner; has seven rides, six concession games, pool, rink, penny arcade; books free attractions.
Huntingdon—Ames Park, H. A. A. Hartzell, owner; has 15 rides, 20 concession games; books orchestras and pay attractions.
Milroy—Boswell Grove Park, W. C. Couch, owner; has 18 rides, 20 concession games; has nine rides, eight concession games, pool, rink, penny arcade; books pay and free attractions.

Utah
Farmington—Angora Resort, B. B. Clark, owner; has five rides, four concession games, pool, penny arcade; books orchestras occasionally.
Salt Lake City—Cirola Beach, Thomas W. Wheeler, mgr.; has five rides, six concession games; has lake, Penny arcade; books orchestras.

BIG MONEY MAKERS

**ALL-ELECTRIC CANDY FLOSS MACHINE**

Our new Super Model 700 is extremely easy to operate—even a child can do it. Single Speed, $175.97; Double Speed, $212.50; Single Speed, $9.99. We can make the machine and make your money for you. Only $125.00. We pay you as you sell!

**NEW SARATOGA ALUMINUM POPPER**

Made from sturdy, light aluminum. Gearless agitator. Built to last a lifetime. Lowest priced corn poppers for you!

**8-QUART LIFETIME POPPER**

Ideal for popcorn. Easy to handle. In three designs, six sided, round and square. Complete with wooden handles and formulas. $2.50 each.

Headquarters for Caramel Candy Kettles, Fliss Machine Parts, Cone Papers, Coloring, Flaving. 3 3000 Watt Gasoline Generators—New—$125.00; while they last. Onan & Sons make.

**WAFFLE MOLDS**

10" wide. Light and easy to handle. In three designs, six sided, round and square. Complete with wooden handles and formulas. $2.50 each.

**6’X’C’ DEHYDRATION TENTS**

Ideal for dehydration plants. For 4" wide, 15 of these will operate a 12 x 15 ft. Corn Wagon. Completely equipped at a cost you can afford. Manufactured by James K. Hires Company (since 1917). Order your summer requirements now to avoid disappointments and higher prices. Now sold 500“When ready to use our stock will last. All items ready for immediate shipment. Terms 25% with order, balance on delivery.

F. O. B. Toledo. Write or Phone Kingswood 2408

**CONCESSION SUPPLY CO.**

Phone: Kingswood 2408
BOX 133, STATION B
TOLEDO 6, OHIO

**HIERES CONCENTRATED SWEETENED SYRUPS**

Orange—Lime Lemon—Pineapple Orange—Grape

FULLY SWEETENED. Just add five gallons water to each gallon syrup. Made from True Fruit Juices (not synthetics). Insist on Hires Syrups for making better drinks at no higher cost. Manufactured by James K. Hires Company (since 1917). Order your summer requirements now to avoid disappointments and higher prices. Now sold 25% with order, balance on delivery.

Also Stainless Steel and Glass Dispensers.

AND

**5 1/2” — SKEWERS — 6”**


**POWDERED SUGAR** — by James K. Hires Company (since 1917).

**S. W. KENNEDY CO.**

29 S0, FRONT ST., PHILADELPHIA 6, PA.

**Look “Juice Stand” Operators**

**LOOK DEHYDRATED FRESH FRUIT CRYSTALS**

For Drinks, ICes, SHERBERTS, Etc.

One can (12 oz.) makes 15 gallons of beverage. Just mix with water. No Fuss ... No bother ... Save Money ... Save Time

**NO SUGAR NEEDED**

These crystals are being used by hospitals, bakeries, bars, juice stands, etc. One can of lemon is equal to 250 lemons, cost about a penny a lemon.

The only real Fruit Dehydrated Juice on the market today. Try a regular size can. Send postpaid for $3.00. Check or money order. Special price in case lots. For Bars, Restaurants, Canteens, Etc.

Satisfaction guaranteed or money refunded.

**KING FRUIT PRODUCTS**

130 E. MAIN STREET GRANITE BLDG. ROCHESTER 4, N. Y.

March 29, 1947

**San Antonio—Riveridge Park, A. Chudal, mgr.; has 15 rides, concession games, pool, penny arcade; books orchestras and pay and free attractions.

San Antonio—Annie Grove Park, J. E. Johnson, owner; has 10 rides, six concession games, pool, penny arcade; books orchestras and pay and free attractions.

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Concessioners, Here's Your New Store!

**CONCESSION TRAILERS**

"Comfort Built" to Entertain who know your needs!

**Compare these Revolutionary Features:**
- All-Cold-Articulated Aluminum and Rim - Breakable Post-Steel fender.
- Safety Translucent Roof.
- 30 ft. Set-Up Required - Always Ready to Operate.
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Special Vending Trailers for Carnivals

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**2 Double YOUR POPCORN "PROFITS"**

**2 TIMES AVERAGE EFFICIENCY**

**2 TIMES PRODUCTION AVAILABLE—QUICKLY!**

**GIANT MODEL 41**

Pops corn direct in the seasoning and salt. Pan easily dumped... Enclosed transmission... Gear runs in oil... Keeps heat where needed... No pressure from popping corn insures maximum popping volume. Dump handle interchangeable—right or left-hand operation. Pops 20 lbs. corn per hour.

**GIANT MODEL 42**

Two improved Giant Model 41 Poppers mounted on welded steel stand... One operator should pop about 100 pounds of raw corn per hour. Used by wholesale operators everywhere. Machines operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra.

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**2 C. CRETORS & CO.**

60 EAST 13TH STREET, CHICAGO 5, ILL.
If you are contemplating opening a business or have one already established, we know YOU can increase your sales and your profits with an Eagle two-minute Custard Freezer. We know this not because we make Eagle Custard Freezers, not because Eagle Custard Freezers have set such remarkable performance records for others...BUT because we know our Eagle two-minute Freezers, in your store or concession, under your operating conditions, will give more and better custard per dollar of cost! It's so simple and easy to operate, anyone can make delicious frozen custard, ice cream or sherbets in a jiffy. The Eagle Freezer is an all-electric unit designed for making all types of frozen custard, ice cream, and sherbets. The freezing cylinder is made of nickel silver, all other mechanical parts in contact with the mix are made of long-lasting, easy-to-clean, corrosion-resistant, stainless steel. Eagle Freezers have an exceptionally high sanitary rating.

Eagle Freezers are available for immediate delivery in two models...the Eagle Master Model, 25 gallons per hour...and the Eagle Junior Model, 15 gallons per hour.

Here's why we know an EAGLE TWO-MINUTE CUSTARD FREEZER will do a better job for you!

1. MORE OVER-RUN! Although the over-run for most machines is only 48%, the over-run for an EAGLE CUSTARD FREEZER is 65 to 75%. In addition, you may change flavors as often as you wish with no mechanical adjustment. The Eagle Freezer does it all automatically.

2. MORE CONES PER MINUTE! 1,200 cones per hour, for 4 consecutive hours, without dipping into the reserve can. In a test an Eagle Custard Freezer was operated constantly for 12 hours daily, for a period of 60 days, without a breakdown.

3. LESS WASTE! The Eagle Custard Freezer can be disassembled, cleaned and re-assembled in approximately 10 minutes. When cleaning, all custard, up to one spoonful, is automatically re-cast, up to one spoonful, is automatically re-cast, and moved through the revolving of the paddles.

4. PAYS FOR ITSELF! In an amazingly short period of time, an Eagle two-minute Custard Freezer will pay for itself. You can also save by being your own service man. For when you own your own service man, you can also save by being your own service man. For when you own your own service man, you can also save by being your own service man.

Investigate 'EAGLE' before you buy!
AVAILABLE FOR IMMEDIATE DELIVERY
"PORTABLE ELECTRIC STEAM STERILIZERS"
for ICE CREAM and CUSTARD MACHINES
Easily removes the fatty substance from your Ice Cream Freezers, Custard Machines or Frozen Chocolate Units while cleaning, and at the same time acts as a sterilization factor.

BOTTLE AC AND DC CURRENT—110 OR 220 VOLTS
AUTOMATICALLY CONTROLLED STEAM PRESSURE
STURDY—DURABLE COMPACT—SAFE
ESPECIALLY USEFUL IN CRAMPED OR CROWDED QUARTERS
CONTAINS A RUST-PROOF STEEL CUSTOM BUILT TANK
FININGERIP STEAM CONTROL OUTLET
ROLL IT AROUND ON WHEELS
UP TO 35 LBS. OF STEAM PRESSURE

PRICE $187.50
F. O. B. New York
The Sterilizer is assembled with a pressure-proof welded Steel Tank, contains all High Pressure fittings. It is insulated against heat with ground glass wool and asbestos, a tank within a tank. It also features famous make Pressuretols. Already in use all over the country in Soda Fountains, Bars and at Frozen Custard Stands.

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PORT MORRIS MACHINE & TOOL | JAMES J. GAVIGN & CO., INC.
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"ESCO" FRESH FRUIT TROPICAL DRINKS
ARE THE BIGGEST MONEY MAKERS

In Amusement Parks, Pools, Etc.
"ESCO" FRESH FRUIT DRINKS are made of the best Fresh Fruits Obtainable! You can BUILD UP A FINE BUSINESS by Selling Our Drinks! NO SUGAR NECESSARY! No Bottles to Handle! Thousands Served with only a few clerks! GET STARTED NOW WITH ONLY A SMALL INITIAL INVESTMENT!

Our Equipment Increases Sales 100%, and Saves Ice and Labor! These Portable Beverage Dispensers are Durable, Constructed of Stainless Steel, and are Cork Insulated. Also Complete Line of Griddles.

BUILT FOR FASTER, CLEANER SERVICE

WRITE OR WIRE TODAY FOR FURTHER INFORMATION

Wm. KESTENBAUM INC.
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Supplementary List
(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rides and book attractions and acts.)

Arkansas
Hot Springs—Fountain Lake Park, C. E. Welshman, owner; has one concession game, pool, penny arcade; books orchestra occasionally.

Little Rock—Lake Park, J. W. Swift, owner; has one concession game, pool, rink, penny arcade, coin machines.

California
Germantown—Glenwood Village, Jack W. Vogt, mgr.; has two rides, eight concession games, rink.

Slyvies—Amusement Park, Reto, Jaff & Harris, owner-mgrs.; has two rides, pool, coin machines; books orchestra and pay attractions.

Colorado
Estes Park—Riveride Amusement Park, G. W. Gillien, mgr.; has four concession games, pool, coin machines; books orchestra and attractions.

Connecticut
Killingly—Wildwood Park, P. J. Sheridan, owner-mgr.; has one ride, pool, coin machines; books orchestra and pay attractions.

Port Clinton—Loch Park, George Edwards, owner-mgr.; has one ride, pool, rink, penny arcade; books orchestra.

Florida
Penascola—Pensacola Beach, E. Moses, mgr.; has concession games, penny arcade, coin machines; books orchestra and attractions.

Georgia
Macon—Bagnan's Park, W. C. Bazar, mgr.; has two concession games, lake, rink, penny arcade, coin machines.

Macon—Lakeside Park, Irving Smith, mgr.; has one ride, lake, rink, penny arcade, coin machines; books orchestra and pay attractions.

La Fayette—Lafayette Park, owned by city; has one ride, pool, books attractions.

Indiana
Evansville—Medora Park, Malley Vabroody, mgr.; has six rides.

Hammond—Stone Park, D. B. Wintermute, mgr.; has four concession games, pool, lake, rink, penny arcade, coin machines.

La Porte—Lakeside Park, owned by city; has one ride, pool, books attractions.

Iowa
Port Dodge—Exposition Park, Armstrong Realty Co., getler; J. D. Lintu, getler; has books orchestra.

Burlington—Electric Park, J. E. Mapie, owner; has lake, rink; books orchestra and pay attractions.

Kansas
Wichita—Sandy Beach, Norris B. Nastler, owner; has four concession games, lake, rink, penny arcade.

Kentucky
Rosa (P. G., Abrahamson)—Kent Playground, James E. Over, mg.; has three rides, four concession games, pool, penny arcade, coin machines.

Massachusetts
Pelmer—Forest Lake Park, Linn A. Conger, mgr.; has one ride, beach, rink.

Michigan
Benton Harbor—Home of David Park, Char Bell, mgr.; has two rides, five concession games, penny arcade; books orchestra and Vunda Acts.

Rehoboth—Crystal Park, C. W. Patterson, mgr.; has three rides, penny arcade.

Detroit—Saint Clair Island Park, Mrs. Zelma More—Shane, owner; has two rides, 33 concession games, penny arcade; books orchestra.

Plymouth—Plymouth Park at St. Clair Flats, Arlington F. Riehle, mgr.; has two rides, four concession games, coin machines.

Grand Haven—Hyland Gardens, R. N. Hayes, owner; owns; has two concession games, beach, rink, arcade, coin machines; books orchestra occasionally.

Minnesota
Fargo—Hind's Park, E. M. H. Land, owner; has beach, coin machines; books orchestra.

Le Sueur—Le Sueur Park, Dave Lamphere, owner; has one ride, coin machine; books orchestra occasionally; rink, books attractions on special occasions.

St. Paul—Louis Park, Kenneth A. Nelson, owner; has rink; books orchestra.

Missouri
Estate Lake Park, owner Amusement Park, J. P. & J. J. Meurer, owner-mgrs.; has two rides, pool, rink, penny arcade; books free attractions.

Pekin—Peoria Lake Park, A. J. Koiler, owner; has one ride, 10 concession games, pool, pool, penny arcade, coin machines.

Montana
Missoula—Lake Park Amusement, D. P. Leon, mgr.; has concession games, coin machines; books orchestra, pay attractions.

Nebraska
Crete—Tundela Park, F. J. Kibbe, mgr.; has lake; books orchestra, auctions.

Omaha—Pokey Park, Joe Makie, mgr.

New Hampshire
Newbury—Bowers Grove Park, Francis Chatter, owner-mgr.; has three rides, one concession games, beach, rink, coin machines.

New Jersey
Atlantic City—Central Pier, Louis St. John, mgr.; has penny arcade, coin machines; books pay attractions.

Burlington—Spring Lake Park, Ed Roth, owner-mgr.; has four concession games, pool, rink, books orchestra, pay and free attractions occasionally.

New York
Avellini Park—Crystal Lake Park, M. Gottfried, owner-mgr.; has one ride, six concession games, beach, penny arcade.

Colona—Brooklyn Park, J. P. Olles, owner-mgr.; has three rides, two concession games, beach, coin machines.

Water Park—Huntington Park, E. L. Hoffman, owner; has three rides, one concession game, penny arcade.

Springfield—Midway Park, M. L. Curr, owner-mgr.; has one ride, eight concession games, beach, rink, Penny arcade, coin machines; books orchestra.

Catskill—Lakeside Park, E. J. Holscher, owner-mgr.; has one ride, five concession games, beach, pay and free attractions occasionally.

Ohio
Alliance—Lake Park, R. D. Williams, mgr.; has two rides, four concession games, rink, beach; book orchestra.

Cable—State Beach Park, J. E. Gerling, owner; has coin machines; books orchestra.

Cleveland—Cleveland Zoological Park, owned by city; has one ride, eight concession games, pool, books pay free attractions.

Outdoor Equipment Review
March 29, 1947

MAKE $100.00 A DAY ON CANDY FLOSS

If you are looking for the easiest money maker of all times, this is IT. Be among the FIRST with the BEST which is our all-electric Candy Floss Machine, substantially built, heavy duty, a double head with machined top plate, ball-bearing motor, ball-bearing spindle that requires no greasing. Having been in the business almost half a century, we have customers all over the USA and many foreign countries. Our machines are guaranteed to be mechanically perfect. NOW is the time to send us your order—you cannot go wrong with this SUPER WIZARD, which is all the name implies.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Avenue, South Nashville 4, Tenn.
BIG NEWS
FOR SNOW BALL
CONCESSIONAIRES

THE NEW
RED, WHITE AND
BLUE SNO-KONE CUP

IT HAD TO BE DONE BY SOMEONE AND GOLD MEDAL IS THE ONLY
ONE BIG ENOUGH TO DO IT. THIS CUP TAKES THE SNOW BALL
OUT OF THE ORDINARY CLASS AND PUTS IT IN A CLASS ALL BY ITSELF.
THE EXTRA COST TO YOU IS VERY LITTLE, JUST THE COST OF THE PRINTING.

GOLD MEDAL HAS ALWAYS GIVEN YOU TOP QUALITY, LOW PRICES AND FASTEST
SERVICE, AND NOW WE OFFER THE NEW SNO-KONE CUP TO GIVE YOU EVEN
BIGGER PROFITS. BE SURE YOU LINE UP WITH THE LEADER THIS YEAR FOR THIS
IS OUR OWN EXCLUSIVE, COPYRIGHTED CUP.

OUR NEW CATALOGUE IS READY NOW, A POSTAL CARD WILL BRING IT TO YOU.

GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO

March 29, 1947
**Yes—We Are Delivering**

Electro-Freeze

**FROZEN CUSTARD MACHINES**

Delivers

**FROZEN**

**CUSTARD**

-Continuously

**ALL ELECTRIC**

Delivers

25-Gallon Per Hour Capacity

**MODEL 25**

8270 THIRD AVE.

DEPT. W-2

NEW YORK 54, N. Y.

"A PORT MORRIS MACHINE PRODUCT"

---

Lakeside—Lakeview Park, H. J. Thoma
(Mansfield, O.), mgr.; has one concession
stand, pool, pony arcades, coin machines, books orchestras, attractions occasionally.

Mentor-on-the-Lake—Mentor Beach Park, has
two rides, four concession games, pool, pony arcades; books and pay and free attractions.

Urbana—Lakewood Beach Park, D. L. and
B. D. Conover, owners; has three rides, four
ccession games, pool, pony arcades; books pay and free attractions.

Venera—Staten Island, W. B. Wimp, owner;
has three rides, five concession games, pool, pony arcades; books orchestras.

**Ohio**

Kirtland—Hellman's Park, Fred Asa Brown, mgr.;
has two rides, coin games, concession games, pool, pony arcades.

Lakewood—Lakewood Beach Park, W. C. Glass, owner;
has one ride, four concession games, pool, pony arcades.

**Pennsylvania**

Bloomington—Columbia Park, Thomas Shaffer, owner;
has pool, pony arcades. Complete Line Coleman Equipment, Tanks and Burners.

Chambersburg—Lincoln Beach Park on Route 22;
has two rides, coin games.

Ohioville—Braddock Beach Park, Russell C. Prentice, owner; has one ride, 19 concession games, books orchestras, pay and free attractions.

Salisbury—Moccasin Creek Beach Park, C. Max Lee, owner; has one ride, three coin games, pool, pony arcades; books orchestras.

Henry—Willow Beach Park, D. M. Witmer, owner; has one concession game, pool, pony arcades; books pay and free attractions.

Mingo—Beaver Lake Park, Herman C. Ogle, owner; has two rides, five concession games, books orchestras and attractions.

Hinton City—Moccasin Creek Beach Park, C. Max Lee, owner; has one ride, three coin games, pool, pony arcades; books orchestras.

**South Carolina**

Charleston—Beach Park on the Ashley, R. A. Hamilton, owner; has one ride, coin games, concession games, books orchestras, attractions.

**Television**

Columbia—Mid-State Fair Park, George L. Blaylock, owner; has 10 concession games, books arcades, pay and free attractions.

Montgomery—East End Park, Herron Schreder, owner; has pool, pony arcades.

Mentor—Spring Lake Association Co., Joseph Pierce, owner; has pool, pony arcades.

**Texas**

Cisco—Lake Cisco Amusement Co., Bill Berry, owner; has pool, pony arcades, books orchestras and attractions.

Fort Worth—Coyote Park, George T. Smith, owner; has coin machines; books orchestras.

Fort Worth—Center Park, owned by city;
has five rides, pool, concessions, zoo.

**Utah**

Salt Lake City—Black Rock Beach, James Lensen, owner; has four concession games, books arcades, books orchestras occasionally.

Salt Lake City—Douglas Beach, Tom Dr. owner; has pool, pony arcades, books orchestras and attractions.

**Virginia**

Danville—Crystal Lake Park, W. W. Burrow, owner; has two rides, five concession games, pool, pony arcades, coin machines; books orchestras.

**West Virginia**

Staunton—Riverbend Park, W. E. Reynolds,
owner; has one ride, pool, coin machines; books pay and free attractions.

New Cumberland—Mineral Springs Park, O. D. Penz, owner; has pool, pony arcades, coin machines; books orchestras.

Wesley—Welch Beach, W. H. Meng, owner;
has two rides, coin machines; books pay and free attractions.

**Wisconsin**

Kenosha—Tatlock Park, E. F. Hettler, owner;
has coin machines; books orchestras.

Oak Creek—Dyne's Resort, E. A. Buchman, owner; has pool, pony arcades, books pay and free attractions.

Waukesha—Beach Park, Reg. Freeman, owner;
has three concession games, books pay and free attractions.

**Wisconsin Rapids**

Waudena—Rainbow Lake Amusement Co., Joe
Sargent, owner; has one ride, five concession games, books pay and free attractions, penny arcade.

**Chicagoland**

ABC POPCORN CO.

WILLIAM J. KOKES, JR.

4341 W. NORTH AVENUE

CHICAGO, ILLINOIS

**NOTICE**

ABC POPCORN CO.

4341 W. NORTH AVENUE

CHICAGO, ILLINOIS

**SUPPLIERS OF WHOLESALE RAW POPCORN, SEASONING OF ALL KINDS, BOXES, BAGS, PRE-POPPED CORN, PAPPERS, WARMERS, DISPENSERS AND COIN-OPERATED VENDORS**

A PORT MORRIS MACHINE PRODUCT

---

**NEW RIDES A REALITY**

(Continued from page 11) of all steel construction, seating 12 adult passengers per coach, all facing forward. Every wheel thrust the train is equipped with vacuum brakes. The center of gravity, officials of the Addison Company say, has been kept very low for extra safety.

Regarding changes and improvements in rides previously marketed by the Addison concern, L. G. Heiden, sales promotion manager of the Miniature Train & Railroad Company, says:

**Kiddie Train Flashed**

"Our smaller kiddie train has undergone no changes in basic principles, but many color and polished aluminum accessories have been added for more 'flash.' The fluid drive unit, which has been so successful, has been perfected to an even higher degree. We have just gone thru a very successful tooling up program which will enable us to manufacture even more efficiently this year."

Regarding delivery, Heiden says his concern's entire production for 1947 is sold out. "It is our intention," he said, "to have our rides in the hands of the operators not later than July 1, barring any failures of suppliers of materials. While materials have been difficult to obtain we have so far been able to get practically everything necessary for our entire production."

And so the 1947 picture on rides is much better than a year ago, when manufacturers could hardly fill the orders, didn't have anything new to offer customers (as if that was good a difference a year ago) and could only promise they'd do their best to have some new rides in 1947.

Now in 1947 the manufacturers have come out with new rides, made changes and improvements in the old ones and have bigger and better plans for 1948.
Blevins is National Headquarters for World Famous Popcorn and Concession Equipment

We also stock other famous items for prompt shipment!

- Giant 12-Quart Geared Kettle. 3 1/16" Bottom. Will Outwear Three Ordinary Kettles. Each: $37.50
- Automatic Fryers.
- Combination Bun Warmers and Frankfurter Steamers.
- Light Lunch and Sandwich Units.
- Steamless Food Servers.
- Combination Broilers and Grills.
- Toasters and Lunch Grills.

Catalog on Request

Save 10% on

- Bee Hive Hybrid.
- Popcorn Seasoning.
- Boxes, Bags.
- Savorex.

by signing a special season's contract with Blevins. See our complete list of popcorn and concession supplies in "spring special" issue. Write for contract today.


Super Wizard Candy Floss Machine. A consistent Leader, embodying all major improvements of half a century. 3,300 revolutions per minute-1,000 more revolutions than ordinary models-—with no vibration. 5 cones a minute! Complete with double spinnerhead, $295.

Note: Send all equipment orders to Nashville

Coleman Handy Gas Plants. For cooking, heating in camp houses, restaurants. Supplied in 5- and 7-inch burners. Every other Coleman unit in stock. 20% discount on $25 orders.

There is a new Postwar STAR Popcorn Machine for Every Purpose. SUPER STAR and SILVER STAR Theater and Counter Models in stock for immediate delivery. Priced from $395.

Save 10% on

- Bee Hive Hybrid.
- Popcorn Seasoning.
- Boxes, Bags.
- Savorex.

by signing a special season's contract with Blevins. See our complete list of popcorn and concession supplies in "spring special" issue. Write for contract today.

Catalog on Request

The Blevins Popcorn Company

In America's Most Modern Popcorn Plant

31st and Charlotte • Home of Bee Hive Quality • Nashville, Tenn.

Wire your orders to Nashville for fast one-day service. For your convenience, Bee Hive Popcorn, Seasoning and Salt are stocked at following regional warehouses:

Atlanta
377 Whitehall, S. W.

Memphis
671 S. Main St.

Philadelphia
81 Fairmount Ave.

New Orleans
1053 Constance

March 29, 1947

Outdoor Equipment Review Page 53
Are you with it, CONCESSIONAIRES?

...you are with CHUNK-E-NUT

The Popcorn with the BIG POP and BIGGER PROFIT!

WITH IT?... Put this sensational expanding Chunk-E-Nut Popcorn in your poppers once and you'll never be without it!

Chunk-E-Nut Popcorn has a pedigree from Purdue University! It's a mammoth hi-expansion hybrid grown from Purdue's finest hybrid seed! Chunk-E-Nut Popcorn doesn't pop—it exploded!

But big, in terrific volume, each kernel to an amazing size! Man, here is popcorn that really puts money in the till!

Try one 100 pound bag. You can't lose! The pop's guaranteed—you're satisfied or you get your money back! Order Chunk-E-Nut Popcorn today, special contract price thru June '47.

WRITE FOR SPECIAL CONTRACT PRICE LIST AND PLACE YOUR POPCORN ORDERS TODAY!

COAST-TO-COAST SERVICE!

Order Everything from Chunk-E-Nut!

SUPPLIES 5 Different Size Baskets, Bows, Cones, Salt, Snow Cones, Flavor Concentrates, Cups, Spoons, Napkins, Floss Papers, Colors.

Apples, sticks available in unlimited quantities.

PEANUTS Finest quality Virginia Roasted in shell, also gay brightly colored circus peanut bags without price mark. Complete line Salted Peanuts and Mixes for vendors.

Equipment for Immediate Delivery

Complete line of new Star Popcorn Machines in both the Cabinet and Counter Models... Floss Machines, Ice Shavers, Coleman Burner Equipment, Special 36 quart carnival model Popper now being built... Popcorn and Peanut Machines, New and Used, bought and sold.

WRITE FOR SPECIAL CONTRACT PRICE LIST AND PLACE YOUR POPCORN ORDERS TODAY!

CHUNK-E-NUT PRODUCTS COMPANY

SERVING YOU FROM COAST TO COAST

MATTY MILLER
231 N. Second St., Philadelphia 6, Pa.

HANK THEODOR
2903-14 Smallman St., Pittsburgh 1, Pa.

JOE MOSS
1261-65 E. Sixth St., Los Angeles 21, Cal.

March 29, 1947
"RUSH HOUR" POPCORN

There is an interesting little story as to how "Rush Hour" Mammoth Yellow Popcorn received its name. During the war when popcorn was scarce and being allotted by us to the trade we were able to supply only part of the requirements to our customers, consequently they were compelled to purchase the balance of their needs wherever possible. We were told how our popcorn was saved for those “rush periods” because it was dependable. You, too, will find that it will not fail you during those “Rush Hour” periods.

St. Louis’ pioneer seed firm, with many years’ experience in the technical knowledge of handling popcorn and possessing a total of over 100,000 square feet of warehouse space, equipped with modern facilities for curing, cleaning and storing popcorn, is in an ideal position to serve the trade.

POPPOWERS
PRUNTY SEED & GRAIN CO.
620 NORTH SECOND ST.
ST. LOUIS, MO.

POPPOWERS
PRUNTY SEED & GRAIN CO.
620 NORTH SECOND ST.
—Established 1874—
ST. LOUIS 2, MO.

"RUSH HOUR" POPCORN

A war-born industry, Palestic, is now being put to commercial use, especially concessionaires, will welcome with open arms.

What is this new material? How can it be used in outdoor show business? Is it something within the reach of Mr. Average Man? What does it consist of? How does it differ from ordinary plaster of paris? These and other questions are, as a concessionaire, for which you are anxious to know. To get these answers, The Billboard went directly to Joe Borowitz and to Hockstatter, owner of the Palestic Corporation at 316 North Laffin Street, Chicago.

Without batting an eye, Borowitz went right into the explanation of Palestic, the name incidentally, being a trade name and registered with the U. S. Patent Office.

Palestic is the new type of cold pour plastic that has attained considerable commercial interest since its introduction a few months ago. It is being used in the production of articles such as figurines, mirror and picture frames, lamp bases, plaques, wall brackets, book ends, desk pen bases, packages for toilet articles and perfumes, buttons, ornaments and a variety of advertising and display items.

Tough Material

Product is a hard, tough and strong material that is resistant to chipping and breakage, has high tensile (1,100 psi) and compressive (12,000 psi) strengths, and low moisture absorption. It can be produced in a wide range of colors and can be given a variety of finishes.

Palestic is cast in the same manner as plaster of paris. The same methods, molds and skills are employed as with plaster. No pressure or heat is required for the production of items with Palestic. It is made by adding water to a water solution of resins, which are supplied in so-called “resin molds” and mixed with water, and is then poured into the mold. The mixture is then allowed to set, and it is then removed from the mold.

Three Types of Casts

Both solid and hollow casts may be made. Any type of low cost gypsum plaster may be used. Molds may be rubber, glue, gelatine, wax, agar, plastic or other materials. For commercial production, vinyl resin molds such as Koroseal and Niplamold are favored.

The chemicals are supplied in solution form and are mixed with the water to which the plaster is to be added. Water soluble colors that are set by the resin chemicals are added if color is desired. With the technicalities of Palestic out of the way, Borowitz suggested a trip thru the plant to watch an article in the making.

The Operation

First man you meet is George Deak, the firm’s sculptor. From a drawing, Deak models the figure in clay and from that clay a plaster impression is carved. Then the plaster impression is carved to bring out the finest detail. From the finished carving, a plastic mould is made by a vacuum process which brings out the most minute detail. Then the Palestic syrup is mixed with gypsum or plaster of paris and poured into the moulds. After setting, the article is taken out of the mould and inspected. Then it is baked in a kiln, following which it is sprayed or hand painted. Then it is given the eagle-eye for any imperfections and once passed is ready for delivery.

A trip thru the Palestic Corporation’s plant on Laffin Street will convince you that many things can be made from this new material. Borowitz pointed out various orders that were going to concessionaires in parks, carnivals, etc., and said they were getting more orders every day. Articles ranged from ash trays to lamps. It is possible, he said, to make ornamental articles out of this composition by mass production. At present, the Palestic Corporation is making 183 different items.

Deliveries on Schedule

While Borowitz and his helpers are plenty busy, in that they haven’t much time to sit around and gab, it doesn’t mean that if you place an order you will have to wait months or even weeks for delivery. “We can make shipments within 48 hours,” Borowitz said.

There is no material shortages now, he said. He admitted they had their troubles in some instances during the war but the situation is greatly improved.

Regarding prices, Borowitz said that all depended on what article you have in mind. He said, however, that they haven’t jumped the prices on anything. “In fact,” he said, “we discontinued making some items because it would mean raising prices. Rather than do that, we just quit making them.”

Borowitz formerly was factory superintendent of the Bradley Manufacturing Company and he was well versed in pottery making techniques. He teamed with Hockstatter, who was a salesman for a spray concern, and went into business. Then along came J. F. T. Berliner, who worked out this Palestic deal and is now consultant for the corporation.

Thus the trip is putting every effort into this product, and, in the words of Borowitz, “We’re coming along fine.”

Blevins Offers Technical Advice to Popcorn Dealers

NASHVILLE, March 22.—Blevins Popcorn Company, reputedly the largest popcorn processing plant in the South, has instituted a new technical service for owners and operators of all kinds of popcorn equipment.

J. V. Blevins, president of the company, said that the service is extended free of charge to owners and operators who may present their problems by mail for technical advice.

C. W. Wyman, a veteran in the popcorn industry, heads the new department.

Expert advice on all phases of the popcorn operation, including the regulation of temperatures, the amount of seasoning, charge of raw corn per kettle, etc., maximum popping volume is available.

Blevins stated that the department was organized in answer to a long-felt need by concessionaires and operators of commercial machines for such a service.

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"SUPER-STAR" and "SILVER-STAR" POPCORN MACHINES

"SUPER-STAR" FLOOR MODEL. Size: Height to top of cabinet, 73 1/2"; Length, 36 3/4"; Width for Depth, 24". Capacity, 50 lbs. per hour. Approx. weight: 300 lbs. Shipping weight approx. 400 lbs. 

CABINET CONSTRUCTION
Beautiful stainless steel clad and metal. No exposed screws or bolts. Streamlined through and through. Unusually strong and rigid.

3 ILLUMINATED SIGNS
Makes a beautiful display.

REMOVABLE SHELF
Having for filled boxes.

THERMOSTAT CONTROLLED KETTLE
2 models: Stainless steel, thermostatically adjustable.

DEEP POPPING KETTLE
Extra large, extra high. Chromium outer shell.

KETTLE ELEMENT
New style, instantly replaceable.

NEW CABINET DOORS
Solid cast aluminum frame that will completely lock against side of cabinet. New style hinges. Doors can be instantly lifted off.

STAINLESS CLAD STEEL CORN PAN
With new type removable corn screen.

BIG STORAGE CAPACITY
Lots of space for popped corn.

2 WARMING ELEMENTS
For "High" or "Low" heat.

CABINET DRAWERS
2 in "SILVER-STAR" model; 1 in "SUPER-STAR" model. High hand drawer has lock and key.

CABINET LOWER STORAGE
Lots of space for supplies.

FLOSS SUPPLIES

CANDIED APPLE SUPPLIES

MISCELLANEOUS
SYRUPS: No sugar needed. 1 to 6 mix. 7 gallon finished drink. All flavors. Also used for Snow Cones.

SETS QUICK: A hardening for Candied Apples and Carmel Corn.

PAPER NAPKINS: Flats 13x13. 10,000 in case.

COLD DRINK DISPENSERS
(As illustrated) Can be used with Stand or without Stand. RECONDITIONED—LIKE NEW $250.00 COMPLETE

ECHOHS HIGH SPEED ELECTRIC SNOW SHAPER COMPLETE $60.00 Also ECHOHS ICE SHAPER WITH HAND POWER ATTACHMENT

TERMS

POPCORN AND SUPPLIES
POPCORN: HYBRID "Super-Pop". Better than the best. POPCORN SALT: 24/2s in Case.

POPPING OIL: Corn Oil, Coconut Oil.

POPCORN SEASONING (Solid)

PAPER BAGS: All sizes. Samples on request.

CARTONS: Four sizes. Samples on request.

COINS: Assorted colors.

WHOLESALE TYPE "JUMBO GIANT"
SEPARATE POPPING UNIT
THERMOSTAT CONTROLLED. 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 aluminum kettle, 18" diameter. Chromium plated kettle shell and motor housing. Approx. shipping weight: 260 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 side shows how kettle is emptied. Can be installed in any space 25" long by 28" wide. Easily installed by anyone. Approximate shipping weight: 140 lbs.

$248.00 IMMEDIATE SHIPMENTS

POPCORN AND SUPPLIES PURCHASING
Before Purchasing Supplies

933 BROADWAY
ST. LOUIS 2, MO.

C. R. FRANK

KEEP THIS PAGE FOR FUTURE REFERENCE

March 29, 1947
is that some of the fairs have fireworks as an attraction every year, while others rotate their attractions, keeping fireworks in alternate years.

Expect More Carnival Biz

Recent opinion to the effect that the trend to increased use of fireworks by carnivals will be continued. Jack Duffield, operating on the California situation, returns the only dissenting view. "Carnivals have not as a rule used fireworks up to any extent in California. And I do not expect them to do so in the future," he concludes.

Jack Duffield reports that carnivals are going stronger for fireworks, especially in the rural sections. A "No-Carnival season," he regards as the quickest sign of any popper on the market. Keep to clean. Requires no constant attention. The beauty of colors never fades. Popping every 5 to 7 minutes. Presutti chime in with the same belief.

Forcadesh, for the Illinois Fireworks Company, predicts carnivals will use more salutes and aerial bombs for v-day.

Except in California, the survey shows an expectation of increased use of fireworks at celebrations. Rozzi cites the mounting number of home-coming celebrations and points out that 40% of them will use fireworks. Jack Duffield labels fire-crackers a "must" for any celebration.

The number of celebrations is a barometer of the fireworks business, he adds.

Celebrations Growing

Antonetta Vandro Pettielli, for the Alexander Vandro Fireworks Company, says the peak has not been reached in the use of fireworks at celebrations. The trend is towards artistic, intricate displays, and the peak of the season is towards set pieces, most of which are sold yearly. But the market is fluctuating and the season cover attracts the crowd. FULLY GUARANTEED.

Among the finest—beautiful New Easy Metallic, finished with clear glass, trimmed in black instead of the usual aluminum, color from the middle out. Colors in glass: red, purple, green, yellow, berry, orange, violet, blue, and red. Easily operated. Does not contaminate, and 900 watts, yet lasts in 3 to 5 minutes. Nothing to clean, no residue gets on suit as is necessary to mention here.

EXCEL MFG. CORP.

Dept. B-147

Muncie, Indiana

SALESMEN Write for PROPOSITION

DOES WORK OF $500 MACHINE! TURNS OUT 100 BAGS AN HOUR

POPS A BATCH IN 3 MINUTES

Silhouette is one thing you will like about the EXCEL. No extra instructions will be necessary, as it is ready to operate. Plug the wires and in 4 minutes more in the case and running. Make a batch of 100 bags in 4 minutes—the quickest sign of any popper on the market. Keep clean. Requires no constant attention. The beauty of colors never fades. Popping every 5 to 7 minutes. Presutti chime in with the same belief.

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EXCEL MFG. CORP.

Dept. B-147

Muncie, Indiana

SALESMEN Write for PROPOSITION

Popsit Plus is a "must" for traveling showmen. The handy gallon cans are easy to transport, easy to dispose of when empty—no need to pack up large, half-used drums of seasoning for transportation to the next location. No pre-heating necessary. You are ready to start popping immediately. Warehouse Stocks available at Boston, Providence, Pittsburgh, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Des Moines, Kansas City, Omaha, Denver, Portland, Seattle, Dallas, Los Angeles.
**ATOMIC POWER**

**FIREWORKS DISPLAY DIVISION**

Fireworks display division is equipped to handle any display from $50 and up.

Special display programs for Parks, Fairs and other celebrations are now ready, these programs include the services of expert Pyrotechnicians and are covered by public liability insurance.

Fire it yourself displays, prices ranging from $50.00 to $300.00. Catalogue will be ready April 1. Send for your copy.

---

**COMMERCIAL DIVISION**

1. DETONATION POWER
2. BRIGHTNESS
3. FLASH and HEAT EFFECTS
4. MUSHROOM EFFECTS
5. SMOKE COLUMN
A more detailed description will be found in our special programs.

**TRI-STATE MANUFACTURING CO., INC.**
LOVELAND, OHIO
A REPUTATION FOR QUALITY

BUILDERS OF AMUSEMENT DEVICES FOR OVER A QUARTER OF A CENTURY

NATIONAL devices have proved their worth over the years. In parks, on carnivals and shows they are dependable investments, producing big steady profits for owners and operators. Every effort is being made through expanded production facilities to meet the wide-spread demand. Orders placed now will be scheduled and delivery made at the earliest possible date.

The FAMOUS
CENTURY
FLYER

For PARK...
KIDDIELAND...
CARNIVAL
PERMANENT or PORTABLE

Time Tested and Proven
UNSURPASSED ARISTOCRAT OF MINIATURE TRAINS
For proven safety NATIONAL offers 28" gauge track, non-unsetting cars - low center of gravity, hard rails for the kiddies. The Century Flyer is practical in that it has a 40 hp. engine for smooth drive - simple, clean mechanism with minimum of moving parts to cause trouble. Timken ball bearings throughout. Large size permits the rapid handling of capacity crowds. The capacity of the famous flyer is 120 kiddies or 90 adults on a 10-car train. When longer capacity is necessary add more cars, locomotive has ability to pull 20 cars.

EARNINGS ABILITY: "More than paid for itself in 10 operating days," says Ray Bichline, Williams Grove Park at Mechanicsburg, Pa. "Grossed $2,546.00 on the 4th of July." - Roy Welford, Riverview Park, Sioux City, Iowa. "Enjoyed the midway on Kiddies' day at Lima Fair. Easy to handle. Ideal for the Carnival." - Al Wagner, Cavalcade of Amusements. "Over 70% of riders are adults. The only train for a kiddieland." - Mike Dooley, Green-Oaks, Kiddieland, Oaklawn, Ill. The caliber of the product is indicated by its purchaser. Here are just a few of your neighbors - all Century Flyer owners. See why we cannot list them all.


LARGEST MINIATURE TRAIN BUILT

Stands 46'11" high above the rails. Two adults or 3 kiddies sit side by side comfortably in one seat.

MIRRORS

That Distort 'Em Into Shrieks of Laughter

Designed to suit your building - old or new. PERMANENT OR PORTABLE for Arcade... Fun House... or as a complete show in itself. Eight (8) different contours... 2 sizes, 30x70 inches or 40x70 inches. Special tempered glass. 60 days' delivery on MIRROR MAZES.

LARGEST MANUFACTURERS OF ROLLER COASTERS, COASTER CARS, OLD MILLS, MILLS CHUTES, MINIATURE RAILWAYS, MIRROR MAZES, FUN HOUSES

COASTER CARS
By NATIONAL

Streamlined Custom Built To Fit Any Structure
NATIONAL Coaster Cars are safe... locked-in track. The only cars built that are equipped with "Safety-Lock Handle Bar." They offer enduring service. Seats upholstered in foam rubber and covered with fiberglass. Wheels of cast steel, hardened, carburized and ground. Timken bearings throughout. Tractor, friction and safety wheels assembled in one housing unit which makes a fool-proof installation. Car exterior of brilliant mirror polish chrome-copper and stainless steel. Two headlamps, a beckoning, moving advertisement for your coaster.

The PARK BENCH
You've Been Waiting For!

Heavily Built To Stand the Gaff.
Weight 140 pounds... 6 feet long with 1 1/4"x3 1/4" hard-wood back and seat boards. Cast iron legs. Painted or unpainted.

AMUSEMENT DEVICE CO.
BOX 488, VAF,
DAYTON 7, OHIO

Wm. de L'horbe, Jr., Sales Manager