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

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

By HANK HURLEY

**Outdoor Biz Is Optimistic**

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

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

**Promotions Necessary**

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

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

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

The business will be there this year. You may have to work a bit harder for it, but it will be on hand. All you, as an outdoor showman, have to do is reach out and help it thru your gate.
ON THE THEORY that "a stitch in time saves nine," the modern, well-equipped fireproof winter quarters of the Gooding Amusement Company, Inc., in Columbus, O., is geared to save plenty of needlework and thus money.

What's more, the quarters are so set up and so capably staffed that the "stitch-in-time" not only saves much emergency sewing but adds immeasurably to the attractiveness of the product—rides—and the rolling stock, trucks, tractors and trailers used to haul them.

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

The keynote of efficiency in such widespread unit activity lies in the winter quarters. There all of the equipment is given a thoroughgoing-over during the off-season.

Good as New

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

The Gooding quarters, together with its two-story modern brick office building, occupies 1 1/4 acres. The only thing it lacks is sufficient area to store some of the rolling stock. About half of that is stored in buildings on the near-by Ohio State Fairgrounds.

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

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

Took Three Years

"When I first came on, I said I was a good mechanic. But it took me three years to become a ride mechanic," George Bouic, Gooding unit manager in charge of the machine shop, explained. "To be a good ride mechanic, a man first must be a good mechanic. But it is almost as important that he knows how to operate a ride—how rides operate—and that he has a first-hand knowledge of how to put up and tear down rides. That takes several years of actual doing."

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

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

Built Own Crane

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

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

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

Innovations Introduced

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

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

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

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

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

Best Materials Used

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

A glance at shelves piled with top name brands of paints and other materials bears out not only the best materials are used.

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

In making ready for a paint job, the Gooding painters get down to the base, clean up the wood or metal thoryly before applying the paint.

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

Wood is Washed

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

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

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

"Those seats will have to be discarded within a year or two. Had they been painted thoroly at the factory, they probably would have several more years to go. Now we go over seats like this just to insure against such losses," Gooding says.

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

Boast Spray Paint Room

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

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

Facilities for the employees are excellent. Not only is the building warm and light, but every possible safety precaution measure has been taken. Similarly, ample provisions against fire have been made. The floor is of concrete throughout, the roofing of compressed asbestos and the courtyard in front of the huge L-shaped building is also of concrete. Steel lockers are provided, and facilities for showers are being installed for warm-weather use.

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

Good Supply Kept

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

He also maintains two extra Merry-Go-Round organs, and he is seeking more. Each spring all the organs are a complete going over.

Max Heller, of Macedonia, O., a veteran at the business, spends six weeks to two months in quarters then, renewing tubing, tuning, checking and recovering ballasts, if necessary.

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

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

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

By J. W. (Patty) CONKLIN

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

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

Definite Program Needed

A very definite program must then be projected. A careful analysis of the needs of the past, the present available opportunities and the possibilities of the future should be a guide to what their requirements in the way of a permanent midway should be. It would be foolish to build a world’s fair midway at a "punky" fair, and a small program would be out of place at a large exhibition.

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

Designs Important

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

In building permanent amusements on exhibition grounds, long-term planning is an important factor. All of our construction has been Class A, and we sincerely believe that most of the buildings we have constructed will remain in the present area for a considerable time in the future. The Canadian National Exhibition is projected. We, as showmen, also take into consideration that buildings are constructed to facilitate a change of the entire front at least every 25 years. The buildings we have erected approximately 800 feet of frontages. These buildings vary in size. For example, we constructed one building measuring 235 by 30 feet, while another 125 by 46. In checking the receipts of some of the outstanding amusement parks in America, we find that some of the permanent attractions we built grossed more money than similar attractions in parks grossed in an entire season.

Paved Midways Pay

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

One of the greatest benefits arising from establishment of a permanent midway is the better psychological acceptance of the public. Whether we like to admit it or not, there is a large percentage of the general public that shies away from a midway, particularly in view of the fact that it appears to be, and is, of a transitory nature. "Here today, gone tomorrow.

Sad to relate, we must admit that some in our industry (in days past) took advantage of such a situation and did not give the public a true sense of value for the money which it was spending.

It's There To Stay

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

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

The price of admission is one of the most important factors in the success of operating midways on exhibition grounds. Increased prices and a cost for rides and non-entertainment shows—although there then a considerable markdown on show and exhibition companies during the past hectic decade. The public is more sophisticated and we urge to spend the dollars of the public to the values it is receiving for its money. We have endeavored to maintain a standard price of not more than one cent an hour for riding devices. This has enabled us to not only increase our gross receipts higher than ever, but to make it possible for patrons to spend considerably more time in the amusement district than if admission were reduced. We look for family business, as the youngsters of today are our customers of tomorrow. At an exhibition as large as Canadian National, the price of admission was set at a paid attendance in 1947 of 2,500,000, we did not charge more than 25 cents on any of our riding devices. Only four shows on the midway operated at a price of 50 cents. In establishing these prices, we absorbed all amusement taxes. On Kiddie s Day, with an attendance of approximately 150,000 children, we reduced our admissions to 5 cents and absorbed the amusement taxes. This has been our policy at all the places where we furnish amusements.

Thanks The Public

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

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

No Inspections

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

In foregoing paragraphs mention was often made of "the patron" and "exhibition companies" but little was said of the permanent person in our sphere of endeavor—the patron of our attractions. How can we look forward to profit from a permanent midway? First of all, he knows where it is located. A permanently located area will soon become a mecca for those interested in amusement.

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

Accidents Reduced

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

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

HERE IS A STRIKING VIEW of part of the midway at the Canadian National Exhibition, Toronto, which was built by the author and his brother. Note the pavement and how the various attractions are arranged.
95% of all concessionaires are losing money!

Thousands of soft drink customers walking around — your customers, but you don't make a cent on them because you're fooling around with old-fashioned dispensing methods . . . clumsy bottles and other inefficiencies. They don't wait — they walk away — and you're losing money!

Efficiency can add 50% to your season's take on soft drinks . . . and that's exactly what the DRINCOLATOR was designed for . . . efficiency!

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Make from 250% to 500% profit

At 5c per cup — for each $3.60 you spend on 2 gallons of syrup and cups, you receive $12.50. Your profit: $8.90 — approximately 250%

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"Pays for itself while it pays you"
No Worries for Concessionaires

Prices on equipment are the same as year ago, manufacturers report—delivers no problem and there are new items

By HANK HURLEY

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

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

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

Brockway Optimistic

B. H. Brockway, manager of Concession Supply Company, Toledo, for instance, reports that “your prices on most items are approximately the same as last year.” He adds that “at the present time we have a complete stock of all equipment and the material shortages should not affect us too much.”

The Concession Supply Company, which manufactures and sells candy floss machines, kettle poppers, taffy or candy-pulling machines, etc., will come out with new items this year.

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

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

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

Oakes Has New Games

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

Oakes, for instance, cited the fact that hard white maple is hard to get and plywood prices, he said, are 2½ times what they were before the war. Regarding the filling of orders, Oakes said he had been able to fill all the requested items on hand and anticipated no trouble in getting out orders.

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

Other Name Problems

I. Miller, of the Thrift Novelties Company, which makes a large variety of novelty items for carnivals, fairs, fests, etc., says the manufacturer this year is facing with some of the same problems. “All of the basic materials have risen considerably in price,” he table. For example, he cited copper which cost a little under 20 cents per pound last year, which is $1.35 in retail quantities this year. He added that other materials are proportionately increased.

“We have taken a number of short cuts in manufacturing and have made considerable developments in machinery, dies and tools. By increasing the volume, and at the same time reducing the overhead, we are able to report that we have not increased our prices.”

On the contrary, on certain items, due to the increased volume, we are in a position to drop prices while still maintaining our average profits,” Miller said.

Has New Items

The Thrift Novelty Company, Miller reports, is coming out with many new items, including a variety of novelty key chains, hand helds, novelty bowling balls with print and various other materials.

Miller reported there will be no difficulty in filling orders by his concern and he says, in commenting about the business outlook for this year, “that the manufactured bowling balls for this year for the spring is equal to the total amount shipped in the same period last year.”

Rubber, one of those items which went up in price at the time Miller had ideas about ruling the world, is back with a loud voice. That is the advice coming from the Oake Rubber Company, Ravenna, 0.

For the first season since World War II, balloon men will be able to get all the items Oake Rubber put out by the holidays. These include the fancy “prints” or decorated balloons, the odd shapes and novelty items. These balloons will be the War II type, with a black balloon character on decorated balloons, head balloons with inflatable ears and the full figure balloons, with cardboard feet, known as tass-ips. Oakes this year also is offering a line of Bugs Bunny balloons.

New Touches Added

A company official said that for the first time there will be no new numbers introduced. “The problem has been to achieve production on all wanted items for which factory equipment was on hand. However, new dies and improvements have been made on most numbers to give them a degree of ‘beesness’ and sales appeal,” he said.

Messmore & Damon, Inc., New York, has a new ballyho piece on the market this year, called the Calliope Clown, a mechanical calliope player, according to Francis B. Messmore, of the concern. “Our attempt is to put out its usual line of mechanical devices for the amusement business for purposes and walk-thru shows. Prices this year will be approximately the same as last year,” Messmore said. The materials situation isn’t bothering the concern, he said, and added, “we can fill orders in from four to six weeks, under normal conditions.”

No Worries in Glass

If your concession calls for all kinds of glassware, such as tumblers, ash trays, bowls, candy dishes, etc., you won’t have any worries about getting a good supply. M. Knab- berg, of the Northwestern Bottle Company, St. Louis, says materials needed for the production of glassware are plentiful and there is no shortage problem. He adds, however, there should be no waiting this slightly tight, although some will remain the same. New items in glassware will be more plentiful, according to Knabberg.

In this phase, he said, “During the war only tint glassware was available. Pink glassware also has been more available and I believe other colors will be available for the oval plate displays. Heat-proof tableware is now appearing in larger quantities, which disappeared during the war are now reappearing, such as odd-shaped candy dishes for business and various other glassware novelties.”

Biz Outlook Good

“The business outlook this year is better than a year ago, according to Knabberg. The scarcity of many of the ‘glass pitch’ concessionaires this past season left a feeling that there will be many more of these coming season and these set-ups move a lot of merchandise which are very optimistic about business this year,” he said.

Neil Tosti, Wisconsin Deluxe Company, Milwaukee, is one of those who believes prices will not come down for the first three months of ’48. Tosti reports a shortage of materials for his concern. “Our biggest raw material in our production is plaster of paris, which is mined, and we have had a great deal of trouble keeping a three or four days’ supply on hand at all times. The paint stick also.”

Regarding delivery, Tosti said his concern builds a very large inventory of stock for the winter months for the express purpose of being able to take care of folks during the late summer months and during the fair season when the demand is at its peak. “We are now placing orders on my plaster orders at this time,” Tosti said.

Rex Shriver, of the H. C. Evans Company, Chicago, manufacturers of wheels, games, etc., says, “We have had a slight increase in prices on some items and he reminds that certain items which have been in high demand, and says steel is a big problem. Business, Shriver says, is expected to top last year.”

Sees No Rationing

From the concession equipment angle, Jim Bloom, of the Mascot Popcorn Company, Nashville, manufacturer of various machines, includes (Continued on page 39).
The Spotlight Is On

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March 27, 1948
Manufacturers of amusement riding devices are keeping pace with the continuing heavy post-war demand for their products, despite still existing shortages in vital materials, a recently concluded survey by The Billboard reveals. Orders to date approximate the record number on file a year ago when manufacturers were faced with the biggest production job in their history. Money, too, remains plentiful, with the result that orders are being filled on a first-come, first-served basis since nearly everyone who wants new equipment is in a position to pay—a healthy situation which came into being with the record business experienced by operators during the war and which remained fairly constant last year.

Wistful predictions, involving numerous radical changes in riding devices, have failed largely to materialize mainly because manufacturers have been hard pressed to maintain peak production to fulfill orders for their standard units. Seemingly, too, phase of mechanical motion which would serve to thrill an individual has been overlooked. The public apparently is satisfied with the available offerings since its patronage of riding devices has definitely kept pace with an increased national income. The appeal of time-proven units is as steady as the public’s taste for hot dogs and hamburgers. There will be new rides making their appearance periodically, of course, but the need for revolutionary change has not been demonstrated and will not materialize.

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

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

Early Orders A Must

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

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

Few Foreign Sales

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

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

The Hurricane, a spectacular unit with octopus-like arms which support attached cars, spins in a rotary motion with the operating height adjustable to 15 degrees past horizontal. Unit was designed by Norman Bartlett who also designed the Looper which went into full-scale production last year for the first time. Other major rides produced by Allan Herschell are the Moon Rocket, Caterpillar, Merry-Go-Round, Water Scooter and Kiddie’s Merry-Go-Round and Auto Ride.有点未确定的...

Hall Prewed at Tampa

A hydraulic system which raises the cars 52 feet in the air and adds height and action to speed, is the principal attribute of the new Hi-Ball. The ride was previewed at the Tampa Fair last month. It is priced at $15,000. The Hrusvetz Company continues to manufacture the Spitfire priced at $9,083, complete with engine.

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

A Kiddie Roller Coaster, offered by the National Amusement Company, Dayton, O., may prove extremely popular with the small fry. Unit, designed by Charles Paigue, has a 750-foot track and a 14-foot summit. Ride is intended to be portable, according to William de Lorthe, sales manager, but it requires approximately 50 by 175 feet for setting up and there are few known carnival lots in the country that could accommodate it without the elimination of other rides or shows. Also being offered by National are new Fiberglas boats which are of one-piece construction and, it is claimed, will not rot, rust or be affected by temperature changes. The company also offers a number of park units, including Coasters, Funhouses, Old Mills, etc., and portable units including the Century Flyer, miniature train and Kiddie Ferris Wheel. Eight to 16 weeks are currently needed for delivery of National Amusement Company units. Eighty per cent of the company’s output is for amusement parks.

Two New Kiddie Rides

Harry G. Travers, president of Travers Enterprises, Painesville, O., and a veteran of 45 years in the designing of amusement equipment, is concentrating on two new kid units. Here is a photo of the Lucas Kiddie Boat Ride. Amusement device sells for $3,190 to $3,275, according to the manufacturers, and has been attracting attention of park operators.

March 27, 1948
A kiddie Buggy Ride, using miniature pony carts, is priced at $3,750, while the Lucas Kiddie Boat sells for $2,190 to $3,275.

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

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

New Ride Planned

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

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

Coaster Timber "Salted"

The new Roller Coaster, completed last year at Playland Park, San Antonio, and supervised by Schmeck, was fortified against rot and termites.

(Continued on page 42)
THE sound show operator plans ahead for the special contingencies and hazards that arise under crowded spectator conditions. Unquestionably the most dangerous of all is heralded by the cry that would make the wildest “Hey, Rube!” seem sweet music to any operator—the alarm of “Fire!”

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

Public is Interested

The general show-going public is interested in presenting protection from any fire that may arise under any circumstances. It is the fire protection equipment that is available to the operator that will be the source of that protection.

Good Business

Provision of special equipment is good business for the show owner, too, a provision against loss of his own property and income. Fire losses involving property damage over the $700,000,000 figure for the first time in 1947, the climax date to a steady climb from the $250,000,000 figure of 1937. Many factors contributed to this boost, but the presence of available equipment ready for instant use and of personnel trained to man it when the alarm is given—will cut its incidence in individual cases at least.

The fire protection industry is very conscious of the hazards which show business furnishes in its field. Typically, the June, 1947 issue of Fire Engineering, trade paper of the industry, carried a front-cover feature of a fire at Conley Island, headed the “Second Large Fire Within a Year.” This certainty is not good publicity for the amusement industry.

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

Excellent Assurance

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

Equipment Type Varies

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

Little Publicity

Little or nothing has been done up to now to publicize available equipment for showmen, partly because the more farsighted operators have gone over this type of equipment with problems quietly and individually, and others have just neglected the wisdom of that practice.

Equipment manufacturers, on the other hand, have ignored the show business market, but now that some known manufacturers across the country shows that manufacturers today are awakening to the needs of the show business market and are producing equipment which will meet that market’s specialized demands.

One of the most interesting units is the Jeep Fire Truck brought out by Masterton Manufacturing Co., Conshohocken, Pa. Individual applications of this unit are being manufactured by the Howe Fire Equipment Co., Conshohocken, Pa., and the Gearson Fire Apparatus Co., Indianapolis, Ind. This unit is powered by the well-known Jeep engine used in both army and navy, and it will operate off the gasoline, diesel, or kerosene engine or any other fuel that will lend itself to showmen.

The unit is a centrifugal pump, operated by a step-up gear drive from the crankshaft at the front of the engine. It pumps 775 gallons per minute (g.p.m.) at 120 pounds pressure, and will operate from gasoline, kerosene, diesel, or other fuel as well as from standard hydrometer systems. The unit comes equipped with hose, ladders, pike pole, two spot lights, hand lantern, fire extinguishers, shovel, axes, crowbars, wrenches, siren, flashlight and special equipment van. It is also equipped with a 200-gallon tank trailer, to be available, to provide an instant water supply for the critical first few minutes of fire fighting. It will give a 10-minutes’ supply using ground water conditions of operation, and can be pumped while the Jeep itself is still in motion.

The fire engine is a 2½-ton truck, which can protect against gasoline and oil fires, the Jeep is equipped with a foam unit, which will produce 350-400 g.p.m. of foam, using 20 gallons of water, giving an output of 4,000 gallons of foam. The trailer is connected to the pump by a flexible suction connection. A 350-horsepower unit, with block and crank case cast integral, it has an aluminum block with conventional lubrication to connecting rod and main bearings. It measures 122 by 38½ by 37½ inches, and weighs 2,500 pounds.

The drive is by 74 by 56 by 70-inch high, with the skid unit and trailer, and 635 pounds with skid unit and trailer. A 156 by 38½ by 38½-inch high, with 16 by 5 tires. Tractor type hitch is used, with an adjustable parking leg as a feature when moving unit by hand. Weight is 12,500 pounds.

Another Hale unit is the FZ-2. This model is similar, but has a 2½-ton, 36 by 32 by 37½-inch high, with 15 by 5½ tires. It has a 251 by 51 by 40-inch high, with the skid unit and trailer, and 635 pounds with skid unit and trailer. A 156 by 38½ by 38½-inch high, with 16 by 5 tires. Tractor type hitch is used, with an adjustable parking leg as a feature when moving unit by hand. Weight is 12,500 pounds.

This unit is equipped with a Fire Fighting Equipment a Must for Shows

By H. F. REVES

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

The Gorman-Rupp Company of Mansfield, O., manufactures two portable fire pumps, the Junior and the Dual Fire Fighter, which may be suitably mounted on a wheeled unit for any type of show. The Dual Fire Eagle weighs 130 pounds and is easily handled by two men. This is a one-and-one-half-inch double suction and discharge, or alternately supplied with three-inch suction and discharge. It has a 200-gallon output of 5,000 to 125,000 gallons per hour.

Mounted on Wood

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

It is a standard centrifugal pump with an exhaust primer. Pump is fitted with carburetor, one-and-one-half-inch suction and discharge, four-cycle air-cooled gasoline engine. The exhaust primer makes it unnecessary to prime before starting operation—a time-saving feature and not used after the pump is working.

Weight of this unit is 161 or 150 pounds, according to whether a booster pump is attached or not. It has a two-and-one-half-inch suction and discharge on both suction and discharge. The Gorman-Rupp firm makes other pumps from one and two-and-one-half-inch discharge, or alternately supplied with three-inch suction and discharge. It has a 200-gallon output of 5,000 to 125,000 gallons per hour.

The Junior (shown on the cover) has a 200-gallon output at 100 g.p.m. of 250 pounds pressure, at 180 g.p.m. at 30 pounds pressure. It is mounted on a wheeled unit with a single three-inch suction and discharge. Weight of Junior is 100 pounds.

In addition to the Junior unit, the Dual Fire Fighter also includes a one-half-inch suction and discharge, for a total output of 300 g.p.m. at 30 pounds pressure. It is mounted on a wheeled unit with the dual suction and discharge, and weighs 200 pounds.

The Junior unit, when connected by the Y connection to a two-and-one-half-inch hose, provides a complete water supply system for any show. Both Junior units can be used independently, or in conjunction with the Dual Fire Fighter.

Two-and-one-half-inch outlet is provided on the Junior unit, and a one-and-one-half-inch outlet is provided on the Dual Fire Fighter. These outlet connections are made by means of a Y connection, which permits the use of either the one-and-one-half-inch or two-and-one-half-inch hose.

Other manufacturers of fire-fighting equipment, such as the Stauffer Company, also offer a wide variety of units suitable for various applications. These units may be mounted on wheeled or trailer units, and are designed for specific tasks such as fire suppression or water supply. Their capacities range from small units suitable for small shows to large units capable of supplying large amounts of water for major events.

The important point to remember is that fire prevention and protection equipment should be available and ready for use at all times. This equipment not only protects the audience and performers, but also helps to safeguard the equipment and property of the show owner. It is essential for the safety and success of any show.
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they will pay their owners well in
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N. Y., Deluxe No. 6, Albert Runite,
Leonia, N. J., No. 6; Stinnett
Brothers, Dallas, Tex., Deluxe No.
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★ Reinforced Panels to Protect Canvas
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March 27, 1949

The Billboard Outdoor Equipment Review Page 13
Amusement Park in the Sky

By
DOUGLAS N. RHODES

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

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

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

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

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

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

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

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

At the peak he operated 12 rides at the Firestone Boulevard spot. Now run by his former partner, Suker, the park is still doing well. At present there are eight rides, including a...
BILL MEYER WAS ONE OF THE FIRST to inaugurate a policy of selling tickets for all rides from a single, centrally located booth. Above view shows boat ride, one of five kiddy amusement devices operated on the Emporium roof during the holiday season. Note sign in foreground advising patrons to buy tickets at main ticket office.

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

**18 Rides at Fair**

Meyer has also operated rides at various Western fairs. At the 1947 State fair in Sacramento he had 18 kiddy rides on the midway of Crafts 20 Big Shows and will have 24 similar devices at the National Orange Show in San Bernardino, Calif., this year.

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

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

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

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

**More Kid Rides**

With regards to future trends in parks, Meyer feels that the tendency will be toward more kiddy rides and fewer big rides. He feels that more and more attention should be given to our ever-growing juvenile population and that the kiddy ride business is still in its infancy as a branch of the amusement industry and that it can be developed into a big thing. He also believes that parks in general need more flash and better management. Meyer is especially particular of the type of help he employs and insists on only the highest class of attendants. He is opposed to the hiring of high school boys and irresponsible persons to operate his rides because he believes that maturity on the part of attendants is essential to profitable operation—especially when the safety of children patrons is at stake.
Insect-Repellent Lights on Market

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

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

Repellent Lights Marketed

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

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

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

"We do not know whether an insect goes to a light because it can see better or because the light stimulates some other mysterious inner response. There is evidence that the visual sensitivity of the night-flying insects is greater for white or blue lights than for red or yellow."

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

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

A recent GE announcement informs that its lamp department has added two new lamps to its list of 10,000 types and sizes, the new ones being 60-watt and 100-watt yellow enamelled lamps for outdoor lighting. The yellow enamel is a glass coat fixed on the glass bulb. In its description of the two lamps, both of which have 1,000-hour life, ratings, the GE said: "The substitution of yellow lamps for white lamps of equal wattage markedly and definitely reduces the number of insect pests attracted by any outdoor lighting. There's no magic in it—the simple fact is that insects are less attracted to a yellow lamp than to a white lamp of equal light." Started in 1927

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

The Verdi-A-Ray Corporation, Toledo, manufacturers of special feature incandescent lamps, for instance, began using the color principle to reduce attraction of night flying insects as early as 1928. Prior to that time, colored lamps were painted, which resulted in greater light loss and they became dull and streaked by the weather.

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

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

"From the beginning, this insect repellent lamp for outdoor lighting was sold for the purpose of keeping insects away from the cookhouse, concessions, and any area where lighting was required."
 потеряли аренду и были вынуждены отказаться.

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

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

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

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

1. How much power do I need?
2. How many microphones and what will be their locations?
3. Do I have a portable or permanent installation?
4. Do I want a single record player or an automatic record changer?
5. What are my speaker locations?

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

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

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

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

The Author

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

The Showman's Dream
Come True

SUPER ULTRA MODERN SCOOTER TRACK AND CARS

Built entirely of our Special Aluminium Alloy
Weighs less than 10 tons
Highly Polished and Color Anodised decoration
Erected in 4 hours
Labor and Freight saving
Cannot rust
Alloy Floor Plates
PROPERLY DISTRIBUTED IN

LONG RUNS OF MIKE CABLE, A LOW IMPEDANCE MIKE SHOULD BE USED WITH A MIKE TRANSFORMER ABOUT SIX FEET AWAY FROM THE AMPLIFIER. BY USING THIS SET-UP THE MIKE CAN BE PLACED AS FAR AS 500 FEET FROM THE AMPLIFIER, WITHOUT THE WORRY OF HUM NOISES.

WHEN SELECTING SPEAKERS IT IS ADVISABLE TO HAVE THE TOTAL WATTAGE EQUAL OR GREATER THAN THE WATTAGE OF THE AMPLIFIER. IF A 25-WATT AMPLIFIER IS USED A 10-WATT SPEAKER MAY BE USED, ALTHOUGH IT WILL NOT BE CAPABLE OF HANDLING THE FULL OUTPUT OF THE AMPLIFIER. THEREFORE 10-WATT SPEAKERS ARE RECOMMENDED. OR IF ONLY ONE SPEAKER IS TO BE USED, I WOULD RECOMMEND A 25-WATT SPEAKER.

SHOULD BE ENCLOSED

ALL SPEAKERS SHOULD BE HOUSED IN AN ENCLOSURE, PREFERABLY WOODEN. WHEN OPERATING MORE THAN ONE SPEAKER BE SURE THE SPEAKERS ARE IN PHASE. THIS IS IMPORTANT. SPEAKERS SHOULD BE MOUNTED SO THEY WILL PRODUCE THE SOUND AT THE DESIRED LOCATION ONLY.

SOUND CAN BE DISTRIBUTED BY WIRE MORE EASILY THAN BY AIR. CONSEQUENTLY AN ANNOUNCEMENT OR CALL MADE INTO A MICROPHONE AT A LOCATION MAY BE CONVEYED TO SEVERAL LOCATIONS BY MERELY PLACING THE SPEAKERS IN THE PROPER AREA. IT IS BEST TO USE SEVERAL SPEAKERS TO DISTRIBUTE THE SOUND PROPERLY AND TO SATURATE THE AREA WITH SOUND RATHER THAN BLAST IT FROM ONE CENTRALLY LOCATED SPEAKER. FOR INSTANCE, ONE OR TWO SPEAKERS WOULD CAUSE THE SOUND TO REFLECT FROM THE WALLS IN ALL DIRECTIONS AND POSSIBLY CREATE AN ECHO AS WELL AS DISTORTION. BY USING TWO OR MORE SPEAKERS ON EACH WALL, NOT TOO HIGH OFF THE GROUND, A SOFT MELLOW SOUND WILL RESULT WITH THE SOUND PROPERLY DISTRIBUTED IN THE SEATING AREA, NOT THE CEILING.

AFTER SELECTING AN AMPLIFIER WITH THE PROPER WATTAGE AND DETERMINING THE NUMBER OF LOCATIONS FOR MICROPHONES AND SPEAKERS, IT SHOULD BE CONSIDERED WHETHER A PHONOGRAPH IS NEEDED. IT IS POSSIBLE TODAY TO BUY AN AMPLIFIER WITH EITHER A SINGLE PLAYER OR AUTOMATIC RECORD CHANGER MOUNTED ON THE TOP OF THE AMPLIFYING UNIT. BY DOING THIS LESS SPACE WILL BE REQUIRED TO TRANSPORT IT.

FIRST ADVICE TO THE CONCESSIONAIRE AND THE SIDE SHOW OPERATOR IS NOT TO BUY LARGER EQUIPMENT THAN THEY NEED.

LAST YEAR WHILE WORKING AT A COUNTY FAIR, I WAS ASKED TO REPAIR AN AMPLIFIER FOR A BINGO OPERATOR. I WAS SHOCKED AT THE SIZE OF THE EQUIPMENT HE WAS CARRYING. HE HAD A 75-WATT AMPLIFIER, FOUR BIG SPEAKERS AND A LOT OF HEAVY DUTY NO. 4 CONDUCTOR SPEAKER CABLE. HE HAD ENOUGH POWER ON HAND TO SUPPLY SOUND FOR THE ENTIRE MIDWAY. NOT ONLY WAS HIS EQUIPMENT ANTIQUE, BUT HE HAD TO HAVE A SPECIAL BOX TO CARRY IT, THE BOX TAKING UP PRECIOUS SPACE IN HIS TRUCK.

12 TO 18 BEST

BEST FOR A LARGE BINGO GAME IS A 12 TO 18-WATT AMPLIFIER, USING A RADIAL REFLEX TYPE TRUMPET, LISTED AT $39; AN ASTATIC MODEL OT-3 MICROPHONE, MOUNTED ON A STAND, AND HAS A PRESS-TO-TALK SWITCH, LISTED AT $32.85; AMPLIFIER, 14 WATTS, ENOUGH POWER TO HANDLE A CROWD OF 1,000 PERSONS, LISTED AT $61.50. THIS TOTALS $133.35. FOR A LARGER BINGO GAME USE TWO OF THE RADIAL-TYPE SPEAKERS AND SPACE THEM APART SO THEY WILL DISTRIBUTE THE SOUND EVENLY. THAT WILL BRING THE PRICE TO $172.35. FOR THE CONCESSIONS AND SIDE SHOWS USE THE SAME TYPE AMPLIFIER AND MIKE, AND INSTEAD OF THE RADIAL-TYPE SPEAKERS USE THE BABY-TYPE TRANSISTORS CALLED THE SPEAKMASTER. THESE COST $32.50 EACH OR A TOTAL OF $198.50 FOR THE COMPLETE UNIT.

I HAVE FOUND THE FOLLOWING TO WORK TO THE BEST ADVANTAGE FOR FAIRS FOR A

(Continued on page 27)

IMMEDIATE DELIVERY

100 ADULT CAPACITY STREAMLINE TRAINS

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

WRITE, WIRE FOR INFORMATION

CARTER-MOREHART ENTERPRISES, INC.

P. O. Box 61, Station A

Los Angeles, Calif.

KIDDIE BOAT RIDE

A "MUST" FOR ALL PARKS AND CARNIVALS

REAL BOATS!!!

CARRIED 35,000 CHILDREN AT CANADIAN NATIONAL EXHIBITION

CARRIES 30 CHILDREN—SELF LOADING ONE MAN OPERATION

cost less than a dollar a day to operate

BIG PROFITS — does 3 times the business of other Kiddie Rides

KIDS AND PARENTS WILD ABOUT IT

BEAUTIFUL RIDE — ATTRACTIVE EASY TO INSTALL

CARSON OR ELECTRIC MOTOR PROPELLED

OVER 25 AMUSEMENT PARKS NOW INSTALLING THIS RIDE

FREE DELIVERY to any point east of the Mississippi River

PRICE $2250.00 minus tank

WRITE FOR COMPLETE DETAILS

B. A. SCHIFF—RED, WHITE AND BLUE MOTOR BOATS

903 S. W. 69TH AVE., MIAMI, FLORIDA

March 27, 1948
Maintenance—Parkman’s Must

By ALBERT F. SCHNEIDER

JUST as smooth direction, good actors, and beautiful costumes are basic ingredients that make a musical comedy a smash hit on Broadway, so do corresponding elements determine the box-office success of the amusement parks. And we can think of these components from the stage show and it’s a t Cozy. Do the same with an amusement park and it has an indifferent success, if any.

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

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

A Model Resort

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

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

Coney is a constant source of amusement to other park operators who read each year of the flood ravages visited upon the park by the turbulent Ohio River. Still, Coney has yet to experience a flood that has prevented the management from opening on the appointed day in high and span order, not excepting the historic flood year of 1877 when the river in January reached a stage of 80 feet, burying the park for weeks.

BEING THE YOUNGEST OPERATOR of a major amusement park in the country has been no hindrance to Edward L. Schott, president and general manager of Cincinnati’s Coney Island. His aggressive and progressive policies and the new management that he has set up by plan of which key workers are men of age 30.

While not necessarily related to maintenance, it is interesting to point out that Coney has established a policy of hiring as many seasoned men as the operation can afford. Schott believes the matter of public relations to be extremely important and, therefore, makes it a point to hire intelligent, polite people. These he draws from the school-teachers field of Ohio and Northern Kentucky. Educated people who are familiar with the problems of a successful park, with the public, they are ideal for the park’s purposes. They are available on a percentage basis, are happy to earn the extra money.

Competent help that is willing to make an all-out effort toward success, says Schott, for the maintenance job is an endless one. Coney season’s close, the floodbaggage returns to haunt the management, and the crew immediately gets busy dismantling all perishable equipment, which is repaired and painted and then moved to a high storage point safe from water. Following their repair and repaint job, Roller Coaster cars are returned to the ride structure, but high up on the trestles, safe from water, with tarpaulin covering them. However, every position failed to save them from a three-week baptism in ’37, for we rose to a height covering the high tracks.

Preventive Steps

Since the ’37 flood, Coney has minimized damage and loss of equipment to a certain extent by obtaining employees who like many other up-to-date business establishments, the management believes a satisfied employee is an important asset to the operation. Schott. However, even with this, the careful trimming must be done manually.

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

RALPH WACHS, manager of Cincinnati’s Coney Island, shoulds much responsibility in seeing to it that the results are along lines which have earned for it the reputation of being a parkman’s park.

SHIRLEY WATKINS, superintendent of maintenance at Coney Island, Cincinnati, Ohio, is busily working in supplying his crew of workmen a spirit of co-operation and loyalty.

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motors, clean the silt from lockers and flush out the pool. The pool, incidentally, is painted every year, as are all buildings and facades of attractions, for, as Schott puts it, "We do not spare the paint brush any more than we spare expense in keeping our equipment in first-class condition."

Frequent Inspections
Maintenance of equipment, rides in particular, is a passion at Coney, with Watkins and Watkins cracking the whip to see that there are no slip-ups, for an accident resulting in an injury or fatality invariably results in a liability suit and results in unfavorable publicity. Piece by piece, ride equipment is checked daily, with special emphasis on the Coaster devices. The track for the Coaster, for example, is checked morning, noon and night, with Watkins himself making the actual inspection. Just before the heavy play starts. Mechanical parts of the cars also get a daily checking.

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

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

"37 Flood Floored 'Em"

Probably no one except Schott and his associates will ever be able to fully understand the flood under which they worked in rebuilding Coney after the 37 flood. It literally had them knocked out of the box, yet they came back strong and completed the job in record 23 days. Just above Coney is River Down race track. The Ohio, rising to a crest of 15 feet, washed away the wilds and stables and Coney's natatorium.

The stables were up-rooted and washed down against the bathtub. The pressure was too great and the building gave way. The mass of wreckage was carried by the current, leveling concrete light stands and great trees in its path. Equipment, stored in the highest spot in the park, was all covered by water.

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

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

The first job—and means—was cleaning up. That meant three precious weeks. A path had to be cleared out on the highway, which was blocked by wrecked homes, so that trucks could get into the park to haul away wreckage. More than 200 labors were put on this job, along with steam shovels, bulldozers and trucks, with men working in mud almost to their lips. It took nearly four weeks, working 12 to 14 hours daily, Sundays included, to clear the wreckage, much of which was burned.

Planning Job a Big One

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

The disaster also gave the management the chance to adopt the exposition styled architecture, following the modern trend, as begun at A Century of Progress, Chicago. For buildings such as the bathhouse and clubhouse the functional idea was adopted. Even refreshment stands were given the modern touch, and this also applied to colors and lighting effects, the management making use of the full effects of the rainbow, among them the modern shades developed out of the major colors.

In starting to develop the reconstruction program Schott organized departments of war, so to speak. Meetings were held each Monday night in the Cincinnati office and to see that efforts synchronized, with the idea of eliminating all waste motion. They took up for consideration first the problems of their program. What was needed first? The long-time jobs were pushed first, the swimming pool improvements and shelter houses, as well as these spots that meant most in revenues and did best in the early season, such as the dance hall. They sought and obtained close co-operation from contractors. In every way they were made for every job. Only in that way could carpenters, steelworkers, painters, electricians and other workers know when they could get started, and they could plan accordingly.

Chow at Coney

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

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

March 37, 1948

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Paint Picture Much Brighter, Survey Shows

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

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

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

Important Item

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

A survey of paint manufacturers shows how much brighter the paint picture is this year, altho in some instances concerns tempered their optimism about supply.

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

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

Lead Not Plentiful

According to Smith, linseed oil again is plentiful; lead, although not too plentiful, is available in reasonable quantities.

Titanium dioxide, used as a white and light-limit pigment, is short, he says, due to insufficient fa-
clities for processing the ore. "It probably will be late this year before new titanium producing plants are in effective operation," Smith said.

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

Requires Skill

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

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

"Platforms, if in good condition, receive a single coat of light or dark background. If they are not in condition, or badly worn, they should receive two light coats. Rides, show fronts, ticket offices, etc., in fairly good condition, will be okay with one coat of enamel. Bare wood or metal, however, always are given a first coat of primer undercoater.

It's Quick Drying

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

In greatest demand, from the color standpoint, is white paint, says E. W. Whitcomb, general sales manager of the Acme Hardware & Supply Company, Tampa. You will see that the exterior and partially exposed white surfaces offer the amusement seeking public decorative refinement, coolness in spite of summer temperatures, because white gives the greatest reflection, cleanliness and some importance, a background for every type of advertising, whether in paint or lights."

Must Have Body

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

SOUND SYSTEMS

(Continued from page 19)

grandstand, seating up to 1,500 persons, four re-entrant-type speakers to carry the highs and two bass reflex type to reproduce sounds below 200 cycles. This is driven by two 35-watt amplifiers. Use covers give the stage for the sight, and the announcer, and the dynamic for roaring on the track. For the midway the re-entrant speakers spaced equally or banked at about the center of the midway will give the best results. These are also driven by 30-watt amplifiers and may be used for paging as well as for announcements. A separate amplifier and re-entrant speaker to the barn, so the starter can call the horses for the next race, is a big help. Another good idea is to set up an intercommunication unit between the secretary's office and the judge's stand.

Check Cone Type

Park owners and operators planning to repair and renew their parks for sound this year should check the old cone-type speakers probably in use for 10 years, now sadly in need of reconing. Do not repair or replace them in the old housing when you may purchase a new cone-type trumpet for little more than the repair bill will total. The units are weather-proof and dust-proof, and it also is a fact that if properly placed they have more volume output per unit than two of the cone-type speakers, thereby requiring only one radial re-entrant speaker in a cone type. These speakers are the 300 degree coverage. They can be used in the center of the midway for perfect coverage.

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

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

FOR SPRING DELIVERY

GIGGLING GURTI - LAFFING LUKE

INDISPENSABLE BALLYHOO

YOU CANNOT AFFORD TO BE WITHOUT THESE ANIMATED LAUGHING FIGURES - THEY PAY THEIR WAY EVERY DAY!

ALSO

THOSE HUMOROUS AND EKOTESQUE ANIMATED HEADS

THE WITCH, GIANT, DEVIL, SINGING GIRL, TOUGH GUY AND SKIPPER with or without bodies. Ballyhoo for the front of builds, and, or for interior of Dark Rides and Fun Houses.

THAT OUTSTANDING PARK RIDE THE CUDDE UP

With its proven appeal, especially for women and children, its tremendous capacity, economical operation, belongs in a good location and amusement resort. ONLY ONE LEFT for spring delivery.

ALSO

SKEE BALL ALLEYS

REG. U. S. PAT. OFF.

America's Favorite Skill Game

MODERN STREAMLINED MECHANICAL

PHILADELPHIA TOBOGGAN COMPANY

130 E. DUVAL STREET PHILADELPHIA 44, PA.

LOOK!

PARKER DOES IT AGAIN!

YES! We are the first to announce a flat cut of 10%. This is in keeping with our policy of always being out front and always giving the best for the least.

A FLAT 10% REDUCTION IS EFFECTIVE THIS DATE AND RETROACTIVE ON ALL CONTRACTS DELIVERED OR YET TO BE DELIVERED THIS SEASON!

We can make spring delivery on two more Carry-Ups-Alls, 2-abreast now sells for only $7,987.00 complete, ready to set up and run. With 20 metal horses and 2 finely decorated and upholstered chariots: handsomely decorated inside scenery, fluorescent lighting.

C. W. PARKER AMUSEMENT COMPANY

World's Largest Manufacturer of Amusement Devices

LEAENVORTH, KANSAS

P. S.—Order that set of Metal Horses now to bring your machine up to date. They fit any make.

March 27, 1943

SUNSHINE MFG. CO.

2105 E. Chelseal St.

Tampa, Florida

Member Tampa Chamber of Commerce

The Billboard Outdoor Equipment Review Page 33
The increasing number of trailer coaches gliding along the nation's highways comes as no surprise to seasoned trailerites. Having experienced the advantages of traveling with mobile homes, veteran trailer travelers — many of whom are in show business — know well the convenience and economy of this mode of travel.

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

7,000 Trailer Camps

Being familiar with trailer travel and living, trailerites of long standing are likewise familiar with available facilities for parking horse-on-wheels. The nation's network of trailer parks, spread thru 48 States, has expanded, too, and there are now over 7,000 trailer parks. Unfortunately, not all offer the facilities desired and many are overcrowded, but concern for the improvement of living conditions for trailerists is on the increase and there has been notable improvement in trailer parks. Thruout the country more and more people are actively interested in trailer parks, including city and county officials and persons who are in a position to foster and set up modern trailer parks.

The entire trailer industry is enjoying nationwide recognition, due largely to the efforts of the Trailer Coach Manufacturers' Association. TCMA, as the association is popularly called, is made up of 44 leading manufacturers. The association's annual trailer coach shows (thus far held in Chicago and Philadelphia) are doing much to present to the American public an enlightened picture of trailer coach living and travel.

The association also is making an all-out effort to promote the development of good parks. The need is felt by communities everywhere and with TCMA's parks division organized to give personalized service, many fine parks are resulting. For the would-be park operator, TCMA offers a practical book entitled, Planning a Profitable Trailer Park. Based on information gained from the actual experiences of park operators in all localities, this book gives detailed information on the facilities needed to operate a trailer park, building requirements, costs, and profit expectancy.

Blueprints Available

TCMA authorities always are ready to assist potential park operators and the association has available complete sets of blueprints for trailer parks of various sizes. TCMA's crew of park inspectors, all of whom are experienced trailerites who know from their own years of trailer travel living what trailerites want and expect, is always on the road, offering counsel and guidance to park owners and operators and community groups.

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

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

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

Zimmer Boat & Trailer Co. • 25645 Grand River • Dept. F • Detroit, Mich.
and one that represents substantial financial investment. TCMA has developed standards which serve as a guide, adaptable for parks of all sizes and in all parts of the country. When these standards are met the park is privileged to display a sign stating it is a TCMA-approved park, thereby informing all visitors and passers-by that it meets high standards of cleanliness and orderliness and that it is the kind of park trailerites are looking for.

Minimum space requirement for a single trailer coach lot is 1,000 square feet, with 1,200 square feet recommended. Electrical outlets for each trailer coach and underground water and sewer connections that comply with local and national plumbing codes are essential. A heated utility building with separate toilet and shower rooms for men and women is another requirement and for every 10 trailer coaches there must be one toilet and lavatory for men, another for women. The utility building should be centrally located, with separate laundry and shower rooms.

Another basic requirement is hot and cold running water at all times. Proper drainage must also be provided and there should be hard surfaced roadways, not less than 20 feet wide. Good trailer parks also provide recreation facilities for adults as well as for children. Drying yards for laundry also are necessary.

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

State Rules-Regulations Governing House Trailers

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

Registration Data For House Trailers

<table>
<thead>
<tr>
<th>State</th>
<th>Must Be Registered</th>
<th>Classed as</th>
<th>Taxed as Personal Property</th>
<th>Registration Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>Under 1,000 lbs. capacity, none. Over 1,000 lbs., 20% of towing vehicle's registration fee.</td>
</tr>
<tr>
<td>Arizona</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>Under 1,000 lbs. gross weight, $3.50; over 1,000 lbs, $1.50.</td>
</tr>
<tr>
<td>Arkansas</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>$1/ton capacity; $1-1 ton, $10.00.</td>
</tr>
<tr>
<td>California</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>$5.00.</td>
</tr>
<tr>
<td>Colorado</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>Less than 1 ton capacity, none; 1 ton and over, $10.00 per ton.</td>
</tr>
<tr>
<td>Connecticut</td>
<td>Yes</td>
<td>Camp Trailer</td>
<td>No*</td>
<td>$2.00.</td>
</tr>
<tr>
<td>Delaware</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>Up to 1,000 lbs. gross weight, $1.50 per 100 lbs.</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>200 lbs. net weight or less, $5.00; 500-1,200 lbs., $10.00; 1,501-2,000 lbs., $15.00; 2,001-4,000 lbs., $25.00.</td>
</tr>
<tr>
<td>Florida</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>4,000 lbs. net weight or less, $1.75 per cwt., minimum fee $3.00.</td>
</tr>
<tr>
<td>Georgia</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>1,000 lbs. net weight or less, $1.00; more than 1,000 lbs., $3.00.</td>
</tr>
<tr>
<td>Idaho</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>1,000 lbs. net weight or less, $1.00; 1,500-1,900 lbs., $2.00; 1,500-2,000 lbs., $9.00.</td>
</tr>
<tr>
<td>Illinois</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>$5.00 for picker plus $1.00 if less than 5,000 lbs. gross weight; $7.00 if 5,000 lbs. and over.</td>
</tr>
<tr>
<td>Indiana</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>$5.00.</td>
</tr>
<tr>
<td>Iowa</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>1,000 lbs. gross weight, $1.00; 1,500-2,000 lbs., $3.00; 2,000-4,000 lbs., $6.00.</td>
</tr>
<tr>
<td>Kansas</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>$5.00.</td>
</tr>
<tr>
<td>Kentucky</td>
<td>No</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Louisiana</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>600 to 3,500 lbs. gross axle weight, $2.00; over 3,500 lbs. $4.00.</td>
</tr>
<tr>
<td>Maine</td>
<td>Yes</td>
<td>House</td>
<td>Yes*</td>
<td>$3.00.</td>
</tr>
<tr>
<td>Maryland</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>100-1,000 lbs. net weight, $15.00; 1,000-2,000 lbs., $10.00; (Under 500 lbs. classified as light trailer, $3.00.)</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>$1.50.</td>
</tr>
<tr>
<td>Michigan</td>
<td>Yes</td>
<td>House</td>
<td>No</td>
<td>$3.50 per cwt. net.</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>When used with pleasure cars except, but must obtain plates at cost.</td>
</tr>
<tr>
<td>Mississippi</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>% ton capacity; $1.00; ½ to 1 ton, $6.00 (when used with private carrier of passengers.)</td>
</tr>
<tr>
<td>Missouri</td>
<td>Yes</td>
<td>Trailer or Semi-Trailer</td>
<td>Yes*</td>
<td>$3.00.</td>
</tr>
<tr>
<td>Montana</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>1,000 lbs. capacity or less, $1.00; 1,000-2,000 lbs., $2.00; 2,000-4,000 lbs., $15.00.</td>
</tr>
<tr>
<td>Nebraska</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>1,000 lbs. capacity, $1.00; 1,000-2,000 lbs., $3.00.</td>
</tr>
<tr>
<td>Nevada</td>
<td>Yes</td>
<td>House</td>
<td>Yes</td>
<td>$5.00.</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>Yes</td>
<td>House</td>
<td>No*</td>
<td>4,000 lbs. gross weight or less $3.50 per cwt.</td>
</tr>
<tr>
<td>New Jersey</td>
<td>Yes</td>
<td>Trailer</td>
<td>No*</td>
<td>North of 1,500 lbs. gross weight or less, $10.00; 1,001-2,000 lbs., $12.50.</td>
</tr>
<tr>
<td>New Mexico</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>$1.00 per cwt. net; minimum $5.00.</td>
</tr>
<tr>
<td>New York</td>
<td>Yes</td>
<td>House</td>
<td>No</td>
<td>$8.00 per cwt. net; minimum $4.00.</td>
</tr>
<tr>
<td>North Carolina</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>3,000 lbs. gross weight, $3.00; 3,000-5,000 lbs., $6.00.</td>
</tr>
</tbody>
</table>
| North Dakota   | Yes                | House      | No                       | $8.00. (Continued on next page)

March 27, 1948

Here's your smart, modern "Home on Wheels!" Completely livable, ready to go, the Silver-Lodger is America's favorite medium-sized touring and living trailer. Fully equipped with convenient galley, 50-1/2, ice-box, "bottle-gas" oven range, heater, ample wardrobe and storage space. Has close-off bedroom, sleeps 4 on inner-spring make-up double beds. Sleek aluminum exterior bright, attractive interior. New extra-thick wall insulation for year-around comfort. Electric brakes, scientifically perfect balance . . . no swing-way! Learn about this and other Main-Line Silver Fleet values for trailer-wise Americans . . . the 13 ft. Silver-Lodger sport trailer for two (choice of twin bed or dinette models), the 16½ ft. Silver-Lark, and the 22 ft. Silver-Liner luxury coach.

INFORMATION, PLEASE

MAIN-LINE TRAILER COACH CO.
Send me FREE literature on these sensational trailers and name of my nearest dealer.

NAME

ADDRESS

MAIN-LINE TRAILER COACH CO. DEPT. B
8625 Avalon Blvd., Los Angeles 3, California
The Home of the Silver-Lodger

The Billboard Outdoor Equipment Review  Page 25
The NEW Prairie Schooner trailer is truly a home away from home! It offers comfort and convenience wherever you happen to be. This NEW Prairie Schooner is the answer for people who must be away from home for long periods. It is ideally constructed for compact and comfortable living, all of the conveniences and the luxuries of living at home.

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

Write for our latest Catalog B.

---

**Non-Resident Privileges of House Trailers**

**STATE**

**REGISTRATION PROVISIONS**

- **Alabama**
  - Reciprocal. Immediate registration required if employment is obtained.
  - Visitor's permit required after 10 days. Sticker issued.
  - 90 days on reciprocal basis if temporary employment; must register if employment is obtained in State for 30 days. Visitors or tourists for 60 days reciprocity; must register after being in State for 10 days.

- **Arizona**
  - 90 days on reciprocal basis if temporary employment; must register if employment is obtained in State for 30 days. Visitors or tourists for 60 days reciprocity; must register after being in State for 10 days.

- **California**
  - Full reciprocity.
  - Reciprocal registration is required if employment is obtained in State. Immediate registration is required if employment is obtained in State for 30 days. Reciprocal registration required if residence is established in State.

- **Colorado**
  - Reciprocal in State of Colorado. Immediate registration is required if employment is obtained in State. Immediate registration required if employment is obtained in State for 30 days. Reciprocal registration required if residence is established in State.

- **Connecticut**
  - Reciprocal registration required if employment is obtained in State. Immediate registration is required if employment is obtained in State for 30 days. Reciprocal registration required if residence is established in State.

- **Delaware**
  - Reciprocal registration required within 30 days if employment is obtained in State or children enrolled in local schools.

- **District of Columbia**
  - Full reciprocity.
  - 30 days reciprocity. Immediate registration required if employment is obtained in State for 30 days. Reciprocal registration required if employment is obtained in State for 30 days. Reciprocal registration required if residence is established in State.

- **Florida**
  - 30 days reciprocity. Immediate registration required if employment is obtained in State for 30 days. Reciprocal registration required if employment is obtained in State for 30 days. Reciprocal registration required if residence is established in State.

- **Georgia**
  - 90 days reciprocity. Immediate registration required if employment is obtained in State for 30 days. Reciprocal registration required if employment is obtained in State for 30 days. Reciprocal registration required if residence is established in State.

- **Idaho**
  - Full reciprocity.

- **Illinois**
  - Reciprocal. Immediate registration required if domicile is established. 60 days on reciprocal basis. Immediate registration required if permanent residence is established.

- **Indiana**
  - Registration required within 10 days. No fee. Sticker issued. Immediate registration required if permanent employment is obtained or children enrolled in local schools.

- **Kansas**
  - Full reciprocity.

- **Kentucky**
  - Reciprocal. Immediate registration required if residence is established.

- **Louisiana**
  - Reciprocal. Immediate registration required if employment is obtained. Immediate registration required if children enrolled in local schools.

- **Maine**
  - Full reciprocity.

- **Maryland**
  - 30 days reciprocity. Registration required within 30 days if employment is established.

- **Massachusetts**
  - Reciprocal, but non-resident must comply with State compulsory liability insurance laws within 30 days.

- **Michigan**
  - 90 days on reciprocal basis. Immediate registration required if residence is established.

- **Minnesota**
  - Reciprocal. Full immediate registration required if employment is obtained. Full immediate registration required if permanent residence is established.

- **Mississippi**
  - Reciprocal. Full immediate registration required if employment is obtained. Full immediate registration required if permanent residence is established.

- **Missouri**
  - Full reciprocity.

- **Montana**
  - 30 days on reciprocal basis for recreational travel. Visitors must register upon entering State. Sticker issued. Full registration required within 30 days after registration. Immediate registration required if permanent residence is established.

- **Nebraska**
  - Reciprocal. Immediate registration required if residence is established.

- **Nevada**
  - No requirement. Immediate registration if residence is established.

- **New Hampshire**
  - Full reciprocity.

- **New Jersey**
  - Full reciprocity.

- **New Mexico**
  - 3 months on reciprocal basis.

- **New York**
  - Full reciprocity.

- **North Carolina**
  - Full reciprocity.

- **North Dakota**
  - Full reciprocity.

- **Ohio**
  - Full reciprocity. Except if employed or children enrolled in School, or tourism for 60 days.

- **Oklahoma**
  - 60 days on reciprocal basis, but visitors must register within 30 days after registration. Immediate registration required if permanent residence is established.

- **Oregon**
  - Reciprocal. Immediate registration required if establishment is obtained within 30 days. Immediate registration required if employment is obtained. Limited reciprocity: immediate registration required if employment is obtained for 60 days or less, or if children enrolled in local schools.

- **Pennsylvania**
  - Reciprocal. Registration required within 10 days if employment is obtained.

- **Rhode Island**
  - Reciprocal.

- **South Carolina**
  - 60 days on reciprocal basis. Registration required within 10 days if employment is established or children enrolled in local schools.

- **South Dakota**
  - Reciprocal. Immediate registration required if employment is obtained. Immediate registration required if children enrolled in local schools. Limited reciprocity: immediate registration required if employment is obtained within 60 days if children enrolled in local schools.

- **Tennessee**
  - Full reciprocity for 30 days.

- **Texas**
  - Reciprocal registration required after 25 days for period of 100 days. Fee, $1.00. Full registration required if employment is obtained. Full registration required if residence is established. Full registration required if children enrolled in local schools.

- **Utah**
  - Full registration required within 30 days if employment is obtained, residence established, or children enrolled in local schools.

- **Vermont**
  - Full reciprocity.

- **Virginia**
  - Full reciprocity.

- **Washington**
  - Full reciprocity.

- **West Virginia**
  - Full reciprocity.

- **Wisconsin**
  - Full reciprocity.

- **Wyoming**
  - Full reciprocity.

---

For Ticket Offices or Concessions

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

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

or for "LIVING AT ITS FINEST"

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

---

PLATT TRAILER CO. INC.
ELKHART, INDIANA

WRITE FOR NEW CATALOG FREE

Page 26 The Billboard Outdoor Equipment Review

March 27, 1948.
Vagabond, with its sleek look and luxurious comfort, gives the finest in trailer coach living, wherever you are. People who know, buy Vagabonds. They like the smart interior treatments; the light but rugged construction; the famous floor heating system, and all the built-in features which make Vagabonds a stand-out anywhere under the sun. Yet this finer coach costs no more.

You EXPECT more in a Vagabond and GET it!
Lighting Costs Remain Same As Past Season

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

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

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

"Our ideas on outdoor lighting are to sell equipment according to the individual needs, rather than follow theoretical pattern set up by the lighting engineers. Our tendency is toward fixtures that will keep maintenance and replacement parts to a minimum. We recommend fluorescent quite often, due to the fact it produces more light per watt than the standard forms of lighting. It is very easy to maintain and the cost of installation is practically the same, if not lower, than standard equipment," Aver said.

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

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

Paul F. (Pat) Downey, owner of the Downey Telescopilight Tower Company, St. Louis, says the greatest asset and sales offer a show owner has is the flash and light on his show, be it carnival, circus, park, or fair.

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

Downey reported that in building his light towers he kept those thoughts in mind. "Consequently, that a tower of one of my towers rise into the air 41 feet, which is the approximate height of a Ferris Wheel. The towers will throw 225 feet of ground illumination from this height and I have concentrated on fluorescent for decorative purposes. I mount six solid eight-foot strips on each tower and on each strip there are sockets for two 40-watt fluorescent lamps. This makes it possible to put two different colored bulbs on each strip, giving very attractive color combinations while the air. The combination of colors may be changed at will, as fluorescent bulbs are obtainable almost everywhere," Aver said. One of the main reasons why I have concentrated on fluorescent, Downey said.

Is Being Developed

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

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

Builds Portables

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

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

TRAILER PARKS

(Continued from page 25)

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

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

Of course, there is more to a good trailer park than the physical facilities and layout. There are the intangibles, the things that are more felt than seen. Community spirit, friendliness, good times, the homey atmosphere—these are added toys that sprang up spontaneously in well-managed, attractive trailer parks.

Trailers agree that the folks they meet and live with are friendly, more contented than the majority of people they meet otherwise in this busy world of ours. Moreover, they are anxious to establish and maintain good relationships in trailer parks and in the communities in which they are located.

They want to help one another and to enjoy together the advantages of peaceful, comfortable living that can be theirs only when suitable parking facilities are provided.

Great Strides Made

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

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

The living room: Spacious, designed for utmost utility and relaxation. Complete as pictured except dinnerware and shelf items.

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

The chimney: Three solid eight-foot strips on each tower and on each strip there are sockets for two 40-watt fluorescent lamps. It makes it possible to put two different colored bulbs on each strap, giving very attractive color combinations while the air.

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Playland Park—Built To Fit a Swank Section

By TED WOLFRAM

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

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

Map of Extensive Network

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

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

New Park Created

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

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

At the sound end of the mall is Fountain Plaza, fronting the park's main entrance, which features a large circular fountain surrounded by patches of low shrubbery and bands of flower beds. At the other end, on the lawn of the mall, is a graceful music tower in which is installed the park's public address equipment. Separated from the mall by a wide roadway is the park's large boat-house.

Rides Behind Colonades

Majority of the park's rides and amusement devices are located behind the colonades. Many of them are plainly visible to a casual observer at a distance and they are kept neatly painted in a light cream and green which blends well with their setting. No blatant signs are visible, a uniform type of wooden marker or concrete.
The ’48 Season is upon us!

With the coming of spring, outdoor showmen are just beginning the long trek that means a new season. Good equipment for the road is a necessity. Is your show equipped properly?

25 KVA WESTINGHOUSE GENERATOR

Power stations for the road. These units are complete with control panels and control switches ready to hook up. Enclosed trailer shown above is available of extra cost...

BERMAN SALES COMPANY

PHONE: PENNSBURG 521

March 27, 1948
Ringling’s New Seating Carries Itself Around

By MIKE MORGAN

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

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

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

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

Central States Shows Reports: “Operating Cost Reduced from $300 per week to $35 per week” with GM DIESEL POWER

SOLD, FABRICATED, SERVICED BY:

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GM Diesel Engines—Continental Red Seal Engines
Anywhere SERVICE — PARTS Anytime

Page 32 The Billboard Outdoor Equipment Review

March 27, 1948
PLAYLAND PARK BUILT TO FIT A SMART AND SWANK SECTION

(Continued from page 39)

serving signs painted on panels of the colonnades indicating the location of the various rides and concessions.

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

Plenty of Picnics

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

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

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

Get Excursion Parties

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

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

Stages Free Attractions

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

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

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

Ice Skating in Winter

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

Playland is not a subsidized affair but definitely self-sustaining. As a matter of fact the park last year showed a net revenue of $384,230 out of a gross take of $1,174,532. This was a record gross, topping the 1946 earnings by $80,424. Salaries and wages for 1947 amounted to $360,885. Ordinary expenses were listed at $337,394 and non-recurring repairs at $82,793.

As important as the Elephants!

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

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

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

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Brand NEW for immediate delivery at low government surplus prices

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Gasoline generator set
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BATTERY CHARGERS, EPCON
23 Volt D.C. 100 Amps. gasoline engine driven. Charges 4 batteries at once.

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

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Concessionaires Find Costs Up

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

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

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

Popcorn Costs Up 50 Per Cent

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

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

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

Evans Echoes Sentiments

Evans, of the Gold Medal concern supply org for the popcorn, snow cone, candy floss and candy apple concessionaire, in echoing the Bleven statement, said: "The price picture should remain just about the same with the exception of popcorn supplies. Popcorn will be higher, much higher, than last year. At this writing the price is $12.50 per bag, but by June the price may be $20 a bag and perhaps even higher. The acreage was only 65 per cent of last year, but the yield per acre was off 50 per cent, so the actual crop harvested probably will be only about 40 per cent of last year. There was some carry-over, which helped a bit, and the good news may be helped by Texas and Oklahoma popcorn that comes in July or August, instead of October as it does in Ohio. This may tend to hold the price down.

No Rationing Seen

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

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

Prices on paper items, he said, may rise slightly.

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

Advises Concessionaires

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

"The stand should be clean inside and out. Use plenty of lights to (See Concessionaires on page 39)
on the horizon one is outstanding—the new Hi-Ball ride leads all!

height, thrill sky-high rise

flash capacity

25 loads per hour

easy-loading

52 feet high

25 loads per hour

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THE NEW 1948 VIKING DELUXE POPCORN MACHINE

Here's the postwar popcorn machine you've been waiting for! The superb new VIKING Deluxe combines greater beauty, cleanliness, speed, volume, convenience, safety, economy and stamina than was ever engineered into a popcorn machine before. From the simple, classic lines of its satin-finish, stainless steel exterior to the handiness of its forward-swinging kettle, it's years ahead of its nearest competitor. Here are a few of the VIKING's improved features—that will mean more popcorn profits for YOU!

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

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110 or 220 Volts-27 1/2" Wide, 42 1/2" Deep, 72 1/4" High
Power Inlets at Both Floor and Ceiling

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- Trouble-Free Direct Drive
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- Instantly Accessible Fun
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Write for Detailed, Full Illustrated Brochure

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The fast, lightweight Echols Ice Ball Machine preferred by many operators in the South. Fast-acting, crisp, sharp. Shaver knife is mounted directly to motor drive, 110V. For easy opening.

SPECIAL!

Echols Ice Ball Machine and Snow Cone Case
Stainless steel case for Echols Ice Ball Machine, cone holder, cup dispenser, ice cream scoop, booklet. Case is 15" X 15" X 22"

ALL FOR $69.00

Stainless steel case for Snow Cone Case

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Blevins "Snow-Man" FLAVORS
FOR BETTER SNOW CONES

Blevins' "Snow-Man" flavor concentrates, developed especially for the snow cone trade, are manufactured under positive laboratory control to insure highest quality. Stacked over other flavors' lines of its stainless steel, ice cream freezing and citrus past, and ready to use on ice balls, soft drinks, sherbets, 1 gal. containers.

$1.75 per quart

"Snow-Man" snow cone syrup is prepared at the Blevins plant of simple syrup, flavor concentrates and citrus past, and ready to use on ice balls, soft drinks, sherbets. 1 gal. containers.

$1.50 per gallon

NOTICE!

to Traveling Concessionaires

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

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$5.95 M

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POPCORN BAGS: Blevins stocks 10 different sizes, designed for the American Express $1.55 M.
Add flash and color to your snow ball with the new "Snow-Man" cup, printed especially for the snow cone trade. Glassed paper, no-leak bottom, fast-service, non-absorbing, rolled rim. 6½ oz. Animated with two bright colors: purple and orange. Stocked in Nashville, Atlanta, New Orleans, Memphis, Louisville and Houston warehouses (see below).

100,000 cups ........................................... $2.95 M
50,000 cups ........................................... 5.00 M
25,000 cups ........................................... 5.92 M
10,000 cups ........................................... 9.35 M
Under 10,000 cups ...................................... 1.50 M

A Blevins Money-Back Guarantee Costs You No More

As an additional guaranty to the high grade of material and finish, Blevins makes his Snow Ball Syrup Dispenser "Mea-sur-ite" warrantable and practicable. A full money-back guarantee is made on every "Mea-sur-ite" made by Blevins. Either for Return to Warehouse or Money-Back Guarantee.

THIS CUP IS NOT FOR USE WITH NASHVILLE WIPE-OFF PASTE AND NASHVILLE DOCK TRAINERS, AS IT IS MADE TO USE WITH BLEVINS "SNOW BALL SYRUP".

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

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You'll see lots of these this summer! This particular one belongs to L. B. "Barney" Lamb of the L. B. Lamb Shows, opening at Forest, Mississippi, March 8. "Barney" is a long-time user of General Motors Diesel Plants. Because of the progress his show has made, more power became necessary. Naturally "Barney" chose the General Motors Diesel again.

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- 219 K.V.A. Maximum Output
- Powered by a 400 H.P. General Motors Twin-Six Diesel
- Can Be Mounted in a 24-Foot Trailer
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WE LIGHT THE MIDWAYS OF AMERICA!
make it stand out. Make your set-up so attractive that people will want to buy from you. Remember, money goes where it is invited. People don’t have to spend their money with you. See that your agent is courteous. Avoid arguments with your customers. It is better to give them what they want than to argue about it. Some of the biggest squawks were started over something that could have been settled for a dime or less.

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

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

Regarding soft drinks, both Mission Dry Corporation, Los Angeles, and Orange-Crush Company, Chicago, said prices this year are higher during the current year, is higher. Both the manufacturing costs and the costs of the ingredients are higher. Valencia orange prices, for instance, have been much higher during the last 12 months, and this affects us substantially because more than half of our total beverage concentrate production is orange.

No Rationing Seen
McInnes said his concern does not anticipate rationing of any kind relative to its products. “Albino Mission laboratories are constantly working on new beverage flavors. There is no indication at this time that we will enter the market with a new product this year,” McInnes said.

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

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

"GREAT SHOW!" says the little man in the rear

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

25 Watt Mobile Phono
Top De Luxe System
For 110 volts AC and 6 Volts DC (battery) — Includes amplifier, University projectors and dryers, Shure hand mike, cable, plugs, instructions.
READY TO OPERATE
B-732D $152.60

8 Watt Outdoor System
Includes amplifier, outdoor speaker, mike, cable, plugs, instructions. READY TO OPERATE...For 110 volts AC.
B-703H $52.00

PORTABLE SYSTEM, same as above, but in portable case, with built-in speaker. For 110 volts AC.
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RADIO WIRE TELEVISION, INC.
150 SIXTH AVENUE, NEW YORK 13, N. Y.
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25 Watt Dual Speaker Portable System
Powerful portable system with two 12" Conaxaphograph speakers, one in each section of carrying case; mike and floor stand, 100 ft. speaker cable, plugs, instructions. For 110 Volts AC. READY TO OPERATE.
B-741P...ONLY.....$99.45
Same as above, but with built-in record player top.
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CONTINENTAL has RED SEAL

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

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

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So why invite them in?

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**VERD-A-RAY**

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**Buy NOW at**

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March 27, 1948

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**Motorized Tot Theater Draws At Vonnopeland**

By DOUGLAS N. RHOADES

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

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

How It Works

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

The of limited capacity, Austin's Tinker Town Theater has proved an extremely profitable operation. Shows run an average of 15 minutes each and thus, at 9 cents a head, the turnover is rapid. Mobility of the unit is a great advantage because Austin rents the rolling movie theater, along with rides and other equipment, to celebrations, fairs and large private birthday parties for children.

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

Daily for the theater consists of a public-address system which can be heard in every corner of the park. Announcements at regular intervals inform park patrons as to the time of shows.

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

Jeep Fire Engine

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

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

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

Park Easily Seen

Situated in a thickly populated residential section in the southwest corner of the city, Austin's park covers a tract 275 feet by 175 feet. Until recent months it frontend on
Crenshaw Boulevard, one of the city's most heavily traveled thoroughfares. A service station now occupies the Crenshaw frontage, but the park is still easily discernible from the street because no surrounding buildings obstruct the view. A large farmers' market is being built directly opposite the park on what has been Austin's auto parking lot. He expects that the market will materially increase his patronage when it opens because of the additional foot and motor traffic which it will attract.

Tinker Town features many attractions. In addition to the adult Merry-Go-Round, the park contains two kid streetcar rides, two train rides, two Ferris Wheels, two auto rides, two airplane rides, Chairplane, pony ride, jeep fire truck, double-decked bus, boat ride, Tinker Town Theater and a small Caterpillar. When all are operating at capacity they can handle 574 patrons at a time.

Fits Pocketbooks

Years of experience at this location (Austin opened his park in 1940) has resulted in a price policy scaled to fit the pocketbooks of the neighborhood. Tickets are sold from a centrally located box office and are good on all rides and at the mobile theater. Tickets are priced at 9 cents for a single ride, 3 for 25, 5 for 50 cents, 10 for 75 cents and 14 for $1. Each ticket contains features 15 rides. Adult tickets are 12 cents straight. He is considering inaugurating a monthly pass system whereby patrons may purchase a pass good any time within 30 days on any or all rides. Price of pass is expected to be $2.50.

A native of Los Angeles, Austin started in the amusement business in 1933 when he operated the Bar X Pony Ranch, a series of pony rides at one location. Later in the same year he took over the pony-and-cart concession at Catalina Island during the summer season. These enterprises were sold in 1939 and the following year he became a park operator at his present location. For a time he also operated the large kiddie park at Beverly and La Cienega boulevards on the boundary line of Los Angeles and Beverly Hills. This park is now under the management of Dave Bradley.

Makes Kiddie Rides

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

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

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

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

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

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The Turner Model 33D Dynamic

Just the microphone you want for all-around sound system work. Modern streamline design and rich satin chrome finish match the quality of its performance. The 33D Dynamic is engineered with a smooth, wide-range response to both voice and music pickups with Alnico magnets and Turner precision diaphragm. And the entire circuit is well shielded to prevent extraneous pickup.

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Microphones by Turner

RIDE BIZ CONTINUES IN HIGH; MFRS. KEEP PACE WITH DEMAND
(Continued from page 11)

by having the wood which went into its construction "salted." Process consisted of forcing several tons of metallic salts into the fibers of the 290,000 board feet of lumber required to build the Coaster. The new Coaster has a 70-foot drop at a 47-degree angle.

A new type combination portable and stationary ride, not yet ready for release, is in the planning stage at the Ederly Aircraft Company, Salem, Ore., according to Fred A. Petrie, sales manager. Unit will be compact and designed to be transported on a single truck. Meanwhile, about a month is needed for delivery of the firm's standard Billoplane, eight and 16-car Octopus and the improved Fly-o-Plane. This company also is hindered by shortages of steel and electric motors. Even so, nearly 10 percent of its business is in the export trade.

One-Truck Major Ride

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

Several Boomerangs will soon be ready for delivery by the U. S. Riding Devices Corporation, Brooklyn, President Harry Witt announces. The company, which concentrates on the Boomerang, listed at $1,500, is also faced with continuing material shortages but can still deliver on 30 days notice. De luxe models, which have to be custom built, require more time. The 1947 model requires 50-foot frontage and 88-foot depth. It has eight cars and is portable.

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

Frameless Kiddie Car

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

Fred L. Markey, general manager of the Dodgem Corporation, Exeter, N. H., advises that business is excellent and that increased manufacturing facilities will enable his firm to take care of a large volume of orders in time for operation early this season. If and when he can keep up the schedule of deliveries promised, the Dodgem company will not be worried with shortages of materials. Dodgem's carnival and export business are reported larger than ever, but no figures are available for publication.

British Producing

Lusse Bros., of Philadelphia, can make deliveries on its Auto Scooter car in about 60 days, despite encountering shortages in steel and rubber. From overseas comes word from
the English firm, Long Wheels, Ltd.,
that its production of bumper tracks
and cars, which are similar to the
Dodgem and Scooter, and speedway
tracks and cars is unimpaired. They
can deliver units in 12 to 16 weeks.
Under England's present set-up the
company has to export 60 per cent
of its production in order to obtain
materials for home sales.

Miniature Sold Out

The Miniature Train & Railroad
Company, Rensselaer, Ind., is alone
among the many firms participating
in the survey to report current pro-
duction completely sold out. Orders
are being accepted for fall and next
spring delivery. L. G. Heiden, sales
promotion manager, also reports that
a large number of Miniature Train
units are being exported to South
America, Canada, Mexico and Hon-
olu.

The Miniature Train plant was re-
cently moved to Rensselaer where
there was available a floor area of
over one-half acre surrounded by
seven acres of ground which will be
landscaped. Included is about one
mile of testing and display trackage.
Miniature Train expects to main-
tain peak production for several more
years, since, it is explained, there
is a great deal of antiquated equip-
ment to be replaced. The outlook
for the export market is reported
excellent.

Ottaway To Export

Demand for the products of the
Ottaway Amusement Company,
Wichita, Kan., manufacturers of mini-
ature steam trains and Kiddie Auto
Rides, is 50 per cent ahead of last
year, Harold E. Swanson, sales man-
ger reports. Business has been par-
ticularly brisk during the past few
months, stimulated in part by the
showing of the steam engines at
several indoor winter events. De-
ivery is possible in two to four
weeks. The Ottaway Company ex-
pcts to get into the export market
this year.

Sam N. Holman, owner, Sunshine
Manufacturing Company, Tampa,
another builder of miniature trains,
reports considerable activity with the
demand of his Sunshine Choo Choo
train 100 per cent ahead of last year.
Thirty days is needed for delivery
of units which list from $1,800 to
$2,100—possibly the lowest in the
miniature railroad field which is
scaled up to about $12,000.

Holman also manufactures Booby
Traps and Kiddie Airplanes, with
about 70 per cent of his total produc-
tion going to carnivals, 20 per cent
to amusement parks and the re-
mainder to miscellaneous sources.
About 5 per cent is being exported.
He has in the planning stage a double
wheel, not yet ready for release.

Kiddie Trade Brick

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

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

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TICKETS

SPECIAL PRINTED ROLL TICKETS...10,000...$ 9.55
OR FOLDED MACHINE TICKETS ...100,000...$28.00

Subject to Change Without Notice

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ELECTRICAL SUPPLY CO.
5801 S. Halsted St., Chicago 21

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March 27, 1948

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

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

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

Smith & Smith Biz Up

Smith & Smith, Springville, N. Y., is handling more business this year than last, supplying its streamlined Chairplane, which was first produced in 1954. Smith & Smith also make a newly designed kiddie Airplane Swing and a kiddie Chairplane. Firm is faced with shortages of steel, electric motors and other electrical equipment. Seventy-five per cent of the units manufactured go to carnivals with the remaining 25 per cent to parks.

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

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

Rider-Propelled

A new and novel device, Rollo, the Wonder Horse, units of which are propelled by the rider, is being marketed by Rollo, Inc., Fresno, Calif. Rollo, molded of aluminum in one piece, sells for $6,500 in groups of 10. C. M. Morgan, originator, writes that speeds of 3 to 16 miles per hour can be obtained. The company is exporting about 10 per cent of its production. Firm has in the planning stage animated birds and animals to be used for advertising purposes.

The E. E. Chambers Company, Beaver Falls, Pa., is continuing to offer streamlined cars for, and to redesign and rebuild, airplane rides. Cars, which have an attractive torpedo-like body, add considerably to the capacity of the ride. A. K. Brill, of A. K. Brill Enterprises, Peoria, Ill., an ex-combat engineer, is marketing plans for a variety of rides, including the kid sizes, which, he reports, have been built and tested by him.

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

We purchased 5 carloads of popcorn to sell at $12.00 per 100 lbs. We will not increase our price while this supply is available.

Order a supply now!

This corn is very good popping volume—large cannel South American variety only $12.00 per 100 lbs.

Harrow candy floss machines immediate delivery

FLOSS SUPPLIES

Floss papers: 4x12, 50 Wt., Kraft, $5.00 per 5M
Floss papers: 4x12, 60 Wt, Kraft, $6.00 per 5M
Colors: Raspberry Red, 1 lb., $3.50; Orange, 1 lb., $3.50; Green, 1 lb., $4.50 (all dry colors)
Vanillin flavor: (Dry) 1 lb., Pack, $3.50

SNOW CONE SUPPLIES

6 oz. printed “snow man” voc cups (case lots 5M only), $17.00
6 oz. rolled rim voc cups (plain) (case lots 5M only), $15.00
Syrups, concentrates, etc. we carry a full line of snow cone supplies

CANDIED APPLE SUPPLIES

Skewers: 4 1/4 x 1/4 x 1/4, $1.25 per M; case 10M bulk, $10.00; $1.25 per M; case 10M, $20.00
Red color: Dry, 1 lb. Can, $3.50; liquid, $1.75 quarts
Coatings: shredded coconut, 10 lb. pack, $5.00
Granular peanuts, 30 lb. Pack, $10.00
Cardboard hearts, 30 lb. Pack, $7.50
Sets quick: a hardening, no more sticky apples, 5 lb. pack, $4.50

PEANUTS—JUMBOS RARE AND ROASTED

A familiar money-maker completely modernized—for greater capacity and greater sales appeal

Here is a modern designed, compact, attractive roaster; uniquely styled as a counter sub-start to sell (peanuts). It is ready and compactly built. With three-color illuminated signs, the bright chromium body and black frame; with the full-view glass panels, it gets the attention of every passer-by! All electric; Operates on 110 volts.

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Send for details on the new 1948 model star popcorn machine

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COCONUT OIL—2 Collar Can...$12.50
POPPING OIL—Always pour, Plain or Colored. 5 Collars...$12.50 Per M
POPCORN CONES—$2.50 Per M. Lots of 5 in return...$2.50 Per M
POPCORN BOXES—Dime (100) Size...$5.95 Per M
POPCORN BOXES—Dime (100) Size...$5.95 Per M
POPCORN BOXES—Dime (100) Size...$5.95 Per M
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POPCORN BAGS—Plain White, Printed & Glue on. All Sizes...

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Sample boxes and bags on request.

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Compact, yet an unusually large capacity of 125 to 200 frankfurters, and approximately 48 buns, depending upon the size. ELECTRIC OR SODERED GAS.

Specifications: solid monel, metal body, racks and trays—attractive, non-rusting, 3 lids for fast service. Adjustable damper humidity control for bun compartment. 8" O.D. heavy stainless steel steam jacket. Casters at both ends. Solid, 11 gauge, finely ground, hand cold brass, chrome plated drain valve. Size overall, 3'x20 1/2"x16" high. Weight: 175 lbs., Wattage: 750 on "high," 250 on "medium," 75 on "low." Shipping weight, approx. $65.50 F. O. B. 1213 N.

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Two griddles; Large capacity. Actually the equivalent cooking space of 50 10x15" tray baking pans. Plenty of Room for every baking and grilling job. ELECTRIC OR BOTTLED GAS.

Specifications: chrome body, Cast aluminum top. Size overall, 48"x15"x171/2" high. Copper steam release compartment. Warming compartment, chrome-coated, Vitreous enamel. Maple hardwood cutting board. Two cast aluminum, thermo-seal type griddles (size 12x16") each equipped with removable grease drip receptacles. Electric model: Total wattage, 3000 on "high," 1500 on "med.," 750 on "low." Gas model: Total B.T.U., 3000 on "high," 1500 on "med.," 750 on "low." Atlanta. Price, approx. $123 00 F. O. B. St. Louis.

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Thermosstat controlled. Burn for either gas or electric heat. Capacity: 50 lbs. raw corn per hour for the gas model or 70 lbs. per hour for the electric model. Heavy-duty, least aluminum kettle shell and motor housing. Approx. shipping weight, 140 lbs. Electric model, approx. 3000 watts. Gas model can be equipped for tank, bottled natural or artificial gas. We recommend gas fuel wherever available.

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March 27, 1948

The Billboard Outdoor Equipment Review Page 45
Carousel Needs Organ

Pipe Organ Music With Drums
And Traps Is Important Item

By Alfred W. Nichols

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

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

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

Used in Rinks

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

To me it is disgusting to see a hole, with a loud-speaker protruding, cut thru the carved front of a valuable organ. Some of the best Carousels have tried everything to get away from the use of the pipe organ. A good orchestra could not substitute for an organ that was in tune and played properly. In some cases where an organ has to be stopped at a late hour as a result to disturb sleepers in a near-by hotel, the patrons in the Merry-Go-Round building all leave inside of five minutes regardless of the fact the loud-speaker music was substituted.

Pays Dividends

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

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

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

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16 x 24 feet 30 x 110 feet
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Mean thousands of profitable year-round, year-after-year locations for Strike, the new automatic bowling alley. Trouble-free and foolproof. Strike duplicates all the thrills of the most popular of all participation sports and keeps players coming back for more.

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

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list today mechanically. Latest Improvements. Compact when down Legs. Removable flat, 60" rolling. All plates mailed to you immediately. Write us for information, and we will get you "rolling" promptly.

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

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

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

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

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

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

Amazing New Improved ROOT BEER BARREL DISPENSER

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

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WILCOX-GAY CORPORATION CHARLOTTE, MICHIGAN

March 27, 1948

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Get your locations set now for spring and summer business. Write or wire for full information on COIN RECORDIO manufactured and guaranteed by the makers of world-famous 8-RECORDIO the recording radiophone.

WILCOX-GAY CORPORATION CHARLOTTE, MICHIGAN

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MONTANA


SENEASKA


N. M. Bentsen.


Quackenbush.


Edwin A. Wink.


Lomastour—Lomastour Co. Mini-Me 4-H Fair Aug. 31-Sept. 3. W. L. Besticher.


Ernie Clyde.


M. H. Morgan.


B. G. Whalen.


Verna Wallace.


Troy Laskey.


Ruth Hees.


NEBRASKA


N. M. Bentsen.


Quackenbush.


Edwin A. Wink.


Lomastour—Lomastour Co. Mini-Me 4-H Fair Aug. 31-Sept. 3. W. L. Besticher.
NEW YORK
Win. A. Dardeen.
Win. G. Holting.
Real. E. Turner, Harmanace, N. Y.
Crawford—Crawford Agri. Soc. Week of Sept. 6-11.
Sandy—Sandy Agri. Soc. Week of Sept. 6-11.
Ray Converse.

NEW MEXICO

START YOUR 1948 SEASON AT $100 A DAY!

★ ALL ELECTRIC CANDY FLOSS MACHINE


★ CANDY PULLER

Start your 1948 season with a Concession № 5 candy puller. Runs all day in an electrical cost of only 10¢. . . . rugged . . . sanitary . . . compact . . . dependable . . . built for 5-lb. batch, can be overloaded 50% . . . a real money maker at only $150.00.

★ FRESH WAFFLE OR ROSECAKE MOLDS

Cut the original waffle or rosecake molds? We’ve told those money makers since 1905! Round, six-sided or scalloped molds, complete with handles for $2.50 each. Why wait? Cash in now on these time-proven profit makers.

★ QUART LIFETIME POPPER

Made of solid 3/16” aluminum, this model is the only geared 8-quart popper on the market. Closed your housing . . . can get anointed not to jam . . . easy to clean . . . built to last a lifetime. Priced at only $12.00.

★ FINEST ON THE MARKET AT $275.00


★ NEW SUPER KETTLE

35-Qt. Capacity

★ POSTERS FOR ALL TYPES OF PROMOTIONS

“Try Us For Dates”

PHOTO CH 1956

PHONE CH 1957

CONCESSION SUPPLY COMPANY

3916 SEDIN RD.

TOLEDO 6, OHIO

March 27, 1948

The Billboard Outdoor Equipment Review Page 53
A view of six of our new designs

Stands 15 inches overall and has 4 inch wood pew all around, hard wood bottom with extra landing on the sides and bottom to prevent wear. Faces are uniform—color—yes—8 different colors used on these cats. Will not fade or wash out. Wool can be washed with mild soap without fading your paint job. Never use a日常 or shaving in your your pump rack as the wool will be sure to pick up those things. These pumps are designed to outlast your canvas. Will withstand anything you have ever seen. Price, $27.00 per dozen.

Real Money Makers in the Hanky Pank

POP-EM IN--Add 'Em Up Baseball Game... $7.00
Our Famous ARO-EM UP Door Bows (Out Door Game) $2.98
Same as Orange Rubber on Plywood with linen thread tying... 2.84
Roller, Pencil, Puff, wood or aluminum, Each... 2.84
Medium Swing Ball and Pins... 2.50
Musical Rock & Roll... 2.00
Hoel-Hoel-Stands (4 to 5 to 1, Part 5)... 2.00
Gumball Box... 2.00
Woody's 6"... 2.00
Zip-a-Link, 4"... 2.00
All bows made out of hard White Maple. Heart-shaped Pitch, 3 dolls, 2.00
Bobby Driver, 2.00
Add-A-Ball Game, using numbers or patterns, Numerical Dots, Each... 2.00
Add-A-Ball Game, a very popular Hanky Pank, Each... 2.00
Gumball Box, 4"... 2.00
Roller (36 Balls), small size in 45"... 10.00
Large Swing Ball, 48 Bows... 2.00

All bows sold in sets. See our Display Stand and add these to your line. Write for details.

WRITE FOR CATALOGUE

RAY OAKES & SONS
BOX 106
HOME OF THE WORLD’S GREATEST ZOO
BROOKFIELD, ILL.

COMpletely
But the Quiet

NEW—DIFFERENT!!

Dale's
AUTOMATIC
Mausser Pistol

AMAZING RECOIL ACTION
(1t Kicks Like a Mule)

Over 3,000 Coinmen fired Dale's Automatic PISTOL at the Chicago CMl Show

PRICE $295.00 F. O. B. Long Beach

Terms: 1/3 down, balance C. O. D. For Complete Details—WRITE, PHONE, EXPRESS

Dale Engineering Co.

6744 Osbuka Avenue
Metcall 3-2871 Long Beach, Calif.

For posters that are attractive

Order From

TRIANGLE POSTER CO.

2 PENN AVE.
PITTSBURGH, PA.

AMERICA’S FOREMOST CARNIVAL, FAIR AND SHOW PRINTERS
Telephone: Court 1013-1014

March 31, 1948
Centre Hall—Centre Co. Paid Aug. 5-Sept. 2. Mrs. Samuel Greese.
Wind Ridge—Jackson Fair. Aug. 31-Sept. 2. Floyd Campbell.

SOUTH CAROLINA
Sumter—Sumter Co. Fair. Week of Nov. 2-4. C. J. Stroh.

SOUTH DAKOTA

TENNESSEE
Herrmann—Herrmann Co. Fair. Sept. 6-11. W. B. Stum.

SODA AND ACID ENGINES
$175.00 EACH
Delivered

FIRE EXTINGUISHER
$39.50
Delivered

FIRE EXTINGUISHER
$52.00
Delivered

TERMS: CASH
R. M. B. CORPORATION
Wholesale Distributors
1505 E. 1st St. Los Angeles 33, Calif.

THE BILLBOARD OUTDOOR EQUIPMENT REVIEW
March 27, 1948
Page 55

SAVE TIME—SAVE SPACE—SAVE LABOR

With Kraft Powdered Ice Cream Mix, you'll make finer ice cream in a jiffy! There's no weighing and mixing of numerous ingredients when you make fine ice cream the Kraft way. For Kraft's Powdered Ice Cream Mix contains all the ingredients for making smooth, rich, fresh-tasting ice cream—without fuss, mus or bother. You just add water, stir and freeze . . . and presto! ice cream with that bring-em-back-again goodness.

Flavor variations are no problem either . . . simply add nuts, fruits, confections or flavors to suit your taste.

CHECK THESE ADVANTAGES:
✓ Homogenized, pasteurized milk and cream and other ingredients in convenient powdered form.
✓ Easy-to-handle 4 lb pound vacuum-packed in . . . compact in volume, needs no refrigerated storage space.
✓ Saves time and labor . . . no weighing and mixing of numerous ingredients.
✓ Danger of mix spoilage reduced to the absolute minimum.
✓ High quality and uniformity insured by Kraft's modern laboratory control.

FROSTED "MAILS" ARE EASILY MADE, TOO!
With Kraft Powdered Mix for Frosted Mails, all you do is add water, mix, freeze and serve direct from the freezer.

Address inquiries for more information and prices to:
KRAFT FOODS COMPANY
Department BB-3
500 Peshtigo Court, Chicago 90, Ill.
Branches in all principal cities.
JUSt ADD WATER

PASTEURIZED
FREEZING MIX FOR USE WITH
FROZEN CUSTARD MACHINE

JUST ADD WATER (Sugar and Vanilla Included in Mix)

TOTO may be stored for 1 year—NO REFRIGERATION NECESSARY
TOTO produces a delicious and smooth FROZEN DESSERT

33c per pound, delivered
—packed in 250-lb. net barrels.

Send $6.60 for 20-lb. trial shipment.

enough for 15 gallons liquid milk, to:

ELECTRO FREEZE SALES COMPANY (Toto Mix Division)
165 Broadway, New York 6, N. Y.

JUST ADD WATER

PASTEURIZED FREEZING MIX FOR USE WITH FROZEN CUSTARD MACHINE

JUST ADD WATER (Sugar and Vanilla Included in Mix)

TOTO may be stored for 1 year—NO REFRIGERATION NECESSARY
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33¢ per pound, delivered
—packed in 250-lb. net barrels.

Send $6.60 for 20-lb. trial shipment.

enough for 15 gallons liquid milk, to:

ELECTRO FREEZE SALES COMPANY (Toto Mix Division)
165 Broadway, New York 6, N. Y.

ELECTRO FREEZE

... HAS PROVEN a profitable MONEY
MAKER from Maine to California,
MODEL 10
MODEL 25

Place orders Now—before season's opening—and get immediate delivery.

ELECTRO FREEZE SALES CO.

2720 Third Avenue

New York 54, N. Y.

Ask about "TOTO" Freeze Mix. A new complete pasteurized vanilla mix in powdered form—just add water.
A Proven, Sound Idea Brought Up to Date for Greater Profits

We originally built the Griptimer for our own operation, and it has been tremendously successful. But we can't cover the whole country, and we've received so many inquiries for sales we've increased our production and now, offering this crowd-pleasing feature you'll be amazed at the consistently high profits the Griptimer turns in. To convince yourself of that you may order Griptimer.

IF NOT SATISFIED RETURN WITHIN 30 DAYS FOR FULL REFUND (Less Freight Charges Both Ways)

Specifications:
3-color, baseboard enclosed cabinet of strikingly clean, modern design. Built to stand up indefinitely with an absolute minimum of upkeep.

AMERICAN GRIPTMETER CO., INC.
101-15 Metropole Avenue, Forest Hills, Long Island, N. Y.
804 Boulevard 8-9774

Boones—Spring Lake Park, Robert McBrine, owner; W. H. Willey Jr., mg.; has three rides, 12 concession games, pool, ring, books orchestra and free attractions.
Bantam—Old Orchard Beach, R. A. Brown, owner; mg.; has five rides, eight concession games; books orchestra and free attractions.
Davenport—Mississippi Valley Amusement Park, R. A. Cotter, mg.; has six rides, two concession games; books orchestra and free attractions.
Des Moines—Riverview Park, Robert A. Reichard, mg.; has 15 rides, 15 concession games, penny, books orchestra, pay and free attractions.
Eau Claire—Kilbourn Park, Ross Nance, owner-mg.; has 10 concession games, ring, books orchestra and free attractions.

AMERICAN GRIPTMETER

For the Greatest Season
You've Ever Known

GARDEN STATE BUILDERS
498 Anderson Avenue
Cliffside Park, New Jersey
Phone: Cliffside 6-2612

SNOBBY SUPPLIES—COMPONDS
Rich in flavor and color, use only 2 ounces to 1 gallon syrup.

MULTIPLE ROOT BEER BARRELS AND FOUNTAIN DRINK DISPENSING FIXTURES
- AMICO TIN SPOONS
- VORTEX CUPS
- VEE CUPS
- SYRUP DISPENSERS
- NAPKINS
- POWDER OR LIQUID COLORS
- SNOW CONE CARRIERS

SNOWBALL SUPPLIES—COMPONDS
All flavors for making still drinks, good with nearly any flavor.

JERRY'S COMPONDS

Send for Free Booklet Today

Page 58 The Billboard Outdoor Equipment Review

March 27, 1948
Carbons for 60” Searchlights

A very advantageous purchase of SEARCHLIGHT CARBONS from surplus stocks permits us to offer them to you at a fraction of their normal cost.

Each set consists of one Positive 18mm, x 22" and one Negative 18mm, x 12". There are 23 sets to a metal container. These are factory packed 20 containers to a wood case. In excellent condition.

$40.00

Per Container when purchased in lots as large as stock lasts.

Terms: Net Cash F. O. B. Los Angeles.

R. M. B. CORPORATION
Wholesale Distributors

1505 E. 1ST ST.
LOS ANGELES 33, CALIF.

WALKY KOFFEE Presents
The Year round Portable Dispenser for Hot or Cold Drinks

Serves 80 cups in 15 minutes! More than 500 cups of hot coffee or iced drinks during a single ball game from a single unit!!

Holds heat for hours — or quickly-attached special cooler keeps drinks iced.

This all-purpose portable unit is a proved money-maker! Now in use by concessionaires, railroads, factories, public services, etc. ... in ball parks, conventions, carnivals, beaches, race tracks, etc, etc.

Write NOW for leaflet, price, and quick delivery.

THE WALKY KOFFEE COMPANY, INC., Central Bldg., Wichita, Kansas

March 27, 1948

The Billboard Outdoor Equipment Review Page 59
<table>
<thead>
<tr>
<th>Location</th>
<th>Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus</td>
<td>Indianola, owner; has four rides, six concession games, pools, penny arcade, coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Dayton</td>
<td>M. Stone, owner; has 15 concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Lima</td>
<td>Thomas, mgr.; has four rides, 12 concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Mansfield</td>
<td>D. D. L. Auker, mgr.; has 14 rides, 12 concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Columbus</td>
<td>J. Trillo, mgr.; has 23 rides, two concession games, pools, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>K. D. Schulz, owner; has 14 rides, six concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>C. J. Schiller, owner; has four rides, 12 concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Youngstown</td>
<td>J. J. Voris, mgr.; has 15 rides, six concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<tr>
<td>Warren</td>
<td>B. W. E. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<tr>
<td>Steelton</td>
<td>W. E. S. H. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<tr>
<td>Altoona</td>
<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
</tr>
<tr>
<td>Johnstown</td>
<td>E. J. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<tr>
<td>Vienna</td>
<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<tr>
<td>Zanesville</td>
<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<td>Bucyrus</td>
<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<td>Galion</td>
<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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<td>J. E. O. W. Givens, owner; has 15 rides, eight concession games, pool, penny arcade; coin machines; books orchestra and attractions.</td>
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</tbody>
</table>

**COCONUT OIL POPCORN SEASONING**

For those states where colored oil is not sold — use Simko brand.

By the makers of POSIT PLUS!
Dallas-Fair Park, George Roper, mgr.; has four rides, concession games, pool, rink, penny arcade; books par for free attractions.

Dallas—Fair Park, owned by city; has eight rides, pool, rink.

Dallas—Kidd Park, owned by city; has six rides, eight concession games, pool, books par for free attractions.

El Paso—Washington Park, owned by city; has eight rides, pool, rink.

Galveston—Bench Amusement Park, James B. Crabbs, mgr.; has eight rides, eight concession games, penny arcade, coin machines.

Hampton—Lakefront Park, owned by city; A. M. Wilkins, owner; has three rides, eight concession games, pool, rink, penny arcade; books par for free attractions.

Houston—Playland Park, Louis Binsky, mgr.; has 12 rides, eight concession games, penny arcade, coin machines; books par for free attractions.

Jacksonville—Willow Park, W. B. Johnson, owner; has 15 rides, 12 concession games; books par for free attractions.

Los Angeles—Playland Park, J. H. Delporta, mgr.; has 14 rides, 11 concession games, penny arcade, coin machines; books par for free attractions.

Memphis—Riverstone Park, A. Obadal, mgr.; has 15 rides, concession games, pool.

San Antonio—Playland Park, W. H. Evans, mgr.; has eight rides.

Seattle—Minnehaha Park, P. T. C. Crabb, mgr.; has rides, pool, rink, penny arcade; books par for free attractions.

Salt Lake City—Citadel Park, W. M. Armstrong, mgr.; has six rides, eight concession games, penny arcade, coin machines; books par for free attractions.

Virginia Beach—Dreamland Park, William Mudd, owner; has eight rides, 15 concession games, penny arcade, coin machines; books par for free attractions.

Washington—Bench Amusement Park, Martin T. Choat, owner; has four rides, 14 concession games, pool, rink, penny arcade; books par for free attractions.

West Virginia— apparel, Howard Campbell, owner; has eight rides, seven concession games, pool, rink, penny arcade, coin machines; books par for free attractions.

Wisconsin—Suburban Beach Resort, E. H. Sillitoe, mgr.; has eight rides, 14 concession games, pool, rink, penny arcade, coin machines; books par for free attractions.

Utah—Salt Lake City—Amusement Park, L. C. Kimball, owner; has 10 rides, 14 concession games, pool, rink, penny arcade, coin machines; books par for free attractions.

Virginia—Beach—Dreamland Park, William Mudd, owner; has 15 rides, 10 concession games, pool, rink, penny arcade, coin machines; books par for free attractions.

Virginia—Beach—Dreamland Park, William Mudd, owner; has 15 rides, 10 concession games, pool, rink, penny arcade, coin machines; books par for free attractions.
Supplementary List

(These following are not completely equipped amusement parks, but have pools, coin-operated machines, and books or orchestras and acts.)

**ALABAMA**

Birmingham-Fairgrounds Amusement Park, Honky Keith, mgr.; has rides, concession games; books attractions.

**ARKANSAS**

Hot Springs-Pleasure Lake Park, C. E. Welch, owner; has one concession game, pool, arcade, coin machines; books attractions occasionally.

Little Rock-Willow Springs Park, J. J. Anderson, mgr.; has two concession games, pool, pool, penny arcade; coin machines; books attractions occasionally.

**CALIFORNIA**

Guerneville Park—Guerneville Village, Jack W. Wright, mgr.; has two rides, eight concession games, rides.

**COLORADO**

Erie Park—Erie Amusement Park, Pete- litz and Harris, owners; has pool, rides; books orchestras and attractions occasionally.

**CONNECTICUT**

Killingly—Wildwood Park, P. J. Shortland, owner; has beach, pool, coin machines; books orchestras and attractions.

**FLORIDA**

Peninsula—Peninsula Beach, B. Moses, mgr.; has five concession games, penny arcade, coin machines; books attractions and orchestras occasionally.

**GEORGIA**

Macon—Lake Park, Irene Smith, mgr.; has lake, coin machines; books orchestras.

**INDIANA**

Evansville-Amherst Park, Meter Yazzapou, mgr.; has six rides.

**IOWA**

Port Dodge—Exposition Park, Armstrong Co., owner; has lake, pool, pool, book machines.

**KANSAS**

Wichita—Sand Beach, Norris B. Stauffer, owner; has four concession games, pool, penny arcade.

**KENTUCKY**

Louisville—Park, James B. Wemyer, mgr.; has four rides, two concession games, pool, coin machines.

**MASSACHUSETTS**

Palmer—Poraring Lake Park, Lins A. Cuneg, mgr.; has one ride, beach, pool, pool.

**MICHIGAN**

Benton Harbor—House of David Park, Chie Holl, mgr.; has two rides, free concession arcade, books orchestras and vaude acts.

**MINNESOTA**

Fairmont—Maud's Park, B. R. Hard, owner; mgr.; has lake; books attractions occasionally.

**MISSOURI**

Excelsior Springs—Lake Maurey Park, Ches. E. McBride, mgr.; has rides, free concession games, pool, book machines; books attractions occasionally.

**MONTANA**

Miss City—Leon Park Amusements, D. F. Leen, owner; has concession games, coin machines; books orchestras, and free attractions occasionally.

**NEBRASKA**

Cresco—Tohama Park, P. J. Colen, mgr.; has rides, lake; books orchestras and attractions.

**NEW HAMPSHIRE**

Newbury—Birch Grove Park, Lake Sunapee, Charles H. Sassam, mgr.; has beach, pool, arcade, dance hall.

**NEW JERSEY**

Burlington—Silver Lake Park, Ed Buhl, owner; has pool; books orchestras, and free attractions occasionally.

**NEW YORK**

Averill Park—Crystal Lake Park, F. O. Waggel, mgr.; has one ride, six concession games, beach, penny arcade.

**OHIO**

Alliance—Lake Park, B. D. Williams, mgr.; has two rides, four concession games, pool, arcade, coin machines; books attractions occasionally.

**TENNESSEE**

Knoxville—Hog's Place Park, B. N. Hedges, mgr.; has rides, two concession games, retail.

**TEXAS**

New Braunfels—Briarcliff Park, L. E. Cisneros, mgr.; has one ride, beach, pool, pool.

**VERMONT**

Wallingford—Tuscania Park, W. A. King, owner; has rides, one concession game, books attractions, books machines; books attractions and free attractions occasionally.

**WISCONSIN**

Chicago—Lake Park, Irving Scott, mgr.; has rides, free concession games, lake, coins.

**WYOMING**

Cheyenne—Canyon Park, Chuck Schermer, owner; has four rides, books machines; books attractions occasionally.

---

MORE PROFIT FROM YOUR SYRUPS

LESS WASTE, EASIER TO DISPENSE

Model 400—Kool-Aire Ice Type


"Kool-Aide" Cooler for Non-Carbonated Beverages

Silver plated on brass fittings. Sizes 1, 2, 3 and 5 gallon bottles. One piece aluminum ice chamber. Non-corroding. 23 lb. ice capacity. Real West insulation—will not sweat. Vitreous crow chills 1 gallon constantly. Shipping weighs 35 lbs.

NO BOTTLES INCLUDED

IMMEDIATE DELIVERY

WRITE FOR PRICES

Steel City Company

Model 247

Dept. 883

190 N. Meridian Road
NEW YORK 28, N. Y.

W. Kestenbaum, Inc.

Telephone: Amtwater 8-5610

**FLAVORS**

Grape

Pineapple

Papaya

---

**DOUBLE POPCORN PROFITS**

CRETORS' improved auxiliary Giant Model 41 is a fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn in one puff, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed...patented cover construction relieves the pressure of popped corn, insuring maximum popping volume. Enclosed transmission. Gears run in oil.

CRETORS

since 1885

C. CRETORS & CO.

602 W. CERMACK ROAD

CHICAGO 16, ILLINOIS

Page 62 The Billboard Outdoor Equipment Review

March 27, 1948
Popcorn Biz Suffers With Growing Pains

By J. A. RYAN

At the recent convention in Chicago of the National Association of Popcorn Manufacturers, a prominent speaker said the retail value of popcorn in the United States had reached the stupendous figure of $186,000,000 in 1947. Truly this figure is correct, the fact remains popcorn has achieved a status which would be called "big business" in any industry.

Much of the growth of popcorn in public esteem has taken place in the past few years. Already popular among the American people in many parts of the country, it is now apparent that popcorn "has come to stay" and that it is destined to enjoy even greater acceptance in the United States and in foreign countries.

People Like It

People like popcorn. They like the crisp, crunchy, zestful flavor of the lightly-salted kernel in their mouths, its delectable flavor, the impression of delicious bulk without weight; and, moreover, they like the "muzzle" for the nose the American would say, which means their full money's worth of popcorn, a lot of popcorn, and whether it be served directly from the popping machine or from a pre-popped bag, they like their popcorn fresh and hot. Hearten to this and remember all, ye who sell popcorn to the American public.

The popcorn industry is suffering growing pains, as is the case with most industries whose growth in popularity has been so phenomenal in such short time. Much has been done, and much remains to be done, in all channels of production and distribution. The nation-wide advertising, publicizing the finest possible popcorn in adequate quantities at reasonable cost and in any form desired, has been done.

The continuing research done by Iowa State and Purdue universities and other laboratories has accomplished much in the development of hybrid types of popcorn, looking toward early maturity, increased resistance, tolerance, flavorful kernels and greater popping volume. All of the Popcorn Producers' Association is constantly striving for better methods of harvesting, curing, grading, packaging, and distribution. The National Association of Popcorn Manufacturers, with its ever-growing membership, has done yeoman service in the development of harmonious trade relations and practices among buyers and sellers of popcorn; better storage and handling methods; the final point of use and, above all, improvement in popping procedures, to the end that the product may reach the consumer in its finest form thus the combined and cooperative efforts of all segments of the industry.

Tester Developed

Not the least of the accomplishments of the National Association of Popcorn Manufacturers is the development and use of its committees, in cooperation with a committee of the Popcorn Producers' Association, of a new research tester, a machine which measures the popping volume of popcorn, among other things, the confusion, gueswork, and all too often, misrepresentation, in the important matter of popping volume so frequently encountered in the buying and selling of popcorn.

This association has fostered the development and use of the common, easily-obtained infra-red ray lamp for determining whether or not popcorn has been popped. Its frequent bulletin on subjects of timely interest, and its popular monthly magazine, the Popcorn Merchandiser, keep members constantly informed of improvements in the industry.

Anyone connected with the popcorn industry can become a member of the association whose executive office is at 110 North Franklin Street, Chicago.

Little reason of the efforts of salt manufacturers to produce a finely-grained salt, especially for popcorn; of the box and bag makers to devise boxes that will not transfer their flavor to the popcorn when packed; or of the popcorn machine manufacturers to make machines practical as well as beautiful to the eye, as nearly automatic in operation as can be devised, and yet providing hot, crisp, delicious popcorn at the moment of sale.

All Do Part

All of these unselfish disciples of American ingenuity have done their part in the quest for better popcorn. And to them should be added the manufacturer of seasoning, whose technical research and marketing has produced liquid seasoning of domestic materials, so that never again need the popcorn industry be dependent on foreign oils, which may be cut off in case of war, as happened within recent memory. Purchased in small containers which are easy for operators to handle; liquid seasoning goes easily, measures accurately, and needs no preheating or melting before use. It easily takes the high heat required in popping corn, so that best results can be obtained without worry of heat loss. This is truly a remarkable contribution to better popcorn with the least operation.

But what of the individual corn popper, located in a theater lobby or near a park stand? Too often, unfortunately, the best scientific efforts of those who precede him in the channel of distribution are frustrated. Whether this is due to his ignorance, carelessness or greed is of no consequence. It is worth observing in this connection that almost invariably the poorest popcorn is most expensive in the end and, in its effect on consumers, harmful to the entire industry.

Are the machine and attendant dirty in appearance? This is enough to keep customers away. It is only from sales that profits can be calculated. I recently talked to a man who had a popcorn machine on the sidewalk of a main street in the large Midwest city, a machine where purchasing power is high and derived from skilled workers. He said business was poor; he didn't know what had happened to the popcorn business. One look at his machine and himself was enough to find the reason. He did not know the age of the machine; it was there when he bought the place eight years ago. Filthy in the extreme, it had never been cleaned since he arrived. The popping mechanism was covered with a thick brown film, speckled with particles of chaff. The glass windows were dirty and the inside space half filled with popcorn that appeared to be mostly "old corn.

The man's personal appearance (See Popcorn Biz on page 85)

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vending machines, which have been engineered to dispense pop corn. And the vending machine industry, with its developments still held back by a combination of high prices and shortages, seems only partly aware of the great potential offered by all types of outdoor amusement enterprises. As production of vending units increases and outdoor amusement looks to new ways to boost their grosses, vendors are likely to play a large part in merchandising a wide variety of products now handled less efficiently at outdoor concessions.

The vending machine's two strongest points are its ability to sell merchandise cleanly and efficiently, and its attraction for the impulse buyer. Fair and park concessionaires will undoubtedly find, as have concessionaires in large industrial plants, that vending units, scattered strategically where they are most likely to attract the eye, will pay revenue by making sales which could not otherwise be made. The popcorn vendor, for instance, requires no attention from the operator and can phone or run remotely from the concession stand. It seems likely, too, that vending machines can do a job for circuses and carnivals about as well as their use there probably would be more limited than in the more stationary amusements.

Nearly Foolproof

Of all the many types of merchandising vending machines, pop corn vendors, which have been engineered to dispense the one product in the most readily available types, are most likely to attract the showman because they are nearly foolproof and therefore call for the least amount of service and repair. Popcorn vending is a relatively fastest growing phases of automatic merchandising, partly because of the remarkable progress made in popping and storing popcorn.

Before the war, popcorn vendor manufacturers were concentrating their attention on fully automatic units. The customer inserted one coin after the other and had his popcorn at once. The novelty appeal of the vending machine, as might be imagined, was strong, but the completely automatic vendors had little success before the war. Biggest drawback was the popcorn. No matter how carefully the machines were operated or how thoroughly they were cleaned, the color of oil was strong. Then, too, because the machines were completely automatic they required a great deal of service attention.

Pre-Pop Vendors

Following the war, the popcorn vendor market saw the introduction of pre-pop venders, machines which merely dispensed corn which had already been popped at a regular popping factory. At present, seven manufacturers are in production with pre-pop venders, and quantity deliveries are being made. One firm, Viking Tool, brought out a new, improved completely automatic machine.

The pre-pop units have virtually eliminated waste, since properly popped and packaged corn can be kept fresh and crisp for an almost indefinite period. One manufacturer, Auto Vend of Dallas, has set up two large popping centers, one in Philadelphia and the other in Jacksonville, Fla., from which popped corn, ready for sale, is shipped to buyers everywhere.

The post-war, pre-pop vendor is a small unit. Most models stand approximately five feet high. Because of their size and relatively light weight they are easily transported from one spot to another—another factor which should make them attractive to outdoor concessionaire. The pre-pop units range from a low of under $100 to approximately $200 for the large machines.

Develops Slowly

Drink vending units make excellent companion pieces for any pop corn operator, but the drink vendor field has developed more slowly than popcorn. Cup vendors probably have attracted more attention than any other single type of post-war vending machine. Nearly 20 manufacturers are now competing, or getting ready to compete, for the cup-type dispenser market. Prices of the units are high, ranging from a low of approximately $900 to over $2,000. As might be expected, the cup machine requires more mechanical attention, more servicing than the simpler pop-corn machines.

Because they are able to serve drinks quickly and in quantity, capacity runs up to 1,000 drinks at one filling, the cup type vendor is likely to be a favorite with concessionaires in parks and at fairs. Units now being produced are heavy and bulky and could not be easily transported from one stop to another, so their use would seem to be somewhat limited. For the park or fair concession, however, the cup vendor offers an answer to the bottle problem, since it enables the operator to dispense drinks quickly and cleanly. Every drink is made on the spot, and the vendors are able to dish out soft drinks far faster than a man behind a counter can work, add up and pour their contents into paper containers.

Should Prove Boon

Hot sandwich machines, offering a choice of three freshly baked sandwiches, should one day prove a real boon to outdoor events. But the hot food sandwich machine, a complicated vendor to begin with, has had a difficult time since 1946 when the Automatic Canteen Company of America, Chicago, put the first one out on the streets of Chicago's Municipal Airport. Canteen has a contract with General Electric which calls for GE to make the hot sandwich machines under Canteen patents. In turn, Canteen sells the units only to Canteen franchise holders. long continued concerns which operate nothing but Canteen's venders. For all practical purposes, the Canteen sandwich machine will never be available for other than franchise holders.

A second company, Dog in the Kiel, Denver, hopes to get into production with a similar hot sandwich machine in July. No price has been announced as yet but it is obvious that they will not sell. A total of seven firms have announced their intention of producing post-war vending machines that can be a boon to outdoor events. But the cup pop corn vender, with its potential for success, has in the past been slow to capitalize in vending.

Coin Changers in Market

Coin changers, there are now 10 manufacturers in the field, are another post-war development, are the most practical type of change machine which merely give correct change and do not dispense merchandise. Both electric and manual changers are being produced and operators have found wide use for them. Drugstores, for example, find a coin changer near a battery of pay phones means that less of the cashier's time will be spent counting dimes and quarters into nickels. Arcade proprietors have discovered a couple of coin changers stimulate play. Since they are light-weight and compact, coin changers should interest the outdoor showman.

Mechanical Grab Stands Via Coin Slot on Horizon

By DICK SCHREIBER

COIN CHANGERS, lightweight and compact, may have wide use in the outdoor field. The changers are now being used by arcades. There are 10 manufacturers in the field.

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mixed that of his popping machine.

Yes, business was poor. One can only wonder how often one is nauseated by the sight, and their appetite for popcorn to the time they arrived at a beautiful theater a few doors away, where the popcorn machine and attendant were attractively and tidily in appearance.

Keep It Fresh

Is the popcorn hot, fresh, and crisp? This is an important problem that has not yet been completely solved. Certainly, excellent popcorn was once the order of the day, and it is possible without being too much of a dunderhead to say that the key to success lies in keeping the machines in order. For the high pressure popcorn machine is not only a complicated device, but it is also a very expensive one to operate. Many machine manufacturers offer fair trade-ins. At any rate, the profit in popcorn justifies the most modern equipment.

First: The operator, or attendant, should be alert, attractive in appearance, and well-groomed, preferably in uniform, which should be changed daily.

Second: The machine and attendant should be clean. They are selling a food product, and cleanliness is imperative. The machine should be kept in good working order.

Third: The ingredients. The corn popper should stand or fall on these.

Fourth: The ingredients. The corn popper should stand or fall on these. Of course, what will it profit a man to purchase a modern machine, staff it with the right kind of personnel, and then buy his supplies at the cheapest price he can get? He will find it out, as in everything else, he will get only what he pays for. There are no more "smart ales" in business, but only reliable, well-known brands of corn, seasoning, salt and boxes, made by manufacturers who back their products with reputation and with national advertising.

Fifth: Popping procedures. These are important, as good corn is frequently spoiled by improper handling. Also, good corn is often ruined by the wrong size of container, or too much or too little of the right kind.

Follow These Rules

Follow these simple rules in the order named:

A. The day's supply of corn and seasoning should be kept at room temperature for some time before using them. Do not attempt to start popping corn while the corn and seasoning are cold, or have been recently removed from cold storage. Keep the corn at all times away from steam pipes or heating vents, and conductors, where it will quickly dry out and lose much of its flavor.

B. Heat the popping kettle to the temperature recommended by the manufacturer (470 degrees to 500 degrees F.). Insist on this; otherwise the corn will not pop and much will be wasted.

C. Measure the seasoning accurately (not less than three ounces nor more than four ounces to each 12 ounces of corn).

Place the seasoning in the kettle and heat it until smoke appears. Besides-seasoning the corn, an important function of the oil is to surround each kernel of corn with hot oil, thus keeping the moisture in the kernel until the moment of popping. If too little seasoning is used, some of the corn will not pop; you cannot sell "old maids"! If too much is used, only part of it will adhere to the corn, and the remainder will stay in the kettle, and successive occurrences will cause the boys to carbonize the oil and blacken the kettle. Most soiled and blackened kettles are caused by using too much seasoning or the wrong kind of seasoning. This is the most expensive ingredient; get the right type and do not waste it.

D. Assuming that you use only popcorn salt made especially for the purpose, mix this with the popcorn according to the taste of your customers, and place in the popping kettle. Do not overload the kettle; use only the quantity of corn per batch that is recommended by the machine manufacturer.

E. The temperature of the kettle will drop with each batch of corn popped. See to it that the temperature is again raised to the popping point before starting another batch.

F. After each day's operation, clean the kettle and machine thoroughly, following the directions of the manufacturer.

The motivating force in popcorn operations, as in any other business, is the opportunity for profit. This is found in the final sale, not in the initial cost of poor equipment nor the cheapest corn, seasoning, and other supplies. The test of good corn is its popping volume, the flavor or "seasoning" it imparts to the corn, and convenience in handling. The difference in cost between the best and cheapest corn and seasoning is slight indeed, when applied to the final sale of a box of finished popcorn.

WISCONSIN DELUXE CO.
1902 NORTH 3RD STREET
MILWAUKEE 12, WISCONSIN

March 27, 1948

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EAST VIRGINIA

Cumberland-Mineral Springs Park, B. W. Lewis, mgr.; has one ride, half concession games, beach; has one slide boat, concession games.

Fort Worth-Casino Park, Mrs. W. R. Keene, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cleveland-Cleveland Park, Mrs. W. C. Proctor, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cincinnati-Edward Park, B. F. F. Wright, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cincinnati-Edgewood Park, B. F. F. Wright, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cincinnati-Kiddie Park, B. F. F. Wright, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cincinnati-River Park, B. F. F. Wright, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cincinnati-Washington Park, B. F. F. Wright, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Cincinnati-West End Park, B. F. F. Wright, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Columbus-Mt. Vernon Park, M. E. Smith, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Columbia-Mid-State Fair Park, George L. Bechtel, mgr.; has three rides, half concession games, beach; has three concession games, beach; has two coin machines; beach; has two coin machines; beach; has two coin machines; beach; has two coin machines; beach; has two coin machines; beach.

Memphis-West End Park, Harrison Schneier, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

Memphis-Woodland Park, H. H. Tatem, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-Jefferson Coliseum Park, T. P. Madix, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-Shreve Park, J. L. Conner, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-South Park, Mrs. W. C. Proctor, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-Symmes Park, W. J. Swalin, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-Vice Park, J. L. Conner, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-West End Park, Mrs. W. C. Proctor, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New Orleans-York Park, J. L. Conner, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.

New York-Central Park, J. L. Conner, mgr.; has one ride, half concession games, beach; has one slide boat, coin machines; beach; has one ride, coin machines; beach; has one slide boat, coin machines; beach; has one ride, beach.

New York-East Side Park, E. V. McManus, mgr.; has one ride, half concession games, beach; has one slide boat, coin machines; beach; has one ride, coin machines; beach; has one slide boat, coin machines; beach; has one ride, beach.

New York-West End Park, J. L. Conner, mgr.; has one ride, half concession games, beach; has one slide boat, coin machines; beach; has one ride, coin machines; beach; has one slide boat, coin machines; beach; has one ride, beach.

Rutgers-Nearby Park, T. P. Madix, mgr.; has coin machines; has beach; has one slide boat, coin machines; has one ride, coin machines; has concession games, beach; has one slide boat, coin machines; has one ride, beach.
Carnival Industry Growing Up

By Max Cohen, General Counsel, American Carnivals Association, Inc.

While exact statistics are not available and one must rely on estimates based on sound judgment, it is certainly evident that what is now regarded as a substantial industry has come a long way from the catch-penny affair which blossomed forth as the first carnival about 50 years ago. Just how substantial the carnival industry is today can be gleaned from admission tax figures made available by the government. The last figures released indicate that during 1948 approximately $400,000,000 was received by the federal government in admission taxes, and that of that amount approximately 10 per cent was collected through the carnival industry. This amounts to $40,000,000 and, knowing that this represents a 20 per cent tax, it is easy to compute that shows and rides in the carnival industry during 1946 grossed $200,000,000.

Concessions Not Included

The figures do not consider receipts from concessions, since such receipts are not subject to federal tax. Estimating that concessions on the average equal about one-third of gross receipts, it is easy to see that during 1948 the industry did an estimated business of over $267,000,000. In appraising the growth of the carnival industry, recognition should be given to the fact that as of the last complete year, there were roughly 300 shows on the road, including units large and small. While approximately two-thirds of the active industry is now represented in the membership of the American Carnivals' Association, it is desirable, for practical purposes, to think in terms of the industry as a whole.

Big Buying Power

From the foregoing, it will readily appear that not only are the individuals in the industry a substantial buying power as individuals, but that the industry in itself is a tremendous buying power in the public market place of commercial commodities. We do not know, nor are there figures available, the dollar value of the average show's purchases in paint, rope, wire, mechanical equipment, transport equipment and the thousand and one items that go to make up an average operating unit. Even simple reflection will indicate that the amount is a tremendous figure. Particularly is this apparent when one considers that it has been customary in the industry to plow back into improvements a substantial part of each year's earnings. On the basis of the information above, it is a reasonable estimate, in our judgment, to say that the annual buying power of the industry is upward of $100,000,000.

We feel that the enormous buying power of the industry reflected in the large purchase of materials and supplies cannot be overemphasized. The past has indicated that the estimates above referred to are reasonable.

Needs Plentiful

The future needs of the industry, in our humble judgment, will exceed those of the past, for while it may not be apparent at first glance, we are cognizant of a continuing modernization program throughout the industry which will involve many new materials and an infinitesimal number of changes in method and procedure. Already it is apparent that much thought is being given to the modernization of rides, the streamlining of physical equipment and the improvement of lighting effects. Here and there is even evidence of some change in the type of structures housing attractions. This progress is operating at a good pace, and we feel that the tempo of improvement will be considerably increased in the coming years. All of the factors would seem to indicate that the carnival industry is growing up, and with the rate of progress being made at present, it is not at all fanciful to predict that in the not too distant future, the industry will have attained majority and will take its place alongside many other industries that started from humble beginnings.

The "Little Giant"

HOT POPCORN DISPENSER

- Modern
- Practical
- Economical

Illuminated plastic stainless steel trim: Chromolox heating elements (not a bulb). Gravity feed and shut off. Bagging companies and vending operators will find servicemen can handle "Little Giant" in addition to present routes.

ANNOUNCEMENT

We have taken over the complete stocks of J. & N. Popcorn Specialties Company of Chicago. Now we can service you with the Happy Hour line of French Fried Popcorn Cheese Corn, Smoked Corn, etc.

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A breakthrough success -- a breakthrough method of serving -- and a Hoffie franchise to equip set up to serve doughnuts and coffee. "Hoffie" means - enjoy the kind of doughnut or ice cream served in a novelty, decorator cylinder box or tank. Hoffie is a perfect food service store profit from the first day of operation. Hoffie's delightfully different taste and convenience in eating. Write today for illustrated brochures.

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POPCORN
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SUPREME QUALITY

GOLDEN YELLOW HYBRID POP CORN CO.
WINCHESTER, INDIANA

March 27, 1948
DOES WORK OF $500 MACHINE!
TURNS OUT 100 BAGS AN HOUR
POPS A BATCH IN 8 MINUTES

Sturdiness is one thing you will like about the EXCEL. No trick mechanism whatever. Comes complete with belt and drive, ready to connect. Flip the switch and in 2 minutes you are on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted face and visible cow patty tubs tins the crow never gets to see.

FULLY GUARANTEED

Among the 31 features—beautiful New Grey Metalies finish plate glass that is, trimmed in plastic, nickel and red aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Only small space, 17x17x20" hoth. Weight 30 lbs. Easy control, only 59 volts, yet heat is 5 to 7 minutes. Heating element guaranteed for life in this commercial model.

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Originators of
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POP CORN EQUIPMENT—"ALL KINDS"

We Guarantee Full Satisfaction

All orders shipped same day received.
Wire or write today.

IT'S HERE
THE NEW 1948 MODEL
GAS POPPER

A MUST FOR THOSE WHO WANT COMPLETE INDEPENDENCE

Send for free circular

Rodeo DATES

(Sanctioned by the Rodeo Cowboys’ Association)

APRIL


Goose Lake, Ill., April 8-11, 5 events $500 total, 3 percs. L. H. R. Hagen, rodeo chairman, IGI N. First St.


Barnerville, Tex., April 16-18, 5 events $350 total, 2 percs. E. L. Noel, secretary, Barnerville Rodeo Association.

North Platte, Ne., June 18-20, 5 events $400 total, 3 percs. R. L. Tiley, secretary, North Platte Rodeo.

Roseneburg, Ore., Sheriff’s Posse Rodeo, June 18-20, 5 events, including Steer Team, Tyin, Bull Riding, Bareback Riding, Wild Horse Race, and on, with All Round Cowboy. H. O. Baker, secretary, Sheriff’s Posse, R. R. 221.

Furaria, Calif., Redwood Empire Fair & Rodeo, June 18-20, 5 events, including Steer Team, Tyin, Bull Riding, Wild Horse Race, and on, with All Round Cowboy. H. O. Baker, secretary, Sheriff’s Posse, R. R. 221.

Augusta, Mont., June 27, 5 events $150 total, 1 per. L. P. F. Pings, Adjutant, American Legion Post No. 31.


JULY

Bellsystem, Okla., July 5-6, 5 events $700 total, 2 percs. M. W. Colby, secretary, Bellsystem Rodeo Club.

Beloit, Neb., Beloit Rodeo, July 5-6, 5 events $700 total, 2 percs. E. B. Bright, secretary, Beloit Rodeo Club.

Looking for more rides and features. Mention LOWEST PRICE POPPER on the MARKET for PAYING ITSELF IN A FEW WEEKS!

Electric lighted and beautifully decorated with mechanisms whatever. Many more features constant repairs. Easily moved. Uses less power, generates more sales. The EXCEL.

Where you can make more than your investment back plus profit on your first purchase. Here is a chance to make a fortune selling our EXCEL Popper. It is the only one in the market. Why sell the same old thing when you can sell the EXCEL. The most up-to-date popper on the market.

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RED STRIPPED Paper Bags and Popcorn Cartons
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We Guarantee Full Satisfaction

All orders shipped same day received.
Wire or write today.
ATTENTION!  

Carnival Men  
Concessionaires  
Juice Stand Operators  
Snack Bars

You can't afford to pass up this new improved CECILWARE equipment. Users everywhere say they speed up service, ease work, enable you to serve more people, quicker.

5 GALLON
ICED JUICE DISPENSER $95

$75.00 express prepaid anywhere in U. S. A.

5 GALLON COUNTER PUMP SET $102
Complete with agitator and separate jar. Small lift cover for pouring in without removing pump. Pump latched type. Model fits 15-20 working parts. Standard glass jar. Keeps agitator level in plain sight and enables customers to see what they are buying. 300 to 500 drinks per day by leading juice dispensers and chain stores.

$75.00 express prepaid anywhere in U. S. A.

Send Money Order, Cash or Check With Order. No C. O. D.'s.
Dealer inquiries invited. Send for complete catalog describing other CECILWARE equipment.

ATTENTION!
Mills' Ice Cream Freezers and Hardening Cabinets

40% below Retail Sale Prices

Established Sept. 1, 1947

Due to illness I am closing out my entire stock of these brand new freezers and cabinets in their original crates as shipped from the factory.

Factory List Price

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This equipment is being offered subject to prior sale. First come, first served; so get your order in early to secure one or more of these MONEY MAKING MACHINES at the distributors' price.

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