Increase your profits with the completely automatic, compact, continuous Direct Draw Sani-Serv Freezer. Sani-Serv, made of lifetime stainless steel, is designed for the manufacture and dispensing of "Soft" Ice Cream, Sherberts, Frosted Malts, etc., and incorporates 15 years of freezer manufacturing experience. Its eye appeal and efficiency of operation make Sani-Serv the outstanding high capacity freezer. Take advantage of the ever increasing popularity of frozen products...install a Sani-Serv, ideal for any type location, and produce "eye appealing cones direct from the machine." The Sani-Serv eliminates dipping.

WRITE TO
Frank Thomas
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GENERAL EQUIPMENT SALES, Inc.
824 South West St. Riley 7137 Indianapolis 25, Ind.
In circuses and carnivals, ball parks and sports arenas, at drive-ins or on crowded midways, parks, pools or beaches, wherever fresh, hot, delicious popcorn is part of the entertainment program, there is a Manley Popcorn Machine to answer every serving problem. They're big in capacity...have a wealth of built-in "flash" and eye appeal. Their fast, dependable operation assures maximum profit every minute of each working day. Important also, is the fact that they are a product of Manley, Inc., "the biggest name in popcorn", with over a quarter of a century of leadership. You can depend on Manley to fill your every popcorn need.

**THE Manley STADIUM MODEL**


**The Manley "TWIN"**

An ideal popcorn machine to handle big crowds. The same as the Manley Standard Model except it's twice as big...has two of everything. Two attendants can easily serve from it although a single experienced operator can double his efficiency.

**THE Manley Famous STANDARD MODEL**


**WRITE FOR A Manley Man**

Manley, Inc. Dept. BB 4-9-49
1920 Wyandotte St., Kansas City 8, Mo.

Without obligation please have a Manley Man call on me. I'm interested in information on 1 Manley Stadium Model 2 Manley Standard 3 Manley Counter Model 4 Manley, "Twin," Have him bring your booklet on "How to Make Big Profits from Popcorn."

Your Name:______________________

Business:________________________

Address:________________________

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Best Time to Call________________

---

**Contact Information**

Manley, Inc. 1920 Wyandotte St., Kansas City 8, Mo.

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- Chicago, Ill.
- Cincinnati, Ohio
- Cleveland, Ohio
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- Pittsburgh, Pa.
- Providence, R.I.
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Searchlights sweep the skies . . . pull in patronage from miles away. Floodlights attract fun-seekers to rides, concessions and games. Showmanship is made more appealing — AND MORE PROFITABLE — with “Caterpillar” Diesel Electric sets blazing the midway.

“Fabick” Lights the World’s Brightest Midways . . .

For “Fabick” has engineered these famous “Caterpillar” Electric Sets into a power package — built into portable trailer unit to travel with your show. The Fabick-“Caterpillar” combination is the last word in low cost power — portable power — and dependable, long-lasting power. Write to “Fabick” for specific facts to fit your show lighting needs.

JOHN FABICK TRACTOR CO. • 3100 Gravois Ave. • Phone Laclede 8900 • St. Louis, Mo.
'49 Should Be Successful Year

The arrival of spring finds outdoor show business ready for another whirl at the public's entertainment dollar and prospects are that all phases of the business will find it a good year, measured by reasonable standards.

Outdoor show owners and operators are not expecting the lush grosses of the immediate postwar years. They, like everyone else, know that the dollar is a bit tighter this year and they realize, too, that greater efforts in the way of promotion and advertising will be needed to lure the customers.

Outdoor showmen need have no more worries as to availability and delivery on equipment. The equipment market this year is the best since the war. Another bright spot is the fact that prices, generally speaking, have hit their peak, and in some instances, rare to be sure, price cuts will be noted.

Will Watch Spending

A recent release by the U.S. Department of Agriculture reports that this year will be on a par with last year. The release also states that farmers, while feeling no pinch in their pocketbooks, will be watching their spending closer than in the last few years. Showmen know, however, that if the farmer has money to spend, a satisfactory portion of that spending will go for entertainment at the fair, circus, carnival or amusement park.

At a recent meeting of the New England Association of Amusement Parks and Beaches in Boston, members were warned that this year, more so than in the last seven years, they must turn out their best products at the lowest possible prices. That means a greater need for intelligent buying, reduction of waste, a constant check on overhead and special attention to planned merchandising. This holds good for all branches of outdoor show business.

Railroad carnival and circus owners this year have an added headache in advanced railroad rates. They have advanced some 30 per cent in the last 18 months. This calls for greater strategy on the part of the general agent in mapping the route.

May Be the Test

Most showmen feel the season will offer a test. The good, stable operator will come thru in good shape, but the less competent will find the going rough.

The public this year will demand value received for their money, and the smart operator will supply that demand.

William de L'Horbe, Jr.
NATIONAL AMUSEMENT presents for '49-50

Kiddie Coaster: 3 Kiddie Coasters now under construction, 1 for Mike Doolan's Kiddieland, Chicago, 1 for E. C. Valen, Long Beach, Calif., 1 for Harry Batt, Ponchatrain Beach, New Orleans, La.

Interior view of National Amusement Device Co., showing assembly line with the junior Ferris Wheel in the foreground. The Kiddie Ride that catches the eye of every kid, now in operation in Parks and Kiddielands throughout the country.

Coaster Cars: 2 trains of 4 cars each now ready to be shipped to Conklin Shows, Canada.

De Luxe Model: The Buggy Ride is now made in 4, 6, 8 and De Luxe (Deluxe) sizes.

Century Flyer: The most outstanding miniature Ferris Wheel and the best revenue producer, still in great demand with more than 100 now in operation.

We are the world's largest manufacturer and builder of coasters. If you want a good coaster let us engineer it for you.

Also builders of:
OLD MILLS, MILL CHUTES, FUN HOUSES AND MIRROR MAZES

Write for literature describing these rides.

NATIONAL AMUSEMENT DEVICES COMPANY
BOX 488, VAT, DAYTON 7, OHIO

April 9, 1949
For first time since the war's end, operator assured of equipment he wants in reasonable length of time—buyer in lead role

Rider Controlled Car Action

Rider Controlled Car Action is one of the features of the Rock-o-Plane, Eyerly Aircraft unit, which was previewed late last season. Company's automatic, positive self-regulating safety belt is standard equipment.

Rides Flash Plenty Of Appeal
By JIM McHUGH

Completion of another postwar year of production apparently has made no appreciable dent in the demand for new amusement riding devices, according to a survey conducted by The Billboard. The cautious attitude voiced by some owner-operators is not borne out by the number of units reported already delivered and on order. Several major firms are taxed to capacity and, in some instances, will result in record gross business. Only a few companies reported less activity, and since some of these are experiencing late ordering reminiscent of the prewar period, it is logical to accept as a probability the survey-indicated banner year.

For the first time since war's end the operator is assured of the equipment he wants in a reasonable length of time. On the average about one month is needed to turn out the heavier units with as little as one week being required for the lesser rides. The manufacturer is no longer faced with the terrific pressure of recent years and production is now able to keep pace with demand. As a result the market has turned with the buyer playing the leading role and sales representatives again getting a workout.

Materials plentiful

In most instances manufacturers are now receiving adequate supplies of previously scarce and all-important materials such as steel, motors, etc. Better lumber is available and some concerns have been able to stock-pile and air-dry enough for their needs. Labor and its costs have become stabilized and are not reported by any firm as a current problem affecting the building of devices.

The production of new thrill-provoking devices in multiples, as prophesized by many builders and operators in the immediate postwar period, never has materialized.

The collection of rides, an annual occurrence, is being manufactured by the Dodgem Corporation, Exeter, N. H. This merchandising angle may well be responsible in part for its firm's estimated 25 per cent increase in sales over 1948.

According to the survey carnivals continue to buy about 65 per cent of the ride output, with parks accounting for about 30 per cent. Miscellaneous sales make up the remainder, which conceivably would fall largely under the park banner since the category is believed to include many kiddle funspots which have been growing in popularity and numbers.

Money is still as free as it was immediately after the war, but neither is it as tight as it was prior to the war. Accordingly it is unlikely that many manufacturers have cemented partnership deals with show owners-operators as was customary not so many years ago.

A NEW STREAMLINED CAR featuring beach wagon design, an innovation for a collision of ride, is being manufactured by the Dodgem Corporation. Unit has a free-wheeling drive.

RIDER CONTROLLED CAR ACTION is one of the features of the Rock-o-Plane, Eyerly Aircraft unit, which was previewed late last season. Company's automatic, positive self-adjusting safety belt is standard equipment.

BISCH-ROCCO FLYING-DISC, skidded for introduction at several spots this year, can accommodate 32 passengers. Action is designed to whip, skid and double turn with continuous variations of speed.
ALWAYS A FAVORITE of teen-agers, and even those a bit older, is the Roller Coaster, one of the top thrill rides. Many firms have added new streamlined Coaster cars this year to give added flash to the ride.

The foreign market remains largely untapped, with few firms participating because of the lack of dollar credits. The potential is big since the Billboard continues to receive many inquiries from foreign sources in reference to the procuring of ride and other show equipment.

Newest ride of major proportions is the Flying Disc manufactured by the Bisch-Rocco Amusement Company, Chicago. Ride is of unusual design, with platforms containing seats mounted on each end of an inclined revolving arm. Action is designed to whip, spin and double turn with continuous variations of speed. Unit features stainless steel cars, fluid drive and 33-passenger capacity. It weights about 15,000 pounds and is both stationary and portable.

Other Bisch-Rocco units include the Flying Scooter and the Kiddie Jet. Latter is for the small fry and features swing cars resembling airplanes. All units are portable. Company's price range is $1,600 to $17,500.

Newest innovation of the Eyler Aircraft Company, Salem, Ore., is the Rock-o-Plane which was introduced late last season. The ride consists of a large revolving wheel mounted on a horizontal axle. Steel rails corresponding to spokes support individual cars which also revolve. Unit, complete with power unit, is priced at $5,500.

Eyler also builds the Rolloplane, Octopus and Fly-on-Plane. Rolloplanes and Fly-on-Planes are now equipped with a patented safety belt which is said to provide positive safety and to aid rapid loading.

Eyler reported that an upsurge in orders for major rides may be signaling a new 1949 business trend for the industry. His firm's business is definitely ahead of 1948. All units feature sealed anti-friction bearings and stainless steel pins, bolts and nuts. A new glamour treatment has been given cars in the way of a special glass finish that is said to be both seductive and corrosion resistant.

Screw-Ball Frenzy

The Bushnell-Armstrong Company, also located in Salem, Ore., is featuring the Screw-Ball, introduced first at the Florida State Fair. It derives its action from centrifugal force and gravity and is so constructed that it requires no heavy gears, hydraulics or gear reductions.

The cost is about $5,800. The company also manufactures a boat ride priced at $5,750.

There is considerable action in the Kiddie ride field with many manufacturers creating new variations of seating surfaces to create a climax in Mercury-Good fashion. The W. F. Manganese Company, Brooklyn, N. Y., is building a Kiddie speedboat ride priced at $2,500. The firm is also making changes in design on its Big Whip, Kiddie Carrousel, Kiddie Roto-Whip and Shooting galleries.

Charles A. Anderson Company, Inc., East Cleveland, Ohio, manufactures the cars for its kid units out of plastics. Newest unit is the Tiny Tot Speedway. Price range is $1,500 to $2,500. Firm also manufactures Tiny Tot Speedboats.

Frank Hubberts and Company, another Salem, Ore., firm, has added the Dragon, portable kiddie ride in the $3,200 price range. Besides the Dragon, Tilt-A-Whirl and Hi-Ball, the firm also builds a kiddie boat ride, trailers and railroad wagons.

Parker Adds Units

A teen-ager Carry-Us-All, kiddie Merry-Go-Round and Pony Cart Ride have been added to the line of Parker's product line. All are now equipped with metal horses. Other units manufactured by Parker include Circle Swing, Funhouses, Baby Q. coasters, Ferris Wheels and shooting galleries.

A new kiddie Merry-Go-Round manufactured by the Jordan Enterprises, Inc., Lapere, Mich., can be loaded on a half-ton pickup truck.

The heavy power unit is ingeniously mounted on a small hand truck which makes it possible for one man to handle. It has 10 plastic horses which simulate galloping action while turning on a stationary wood platform.

Traver Enterprises, Inc., Painesville, Ohio, is publishing a new stationary bus ride for children. Action is derived from a revolving sweep at the end of which a miniature bus is attached. Traver announces that these developments have been made to the Buggy Ride, which was introduced last year, and the kid boat ride, both of which are portable. Cars have been added to increase the interest of the kiddies. Prices run from $1,900 to $4,000.

$12,500 Kid Coaster

National Amusement Device Company, Dayton, Ohio, is continuing its manufacturing of Comet Jr. kiddie roller coaster, and a major unit designed primarily for kids but able to accommodate adults as well. The $12,500 unit has not yet been made portable altho that possibility has not been abandoned. The unit is 10 feet high and has 750 feet of trackgear. Firm also manufactures the Cowboy Flyer, miniature wheel, Kiddie Ferris Wheel, mirror mazes, large Roller Coasters, old mills and distortion and buffing platforms containing cars and other rides currently being developed are plastic distortion mirrors, particularly suited for small children.

William de L'Orme, sales manager of National, is producing as a manufacturer a new 11-foot fiber glass boat for channel use. The first fleet has been scheduled to begin operation in Birmingham, Ala., the first week in May.

H. E. Worthington, Burbank, Calif., is producing a wide variety of rides and units including Kidney Rocket Rides, Kiddie Auto Ride, Kiddie Street Car, Kiddie Carousel, Merry-Go-Round and a kiddy's Whirl-A-Gig. Firm also manufactures cast aluminum Merry-Go-Round horses to fill all units.

Many Miniature Trains

Miniature trains are available thru a number of manufacturers. Miniature Train & Railroad Company, N., this year has added a big list of accessories, including automatic crossing signs, Pumphouse, a sign and signal light. The flashing lights and ringing bells are considerably to kiddy train appeal, it is said. Miniature manufactures the G-12 for kiddie loads and the G-16 for permanent locations. The smaller unit is priced at $2,500.

Allan M. Amusement Device Company, Denver, Colo., manufactures four miniature trains priced from $1,700 to $7,500. New this year is the 20-inch gauge portable train for adults. The firm's electric streamliner is for children only. Larger power plants have been added to all units. The Hubberts Company and the G-16 Manufacturing Company, Tampa, besides producing in Sun cities, is building a large and the new Boeing Trap at $3,000, kiddie wheel and all metal freight train.

Trackless Unit Planned

K. Max Smith Enterprises, Tampa, Fla., builds an electrically driven unit for $1,500. Planned for the future is a gasoline powered trackless unit designed and manufactured by the Bowers Machine Works, Martinsville, Ind. Unit will consist of an engine and four coaches with a capacity of 42 adults or children. Smith also holds the contract for the manufacture of a new kiddie boat ride priced at $2,850 complete with track, the Gilroy Park is priced at $6,000. Company also produces 12 and 23-foot Chairrides, Kiddie horse car and Kiddie Airplane rides. Kiddie plane ride is now equipped with electric-fluid drive and improved propellers. Light steel tubing fences are used.

For the Little Skipper, kidn-

die unit priced under $5,000, is about twice as great as for the C-Cruiser, a major ride, according to Eric A. Petre, sales manager of the C-Cruise Corporation, West Salem, Oregon. The time on the C-Cruise have been redesigned and are stronger. The firm has four foreign shipments pending.

Eli Sales Up

The Eli Bridge Company, Jackson- ville, Ill., added all steel seats and larger Eli power units to its Big Eli Ferris Wheels. Sales exceed those at last year and prohibit current participation in the foreign market.

A brisk business in the sale of re- pairs will Smith, Smith, Springfield, N. Y., is manufacturing a new kiddie boat ride priced at $12,150 complete with track. He Ocean Park is priced at $6,000. Company also produces 12 and 23-foot Chairrides, Kiddie horse car and Kiddie Airplane rides. Kiddie plane ride is now equipped with electric-fluid drive and improved propellers. Light steel tubing fences are used.

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Capacity for Seller

Ride II Manufacturing Company, Murraytown, Ill., is building portable and stationary Chairride swings and priced at $1,500 to $2,000. According to King Manufacturing Company, Two, Minn., is working at capacity to produce its $5,000 line. Improvements designed to eliminate many maintenance and operating features have been added to the Philadelphia Toboguan Company's several units, including the Caddie-Selector, cost and power units for replacement is reported.

Ring Manufacturing, Inc., Cleveland, N. Y., has added better styling and engineered its portable units for easier handling. Stationary.

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Long-Range Plans Rule RAS Quarters

By HERB DOTTEN

Winter quarters of the Royal American Shows at the Florida State Fairgrounds, Tampa, are more than merely a place to house, repair and refurbish the long show equipment and rolling stock. In fact, the quarters comprise a veritable factory, unmatched, it is believed, by any railroad carnival in history. Around quarters the assumption is that Royal American will continue to be the continent's Big One, holding down the most productive route for years to come. To this end, at any rate, Owner Carl Sedlmayr Sr. and his son, C. J. (for short), have aimed their winter quarters activities.

The accent definitely is on long-range planning and construction, a contrast with the operations in the winter quarters of not a few other railroad shows which are intent principally on making ready, physically, only for each season.

C. J., with his father's wholehearted backing and urging, is pushing for the long-range development of equipment, standardization of parts and the building of stock piles of the necessary things. In directing the quarter's activities, C. J. has the able assistance of Leonard Whitman, shop superintendent, who has been with the RAS eight years.

Program Advanced

Already the program is well advanced. Substantial progress has been made in the last two winters thru the standardization of equipment and parts. And the stockpile continues to assume greater proportions.

(Continued on page 16)

THE ROYAL AMERICAN SHOWS this year will come out with wagons more resplendent and compelling than ever before. In addition to the RAS traditional mark, which features twin lions, some of the wagons will flash other arresting displays depicting attractions or traditional carnival lore. Shown above is C. J. Sedlmayr Jr. and painter Norman Synce (with hat) discussing a sketch, with a newly painted wagon in the background.

WITH IT FOR 18 YEARS, veteran blacksmith Ben Felix Perez is a vital member of the make-ready and maintenance crew. In the winter he hammers out a huge and varied assortment of parts for which blacksmithing remains essential.

THE LATHE IN THE MACHINE SHOP WAGON gets a constant workout during the winter turning out spare parts for everything from rides to railroad equipment and on the road is always ready to take care of hurry-up demands.

JOHN REYNOLDS, neon worker, turns out an estimated 400 feet of neon weekly during the winter to build up a stockpile of various lengths and color effects. He is pictured above in the neon wagon shop.
A Prediction!

FOR '49....
MORE PEOPLE WILL RIDE
MORE STREAMLINERS THAN
EVER BEFORE!

...the Flash-Glamour and Appeal of Authentic Railroading Accessories Will Help Operators Make More Money Than Ever Before!

MODEL G-16 Streamliner
Authentic scaled reproduction of the big streamliners. Dependable, low cost operation carrying millions of passengers makes this the park operators' favorite.

MODEL G-12 Streamliner
A truly portable ride... one man can handle... set up in less than 90 minutes. Also a real money maker for parks, kiddie-lands and other fixed locations. Drive-in Theatre acceptance is snow-balling.

SAFETY TRACK GAUGE
Saves time and money by spotting track irregularities easily, accurately. An addition to your train operation that will pay for itself in man hours saved.

WRITE FOR CIRCULAR
Giving Complete Details on Accessories

AUTOMATIC CROSSING GATE
Safety device that attracts attention. Authentic ringing bell and alternately flashing lights give real railroading service.

ZIG ZAG FLASHING HEADLIGHT
Dramatic warning light designed for adult size miniature trains. Flashing light draws crowds right up to the ticket window.

AUTOMATIC CROSSING SIGNAL AND AUTOMATIC BLOCK SIGNALS
Here is flash in the best railroading tradition. The ringing bells and alternately flashing lights lend realism and appeal to your layout. They'll brighten up your business.

MINIATURE TRAIN & RAILROAD CO.
BOX 111, RENSSELAER, INDIANA

www.americanradiohistory.com
Kiddielands Are Here To Stay

By WILLIAM DE L'HORBE JR.

Everyone wants in on great business—ride manufacturers deluged with inquiries—they're depression proof

It's no secret any more. The news is out. They've discovered gold—Mike Doolan, Art Fritz and a gay array of others, not to mention several others who have hit the jackpot. Amazing stories of their spectacularly successful operation of kiddielands has flashed from coast to coast. To hear the statesman-delegates open their gates for a few hours a day and hire trucks to cart the goods to the banks. Now everyone wants in. Manufacturers are deluged with thousands of inquiries. Real estate operators are besieged with requests for locations.

Like miniature golf, the kiddieland craze came like a flash. Now everyone is asking, "Will it die like miniature golf? Can it possibly last?"

Many, supposedly in the know, predict its quick demise. Others predict an even rosier future.

Future Assured

The author, who travels more than 100,000 miles annually visiting these kiddieland operators, believes the future of kiddielands is definitely secured. On what do I base that statement?

First, let's consider the kiddie population. Current government reports 3,715,000 babies were born in '48. The baby buggy business is more than 400 per cent ahead of 1940. The census bureau statistics indicate a 10,000,000 population increase by 1955. There are 11,600,000 children in the elementary schools this year. The estimate for 1950 is 20,000,000 and for 1955 the estimate is 25,600,000. Some predict kiddielands will be on every corner like miniature golf courses during that cruise. I believe not. Miniature golf courses could be built for from $5,000 to $15,000 and on an area from a few square feet on up. Not so with a kiddieland.

Good Locations Rare

Surprising as it may seem, and contrary to the general belief, not as many kiddielands are being opened as seem to be. Some have hit the jackpot. Good locations of sufficient size are rare. The most satisfactory locations are in neighborhoods protected from such operations by zoning restrictions. The best locations, when found, usually are too costly for kiddieland usage because of the amount of land involved. Rides, in ample number, require a tidy sum and electrical service and many other vital items skyrocket the total.

The price of a complete kiddieland, ready for tiny-tot patronage, begins at the almost impossible minimum of $10,000 and increases to $100,000 and upward for the average good installation, with over $100,000 being devoted to the extra special establishments.

About 90 per cent of the would-be operators are foreign to our industry and soon become confused and discouraged by the problem of getting started. They soon drop out of the picture.

Part of Child Life

Adult forms of amusement change with the times. But the kiddieland provides a basic part of a child's rearing. This need will continue. The kiddieland is tied to that destiny.

Leading park owners always have catered to children, often without a profit. But today a kiddieland is considered a major department in every park. And it is looked to for a major contribution to the yearly net earnings of a park.

Now another question arises. Will a depression kill a kiddieland? I am convinced that, properly presented and managed, kiddielands are depression-proof. Children, at all times, have first call on the family fortune. No matter how bad conditions may be, sonny will pay his regular visit to the neighborhood kiddieland with mom and dad. Sonny's pleasures and self-development will come before many other items on the family budget.

Depression-Proof

Depresses—plagued kiddielands, with but a fraction of the investment of a major park, with the added advantages of low overhead, maintenance and operational costs and with good community relationships, with low ticket prices and volume business, survive any depression.

Major ride manufacturers are aware of the future of kiddielands and currently are devoting a sizable amount of money, time and plant facilities to the development of equipment essential to the future success of such enterprises.

Safety Top Item

Safety is the top item with these manufacturers. It comes even before consideration of price and eye appeal. More important, from a survival standpoint, is being placed on the inclusion of rides that freely and comfortably carry parents and older children, because this type of patronage accompanies sonny to the park. The "older" folks not only welcome the excuse to "ride along," but also frequently provide a major portion of the gross income.

A well-operated kiddieland, with reasonable dressing up, is a vital unit of juvenile development, comparable in value to the school and Sunday school.

Kiddielands definitely can be considered here to stay.
INCREASE YOUR 1949 PROFITS
WITH OUR
OCEAN WAVE RIDE AND KIDDIE BOAT RIDE

A "must" for all carnivals and parks. Entire families will ride, young and old. Also opens up an opportunity to ride the group who hesitate at extreme thrill ride. Tested with gratifying results—over $100.00 an hour. 72 seating capacity. Beautifully painted, brilliant fluorescent illumination. Entirely portable, fully equipped for operation. Place your order now.

We also manufacture Adult and Kiddie Chairplanes and Kiddie Airplane Rides. Our 1949 Kiddie Airplane Ride features a fluid drive system.

WRITE, WIRE OR PHONE FOR CATALOGUE

SMITH & SMITH SPRINGVILLE, NEW YORK

THE KIDDIE BOAT RIDE ★ SENSATION OF THE SEASON

OVER 50 LEADING PARKS AND CARNIVALS HAVE INSTALLED THIS RIDE

CARRIES 30 CHILDREN ★ SELF LOADING ★ ONE MAN OPERATION ★ EASY TO INSTALL

1949 PARK MODEL, twin electric motors, push button, timer controls. Bells, flags and plastic steering wheels.

CONSTRUCTION, marine plywood, same as government PT boats. Gasoline driven at no extra cost. PORTABLE tanks available.

PRICE $2,250, DELIVERED FREE OF CHARGE to any point east of the Mississippi River BLUEPRINTS furnished for tank construction

NOW IN PRODUCTION—a new Channel Boat for Palisades Amusement Park, Wildwood, New Jersey, and Idora Park, Youngstown, Ohio.

NEW KIDDIE AIRLINER SWING, 30 capacity, fluid drive and worm gear reduction drive mechanism.

NEW MINIATURE TRAIN, THE KIDDIE CHOO-CHOO—fluid drive—electric and gasoline.

NEW KIDDIE-ADULT ROLLER COASTER—prefabricated—ready to set up.

ALL AT ASTOUNDING LOW PRICES

TESTED—TERRIFIC $ $ AMERICA'S FINEST

RED, WHITE AND BLUE MOTOR BOATS
AMUSEMENT DEVICES
MANUFACTURING AND SALES MEMBER
NATIONAL ASSOCIATION
AMUSEMENT PARKS, POOLS & BEACHES

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MIAMI, FLA. Phone 48-5773

The Billboard Outdoor Equipment Review Page 11
Oleson Turns Night Into Day

Outdoor showbiz illumination problems licked as "We Light The World" operation spreads

By DEAN OWEN

From the past 30 years "We Light The World" has been the slogan of Otto K. Oleson, and while none of his portable $400,000 candlepower searchlights has put Old Sol out of business, there are few outdoor attractions in the U.S. which have not been benefited by his ability to turn night into day.

From humble beginning in 1919, with two surplus army searchlights and five employees, Oleson of Hollywood, has grown to become one of the largest firms in the showing business.

Spectacular illumination, as Oleson calls it, was born in 1920. A friend hinted something that would attract customers to his showrooms where the new Star auto was on display.

"Otto, this has got to be different. It's got to set people talking."

Built Generator

It started people talking, all right. With his two army searchlights, Oleson went to work and built a portable generator. When he jacked a Star to the showroom roof and put two wax figures in the front seat, an old fire engine and a wind machine completed his layout.

The night when the citizens of L. A. saw searchlight beams sweeping the sky, they dropped everything to come in on the show. Where they drew near they were rewarded with a glimpse of the car on the roof, with spinning wheels and wind blowing hair and scarves of the two wax figures in the front seat. For all the steam from the antiquated fire engine rose like a cloud around the illuminated auto and it was the appearance of being suspended in mid air.

From a sales standpoint the stunt was a success, but Otto found it difficult to make one to see the possibilities. Not long afterward when Sid Grauman opened his Egyptian Theater on Hollywood Boulevard, he insisted Oleson repeat his performance for the world premiere of Robin Hood, starring Douglas Fairbanks Sr.

Grauman Pleased

This time, of course, there was no Star, or fire engine, or searchlights. Oleson had more searchlights and generators on hand. Thousands were attracted to be the theater by those beams lancing the sky. Grauman was satisfied — it was the birth of Hollywood premieres as we know them today.

Oleson's business and his lights did almost as much to publicize Hollywood as did the motion picture industry.

The all-time tops in premieres, Oleson recalls, was the opening of Howard Hughes' Hell's Angels at Los Angeles Theatre in the early 30's. For that one he shot the works, with 299 searchlights, adorning balloons and smoke screens across the sky, on which the words 'Hell's Angels' were projected.

Today, a hang-up joint doesn't open in Southern California without one of Oleson's portable generators. Today, when use of outdoor lighting followed the miniature golf craze in Los Angeles, Oleson was on hand practically every night to the accomplishment of the Oleson candlepower, that, food carted reading advertisement was for them. Now the practice is confined to no special field.

Born in Denmark, Oleson came to this country in 1911, as a graduate of the Institute of Technology, Copenhagen.

Arrives in Hollywood

The following year he arrived in Hollywood where the town's first motion picture, The Square Man, was being filmed. In those days studio lights were floodlights, and the canvas curtains were used so as to take full advantage of sunlight. One of Oleson's first jobs was to make sure that, the sunlight was suddenly obscured by a cloud. filming had to be suspended until the sun was back again.

After one look at the idle cast and cameraman, Oleson rapidly calculated and computed just how much was being lost by the company each year due to a capricious Mother Nature. When he quoted the figure, the director shrugged and said, "You invent some method to clear the sky and you'll be rich."

"Why depend on the sun?" Otto asked.

"You mean use electric lights? It can't be done. There isn't a light powerful enough to replace the sun."

"I'll build you one," Oletson replied. And he did. From the day the first Oleson light appeared on a shooting stage, Hollywood forgot about sunshine for interior shooting.

Does Bridge Lighting

The largest temporary installation in the world of the Golden Gate Bridge, San Francisco, in the mid-30's was by this Oleson equipment — for the first seven years he had the field to himself — and other lighting companies declared he had really gone off the deep end to attempt illumination of this bridge. "It couldn't be done," they said.

EXPERIENCE HAS SHOWN that outdoor attractions have more appeal after dark, due to the ingenuity of lighting engineers. Shown here is a picture of the San Diego Exposition, with two artificial lakes and the Speckles Organ Building in the background.

Undaunted, Oleson went to work and by the time dedication day was at hand the huge steel and concrete structure was lit with eerie cross beams of 500 searchlights, fed by an estimated 36 miles of cable. Desiring a bird's-eye view of the show, Oleson climbed to the top of one of the 800-foot towers. It was his most harrowing experience, he recalls, for the tower, built to sway in an eight-foot arc to take up the shock of buffeting winds, seemed to lean out over the bay. At any moment he expected to be catapulted into the Golden Gate. Since then he dogged his looking from the ground, except when he takes to the air for a hurry-up installation Job in some far corner of the country.

Job Too Tough

"Only one time in his career was he glad it couldn't be done." With a smile on his face, he said, "a wire from the State Chamber of Commerce to put on an illumination for the proposed dedication of Mount Lassen, the extinct volcano, as a national park. The plan was to throw the illusion of an actual eruption to thrill the spectators.

Armed with the dream of the prop man, he worked out a plan whereby with 24 lights and 80 tons of spark powder he could produce the desired effect. While his bid for the job of $25,000 was under consideration by State officials, Oleson decided to look over the site of his man-made eruption. It would be a difficult job, he saw immediately, for all equipment would have to be snaked up the mountainside. That was no particular worry, however, as he had taken care of the expense in his estimate.

But while surveying the raw hole in the earth he had a narrowing thought. Just supposing that while his men were down in the crater, something happened. Lassen was extinct, so they said, but what if the weight of those gases in the mountain, which, until the past, presumably dead craters might be estimated by scientific theory with a sudden explosion of flame and lava.

Faced With Problem

With the possible dire consequences of the project fully in his mind Otto Oleson began to fret with his new head of Mount Lassen. When he was faced with a problem — if the State accepted his figure he was stuck with the job. It was almost with joy, however, that he received a wire which stated in effect that all their money possible to raise for the stunt was $21,000. Would he take it? Ordinarily, Oleson says, he might have shaved his price, but not this time. It was 50,000 or nothing. The job followed several anxious days, for an attempt was being made to raise the money. It was said a profound relief that he received word that the stipulated figure could not be met. And, of course, there were the customary regrets from the State Chamber of Commerce that the plan would have to be abandoned.

Two years ago he was invited to address the annual convention of the Western Fairs Association; his speech, given at that meeting, has now revitalized the bibble of illumination for outdoor show business. Copies of the speech were mailed to all WFA members. So great was the demand it has since been reprinted three times. Shortly afterward he received a bid from a Midwest fair manager's association to address that body on the problems of outdoor lighting. However, business commitments prevented his acceptance, but a copy of the WFA speech was read to the assemblage.

Used "Fireflies"

An Oleson innovation that has received wide acclaim is his device for building thousands of small colored globes wired in sequence with remote control dimmers. This was first tried at the world famous Hollywood Bowl, of which he has been a director since its opening in 1929. Something spectacular was needed for the late Max Reinhardt's open-air production of Mid-Summer Night's Dream. The spectacular was achieved when Oleson surrounded the Bowl's 65 acres with his "fireflies."

Soon after he repeated the performance at the San Diego Exposition (1935-36), where he did the total lighting installation. In order to give full play to illumination he built artificial lakes across the grounds to reflect the thousands of colored lights. For the first year only $30,000 was spent for lighting, but when a poll was taken, patrons placed illumination third on the list of attractions. The following year $150,000 was spent for lighting, with $30,000 going first place in the poll.

For the job he had 35 submarines at his disposal. In addition, Oleson decided to change lighting colors every 15 seconds.

Created Stir

This outstanding lighting job created a stir in the Thunderbird, at the time the Bowl was on the point of opening his
Texas Centennial Exposition, called to duplicate the San Diego illumination job at Dallas.

"You won't get the same effects," Olesen told him, "because you won't have enough trees."

"You worry about lights, I'll worry about trees," was the retort.

By the time Olesen started his installation the intrepid Ross had a young tong of boxwood trees set cut and ready for the lights. Many times since, Olesen has worked with him, one of the most notable occasions being the San Francisco Exposition on Treasure Island in 1939, when he lit the Billy Rose Aquacade. That, however, wasn't Olesen's only job at the expositions. He lit the Cavalcade of the Golden West, together with a large section of the exposition grounds.

**Santa Claus Lane Is Favorite**

Of all his achievements probably the one closest to his heart is Santa Claus Lane, Hollywood's famous Christmas spectacle, which is 100 per cent Otto K. Olesen. It was first staged back in 1921 with a few lights and a Santa Claus float. It was Olesen's idea to have the float tour Hollywood Boulevard each night for the 25 days preceding Christmas as a publicity stunt.

Of the citizens who witnessed that initial effort, few if any, realized opening night in a recording years would some day nourish the event to national importance with the Pasadena Tournament of Roses and the New Orleans Mardi Gras. On the mile long parade route between Vine Street and La Brea Avenue over 100 sheet metal hoods, cut to resemble Christmas trees and covered with lights, are placed over light standards. Over 50,000 globes are used in this display.

As an indication of how the event has grown, one need only compare the crowd of 5,000 in 1921 to the 15,000 to 20,000 who witnessed the 1948 parade, which featured most of Hollywood's top film and radio stars.

For years Olesen equipment was sent to Sarasota, Fla., the Ringling Bros. and Barnum & Bailey winter quarters. He lit the old Al Jolson Christmas show in New York City, and has been taken over by Ringling. Such shows as Clyde Beatty still carry Olesen illumination along with a good share of the nation's carnivals.

Even "Oscar" winners take their annual bows in an Olesen spotlight, for he has handled Academy Awards presentations every year since 1939.

**Fly-O-Plane**

Nearly streamlined, 60% faster loading. More action than ever.

**Octopus**

A consistent money maker and a standard ride on every midway.

**Rolloplane**

The sensational crowd magnet on every lot and park.

Submit your inquiry today to ensure prompt delivery for the new season. Airmail or telephone for complete information.
Parkmen Spend Freely To Fix Up Funspsots

WHEN the amusement park season opens this year, patrons visiting the various funspsots throughout the country will be looking at something like $2,000,000 in improvements.

A survey of "What's New at Your Park This Year" revealed that park-owners have dished out their dollars freely for new rides, ballrooms, roller rinks, shrubbery, swimming pools and, of course, the usual repairing and repainting.

Sum spent for improvements this year ranged from $500 for painting in a small park to the $800,000 reported spent by Palisades Park, Palisades, N. J.

Rides and equipment of various kinds took the greater share of the parkman's money, the survey showed. Palisades led the list in money spent and in the number of rides. Anna Halpia, manager and treasurer, reported the Eastern spot, owned by the Rosenthal brothers, Jack and Irving, added the following new rides this year: Tunnel of Love, being built by the park; Miniature Trains, purchased from the Miniature Trains & Railway Company; new boat ride including 40 new boats, purchased from the Red, White & Blue Motorboat Company; a Hurricane, bought from Allan Hess; Shell Company; Flying Dus, from Bish-Rocco; Boomerangs, Med.Vilt; a Tilt-a-Whirl, from Sellner Manufacturing Company, and 48 new Scooter cars from Liston Bros.

Purchase Century Flyer

Rockaways' Playland, Rockaway Beach, Long Island, N. Y., reported expenditures of between $350,000 and $200,000 for rides and various other improvements. The Rockaways' purchased a Century Flyer from National Amusement Device Company, a Whip from F. W. Mangels & Company and four kiddie rides, the latter from National Amusement, Mangels and Bish-Rocco. In addition, A. Joseph Gsell, president of Rockaways', reported new front sets were built for the Coaster, Whip, Mystery House, Rocket, new art work on the Merry-Go-Round and plenty of neon and electrical work done.

Close on the heels of Palisades and Rockaways' for spending honors was Lagoon, Farmington, Utah. The Rocky Mountain funspot purchased a Funn-Cycle from Walter Nilsen and a kidsie jet ride from Bish-Rocco. But that wasn't all. The Lagoon spent most of its money on the pool and beach house. The total cost of rides and pool was over $150,000, R. E. Freed, manager, reported. The pool will have a new diamante filter, designed by R. N. Perkins.

Schloss Spends $50

Leonard B. Schloss, vice-president and general manager of Glen Echo Park, Glen Echo, Md., reported spending $85,000 on new rides and various other improvements at his park. New rides include a Jet Aéro, purchased from Bish-Rocco; a Whip from W. F. Mangels; a boat ride from E. F. Shultz, Ltd., a Tilt-a-Whirl, from Sellner Manufacturing Company, and 48 new Scooter cars from Liston Bros.

THE LEADING FLAT THRILL RIDE ON MIDWAYS ALL OVER AMERICA

The 717-A-WHRIL Is a Ride That Calls Again and Again for "Just One More." This is the Result of its

★ Public Appeal ★ Stability ★ Good Quality
★ Other Important Features Are Its ★ Portability ★ High Class ★ Earning Power

SELLNER MFG. CO.
Faribault, Minnesota
according to J. L. Pemnich, new improvements at Fairyground park this year will hit around $50,000.

Twenty Ske Ball alleys, installed by Philadephia Tengan Company are another park, and a kiddle buggy, bought from the National Amusement De-
vice Company, are the new rides purchased this year by Rocky Point Park, Warwick Neck, N. J. In addi-
tion, the spot is building a new shore dinner hall, a house for the Scooter ride, general repair-
ing and enlarging the general park area. Total cost: $175,000.

A Dodgem, purchased from the Dodgem Corporation; a Fire Engine ride from Fino Bros.; a new Air-
plane, Merry-Go-Round and a Roller Coaster building would run around $60,000, he said.

Here are the improvements listed up and down the country:

IDORA, Youngstown, O. — New Scooter, new motor boat, new Fairground office. Total cost: $65,000.

CIRCLE PARK, Hamilton, Ind. — New diving stand and keeper, new kiddie playground. Cost: $5,000.

BOULDER PARK, Cortu, N. Y. —5,000 Portable landscoped park. Cost: $8,000.

THICKET PARK, N. Y. — Two television theaters, new restaurant, new steam room, new Allan. E. MacNeil, director of

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Shuffleboard Promotion Tops

Manufacturers now set to go ahead with

- full-scale plans for parks, pools and beaches—game soon may rival bowling

By TOM MCDONOUGH

ALTHO the basic game of shuffleboard is far from new, it has recently become a big commercial enterprise during the past 11 months than in its previous period of existence. Closer promotion is the main reason for this sudden rebirth of interest.

Since the sudden rapid rise in the amusement game field most of its early expansion has been confined to type locations, such as neighborhood taverns in the heavily populated cities. Manufacturers say tavern spots were used for experimental purposes and they are now set to go ahead with full-scale plans in outdoor locations such as parks, pools and beaches—especially in arcades associated with these types of locations.

Craze Started In 1948

Just why the shuffleboard craze got under way in Southern California in May, 1948, is hard to explain. With most segments of the amusement business going into a slow war leveling-off period at that time, especially on the West Coast, manufacturers say it looked as though shuffleboards would have had a brief, successful run but would have been spacecrafted out of business when coin machine locations, as was the case, when over-all coin grosses were slipping and in areas which were laboring under legal bans on coin amusement games, shuffleboards turned up.

In many ways the recent success of shuffleboards has paralleled the boom in other game in the '30s and is still going strong.

May Rival Bowling

Naturally shuffleboard has not progressed that far. But if it continues to advance, and long enough, too much time will elapse before shuffleboard players will rival bowlers in their zeal for the game. Already shuffleboard leagues have been formed in Chicago, New York, Los Angeles, and others. The groundwork is being laid in other cities, large and small, for additional leagues and tournament set-ups.

For parks manufacturers recommend the establishment of shuffleboard courts where large boards may be placed simultaneously.

The regulation boards measure 22 feet, contain a variety of solid wood surfaces—polished maple, composition plastic and formica and masonite, to cite a few. The multi-board arrangements particularly to parks because it gives potential new players a chance to see some of the more experienced action and also permits several groups of players to play at one time. At the smaller types of reuse, rebound shuffleboards are more popular than those using similar mobile units. Knowing arcades are pressed for space, manufacturers point out that the tables capture most of the action of the regulation boards but occupy approximately the same amount of space at the average arcade game on location.

Hold Interest

Shuffleboard patrons point out that the game has all the major elements to attract and hold the interest of many of the players. It is easy to understand, can be played by both young and old, and stresses skill as well as a knowledge of the playing angle. Cost to players is small.

On a regulation board when two players are playing, the average score is 10 cents, which gives the right to play three pucks or weights each. Players are prevented from sliding their own puck to the other end of the court. This is divided into one, two, or three sections. Players getting pucks near the end of the playfield score the most points. To score a point, a player must slide a puck to the very end of the three-point zone and add the number of pucks on the last end of the playfield.

Doubling is similar, except that when doubling, players play one each and are divided into two teams. The team scoring 21 points first wins. When all pucks have slid their pucks to one end of the playfield and all points have been scored on score sheets provided by the operator, the two players or two teams must slide the pucks from the playfield and slide them to the opposite end, since both ends are marked players.

Scoreboards Available

In addition to manual scoring and handing over the players' fees to the operator, there are now available full-scale machines which many players contend help to speed the game. The most attractive boards feature dual-sided glass panels which record the progress of the players. Each player must press a button which corresponds in color with the puck that he has put on the board. The score is recorded at each end of the playfield. The next player may pick up the button from that end. With the coin playfield, players insert a coin or token, which is turned to the scoreboard, which is usually placed over the middle of the playfield, and in all other cases, in an area where the player is faced with the movements of the puck in play.

There are many games which have playfields which vary in length from 7 to 11 feet. Several manufacturers have various types of good rubber which rebounds the puck back to the players' ends. All the action of the large boards may be captured by players judging

WITH SHUFFLEBOARD really taking hold on folks throughout the country, factories have stepped up production. Here is a factory scene, showing men putting the equipment for the latest "craze" together.

the spring action of the rebound surface correctly, except that the pucks in play move in two directions on a rebound table and in a straight line direction on the full-size boards. Rebound shuffleboards usually are manufactured with a coin-operated scoreboard built in as standard equipment.

Prices Vary

Prices on regulation boards vary from $656 to $694 f.o.b. Coin-operated scoreboards may be purchased for between $149 and $295. Most rebound games with built-in coin scoreboards are marketed for about $305. Actually prices on shuffleboard equipment have held the line during the past 11 months simply because of the demand has been at peak. Practically all firms are making immediate delivery, a fact induced by the total number of manufacturers in the field which now numbers in the neighborhood of 30 companies, compared with 8 producers a year ago.

Production of shuffleboards is for the most part a matter of mass production. All component parts of the table itself, in the case of maple or oak or iron-finished cabinets and top grade components, can be and are attached to the cabinet in such a manner that all parts of the finished board are made out of wood. Many of the manufacturers have set up schools for new shuffleboard operators to help them grasp the ins and outs of proper shuffleboard maintenance and resurfacing of hardwood tops.

There is no problem in taking proper care of shuffleboards once the operator has seen experts in action. Schools for shuffleboards will help operators learn a lot of short cuts. Some operate seminars featuring plastic formica or masonite tops since they require less maintenance than hardwood tops and are said to resist alcohol, cigarette smoke, etc. From the cost, they are supposed to be warp-proof. But in the field, operators report that boards have their own followers, and where one surface has certain favorable points it also may have an equal number of unfavorable ones, and in the end it is mostly a matter of operators' and players' preferences.

The types of promotion used in several metropolitan areas to stimulate interest will soon be applied to typical outdoor and arcade locations. It has been the experience of National Shuffleboard, Orange, N. J., Standard Shuffleboard, Perma Top and Chicago Shuffleboard that regular players are anxious to enter individual tournaments as well as join league teams.

The usual build-up to a tournament is the sending of expert players by the manufacturers to a specific area for demonstrations to novices.

Concentrate on Ladies

In recent months board producers have been concentrating on the fair sex for added trade. This is already beginning to bear fruit, as established shuffleboard locations have reported that the number of women now playing shuffleboard has doubled in the past weeks. Some of the future targets for promotion are high schools and colleges. These young people say that intramural tournaments will be the first form of this promotion, and if successful, interscholastic and intercollegiate matches will be held.

Shuffleboard manufacturers are looking forward to improved business this year. Most of last year, they point out, was spent in creating interest and now that all areas of the country have at least a working knowledge of shuffleboards, a natural growth will take place. In addition promotions designed to keep the game before the public in every way possible are being planned.

A list of shuffleboard manufacturers follows:

THE Royal SHUFFLEBOARD

"KING OF THEM ALL"

IS A MONEY-MAKER IN ALL AMUSEMENT FIELDS

If you are looking for a Shuffleboard of outstanding
in design, appearance and construction!

If you want a playing field of mirror-like smoothness and
unsurpassed accuracy, permanently free of any possibility of
warpage!

If you want to avoid the costly headaches of upkeep and
replacements of many of the Shuffleboards which flood and
plague the market today!

"ROYAL" is Your Answer

Insure Your Amusement
Profits With the
"ROYAL"

Here's what the "ROYAL"
SHUFFLEBOARD means to you

- Definitely assures location popularity.
- Greatly increases your volume of sales profits.
- Creates enthusiastic new customers... peps up regulars.
- Gives sporting relaxation that stimulates spending.

THE "ROYAL" IS SELF-ENTERTAINMENT FOR CUSTOMERS... BY THE CUSTOMERS... AT YOUR PROFIT

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FERRIS WHEELS
CHAIR-O-PLANE
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SILVER STREAK
OCOTPOS
RIDE-O
ETC.

IMMEDIATE DELIVERY

SURELITE GENERATORS
FROM 2 KW. TO 100 KW.
Canvas, Manila Rope Plentiful

“LET’S yet a, all biggest Indications.
LITTLE DIPPER
A thrilling ride that’s safe — even for the tiny tots. Easy to steer, dainty and transport. Brilliantly lighted.

KIDDIE AUTO RIDE
Streamlined cars. Fluid Drive for fast, smooth starts and stops. Push-button controls.

KIDDIE MERRY-GO-ROUND
Compact and lightweight. Has 20 cast aluminum jumping horses, 2 chariots, Fluid Drive mechanism.

CANDAS is back and the tent manufacturers have got it!
That is the good word for carnival and circus owners, concessionaires and anyone else in outdoor show business who needs a new top this year.

Thru the war and up to last year, textiles, Manila rope and other things going into the manufacture of units were hard-to-get items, to put it mildly. This year, however, the picture has changed.

A questionnaire sent out by The Billboard to tent manufacturers throughout the country revealed this year’s story is one of material aplenty, new colors, new flameproofed goods, ability to fill orders promptly and stability of price.

Materials Cost Up
Retail prices have not advanced over a year ago, according to most of the manufacturers, despite the fact there has been a slight increase in rope and raw cotton fabrics. As one manufacturer put it, “There has been that increase in material, but we haven’t added to our cost. As a result, our percentage of profit this year is less than it was three years ago.”

While material, in the main, is plentiful, there is a “blue” note in tent manufacturers’ song. That is that good textile material still is hard to get. First-class mills, the manufacturers report, are about three months behind in their orders for Grade A cotton. The textile mills are producing the good cotton, but manufacturers are forced to wait for their orders.

Manila rope, unobtainable during the war, made its first real appearance last year, but it was at a premium. This year it is available in quantity.

“Manila rope is available...”

for SPRING DELIVERY

Bowers 1949 Streamliner
TODAY’S MOST PRACTICAL ELECTRIC TRAIN RIDE
—CHECK THESE FEATURES—
* Goes up or down in 30 minutes
* Operates by one person from ticket box
* Leads on small two-wheel trailer
* Runs in new type track with regulation 3-lb. rail
* Precision built in modern machine shop
* A product of years of combined experience in the manufacture and operation of Amusement Equipment.

PRICED AT ONLY $1,500.00
F. O. B. Factory
INCLUDING PENCE AND TICKET BOX
for complete information write or wire:
K. Max Smith Enterprises
BOX 217 RUSSELLS POINT, O.

“The choice of successful concessionaires everywhere
Sturdy construction, glamorous new design plus a powerful driving unit add up to a truly fine ride made fast. Dodgem is the favorite ride at all beach and vacation resorts, with operators reporting more repeat rides than ever before. Successful operators know the value of the Dodgem name. You can buy Dodgem with complete confidence. Confidence in its own winning appeal and confidence in its design and rugged construction. The new Dodgem models are kitted to a new thrill in engineering and performance to give you a truly fine amusement car — powerful, beautiful, easy to handle, easy to operate and maintain. See Dodgem, Buy Dodgem, Operate Dodgem — watch your profits multiply.

DODGEM CORPORATION
LAWRENCE, MASSACHUSETTS, U.S.A.

April 8, 1949

Buy Easter Seals From the National Society of Crippled Children and Adults

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in all sizes and should be demanded by the public,” one manufacturer said. “It is not necessary to use such substitutes as jute and sailcloth as was the case during the war.”

Lighter Compound

Regarding the new flameproofed treatment, the new compound applied to canvas is 20 per cent lighter than that used a year ago. This reduces the weight of the canvas and makes it easier to handle. This, in itself, is a big improvement. The compound used last year, one manufacturer reported, made tents heavier and hard to handle. It increased the weight of the canvas over 40 per cent of its original weight.

Flameproofed canvas can be had in a variety of colors this year, something that wasn’t true a year ago. O. Henry Tent & Awning Company, Chicago, for instance, this year is featuring a new shade of green in flameproofed material, according to Bernie Mendelson, co-owner of the O. Henry org. Also available this year is a khaki color comparable to the buff color that was popular a few years ago, Mendelson said.

John J. Deus, president of Anchor Supply Company, Inc., Evansville, Ind., reported that fancies-colored inside trim is being used more this year to produce attractive tents. He said colors this year are faster, and better treatments for water and mildew resistance are being used.

Glass-Plastic Cloth

Glass-plastic coated cloth is available this year, reported E. W. Sweeney of J. A. Mamayor Son, Pittsburgh. Regarding material, he said there was no shortage, “But there’s no surplus either.”

William H. Bode, secretary of 3 Dimensions, Chicago, reported their prices this year are less than a year ago, although he did not elaborate.

“Most small tents are coming out in old standby khaki. The trend now is toward solid blues and other colors is not as strong this year, as the colors go down pretty bad after the first season,” reported John M. Collins, of the company bearing his name, Shawnee, Okla.

Regarding the business outlook for the year, opinion was divided. Some said early indications are business would be a par with last year, while others reported business ahead. In the latter category fits Mendelson and his O. Henry org. Mendelson said their business to date is running ahead of last year. “In Florida this year, I booked 50 per cent more business than a year ago.”

Lists Some Orders

To back up his statement that O. Henry’s business this year is ahead of last year, Mendelson told of some orders filled, or being filled, by his company:

- Dales Bros. Circus—Big top, Side Show, and unmarked.
- John Pawling Three-Ring Circus—Big top, banners, and part of Side Show tent.
- Cole Bros. Circus—Morgenie, Side Show, and pad room.
- World of Mirth—New show tents for back end of midway.
- Royal American Shows—New Side Show tent, 40 by 140, with special designs.
- J. J. Kirkwood Shows—New concession line-up for both Zoltan, Prell’s Broadway Shows—New Girl Show, Side Show, Side Show banners, and Jig Show.
- Jack Gilbert, concessionaire—Complete new line-up of concession tents.

Other manufacturers failed to list definite shows or persons for whom they made, or are making, new tents. But many manufacturers reported business this year ahead of last year; this would seem they have plenty of orders.

BEETTER BUSINESS

GUARANTEED!

Rain or shine this deluxe, mobile sound system, complete with record player, will keep your show going. The all-weather projector is hermetically sealed and the speaker driver units are constructed to withstand even the harshest weather. No doubt about it - this Lafayette sound system will never get temperamental on you.

Set up on a sound truck, indoors, or on a midway, Lafayette’s Deluxe mobile 18 Watt system is your guarantee of sound perfection. Universal mountings permit you to place the projectors stop sound trucks, speaker platforms or towers.

Not only the features, but the low, low price too, deserves a star billing. Think of it — for only $155.85, you get a mobile 18 Watt Amplifier (GUARANTEED FOR ONE YEAR), 21" Weatherproof projector horns, two super-power 22 Watt driver units with 70 ft. of speaker-cable, microphone with 20 ft. of cable and all tubes necessary for operation! All you do is plug it in!

LAFAYETTE SOUND SYSTEMS

Radio Wire Television, Inc.
106 Sixth Ave., New York 13
24 Central Ave., Newark 2
901 W. Jackson Blvd., Chicago 7
115 Federal St., Boston 10

LAFFY FAYETTE

SOUND SYSTEMS

April 9, 1949

Rain or shine this deluxe, mobile sound system, complete with record player, will keep your show going. The all-weather projector is hermetically sealed and the speaker driver units are constructed to withstand even the hardest weather. No doubt about it — this Lafayette sound system will never get temperamental on you.

Set up on a sound truck, indoors, or on a midway, Lafayette’s Deluxe mobile 18 Watt system is your guarantee of sound perfection. Universal mountings permit you to place the projectors stop sound trucks, speaker platforms or towers.

Not only the features, but the low, low price too, deserves a star billing. Think of it — for only $155.85, you get a mobile 18 Watt Amplifier (GUARANTEED FOR ONE YEAR), 21" Weatherproof projector horns, two super-power 22 Watt driver units with 70 ft. of speaker-cable, microphone with 20 ft. of cable and all tubes necessary for operation! All you do is plug it in!

LAFAYETTE SOUND SYSTEMS

Radio Wire Television, Inc.
106 Sixth Ave., New York 13
24 Central Ave., Newark 2
901 W. Jackson Blvd., Chicago 7
115 Federal St., Boston 10

LAFFY FAYETTE

SOUND SYSTEMS

April 9, 1949

Rain or shine this deluxe, mobile sound system, complete with record player, will keep your show going. The all-weather projector is hermetically sealed and the speaker driver units are constructed to withstand even the harshest weather. No doubt about it — this Lafayette sound system will never get temperamental on you.

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LAFAYETTE SOUND SYSTEMS

Radio Wire Television, Inc.
106 Sixth Ave., New York 13
24 Central Ave., Newark 2
901 W. Jackson Blvd., Chicago 7
115 Federal St., Boston 10

Free Sound Systems Catalog!
THE RICHARDSON
LOW
10
STAR
And
Tea
or
11
Chicago
MFG.
Top
TRAILER
Coach
Billing
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Insulation
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Travelite
2730
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www.americanradiohistory.com
Trailer
Trailer
Minn..
FOR
Spotlight

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years,
tanks are
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bathrooms.
Many
development
of
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equipped,
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operators

tow
air.
the
is
clean
of
air.
flexible metal

Heaters Vary in Size
Hot water heaters vary in size from three to eight gallons. Coaches equipped with shower or tub usually demand the larger heaters, all of which are thermostatically controlled. Trailer-contained water tanks have been eliminated because (1) they interfere with proper weight distribution of the coach when in transit; (2) the sealed tanks are difficult to clean, and (3) many States prohibit water heaters because of possible contamination.

Even water connections have been improved. Many trailer owners and park operators have replaced the standard rubber hose with a flexible metal hose. The metal hose does not kink, withstands much greater pressure and will not deteriorate in the sun.

Heating Improved
Trailer coach heating has kept stride with other improvements. The thermocouple control of temperature is standard equipment in many models and is optional equipment in others. Larger blowers have resulted in better circulation of air. At least one popular heater provides a direct intake for outside air. Living room and bedroom are controlled separately. Several manufacturers have used a newly developed heating system similar to the radiant heating found in many homes. Carbothermic controlling the flow of oil in heating stoves have been considerably refined and simplified.

Air conditioning is optional equipment. Smaller but standard-size all conditioning units have been found satisfactory.

A majority of trailer coaches are using larger refrigerators. Where earlier trailer coach owners were content with a box type, 6 cubic feet storage space, today's purchaser usually requires one with 8 to 10 cubic feet capacity. Many models are equipped with electric refrigerators which will accommodate a 25-pound chunk of ice while the trailer is on the highway.

Bathroom Gets Spotlight in New Trailers

The RICHARDSON
FOR
NEW Regent
1949

THE RICHARDSON
FOR
NEW Sportsman 1949

SEE YOUR RICHARDSON DEALER NOW...

RICHARDSON
TRAILER MFG. CO., INC.
1324 NAPPANEEL STREET
ELKHART 4, INDIANA

THE RICHARDSON
FOR
NEW Sportsman, Jr. 1949

Travelite
COACHES

The STAR Performers
Of The Trailer World...

Top Billing
- Aluminum Exterior
- Big Picture Window
- Sleeps 6 or 8
- Twin and Bunk Beds
- Shower and Bath

- And Space Galore!

Travelite Trailer Co.
of Texas
3700 Hope Ave.
Fort Worth, Texas

Travelite Trailer Co.
4912 Wewatta Ave.
Chicago 11, Illinois

You'll be delighted with the refreshing new Beauty of these Style Leaders of 1940... regardless of the type of country, or miles this season's bookings require you to travel, TROTWOOD is the answer. Handsomely finished inside and out with a brand new smooth enamel exterior which matches the beautiful finish of your car. Easily kept spotlessly clean and shining. Racks with added comforts and larger sleeping rooms. FOUR MODELS—extremely priced, from $995.00 fully equipped, and perfectly arranged for delightful living, with an abundance of room. Light weight on tow car and easy to park anywhere. Be sure to write for literature and name of your nearest dealer. Do it today!

TROTWOOD TRAILERS, Inc., 15 Main St., TROTWOOD, OHIO
(Member Trailer Coach Mfrs' Association)
Kitchen sinks are usually made of stainless steel or porcelain. Larger models have double-basin sinks and many have sinks and drainboard in one piece. Countertop and storage space in the kitchen is larger and more attractive. Many are equipped with fluorescent lighting. Mixing type units are quite compact, hardware, such as towel bars, hinges, knobs and handles, have improved appearance of chrome and other metals.

Bedrooms are larger and more comfortable, too. Larger and improved in comfort. The increased use of mirrors gives the impression even greater size. Each bedroom has one or two closets. Many beds are 48 inches in width, comparing favorably to the usual home bed.

Plenty of Closet Space

Closet, storage and cupboard space is the average trailer is equal to the usable cubic feet of storage space found in many four or five-room apartments.

Living rooms are becoming more and more attractive as manufacturers place more emphasis upon styling. A large number of builders employ experienced professional interior decorators to coordinate the coach and its contents. Great care is being expended in selecting attractive, durable fabric wall coverings, types of furniture and upholstery and general furnishings. Venetian blinds are found in most trailers and many also have drapes. The use of valuable materials in the coach is becoming more widespread.

A distinct trend toward larger piece windows has resulted in greater visibility. Many windows have rounded corners and the use of colored or aluminum adds to the coach's streamlined appearance. Picture windows are quite common and some models have windows the full width of the trailer coach living room.

Better Wiring

Increased safety has resulted from improvements in the electric wiring system. Heavier, more durable wiring has been used throughout. House-type junction boxes are an additional safety factor. The intake system for electric current is uniform throughout the industry. Manufacturers report an increase in the use of fluorescent lighting throughout the trailers. In the larger models there has kept pace with equipment and appearance. In the larger models there are attractive attractiveness

Kitchens, too, have been simplified and made safer and more convenient. The coupler jack has been improved to make easier the raising and lowering of the trailer body. A lower gear ratio in the jack does the trick and eliminates any possibility that the front end of the trailer might drop. Frictional losses have been reduced and a lower gear ratio has made it possible to increase the use of lighter, stronger metals.

Better Paints on Market

Paint manufacturers, working in cooperation with trailer coach manufacturers, have succeeded in developing attractive, durable finishes which, on either enamel or aluminum, are more impervious to all kinds of weather and are less subject to fading. Colored finishes now add to the attractiveness of interiors.

Most manufacturers agree that today's trend is toward the larger family coach. Weights have not varied during the past few years. If anything, today's coach is lighter than in the past. This is due to the increasing use of lighter, stronger metals.

Attention Carries: FIVE ROOMS! COUNT THEM! AND IT TOWS LIKE A DREAM!

Increase Living Space... CUT GASOLINE BILLS

If you're with it you ought to be with Prairie Schooner all the way!

You ought to see this new 33-foot model. Drop us a penny postcard and we'll tell you where you can see it.) It's the first really livable trailer! A five-room apartment! Two private bedrooms! Smaller models also offer exclusive Prairie Schooner living features. Mrs. Helen Kearns of Roby, Indiana, says, "Our Prairie Schooner offers more advantages than any other trailer we've seen yet.

Then you ought to look at the record! After a 1410 mile showdown test an impartial independent tester reports: "I towed three well known trailer coaches over the same route encountering only slight weather variations. I used far less gasoline towing the Prairie Schooner than either of the other two trailers." That's because the all-aluminum Prairie Schooner is the easiest towing trailer on the highway. Savings of 15 to 25 gallons and more on long hops are not at all unusual.

Prairie Schooner is one of the oldest as well as largest manufacturer of trailer homes in America today. Four efficient factories, manufacturing materials purchased in carload lots, using new high-speed machinery have materially reduced the price you pay for a Prairie Schooner!

THE DISTINCTIVE Prairie Schooner

ELKHART, INDIANA - ELKTON, MARYLAND
BERMAN
TRAILERS — TRUCKS
carry the load!

AVAILABLE
Now for Immediate Delivery—A full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for you.

STATE CHEVROLET CO.
EAST ST. LOUIS, ILL.
WORLD'S LARGEST DISTRIBUTORS OF
TRUCKS AND AUTOMOBILES
TO SHOW PEOPLE

"THE SHOW MUST MOVE"

NEW CHEVROLET TRUCKS
GET OUR PRICES BEFORE YOU BUY
"SPECIAL SHOWMAN'S FINANCE PLAN"

STATE CHEVROLET CO.
EAST ST. LOUIS, ILL.

State Rules - Regulations
Governing House Trailers

(Editor's Note: The following digest of trailer laws was compiled by the National Highway Users' Conference, 939 National Press Building, Washington 4.)

Registration Data for House Trailers

<table>
<thead>
<tr>
<th>State</th>
<th>Must Be Registered</th>
<th>Classified as</th>
<th>Paid as Personal Property</th>
<th>Registration Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>Yes</td>
<td>Small Trailers</td>
<td>Yes</td>
<td>Under 1500 lbs. capacity, none; Over 1500 lbs., 50% of owning vehicle's registration fee.</td>
</tr>
<tr>
<td>Arizona</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>$2.50.</td>
</tr>
<tr>
<td>Arkansas</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>1/4 ton capacity, $3.00; 1/4 to 1 ton capacity, $12.00; 1 to 1 1/2 tons, $15.00.</td>
</tr>
<tr>
<td>California</td>
<td>Yes</td>
<td>Recreational Vehicle</td>
<td>Yes</td>
<td>Flat fee—$6.00.</td>
</tr>
<tr>
<td>Colorado</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>Exclusively for living quarters—$5.00.</td>
</tr>
<tr>
<td>Connecticut</td>
<td>Yes</td>
<td>Camp Trailer</td>
<td>Yes</td>
<td>Flat fee—$2.00.</td>
</tr>
<tr>
<td>Delaware</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>Up to 1500 lbs., gross weight, $3.00 per 500 lbs.</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>500 lbs., net weight under—$5.00; 501-1100 lbs., $15.00; 1101-2000 lbs., $30.00; 2001-4000 lbs., $50.00.</td>
</tr>
<tr>
<td>Florida</td>
<td>Yes</td>
<td>House Trailer</td>
<td>Not when registered and paid for</td>
<td>Flat fee—$6.00.</td>
</tr>
<tr>
<td>Georgia</td>
<td>Yes</td>
<td>House Trailer</td>
<td>Yes</td>
<td>1000 lbs., net weight or less—$1.00 over 1000 lbs., $10.00.</td>
</tr>
<tr>
<td>Idaho</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>1000 lbs., net weight or less—$1.00.</td>
</tr>
<tr>
<td>Illinois</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>500 lbs., net weight or less—$1.00; 501-1000 lbs., $10.00; 1001-2000 lbs., $30.00; 2001-4000 lbs., $50.00.</td>
</tr>
<tr>
<td>Indiana</td>
<td>Yes</td>
<td>House Car</td>
<td>Yes</td>
<td>Flat fee—$5.00.</td>
</tr>
<tr>
<td>Iowa</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>1000 lbs., gross weight or less, $1.00; 1001-2000 lbs., $3.00; 2001-4000 lbs., $10.00.</td>
</tr>
<tr>
<td>Kansas</td>
<td>Yes</td>
<td>House Trailer</td>
<td>Yes</td>
<td>Flat fee of $5.00.</td>
</tr>
<tr>
<td>Kentucky</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No.</td>
</tr>
<tr>
<td>Louisiana</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>500-3500 lbs. gross axle weight, $10.00. (Gross 3500 lbs. classified as light trailer, $3.00.)</td>
</tr>
<tr>
<td>Maine</td>
<td>Yes</td>
<td>House Trailer</td>
<td>Yes</td>
<td>$5.00.</td>
</tr>
<tr>
<td>Maryland</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>Based on weight, where and or on pavement, 1% of gross weight, $0.25; less than 1500 lbs., $1.00; 1501-2000 lbs., $3.00; 2001-4000 lbs., $10.00.</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>$1.00.</td>
</tr>
<tr>
<td>Michigan</td>
<td>Yes</td>
<td>House Trailer</td>
<td>Yes</td>
<td>$0.75 per cwt., net.</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Yes</td>
<td>Trailer</td>
<td>No</td>
<td>$5.00.</td>
</tr>
<tr>
<td>Mississippi</td>
<td>Yes</td>
<td>Trailer or Semi-trailer</td>
<td>Yes</td>
<td>$3.00 each.</td>
</tr>
<tr>
<td>Missouri</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>All house trailers—$2.00.</td>
</tr>
<tr>
<td>Montana</td>
<td>Yes</td>
<td>Trailer</td>
<td>Yes</td>
<td>1000-2000 lbs., $2.00; 2001-3500 lbs., $3.00. All house trailers as a fee of two dollars.</td>
</tr>
</tbody>
</table>

Portable Public Address System

Amplifiers—Complete Sound Systems
Write for Our Latest Sound Catalog
A feature system from our line of sound equipment. Compare our quality—compare our prices. RA-18-18 watt system containing:
- 1 F-Way Hi-Fidelity Duplopon Amplifier, Mike and Plate Input—Separate Bass and Treble Control, Attractive steel chassis and cover.
- Automatic Hi-Goos Crystal Mike with Sound.
- Oxford Heavy Duty 12" Alaco VPM. Attractive, Study Carrying Case, All set ready for use on all small and medium sound installations.

Price
Only $51.95

Write for information
Radio Parts Company, 614 RANDOLPH ST., CHICAGO 6, ILL.
Here's an Alma that has Everything!

- The addition of a carnival type trailer to the broad Alma line is due to insistent demand for a modern version of a design which Alma originated and popularized. Thousands of "Silvermoons" are giving good service throughout the country, and Model 80, the first of this new series, definitely reflects the advantages of Alma's huge production facilities...both in quality and price.

Model 80, pictured above, is a tandem. The exterior is bright finished aluminum, including the one-piece, welded sheet aluminum top. It is heavily insulated with "Ultralite" fiberglass.

When you purchase this Alma there are no extras. You get electric refrigeration, hot water, two gas bottles with the regulator, a stainless steel sink, comfortable, well-upholstered salon chairs and harmonizing window drapes as well as beautifully finished interiors.

Get in touch with your nearest Alma dealer soon. Once you get this new Alma you'll agree it's the greatest value and the best buy in the country.

Alma Builds America's Most Livable Trailers

Alma Trailer Company

Alma, Michigan

Torture Show Scenes
OLD MILL AND DARK RIDE SETTINGS
MECHANICAL HULA DANCERS
PAPIER MACHE AND MECHANICAL FIGURES OF EVERY TYPE

LAUGHING FIGURES AND BALLY-HOO PIECES

Messmore & Damon INC.
400 West 37th Street, New York 1, N. Y.

April 9, 1949

The Billboard Outdoor Equipment Review Page 23

The NEW KIDDE AUTO RIDE

Most Beautiful, Streamlined, Modern Design...in Quality Can of Fiberglass-Reinforced Finish. With Durable, Welded Steel Frames.

ANOTHER FIRST—by the Designer of last year's Plastic Boat Ride

Ride sizes from 5 to 10 cars—and any time. Convertible-Red Engines—Station Wagons—Racers. Light Weight and Flash Colors. Designed to fit the existing requirements of both Permanent and Portable Units.

Manufacturers of Drive-Yourself Motor Boats

Harry G. Traver, Traver Enterprises, Inc.
Representatives
AVAILABLE in
30 to 60 Days
PREFABRICATED AND PORTABLE
STEEL FRAMES
FOR
SKATING RINKS
AND
FAIR ASSOCIATION BUILDINGS!
SHIPPED KNOCBED DOWN IN SIZES
40', 50' AND 60' WIDE
MULTIPLES OF 10' IN LENGTH
STANDARD HEIGHT UNDER TRUSSES 9'
COMPLETE ERECTION DRAWINGS FURNISHED
→ ACT IMMEDIATELY! Wire or write for
Descriptive Folder and Prices!
GEO. L. MESKER STEEL CORP. EVANSVILLE INDIANA

TRAILERS
KENTUCKY MANUFACTURING CO.
2601 SOUTH THIRD ST.
LOUISVILLE, KY.

MAKERS OF ALL TYPE
TRAILERS
FOR CIRCUSES AND CARNIVALS
Also General Freight Trailers

Just completed and delivered another large fleet of Trailers — The
Biller Bros. Circus, which makes its bow this week, will carry all of
their equipment, animals, etc., in Special built Trailers manufactured
by the Kentucky Manufacturing Co.

SPECIAL OUTDOOR SHOWMEN'S DISTRIBUTOR

TICKLE A CLOUD
AND YOU'LL
DRAW A CROWD

You'll draw men in from miles around when you hit the sky with this mile-high
800,000 candle-power searchlight mounted on trailer with
rubber tires.

Electric power plant, including 30 kw. generator and 65-hp. gasoline
engine, makes this a self-contained complete operation.

Control — carbon — smoke

Every thing needed for the
best outdoor advertising
in show business

COMPLETE * SELF-CONTAINED
READY TO USE

Net Price $795.00

ONLY
CANTON SALES
Canton, Massachusetts

Page 24 The Billboard Outdoor Equipment Review
A brand new motorized show hits the road this season... Biller Bros. Circus. The brightly colored caravan... from seat wagons to sleepers, animal cages to cookhouse... is entirely transported by GMC trucks. These rugged, powerful vehicles provide the speed and dependability a circus requires to make hundreds of scheduled appearances on time.

We are proud that Biller Bros. accorded us the privilege of supplying the GMCs they use exclusively... and wish the entire organization great success.

We solicit show business and are now in position to give responsible showmen our special showmen's finance plan.

One of the fleet of 30 GMCs, that will haul Biller Bros. Circus on a 12,000-mile circuit this season.
MAKE YOUR MIDWAY
A BLAZE OF LIGHT
With the Proven Successful
DOWNEY "TELESKOPIC"
LIGHT TOWERS

DEFINITELY PRONOUNCED BY SHOW OWNERS, AS WELL AS PARK AND FAIR MEN, AS THE MOST PRACTICAL LIGHT TOWER EVER BUILT.

NOW MAKING DELIVERIES ON OUR NEW IMPROVED 1949 MODEL, which has Additional Features, Finer Equipment and Component Parts, at No Increase in Price.

NOW, WITHOUT A QUESTION OF DOUBT, THE PERFECT LIGHT TOWER FOR SHOWS, PARKS AND FAIR GROUNDS.

Easy to Handle, Lights in Weight, Beautifully Decorative. Safe All Around Mechanically, No Nuts or Bolts, Quickly Erected, Compact When Down for Easy Loading. THE DOWNEY "TELESKOPIC" LIGHT TOWERS ARE PRECISION BUILT, WITH ALL PARTS INTERCHANGEABLE AND UNIFORM IN EVERY RESPECT.

G. E. LIGHT BULBS (ALL SIZES AND COLORS)
IN CASE LOTS ONLY, AT SPECIAL LOW CONTRACT PRICES.

Send for Price List Today and take advantage of the Low Contract Prices.

GLASS PITCH BEDS
60° square, 15° high. Constructed with angle iron frames, with a flat, open mesh steel rod. Removable angle iron legs. Well constructed and sturdily built.

$35.00 EACH
1/2 Deposit With Orders.

DOWNEY SUPPLY CO.
390 ARCADE BUILDING
ST. LOUIS 1, MO.
"Lighting the Midways From Coast to Coast"

FIREWORKS
FOR ALL OCCASIONS
FAIRS — PARKS — CELEBRATIONS
Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve the public
ALEX ZARRILLO
Highest type and superb quality
MANUFACTURER OF
NEPTUNE FIREWORKS
181 Heckel St.
Belleville 7, N. J.
Belleville 2-3733
## Special Equipment

<table>
<thead>
<tr>
<th>State</th>
<th>Signaling device</th>
<th>Signal and safety chains</th>
<th>Safety chains</th>
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</thead>
<tbody>
<tr>
<td>Alabama</td>
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<tr>
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**Required where ordinary hand signals are not visible.

## Equipment Provisions

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

### Special Equipment

- **Alabama**: Safety chains and safety devices
- **Arizona**: Safety chains and safety devices
- **Arkansas**: Safety chains and safety devices
- **California**: Safety chains and safety devices
- **Colorado**: Safety chains and safety devices
- **Connecticut**: Safety chains and safety devices
- **Delaware**: Safety chains and safety devices
- **District of Columbia**: Safety chains and safety devices
- **Florida**: Safety chains and safety devices
- **Georgia**: Safety chains and safety devices
- **Hawaii**: Safety chains and safety devices
- **Idaho**: Safety chains and safety devices
- **Illinois**: Safety chains and safety devices
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- **Kansas**: Safety chains and safety devices
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- **Virginia**: Safety chains and safety devices
- **Washington**: Safety chains and safety devices
- **West Virginia**: Safety chains and safety devices
- **Wisconsin**: Safety chains and safety devices
- **Wyoming**: Safety chains and safety devices
GLOBE POSTER CORPORATION

POSTER PRINTERS
LITHOGRAPHERS

Stock LITHOGRAPHS for
CARNIVALS - CIRCUSES
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1949 DATE BOOK

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PYROTECHNICAL DISPLAYS
FOR
JULY 4TH, FAIRS, PARKS AND ALL OUTDOOR CELEBRATIONS
Engineered and Fired by our Technicians Under Full Insurance Protection or
Fire Yourself Programs with Detailed Instructions for Setting and Firing.

SAVE WITH SAFETY
For 1949 Illustrated Catalogue or for Further Information
Write, Wire or Call 1718
JILLLINOIS FIREWORKS CO., Inc.
Manufacturers Since 1919
P. O. BOX 792
DANVILLE, ILLINOIS

For Faster
SET UP and TAKE DOWN
Buy "MINES" SAFETY POWER AND LIGHTING HARNESSES FOR CARNIVALS AND CIRCUSES

Many Satisfied Users...

For Further Information Contact
LEWIS DIESEL, MEMPHIS
or MINES EQUIPMENT CO.
4323 CLAYTON AVE.
ST. LOUIS 10, MO.

Equipment Requirements for House Trailers
Clearance Lights

Location and Color

Alabama Front white; rear red
Arkansas Left side: front and rear white in red
Arizona Left side: front and rear white in red
Arkansas Over 20' long or 80' wide
Arizona Rear red

Further for Celebration...

Call CLAYTON CO., and all Pennsylvania New York West Virginia Wisconsin Wyoming

No enforcement pending court action.
California All trailer coaches
Over 80' wide
Over 7' wide
Over 6' wide
Over 5' wide
Over 4' wide
Over 3' wide
Over 2' wide
Over 1' wide

Colorado All trailer coaches
Over 60' wide
Over 50' wide
Over 40' wide
Over 30' wide
Over 20' wide
Over 10' wide

Connecticut All trailer coaches
Over 70' wide
Over 60' wide
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District of Columbia All trailer coaches
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Wisconsin All trailer coaches
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Wyoming All trailer coaches
Over 30' wide
Over 20' wide
Over 10' wide

Abbott offers a complete line of COIN COUNTING MACHINES, Coin Acceptors, Coin Wrappers, Currency Shops, Coin Handling Equipment and other Bank Supplies.

For Those Who Handle MONEY!

Abbott Coin Wrapping Trays Adobe Coin Slackers

CIRCULARS MAILED ON REQUEST

We not only have the desire but the ability to serve

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Color| Abbott Coin Wrappers |
-|---------------------|
| TUBULAR | 250 |
| 400 | 10.00 Halves |
| 500 | 5.00 Quarters |
| 600 | 2.00 Dimes |
| 700 | 1.00 Nickels |
| 800 | 50.00 Coarse |
| 900 | 30.00 FINE |
| 1000 | 20.00 DRY |
| 1100 | 10.00 MILD |

COLOR: All Coin Wrappers

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For Future Useful Citizens, Support the Boy Scouts Improvement Fund

Stewart & Stevenson Services, Inc.

April 9, 1949

The Billboard Outdoor Equipment Review.
A.B.T.'s great new rifle sport

A profitable operation for:

- amusement parks
- arcades
- carnivals
- hotels
- bowling alleys
- restaurants
- club rooms
- church bazaars
- wherever people gather

THE NEW A.B.T. RIFLE SPORT

Shoots 20 shots, precision made, fully automatic, no smoke, odorless, powered by compressed air.

Write today for our beautifully colored, illustrated literature giving the complete story of RIFLE SPORT, including price list.

The Billboard Outdoor Equipment Review
Page 33

April 9, 1949

723 North Kedzie Chicago 12, Illinois
It Pitches . . .

CURVES
FAST BALLS
SLOW BALLS

(6 different speeds)

Wild-awake combinations with inimitable, quick, driving range operators, amusement parks, pools, beaches—indeed, any place of outdoor entertainment—can make really big money with the

ROBOT PITCHER.

It can pitch—and how! It's good enough to play in the big leagues and with
other professionals—and it actually does!

This ROBOT PITCHER's hopper holds 60 balls and can be set to throw any predetermined number of balls. Operates on 1/4 horsepower motor, Absolu-
tely fool-proof and mechanically perfect.

ROBOT PITCHER attracts and holds crowds wherever used. Anybody from 6 to 60 who has ever played baseball or even a baseball game will want a chance to bat against this BIG LEAGUE.

Daily Demonstrations at...

AVIATION PRODUCTS CO.
80 E. 42d Street
New York 17, N. Y.

Murray Hill 7-4127

PRINCETON, N. J.
Our New "GIANT 3-in-1" Candy Floss Machine

You can Make
$100.00
or
$300.00
A DAY ON
CANDY FLOSS
Others do
ORDER ONE OF
THese MACHINES
TODAY

Below Our
IMPROVED
SUPER
WIZARD

You can accomplish wonders with this GIANT 3 in 1 machine—spin 3 separate colors or flavors with a flip of a switch, one at a time—large 10 inch head holds 5 lbs. sugar, 3 compartments, 2 bands, 2 ribbons. everlasting brush holders—neat and remote control—better bands—100 CONES in 15 minutes by actual test. Most profitable and fastest money-makers of all times.

Electric Candy Floss Machine Co.
202 TWELFTH AVE., SO. NASHVILLE & TENN.

PROVEN BY
Field Tests

KOLDRINK KANTEEN

Under the most trying events, as well as under the easiest, the FRIGID-TEMP KOLDRINK KANTEEN was "field-tested" right out where YOU will be using it. Not only did it prove itself mechanically, but PROFITABLY as well.

The KOLDRINK KANTEEN is a self-contained Carbonated Beverage Urn... the only one of its type on the market featuring: MOBILITY, UNLIMITED CAPACITY, UNIFORM QUALITY DRINKS, TEMPERATURE CONSTANCY AND ADAPTABILITY.

Wherever a beverage can be served, the KOLDRINK KANTEEN can be used, including Theaters, Office Buildings, Factories, Department Stores and innumerable other places.

KARAVAN KANTEEN

When you have this Concession Trailer equipped with the self-contained FRIGID-TEMP KOLDRINK KANTEEN, you can move your business to your customers whenever and wherever you desire... Roadsides, Parks, Beaches, Fairs, Carnivals, Drive-ins, etc., depending on no one but yourself because of the mobility feature. Other equipment installed in the KARAVAN TRAILER upon your request.

To obtain additional information concerning the KOLDRINK KANTEEN and the KARAVAN KANTEEN, write, wire or call today for our new FREE BOOKLET entitled... "MORE PROFITS ON THE MIDWAY".

KARAVAN SYSTEMS
1534 Oak Knoll Dr., Cincinnati 24, Ohio
PHONE JACKSON 7243-M

THE BILLBOARD OUTDOOR EQUIPMENT REVIEW PAGE 35
ATTENTION, CONCESSIONAIRES!

Now Available in Profitable 8 oz. Concession Size!

ASK YOUR BOTTLER
or write

PEPSI-COLA CO., 3 W. 57th St., New York City

PROFITS ARE BIGGEST WITH THE 'POLAR PETE' SNOW CONE MACHINE

There isn't anything that makes profits like snow cones. They sell fast — and you make up to 500% profit on each sale!

Here are some of the features that make the 'Polar Pete' the biggest profit maker on the market:

- It's beautiful, spectacular, compact, rugged, portable — everything to sell snow cones!
- It has ice storage space, a patented shovel, push-button syrup dispensers, lighted display — and FLASH!
- It's simple to operate. Plug it in and it's ready to make profits.
- The 'Polar Pete' Snow Cone Machine is the most terrific machine yet for "grinding out" snow cone profits!

Ready now for immediate shipment.

Yes, warm weather means cold cash!

Send us your order right now.

You can't afford to miss a day when a dime gets you a dollar!

OPERATORS OR DISTRIBUTORS
WRITE OR WIRE

MULTIPLE PRODUCTS CORP.

5210 BONITA

DALLAS, TEXAS

April 9, 1949

The Billboard Outdoor Equipment Review Page 37
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, case work, enable you to serve more people, quicker.

PORTABLE LIQUID CARRIER

S 5 Gallon COUNTER PUMP SET

$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 "C" describing other CECILWARE equipment.

CECEL MFG. CO., INC.
206-12 Canal Street, New York, N. Y.

There's a "MINT" of money to be made with a... PORT MORRIS ELECTRO FREEZE

The continuous freezing Port Morris Machines mean business. Selling frozen custard, soft ice cream, sherbets or ices produced by an Electro Freeze Machine means the right margin of profit for you. Whatever your need, there is a Port Morris Machine to do the job... and do it best.

Our equipment is built in compliance with the sanitary requirements of the Frozen Desertis Ordinance and Code. Write today for free literature showing our full line of smart looking freezers.

PORT MORRIS Machine and Tool Works
708 E. 135th St., New York 54, N. Y.
As Skewers, Skewers. COMBINATION ICE SHAVER AND CASE $110 COMPLETE

An Ice Shaver and Dispensing Case combined in one Attractive Unit. Designed Brand New from the Ground up—Everything you have always wanted—Fluorescent Lights—Attached Cup Dispenser—Removable Ice Pan—Separate Switches on Motor and Light—Cabinet—Efficient—The Most Attractive Ice Shaver Unit made.

OTHER EQUIPMENT FOR SNO-KONETTE

UMBRELLA—$27.50.
PRINTED SNO-KONE CUPS
(Case $500—$15.00)
SYRUP DISPENSERS—$4.00 EACH.
8 1/4 IN. WOOD SPONGES
(Case 10,000—$10.00)
FLAVORS—CONCENTRATES
(3 Oz. Bottle—$1.00, Case 4
16 Oz. Bottles—$20.00)

CANDIED APPLE SUPPLIES

Shredded Coconut, 16 Pound Packages...$5.00
Granular Peanuts, 30 Pounds...$2.95
Gelatin (5 Gallons)...6.95
Red Color (Dry), 1 Pound...3.75

STAR STEAMPO

COMBINATION HOT DOG STEAMER AND BUN WARMER

$76.45

SNO-KONES

IMPROVED STAR PEANUT ROASTER AND WARMER

A FAMOUS MONEY-MAKER COMPLETELY MODERNIZED—FOR GREATER CAPACITY AND GREATER SALES APPEAL

NASHVILLE CANDY FLOSS MACHINES Immediate Delivery

HOT PEANUTS

ONLY $149.50

KEEPP THIS PAGE FOR FUTURE REFERENCE

The Billboard Outdoor Equipment Review Page 19

April 9, 1949
Prices That Make Your “Sell” Game More Profitable Than a “Shell” Game

**TOP "POP" VOLUME CORN**

As Low As $7.50 per 100 lbs.

To QUANTITY USERS

Top-grade, non-blended South American Hybrid Corn, naturally cured. Good large yellow kernels. Guaranteed for quality and popping. Good large volume selling assurance of fresh kernels at all times — our popping depends on the proper moisture content of corn. Further protection of top volume. Packed in 100 lb. moisture-proof bags.

**SPACE SAVERS... TIME SAVERS**

**"Automatic-Action" FOLDING BOXES**

5c-10c-15c 25c Sixes*

Just a “twist of the wrist” and they’re ready to FILL!

- Easier and quicker to handle!
- Save space — no prepackaging needed!
- Easier to store and carry!
- Packed conveniently!
- Attractively imprinted with eye-catching red design!
- Your own name or design imprinted at slight extra cost.

*Also available in conventional, non-automatic type.

Prices — 1 1/2 oz. Box

50 or more...$6.00 per m
25 or more...$0.60 per m
10 or more...$0.62 per m
Less than 10...$0.65 per m

P. O. B. Boston & Pittsburgh Warehouses.

**ELECTRICALLY OPERATED**

**IMMERSION HEATER FOR MELTING SOLID SEASONING**

A practical, inexpensive, rapid and easy way to melt solid oils for use in dry or wet popping. Junior model for use in 50 lb. pots — $29.95 without thermostat ($35.00 with thermostat). Over-all length, 24 inches; electrically operated, 115V, 1000 watts. National Distributors — Prices F. O. B. Pittsburgh.

**SPECIAL!!**

**"GRAND POP" CANNED CORN**

Ten pounds to can; 6 cans to case. Particularly well suited to heavy-selling varieties. Packed in 5.5 oz. containers. Slightly higher.

5c-10c-15c 25c Sixes*...

(Red Label)

**FREE**

ENGINEERING AND DESIGNING SERVICE FOR REFRESHMENT INSTALLATIONS.

Get a Letter Off Today for Complete Information. Our big new catalog is being prepared. We'd like to send you a copy.

The ONLY Complete Refreshment Supply Service

**THEATRE CANDY Co., Inc.**

215-219 STUART ST. — BOSTON 16, MASS. 415 VAN BRAINT ST. — PITTSBURGH 19, PA.

**AMUSEMENT PARKS**

**ALABAMA**

Amusement—: Oxmoor Lake Park, W. R. Morgan, owner; has six rides, 10 concession games, pools, penny arcades, coin machines; books attractions.

Birmingham—Downtown at Parklawn, R. H. Flournoy, owner; has four rides, 10 concession games, pool, penny arcade, books attractions.

Middle—Grand View Park, Joe Polakay, owner; has 12 rides, 5 concession games, pool, penny arcade, books orchestra, free attractions.

**ARIZONA**

Phoenix—Vista Grande Park, Joe Weber, owner; has 10 rides, 10 concession games, pool, penny arcade, books orchestra and attractions.

**CALIFORNIA**

Balboa—Balboa Fun Zone, Al Anderson, owner; has three rides, 4 concession games, penny arcade, coin machines; books attractions.

El Monte—Lakefront Picnic & Recreation Park, T. W. Fay, owner; has 12 rides, 10 concession games, pool, penny arcade, books orchestra and free attractions.

Lafayette—Pioneer Beach Park, Amusement Co., L. P. (Paul) Murphy, owner; has 25 rides, 10 concession games, pool, penny arcade, ballroom, two theaters, books orchestra.

Los Angeles—Silver Lake Park Amusement Co., J. P. (Paul) Murphy, owner; has 25 rides, 10 concession games, pool, penny arcade, books orchestra.

**ILLINOIS**

Aurora—Exposition Park, Bert F. O'hara, owner; has five rides, 5 concession games, pool, free attractions.

Chicago—River Forest Park, O. A. Scholz, owner; has four rides, 10 concession games, pool, penny arcade, books orchestra and free attractions.

Oakland—Green Oaks Kiddie-Land, M. J. Dooly, owner; has seven rides, four concession games, pool, penny arcade, books orchestra.

**INDIANA**

Anderson—Park Lantern, Harry Smyth, owner; has four rides, 10 concession games, pool, penny arcade, books orchestra and free attractions.

**MONEY**

Model No. 40T (Electric)

A large motor-driven machine with an unusual reputation for speed and durability. Will handle all coins. Automatic coin discrimination works off 20, 25, 30, 40 or 50 cents or will count any denomination. Can be fitted with bag. Regulator can be reset to zero.

**COIN COUNTING MACHINES**

Model No. 21 (Hand Operated)

Adjustable for pennies, nickels, dimes, quarters, or halves. Will count any denomination of 20, 25, 30, 40 or 50 cents or will count any denomination. An operator can count and package coins. Comes with basket of 2,000 coins into a bag. Regulator can be set to zero.

We will gladly send you material on our RAPID-COUNT and MONEY COUNTING MACHINES and our CATALOGUE on money-handling supplies and equipment.

The letter is the trademark of E.A.C., Inc., the original coin wrappers.

**AMUSEMENT PARKS**

**FLORIDA**

Jacksonville Beach—Boardwalk, H. M. Hopper, owner; has ten rides, 10 concession games, pool, penny arcade, books orchestra, attractions.

Jacksonville Beach—Griffin Amusement Park, Fred B. Northington, owner; has 12 rides, 10 concession games, coin machines.

Miami—South Beach Amusement Co., C. H. Morgan, owner; has five rides, 5 concession games, coin machines.

**GEORGIA**

Atlanta—Lakewood Amusement Park, M. B. Jenkins, owner; has 16 rides, 10 concession games, pool, penny arcade, books orchestra.

**IDAHO**

Coeur d'Alene—Plata Park, W. R. Bumpers, owner; has six rides, two concession games, penny arcade.

**ILLINOIS**

Aurora—Exposition Park, Bert F. O'hara, owner; has five rides, 5 concession games, pool, penny arcade, books orchestra and free attractions.

Fort Wayne—West Swin Amusement Park, Curtis Bros., owner; has 10 rides, 10 concession games, pool, penny arcade, books orchestra.

Indianapolis—Riverwood Amusement Park, John R. Byer, owner; has 20 rides, 10 concession games, pool, penny arcade, books orchestra and attractions.

**TENNESSEE**

Memphis—Little Rock Park, Bertha B. Johnson, owner; has six rides, five concession games, pool, free attractions.

**COLORADO**

Denver—Eldorado Heights, Mrs. B. Johnson, owner; has 16 rides, 10 concession games, pool, penny arcade, coin machines; books orchestra.

Denver—Lake Drive Park, Benjamin Kramer, owner; has 10 rides, six concession games, pool, penny arcade, coin machines; books orchestra.

**CONNECTICUT**

Briarcliff—Flower Branch, owned by city; has 10 rides, 10 concession games, pool, penny arcade; books orchestra.

Bridgeport—Lake Connetquot Amusement Park, H. E. Rice, owner; has 10 rides, 10 concession games, pool, penny arcade; books orchestra.

Middlesex—Lake Quassapaug Park, M. J. Lounsbury, owner; has five rides, 5 concession games, pool; books free attractions.

New Haven—Mount Rock Park, owned by city; has two rides, 2 concession games; pool, free attractions.

Norwalk—Curtin Park, owned by city; has three rides, 3 concession games.

**DELAWARE**

Port Penn—Lighthouse Park, Thomas Toole, owner; has 10 rides, 10 concession games, coin machines; books attractions.

Jacksonville Beach—Boardwalk, H. M. Hopper, owner; has ten rides, 10 concession games, pool, penny arcade, books orchestra, attractions.

Jacksonville Beach—Griffin Amusement Park, Fred B. Northington, owner; has 12 rides, 10 concession games, coin machines.

Miami—South Beach Amusement Co., C. H. Morgan, owner; has five rides, 5 concession games, coin machines.

Lake Worth—Curtin Park, owned by city; has two rides, concession games, pool, penny arcade; books orchestra.

**FLORIDA**

Jacksonville Beach—Boardwalk, H. M. Hopper, owner; has ten rides, 10 concession games, pool, penny arcade, books orchestra, attractions.

Jacksonville Beach—Griffin Amusement Park, Fred B. Northington, owner; has 12 rides, 10 concession games, coin machines.

Miami—South Beach Amusement Co., C. H. Morgan, owner; has five rides, 5 concession games, coin machines.

Lake Worth—Curtin Park, owned by city; has two rides, concession games, pool, penny arcade; books orchestra.

**GEORGIA**

Atlanta—Lakewood Amusement Park, M. B. Jenkins, owner; has 16 rides, 10 concession games, pool, penny arcade, books orchestra.

**IDAHO**

Coeur d'Alene—Plata Park, W. R. Bumpers, owner; has six rides, two concession games, penny arcade.

**ILLINOIS**

Aurora—Exposition Park, Bert F. O'hara, owner; has five rides, 5 concession games, pool, penny arcade, books orchestra and free attractions.

Fort Wayne—West Swin Amusement Park, Curtis Bros., owner; has 10 rides, 10 concession games, pool, penny arcade, books orchestra.

Indianapolis—Riverwood Amusement Park, John R. Byer, owner; has 20 rides, 10 concession games, pool, penny arcade, books orchestra and attractions.

**TENNESSEE**

Memphis—Little Rock Park, Bertha B. Johnson, owner; has six rides, five concession games, pool, free attractions.
MAINE

Old Orchard Beach—Orchard Pier, White-
way, John W. Dufy; Old Orchard Beach-
es, books orchestral, attractions.

MI

FCATRE

penny arcade; co-arcade, books or-

NE

Rutland—Alton Park, Alfred E. Price, 12-

y; Rutland Amusement Park, rer-

MM

New Hampshire

exes.

Portsmouth—Grosvenor Park, Albert E.

IN

Bath—Merrimac, books orchestral, attrac-

T

Robert W. Kirby. Jr.; Bath—Rutland-

RI

Rhode Island


6. small, has three rides, con-

L

Lawrence—Cape Park, Homer G. Reed,

VT

Vermont

books orchestral, attractions.

MA

Meriden—Watson Park, Harold C. Dol-

NY

New York

Agee; Meriden—Watson Park, Har-

CT

Connecticut

Old Orchard Beach—Orchard Park, Ran-

MA

Massachusetts

Rutland—Alton Park, Alfred E. Price, 12-

OR

Oregon

West Lebanon—Lincoln Park, William J.

IN

Indiana

books orchestral, attractions.

PC

Pennsylvania

books orchestral, attractions.

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EAGLE
Continuous
MASTER
and
JUNIOR
FREEZER

... makes
FROZEN CUSTARD,
ICE CREAM,
SHERBERTS

WITH OR WITHOUT
STORAGE CABINET
Serves directly
from machine
to cones, packages
and containers
Eliminates Dipping!

VAC PARKS—CARNIVALI

THE GOLD MINI

PARKS—CARNIVALI

Why push old moshabs for your rent—get the newest—the
cleanest—most flashy—100% skill ball game on the market—a
new popular—fascinating—public hit—that makes you real
money fast—men, women and children all play—we don't sell
you—but the game will quick—for proof of the pudding—use
our liberal 15 day trial offer—a champion money maker—low
in cost and upkeep—high in percentage take—easy to place—
easy to manage—fills for duration—price right—nothing will
ever make you lose some old concession game made over—
don't sell yourself short and waste—for send for illustrated
folders today.

"The Greatest Public Hit in Years"

VAC BALL
EQUIPMENT COMPANY
2209 CLINTON AVE., MINNEAPOLIS 4, MINN.

April 9, 1949
KOOL-AIRE
(ICE-TYPE)
BEVERAGE DISPENSERS
FOR NONCARBONATED BEVERAGES

All fittings silver plated on brass — Everlastene crack constantly — Properly insulated — Rated on enamel finish — Large ice capacity.

FAST FLOW FAUCETS AVAILABLE ON ALL UNITS

MODEL 400

Model 400 will accommodate four one or two-gallon bottles at one time.

Models 200 and 300 will accommodate any size bottles up to five gallon.

MIDWEST

Kingston-Canfield Park, Wn. M. Elrod of the Mids. makes this a popular feature. The Mids. has 17,000 two-gallon bottles on the premises which are available in the glass bottles.

MIDWEST

Kindsel Park, Wn. M. Elrod of the Mids. makes this a popular feature. The Mids. has 17,000 two-gallon bottles on the premises which are available in the glass bottles.

MODEL 200

WRITE FOR COMPLETE CATALOGU AND PRICES TO

STEEL CITY CO., 190 N. Meridian Rd.
Dept. BB6—YOUNGSTOWN (9), OHIO

LONG-RANGE PLANS RULE ROYAL AMERICAN QUARTERS

(Continued from page 8)

CANADA

Crystal Beach, Ont.—Crystal Beach Park, mgr., has 26 rides: 10 passenger, coin machine, looks attractive, free admission. Hamilton, Ont.—La Duni Park, owned by Canada.

WYOMING

Appleby—Hwy. 112 Park, Eddie D. Vertlow, mgr., has three rides, live concession games, soft drink stand; ice cream stand.


Winnipeg Beach, Man.—Winnipeg Beach Winnipeg Beach Amusement Ltd., own 10 rides, 4 concession stand, 4 carnies, free on admission, capacity: 2500.

sic

The billboard Outdoor Equipment Review

April 9, 1949

Page 64

Salesmen

Write for

PROPOSITION

Muncie, Indiana

ECHOES ICE SHAVERS

ECHOLS IMPROVED ICE SHAVER CASE, TWO ACE CARNETS, TWO 4 ECHOES SYRUP DIPPING PUMPS (Last Bofile) as Illustrated Above. ONLY $400.00 COMPLETE.

ECHOLS ELECTRIC STAND

ECHOLS IMPROVED ICE SHAVER CASE, TWO ACE CARNETS, TWO 4 ECHOES SYRUP DIPPING PUMPS (Last Bofile) as Illustrated Above. ONLY $400.00 COMPLETE.

ECHOLS ICE SHAVERS

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Custard Operators

**Vanilla Whip Powdered Base**

- Dissolve 20 lbs. in 8 gallons of water to make 10 gallons of liquid mix.
- Process in any custard freezer. Reduces big batches of smooth, creamy dessert.

**Special Price**: $5.00 Per 250 lb. Barrel

Convenient to refrigerate; needs no storage space; uniform results.

**Special Dixie Whip**

A Higher Better Fat Mix

$107.50 Per 250 lb. Barrel

10 lb. Vanilla Whip, $3.50 - 10 lb. Dixie Whip, $4.50

Send Check for Sample or Barrel Lot

The Dayton Food Products Co.

57 Years of Continuous Food Manufacturing

420-428 WAYNE AVENUE DAYTON, OHIO

Contact Our Distributors

POPPELS

- POPPELS, PEANUT, CANDY, APPLE, FLOSS AND SHOW
- Our equipment and supplies are tops
- Personal attention to your needs, and prompt shipment in order
- ExtrA profits are yours if you reach us by phone, wire or mail
- See us now for all equipment and supplies

1315 VINE ST., PHILA., PA.
Lombard 3-9020

April 9, 1949

The Billboard Outdoor Equipment Review
POPCORN has grown from a fad or concession item to the position of a recognized food, a food consumed by the children of the nation as well as grown-ups. It has established its place in the eating world and that's where popcorn men want to keep it.

While there is, at present, a somewhat muddled price picture, both on raw and popped corn processors, the opposite is true regarding equipment and supplies. Prices on machines and equipment this year are practically unchanged from last year. There are exceptions, of course. Some concerns have had to raise their prices on a machine because of the high cost of steel, for instance, but in most cases the increase is negligible.

What's new in the way of machines and equipment this year? Truth is there really isn't anything outstanding. In the last few years, great strides have been made by manufacturers of both equipment and supplies and this year finds few, if any, improvements.

Because popcorn has become a big business, as witness the number of concessions, vaudeville, motion picture, park or in a circus, fair or carnival midway, so too has the manufacturing of machines and equipment.

It is possible to get almost any kind, whether coin-operated or manual. Delivery service, in most cases, is immediate. This is in contrast to a few, if any, when it was necessary to place your order far in advance to get shipment on time.

While it is true there has been no great change in the working portion of machines this year or in the general appearance of the various models, minor improvements, mostly relating to "flash," have been made. Plenty of lighting, chrome finish, etc., are included in this year's models.

The growth of the popcorn industry in the last 35 years has been one of amazing increase. It has not come about in a haphazard manner, but rather from the good work of many individuals who had the foresight to visualize the tremendous possibilities of the industry.

New Old Developed
Growers and processors have spent many dollars developing better popcorn, each company developing its own product and corn with increased popping expansion. The result is a very strong industry.

New and improved equipment is increasing the flavor of the product, as well as to increase the gross possibilities of the industry. But manufacturers, as well as bag and carton manufacturers, have done very little to promote the industry. Equipment manufacturers also have contributed their share in the development of better popping equipment.

All of the basic suppliers are doing their share in building the industry and it now is in the hands of the operators to continue their part in reaching the finest, best quality product they possibly can.

Manufacturers are haphazard in the handling of their products. This picture must change if the growth is to continue. These operators must come thru if they are to profit within this industry.

Repeat Bis Profitable
Regardless of the type of popcorn operation you have, it is your repeat business that is profitable. To build this necessary repeat business, there are certain rules of operation that you must thoroughly understand, agree with and insist they be part of your operation. The five points below are the only QUALITY raw materials list you need to sell your customers the best product. They may be secured thru any reputable supplier of your area. These supplies are many hours of research and development that bring in the income you require to support your 'popcorn' dollar. You can't afford to use cheap, unrecognizable supplies, because it merely comes out of your profit dollars. Many times, by spending a dollar more for a bag of corn, you can realize $20 to $30 in increased profits. It is extremely difficult to produce a quality product from inferior materials. The use of quality supplies assures a quality product.

Sanitation: Popcorn is a food. It must be handled with the care one would handle a food. Everything in your power should be done to keep your popcorn in every respect clean and sanitary. Local health ordinances are becoming more and more strict in the handling of popcorn equipment. If you will only take this matter seriously and see that you have a regular cleaning program you will not only be avoiding a lot of expense but will be benefiting in increased sales from the fact you do put out a clean product.

Merchandise your product: Any manufactured item is good only as long as it is sold. All will do a large volume of business. The fact that you operate a popcorn machine does not make it easy to sell.

The trick is to get your equipment into the hands of the public. The machine will do the work itself. It is only in this way that you can convince potential customers that your equipment and personnel are good.

Personnel training: It is apparent that the thought of a large popcorn machine not being properly trained and run is unnecessary. Each person must have training, must have a thorough understanding of the machine.
Safety Factor Is Important With Trailer

Brown Lists "Musts"

With over 400,000 trailer coaches now in use in the United States, safety factor, both highway and home, is becoming increasingly important, according to J. Lee Brown, president of the Trailer Coach Manufacturers Association.

Brown, who, with his wife, has driven over 1,000,000 miles in the U.S., Canada and Mexico, while driving a trailer coach, is one of the strongest advocates of trailer coach safety.

Brown classifies safety precautions in two categories: (1) Rules for the trailer, and (2) rules to obey when parked—either overnight or permanently.

No Problems

The Cracker Jack Company, Chicago, reported current prices being the same as last year, that is, a dollar and a half.

L. R. Office, Dayton Food Products Company, Dayton, Ohio, said prices would be lower this year and business would be about the same as last year, if not a little better. The company reported no problems in sugar, surup, etc.

The large volume report nothing problems.

Start Slowly

One of Brown's most important admonitions to the neophyte trailer owner is to start slowly and to avoid giving the trailer a chance to "get away" from you. The proper loading of a trailer can prevent accidents. Weighing should be distributed evenly, the trailer brakes should be applied, and weigh the coach the better it will ride and turn.

The driver who is stalled in sand or mud should couple his car to the trailer at an angle so that the trailer will swing as the car gathers motion. By pivoting the trailer the car has a few feet of free movement before it takes the full load of the trailer. Use a similar procedure when stopped on a steep hill. The trailer should be jackknifed and started slowly.

Other "Musts" Listed

Other trailering "musts," according to Brown:

1. Check the wheel lug bolts frequently, check running lights before taking to the road, grease spring shackles every 1,000 miles and replace bearings every 10,000 miles. Experienced trailer travelers are careful to keep electrical connections for brakes and lights clean at all times.

2. "When on the highway, respect the rights of others," Brown said. "Travel to your own side and never crowd the center line. When parking along the highway, make sure that the trailer is free of the traffic lane. Always carry warning flares and fire extinguishers.

More Popcorn profits with POPPIT PLUS!

Pops greater volume of corn... with butter-like flavor and color... it's safer tool

FLASHPOINT 654°

HANDY GALLON CAN!

IT POURS!

SIMONIN OF PHILADELPHIA

SEASONING SPECIALISTS TO THE NATION

BONNIE CALIFORNIA ORANGE DRINK

Easy to make, just add water. One gallon of our orange syrup makes gallons of finished drink. Compare the profits with syrups which mix only 1 to 5.

OUR MIX: 7 TO 1

170 6-oz. cups @ 5c returns $8.50
128 8-oz. cups @ 10c returns 12.80
102 10-oz. cups @ 10c returns 10.20

Your cost $0.25 per gallon. F. O. R. Chicago.

TONE PRODUCTS CO.

4415 E. ASHLAND AVENUE

CHICAGO 6, ILLINOIS

April 7, 1949

The Billboard Outdoor Equipment Review Page 49
The new Roth "WHIRLWIND" Candy Floss Machine

absolutely vibrationless, no matter how you load your sugar. This uses the patented "Floating power" principle, an exclusive with this machine. Higher head speed, heavier spindle, lifetime, grease-packed ball bearings. Greater production, more bulk from the same amount of sugar. Price includes rheostat, spun aluminum pan and carrying case, complete $275.00.

Write for circular on this. This is one you cannot afford to pass up.

Another "Exclusive" With Gold Medal

THE NEW SNO-KONETTE ICE SHAPER

A new streamlined aluminum case with shaver mounted directly on top. Equipped with a six-watt fluorescent light, the only lighted case on the market. Separate switches on motor and light--beautiful three-color silk-screened sign on front--cup holder mounted on case—the flashiest outfit made. Price, complete as illustrated, $110.00. Circular upon request.

And Here's Number Three on Our Parade of "Exclusives" for '49

THE NEW MACHINE-MADE CANDY FLOSS CONE

This is what floss operators have wanted for years and we invested almost $15,000.00 to get it for them—a ready-made floss cone. Made from white kraft paper, stiffer and stronger than hand-made cones. Easier to get agents, less storage space and more sanitary. Price, $3.00 per thousand in 5,000 lots. These will also be stocked by selected concession supply houses.

In addition to these items we have a complete line of Concession Supplies, including everything you need for Popcorn, Candy Floss, Snow Cones, Candy Apple and Cook Houses. Write for our 72 page catalogue listing all of these items.

GOLD MEDAL PRODUCTS CO.

318 EAST THIRD ST. • CINCINNATI 2, OHIO
IN THE MUTOSCOPE TRADITION

GREAT NEW MONEY MAKERS

CROSS COUNTRY RACE
(Trade Mark) Patented

Here's competitive play with universal appeal that steps up profits. Two players manipulating real automobile steering wheels, race each other to keep their cars "on the road" from New York to Los Angeles. Excitement mounts as they hit imaginary skids, blending headlights, hairpin turns and other obstacles. Competition is fast and furious and a feeling of actual driving is maintained. It's a terrific game—it gets extraordinary repeat play—it earns wonderful profits. Can be played by one as well as two "drivers."

PLUS THESE OTHER GREAT MUTOSCOPE MONEY MAKERS!

New Deluxe PHOTOMATIC®
Completely automatic, has a long success record. Takes and delivers a framed photo in about a minute and turns the national patience of picture taking into cash. Photometric gets top billing and top dollar everywhere.

New Deluxe VOICE-O-GRAPH®
A star performer with new features added. Records one or more voices in 65 seconds, plays back and delivers record automatically. Has irresistible appeal and money making possibilities.

Mutoscope Movie Machines
A money maker since before the turn of the century . . . not only in arcades but wherever the crowds gather. Over 800 different subjects available in our library for these machines, including Comic, Sports, Westerns, Grille, etc.

CARD VENDORS
Sure, steady profit repeater for many, many years. Adjustable to sell 1, 2, or 3 cards for 1¢, 2¢ or 5¢. 1,000 cards FREE with each machine. Over 30 different series of attractive, fast selling cards in stock.

Radar Rocket
(Trade Mark) Patented

You'll go soaring out of this world on this sensational, challenging money-making upright game. Continuously revolving stroboscopic display attracts players—fast, high scoring (up to 1,000,000) keeps them playing. Planets, gaily decorated and humorously titled are always moving through space creating a three-dimensional effect. Object of game is to keep rocket on course by handling radar controls which give player thrilling true-to-life action . . . score mounts as this is accomplished. Action is intriguing and challenges skill of player. Radar Rocket appeals to young and old and will be doubly appealing to you because of its earning power. It's a fast game and earns a fast nickel.

Drop Kick
(Trade Mark) Patented

A new athletic game . . . with a new idea . . . based on the tried and proven principle of strength testing. Only in Drop Kick it's the force of the kick which is tested. A natural for any location where people get together such as arcades, carnivals, fairs, bowling alleys, athletic clubs, taverns, etc. By inserting coin, football is set into position. Force of kick is registered on the scoreboard both for strength and yardage. Everyone wants to be an "All American" and Drop Kick plays on that feeling. It invites player competition and repeat play. You'll get plenty of dollars in your "kick" with Drop Kick.

Write Today and We'll Rush Complete Information

54 YEARS' KNOWLEDGE OF THE PUBLIC'S PLAYING PSYCHOLOGY IS BEHIND THE GREAT MUTOSCOPE FAMILY OF PROFIT MAKERS.

INTERNATIONAL MUTOSCOPE CORPORATION
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