

The Billboard

Outdoor Equipment Review





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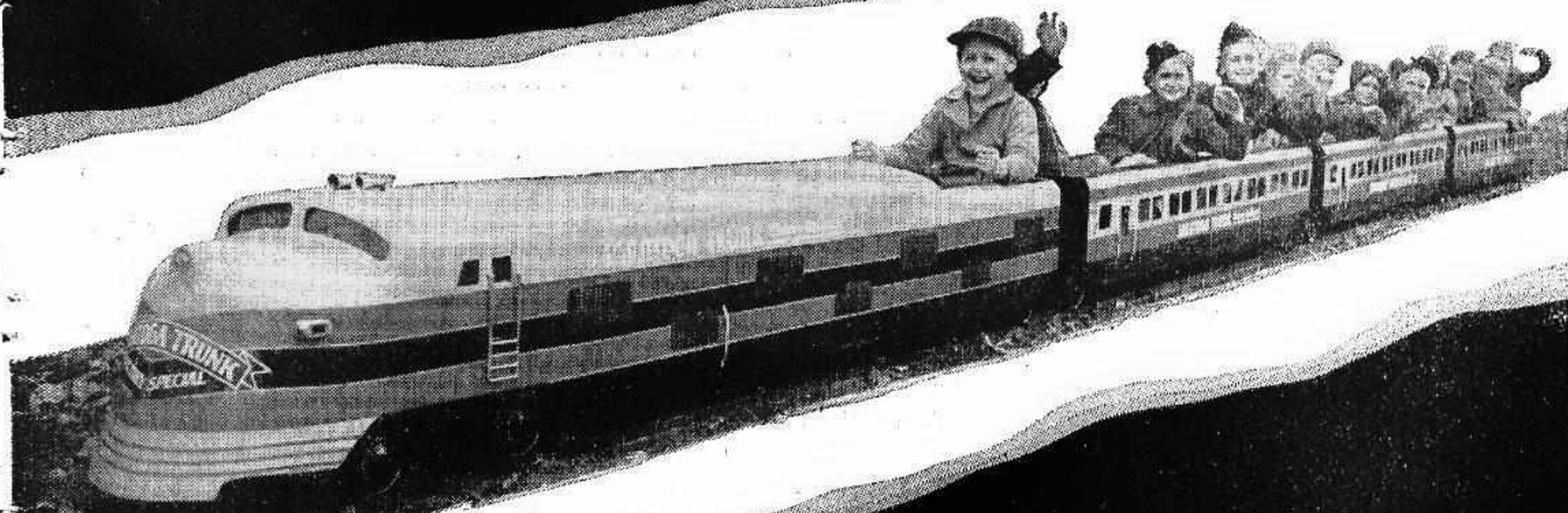
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**ORDERS WILL BE
FILLED IN ROTATION!**

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ADDISON, ILLINOIS

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The Billboard

OUTDOOR EQUIPMENT REVIEW

Supplement to the Spring Special Edition

MARCH 30, 1946

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SAVE YOUR NUTS AND BOLTS

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

By Pat Purcell

Editor of Outdoor Departments

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

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

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

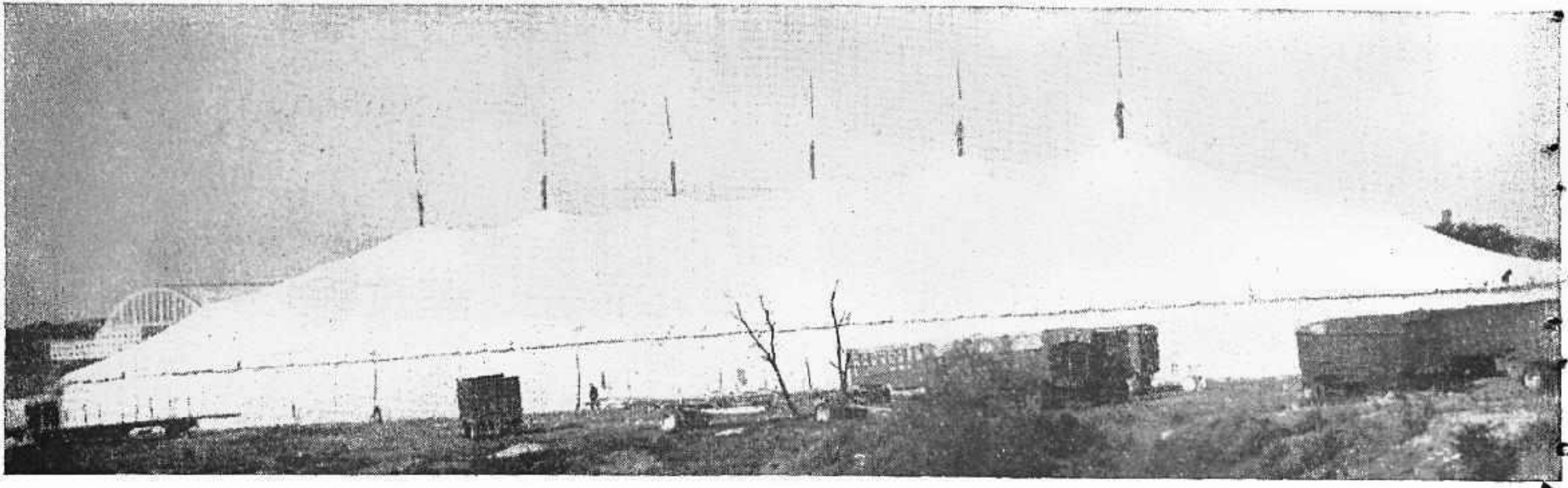
This, naturally, means that operators must prepare to go thru the 1946 campaigns with essentially the same equipment with which they closed in 1945. Some carnivals will be enhanced by additional rides which owners had planted on temporary or miniature park locations during the acute labor shortage. These rides will be new to the orgs, but will be used equipment which must be given the same careful attention as other secondhand property. It means that

operators will have to keep a closer check on their foremen to make certain that parts wearing out are given the best of attention promptly in order to avert costly break-downs. It also means that purchasing agents will have to be a trifle more alert in anticipating and obtaining necessary parts for replacements.

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

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

The over-all outlook for the amusement industry is bright, but everything indicates that owners and managers will have to watch their operations closely and conserve the equipment they have. There should be plenty of cash around to pay for everything they need as long as they can keep the wheels turning.



LET'S TALK ABOUT CANVAS

THE HOUSING shortage being what it is today, you're lucky if you have a roof over your head. And the canvas shortage being what it is, you're lucky if you have a tent over your show, be it carnival, circus or what have you.

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

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

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

Mfrs. Want To Help

Truth is the tent makers want to help you and will do everything pos-

Tent manufacturers are on the spur. Everyone wants new canvas but few will get it. Lighter, fireproof canvas, sewed with rotproof thread, with manila rope lacing, is on its way

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

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

"The work we are now producing," Johnson says, "is that which was contracted for back in December and January. Material is hard to get and in that respect we must constantly be looking ahead 60 to 70 days so that we can take care of the showmen's most urgent needs."

Johnson said they had^a such a heavy backlog of orders that even if they had the material on hand it would take five to six weeks to produce the order. All orders for sit-down shows, he said, for which the code requires flame-proofed tentage, have been taken care of. "In fact," he said, "90 per cent of the stuff thru

our plant is flame-proof material."
Materials Outlook

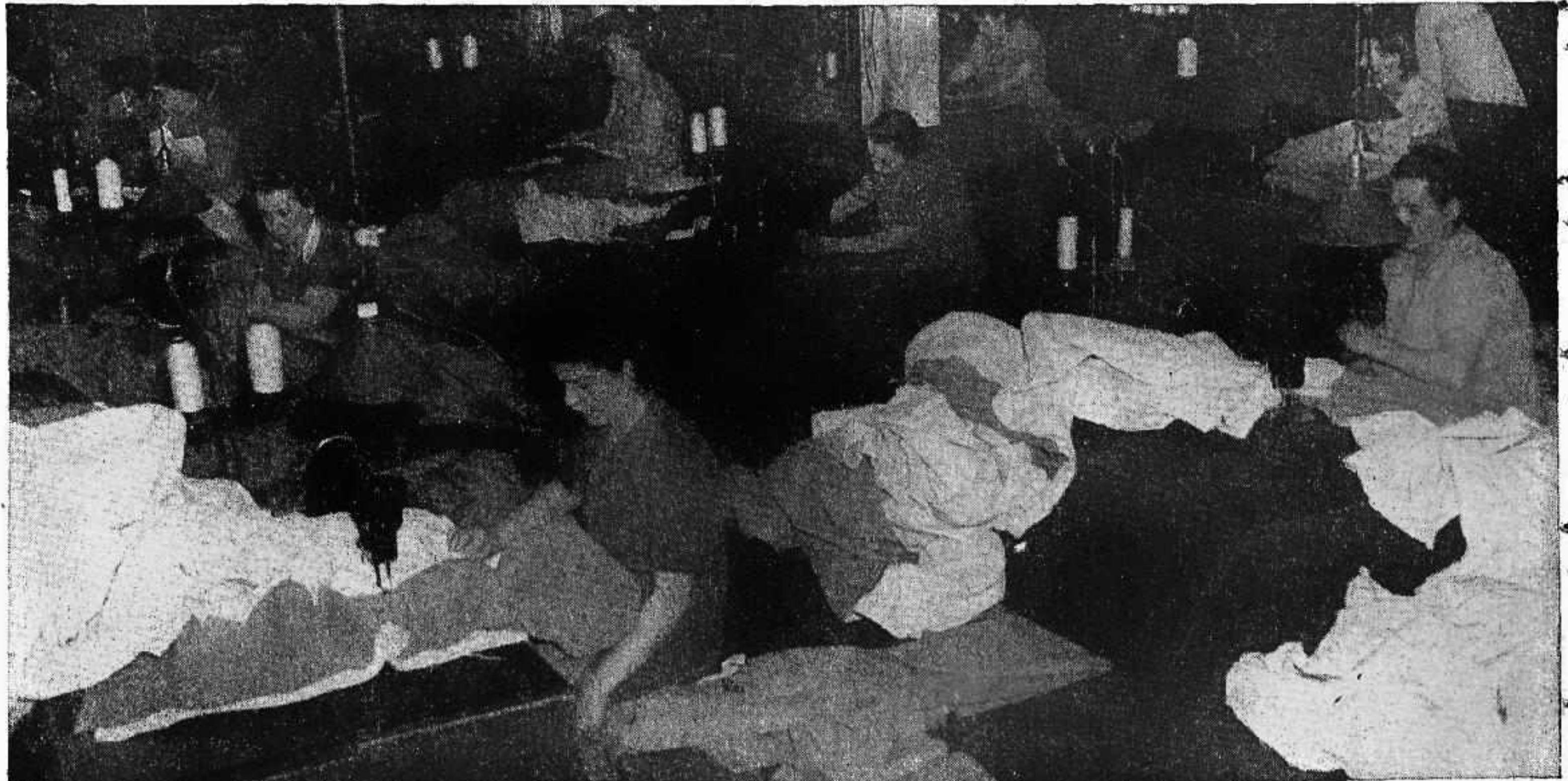
What about this material shortage? Is there no relief in sight? Johnson had the answers to these questions. He quickly referred you to info obtained from Worth Street in New York, the center of the textile industry. That information says there is no relief in sight for at least four or five months. After that, he opined, materials ought to flow thru trade channels.

Even at present, the material now being put out in the way of canvas is lighter than heretofore, and Johnson predicts that later on it will even outdo the present crop in that respect. New materials and new processing, he says, are not too far away and these will make for lighter materials, which, it goes without saying, is just what the outdoor show business ordered.

What About Rope?

Rope, which to canvas is like bread to butter, may be bothering you. Think nothing of it, brother. Sure, you can't get Manila rope in your orders today. The manufacturer makes no secret about that. The answer is simple—there just isn't any. Sisal rope has been used since the

THE SEWING ROOM of U. S. Tent & Awning Company is humming with activity these days readying tops for the coming season. (Atwell photo)



war and there have been no complaints on its stand-up ability. But Manila rope will be back. Like Wrigley's gum and Lucky Strike green, Manila rope went to war—or war came to it.

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

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

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

Order Promptly

Now let's take a trip over to the O. Henry Tent & Awning Company and converse with Bernie Mendelson and Charley Driver. They tell you much along the same lines as Johnson. One thing Mendelson would like to drive

home to the men in the outdoor show business regarding canvas is that the time to order is right after their season closes and not wait until a month or two before opening time. "In this way they help us and also help themselves," he said. "The sooner they get their order in the sooner we can deliver the finished product."

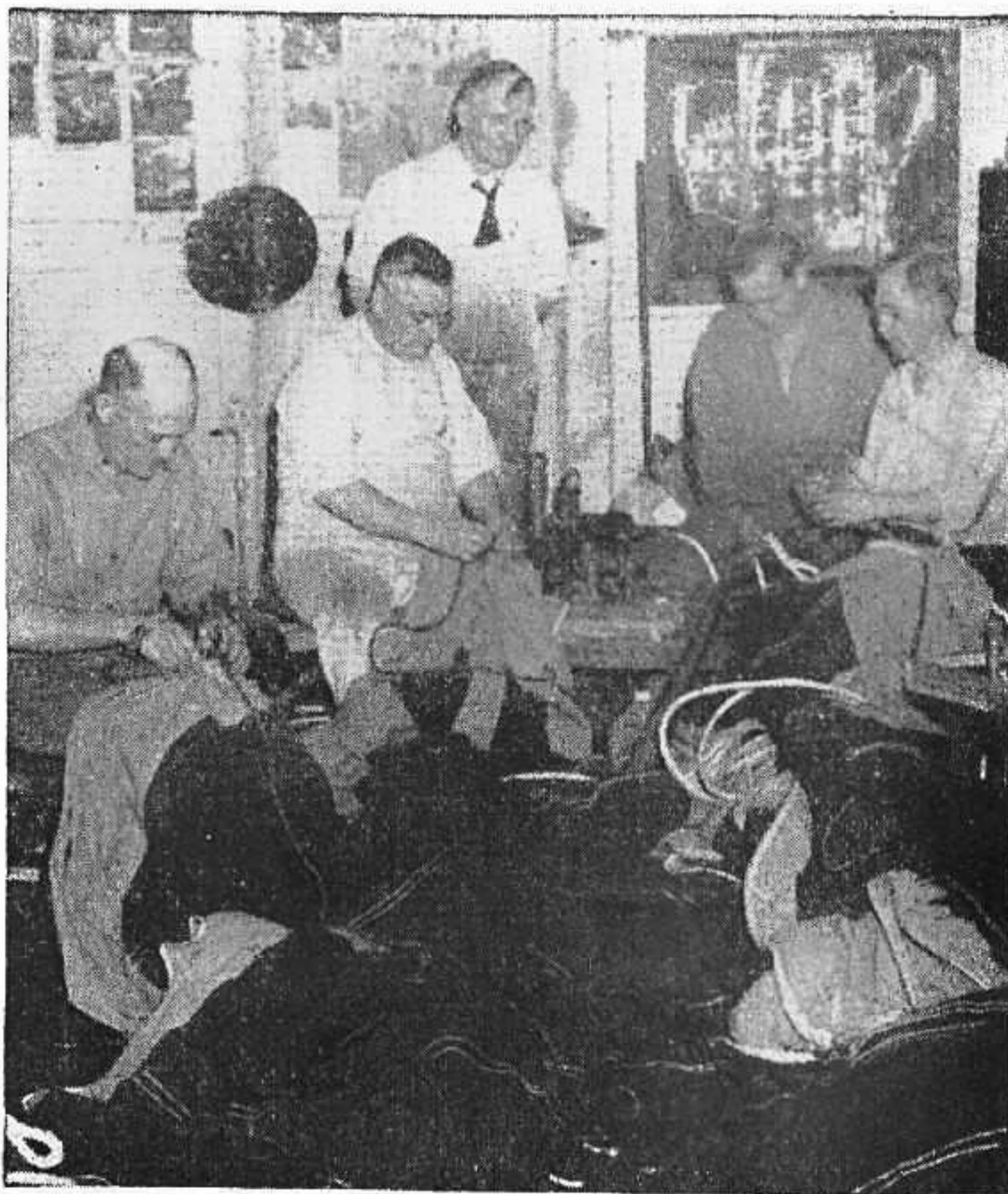
Mendelson says in the last few weeks the canvas market has tightened again and he foresees a definite material shortage before the middle of summer.

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

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

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

There is no dearth of business at O. Henry. Orders from World of Mirth; the Al G. Kelly-Miller Bros., King Bros. and Bailey Bros. circuses; Jack Gilbert, concession manager for Endy Bros., and Bisbee's Comedians, a tent show, were keeping men in the "back shop" more than busy.



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



MEN AT O. HENRY TENT & AWNING COMPANY working on the King Bros.' Circus tent. Left to right, Gus Nystrom, George Brockett, Frank Ludthke; Dick Evertson, the foreman, standing; Vince Ledig and Harry Avila. (Atwell photo)

SHOWBIZ HAS BIG CHANCE TO CASH IN ON USE OF DDT

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

DDT, the insect killer, this year will come into its own as a boon to outdoor show business.

Every branch of the business will receive a tremendous boost thru its use, a round-up of opinion among fairmen, carnival owners, circus executives, and park and pool managers agree. And chemists of the nation's leading manufacturers give support to this belief.

Of all the branches of outdoor business, fairs will find it of greatest value, because the need for its use is greater at the average fair.

Here are some of the places and ways, chemists believe, in which it will be used at fairs:

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

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

Inside and at entrances of all stables or exhibit buildings used to house cattle, horses, hogs, sheep and poultry.

On and near manure piles and refuse heaps.

On and inside all latrines.

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

On tent or trailer area.

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

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

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

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

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

Carnivals Need It

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

Carnivals—and circuses—will do

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

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

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

Kills Black Flies

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

During the war, DDT was limited chiefly to use by the armed forces but with V-J Day came a speedy re-

laxation of this limitation, accompanied by a vast increase in its manufacture, and, as a result, some was put into the consumers' market and a few fairs used it experimentally and effectively. And they cashed in, not only from direct results, but also for the publicity they received as being pioneers in its use.

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

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

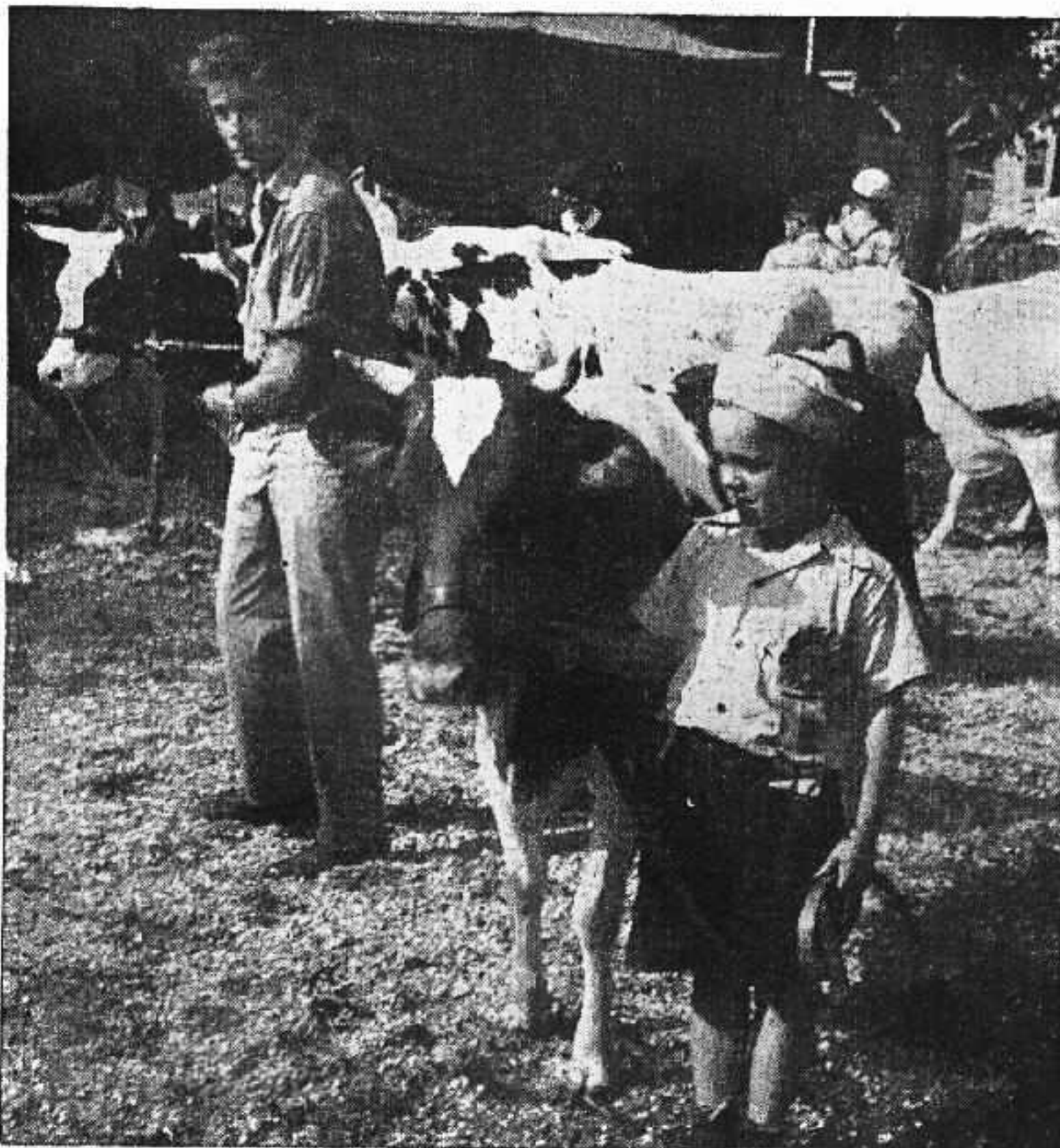
It Pays Off

Recounting Saginaw's experience, Harnden points out, "We estimate that as a general control over the entire grounds we were successful in at least 95 per cent control of insects."

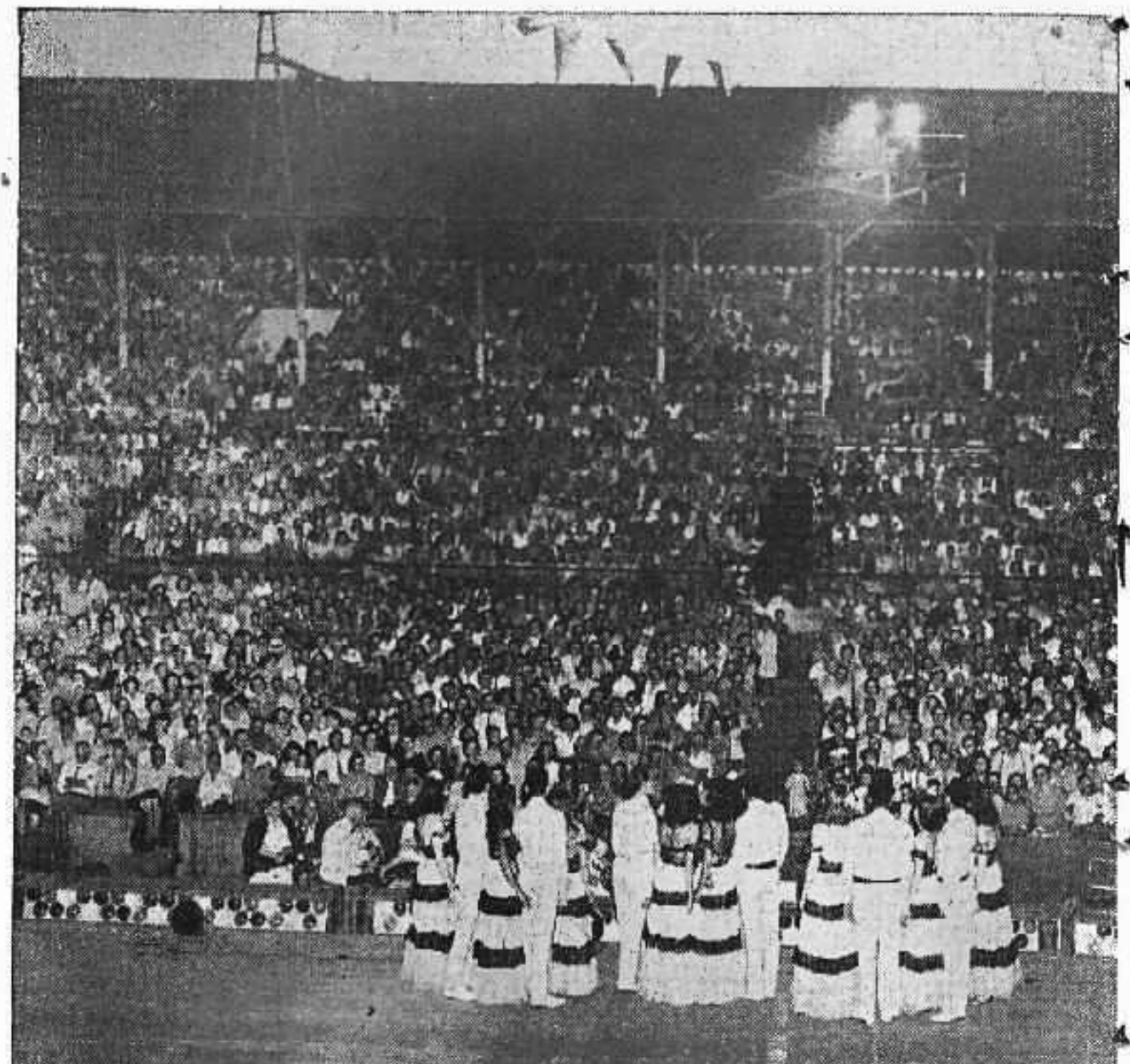
"The mosquitoes," he added, "were controlled 100 per cent."

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

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



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



CROWDS WILL BE able to sit and enjoy outdoor shows such as the one pictured above without the annoyance caused by the bugs and mosquitoes.

been impossible generally to abate the fly and mosquito nuisance.

Operators agree that countless people have turned away or walked out after seeing tables or counters peppered with flies. Ribbons of flypaper suspended from the ceiling or tent posts don't add to the inviting appearance, either, particularly when they are black with flies. And the same goes for sheets of flypaper.

Electric fly-killers are not an uncommon sight in exhibit barns at fairs, but they won't measure up to DDT for all-around results. To be sure, they're deadlier; they kill as soon as the fly hits the metal grilling. But their effective area is naturally confined. Moreover, the constant buzz of the electric gadgets serves only to emphasize the presence of flies, mosquitoes or other insects. And, then, too their cost far outweighs the cost of DDT applications.

DDT doesn't make a quick killing. It will bowl over an insect within a few minutes but the insect will continue to live three or four hours after being hit.

In its pure state, DDT is not a practical insecticide. And, the Department of Agriculture warns amateurs from trying to make it. It is effective only when combined with other substances, vis., ground with other inert ingredients to form a powder, suspended in water, or dissolved in a variety of vegetable oils.

Watch Fire Hazard

Commercial companies now put it out in powder form, and, this, with water, is regarded as the most effective combination for use in and around buildings and near animals. It may be mixed with kerosene, but chemists generally advise against this for outdoor amusement purposes because of the fire hazard.

Applications of the water solution can be made from a hand-spray, with knapsack holder. On larger areas a power sprayer is advisable. The water-DDT solution will leave a white residue, which will be noticeable to the eye but which will not be, chemists believe, sufficient to deter its use in the average fair building. Such solution, however, should not be used against delicate painted walls.

Period of effectiveness after application varies and is determined by the strength of the solution and weather conditions. Generally speaking, 5 per cent of DDT is sufficient and under average weather conditions will long outlast the run of the average fair. It will last longer in wet weather than in dry, hot weather.

Supply houses, paint or chemical

stores—and the manufacturers themselves—are set up in most instances to give specific answers to specific problems of any potential customer. As problems, as well as weather conditions vary, those who wish to use it are urged to consult a reliable DDT outlet.

U. S. Department of Agriculture has conducted research on DDT for the past three years, and the Bureau of Entomology and Plant Quarantine has released its findings and prefaces its statements with the remark that "many of the tests were seasonal or regional in nature," and goes on to make no all-embracing recommendations.

Widespread Use

Manufacturers and state agricultural schools are also experimenting and are willing to cooperate with the business because use by the business, if exploited, would speed the widespread, beneficial use of DDT. One experiment, now definitely in laboratory stage, is that of including DDT in paints.

Farmers and housewives are avidly interested in DDT, and farmers will follow closely the results at fairs. Department of Agriculture in its report treats everything from fowl ticks lice to stable flies.

Many enterprising fair men will capitalize on DDT, not only for its prime purpose and its publicity value but also to push the educational object of their fairs by featuring DDT's use. For this reason, a condensation of results of Department of Agriculture experiments on animals and humans follows:

On Cattle

Louse powder containing 10 per cent DDT killed the motile stages of the short-nosed cattle louse and the long-nosed cattle-biting louse. A single treatment applied to only a portion of the body was insufficient for killing all lice on the animal. Dipping of cattle was more effective than dusting or spraying. Dip used on short-nosed lice contained 0.08 per cent in a soluble pine-oil-emulsion, but single dip failed to kill all lice. A single treatment containing two-tenths of a per cent of DDT eliminated long-nosed blood-sucking lice and short-nosed cattle lice.

On Goats

Lice on goats vary according to sections. At Menard, Tex., the four lice common to that region were controlled by dip application of 0.2 per cent DDT in soluble pine-oil-emulsion, in which two quarts of the liquid adhered to each animal. Tests



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

indicate that if all goats in a herd are so treated lice will be eliminated.

On Hogs

A soluble pine-oil-emulsion containing 0.2 per cent of DDT killed hog lice in motile stage in Florida and Georgia. Spray applications were effective during the first week, but not after 13 days after treatment. Two treatments with 0.3 per cent of DDT emulsion did the trick, the hogs' habit of bedding together helping to reduce infestation.

On Poultry

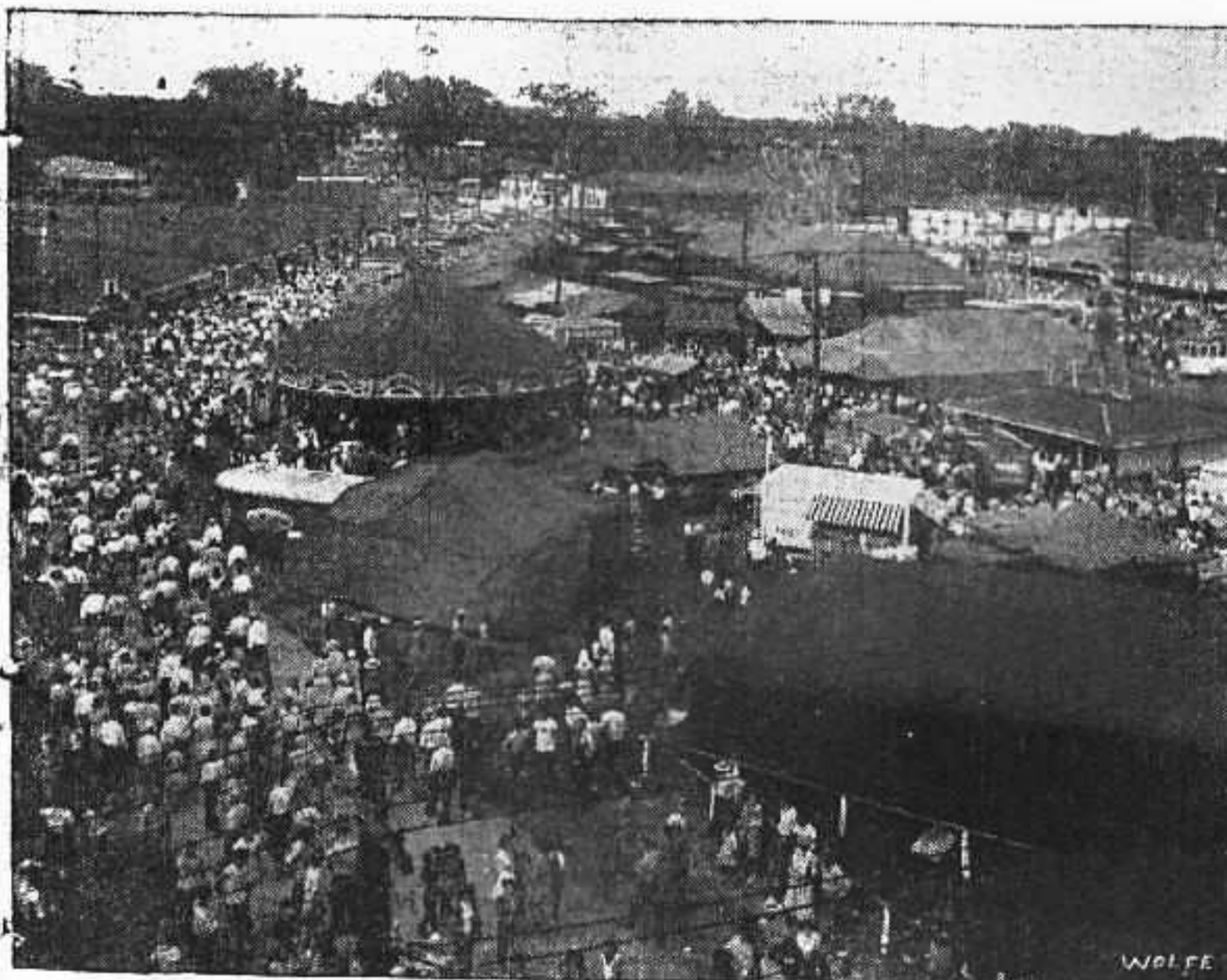
Houses have been successfully treated with residual spray containing 5 per cent of DDT and kerosene. For three months after application poultry houses have been free of lice.

DDT is also a killer of filter flies, horn, flies, sandflies, dog flies, stable flies, soldier flies, screwworms, American dog tick, brown dog tick, fowl tick, Gulf Coast tick, Lone Star tick, relapsing fever tick and winter horse tick.

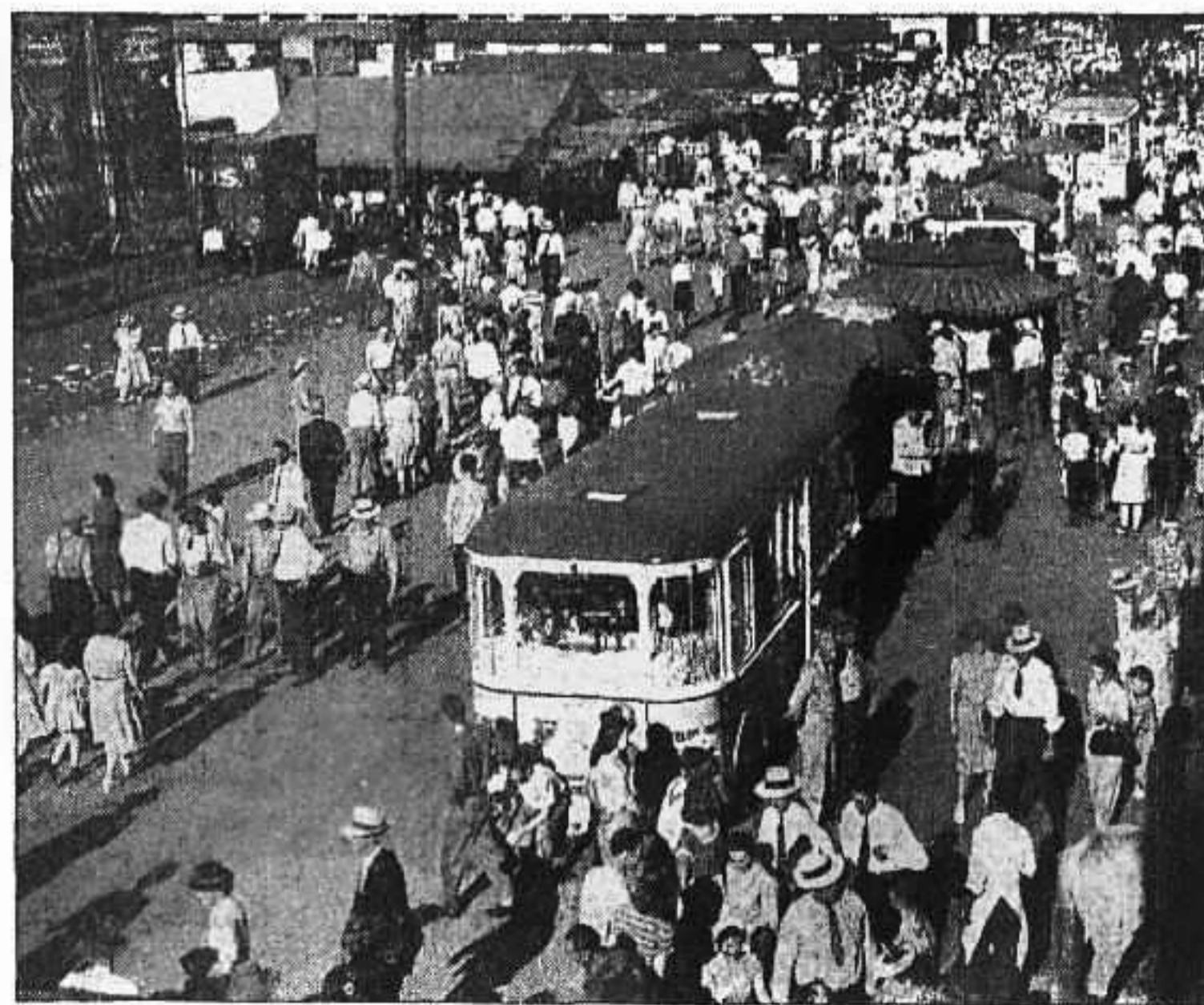
And DDT will also eliminate ants, bedbugs, cockroaches, fleas and roach wasps and hornets.

Used on humans, it will end body lice, head lice or crab lice.

Different formulas are necessary for the above treatments and, inasmuch as area conditions and weather govern and also because experimentation continues, those who plan to use it should consult reputable dealers in their area and get the exact formula for the specific job they wish to do.



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

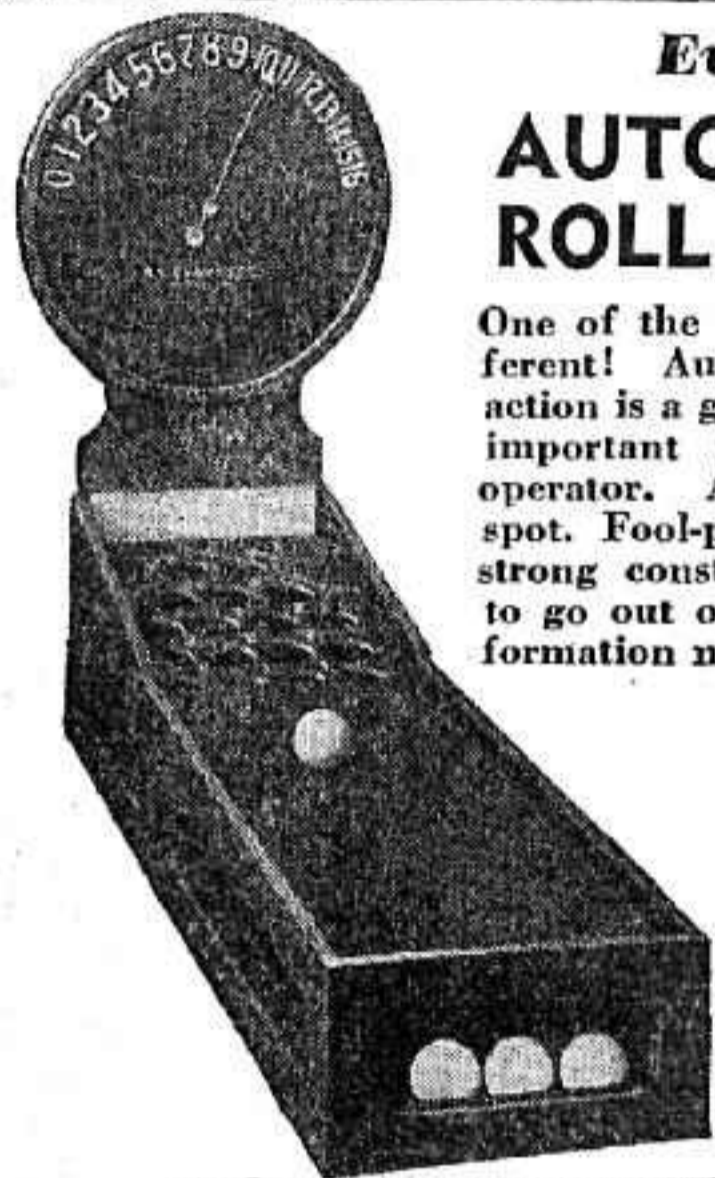


SCENES SUCH AS these are accompanied by flies and insects. Food and drink concessions will be freed from these pests.

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TOP ACTION!
TOP EARNINGS!**

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- BEST QUALITY, BIGGEST FLASH, SAFEST FOR MERCHANDISE!**

1946 . . . Biggest year in Midway history! Get your share of potential profits by using the absolute tops in equipment! EVANS' tested quality Grind Stores, Wheels and Games keep you "in there pitching" all the time! But it's First Come—First Served, so ORDER NOW for earliest possible delivery!



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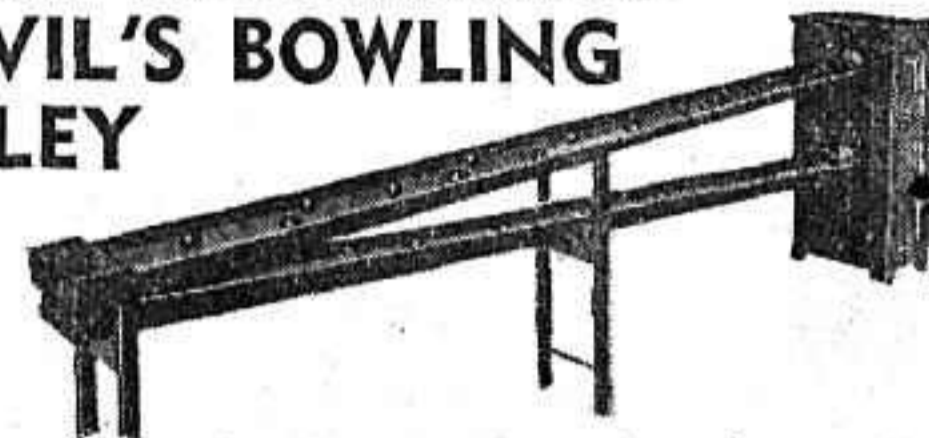
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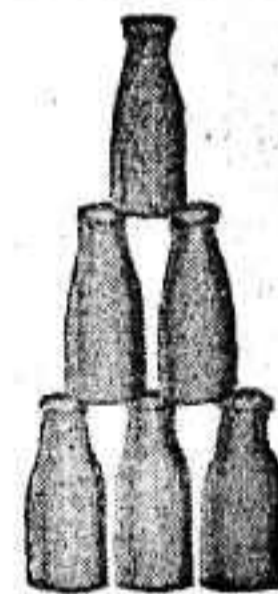
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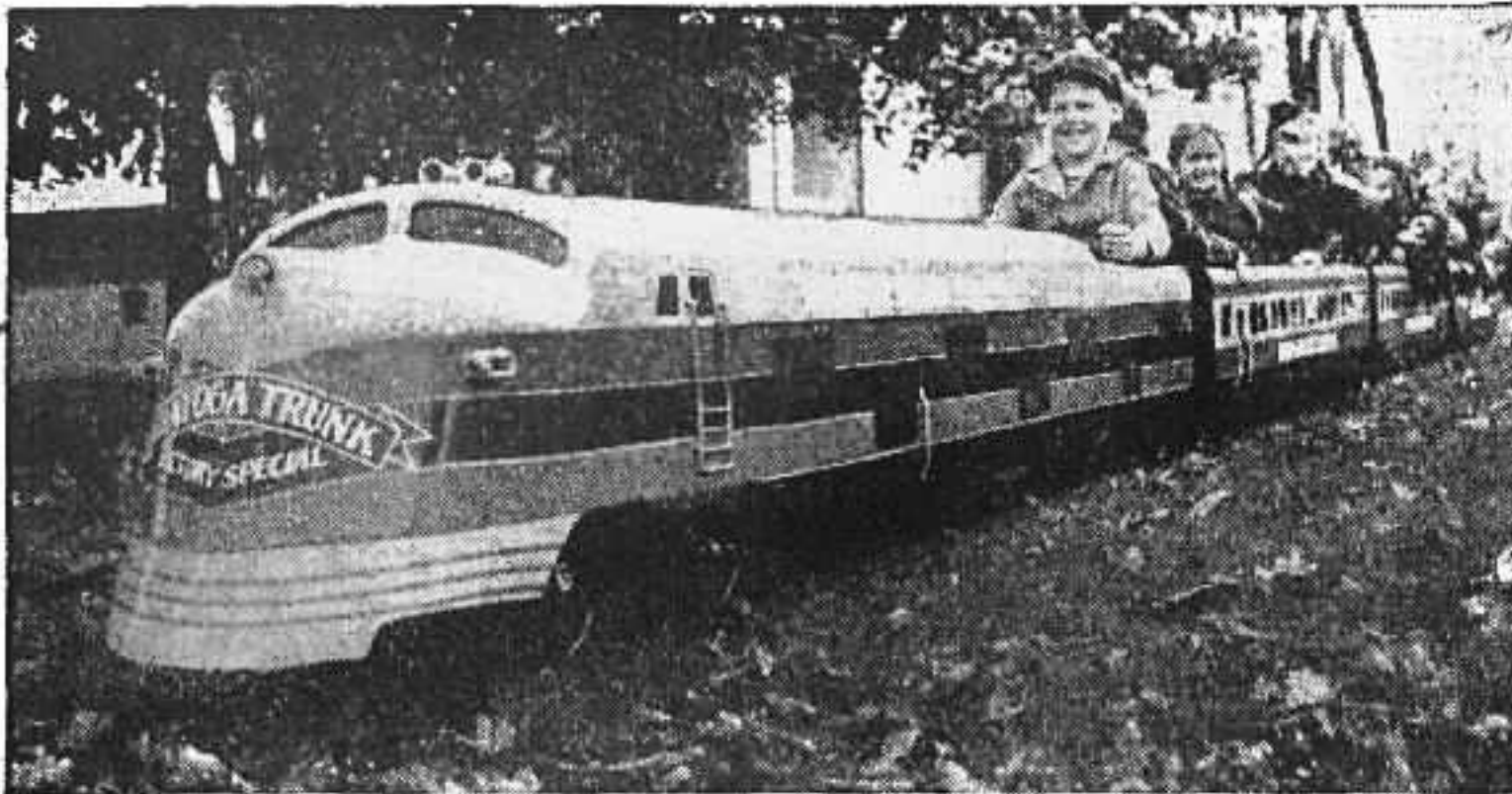


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**Leading Manufacturers of
Amusement Devices Since 1892**

WHAT'S IN THE RIDE WORKS?

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



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

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

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

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

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

What's new is, to say it conservatively, plenty! But until the still lingering labor, steel, rubber and materials famine runs its agonizing

course, it isn't for publication.

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

New One for Eli

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

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

the other vital factors of operation will we begin accepting orders."

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

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

Fills Up Shelves

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

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

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

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

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

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

Back to Normalcy

"Of course, we can't be certain that we'll hit this total, but we expect to close to it," Ben O. Roodhouse states. "We have 30 people working in the

plant right now, which is about normal."

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

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

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

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

Improve Old Models

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

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

Rubber continues a principal bottleneck to capacity production at the



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



THRILL A MINUTE rides are promised by manufacturers by 1947. Many will have new twists and turns that they say will appeal to young and old like the Rocket Ride pictured above.



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CIRCUSES... ARENAS
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SO EASY TO PREPARE... JUST LIKE ITS NAME... 1-2-3 and You have It! No mess... No waste... Every drop utilized... Made from Oil of California Lemons (or Oranges or Limes) with other wholesome ingredients... Nothing like it for sheer economy plus quality...

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Ordinary method and ingredients for packaging to obtain a tart flavor at sour taste...

Natural flavor from Oil of California Lemons—THE PLUS FLAVOR—which, together with other wholesome ingredients, equals...

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CAUTION: Beware of imitations. 1-2-3 Mixer is the original 2-bottle package, necks protruding from package. Look for the Patent No. 1,731,153 to make sure you are getting the original—the assurance of the right quality.

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big Lusse Bros. plant in Philadelphia, which produces Auto and Water Skooters.

"Rubber and motors," says Ray Lusse, with emphasis. "The shortage of these two critical items is hurting our effort to wipe out a backlog of two years and a half. We don't expect to be back on a normal basis before 1947 or 1948."

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

'46 a Sellout

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

The midget streamliner, ushered in with a fanfare of publicity which saw Danny Kaye, Hildegard and other topflight stars at the locomotive controls, has scored heavily in the field of kiddie rides. The sales manager said that a total of 65 park and carnival owners will operate the ride this season. Floyd Gooding, of the Gooding Amusement Company, will have four of them on his shows.

Another firm which has accepted a number of orders for delivery this spring is the Bisch-Rocco Amusement Company of Chicago, makers of two types of Flying Scooters. However reports M. J. Towzer, sales executive, "we have already accepted enough orders to tax immediate capacity for production."

OPA Relents

The Office of Price Administration has done its part to make the going easier for the ride men, removing ceiling prices on all devices as of February 13.

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

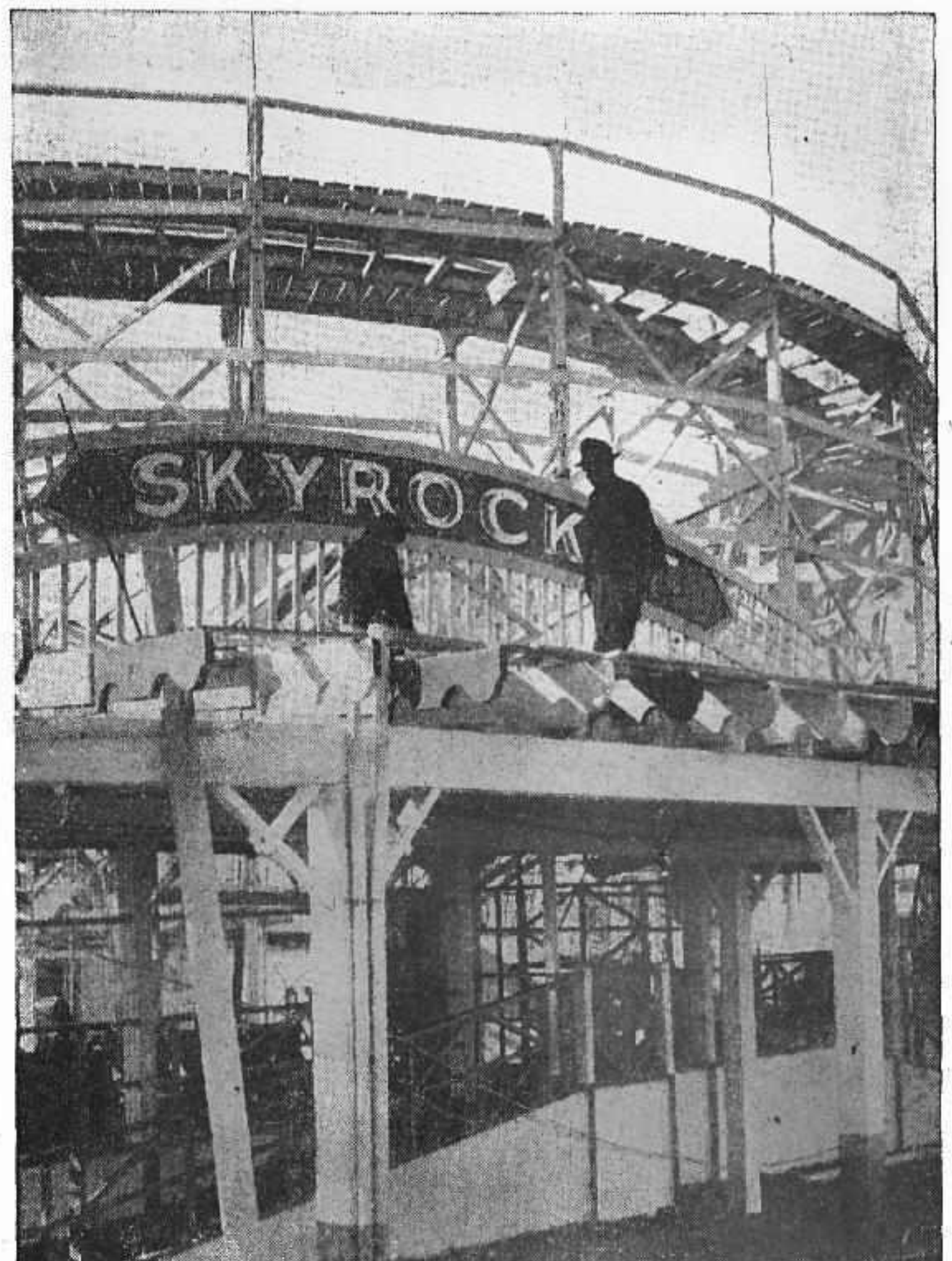
British in Same Boat

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

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

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

In spite of the evident lack of products at the exhibition, the promoters and individual firms had circularized outdoor showmen not only thru Europe but also in South America, with invitations to come to London for the show.



THIS daddy of thrill rides still remains a potent fun-zone attraction. Tests conducted thru the war have enabled ride manufacturers to improve their devices, such as is being done here.

ORGANIZATION IS THE KEY TO FAIRGROUND MAINTENANCE

It's a big year-round job to keep fairgrounds in tip-top shape, but it's simple when you know the angles. Here's how Ed Deemer, Minnesota State Fair, handles the job

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

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

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

Care of equipment is another top concern of the Minnesota grounds superintendent. For example, the hundreds of flags that flutter above the fair each fall represent a heavy investment which Deemer protects with gentle care and handling. Thru the winter, flags that have been damaged by wind or rain, or which have become worn from nothing but long usage, are patched and carefully packed away. They are stored in mothballs or tobacco.

Similarly, dozens of canvas roofs which cover exhibit or commercial booths at fair time are thoroly dried before going into storage, with extra

(Continued on page 27)

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

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

Deemer came to the big Minnesota fair plant when he was a youth of 22, a protege of the late J. C. Simpson, nationally known fair manager of a generation back. He is the son of James H. Deemer, who was superintendent of the Iowa State Fairgrounds for 34 years until his death in 1940.

Boss of Many Jobs

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

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

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

This skeleton crew consists of an

expert auto mechanic, a carpenter, a plumber, a watchman and two general laborers. From late fall thru March these half dozen men carry on normal off-season maintenance and repairs under Deemer's direction.

When he doubles his staff, usually about April 1, Deemer calls upon his regular hands to step up as foremen over the six new men who go on the pay roll. After working together for from six to eight weeks, all 12 are qualified to take over as foremen when the grounds crew is again expanded for summer operations.

Develops Own Foremen

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

The base of grounds operations at the Minnesota exposition is an attractive three-story brick service building, 120 by 135 feet in dimension, which serves as storehouse, workshop and garage thru the year and also houses the concession, light and power and service departments at fair time.

Thru the frigid Minnesota winters this heated structure hums with off-season activity. In the well-equipped workshop the carpenter and his helper frame exhibit booths, dress up furniture that may have been

broken during the fair and otherwise employ their time on small construction. The mechanic tunes up the State fair trucks and tractor, and the plumber keeps busy in his section of the building.

With an eye to keeping abreast of repair requirements, Deemer insists that his watchman must make a daily inspection of every building on the grounds.

Good Will From Kids

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

That came about, he explains, when the State fair snowplow was pushed into service to clear a path across the grounds which the children travel on their route to and from school.

"When the youngsters found out that we wanted to co-operate, they stopped bothering our windows," Deemer reports.

On the single recent occasion of window smashing, a firm hand on the part of the fair management produced direct and satisfactory results.

"We simply traced down the culprits and phoned their parents that the youngsters would be hauled into Police Court unless damages were paid at once. We got immediate action."

The snowplow sees plenty of ac-



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

PARKS DIG DEEP FOR IMPROVEMENTS

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

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

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

While all didn't put down the cost or approximate cost, a total of the figures available shows it will hit—in round figures—around the \$5,000,000 mark. The individual listings range from \$750 to \$300,000. There are plenty of \$10,000 figures. It is as popular as a Merry-Go-Round at a kid's picnic.

Big Building Plans

Topping the spending list is Ocean View Park at Norfolk, Va., owned by Dr. Dudley Cooper and W. R. Aitken. The exact improvements and the complete story of the spending by this funspot will be found elsewhere in this edition. It's part of a two-year building program, and it's sufficient to say that \$85,000 is going

for the benefit of bathers and \$25,000 for a new restaurant.

Three spots—Rockaway Playland, Rockaway Beach, N. Y.; Playland Park, San Antonio, and Seaside Park, Virginia Beach, Va.—listed improvements and additions valued at \$150,000. Rockaway, for instance, which is owned by A. Joseph Geist, spent its money on a new Looper and Roll-o-Plane, three kiddie rides and a new boardwalk, to mention a few. A new Roller Coaster and a new Tilt are among the rides at Playland Park, owned by James E. Johnson. These, together with other improvements, amount to the 150G. Seaside's expenditure was for, among other things, a Roller Coaster, Laugh-in-the-Dark and a combination Fun-house and Glass House.

Don Dazey, secretary and general manager at LeSourdsville Lake Park, Middletown, O., says his concern has spent a hundred grand on a new shelter house, dining room and kitchen, new Flying Scooter and comfort stations. Those, of course, are just a few of the improvements on tap.

100G for Cedar Point

Cedar Point Park on Lake Erie, managed by Edward A. Smith, is



THIS IS A VIEW of the new picnic pavilion at Ocean View Park, Norfolk, Va., which will be open to groups and individuals along with the amusement center April 6. The trees shown in the picture are of a shade variety, but before they attain their growth, awning coverlets can be fitted into the tables. The pavilion is part of a \$300,000 improvement program at the funspot.

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

Jantzen Beach Park, Portland, Ore., of which Paul H. Huedepohl is managing director, and Coney Island, Cincinnati, which is owned by Edward L. Schott, have hit the 70 and 75G mark, respectively, in their im-

provements. Schott's money went for a new front on Moonlite Garden Ballroom, while Huedepohl spent his on a variety of things.

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

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MANY "CATERPILLAR" TRACK-TYPE TRACTORS AND CASE RUBBER-TIRED TRACTORS WILL BE USED BY NUMEROUS SHOWS.

Due to conditions in industry beyond our control we regret that we have been unable to take care of our many new customers and prospects as we would have liked to. We are filling all the orders we now have to the very best of our ability, and again we are deeply regretful for any disappointments to the showmen.

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SOUND EQUIPMENT OUTLOOK FOR 1946

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

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

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

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

Immediate Outlook

First of all, don't expect any earth-shaking changes or inventions in the near future. That doesn't mean that manufacturers haven't been working on new inventions and new devices during the war years. They kept abreast of the times, make no mistake about that. They have many new ideas and changes, some of them already in the blueprint stages. They just aren't talking about them at the moment. It's all very secretive. When you bring that subject up to men in the manufacturing end they look at you with a smile and say in effect: "Let's talk about something else." In other words, they know plenty about what's in the wind, but the time isn't ripe. Either there is still work to be done on the various

new items before they are pronounced a success or they figure it's best to keep it all to themselves until the item is actually placed on the market.

But let's not talk too long about what will come in a year or two or three. What about the present? That's what interests men in the carnival, circus, park and music business.

Plenty of Improvements

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

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

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

Regarding record changers, Miles said that none were made during the war, but he promised production would begin shortly and that production would be at full blast, barring something unforeseen, by mid-March. Some component parts, he said, are hard to get both for loud-speaking systems and record changers. He expressly made a point that tubes are—and will be for a time—hard to get. "Then," he added, "these strikes haven't helped our business anymore than they've helped the others."

Asked if his firm, during the war, manufactured equipment for the armed forces, Miles answered in the

affirmative. Questioned whether or not any of the inventions or devices used by the armed forces might prove a help in civilian production, the Bell representative shook his head. "I doubt," he said, "whether they will. I must tell you, however, that most of our work was for the air forces and in that connection would be a bit too technical for average midway use."

Microphone Situation

Don't look at the present, Miles warned, for any big changes in microphones. He said many improvements are planned but are not ready for production yet. Mills, who also represents the Astatic Corporation of Conneaut, O., said Astatic will come out with new microphone ideas in the future but he declined to say, if he knew, just what those new ideas would be.

Prices for loud-speaking equipment, like everything else, will be up, Miles said. He sighted the increased cost of production as one of the chief reasons for this. While the cost will be up, the equipment, at least in so far as 15 and 20-watt amplifiers are concerned, will be more compact and more flexible. The aim is, he said, to make the equipment not only compact but light and easy to handle.

Another Opinion

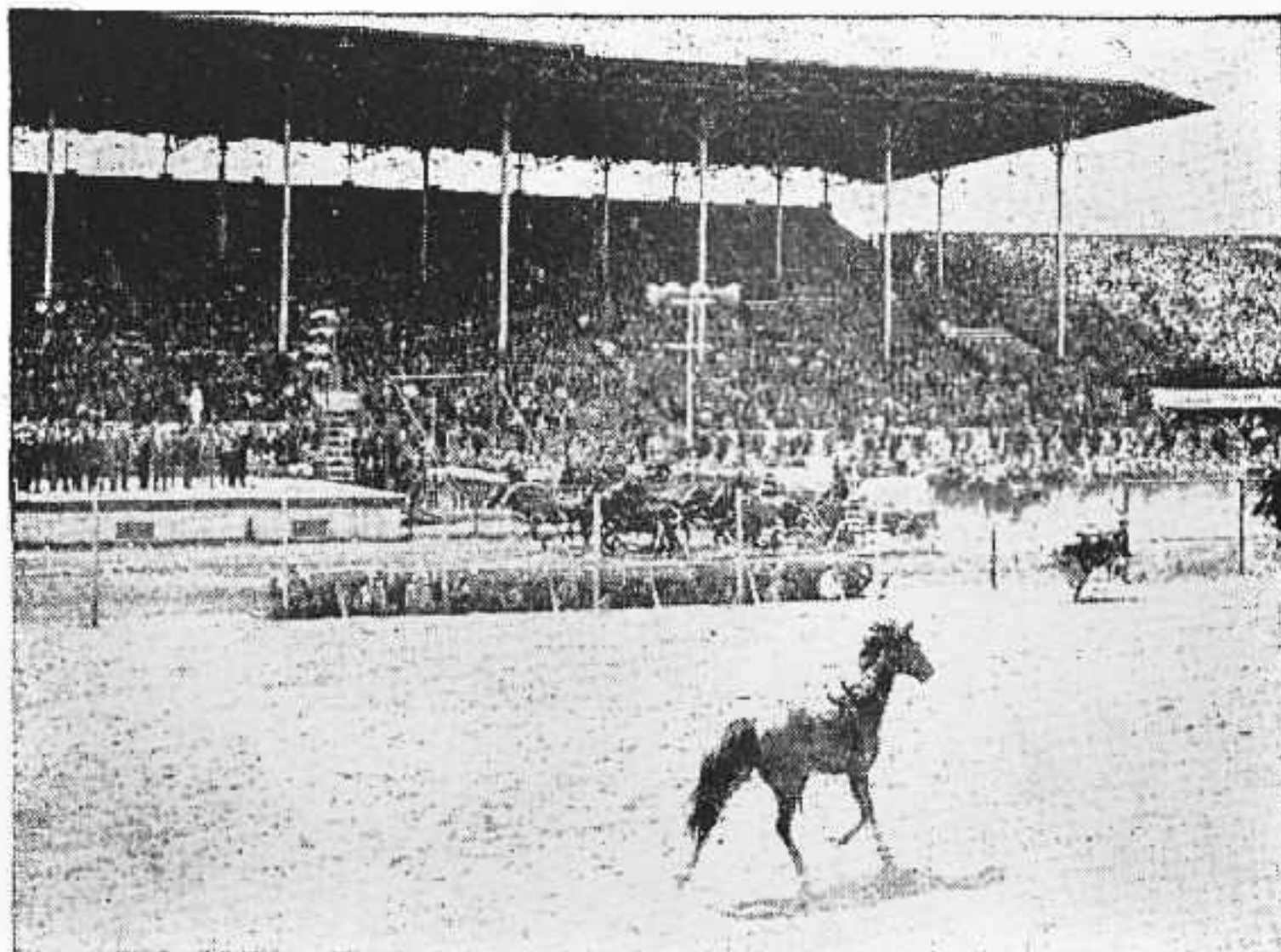
Norton Boom, of Boom Electric, Chicago, distributors for Western Electric products, backed up many of Miles's statements. He, too, believes the quality will be improved, but not too much. He emphasized ease of operation, freedom from feed-

back and flexibility as the items to be incorporated in systems now being manufactured. New transformers, he said, will mean more power. Boom said he didn't think there would be much of an increase in prices, altho he could see where there might be.

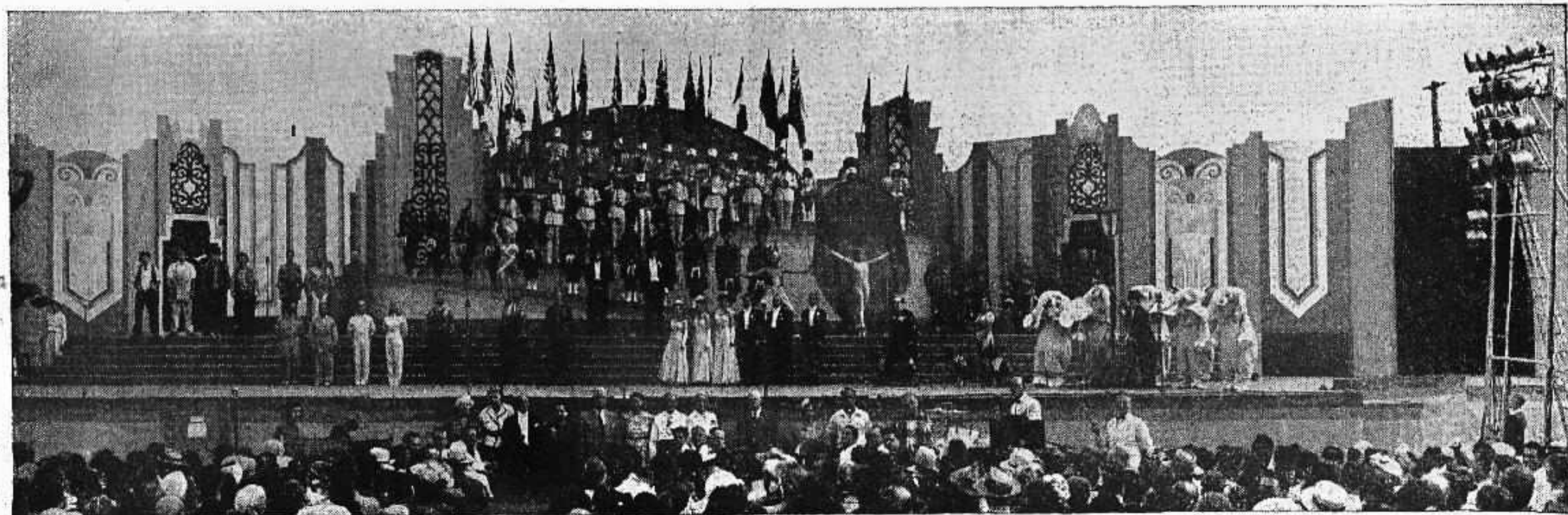
"My advice to those interested in buying loud-speaking systems," Boom said, is to buy good equipment. Loud-speaking systems can almost make or break you," he said. "Take a band, for instance. Give a good band a poor loud-speaking system and it will make the band sound bad. Speaking systems help to impress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

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

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



THE NEED FOR sound equipment with clarity of tone and sufficient volume to reach grandstand crowds that often number over 25,000 is acute. But manufacturers say wartime improvements will simplify this problem.



PAINT MAKES IT BRIGHT—BUT IT IS MIGHTY HARD TO FIND

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

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

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

But Argentina's last flax crop was off. And the entire crop was thrown into a world market, and less than 20 per cent earmarked for this country. And that is no guarantee; uncertainty prevails about Argentina because of the political situation there.

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

The paint industry is beset by another vital shortage, an insufficient

amount of lead. And there are no prospects of this shortage abating. U. S. never produces enough for its own requirements and strikes in Mexico, an important source, have disrupted that supply, and, what's more, the U. S., due to its price policy cannot compete in the open market. This is the contention of leaders in the paint manufacturing field.

Besides lead and linseed, there is an acute shortage of titanium dioxide, which is a highly concentrated pigment used in enamels and exterior paints requiring good cover capacity. And there are still other shortages or near-shortages among the ingredients used by paint-makers.

Shortages of materials gives dismalness to the supply outlook. And the demand for paint has reached an all-time peak, what with the tremendous demand for new housing and the production of countless consumer items, such as automobiles, refrigerators, etc., all of which require paint, good paint and plenty of it.

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

(Continued on page 29)

PHOTO FRAMES

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BIG ARCADE BOOM LOOMS

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

There will be some changes in arcades along the midway this year. For one thing, the war motif has faded fast. In 1946 the face of a leering Jap in front of a target gun is as out of date as bustles on a pin-up. Arcade men converted quickly after V-J Day, putting their old machines in fancy new dress and working out new ideas for machines. Converted machines have proved themselves on locations during the period when manufacturers were busy bring their factories around from war to peacetime production.

Shortages Hit

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

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

Guns Big Play-Getters

Target guns and rifle ranges are likely to get an even bigger play this season than they did in the flush days before the war. At least this has been the experience of arcade owners in downtown metropolitan locations, and there is every reason to believe that their experience will hold good for target guns on the midway.

Explanation for all of this, arcade men say, is the fact that ex-servicemen like to keep their hands in and try their skill with the latest machine. War-time angles are still prominent in the targets, and it is likely that manufacturers will continue to find it wise to keep machines pretty much as they are. Even these machines, however, are far more elaborate than similar machines of pre-war days.

New games, new public demands to be fulfilled soon. New twist to be adopted from Navy Training Program for gun and target games

Plastic Bullets?

Rumor in the trade has it that several new ideas will give a shot in the arm to the regular rifle range. Army and navy service corps developed one new gimmick which has the trade interested. That is the Navy's Pinball Training plane which was described in *The Billboard* several months ago. Plane got its name from the plastic bullets which were fired at it by servicemen who were training for gunnery jobs. These plastic bullets, when they hit their target, exploded in a variety of brilliant colors which made it possible to see just where the hit had been scored. Another feature of the plastic bullets, and one which will interest traveling arcade men, is the fact that they are supposed to explode harmlessly.

Just when such new inventions as this plastic bullet will be available for arcade use no one can say definitely. The plastic bullet, like many another war-born idea, is no longer secret, but so far its manufacture has been exclusively for the service. Service corps officials have been unable to provide information on where these plastic bullets may be obtained. It is safe to suppose, however, that these bullets, and other new inventions, will be available for midway visitors soon.

Same urge which is bringing increased business to the target machines is likewise bringing a new flood of patrons to the rifle ranges. Ex-servicemen—many of them who want to maintain the service-acquired skill or who want to show off for their family or friends—are crowding up to the stands. This summer should be a banner year for all rifle ranges.

Good news, too, for operators of such concessions is the fact that target ammunition is no longer on priority. By the time the season opens, ammunition for target pistols and rifles should be available in greater quantity than at any time before the war altho lead for ammunition is still scarce.

Link Trainer Offshoots

Another kind of machine which is likely to go over big in midway arcades is the trainer type of amusement device. So far there are two models on the market—one called the Pre-Flight Trainer—the other

called Pilot Trainer.

Both of these machines trace their origin back to the famed Link trainers used by the Air Corps in giving preliminary instruction to pilots. The machines are able to go thru most of the gyrations, and simulate most of the thrills, which come in actual flight.

Permanent arcades, in city locations, have found this type machine a big attraction for their locations. Like many other arcade pieces now on the market and scheduled to make an appearance shortly, it is an attention getter. It not only looks different from anything seen in arcades before the war, but it is different—both in appearance and in the kind of amusement which it offers.

Photomatics Situash

Coin-operated photo machines should see greatly increased use in arcades along the midway during the coming season. As is the case with other new model machines, new photo machines are scarce. It will probably be next season before these new machines and many others are available to every arcade operator who wants one. The same holds true for voice recorders—which have proved themselves extremely popular in permanent arcade locations. Both the photo machines and the voice recorders will attract great numbers of transient trade. Vacationists, taking advantage of available travel facilities for the first time since 1941, are always good potential customers for any machine of this type which will provide them with lasting souvenirs of their visit.

Owners of arcades welcome these new model machines after three long seasons of attempting to dress up old models and trying to keep equipment in shape for the public. Sad fact is, however, that new machines for the midway—and for permanent arcades, too—will not be plentiful until 1947. Not even the standard traveling arcade devices, like claws, diggers and crane, will be on hand in sufficient quantity to satisfy the great pent-up demand for such devices. At least this is the considered outlook now.

Materials a Bottleneck

Manufacturers of this equipment, despite the fact that they have completed reconverting their factories to producing amusement devices, are currently tied up with material short-

ages as bad as in the worse days of 1945. Lumber is one essential item which is becoming practically impossible to find.

Manufacturers and operators saw the lumber situation developing last fall, when Northwestern mill hands and cutters went off the job for several months while they were negotiating for higher wages. That trouble was settled in due time, but production was pushed back a good three months before the men went back to their saws. Results of this are just beginning to make themselves felt.

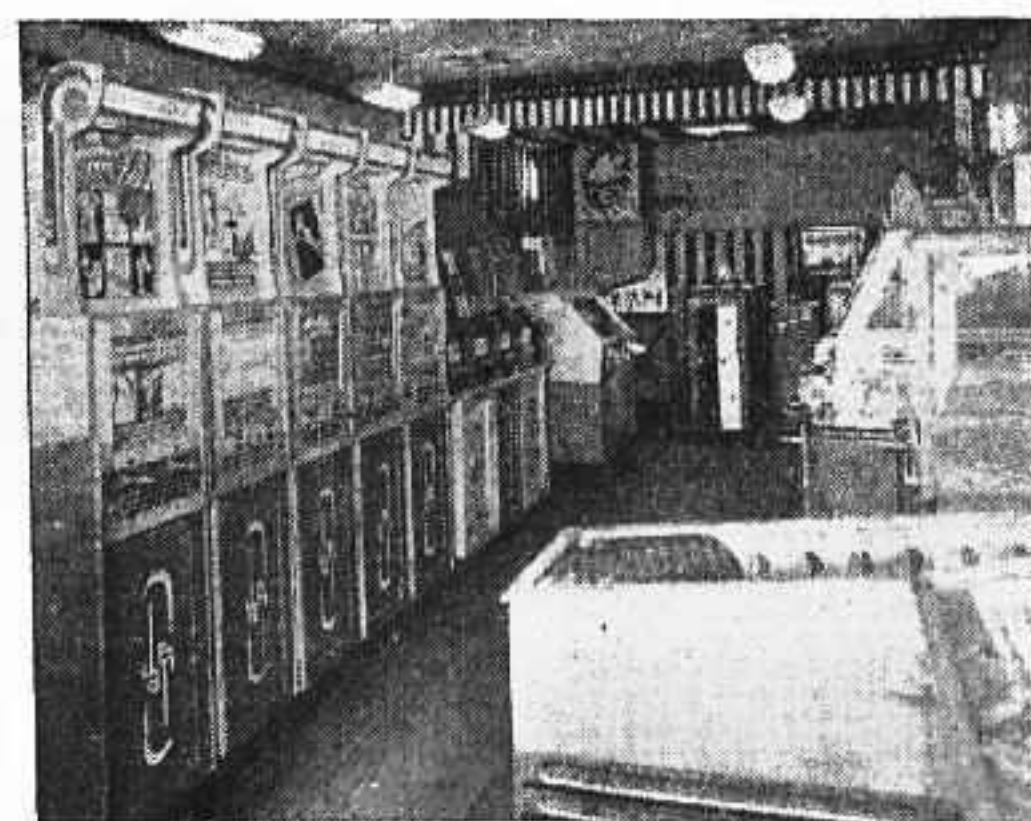
Then, too, the current housing boom—and the possibility of Federal aid to new home building which passed the House recently—will spell more serious shortages of lumber. Even tho lumber is not used in arcade pieces as much as it used to be, it is still a vital part of many important machines. Plastics and metals have taken the place of lumber in many ways, but not entirely.

Until this shortage of material clears up, midway throngs will have to be lured in with one or two new model machines or with good showmanship. The 1946 season is not likely to see any great improvements in the number of available amusement devices.

What devices are currently available should hypo play of all machines along the midway. Coin changing mechanisms which are now in production are expected to find a ready and important position in midway arcades. These machines which can operate separately or as a built-in part of any particular type of amusement device, give out five nickels for a quarter, two nickels for a dime, and so on. This device will bring in considerable play which might be lost if the patron had to stand in line at a cashier's desk to have his larger coins broken up into small units so that he could play the machines.

Big Season Ahead

Whatever problem may arise in the way of securing sufficient or additional equipment to keep the traveling arcade up-to-date, the fact remains that all traveling arcades should do a boom business to compare favorably with any year prior to 1941. During the war, hundreds of thousands of service men and women found arcades and arcade amusement devices one of the best ways for spending their leisure hours. In the most remote posts, arcade machines got heavy play from military personnel. Now that these men and women are back in civilian clothes again, they will undoubtedly continue their patronage of arcades, both traveling and permanent ones.



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

RETURNING SERVICEMEN have proved to be the stimulating force behind the popularity of all types of gun and target games.

A VARIETY OF games in an orderly fashion, grouped according to machine types, has proved to be the favorite arcade layout.

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Makes a beautiful display.

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Handy for filled boxes.

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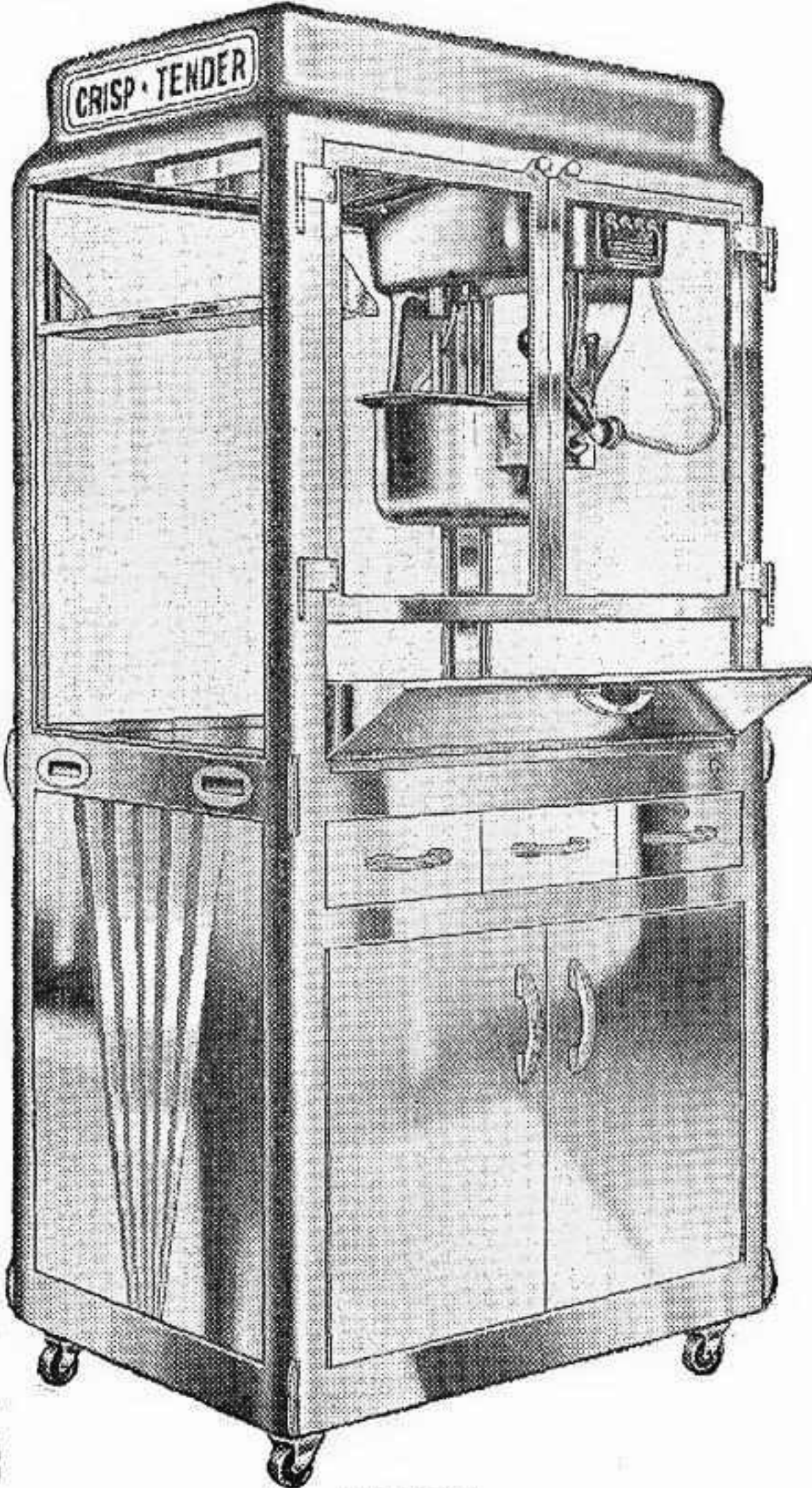
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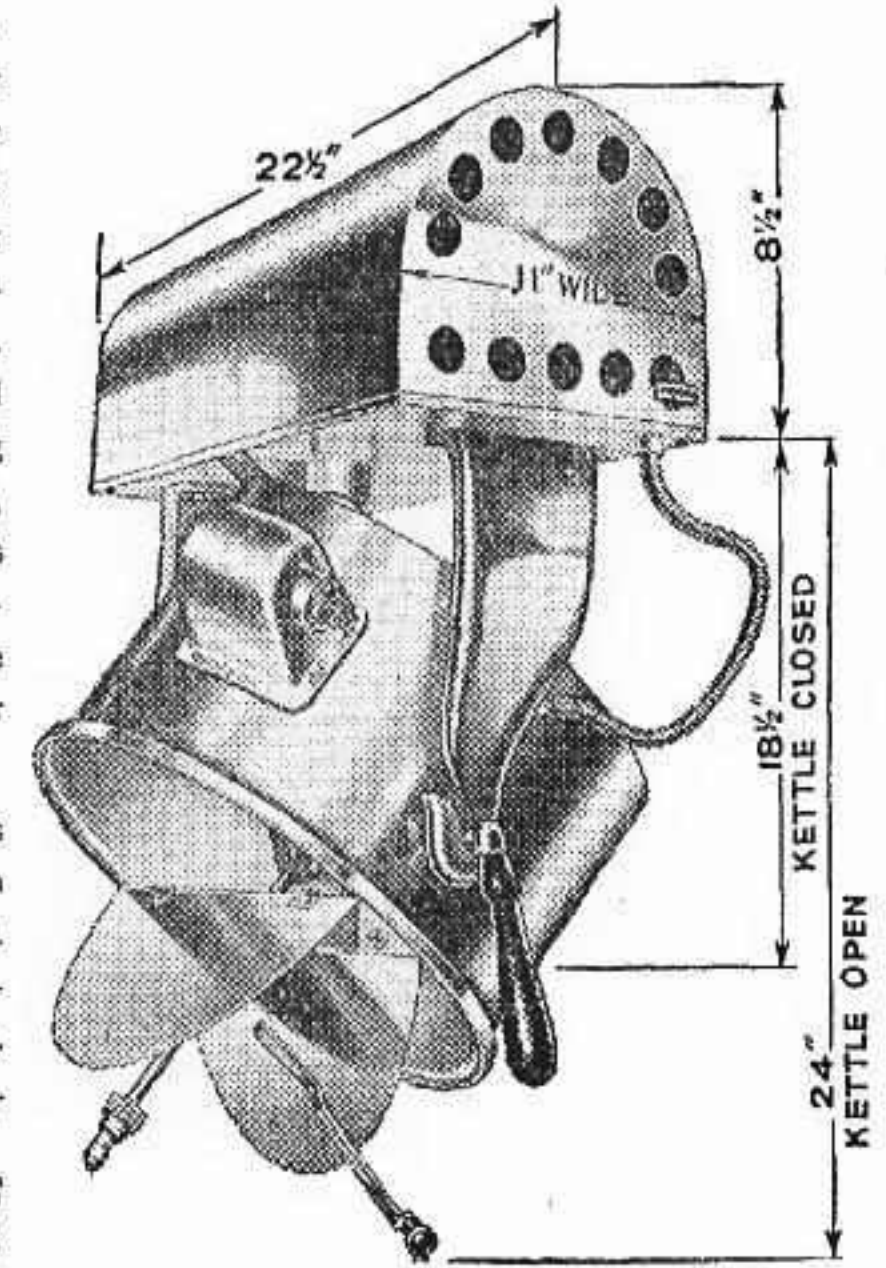
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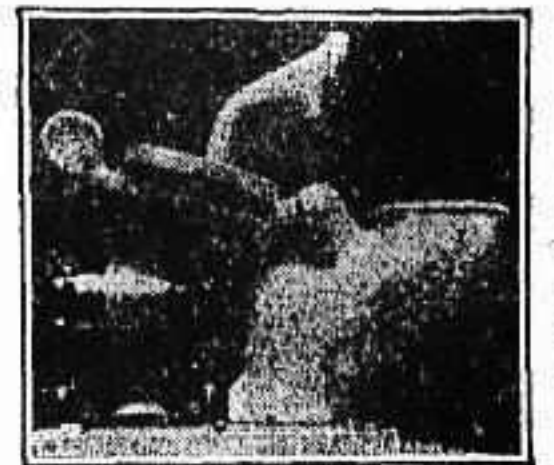
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FLOSS PAPERS—4 x 12 Carton, 5,000, \$5.00.

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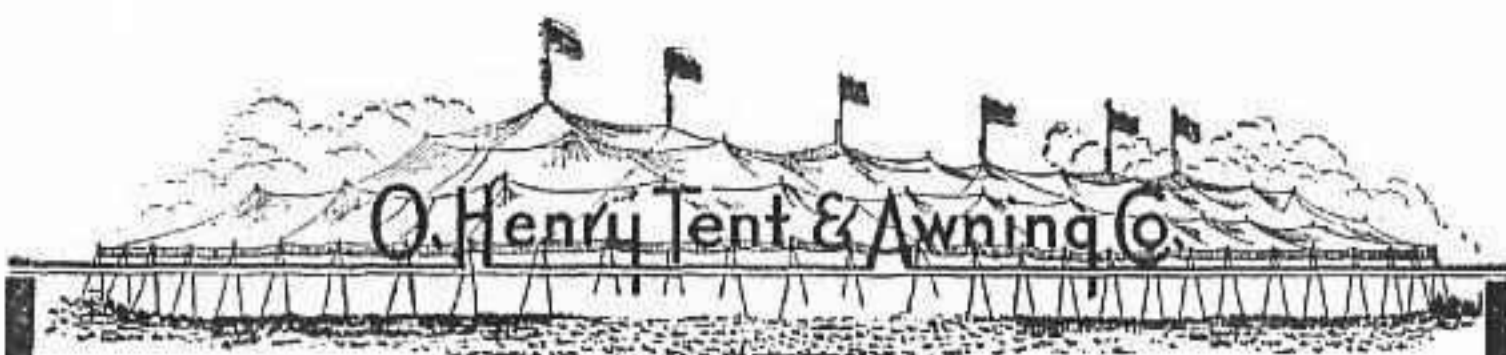
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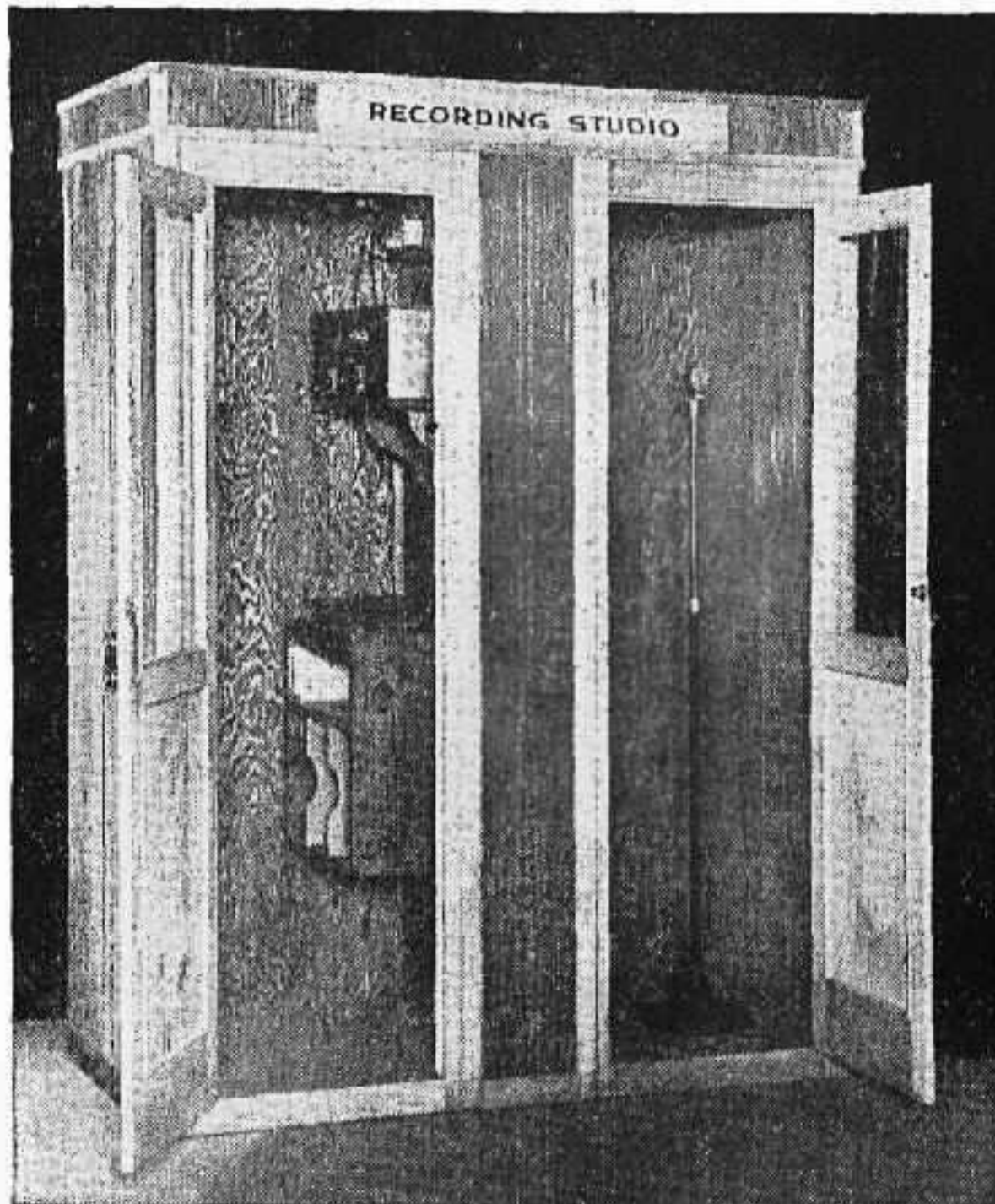
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Blue Rapids—Marshall Co. Fair Assn. Sept. 17-20. Bob McHugh.
Burden—Eastern Cowley Co. Fair Assn. Sept. 4-6. Fred Allen.
Clay Center—Clay Co. Free Fair Assn. Sept. 3-6. V. R. Vergades.
Coffeyville—Inter-State Fair Assn. Aug. 26-31. John R. Thompson.
Colby—Thomas Co. Fair Assn. Aug. 13-16. J. B. Kuska.
Columbus—Cherokee Co. American Legion Fair. Aug. 13-17. Roy Thomas.
Dighton—Lane Co. Free Fair. Aug. 14-16. G. R. Dodge.
Dodge City—Southwest Fair Assn. Sept. 3-8. Bethene Karns.
Gardner—Johnson Co. Free Fair Assn. Sept. 4-7. Marvin Turner.
Hardiner—Barber Co. Fair Assn. Aug. 27-30. J. M. Molz.
Hillsboro—Marion Co. Fair Assn. Oct. 1-4. J. W. Herdt.
Holtan—Jackson Co. 4-H Fair. Aug. 14-16. Matt J. McAssey.
Hutchinson—Kansas State Fair. Sept. 15-20. S. M. Mitchell.
Iola—Allen Co. Fair. Sept. 2-7. Wayne Archer.
Mound City—Linn Co. Fair Assn. Aug. 27-30. Pat Landers.
Norton—Norton Co. Fair Assn. Aug. 13-16. Fred Roark.
Oswego—Labette Co. Fair. Week Aug. 19. Roy Neher.
Pratt—Pratt Co. Fair Assn. Aug. 22-24. Creola—Charles Baker.
Richmond—Richmond Free Fair Assn. Aug. 21-23. John H. Roeckers.
Salina—Saline Co. 4-H Fair. Aug. 28-30. Albert Frehse.
Stockton—Rooks Co. Free Fair. Aug. 27-30. Ray Marshall.
Syracuse—Hamilton Co. Fair Assn. Sept. 6-7. Frank G. Bieberly.
Thayer—Thayer Home-Coming Picnic & Fair. Sept. 4-6. H. M. Minnich.
Tonganoxie—Leavenworth Co. Fair Assn. Sept. 4-6. George L. Baker.
Topeka—Kansas Free Fair. Sept. 7-13. Maurice W. Jencks.
West Mineral—Mineral District Free Fair. Sept. 4-7. John Blair.
Winfield—Cowley Co. Fair Assn. Sept. 10-13. G. B. Wooddell.

Kentucky

Alexandria—Alexandria Fair. Aug. 31-Sept. 2. J. W. Shaw, Newport, Ky.
Germantown—Germantown Fair Assn. Aug. 8-10. R. K. Asbury.
Lawrenceburg—Lawrenceburg American Legion Fair. July 23-27. C. O. Humston.
Lebanon—American Legion Fair. Aug. 21-24. W. J. Crowder.
Louisville—Kentucky State Fair. Aug. 26-31. Walter C. Newkirk.
Paducah—West Kentucky Fair. July 16-19. C. W. Peel.
Somerset—Pulaski Co. Fair Assn. Aug. 27-31. M. S. Thomas.
Springfield—Washington Co. Fair Assn. Aug. 12-17. Charles E. Montgomery.

Louisiana

Clinton—East Feliciana Parish Fair. Oct. 7-11. A. R. Cain.
De Ridder—Beauregard Parish Fair Assn. Oct. 8-12. O. J. Hood.
Donaldsonville—South Louisiana State Fair. Sept. 29-Oct. 6. R. S. Vickers.
Doyle—Livingston Parish Fair Assn. Oct. 17-19. L. B. Rogers.
Eunice—Tri-Parish Fair Assn. Oct. 24-27. Mrs. R. S. Parrott Sr.
Lutcher—St. James Parish Fair. April 26-29. E. L. Roussel.
Oberlin—Allen Parish Fair Assn. Oct. 9-12. G. C. Meaux.
Shreveport—State Fair of Louisiana. Oct. 19-28. W. R. Hirsch.

Maine

Bangor—Bangor State Fair. Aug. 5-10. Harold O. Pelley, Skowhegan, Me.
Blue Hill—Hancock Co. Agrl. Soc. Sept. 2-4. Howard Curtiss.
Cornish—Cornish Agrl. Assn. Sept. 23-28. Leon M. Ayer.
Fryeburg—Fryeburg Fair. Sept. 30-Oct. 5. G. Myron Kimball.
Litchfield—Litchfield Farmers' Club. Oct. 8-9. Rhona Maloon.
North Waterford—World's Fair Assn. Sept. 27-28. Bill Button.
Presque Isle—Northern Maine Fair. July 29-Aug. 2. Albert C. Brewer.
Topsham—Sagadahoc Agrl. Soc. Oct. 8-10. Samuel Woodward, RFD 2, Brunswick, Me.
Windsor—Windsor Fair. Aug. 27-Sept. 2. E. R. Hayes.

Maryland

Frederick—Great Frederick Fair. Sept. 30-Oct. 5. Guy K. Motter.
Timonium—Maryland State Fair. Sept. 2-12. Henry A. Parr III, Pimlico Race Course, Baltimore.

Massachusetts

Brockton—Brockton Fair. Sept. 8-14. Frank H. Kingman.
Cummington—Hillsdale Agrl. Soc. Sept. 20-21. Francis R. Wells.
Dudley—Dudley Hill Fair. Sept. 1-2. Florence M. Penniman.
Great Barrington—Barrington Fair Assn. Sept. 15-21 (tentative). Edward J. Carroll, Agawam.
Greenfield—Franklin Co. Agrl. Soc. Sept. 9-11. Whitman B. Wells.
Huntington—Littleville Community Fair Assn. Sept. 25 (tentative). Elmer O. Olds.
Marshfield—Marshfield Agrl. Soc. Aug. 18-24. Horace C. Keene.
Middlefield—Highland Agrl. Soc. Aug. 30-31. Willard A. Pease, Chester, Mass.
Spencer—Spencer Fair. Aug. 31-Sept. 2. Armond Jalbert.
Sterling—Sterling Farmers Club. Sept. 25. Charles W. Willes.

Michigan

Adrian—Lenawee Co. Agrl. Soc. Sept. 16-21. H. H. Hungerford.
Allegan—Allegan Co. Agrl. Soc. Sept. 9-15. E. W. DeLano.
Alpena—Alpena Co. Agrl. Soc. Sept. 2-7. Alex. Root.
Armada—Armada Agrl. Soc. Aug. 22-25. Roy Conner, Richmond, Mich.

Big Rapids—Mecosta Co. Fair Assn. Aug. 20-23. Charles Midgley, Paris, Mich.
Cadillac—Northern District Fair. Sept. 9-13. T. O. Huckle.
Cassopolis—Cass Co. Fair. Sept. 3-7. Harry B. Ibbotson, Dowagiac, Mich.
Centerville—St. Joseph Co. Grange Fair. Sept. 16-21. F. J. Kemmerling, Leonidas, Mich.
Charlotte—Eaton Co. 4-H Agrl. Soc. Aug. 27-31. Hans Kardel.
Coldwater—Branch Co. 4-H Fair. Sept. 10-14. Gordon R. Schlubatis.
Croswell—Croswell Agrl. Soc. Aug. 28-31. Paul Helm.
East Jordan—Charlevoix Co. Agrl. Soc. Sept. 3-6. L. O. Isaman, Bellaire, Mich.
Greenville—Greenville Agrl. Club 4-H Fair. Aug. 23-24. Hazel Briggs.
Harrison—Clare Co. Fair. Sept. 11-14. Dan Holcomb.
Hartford—Van Buren Co. Fair. Oct. 1-5. Paul F. Richter Jr.
Hastings—Barry Co. Agrl. Soc. July 30-Aug. 2. F. W. Kelly.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 22-28. H. B. Kelley.
Imley City—Lapeer Co. Fair. Sept. 9-13. J. M. Dunn.
Ionia—Ionia Free Fair. Aug. 5-10. Rose Sarlow.
Iron River—Iron Co. Agrl. Soc. Aug. 28-30. V. C. Vaughan.
Ithaca—Gratiot Co. Agrl. Soc. July 22-27. James O. Peet.
Jackson—Jackson Co. Fair Assn. Aug. 27-31. E. R. Hively.
Kalamazoo—Kalamazoo Free Fair. Sept. 23-28. Hartman Kakabaker.
Ludington—Western Mich. Fair Assn. Sept. 17-21. Irvin L. Pratt, Scottville.
Marne—Berlin Fair. Aug. 27-30. Mrs. Harvey Walcott, Coopersville, Mich.
Marshall—Calhoun Co. Fair Assn. Aug. 20-24. B. D. Carpenter.
Mason—Ingham Co. Fair. Aug. 13-17. Jay O. Davis.
Midland—Midland Co. Free Fair. Aug. 12-18. H. D. Pugh.
Milford—Milford Fair Assn. Aug. 7-10. M. H. Moore.
Petoskey—Emmet Co. Fair Assn. Sept. 10-14. Leo S. Kowalski.
Pickford—Pickford Dist. Agrl. Soc. Aug. 31-Sept. 3. Dudley Aldrich.
Pineconing—Pineconing Fair Assn. Sept. 6-7. Meryl A. Bird.
Richmond—Richmond Agrl. Assn. Aug. 31-Sept. 2. Fred Penwarden.
Saginaw—Saginaw Co. Agrl. Soc. Sept. 8-14. Clarence H. Harnden.
Sandusky—Sanilac Co. 4-H Free Fair. Aug. 21-24. Clarence E. Prentice.
Traverse City—Northwestern Michigan Fair. Aug. 26-31. Arnel Engstrom.

Minnesota

Ada—Norman Co. Agrl. Soc. July 5-7. George C. Landsverk.
Aitkin—Aitkin Co. Agrl. Soc. Aug. 12-14. F. C. Kaplan.
Albert Lea—Freeborn Co. Agrl. Soc. Aug. 19-24. Herman D. Jensen.
Alexandria—Douglas Co. Agrl. Assn. Aug. 19-22. R. S. Thornton.
Appleton—Swift Co. Fair Assn. Aug. 22-25. J. G. Anderson.
Arlington—Sibley Co. Agrl. Assn. Aug. 9-11. Louis Kill.
Austin—Mower Co. Fair. Aug. 7-11. P. J. Holand.
Bagley—Clearwater Co. Agrl. Soc. Aug. 7-10. P. L. Renne.
Barnesville—Clay Co. Fair Assn. July 15-17. Theo. Holm.
Baudette—Lake of the Woods Co. Fair. Aug. 2-3. John P. Clark.
Bayport—Washington Co. Agrl. Soc. Aug. 2-4. Fred S. Lammers, Stillwater, Minn.
Bemidji—Beltrami Co. Fair Assn. Aug. 12-14. Harriet Padra, Solway, Minn.
Bird Island—Renville Co. Fair Assn. Sept. 9-11. Paul Kolbe.
Blue Earth—Faribault Co. Fair Assn. Sept. 5-8. L. B. Erdahl, Frost, Minn.
Brainerd—Crow Wing Co. Fair Assn. Aug. 15-17. B. C. Wilkins.
Breckenridge—Wilkin Co. Agrl. Soc. Aug. 15-18. Cyril Wenner.
Cambridge—Isanti Co. Agrl. Soc. Sept. 4-7. L. O. Carlson.
Canby—Yellow Medicine Co. Fair Assn. Sept. 9-11. Kenneth Knutson.
Cannon Falls—Cannon Valley Agrl. Assn. July 2-4. R. J. Goodwin.
Detroit Lakes—Becker Co. Fair. Aug. 7-11. George W. Peoples.
Elk River—Sherburne Co. Fair. Aug. 12-14. E. E. Bjuge.
Fairmont—Martin Co. Agrl. Soc. Sept. 13-15. A. P. Kraemer.
Faribault—Rice Co. Agrl. Soc. Aug. 10-13. Henry Adams.
Farmington—Dakota Co. Agrl. Soc. Aug. 8-11. C. H. Gelder.
Fergus Falls—Otter Tail Co. Agrl. Soc. Aug. 28-31. Knutson Hanson.
Fertile—Polk Co. Agrl. Fair Assn. July 19-21. J. W. Reseland.
Fosston—Northwestern Minn. Agrl. Assn. July 2-4. H. Algard.
Garden City—Blue Earth Co. Fair. Aug. 19-21. Dan James.
Glenwood—Pope Co. Fair. Aug. 8-11. J. A. Leedahl.
Grand Rapids—Itasca Agrl. Assn. Aug. 15-18. Francis Mullins.
Hallock—Kittson Co. Agrl. Soc. June 28-30. Duffie Larson.
Herman—Grant Co. Agrl. Assn. Aug. 23-25. G. I. Haney.
Hibbing—St. Louis Co. Fair Assn. Aug. 9-11. J. J. McCann.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 15-17. Mike W. Zipoy.
Howard Lake—Wright Co. Agrl. Soc. Aug. 2-4. Paul Eddy.
Jackson—Jackson Co. Fair. Aug. 22-25. Anton C. Geiger.
Jordan—Scott Co. Good Seed Assn. Sept. 13-15. Herbert G. Straft.
Kasson—Dodge Co. Fair. Aug. 19-22. O. A. Erickson.
Le Center—Le Sueur Co. Fair Assn. Aug. 16-18. W. J. Baker.
Little Falls—Morrison Co. Agrl. Soc. Aug. 2-4. D. T. Sargeant.
Long Prairie—Todd Co. Agrl. Soc. Aug. 6-8. Logan O. Scow.
Mahnomen—Mahnomen Co. Agrl. Soc. July 26-28. E. A. Rumreich.
Marshall—Lyon Co. Agrl. Soc. Sept. 27-30. T. J. Meade.
Montevideo—Chippewa Co. Fair Assn. Sept. 1-4. Carl Engstrom.

Mora—Kanabec Co. Agrl. Soc. Aug. 13-14. Victor Elstrom.
 Nevis—Hubbard Co. Agrl. Assn. Sept. 10-12. Mrs. John Avenson, Park Rapids, Minn.
 New Ulm—Brown Co. Fair. Aug. 15-18. William A. Lindemann.
 Pine City—Pine Co. Agrl. Soc. Aug. 19-21. Leonard Marhart.
 Pine River—Cass Co. Agrl. Assn. Aug. 19-21. Homer Fraser.
 Preston—Fillmore Co. Agrl. Soc. Aug. 22-25. Charles H. Utley.
 Princeton—Mille Lacs Co. Agrl. Soc. Aug. 21-24. R. C. Angstrom.
 Proctor—St. Louis Co. Fair Assn. Aug. 30-Sept. 2. Owen J. Larkins.
 Roseau—Roseau Co. Agrl. Soc. July 23-24. Charles Christanson.
 Rush City—Chisago Co. Agrl. Soc. Aug. 12-14. George W. Larson, North Branch.
 Saint Cloud—Benton Co. Agrl. Soc. Aug. 16-18. C. H. Varner.
 Saint James—Watonwan Co. Fair Assn. Aug. 23-25. Hubert Ransom.
 Saint Paul—Minnesota State Fair. Aug. 24-Sept. 2. Raymond A. Lee.
 Saint Peter—Nicollet Co. Agrl. Soc. Aug. 22-25. Hilton E. Miller.
 Sauk Centre—Stearns Co. Agrl. Soc. Aug. 1-4. F. L. Parsons.
 Shakopee—Scott Co. Agrl. Assn. Aug. 19-21. R. T. Schumacher.
 Slayton—Murray Co. Agrl. Soc. Aug. 29-Sept. 1. W. M. Leebens, Fulda, Minn.
 Wadena—Carver Co. Fair. Aug. 15-18. L. A. Schreiber.
 Wadena—Wadena Co. Agrl. Soc. July 29-Aug. 1. Clyde E. Kelsey.
 Warren—Marshall Co. Agrl. Assn. July 11-14. W. R. Holbrook.
 White Bear Lake—Ramsey Co. Agrl. Soc. Aug. 15-18. R. Freeman, Court House, St. Paul.
 Willmar—Kandiyohi Co. Fair Assn. Sept. 11-14. Albert E. Thompson, Spicer, Minn.
 Worthington—Nobles Co. Fair Assn. Aug. 19-21. L. A. Hons.

Mississippi

Forest—Scott Co. Colored Fair Assn. Oct. 7-12. Ananias Ware.
 Fulton—Itawamba Co. Fair. Sept. 27-28. H. L. Holland.
 Jackson—Mississippi State Fair. Oct. 7-12 (tentative). George T. Kurts.
 Sebastopol—Sebastopol Community Fair. Sept. 3-7. L. R. Anthony.
 Tupelo—Mississippi-Alabama Fair & Dairy Show. Oct. 1-5. James M. Savery.
 Yazoo City—Yazoo Co. Fair Assn. Sept. 30-Oct. 5. J. N. Ballard.
 Yazoo City—Yazoo Negro Fair Assn. Oct. 21-26. R. J. Pierce.

Missouri

Appleton City—Appleton City Fair. Aug. 28-30. Crump Taylor.
 Aurora—Aurora Free Fair. Sept. 11-14. Harry E. Ritchhart.
 Ava—Douglas Co. Fair Assn. Sept. 12-14. Claude Hibbard.
 Bethany—Northwest Mo. State Fair. Sept. 3-7. Lester M. Maple.
 Bowling Green—Bowling Green Fair Assn. Sept. 4-7. T. C. Wells.
 Brunswick—Brunswick Fair Assn. Early in Sept. L. A. Kinkhorst.
 California—Monteau Co. Fair. Aug. 27-30. Harold Kindie.
 Cape Girardeau—Southeast Mo. District Fair Assn. Sept. 9-14. H. W. Keller.
 Caruthersville—American Legion Fair. Oct. 2-6. H. E. Malloire.
 Charleston—Charleston Voc. Agrl. Fair. Oct. 7-13. Edgar Thomas, E. Prairie, Mo.
 Cole Camp—Cole Camp Fair. Sept. 12-14. E. L. Junge.
 Eldon—Eldon Community Fair. Aug. 6-9. J. T. Simpson.
 Kahoka—Clark Co. Agrl. Assn. July 30-Aug. 2. Lynne Gregory.
 Kansas City—American Royal Livestock & Horse Show. Oct. 19-27. A. M. Patterson.
 Lamar—Lamar's Farm & Indust. Expo. Sept. 10-21. Marion E. (Bud) Moore.
 Lebanon—Laclede Co. Fair Assn. Sept. 4-6. J. C. Benage.
 Linn—Linn Community Fair. Aug. 23-24. Walter P. Heidlage.
 Marceline—Tri-County Fair. Sept. 3-6. Vance Magee.
 Marshfield—Webster Co. Fair Assn. Aug. 29-31. Claude E. Lewis.
 Mexico—Audrain Co. Fair Assn. Aug. 13-16. Clarence Mackey.
 Nevada—Vernon Co. 4-H Fair. Sept. 27-28. J. Headrick.
 Platte City—Platte Co. Agrl. Assn. Aug. 28-30. J. Frank Sexton.
 Prairie Home—Prairie Home Fair. Aug. 7-8. Dr. A. L. Meredith.
 Saint Charles—St. Charles Co. Fair. Sept. 5-7. J. L. Evans.
 Sedalia—Missouri State Fair. Aug. 18-25. Roy S. Kemper.
 Senath—Dunklin Co. American Legion Fair. Sept. 23-28. Lyle Richmond.
 Shelbyville—Shelby Co. Fair Assn. Aug. 6-9. Ernest E. Key.
 Springfield—Ozark Empire District Fair. Aug. 10-18. G. B. Boyd.
 Trenton—North Central Mo. Fair. Aug. 8-10. J. R. Whan.
 Unionville—Putnam Co. Fair Assn. Sept. 3-6. Marple Wyckoff.
 Vandalia—Vandalia Community Fair. Sept. 11-14. R. W. Asbury.
 Versailles—Morgan Co. Fair. Sept. 5-8. Gene N. Bartram.
 Warsaw—Benton Co. Fair. Sept. 19-21. O. V. Singleton.

Montana

Baker—Fallon Co. Fair Assn. Sept. 6-8. B. L. Dooley.
 Billings—Midland Empire Fair. Aug. 12-17. Harry L. Pitton.
 Chinook—Blaine Co. Fair. Aug. 31-Sept. 2. Floyd Bowen.
 Forsyth—Rosebud Co. Fair Assn. Aug. 26-28. G. F. Boyd.
 Fort Benton—Chouteau Co. Fair. Sept. 6-8. John T. Phelan.
 Glendive—Dawson Co. Fair Assn. Sept. 2-4. Verne Jones.
 Great Falls—North Montana State Fair. Aug. 5-10. Dan P. Thurber.
 Havre—Hill Co. Fair. Aug. 13-15. Earl J. Bronson.
 Lewistown—Fergus Co. Fair. Aug. 1-3. Henry J. Otten.
 Miles City—Eastern Montana Fair. Aug. 29-31. J. H. Bohling.
 Shelby—Marias Fair & Rodco. Aug. 16-18. Clifford D. Coover.

Sidney—Richland Co. Fair. Aug. 22-24. J. M. Sucktorff.

Nebraska

Albion—Boone Co. Agrl. Assn. Third week in Sept. Floyd Gilmer, Loreto, Neb.
 Arlington—Washington Co. Agrl. Soc. Aug. 28-30. H. C. McClellan.
 Aurora—Hamilton Co. Agrl. Soc. Aug. 26-29. H. E. Toof.
 Bartlett—Wheeler Co. Fair Assn. Aug. 16-18. Otto Reimer.
 Bassett—Rock Co. Fair. Aug. 23-25. Arthur A. Weber.
 Beatrice—Gage Co. Fair. Sept. 17-20. J. M. Quackenbush.
 Beaver City—Furnas Co. Fair Assn. Aug. 29-31. John J. Metzger.
 Bloomfield—Knox Co. Agrl. Soc. Sept. 8-10. Chris B. Alexander.
 Bridgeport—Morrill Co. Fair Assn. Sept. 2-4. J. Cedric Conover.
 Broken Bow—Custer Co. Agrl. Soc. Aug. 19-22. L. G. Sullivan.
 Burwell—Garfield Co. Frontier Fair Assn. Aug. 14-16. Edward F. Sime.
 Central City—Merrick Co. Fair Assn. Aug. 20-23. Perry Gage.
 Chambers—Holt Co. Agrl. Soc. Sept. 11-13. Edwin A. Wink.
 Clay Center—Clay Co. Agrl. Soc. Sept. 10-13. Ivan J. Richert.
 Columbus—Platte Co. 4-H Fair. Aug. 27-30. W. L. Boettcher.
 Concord—Dixon Co. Agrl. Soc. Aug. 28-30. Roy E. Johnson.
 David City—Butler Co. Agrl. Soc. Sept. 8-10. R. C. Zeilinger.
 Deshler—Thayer Co. Agrl. Soc. Aug. 13-16. E. J. Grupe, Byron, Neb.
 Elwood—Gosper Co. Free Fair. Sept. 18-20. M. R. Morgan.
 Eustis—Frontier Co. Agrl. Soc. Sept. 4-6. G. C. Hueftle.
 Fairbury—Jefferson Co. Fair. Sept. 10-13. J. M. Nider, Jansen, Neb.
 Franklin—Franklin Co. Agrl. Soc. Aug. 6-9. Maurice P. McAvoy.
 Fremont—4-H Club Fair. Aug. 14-16. C. W. Motter.
 Fullerton—Nance Co. Fair Assn. Aug. 12-15. E. M. Black.
 Gordon—Sheridan Co. Agrl. Soc. Sept. 5-8. George B. Comer.
 Grant—Perkins Co. Agrl. Assn. Aug. 22-24. W. E. Cannady, Madrid, Neb.
 Harrison—Sioux Co. Agrl. Soc. Aug. 29-31. Wayne C. Unitt.
 Hastings—Adams Co. Agrl. Assn. Aug. 27-30. Paul E. Pierce.
 Holdrege—Phelps Co. Agrl. Soc. Aug. 14-16. A. F. Johnson, Funk, Neb.
 Humboldt—Richardson Co. Agrl. Soc. Sept. 11-13. L. E. Watson.
 Imperial—Chase Co. Fair. Aug. 26-28. H. M. Garber.
 Johnstown—Brown Co. Agrl. Soc. Aug. 31-Sept. 2. Kenneth Graff.
 Kearney—Buffalo Co. Agrl. Assn. Aug. 26-30. S. A. Wilson.
 Kimball—Kimball Co. Fair Assn. Aug. 28-31. Vert B. Cargill.
 Leigh—Colfax Co. Agrl. Soc. Sept. 14-15. Otto C. Weber.
 Lewellen—Garden Co. Fair. Aug. 26-28. Paul Temple.
 Lexington—Dawson Co. Agrl. Soc. Aug. 27-30. Monte Kiffin.
 Lincoln—Nebraska State Fair. Sept. 1-6. Edwin Schultz.
 Minden—Kearney Co. Agrl. Soc. Aug. 22-24. Mervin Peterson.
 Mitchell—Scottsbluff Co. Agrl. Soc. Sept. 10-14. Harold Ledingham.
 Nelson—Nuckolls Co. Fair. Aug. 27-29. William A. McHenry.
 Ogallala—Keith Co. Fair Assn. Aug. 21-24. P. J. Sibal.
 Omaha—Ak-Sar-Ben Livestock & Horse Show. Oct. 1-6. J. J. Isaacson.
 Orleans—Harian Co. Junior Fair. Aug. 26-28. W. A. Lennemann.
 Pierce—Pierce Co. Agrl. Soc. Aug. 25-27. A. P. Gottsche.
 Saint Paul—Howard Co. Agrl. Soc. Sept. 3-6. Charles Dobry.
 Stockville—Frontier Co. Agrl. Soc. Aug. 27-30. G. C. Hueftle, Eustis, Neb.
 Walthill—Thurston Co. Fair. Aug. 28-31. Alfred D. Rann.
 Waterloo—Douglas Co. Fair. Sept. 11-14. R. D. Herrington.
 West Point—Cuming Co. Agrl. Soc. Aug. 25-29. Ed M. Baumann.
 York—York Co. Agrl. Soc. Aug. 27-30. W. E. Stover.

New Hampshire

Canaan—Mascoma Valley Fair Assn. Aug. 27-29. William A. Shepard.
 Contoocook—Hopkinton Fair. Sept. 2-4. Harold R. Clough.
 Deerfield—Deerfield Fair Assn. Sept. 26-28. W. C. Maxwell, RFD 1, Raymond, N. H.
 Keene—Cheshire Fair Assn. Sept. 5-7. Helen W. Adams.
 Lancaster—Coos & Essex Agrl. Soc. Aug. 30-Sept. 2. Carroll Stoughton.
 Pittsfield—Pittsfield Fair Assn. Aug. 27-31. William M. Osgood.
 Plymouth—Plymouth Fair. Sept. 10-13. W. J. Neal, Meredith, N. H.
 Rochester—Rochester Agrl. Assn. Sept. 16-21. Ralph E. Cane.
 Sandwich—Sandwich Grange Fair Assn. Oct. 12. Mrs. Mabel E. Ambrose, N. Sandwich.

New Jersey

Flemington—Flemington Fair Assn. Aug. 27-Sept. 3. Major E. B. Allen.
 Trenton—New Jersey State Fair. Sept. 22-29. Norman L. Marshall.

New Mexico

Albuquerque—New Mexico State Fair. Sept. 29-Oct. 6. Leon H. Harms.
 Tucuman—Quay Co. Fair Assn. Latter part of Oct. Roy H. Smith.

New York

Afton—Afton Driving Park & Agrl. Assn. Aug. 13-17. Harry G. Horton.
 Batavia—Genesee Co. Agrl. Soc. Aug. 12-17. Glen W. Grinnell.
 Bath—Steuben Co. Agrl. Soc. Sept. 2-7. J. Victor Faucett.
 Boonville—Boonville Fair Assn. Sept. 2-7. E. R. Harrgrave.
 Caledonia—Caledonia Fair. Aug. 6-10. William W. Fraser.
 Chatham—Columbia Co. Agrl. Soc. Aug. 31-Sept. 2. William A. Dardess.
 Cobleskill—Cobleskill Agrl. Soc. Sept. 16-20. William H. Golding.

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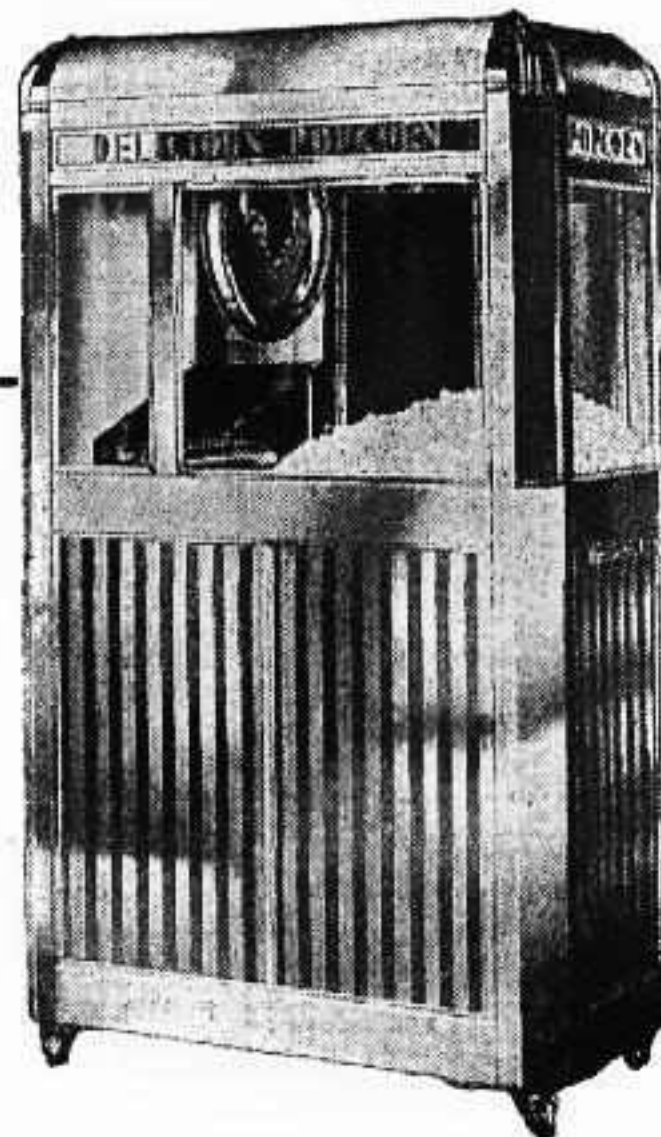
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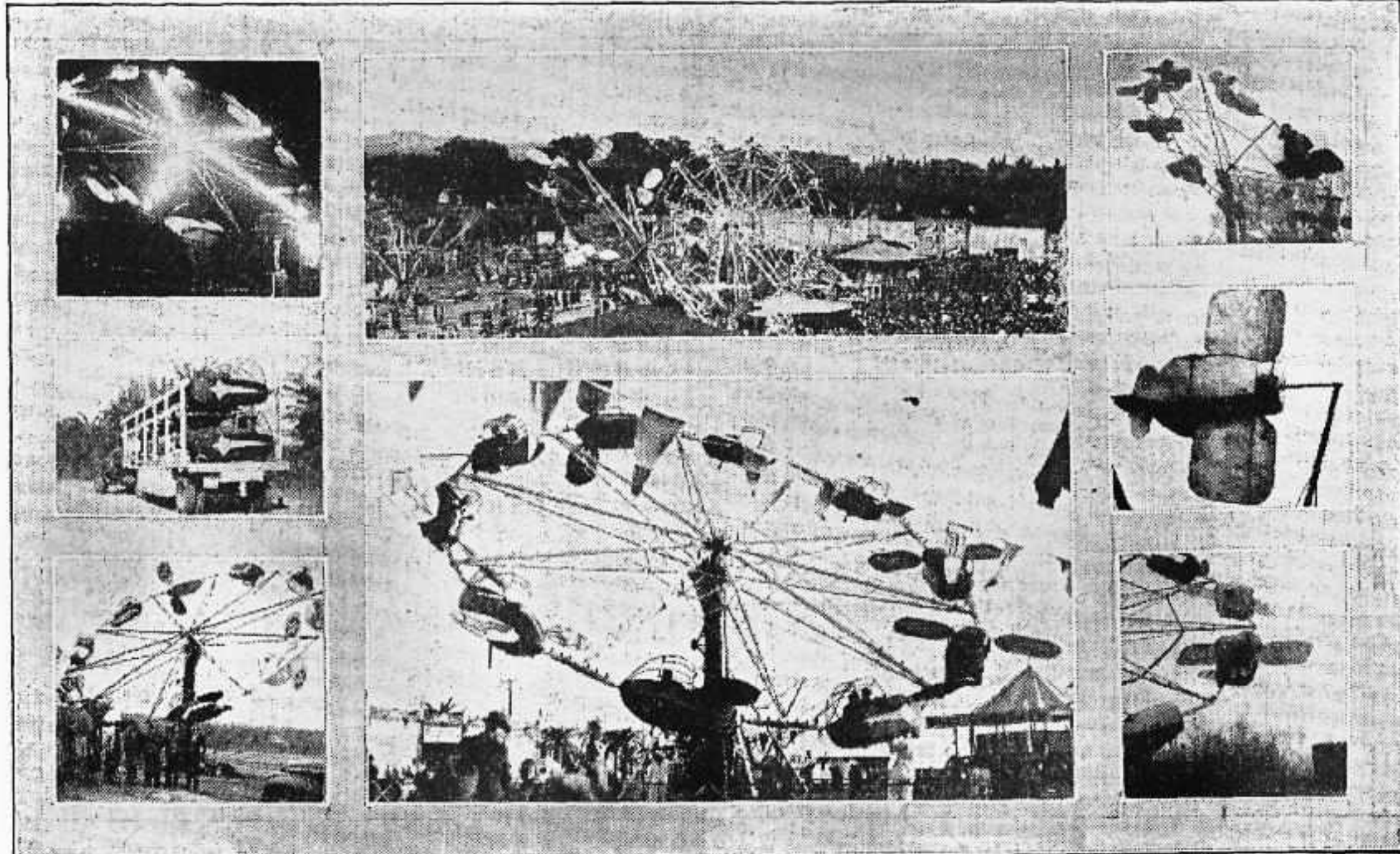
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- Tasley—Central Agri. Fair Assn. Aug. 21-24. J. Edgar Thomas, Box 243, Accomac, Va.
Tazewell—Tazewell Co. Fair. Aug. 5-10. Miss Faye Harris.
Wise—Wise Co. Fair. Sept. 5-7. B. F. Gilham.
Woodstock—Shenandoah Co. Fair Assn. Aug. 27-31. Boyd M. Ramey.
- Washington**
Collax—Whitman Co. Fair Assn. Sept. 12-14. Troy Lindley.
Davenport—Lincoln Co. Fair Assn. Sept. 12-14. Lee R. Foster.
Puyallup—Western Wash. Fair Assn. Sept. 14-22. A. E. Bartel.
Walla Walla—Southeastern Wash. Fair Assn. Aug. 30-Sept. 2. Leslie L. Stewart.
Waterville—North Central Wash. Fair. Sept. 20-22. G. Merton Dick.
Yakima—Central Wash. Fair Assn. Sept. 25-30. J. Hugh King.
- West Virginia**
Lewisburg—State Fair of W. Va. Aug. 19-24. Robert E. Sydenstricker.
Mannington—Mannington District Fair Assn. Sept. 4-7. Goffe H. Sturm.
Marlington—Pocahontas Co. Fair Assn. Week of Aug. 12. Fred C. Allen.
Oak Hill—Fayette Co. Negro Fair. Oct. 17-19. J. Edgar Jordan, Fayetteville.
Parsons—Tucker Co. Fair Assn. Sept. 2-7. E. L. Moon.
Petersburg—Tri-County Fair. Sept. 11-13. C. L. Stickler.
- Wisconsin**
Antigo—Langlade Co. Agri. Soc. Aug. 9-11. Ira V. Goodell.
Ashland—Chequamegon Regional Fair Assn. Sept. 12-14 (tentative). Walter W. Wilcox.
Athens—Athens Agri. Assn. Aug. 27-29. R. Neuenschwander.
Baraboo—Sauk Co. Agri. Soc. Aug. 7-11. Kenneth H. Conway.
Beaver Dam—Dodge Co. Fair Assn. Sept. 5-8. Forrest Knaup.
Black River Falls—Jackson Co. Fair. Sept. 7-10. Douglas J. Curran.
Cedarburg—Ozaukee Co. Fair Assn. Aug. 7-11. Ray Gierach, Thiensville, Wis.
Chilton—Calumet Co. Fair Assn. Aug. 30-Sept. 2. T. Henry Weeks.
Chippewa Falls—Northern Wis. District Fair. Aug. 6-11. A. L. Putnam.
Crandon—Forest Co. Agri. Soc. Sept. 5-8. Joe Kluss.
De Pere—Brown Co. Fair Assn. Aug. 21-25. William S. Klaus.
Durand—Durand Kiwanis Club Fair. Sept. 7-8. Joseph H. Riedner.
Eau Claire—Eau Claire Junior Fair. Aug. 12-15. Carl M. Johnson.
Elkhorn—Walworth Co. Agri. Soc. Aug. 30-Sept. 3. Charles A. Jahr.
Ellsworth—Pierce Co. Fair Assn. Sept. 3-6. H. G. Seyforth.
Elroy—Elroy Fair Assn. Aug. 9-11. Wilfred J. Pierick.
Florence—Florence Co. Agri. Soc. Sept. 4-6. Grace R. O'Connor.
Fond du Lac—Fond du Lac Co. Fair Assn. Aug. 14-18. J. B. Kolsta.
Friendship—Adams Co. Agri. Assn. Sept. 12-15. Robert W. Roseberry.
Galesville—Trempealeau Co. Agri. Assn. Aug. 30-Sept. 2. Frank M. Smith.
Gays Mills—Crawford Co. Fair & Agri. Soc. Sept. 5-8. Leonore M. Feldmann, Prairie du Chien.
Gillett—Oconto Co. Youth Fair. Aug. 23-25. Emery J. Ansoerge.
Grantsburg—Burnett Co. Fair Assn. Aug. 29-31. Ray G. Liddom.
Hammond—St. Croix Co. Youth Fair. Aug. 13-15. N. E. Erickson.
Iron River—Bayfield Co. Fair. Sept. 12-15. R. J. Holvenstol, Washburn, Wis.
Janesville—Rock Co. 4-H Fair. Aug. 26-29. Roy T. Glassco.
Jefferson—Jefferson Co. Fair. Aug. 7-11. Horace L. Burl.
La Crosse—La Crosse Inter-State Fair Assn. Aug. 7-11. Joseph W. Frisch.
Ladysmith—Rusk Co. Fair. Aug. 20-23. F. J. Manning.
Lancaster—Grant Co. Agri. Soc. Sept. 5-8. Norman Clapp.
Lodi—Lodi Union Agri. Soc. Sept. 20-23. Roy Gunderson.
Luxemburg—Kewaunee Co. Agri. Assn. Aug. 31-Sept. 2. Julius Cahn.
Manitowoc—Manitowoc Co. Fair. Aug. 14-18. Otto C. Heidemann, R. R. 2, Kiel, Wis.
Marshfield—Central Wis. State Fair. Sept. 1-5. R. R. Williams.
Mauston—Juneau Co. Fair Assn. Aug. 12-15. Manly Sharp.
Medford—Taylor Co. Youth Fair. Aug. 15-18. William L. McFetridge.
Menomonie—Dunn Co. Fair. Aug. 14-18. Lyle C. Pollock.
Merrill—Lincoln Co. Free 4-H Fair. Aug. 5-8. Gustav A. Sell.
Milwaukee—Wisconsin State Fair. Aug. 17-25. Ralph E. Ammon.
Mineral Point—Southwestern Wis. Fair. Aug. 30-Sept. 2. C. L. Winn.
Mondovi—Buffalo Co. Agri. Assn. Aug. 24-27. J. V. Whelan.
Monroe—Green Co. Fair. Aug. 1-4. W. R. Schuetze.
Neillsville—Clark Co. Agri. Soc. Aug. 16-19. Harold Huckstead.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 27-30. Taylor G. Brown.
Phillips—Price Co. Agri. Soc. Aug. 23-25. F. W. Heath.
Platteville—Badger State Race Fair. July 4-7. W. G. Pitts.
Plymouth—Sheboygan Co. Agri. Assn. Aug. 30-Sept. 2. W. H. Eldridge.
Portage—Columbia Co. Free Fair Assn. Aug. 1-4. O. G. Claffin.
Richland Center—Richland Co. Agri. Soc. Sept. 12-15. H. J. Gochenaur.
Rosholt—Rosholt Community Fair Assn. Aug. 31-Sept. 2. R. L. Wroelstad.
Saint Croix Falls—Polk Co. Fair Assn. Aug. 23-25. W. R. Vezina.
Saxon—Iron Co. Fair Assn. Aug. 30-Sept. 1. Mrs. Edward Skaja, Hurley, Wis.
Seymour—Outagamie Co. Fair Assn. Aug. 15-18. Michael Burns.
Shawano—Shawano Co. Fair. Sept. 5-8. Louis W. Calteau.
Slinger—Washington Co. 4-H Club Fair. Aug. 1-4. E. E. Skalskey, West Bend, Wis.

(See 1946 FAIR DATES on page 26)

MORE APPEAL



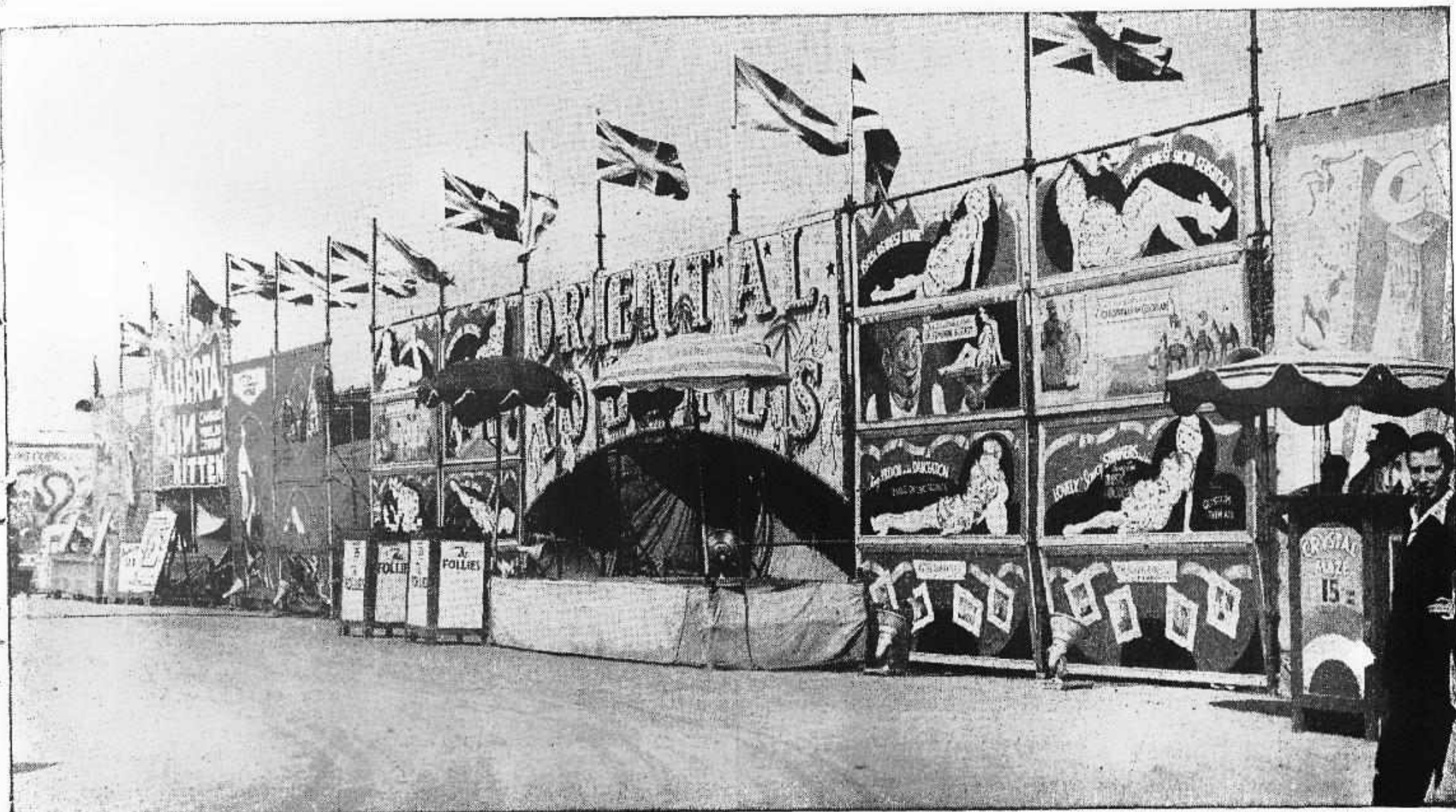
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NEW FLASH FOR NEW FRONTS

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

THERE'LL come a time, and not so very long from now, when praise agents for parks, carnivals and circuses will have to invent new eight-syllable words to describe the beauty of their presentations. These gentlemen who would not be comfortable if not perched in front on a high table while pecking away at a portable typewriter, have for years hammered out six-syllable words describing the wonders of the magic midways, etc.

Oftimes these praise words have been drafted strictly from imagination, as the product they were offering was inferior indeed to the six-syllable descriptions.

But now, competent engineers, draftsmen and others who delve into the unknown to devise the better things of life, claim that in the future the midways will be something that would stagger the imagination of a Frank Braden, a Walter D. Nealand, a Beverley Kelley, a Justus Edwards or a Steven Hannigan—to mention a few who can toss adjectives around with reckless abandon yet come up with something a city editor can print without blushing too much.

New Styles Certain

The trend, the experts claim, will be toward plastics, Bakelite and pli-

able glass. The days, they say, of the canvas banner line for circus and carnival fronts are numbered—and the numbers are not of the box-car variety. Plastic was tried, in a fashion, as a part of a show front, and it added a bit of the glitter and glamour necessary to make prospective customers open the jaw a trifle more than was the experience when neon was first introduced—and when neon first popped, the prospective customers' jaws really dropped.

Carl J. Sedlmayr, owner of the Royal American Shows, was the first to give plastic a tumble, his purchasing agent coming up with enough of this new material to build columns for the fronts of his Girl and Minstrel shows. The columns, in all the colors of the rainbow, proved easy to handle. One man could lift, pack, erect, etc., a light-diffusing ornament that actually made a lot-trotter stop, look and finally listen to the talker's story.

These plastic columns, introduced for the first time last season, proved so effective that now carnival, circus and park owners are listening instead of doing the talking.

Parks Face Competition

Parkies do not have the transportation problem to worry about—the continual up and down of a show not being a part of their existence. But park owners realize that some

carnivals move with a glitter and a glare that dwarfs their efforts, and the ambitious will do something about it. By the same token, the carnival and circus owners will unravel their bank rolls in an effort to keep a step in front of the permanents.

Experts for major manufacturing companies—the U. S. Gypsum and Bakelite corporations, for example—insist that as soon as they can get into full production—the unions willing—they will turn out material adapted for fronts, light towers, marquees, etc., that will be completely out of this world as far as the writing brethren are concerned.

Flash for Matinees

Right now there is a company experimenting with plastic for collapsible light towers that will sparkle with the brilliance of the juke boxes, both day and night. When the sun is shining, the towers will radiate colors designed to snatch the eye's attention. At night, with a single flood lamp in the center, they will dazzle with illumination figured to be brilliant enough to serve as bally as well as to provide enough light so the folks can find their way around without stumbling over stakes, etc.

The *Billboard* has been surveying the park field for two months, and returns indicate that spending for improvements seems to be the paramount thought of operators. These operators are looking for new ideas that will keep the golden flow flow-

ing, even when cash tightens up a bit. New riding devices may be quite a while in arriving, so the ops know they must make their arches, show fronts and concessions more attractive.

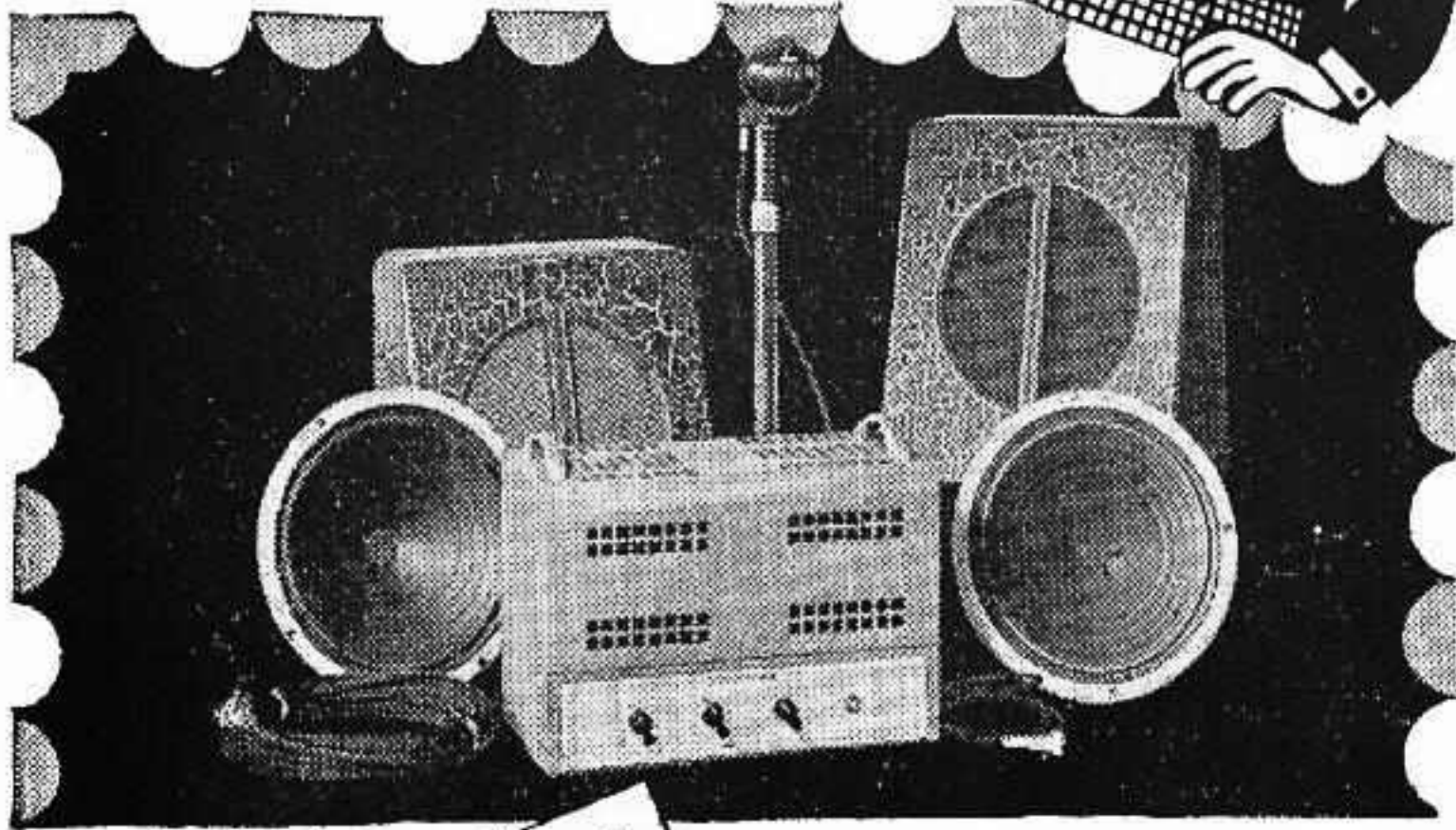
Jukes Set Example

Maybe plastic, Bakelite or pliable glass will not be the answer, but right now the majority of operators think the juke box fellows have surpassed their most ardent efforts as far as flash is concerned. So, they are listening carefully as the salesmen for the new type of materials tell their stories.

Carnivals have made the greatest strides toward eye-appealing flash in recent years, and reports from winter quarters over the entire country indicate these fellows are pressing to hold their advantage. Carnivals have surpassed circuses in this endeavor, chiefly, the circus men say, because the carnivals stand on a location for a week or more while the average circus ups and downs it almost daily. New materials may alter this some within the next year or two, as circus men will look to their flash and the comfort of patrons more as labor loosens and competition gets tougher.

Manufacturers are at a loss right now to name the day they will have plastics, etc., available in the quantities wanted, but it seems that they have received enough requests for information, if not been pressed with actual orders, to make sure the trend is in their direction.

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SURE, AN' EVERYONE WANTS THAT NEW HOUSE TRAILER—

Housing shortage ups demand, but material shortage frims manufacturing possibilities

IF YOUR'E looking for a new house trailer, you've got plenty of company; there being 749,999 others eager to buy.

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

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

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

The target is big, bloated to mammoth proportions because of the housing shortage and demands for trailers to tide veterans over until such time as permanent housing is erected. And the answer to when that will be wins the \$64.

Until the Wyatt housing plan, 50,000 trailers were to be made available for veterans within a year. However, at the time of the introduction of the Wyatt proposal three weeks ago, nothing was said about diversion of materials—steel, lumber, glass, paint, etc.—for the construction job.

And, allocation or no, there still

remained the job of turning out the steel, glass, paint, etc., and most of the makers of these and other needed items were themselves either beset with material shortages or strike difficulties that there is now no assurance when maximum production can be attained.

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

The trailer industry would like to earmark 80 per cent for emergency housing, the balance for its regular market, in which the outdoor show business ranks high. Judgment as to who gets the trailers rests with the sales outlet.

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

1946 FAIR DATES

(Continued from page 24)

Spooner—Washburn Co. Junior Fair. Aug. 26-28. W. H. Dougherty.
Stoughton—Dane Co. Junior Fair. Aug. 9-11. H. H. Cummings.
Sturgeon Bay—Door Co. Fair Assn. Aug. 23-25. John H. Miles.
Superior—Tri-State Fair Assn. Aug. 12-18. Max H. Lavine.
Tomah—Monroe Co. Fair Assn. July 26-30. Paul H. Rose.
Viroqua—Vernon Co. Agrl. Soc. Sept. 18-22. Oren G. Johnson.
Wausau—Marathon Co. Agrl. Soc. Aug. 10-14. H. A. Kiefer.
Wausaukee—Marinette Co. Free Fair. Aug. 30-Sept. 2. Charles B. Drewry, Marinette.
Wautoma—Wausara Co. Fair Assn. Aug. 22-25. H. N. Hafner.
Westfield—Marquette Co. Agrl. Assn. Aug. 30-Sept. 2. W. P. Puller.
Weyauwega—Waupaca Co. Fair. Sept. 12-15. Frank Hafner.
Wilmet—Kenosha Co. Fair Assn. Aug. 9-11. E. V. Ryall, Courthouse, Kenosha, Wis.

Wyoming

Pine Bluffs—Laramie Co. Fair Assn. Aug. 29-31. Charles W. Stephens.
Torrington—Goshen Co. Fair. Sept. 2-3. E. P. Perry.
Wheatland—Platte Co. Fair & Rodeo. Aug. 30-31. C. R. Stumpf.
Worland—Washakie Co. Fair Assn. Aug. 29-31. Charles W. Gentry.

Canada Fair Dates

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 8-13. J. Charles Yule.
Edmonton—Edmonton Exhn. Assn. July 15-20. Charles E. Wilson.
Red Deer—Red Deer Agrl. Soc. Aug. 1-3. D. W. Robertson.
Vegreville—Vegreville Exhn. Assn. July 29-31. John Fitzallen.
Vermilion—Vermilion Exhn. Assn. July 25-27. S. C. Heckbert.

BRITISH COLUMBIA

Armstrong—Interior Provincial Exhn. Sept. 16-19. Mat. Hassen.
Chilliwack—Chilliwack Agrl. Assn. Sept. 9-12. Ian T. Hepburn.
Invermere—Windermere District Agrl. Assn. Aug. 30-31. N. M. Marples.
Langley Prairie—Langley Agrl. Assn. Sept. 2-3. Miss L. Anderson.

MANITOBA

Brandon—Manitoba Provincial Exhn. July 1-5. Syd. C. McLennan.
Carman—Dufferin Agrl. Soc. June 28-July 1. Gordon Peck.
Deloraine—Deloraine Agrl. Soc. June 19-20. A. Ready.
Portage la Prairie—Portage Industrial Exhn. Assn. July 11-13. Keith Stewart.

NOVA SCOTIA

Caledonia—Queens Co. Fair. Sept. 17-20. H. G. Wilson, Shelburne, N. S.

North Sydney—Cape Breton Co. Exhn. Sept. 2-6. Charles Munn.
Pictou—Pictou & North Colchester Exhn. Sept. 3-5. F. W. Mackay.
Truro—Central Nova Scotia Exhn. Aug. 27-30. W. R. Retson.

ONTARIO

Almonte—North Lanark Agrl. Soc. Aug. 29-31. Howard Giles.
Aylmer—Aylmer Fair. Sept. 30-Oct. 3. H. R. Lashbrook.
Beachburg—North Renfrew Agrl. Soc. Sept. 23-25. Mrs. E. H. Weedmark.
Belleville—Belleville Agrl. Soc. Sept. 23-25. E. S. Denyes.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 25-28. O. G. Bernhardt.
Delta—Delta Fair Assn. Sept. 2-4. Isaac Stevens, Phillipsville, Ont.
Durham—Durham Agrl. Soc. Sept. 5-6. Walter G. Bayley.
Elmira—Elmira & Woolwich Agrl. Assn. Aug. 30-Sept. 2. Arthur H. Zillax.
Elmvale—Flos Agrl. Soc. Sept. 30-Oct. 2. Thomas E. Smith.

Fort William—Canadian Lakehead Exhn. Aug. 5-10. W. Walker.
Galt—South Waterloo Agrl. Soc. Sept. 19-21. Robert E. Cowan.
Harrow—Colchester South Agrl. Soc. Aug. 29-31. Langton Capstick.
Kingston—Kingston & District Agrl. Soc. Sept. 26-28. Mrs. P. A. Conley.
Leamington—Leamington District Agrl. Soc. Sept. 16-21. Cecil Stobbs.

Lindsay—Lindsay Central Exhn. Sept. 10-14. W. E. Agnew.
McKellar—McKellar Agrl. Soc. Sept. 17-19. Leonard Moffat.

Markham—Markham Fair. Oct. 3-5. R. H. Crosby.
Oshawa—South Ontario Agrl. Soc. Sept. 9-11. E. W. Webber, Columbus, Ont.
Owen Sound—Owen Sound Agrl. Soc. Sept. 28-Oct. 1. E. V. Radbourne.
Perth—South Lanark Agrl. Soc. Sept. 5-7. M. J. Donohoe.
Rainy River—Atwood Agrl. Soc. Aug. 29-31. J. K. McQuarrie.

Simcoe—Norfolk Co. Agrl. Soc. Oct. 7-10. Harold I. Pond.
Springfield—South Dorchester Agrl. Soc. Sept. 17-18. E. E. Ward.
Strathroy—Strathroy Fair. Sept. 9-11. F. Langan.
Tillsonburg—Tillsonburg Agrl. Soc. Sept. 24-26. Jack M. Cline.
Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 4-6. J. Campbell.

Woodbridge—Woodbridge Agrl. Soc. Oct. 12-14. N. George Wallace.

PRINCE EDWARD ISLAND
Charlottetown—Charlottetown Provincial Exhn. Aug. 13-16. J. W. Boulter.

QUEBEC
Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 22-24. M. B. Corey, Hatley, Que.
Bedford—Missisquoi Agrl. Soc. Aug. 30-Sept. 1. Paul Omer Roy.
Chicoutimi—Chicoutimi Agrl. Soc. Aug. 21-27. Simon Maltais.

(See 1946 FAIR DATES on page 28)

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the invisible ray

BLACK LIGHT PRODUCTS

IDEAL
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SHOWS' USE

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THESE
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 AAA Theatrical Service
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 Adele Walker Hanson
 ABA Theatrical Agency
 1107 N. Western Ave., Hollywood
 Bob Price
 Edgar Allen
 Midland Bldg., Kansas City
 Edgar Allen
 Associated Artists
 Barnett Bank Bldg., Jacksonville, Fla.
 Earl Newberry, Jimmie Van Cise
 Barnes-Carruthers Theatrical Agency
 121 N. Clark St., Chicago
 Sam Levy, Fred Kressman, Rube
 Liebmann, William H. Burke, Billy
 Senior, Jimmie Lynch

B
 Sidney Belmont
 304 Fullerton Bldg., St. Louis
 Sidney Belmont
 Ruth Best
 Sinton Hotel, Cincinnati
 Ruth Best
 Joe Bren Entertainment Service
 707 S. Broadway, Los Angeles
 Joe Bren
 Brill Theatrical Agency
 815 S. Hill St., Los Angeles
 Charles Spellman
 Kathryn Burns
 411 W. 7th St., Los Angeles
 Kathryn Burns

C
 Harry Cooke
 246 W. King St., Lancaster, Pa.
 Harry Cooke

D
 Edna Deal-Ray Shute
 Arcade Bldg., St. Louis
 Edna Deal, Ray Shute
 Lou Dorn Theatrical Agency
 6021 Hollywood Blvd., Hollywood
 Lou Dorn

F
 Fanchon & Marco
 Paramount Theater, 323 W. 6th St.,
 Los Angeles
 Russell A. Stapleton

G
 Garden Brothers
 General Amusements Co., Toronto
 W. A. Garden
 General Amusement Corp.
 360 N. Michigan Ave., Chicago
 Harold Rosen
 Gladden's Theatrical & Fair Booking
 Assn.
 54 W. Randolph, Chicago
 Max Landau
 Ruth Gould Agency
 1107 N. Western Ave., Los Angeles
 Ruth Gould, Harry Gould
 Irving Grossman Agency
 Plymouth Bldg., Des Moines
 Irving Grossman

H
 George A. Hamid, Inc.
 10 Rockefeller Plaza, New York
 George A. Hamid, George A. Hamid
 Jr., Juan M. Caloca, Herman
 Blumenfeld, Joseph Hughes, Dave
 Solti, Leo Grund
 722 Empire Bldg., Pittsburgh
 Frank Cervone
 260 Tremont St., Boston
 Jacy Collier, Henry Cogert
 George Hamilton
 Walker Theater, Winnipeg
 George Hamilton
 Hoosier Hop Artists
 Radio Station WOWO, Ft. Wayne, Ind.
 Harry K. Smythe

J
 John C. Jackel
 409 W. 50th St., New York
 John C. Jackel
 Jolly Joyce Agency
 Earle Theater Bldg., Philadelphia
 Jolly Joyce

K
 KSTP Artists' Bureau
 Radio Station KSTP, Minneapolis
 Sam Levitan
 Carl A. Klein

New Waterford, O.
 Carl A. Klein

L
 Grover LaRose Agency
 Paul Brown Bldg., St. Louis
 Grover LaRose
 Harry V. LaVan
 1534 Bienville St., New Orleans
 Harry V. LaVan
 Bert Levey Theatrical Agency
 6425 Hollywood Blvd., Hollywood
 George Hunt

M
 Al Martin
 Hotel Bradford, Boston
 Al Martin
 Frank Melville
 1560 Broadway, New York
 Frank Melville
 J. C. Michaels
 5829 Virginia Ave., Kansas City
 J. C. Michaels
 Music Corporation of America
 9200 Wilshire Blvd., Beverly Hills, Calif.
 Eames Bishop
 430 N. Michigan Ave., Chicago

N
 Northwest Booking Agency
 Minneapolis
 Jule Miller

P
 Performers' Consolidated Attraction Co.
 645 N. Clark St., Chicago
 Toby Wells
 Premier Theatrical Agency
 411 W. 7th St., Los Angeles
 Vance Pease, Captain DeZita

R
 Ringling-Walters Agency
 P. O. Box 59, Inglewood, Calif.
 Marjorie Ringling, Harvey Walters
 Ethel Robinson Agency
 Room 413, 155 N. Clark, Chicago
 Ethel Robinson, Camille LaVilla

S
 Tommy Sacco Agency
 203 N. Wabash Ave., Chicago
 Tommy Sacco
 Charles L. Sasse Agency
 18 Kennedy Road, Morris Plains, N. J.
 Charles L. Sasse
 Joe J. Smith Agency
 Fullerton Bldg., St. Louis
 Joe J. Smith
 Gus Sun Booking Agency
 Regent Theater Bldg., Springfield, O.
 Gus Sun Jr., Bob Shaw

T
 Walter Trask Theatrical Agency
 416 W. 8th St., Los Angeles
 Walter Trask, Monroe Jockers, Sid-
 ney Schallman
 Truex-Drake Enterprises
 217 S. Water St., Wichita
 C. B. Truex
 712 Midland Bldg., Kansas City
 Tom Drake

U
 United Booking Agency
 Detroit
 Harry H. Leuders

W
 WLS Artists' Bureau
 1230 W. Washington St., Chicago
 Earl Kurtz, George Ferguson
 WLW Promotions, Inc.
 140 W. 9th St., Cincinnati
 Bill McCluskey
 Al Wager Theatrical Agency
 707 S. Broadway, Los Angeles
 Al Wager
 Art Whiting Agency
 5745 Sunset Blvd., Hollywood
 Art Whiting, Edna Scofield
 Williams & Lee
 464 Holly Ave., St. Paul
 Gladys Williams, Billy Lee
 Frank Wirth Agency
 10 Rockefeller Plaza, New York
 Frank Wirth, B. Ward Beam
 Boyle Woolfolk Agency
 203 N. Wabash Ave., Chicago
 Ward Beam, Rolland Ade

Y
 Ernie A. Young Agency
 Room 810, 155 N. Clark St., Chicago
 Ernie Young, Dave Malcolm, Frank
 R. Winkley, Lucille Young

ORGANIZATION THE KEY TO FAIRGROUND MAINTENANCE

(Continued from page 13)

precautions the rule following a wet fair week. Not until completely aired, do they go into the warehouse.

"Every piece of canvas," says Deemer, "is draped from an overhead crossbeam to assure plenty of air moving thru. We find this the only system for keeping canvas tip-top."

Maintenance and repair of the fair buildings at Minnesota is normally conducted with clock-like routine but has, of course, been thrown off schedule by war conditions.

Charts Tell When

"However," Deemer points out, "we hope to get back to the pre-war schedule, when we scrupulously followed charts which named the years for painting and roofing every building on the grounds."

The advent of roofing materials guaranteed for a specified term of years served to eliminate guesswork on reroofing, but Deemer allows a two-year life for the composition roofs and five years for the regular gravel roofs which still adorn the fairgrounds.

Deemer and his workmen have won the thanks of Minnesota exhibitors, livestock, educational and commercial, for many years thru the diligence of their clean-up just ahead of the fair. With brooms, soap, water and scrub brushes they spruce up every building and department.

"Of course," he says, "we try to do a good job everywhere, but we take particular care with the livestock stalls and pens, especially the swine department, because of the danger of contagious diseases."

Deemer feels that a big majority of the State fair's hundreds of exhibi-

tors and concessionaires sincerely want to keep their own places trim and in order.

"We encourage this," he continues, "by seeing that each has a receptacle handy in which to deposit rubbish. If you give them a place to put it, they will co-operate."

Clean Each Morning

During the period of the fair, Deemer has developed a technique of his own for an overnight brushing-up of the grounds which leaves it spic and span for the morning's new visitors.

"We start with outlying parts of the grounds, in the buildings which are first to be clear of fair crowds," he explains. "While our men clean and sweep these buildings, the crowd drifts to the center of the grounds, to the midway and the grandstand. We gradually close in on them until the night grandstand show is over. Then about 10:30 p.m. a new crew of men comes on and we go ahead and finish our job the rest of the night."

In this manner, Deemer says, his men work with the least amount of interference from crowds and, moreover, the grounds appear fresh and clean to start the new day. I think it's better than to try to handle the job during the day."

For all his multiple cares and responsibilities, Deemer is a man who loves his work.

"Sure, they call it the Grief Department," he says, "but we like to think that we can handle it. After all, it's part of our job to help make the secretary's office trouble-proof. It all comes under the head of organization."



"ESCO" FRESH FRUIT TROPICAL DRINKS

- ★ FASTER SERVICE
- ★ NO BOTTLES TO HANDLE
- ★ NO SUGAR NECESSARY
- ★ TREMENDOUS PROFITS

In amusement parks, pools, etc., TROPICAL DRINK STANDS are the biggest money makers! There are no bottles to handle! You can serve thousands with a few clerks. Build a reputation for fresh fruit drinks with "ESCO FRESH FRUIT DRINKS." With the equipment shown below, you can set up at a very small cost! Make tremendous profits. We will help you get started.

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Increases sales 100%, saves ice and labor. These beautiful, portable beverage dispensers are made of stainless steel, cork insulated. Also complete line of griddles.

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 1790 FIRST AVENUE NEW YORK CITY 28, N. Y.
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LUMBER FAMINE SMACKS ALL BUILDERS IN SHOW BUSINESS

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

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

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

Meanwhile, all reports from mills indicate that the nation's lumber supply is diminishing at an alarming rate. National Lumber Manufacturers' Association reported that shipments from 426 mills it surveys weekly are running 11 per cent above production. Booking of new orders, it said, are averaging nearly 7 per cent more than the mills' output, and unfilled orders on hand amount to 86 per cent of current stock at the mills. That is about the weekly average, but looking back over the first three months of 1946, things are even worse. Association said that so far

this year bookings have outstripped production by nearly 12 per cent.

Too Much Green

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

Estimates of total lumber production for 1946 are dark and cloudy. Latest is that production in the first three months of the year won't exceed 5,300,000,000 board feet, the lowest output of the industry in 10 years.

One close observer—J. Hudson

RIDE MANUFACTURERS

NAME OF FIRM	ADDRESS	RIDES
Norman Bartlett Bischo-Rocco Amusement Co.	North Tonawanda, N. Y. 5441 Cottage Grove Ave., Chicago.	Flying Turns; Bobsled Flying Scooters
R. E. Chambers Co.	Beaver Falls, Pa.	Rocket Ships, Laff in the Dark, Midge Auto Racer, Stratoship Carousel; Funhouse Cyclone Racer
Cincinnati Carousel Co. Coaster Co.	1874 E. 66th St., Cleveland, 300 W. Seaside Blvd., Long Beach, Calif.	Custer Cars, Bubble Bounce
Custer Specialty Co.	420 Linden Ave., Dayton, O.	Dodgem Ferris Wheel Octopus, Fly-o-Plane, Roll-o- Plane, Loop-o-Plane Flight Trainer
Dodgem Corp. Eli Bridge Co. Eyerly Aircraft Corp.	Exeter, N. H. Jacksonville, Ill. Salem, Ore.	Rocking Chair Moon Rocket, Loopcar, Carousel, Kiddle Auto Ride, Caterpillar, Leaping Lena, Sky Dive, Sil- ver Streak, Funhouse Spitfire
Flight Trainer Sales Co.	6180 St. Andrews Place, Los Angeles.	Auto Scooter, Water Scooter
Franklin Mfg. Co. Allan Herschell Co., Inc.	611 E. 10th St., Dallas, Tex. North Tonawanda, N. Y.	Whip, Kiddle Rides Miniature Train
Frank Hrubetz & Co.	Front and Shipping Sts., Salem, Ore.	Coaster Cars, Miniature Train, Chute the Chutes, Funhouse Merry-Go-Round, Baby Q, Car- ry-Us-All, Kiddle Rides Carousel, Water Rides, Fun- house, Coaster Cars, Skee Ball Pilot Trainer
Lusse Bros.	2809 N. Fairhill St., Philadelphia	Pre-Flight Trainer
W. F. Mangels Co.	2875 W. 8th St., Coney Island, N. Y. Addison, Ill.	Tilt-a-Whirl
Miniature Train & Rail- road Co. National Amusement De- vice Co. C. W. Parker Amusement Co. Philadelphia Toboggan Co.	139 Hatfield St., Dayton, O. Leavenworth, Kan. 130-140 E. Duval St., Philadelphia. 2 Columbus Circle, New York.	Boomerang
Pilot Trainer Sales Co.	231 W. Wisconsin Ave., Milwaukee.	
Pre-Flight Trainer Sales Co.	Faribault, Minn. 85-12 165th St., Jamaica, N. Y.	
Sellner Mfg. Co. R. S. Uzzell Corp.	293 Junius St., Brooklyn.	
U. S. Riding Devices Corp.		

Huffard of the National Retail Furniture Association—declared "a sort of paralysis seems to have seized the lumber industry." He blamed the low production upon exceptionally bad weather after the tie-up of the industry by a long-drawn-out strike in the Pacific Northwest.

Prices Go Up

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

A rough priority system, with preference for G.I. housing, has been in existence for several months, lumbermen said. However, it is not an actual priority set-up, but simply a government requirement that 50 per cent of lumber sold should go into home construction. Lumber yard owners are quick to point out, tho, that they have no priority at the mills.

Hard To Handle

Lumbermen generally take a very pessimistic view on future supplies. They said that now they are getting "types of lumber that are very hard

to handle," chiefly heavy timbers that have to be sawed into two-by-fours and other construction lumber.

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

Most dealers seemed to think that some kind of priority system, which works right thru from the builder to the mill, may come soon. They doubted, however, that much more than half of the lumber supply would go into home building.

"Industrial and business construction is a big industry," one pointed out. "It doesn't seem likely that the government would throw all the men in these fields out of work even tho we do need home construction so badly. After all, a good deal of your commercial building is necessary to keep the businesses going and the people employed."

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

**ALL "SHOW PROFITS"
DON'T come
from the crowds**



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

1. Economical to own, run and maintain, Consolidated generators and floodlights furnish really low-cost power.
2. Stationary models are built compactly to conserve truck space. "Rolling-on-their-own" trailer-models eliminate the need and expense for extra moving trucks and their fuel.
3. You can strike off the expense of erecting temporary poles and cable stringing to distant power supply.

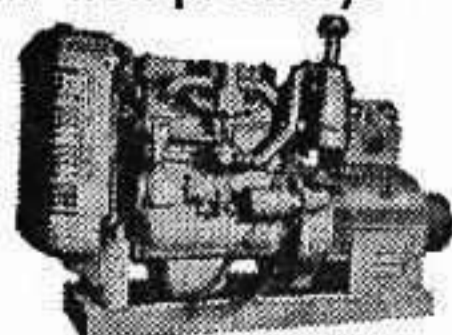
Here are three Consolidated units you can well profit by:



Trailer-Model Generating Plant
5-75 K.W., AC or DC.



Stationary Generating Plant
5-75 K.W., AC or DC.



Searchlight Unit;
5,000 and 10,000 Watt capacity.

Important! Nation-wide Service is Available. For complete details, write today!

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230 East 8th Street, Mount Vernon, N. Y. • Branch Offices: Chicago, Washington, D. C.

1946 FAIR DATES

(Continued from page 26)

Cookshire—Compton Co. Agrl. Soc. No. 1. Aug. 10-21. Aug. Gamache.	Waterloo—Shefford Co. Agrl. Soc. Aug. 10-13. R. R. Bachand.
Gentilly—Nicolet Co. Agrl. Soc., Div. B. Aug. 13-14. Roger Hould.	SASKATCHEWAN
Granby—Granby Hort. Soc. Sept. 5-6. Loran G. Ball.	Estevan—Estevan Agrl. Soc. July 8-9. Mrs. Irwin Dean.
Lachute—Lachute Spring Fair. June 12-15. Alex Bothwell.	Lloydminster—Lloydminster Agrl. Exhn. Assn. July 22-24. George K. Ross.
Maniwaki—Gatineau Agrl. Soc., Div. B. Sept. 9-11. Palma Joanis.	Melfort—Melfort Agrl. Soc. July 10-20. James S. McDonald.
Quebec—Quebec Provincial Expo. Aug. 30-Sept. 8. Emery Boucher.	Moose Jaw—Moose Jaw Exhn. July 3-6. J. C. MacDonald.
Richmond—Richmond Co. Agrl. Fair. Aug. 15-17. Miss Antoinette Linahen.	North Battleford—North Battleford Agrl. Soc. Aug. 5-7. Frank Wright.
Roberval—Roberval Fair. Aug. 15-19. J. Edward Bolly.	Prince Albert—Prince Albert Exhn. Aug. 8-10. Gordon M. Cook.
Saint Francois-du-Lac—South Shore Agrl. Soc. Aug. 15-17. Alexandre Trudeau.	Regina—Regina Agrl. Exhn. Assn. July 29-Aug. 3. James Grassick.
Saint Hyacinthe—St. Hyacinthe Regional Expo. Aug. 5-8. Alphonse Deschenes.	Saskatoon—Saskatoon Industrial Exhn. July 22-27. S. N. MacEachern.
Saint Liboire—Bagog Agrl. Soc. Aug. 27-28. Hilaire L'Heureux, St. Hughes, Bagot.	Weyburn—Weyburn Agrl. Soc. July 1-2. Fred C. Zabel.
Sherbrooke—Sherbrooke Fair. Aug. 24-31. Norrey W. Price.	Yorkton—Yorkton Agrl. Exhn. Assn. July 15-17. Miss Antoinette Draffenza.

BUILD A NEW GAME TO ASSURE YOURSELF TOP POPULARITY

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

NOT all of the nation's ball game queens will flash new punk racks this year, but take it from the men who turn out such midway essentials the demand has never been greater. From fishponds to hit-trainers, say manufacturers and distributors of concessions equipment, game and joint operators the country over are pressing for deliveries before the first post-war outdoor season gets into full swing.

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

Yet, a general survey indicates there will be fewer disappointed than might be anticipated in view of the

protracted labor and materials shortage.

Lumber situation is an admitted worry on the part of most manufacturers of wheels, penny pitch boards and other standard carnival game items.

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

Steel Cripples Oakes

Ray Oakes, vet supply operator, reports from his Brookfield, Ill., plant

that he has had to turn down about a dozen would-be buyers of fishponds, but otherwise has been able to handle all orders.

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

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

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

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

"We are selling four different boards this year, where we sold one a year ago," said Oakes. "Orders are rolling in from everywhere."

Hit most critically by the lumber famine, but also troubled for labor, F. M. Morris, sales manager, H. C. Evans & Company, another Chicago supply firm, said complete delivery on all orders is simply out of the question for his company.

Spending Stepped Up

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

There has been a branching out, however, on the part of some firms,

with Oakes furnishing a good example. In contrast with a year ago when he offered for sale only four major articles, he has jumped his 1946 line to include 20 items of equipment. Thru the winter, he has employed two cabinetmakers and a mechanic, as well as jobbing other construction to an outside mechanic, in an effort to keep abreast of orders rolling into Brookfield.

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

PAINT MAKES IT BRIGHT

(Continued from page 16)

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

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

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

DRINK SHORTAGE TO EASE, BUT STILL NOT ENOUGH

OPA hikes sweets ration 10 per cent, but many headaches still face juice joints for at least one year

CONCESSIONAIRES are going to find bottled soft drinks and sirups not as hard to obtain as last season—since the Office of Price Administration recently granted an increase of 10 per cent in sugar allotted the industry.

Before OPA hiked the sugar ration, soft drink bottlers, like candy bar manufacturers, were struggling along on 50 per cent of their 1941 base. This recent increase, effective April 1 thru June 30, will give the soft drink manufacturers 60 per cent of their 1941 usage.

Since the beginning of sugar rationing, back in the early days of the war, bottlers and sirup makers have had a difficult time keeping their heads above water. Even with the 10 per cent increase, most of them are not too optimistic since the demand for all kinds of carbonated beverage will continue to exceed the supply made available by this increase.

Another sobering thought is the difficulty of obtaining the sugar once the allotments have been made. Some bottlers have been unable to obtain even the 50 per cent allowed them by law, because the sugar just hasn't been available. While this situation still exists, there is strong likelihood that the bottlers will be able to obtain most of their allotments from existing sugar stockpiles.

What goes on in Cuba, the Philippines and other far-off places has its immediate effect on the carbonated beverages available for midway selling. The Cuban sugar crop, while it has been good, is still somewhat lower than expected. Philippine crop is practically non-existent. High hopes were held for a huge

sugar cache supposed to be located somewhere in Java. This sugar stockpile was first reported by army authorities, and sugar refineries in this country expressed hope that the stock would enable the government to issue increased sugar rations as long ago as last January. When a group was sent to investigate, however, it had disappeared and has not been found.

Despite the fact that the recent OPA increase was a mere trickle, bottlers and sirup makers will find it some relief. Increase came at a particularly fortunate time for midway concessionaires who will just be hitting full stride by the time the effect of the increase is felt.

It is quite possible that there will be another increase in sugar quotas, effective July 1, tho there has been no definite indication yet from government circles that a second increase can be expected. At any rate, the best informed observers in the field predict that it will be 1947 before soft drink bottlers and candy bar makers are back to pre-war, 1941 normal.

At the time the OPA issued its 10 per cent increase for industrial users, the Department of Agriculture announced that civilian sugar allocations will be raised 1,385,000 tons. This represents an increase of 285,000 tons over the January-March quota. Reason for the increase is to help civilian canners and packers.

Until the sugar supply gets back to normal, concessionaires will find themselves somewhat short of a good supply. To offset this, many will probably continue to handle bulk and bottled fruit juices, many of which require less sugar than some of the synthetic bottled soft drinks or sirups.

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FARIBAUT, MINNESOTA

Cuba—Olivecrest Amusement Park, J. F. Olive, mgr.; has three rides, one concession game, lake, coin machines; books free attractions.

Jamestown—Celoron Park on Lake Chautauqua, Harry A. Illions, owner; Wilfred Meyers, mgr.; has 20 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Manlius (near Syracuse)—Suburban Park, Fred W. Searle, mgr.; has eight rides, eight concession games, penny arcade, coin machines.

Maple Springs—Midway Park, Thomas Carr, owner-mgr.; has two rides, five concession games, beach, rink, penny arcade, coin machines; books attractions.

Niagara Falls—Midway Beach Park, Joseph P. Paonessa, owner-mgr.; has four rides, nine concession games, rink, penny arcade, coin machines; books vaude acts, pay and free attractions.

Olcott Beach—Rialto Park, Miss A. C. Fox, owner; Theo. J. Marrot, mgr.; has five rides, 20 concession games; books attractions at times.

Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; John Skironski, mgr.; has one ride, concessions, beach, penny arcade, coin machines; books orchestras; free acts occasionally.

Poughkeepsie—Woodcliff Pleasure Park, Al Schlesinger and John A. Fitzgibbons, owners and operators; has rides and concession games.

Richfield Springs—Canadara Park, Joe Magee, mgr.; has rides, concession games, pool, rink; books orchestras, attractions.

Rochester—Dreamland Park, Sea Breeze, George W. Long, mgr.; has 10 rides, six concession games, penny arcade; books free attractions.

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

Rockaway Beach—Rockaway's Playland, A. Joseph Geist, owner; has 15 rides and Kiddie Park, 20 concession games, penny arcade, coin machines; books attractions.

Rye—Playland, County of Westchester, owners; George B. Currier, dir.; has 20 rides, 100 concession games, pool, rink, penny arcade, coin machines.

Sea Breeze—Board Walk, A. H. Bornkessel, owner mgr.; has four rides, 10 concession games, penny arcade, coin machines; books free attractions.

Williamsville—Glen Park, Harry Altman, owner-mgr.; has four rides, nine concession games, penny arcade, coin machines; books orchestras, free attractions.

Youngstown—Lakewood Park on Lake Ontario, C. H. Tohill, owner-mgr.; has four rides, 10 concession games, penny arcade; books orchestras and free attractions.

North Carolina

Asheville—Recreation Park, owned by city; Weldon Weir, mgr.; has six rides, three concession games, pool, rink, penny arcade; books free attractions.

Atlantic Beach—Atlantic Beach, Inc., A. B. Cooper, owner-mgr.; has six rides, 15 concession games, penny arcade, coin machines; books orchestras, pay and free attractions.

Wilmington—Carolina Beach, A. L. Mansfield, mgr.; has three rides, concessions, penny arcade, coin machines; books orchestras.

Winston-Salem—Reynolds Park, owned by city; Ivan J. Basch, mgr.; has four rides, four concession games, pool, rink, coin machines; books attractions.

Ohio

Akron—Summit Beach Park, Summit Beach, Inc., owners; Frank Rafal, mgr.; has 11 rides, concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Akron—Sandy Beach Park, W. I. Warensford, owner-mgr.; has three rides, eight concession games, penny arcade, coin machines; books free attractions.

Bascom—Meadowbrook Park, H. L. Walter, mgr.; has six rides, three concession games, pool, penny arcade, coin machines; books attractions occasionally.

Bowling Green—Vollmar's Park, Wm. Jacobs, owner-mgr.; has five rides, 10 concession games, beach, penny arcade, coin machines; books pay and free attractions.

Brady Lake—Brady Lake Park, Edward O. Kleinman, mgr.; has 12 rides, 30 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Buckeye Lake—Buckeye Lake Park, John J. Carlin Sr., owner; A. M. Brown, mgr.; has 25 rides, 75 concession games, pool, rink, penny arcade; books orchestras, free acts.

Bucyrus—Secatum Park, R. A. Jolly, mgr.; has seven rides, four concession games, pool, penny arcade; books orchestras, free attractions.

Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books orchestras; free acts.

Celina—Edgewater Park, C. M. Myers, owner; Theo. V. Temple, mgr.; has three rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras.

Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 10 rides, 12 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Cincinnati—Coney Island, Edw. L. Schott, gen. mgr.; has 21 rides, including 6 kiddie rides; 15 concession games, pool, penny arcade; books orchestras, free attractions.

Cincinnati—Zoological Garden, owned by city; Joseph A. Stephan, gen. mgr.; has eight rides in Kiddieland, pony track.

Cleveland—Euclid Beach Park, Harvey J. Humphrey, gen. mgr.; George Shannon, mgr.; has 23 rides, concessions, pool, rink, penny arcade; books attractions.

Cleveland—Puritas Spring Park, Pearl-Gooding-Visoky, owners-mgrs.; has 14 rides, 15 concession games, rink, penny arcade; books orchestras.

Columbus—Zoo Park, Leo and Elmer G. Haenlein, mgrs.; has nine rides, six concession games, penny arcade, coin machines.

Dayton—Lakeside Park, Lakeside Park Co., owners; Gerald Niermann, mgr.; has 14 rides, eight concession games, penny arcade, coin machines; books orchestras.

Dayton—Frankie's Forest Park, Frank J. Schaufler, owner-mgr.; has 10 rides plus seven kiddie rides, seven concession games, penny arcade, coin machines; books orchestras, free attractions.

Findlay—Riverside Park, owned by city; Service Director J. M. Malloy, mgr.; has four rides, eight concession games, pool, rink, penny arcade; books orchestras and attractions.

Geauga Lake—Geauga Lake Park, C. R. Adrlon, C. W. Schryer and H. W. Schryer, owners; has 18 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras and attractions.

Genoa—Forest Park, C. J. Uthoff, owner-mgr.; has eight rides, 16 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Lake Milton—Craig Beach Park, Earl F. Peitz, mgr.; has six rides, 14 concession games, pool, penny arcade, coin machines; books orchestras; attractions occasionally.

Middletown—LeSourdsville Lake, Don Dazey, mgr.; has 12 rides, five concession games, pool, penny arcade; books orchestras and attractions.

Russells Point—Russells Point Boardwalk, French L. Wilgus, owner; Jack Stone, mgr.; has eight rides, 25 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay attractions.

Russells Point—Sandy Beach Park, Indian Lake Am. Co., owners; Lou Bruno, mgr.; has 12 rides, 20 concession games, pool, rink, penny arcade, coin machines; books orchestras.

Sandusky—Cedar Point on Lake Erie, The G. A. Boeckling Co., owners; Edw. A. Smith, mgr.; has 25 rides, 20 concession games, penny arcade; books name bands, pay attractions.

Toledo—Willow Beach Park, Mr. and Mrs. Wm. Davis, operators; has four rides, concession games, rink, penny arcade; books acts occasionally.

Toledo—Walbridge Park, Charles Beares, mgr. Vermillion—Crystal Beach Park, J. L. Blanchat, owner-mgr.; has seven rides, 35 concession games, rink, penny arcade; books orchestras, pay and free attractions.

Youngstown—Idora Park, M. A. Rindin, mgr.; has 14 rides, 10 concession games, pool, penny arcade, coin machines; books orchestras.

Zanesville—Moxahala Park, Tim Nolan, owner; Fred Nolan, mgr.; has 12 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Oklahoma

Oklahoma City—Springlake Amusement Park, Roy and Marvin Staton, mgrs.; has 16 rides, 12 concession games, pool, penny arcade; books orchestras.

Tulsa—Crystal City Amusement Park, John G. Mullins, owner; George B. Davidson, mgr.; has six rides, 20 concession games, pool, penny arcade; books orchestras.

Oregon

Portland—Jantzen Beach Park, Paul H. Huedepohl, mgr.; has 21 rides, 14 concession games, pool, penny arcade, coin machines; books orchestras; attractions occasionally.

Portland—Oaks Amusement Park, E. H. Bollinger, mgr.; has 12 rides, 10 concession games, rink, penny arcade, coin machines; books orchestras and attractions.

Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has five rides, four concession games; at a separate location, pool and two penny arcades.



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Nebraska

Cretes—Tuxedo Park, Harry C. Belka, mgr.; has lake; books orchestras, attractions.
Omaha—Peony Park, Joe Malec, mgr.

New Hampshire

Lake Spofford—Wares Grove Park and Beach, Wm. R. Manch, gen. mgr.; has two concession games, rink, coin machines; books orchestras.

New Jersey

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

New York

Averill Park—Crystal Lake Park, M. Gertrude Wagstaff, mgr.; has one ride, six concession games, beach, penny arcade.
Genesco—Long Point Park, Harry W. Berry, owner-mgr.; has six concession games, lake, penny arcade, coin machines; books orchestras.
Irving—Sunset Bay Park, Wm. Burghardt, owner-mgr.; has one ride, two concession games, penny arcade, coin machines.

Saratoga Springs—Kaydeross Park, E. A. Walker, owner-mgr.; has one ride, five concession games, beach, rink, penny arcade.
Wantagh, L. I.—Jones Beach State Park, State of New York, owners; S. J. Polek, general supt.; has pool, rink; books orchestras, pay and free attractions.

Ohio

Alliance—Lake Park, R. D. Williams, mgr.; has two rides, three concession games, rink.
Arcadia—Midway Park, Henry Mareches, owner-mgr.; has four concession games, pool, rink; books free attractions.
Canal Winchester—Edgewater Park, Chas E. Gerling, owner-mgr.; has five concession games, coin machines.
Cleveland—Cleveland Zoo, Brookside Park, owned by city; has two rides, pool; books pay and free attractions.
Coshocton—Coshocton Lake Park, J. Glenn Barrick, owner; James E. Rice, mgr.; has pool, penny arcade, coin machines; books orchestras; attractions occasionally.
Lakeville—Lakeview Park, H. J. Thoma (Mansfield, O.), mgr.; has one concession game, pool, penny arcade, coin machines; books orchestras, attractions occasionally.
Mentor-on-the-Lake—Mentor Beach Park; has two rides, 10 concession games, rink, penny arcade; books orchestras.

New Philadelphia—Tuscora Park, owned by city; Harold E. Meese, mgr.; has two rides, one concession game, pool, rink, penny arcade; books orchestras and attractions.
North Benton—Paradise Lake Park, Earl E. Santee, mgr.; has three concession games, penny arcade, coin machines.

Oklahoma

Cache—Craterville Park, Frank Rush, owner-mgr.; has two rides, three concession games, pool, rink; books orchestras, attractions.
Enid—Hellums Park, Ada Mae Brown, mgr.; has two slide boats, concession games, pool, rink.
Lawton—Doe Doe Park, B. F. Hutchins, mgr.; has pool, rink.

Pennsylvania

Bloomsburg—Columbia Park, Thomas Shaffer, mgr.; has pool, rink, penny arcade.
Cannonsburg—Willow Beach Park, Dominick Falconi, owner; Patsy Verona, mgr.; has four concession games, pool, rink; books orchestras and attractions.
Coatesville—Brandwine Park, Russell P. Pyott, mgr.; has one ride, 19 concession games; books orchestras, pay and free attractions.
Ellwood City—Rocky Point Park, Ray Daellenbach, bus. mgr.; Nauncy Nastas, mgr.; has three concession games, beach; books orchestras, pay and free attractions.
Feasterville—Somerton Springs Park, Robt. M. Platt, owner; Vernon D. Platt, mgr.; has pool, penny arcade, coin machines; books free attractions.
Hanover—Willow Beach Park, D. M. Witmer, mgr.; has one concession game, pool, rink; books attractions.
Hegins—Dell Lake Park, Herman C. Otto, owner; has two rides, five concession games, pool; books orchestras and attractions.
Lancaster—Maple Grove Park, Lillie E. Coho, owner-mgr.; has pool, rink.
McKeesport—Rainbow Gardens, L. R. Travis, mgr.; has five concession games, pool, rink, penny arcade.
New Bethlehem—American Legion Park, J. A. Fleming, secy., Mayport, Pa.; has three rides, rink; books orchestras, pay and free attractions.
Union City—Marcresan Beach Park, C. Max Lee, owner-mgr.; has four concession games, pool, rink, penny arcade, coin machines.
Yerkes—Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attractions.

Rhode Island

Oakland Beach—Oakland Beach Midway, Joseph L. Carrolo, owner-mgr.; has one ride, rink, penny arcade, coin machines.

South Carolina

Charleston—Riverside Beach Park for Negroes, E. A. Hamilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.
Charleston—Folly Pier, 12 miles from city, Ted Schiadaressi, mgr.; has two rides, 12 concession games, penny arcade; books orchestras.

Tennessee

Columbia—Mid-State Fair Park, George L. Buchnau, mgr.; has 10 concession games, rink; books orchestras and attractions.
Memphis—Rainbow Lake Amusement Co., E. Bellanti, mgr.; has pool, rink.
Memphis—East End Park, Harrison Scheuner, owner-mgr.; has pool, rink.

Texas

Clisco—Lake Clisco Park; has one ride, pool, rink; books orchestras, pay and free attractions.
Fort Worth—Casino Park, George T. Smith, mgr.; has coin machines; books orchestras, floor shows.
Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has five rides, pool, concessions, zoo.

Utah

Salt Lake City—Black Rock Beach, James Lates, mgr.; has four concession games, lake, coin machines; books attractions occasionally.
Salt Lake City—Sunset Beach, E. H. Thompson, owner; Ira Dern, mgr.; has 20 concessions; books orchestras occasionally, and attractions.

Virginia

Danville—Crystal Lake Park, W. R. Hurwood, owner; D. L. Butler, mgr.; has two rides, four concession games, pool.

West Virginia

Maidsville—Riverside Park, S. C. Reynolds, owner-mgr.; has two concession games, pool, coin machines; books pay attractions.
Martinsburg—Hillside Lake Park, H. M. Fritts, owner-mgr.; has pool, rink, coin machines; books free attractions.
New Cumberland—Mineral Springs Park, D. C. Pease, owner-mgr.; has pool, rink, penny arcade, coin machines; books attractions.

Wisconsin

Beloit—Waverly Beach, W. H. Munger, owner-mgr.; has six concession games, rink; books orchestras, pay and free attractions.
Chippewa Falls—Lake Hallie Park on Route 4, B. F. Stetzer, mgr.; has rink, coin machines; books orchestras, pay and free attractions.
Hortonville—Dyne's Park, E. A. Buchman, owner-mgr.; has pool, coin machines; books attractions.
Lake Delton—Lake Delton Beach, Martin & Denham, owners-mgrs.; has concession games, rink, penny arcade, coin machines; books pay and free attractions.
Racine—Beachland Park, Reg. Freeman, owner-mgr.; has beach, rink, penny arcade, coin machines; books orchestras.
Wisconsin Rapids—Moccasin Creek Park, L. P. Daniels, owner; has two rides, rink, penny arcade; books orchestras and attractions.

Canada

Port Stanley, Ont.—Port Stanley Park, owned by city; Albert A. Marck, mgr.; has 10 concession games, penny arcade, coin machines; books orchestras.

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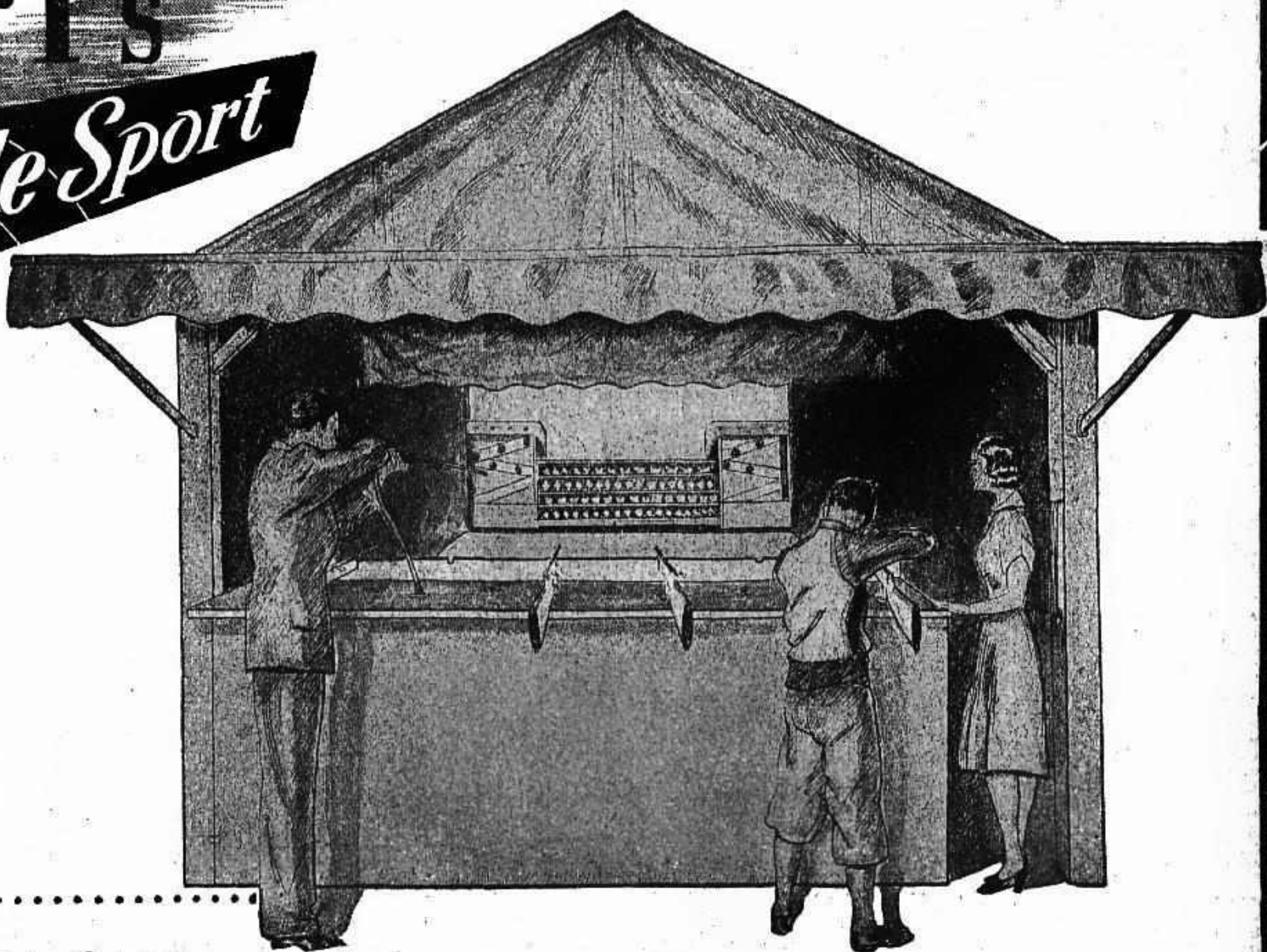
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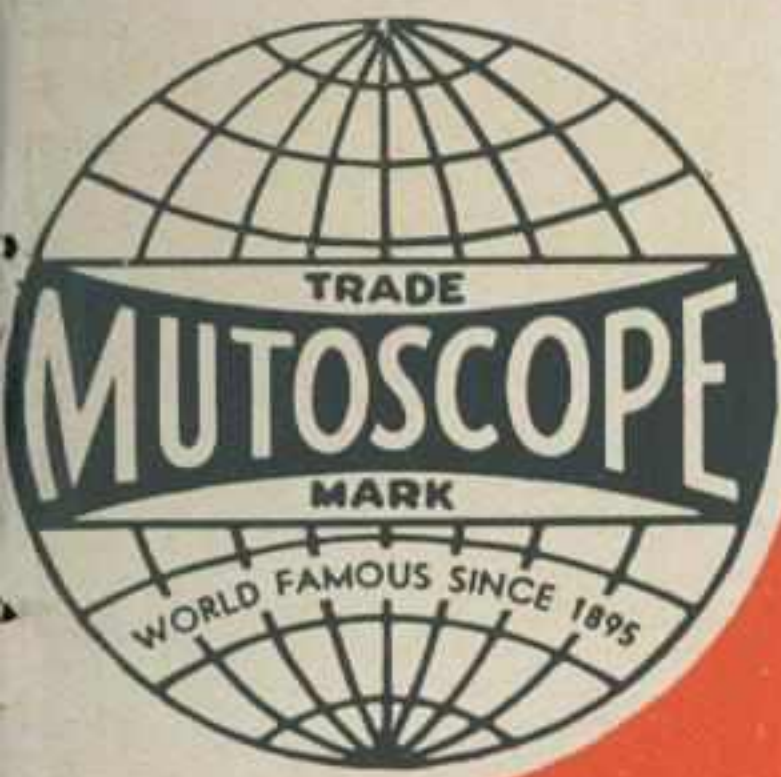
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| <input type="checkbox"/> VOICE-O-GRAPH* | <input type="checkbox"/> CARD VENDERS |
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