

SPECIAL SECTION

The Billboard

The World's Foremost Amusement Weekly

Section 2

March 28, 1942

5th
Annual
Edition

OUTDOOR

ATTRACTIONS

POLACK BROS. CIRCUS

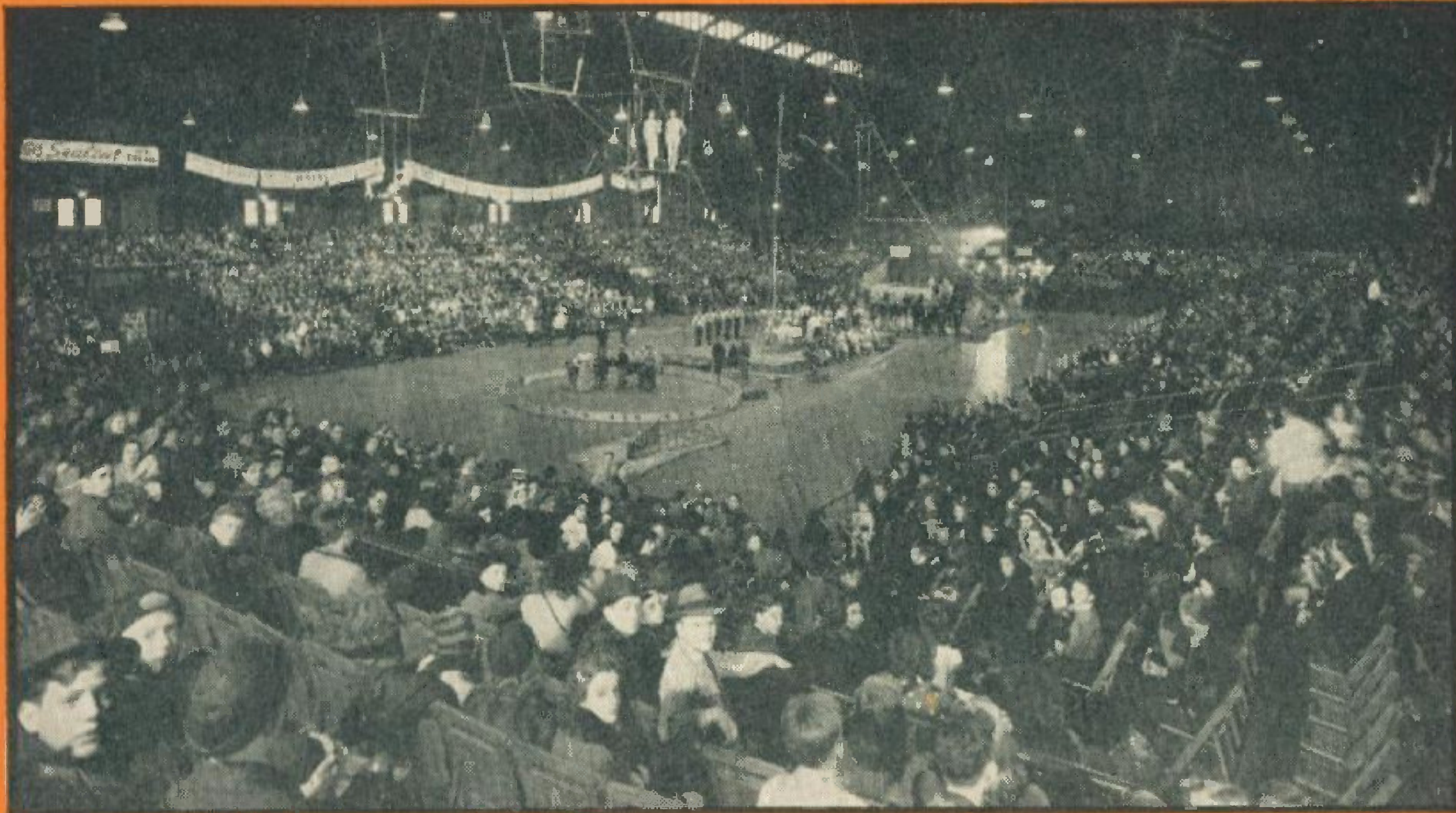
Under the Direction of Irv. J. Polack and Louis Stern

Now Available For the First Time as a

GRAND STAND SHOW

Fairs • Parks • Celebrations • Sponsored Events of all Kind

Book This NAME ATTRACTION Backed by Reams of Publicity Appearing in the Daily Papers Throughout the Country For the Past Ten Years



POLACK BROS.' CIRCUS, KOSAIR TEMPLE SHRINE, LOUISVILLE, KY., 1942.

A COMPLETE THREE RING CIRCUS

Furnishing Units of 15 to 50 Acts of Real Circus Talent for 1 to 2 Hours of Entertainment

OUTSTANDING FEATURES WITH POLACK BROS.' CIRCUS

Polack Bros.' Black Horse Troupe, presented by Carlos Carreon
Polack Bros.' High School Horses
Polack Bros.' "Twin" Elephants
Bob Fisher's Fearless Flyers
Walter Guice Troupe (Aerial Bars)
Pina Troupe (Teeter Board Aerobats)
The Black Bros. Troupe (Famous Clowns)
Ruby Larkin Duo (Furniture Jugglers)
Randow Clown Troupe
Riding Acts — 2 Dog & Pony Reviews
Wild Animal Exhibition

THE VALUE OF THIS ATTRACTION IS PROVEN BY OUR RECORD OF PAST PERFORMANCES

7 Consecutive Years Shrine Circus, Sacramento, Cal.
3 Consecutive Years Shrine Circus, Cincinnati, Ohio
3 Consecutive Years Shrine Circus, Louisville, Ky.
2 Consecutive Years Shrine Circus, San Francisco, Cal.
2 Consecutive Years Shrine Circus, Oakland, Cal.

Shrine Circus in Los Angeles, Cal.; Portland, Ore.; El Paso, Tex.; Wichita, Kan.; Peoria, Ill.; Pueblo, Colo.; Vancouver and Victoria, B. C.; and in Cities All Over the North American Continent

THEATER ENGAGEMENTS

Established the All-Time Record for Every Kind of Attraction at the PALOMAR, Seattle—Played this theater to capacity twice within 3 months. Also Beacon, Vancouver, B. C., and Mainstreet, Kansas City, Mo.

NOW PLAYING FOR SHRINE TEMPLES

El Paso, Texas, April 7 to 13
Sacramento, Calif., April 18 to 25

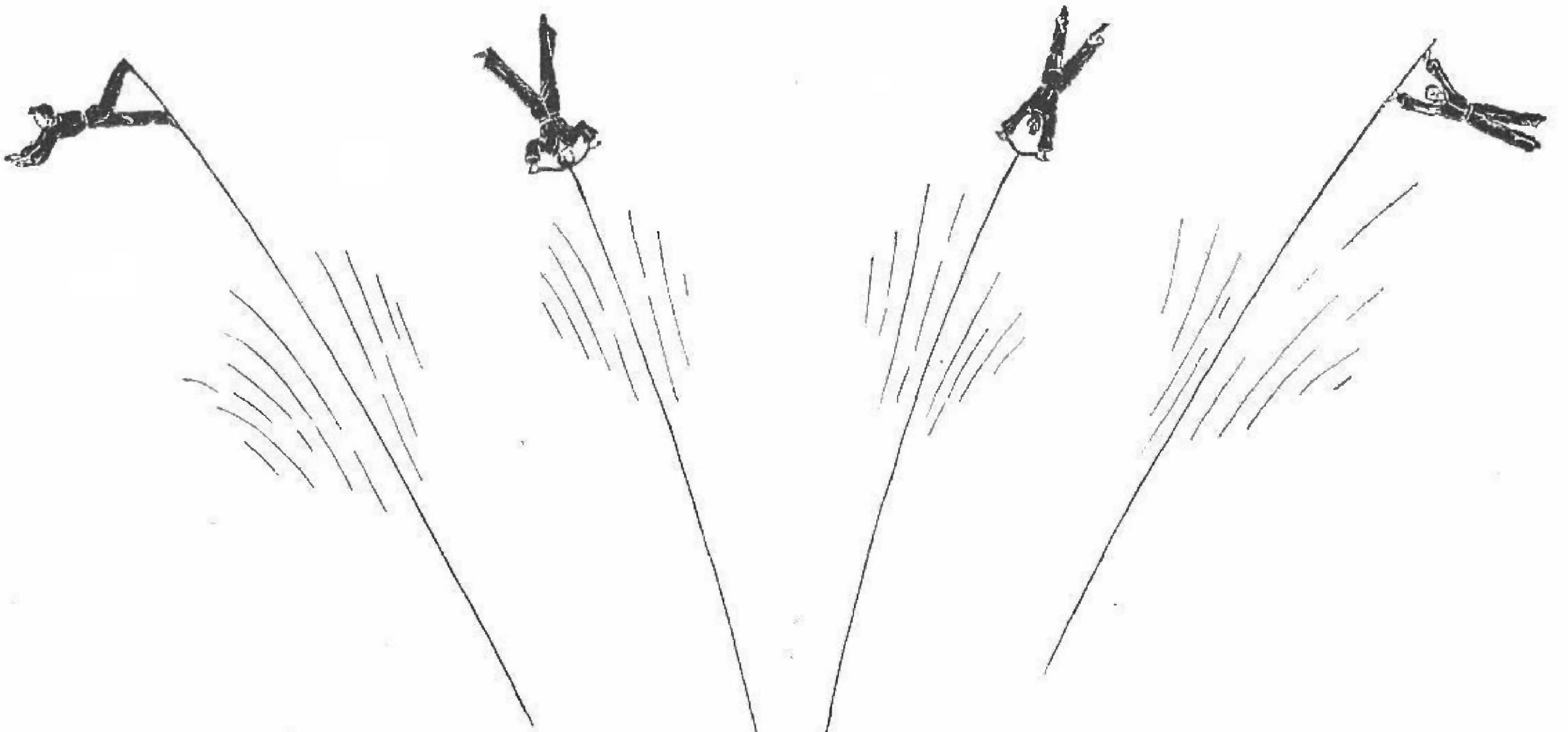
San Francisco, Calif., May 1 to 9
Oakland, Calif., May 15 to 23

FOR COMPLETE INFORMATION WRITE

IRV. J. POLACK, **POLACK BROS.' CIRCUS** AS PER ROUTE

OR PERMANENT ADDRESS

FINANCIAL CENTER BLDG., 405 MONTGOMERY ST., SAN FRANCISCO, CALIF.



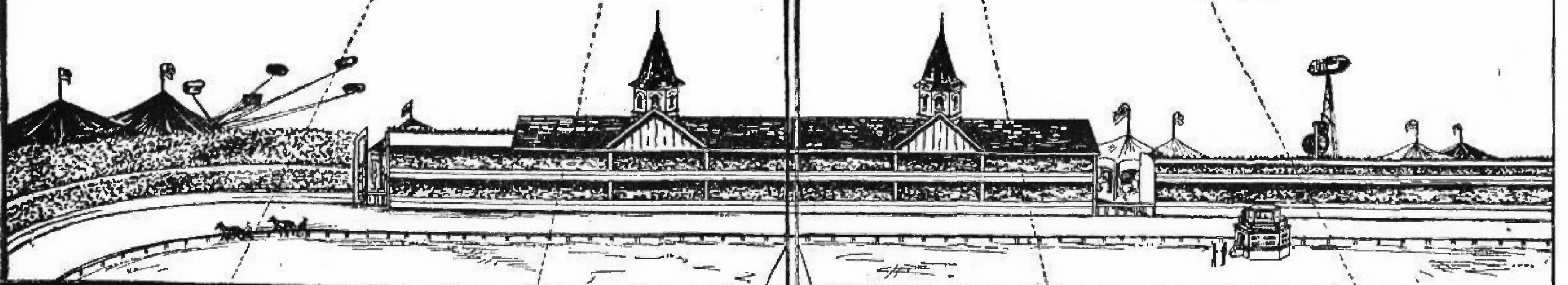
**GUARANTEED
168 FEET
MID IN AIR**

THE GREAT

**NOW
BOOKING
1942
SEASON**

JANSLEY

SENSATION OF SOUTH AMERICA SEASON 1941 - 42



**Exclusive Representative: TOBY WELLS
PERFORMERS CONSOLIDATED ATTRACTIONS 643 N. CLARK, CHICAGO, ILL.**

Attraction Budgets Holding Up

Talent buyers show small disposition to cut on entertainment outlay, some will increase expenditures for programs and large percentage will stand pat on 1941 level. Increased demand is felt by many bookers and acts. Prosperous season is foreseen, barring major restrictions, in canvass of leading fair boards, park operators and carnival managers. Optimism pervades comment.

BUDGETS for attractions in this war year will not be appreciably cut by fairs, parks, carnivals and sponsored events. A number of talent buyers have reported that they will increase expenditures for acts. A large percentage intend to keep their entertainment budgets at the 1941 level. Bookers and acts find a slightly increased demand for their services over 1941 and a majority declare that their bookings for this year are better than in 1941.

These facts are brought out in a survey made by The Billboard and the conclusions are, of course, based upon national conditions and government rulings as they existed early this month. To obtain a cross section of opinion as to season's prospects and a consensus as to business results a canvass was made of leading fairs and smaller annuals in key localities, foremost amusement parks, representative carnivals and in the field of bookers and independent acts. Replies received belie any statements that much retrenchment on entertainment will be made this year.

A preponderance of belief is that this will be a prosperous season, providing no great changes occur in the present economic set-up. The question: "If you operate without major restrictions (such as blackouts, reduced power, limited repair and maintenance materials, etc.) do you anticipate a prosperous season, keeping in mind that morale is vital to the community?" was answered as follows:

FAIRS	
Yes	92%
No	8%
PARKS	
Yes	83%
No	17%
CARNIVALS	
Yes	100%
No	—

Of the fairs replying 92 per cent said they would not cut their attractions budgets against 8 per cent who reported that they would. Entertainment budgets will be increased by 28 per cent of fairs that answered, 72 per cent deciding against increases. Standing pat on the level of the '41 budgets will be 78 per cent of those who replied to this query against 22 per cent in the negative.

There appears no general plan to operate on two budgets for attractions, adopting one (maximum) or the other (minimum) as conditions permit, 79 per cent of replies being against the idea and 21 per cent adopting it. Advertising this year will be concentrated close to home by 70 per cent of fairs answering on this and 30 per cent will continue to cover a wider territory. No transportation difficulties that will cut attendance are anticipated by 61 per cent of replies, while 39 per cent indicate that the travel problem will hurt gates.

Big fairs which operated thru the last World War period, 1916-'18, show little disposition to curtail this year, according to some figures compiled by Manager Harry L. Fitton, Midland Empire Fair, Billings, Mont. His list of those that plan to operate this year, that operated in full or

Sizing Up the Season

CONDITIONS may change rapidly and plans may necessarily be altered on a moment's notice—Harry L. Fitton, manager Midland Empire Fair, Billings, Mont. Two of the biggest fairs we ever had were in 1917-'18. People want to forget war for a few days.—Secretary Rob Roy, DeKalb County Fair, Alexandria, Tenn.

With vacation trips out and week-end trips to big cities cut, our fair should be bigger if we give 'em what they want.—Secretary-President Jenuine, Greenup-Cumberland County Fair, Greenup, Ill.

We expect trouble in talent cancellations. No tires will hurt parimutuel business. We plan to have a Horse and Buggy-Old-Timers' Day.—Secretary Bob Latta, Gage County Fair, Beatrice, Neb.

"A quitter never wins. A winner never quits."—Secretary-Manager Sid W. Johns, Saskatoon (Sask.) Exhibition.

Preparations are being made for the 1942 fair just as tho we were not at war.—President-General Manager Samuel S. Lewis, York (Pa.) Fair.

Barring actual air raids on the Eastern seaboard, from which we are less than 300 miles, we anticipate a year equal to or greater than 1941, unless there are serious transportation difficulties.—Secretary J. Victor Faucett, Steuben County Fair, Bath, N. Y.

Full steam ahead to do our part in the all-out war effort and to use our fair to sell America to the people!—Manager Dan P. Thurber, North Montana State Fair, Great Falls.

We will miss the men in service. The tire situation may help by bringing larger community attendance.—Secretary C. C. Hunter, Christian County Fair, Taylorville, Ill.

Don't think transportation restrictions will be felt until next year.—Manager J. J. Isaacson, Ak-Sar-Ben Livestock and Horse Show, Omaha.

We expect to do more advertising 70 miles around the fair. We have a big city to draw from and we will add the tax to the price of ticket.—Levi P. Moore, director of publicity and amusements, Indiana State Fair, Indianapolis.

Anticipate no transportation difficulties but other factors, such as limitations on crowds.—Manager E. G. Hoffman, Kern County Fair, Bakersfield, Calif.

I believe we will have record attendance on account of war work.—Secretary Charles A. Somma, Virginia State Fair, Richmond.

We are adding a rodeo this year and increasing our attractions budget to about four times as much as last year's.—Secretary-Manager D. T. Elderkin, Regina (Sask.) Exhibition.

People will ride trains and busses and come in bigger parties to conserve on rubber and gas. If you have a good fair to offer in attractions, exhibits and midway I believe attendance will increase.—Secretary Roy F. Peugh, Altamont (N. Y.) Fair.

partially thru 1916-'18 and that will not curtail in departments this year include Midland Empire Fair; Nebraska State Fair, Lincoln; Minnesota State Fair, St. Paul; State Fair of Texas, Dallas; Kansas State Fair, Hutchinson; Eastern States Exposition, Springfield, Mass.; Ionia (Mich.) Free Fair; Kentucky State Fair, Louisville; Kansas Free Fair, Topeka; Tennessee State Fair, Nashville; Florida State Fair, Tampa; Multnomah County Fair, Gresham, Ore.; Mississippi State Fair, Jackson; Iowa State Fair, Des Moines; Brockton (Mass.) Fair; York (Pa.) Inter-State Fair; Canadian National Exhibition, Toronto; Calgary (Alta.) Exhibition; Edmonton (Alta.) Exhibition; Quebec Exposition Provinciale; Saskatoon (Sask.) Exhibition; Regina (Sask.) Exhibition. Wisconsin State Fair reports it will curtail "slightly"; Edmonton Exhibition, "some," and Brockton, "yes," without reservations. Figures on attendance, outside gate receipts and grandstand show a continued increase from 1916 to 1918. A flu epidemic in the States and Canada was severe during 1918.

"Should Bear Down Harder"

"Increased local attendance will make up for any losses thru lack of transportation," said President John L. Godwin, Roanoke (Va.) Fair.

Secretary J. Mell Brooks, Mississippi County Fair, Blytheville, Ark., said, "I think fairs should bear down even harder this year." "Because of the rubber situation more people will risk short trips," is the opinion of Secretary W. W. Wilkins, Halifax County Fair, South Boston, Va. "At a meeting of the board it was the consensus that we delay adoption of operating and premium budgets. We have no fear of attendance and spending if we are able to program the usual features," reported Secretary-Manager W. R. Hirsch, State Fair of Louisiana, Shreveport.

Secretary John W. Robinson, Hickory (N. C.) District Fair, remarked, "By October people will need real recreation and will adjust themselves to the situation." "We are anticipating an increase over 1941," declared Secretary Ernest Raughley, Kent and Sussex County Fair, Harrington, Del. "Fairs will not be greatly affected by transportation problems before 1943," opined Secretary-Manager G. B. Boyd, Ozark Empire District Fair, Springfield, Mo. Secretary-Manager Harry E. LaBrequé, New Jersey State Fair, Trenton, said, "We are planning a very big program and have assurance of full co-operation from every department manager." "Some of our attractions will be advertised widely; others close to

home. We are going full speed," reported Secretary-Manager E. J. Ejdstedt, Ogden (Utah) Livestock Show. Manager E. Ross Jordan, Georgia State Fair, Macon, said, "We are holding budget determination until later and a clear view of fall conditions can be had." "We believe that we must maintain clean educational entertainment and keep the morale of agriculture at the highest level. It is suggested that in all advertising people from outlying districts be advised to double up in their cars while attending fairs," said Secretary-Manager D. V. Stewart, Imperial (Calif.) Fair. Secretary F. M. Fewell, York County Fair, Rock Hill, S. C., remarked, "We do not expect anywhere near the attendance of last year, when 75,000 soldiers were in this section on maneuvers."

More Money Called Offset

"More money in circulation will offset tire trouble, if we get a crop," reported John Redmond, Coffey County Fair, Burlington, Kan. "If we hold a State Fair this year we will follow our normal budget, believing fairs most essential in our all-out war effort. Because of the army occupying most of our buildings, it is uncertain whether they will be vacated in time for a fair," said Sheldon R. Brewster, Utah Director of Fairs and Expositions. Secretary S. M. Mitchell, Kansas State Fair, Hutchinson, declared, "As our fair must draw from rather long distances, attendance no doubt will be somewhat lower." "We do not believe that the tire situation will cut transportation until perhaps by 1943," said Waldo C. Cheek, Randolph County Fair, Asheboro, N. C. Secretary James A. Terry, La Porte (Ind.) County Fair, reported, "Expect the greatest fair in our history and are promoting along that line. Will have a five-day instead of four-day racing card." "I think attendance will be cut this year, not by transportation trouble but by war taking so many young people. We hope to offset this by bringing out other people," said Manager Charles A. Steele, Princeton (Ind.) Fair.

Secretary W. A. Hauck, Redwood County Fair, Redwood Falls, Minn., remarked, "We expect long-distance exhibitors and patrons will be somewhat fewer this year." "We shall hold off set plans as long as we can to take care of new and unknown conditions and situations," reported Secretary E. W. Williams, Delaware County Fair, Manchester, Ia. President-Manager J. M. Savery, Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss., declared, "Fairs should go on as usual." "This is sesquicentennial year for Kentucky and we start in April and end it at our fair in September," said J. I. Wehrley, assistant manager Kentucky State Fair, Louisville. "Our budget cut will be small. We will advertise in a 50-mile radius and use radio," said Secretary E. L. Vincent, Kosuth County Fair, Algona, Ia.

Secretary C. C. Nichols, Howard County Fair, Cresco, Ia., remarked, "Conditions at fair time will decide everything." "We plan to run our fair about the same as last year,"

reported Secretary J. A. Scohenhoff, Saticum Center (Minn.) Fair. Secretary-Manager Leon H. Harnis, New Mexico State Fair, Albuquerque, declared, "We are making plans for the best fair ever held here." "War-time will help bring crowds but make operation of night programs difficult," reported Secretary Elton Weeks, Inter-State Fair, Coffeyville, Kan. Mabel L. Stire, secretary-manager of Mississippi State Fair, Jackson, said, "We will hold a fair about as usual unless it is necessary to cancel because of unlooked-for conditions, such as army use of grounds." "Our attendance this year will not be hurt much by transportation difficulties," said Secretary C. B. Hansen, South Dakota State Fair, Huron.

Parks Ops To Cater Locally

Returns from parks queried show that 89 per cent do not intend to trim attractions outlay, as compared to 11 per cent that do. Increased expenditures in this line are planned by 27 per cent, while 73 per cent will not tilt this item. Reports are that 77 per cent will hold act budgets to 1941 figures against 23 who will not. The maximum and minimum budget plan is rejected by 53 per cent of those replying and adopted by 47 per cent.

Close-to-home advertising this year will be the policy of 86 per cent of those canvassed and 14 per cent will spread over a larger area. That 62 per cent do not expect attendance to be curtailed by transportation difficulties and that 38 per cent do is the verdict on this angle of operations.

President A. Brady McSwigan, Kennywood Park, Pittsburgh, said transportation limitations possibly would mean less distant patronage and more local business. "We are hoping rubber conditions will not restrict too much," said George P. Smith Jr., engineer, Geauga Lake (O.) Park. "Last year we lost some picnics due to railroad car shortage." General Manager E. E. Fochl, Willow Grove (Pa.) Park, reported, "We anticipate no attendance cut because of transportation, because we have bus and streetcar service." "People will seek diversion this year more than ever before," declared Operator-Manager Frank D. Shean, Seaside Park, Virginia Beach, Va. "They will curb useless driving but will use cars to get to a point. Relaxation will be encouraged by the government and its agencies so as to energize and stimulate the hard-hitting worker and fighting man."

Herbert F. O'Malley, director of Playland, Rye, N. Y., is of the opinion that local conditions are not favorable for that spot. President John L. Coleman, Riverside Park, Indianapolis, said, "Transportation problems will increase local attendance and offset distant attendance." "We intend to cater to people residing within 100 miles," remarked W. D. Newcomb Jr., Santa Monica (Calif.) Pier Company. "The tire situation will keep 'em home," opined General Manager Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore., "and no long week-end trips will be possible. Beach resorts on the Coast in Oregon will suffer." "In my opinion, prospects for the season are in the toss-up class. It may be either bad or good," said Owner-Manager Parker Beach, Chippewa Lake (O.) Park. "When the park season rolls around the public this year more than ever will want outdoor amusement," declared Owner-Manager R. M. Spangler, Rolling Green Park, Sunbury, Pa.

Carnivals Prep for Big Biz

A healthy 96 per cent of carnival managers contacted declare they

will not reduce their appropriations for free acts, against 4 per cent who say they will. But 32 per cent will increase act costs, as compared with 68 per cent who will not. The 1941 status will be maintained by 79 per cent. The single-budget idea will be continued by 65 per cent of those heard from and 35 per cent will try out a maximum and minimum policy as conditions permit. That midway attendances will not be reduced by problems of transportation is the belief of 61 per cent of operators reporting, while 39 per cent anticipate a drop in gates.

President David B. Endy, Endy Bros.' Shows, declared, "Business will be very good in our defense territory, blackouts and weather permitting." "The season of 1942 will be the greatest in carnival history," predicted L. C. (Ted) Miller, general agent Bantly's All-American Shows. Management of Tom's Amusement Company reported, "We will keep down expense and work strictly on the safe side of the ledger." John R. Ward, manager of the shows bearing his name, said, "We have Diesel light plants and transportation. Amusements are essential, as in the last war, and therefore we expect good business." "We are increasing our budget in all departments in anticipation of a prosperous season," said Owner M. E. Arthur, Arthur's Mighty American Shows. Floyd E. Gooding, head of the F. E. Gooding Company, declared, "No one can predict the future. Anything can happen."

Frank West, head of All American Exposition, Inc., advised, "Buy Defense Bonds with 10 per cent of your gross, so that we can whip the Japs." "Our attendances will not be seriously affected," predicted General Manager Max Linderman, World of Mirth Shows. "Because of labor trouble and truck tires we might have to cut the show," reported Manager L. C. McHenry, Crescent Amusement Company. Manager C. F. Zeiger, Zeiger United Shows, said, "I am making increases of from \$3 to \$10 per week in the workingmen's salaries." General Manager John M. Sheesley, Mighty Sheesley Midway, said he did not believe that attendances would be cut to any great extent because of transportation difficulties. Whether attendances will suffer is problematical, according to General Manager Roy E. Ludington, Crafts 20 Big Shows.

More Report Better Bookings

Among acts and bookers heard from, 60 per cent report better bookings than last year, as compared with 40 per cent who do not. It is about a toss-up as to whether they find demand for outdoor talent better than in 1941, 51 per cent finding a heavier call and 49 per cent answering negatively. The proportion is 58 per cent who find talent buyers slower in signing up for attractions and shows as against 42 per cent who do not.

The moot question of co-operation in exploitation and publicity of acts with talent buyers is brought to the fore in replies which indicate that 95 per cent furnish advertising and publicity material, compared with 5 per cent who do not. Returns show a disposition on the part of 53 per cent of acts and bookers to increase this aid, while 47 per cent will not. That the transportation outlook is not encouraging is felt by 60 per cent of bookers and acts, who believe that they will be affected by difficulties, while 40 per cent do not think so.

"Our act, as well as other novelties, have found a new field," said the Edna Alec Trio, "the army camp shows, where we find soldiers espe-

(Continued on page 12)



RADIO'S GREATEST FAIR ATTRACTION!

Yes, America's Number 1 Rural Radio Show is fast becoming the Middle West's biggest Fair attraction. 1942 Fair bookings are more than 25% ahead of this time last year—and contracts are still pouring in.

Let the star-studded cast of WLW's Boone County Jamboree make your 1942 Fair a record-breaking success. Each Fair booking is provided with a solid publicity campaign and backed by air support on The Nation's Station. Wire, write or phone Manager Bill McCluskey for prices and open dates.

WLW PROMOTIONS, INC.

Phone Kirby 4800

1329 ARLINGTON ST., CINCINNATI, OHIO

Season's Problems Recognized in Programs

Attractionists and delegates at annual sessions bring foresight into play in mapping entertainment operations. United front of nation in war is given counterpart in formation and aims of Outdoor Amusement Congress. Regional conditions are guiding executives in many instances. Axiom that fairs are key to outdoor show business given encouragement in view of their success in 1917-'18.

By LEONARD TRAUBE

SINCE December 7, a date which every American should keep in mind, a few of us have been out in the field talking to a lot of the people who make up the outdoor amusement industry. We were in Chicago for the annual conventions until December 6, arriving back in New York the next day to learn from trip-hammer pounding over the airplanes that treachery had been committed in Pearl Harbor by Hirohito's gangsters.

This single incident, as everyone knows, changed American opinion from a mixture that resembled an inebriated chef's conception of hash to a pure and unadulterated product which we call "united front." Americans are fairly easygoing, but when attacked and affronted are the fightingest race on the face of the earth, and that is no kind of people to meet down a dark alley, because the punishment this breed can mete out is something that is not at all short of terrific.

The united front of Americans in general has its counterpart or subdivision in the outdoor show business in particular. This is, of course, the Outdoor Amusement Congress, conceived in a liberty-loving country and dedicated to the proposition that all men and all operations in the summer entertainment business, whatever the rank, class or type, are equal during an emergency, if not under normal conditions.

The OAC was born in Tampa on Friday, February 6, just short of nine weeks after the Japs stabbed American territory in the back. It was in Tampa that a chairman was named and an executive council of leading operators formed. It was there that a field office was set up and a secretaryship created. It was in the Florida metropolis that unselfish men with good will, courage and determination drew up a platform of objectives, which swiftly became known as the "Ten Commandments," in which the principles were stated and the purposes clearly defined.

Observant readers will have noted that government and show business get an equal split in the objectives. We mean that the first five statements refer to what the outdoor industry is prepared to do for the United States and the concluding five are based on a program for the industry itself. Could anything be fairer or more unselfish, especially when it is considered that many another industrial pursuit seeks to gain from the emergency?

The historic Tampa conference rapidly gained momentum on a scale that far surpassed all expectations. The almost impossible had already been achieved by drawing together in an out-of-the-way region a checkerboard of operating and executive personalities, including independent functionaries, who sat down to talk it over and decide upon a plan of action. But better things were yet to come.

Of the better things, more will be said later, but first permit us to reflect on what the nation's show business, as represented by our particu-

lar beat, was thinking about following Sunday, December 7, 1941.

Obstacles To Overcome

At the convention of the North Carolina Association of Agricultural Fairs the prediction was put forward that the industry would outflank any and all obstacles that might arise. Showmen were complimented for their foresight in being prepared with such materials as they needed for the '42 season and it was agreed that their age-old ingenuity would outscore the fate which has put us into another war after nearly a quarter of a century of legal peace. These were cited as debits on the ledger:

1. Due to the auto and tire situation, patronage is expected from immediate region, but attendance from outer reaches would drop.

2. The business would have to cut corners to take advantage of every possible economy.

3. Labor was seen as an acute problem.

4. There will be some shortages not easy to counteract.

And on the credit side:

1. Large pay rolls would provide a boom.

2. Optimism was voiced as to equipment, rubber, autos, etc.

3. Amusements build morale and are therefore essential.

When delegates and attractionists assembled for the South Carolina meeting they were told that railroads would take care of carnivals despite extra burdens, altho others were not that optimistic. There will be no blackouts, it was said, unless regularly scheduled air raids alerts or actual raids warrant them. Women were being talked of to replace men in such departments as ticket taking, ushering and the like. At the Georgia conference a united campaign was pledged to encourage production of essential farm crops.

In Maine the main discussion centered around steps to eliminate the pass evil, a matter considered particularly vital in view of the new federal tax on admissions starting at one cent of the face price. The association pushed for Defense Bond purchases to the hilt of the respective finances of the individual associations.

In Pennsylvania one spokesman said that Eastern bombing is considered by military authorities as being in the remote possibility class and that air-raid blackouts would be down to the very minimum.

Virginia officials likened the situation to 1918, when Canada, two years at war, continued operation of fairs. The commissioner of agriculture stressed the place of fairs in national defense, and there was a large program devoted to subjects touching directly upon the war.

At the Massachusetts convention fairs were asked to maintain uninterrupted operations, but to offer use of grounds to the government "as our contribution to democracy." One fair executive worked out the following basic principles of 1942 policy:

1. We must be optimistic.

2. Be ready for quick adaptability.

3. Dual budget, adopting one or the other as circumstances warrant.

4. It is bad business and bad public relations not to operate during a period of stress.

5. Uncle Sam must be recognized as an active partner for the duration.

6. We must create a more appealing program in view of the necessity to maintain morale.

7. Don't cut down on at least two items—Publicity and Attractions.

"Go-Ahead" Signal in Tampa

Fair officials and showmen took heart in Tampa, when, at the organizing meeting of the Amusement Congress, a wire was received from Claude R. Wickard, U. S. Secretary of Agriculture, which read:

"Because fairs and expositions serve so useful a purpose, I hope the members of your association (International Association of Fairs and Expositions) will be encouraged to proceed with your plans for 1942.

"There may be areas where for military reasons it will be unwise to encourage large gatherings, but such areas will be relatively few and, in any case, can be determined simply by consultation with the appropriate corps commander of the United States Army.

"The 1942 fairs and expositions can and I am sure will be a powerful force in carrying to the general public the facts and needs of America's war effort."

The communication, tantamount to an official go-ahead, was received with acclaim by the delegations, and the IAFE immediately dispatched a photostatic reproduction to every single fair in the United States, approximately 2,100, with IAFE members being naturally included in the mailing list, as well as the various State associations.

At the Tampa conference leaders of the industry expressed themselves on the subject of 1942 operations, of which the highlights may be summarized as follows:

1. Traveling shows can and should play a great part in co-operating on national defense with local directors of the Office of Civilian Defense.

2. Fairs should enjoy a big year, but gate attendance is figured to decline somewhat due to tire rationing.

3. In one region (Wisconsin) fairs will in all likelihood open later in the morning and close later at night. This practice will give the laborer a better opportunity to see the night attractions.

4. Each locality will have to handle its own problem separately.

5. Attendance bulk was seen as coming from the immediate locality and as a result attractions will have to be depended upon more than ever before for the chief lure.

6. Except for critical areas, fairs will operate without other than routine interruption.

7. Situation will give fairs opportunity to show that their existence is justified.

8. Carnivals were urged to arrange lots as close to town as possible where the population is ready-made and transportation is therefore not a problem.

9. The industry should be prepared to make whatever sacrifices are necessary in the interests of the national welfare.

Directly following the Florida conclave, the last major fair meeting in the East was held in Albany, where the principal subject taken up concerned the federal admission tax. Delegates here did not seem to be unduly ruffled about the war and promised to continue on a scale that will compare favorably with normal years. As at other annual conventions, attraction interests turned out in voluminous quantities and made their presence felt wherever they went. In the traveling category, the majority of operators seemed to feel that the crux of the problem will eventually center about transportation, but no predictions were handed out.

Expect History To Repeat

It is appropriate at this point to reflect upon World War I and how the fairs handled the topics of the day. It is an axiom that fairs are the key to outdoor show business in general. When they run, the products which feed into them are placed in a position where they as well as the fairs themselves can prosper. When they are shelved, the loss is very real to those who depend on them and this loss is never regained.

The experience of fairs in the war of a quarter century ago leads to the belief that virtually every one of them which is in sound financial condition will operate this year. The events on the Pacific Coast and in other areas usually described as critical by military experts are, unfortunately, on the shelf, probably for the duration.

What happened in 1917-'18? A special meeting of the IAFE membership was held in Washington on July 3, 1917, following a report, given wide circulation in various newspapers, that fairs would be called off on a wholesale basis. This was founded on the supposition that during the fair months there would be vast movements of troops and materials on schedules so large and congested that civilian transportation would have to be subordinated to national needs.

It was in the Willard Hotel that representatives from about two dozen associations gathered together and on that very day were invited to confer with Herbert Hoover, food administrator. The man who was to become President asked the IAFE to leave a committee in Washington to discuss details of service and co-operation. Conversations were also held with various arms of the Department of Agriculture on subjects pertaining to food conservation, advancement of agriculture, and morale.

Shortly thereafter, association heads were received by President Woodrow Wilson, who heard fairs pledge their services to the government. They met with Newton D. Baker, Secretary of War, who was impressed with their work. Ray P. Speer, publicity chief of Minnesota State Fair and active on public relations for the International, was

asked to stay in the capital to carry on conversations with Agricultural Secretary David Franklin Houston, Herbert Hoover and the Council of National Defense, as well as to act as liaison between fairs and government.

Much work was accomplished thru concerted action and representation in Washington at the behest of the federal government itself. And, of course, fairs operated about normally during the war years.

Therefore, unless the picture changes sharply during the next few months, there is no logical basis for the belief that fairs are in any way endangered as to operation, tho it is known that other considerations, including reduced exhibits, will come into play. Should it become necessary for certain fairs to cancel (some have done so already on the West Coast), such action, most studious observers on the subject feel, will surely come only from utmost necessity having to do with national defense. No other conclusion seems reasonable in this, the opening week of spring.

Major Fairs in Action

We spoke of "better things yet to come" from the Outdoor Congress. It came in Chicago on March 7, exactly three months after the attack on the harbor in Hawaii. This meeting really caused the nation's major fairs to get into action on an unprecedented scale, with officials of

the IAFE and others convening in the Windy City on March 6 to mull over their problems and to decide on a plan.

Let it not be thought that the fairs and expositions were ready to tell all as far as the reading public is concerned. Certain parts of their discussions were tabooed for publication, but not at any time did the IAFE censor copy or receive an advance reading of the report filed for one show trade newspaper, The Billboard, which was asked to use its discretion and judgment. The association welcomed the reporter for this publication, altho the meeting was closed save for the fact a few showmen whose views were wanted had been invited to attend.

What were these foremost fair men thinking about in Chicago? First of all, primed by the Wickard message with its hope and encouragement, they expressed almost unanimous determination to continue their operations and to slide gracefully and naturally into the war picture.

What They Are Thinking

Here is what they said for 1942 and the duration:

1. There is no thought on the part of anyone to revive the battle against an accomplished fact necessary to government, the admission tax.
2. There might be electric rationing.

(Continued on page 29)

The Nation's Newest, Most Skillful Contortionistic Wonders

TWO EDWARDS WONDER BOYS

performing

Unheard of Miracles With the Human Body

Tricks far above the average make this act interesting and effective entertainment. Physical development at its highest. Enthusiastically received wherever shown. Write today for complete information.

E. E. EDWARDS, Mgr.

306 W. 5th St. Chattanooga, Tenn.

The HUSTREI TROUPE

**HIGH WIRE ACT
NOW BOOKING
INDEPENDENTLY FOR
1942**

Make Your Grandstand Show Outstanding—Book The Hustrei Troupe. Be assured of a high class attraction. Contracts for return engagements have been signed but we still have a few open dates. Get the tops in aerial performance.

BOOK DIRECT OR THRU YOUR AGENT

COME and SEE the ACT at the POLICE CIRCUS in ST. LOUIS APRIL 16-29
Write: MRS. MARIE HUSTREI, 517 S. Russell Ave., Monterey Park, Calif.

Presenting

THE SENSATIONAL

MARIONS

A TWO-GIRL ACT

Unparalleled in

ORIGINALITY and DARING

120 Feet — No Nets — No Safety Devices

Featuring

THE ONLY GIRL AERIALIST AT THIS HEIGHT EVER TO DO A HAND-BALANCING HIGH SWAYING POLE

AND

ONE-ARM HANDSTAND UNSUPPORTED!

Climaxing With

THE ORIGINAL "BREAKAWAY POLE" (patented)

Exclusive Representative

CHARLIE ZEMATER, 54 W. Randolph St., Chicago



Take that
QUESTION MARK
out of tomorrow

INSURANCE IS OUR BUSINESS

IT'S OUR JOB TO SEE THAT YOU TAKE OUT THE RIGHT KIND OF INSURANCE. SHOW FOLK EVERYWHERE ARE DELIGHTED WITH OUR PERSONAL SERVICE.

No problem too small or too large. Prepare today for tomorrow.

PARKS

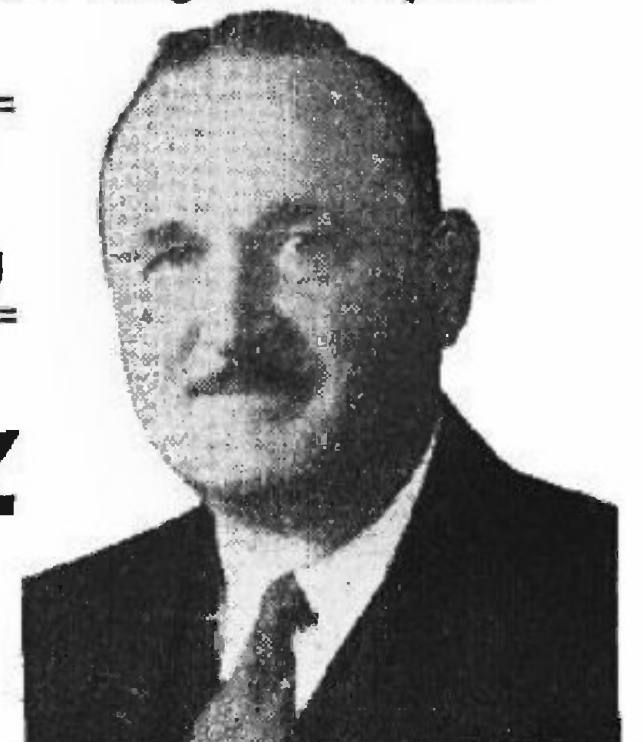
COMPLETE COVERAGE
AT THE LOWEST
POSSIBLE COST TO YOU

★ At Your Service

CHAS. A. LENZ

The Showman's Insurance Man

A738 INSURANCE EXCHANGE
CHICAGO, ILL.



THESE ATTRACTIONS ARE SURE-FIRE ATTENDANCE

America's Outstanding Flying Return Act!

Beautiful - Daring - Incomparable - Inimitable

THE FLYING VALENTINOS



Featuring

LA RAYNE
EXCLUSIVELY

The one and only girl in the world to perfect two and a half somersaults to a catch by the feet WHILE ENCLOSED IN A SACK!



This is the ONLY act in the world using all girl flyers who perform skillfully and daringly a two girl carrying trick, double, double twisting, triple somersaults and forward over passing flying leaps!

Wire • Phone • Write

Permanent Address **GEORGE VALENTINE** Care The Billboard Cincinnati, Ohio
Direction: GEO. A. HAMID, INC.

WAYNE and MARLIN

Distinctly Different Rhythmic Athletics

America's Outstanding Act of Its Kind!

A presentation of the most difficult feats of muscular flexibility and strength performed with incredible smoothness and grace!

Successful engagements include smash hits at
RADIO CITY MUSIC HALL
NEW YORK

A Top Attraction for all of Show Business—Indoors and Outdoors

Direction: **GEORGE A. HAMID, INC.**
10 Rockefeller Plaza New York, N. Y.

New! Different!

An Outstanding Aerial Sensation

ADAGIO in the SKY

presented by

THE LA STELLAS

Dancing on a 20" glass plate 80 feet in the air the La Stellas perform one of the most breath-taking, beautiful and daring acts in all of show business.

Smash climax with girl making leap to aerial trapeze which breaks under her impact and plunges her earthward.

HERE'S THE ACT THAT WILL THRILL YOUR AUDIENCES

Direction: **GEORGE A. HAMID, INC.**

10 Rockefeller Plaza New York, N. Y.

"FRANK AND FOY"

"SOMETHING NEW UNDER THE SUN"—
"EUROPEAN SENSATIONS"



"AN ACT THAT IS SENSATIONALLY DIFFERENT"
"The One and Only Act of Its Kind in the World."
"Feature Attraction Throughout Europe, Australia and the United States."

Our First Season with Geo. A. Hamid, Inc.

A RECORD OF SATISFACTION

GEORGE VENTRE

AND HIS BAND
of BOSTON, MASS.

Considered the best Show Band in the East. A versatile organization with wide experience.

booked thru
GEORGE A. HAMID, INC.
10 Rockefeller Plaza, New York

Phone, Wire or Write Today ...

GEORGE A.

MITZI'S LUCKY GIRLS

A Swingtime Revue

featuring

4 Big Ensemble Presentations

Sensational Acrobatic and Comedy Specialties

Songs Dances Laughs

The Biggest Little Revue in Show Business

Direction: **GEORGE A. HAMID, INC.**

10 Rockefeller Plaza

New York, N. Y.

Prof.
Keller's



JUNGLE KILLERS

A mixed group of AFRICAN LIONS, TIGER, LEOPARD, PUMAS AND BLACK PANTHER — trained with no means of defense.

Direct From

HAMID'S MILLION DOLLAR PIER
ATLANTIC CITY

Now Available for the First Time in America. You have read about it in the Saturday Evening Post, NOW look it on its 1942 First American Tour.

**Something
NEW!
Something
UNUSUAL!**

PARROFF TRIO

Unchallenged Superiority Among Thrill Acts

ONE GIRL AND TWO MEN

Direction: **GEORGE A. HAMID**

Captain ROLAND TIEBOR

again presents his **MIRACLE SEALS**

Recognized throughout show business as the greatest trained seal attraction ever assembled!

JUGGLING SEALS

ACROBATIC SEALS

MUSICAL SEALS

COMEDY SEALS

and the world's only

AERIAL BAR PERFORMING SEAL

Direction: **GEORGE A. HAMID, INC.**

10 Rockefeller Plaza

New York, N. Y.

Happy Harrison's

MERRYMAKERS

—bringing you a riot of fun and a whole arena-full of fast-paced entertainment with performing animals—

MONKEYS DOGS

PONIES

HORSES MULES

Dir. **GEORGE A. HAMID, INC.**

Hey, folks--

for FUN and NOVELTIES

EDISON and LOUISE

and their **COMEDY DOGS** in

"I'M HIS TRAINER"

also featuring their **NOVELTY COMEDY BREAKAWAY MUSICAL ACT**

EUROPE PLAYED THEM. MANY U.S.A. STATE FAIRS PLAYED THEM, SO WHEN YOU WANT YOUR SHOW TO HAVE LAUGHS AND REAL CHANGE OF TEMPO, WHY DON'T YOU PLAY THEM?

• **Comedy** • **Speed** • **Originality**

Solely Represented for Outdoors — **Geo. A. Hamid Agency**

★ **IN THESE** crucial times personal consideration must be set aside and sacrifices made in behalf of the nation's war effort. Every right carries with it a corresponding duty, every privilege a responsibility. We are happy to do our share with several members of the Balabanow Family volunteering their services to the United States Army. Therefore it is now no longer possible to continue the Balabanow Accordion Ensemble. In its stead we present under its new title:



★
The
Singing • Dancing
**ACCORDION-
AIRES**..
TRIO
★

★ **A SURE** fire hit, a class presentation for Fairs, Theatres, Clubs, Hotels and Conventions featuring unparalleled musicianship, singing, toe-tap and imitable feather footed dancing. Ear and eye appeal—fast moving and modern showmanship that acclaims it the finest act of its kind.

YOURS FOR VICTORY . . . HENRY BALABANOW

HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y. Circle 5-8930
BOSTON, MASS. PITTSBURGH, PA. NORFOLK, VA.
280 Tremont St. Liberty 2880. 722 Empire Bldg. Atlantic 0522. 133 Grave Ave. Ocean View 80405.

THESE ATTRACTIONS ARE SURE-FIRE ATTENDANCE

The Only Equilibristic
Balancing Act of
Its Kind . . .

THE 2 SAXONS

Performing the most difficult balancing stunts on a small board
loosely placed on a polished ring!

A TOP ACT FOR EVERY SHOW!

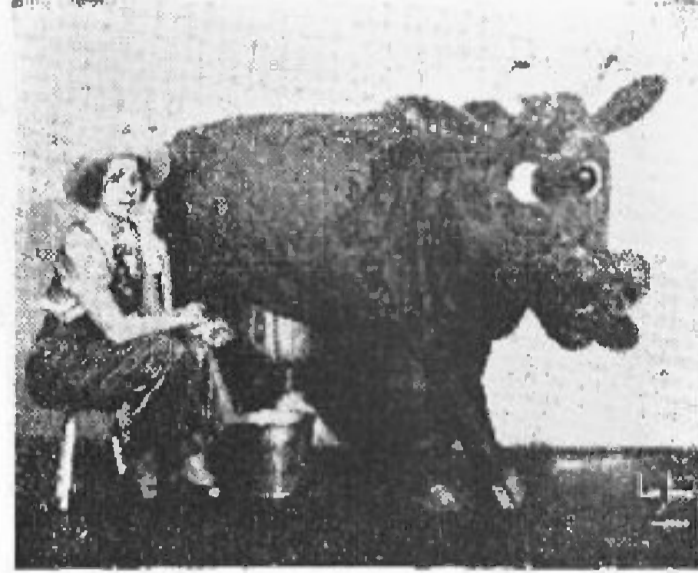
Direction: **GEORGE A. HAMID, INC.**
10 Rockefeller Plaza New York, N. Y.

OLIVE MILES & CO.

GIVE TILL IT HURTS

presents

STRICTLY
100%



GRADE

FIFI the "COW"

The Original Unique
A Comedy Bovine Offering

Again with
GEO. A. HAMID, INC.

Season 1942

Permanent Address: N.V.A., 225 W. 46th St., New York

Clever!

Unique!

LOU SKUCE

and his **CARTOONOGRAPH**

The Attraction that Keeps 'Em Laughing!

Featured in front of the grandstand
at the **CANADIAN NATIONAL EXHIBITION**
Toronto—1941

Presenting in hilarious cartoons
Comic, Patriotic, Sports and
other subjects. Every stroke of
every cartoon drawn by this
famous cartoonist is flashed on
a screen (diameter 80 feet or
more) for the audience to see!

Direction: **GEORGE A. HAMID, INC.**

10 Rockefeller Plaza

New York, N. Y.

Herbert Victoria's

SIX VICTORIAS

TRICK, MUSIC AND COMEDY CYCLISTS

England's Best Bicycle Act

Get this act through

HAMID OFFICE
New York City

OR

BARNES AND CARRUTHERS
Chicago

The Jolliteers

Vocal—Instrumental

Song Stylists



featuring **SHOW-STOPPING
SOCKO COMEDY** and **NOVELTIES**



1942 — FAIRS and PARKS — Exclusively **GEORGE A. HAMID**

THE INTERNATIONAL ROLLOS

A Foursome of Internationally Known Skaters

With **A. Rollo, Harriet Rollo, Dotty Wallace** and **Belford McGuirk**.
In an episode of thrilling and sensational **ROLLER SKATING**.
The Skating Act with Beauty, Class, Outstanding Tricks and
COMEDY, and everything that goes to make this the best
Roller Skating Act before the public today.

This act guarantees its appearance as they
are not subject to military requirements.

WILFRED MAE

Trio

★

**WORLD'S FASTEST
HOOP JUGGLERS**

Still with **Geo. A. Hamid, Inc.** . . . Fairs—Parks—Theaters

MR. WILFRED, Outstanding Master of Ceremonies

Zdenka MALIKOVA

Czech

Marvel of the
High Wire

The Greatest Female High Wire Artist
America Has Ever Seen!

Super-showmanship in a series of High Wire Stunts that leave
audiences breathless!

Direction: **GEORGE A. HAMID, INC.**

10 Rockefeller Plaza

New York, N. Y.

Phone, Wire or Write Today . . .

GEORGE A.

Sandy Lang's
THREE FLAMES

says
GOD BLESS AMERICA
and
GUYS LIKE GEORGE HAMID

The Original and Only
GRANT FAMILY

•
Clean--Wholesome--Comedy
Satire on Hillbillies
Booked for George A. Hamid Fairs 1942-3

Max Tishman, Repr., 1619 Broadway, New York

The Original
One and Only

8 HELEN REYNOLDS SKATING GIRLS 8
"KEEP 'EM FLYING"

Thanks to Lou Walters for a most enjoyable 12 weeks' engagement at The Latin Quarter Club, Miami, Florida.

Personal Management Helen Andree Reynolds.

Richardson Skates used exclusively

Repr. Dave Solti, Geo. A. Hamid, Inc.

★ ★ ★
RUTON'S DOGS
presenting **DOGTOWN CAPERS**
A Laugh Riot

The Greatest Collection of Acrobatic, Balancing and Trick Dogs in the world!

Direction: **GEORGE A. HAMID, INC.**
10 Rockefeller Plaza New York, N. Y.

A-laugh-a-second
with the **MADCAPS OF MIRTH**
THE DIXON BROS.
Sensational Balancing Stunts
—MISCUED for mirth!

Direction: **GEORGE A. HAMID, INC.**

For Parks and Fairs—Two People—
FANCHON & FANCHON

Originators of Contortionistic Hand-to-Hand Balancing—A Sure-Fire HIT for Your Grandstand. Six Successful Years With Geo. A. Hamid, Inc.



For Clubs, Theatres, Hotels—Three People—
FANCHON and FANCHON Acrobatics
and **TRUDY FANCHON** Singing
Dancing

For Open Dates Contact the
GEORGE A. HAMID, INC., Radio City, New York
Home Address: 4526 Decoursey Ave., Covington, Ky.

A reputation that speaks for itself . . .
WILL HILL'S
SOCIETY CIRCUS

Consisting of 2 Elephants, 7 Ponies and 10 Dogs
A year-Round Attraction for Parks, Fairs, Vaudeville, etc.
The Best in Trained Animals. Transported in Deluxe Motorized Equipment.
Booked by **GEORGE A. HAMID, INC.** • Permanent Address: Mountain Lakes, N. J.

A GUARANTEED LAUGH-A-MINUTE ATTRACTION!

DONAHUE & LA SALLE

Sensational Acrobatics and Slapstick **Pantomime** performed with amazing skill! Featuring blindfold leaps, somersaults into wooden barrels and balancing atop five tottering tables.

Direction: **GEORGE A. HAMID, INC.**
10 Rockefeller Plaza New York, N. Y.

HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y. Circle 5-8930
BOSTON, MASS. PITTSBURGH, PA. NORFOLK, VA.
280 Tremont St. Liberty 2880. 722 Empire Bldg. Atlantic 8522. 133 Grove Ave. Ocean View 80405.

THESE ATTRACTIONS ARE SURE-FIRE ATTENDANCE BUILDERS IN EVERY FIELD OF ENTERTAINMENT

CHARLES YOUNG presents
THE YOUNG LADELL TROUPE
The Attraction that is Tops in Comedy Acrobatics
 Breath-taking balancing stunts on tables piled four high.
 Direction: GEORGE A. HAMID, INC.
 10 Rockefeller Plaza New York, N. Y.

The JUGGLING JEWELS
 Permanent Address:
 The Billboard, 1564 Broadway, New York City
 Acclaimed the World's Foremost and Fastest and Only Troupe of All-Lady Combination Jugglers in Existence. Introducing Their Only Electrically Illuminated Clubs.
 Thanks to George A. Hamid for 7 Consecutive Successful Fair Seasons

The Latin-American Dance Sensations!
Julio and Jean
TUDELL
 featuring the Brazilian Samba Conga, Rumba, Tango and other outstanding specialties
 Direction: George A. Hamid, Inc., 10 Rockefeller Plaza, New York, N. Y.

THE FAMOUS GEORGE
HANNEFORD
 FAMILY
 PERMANENT ADDRESS: GLENS FALLS, N. Y.

DE COSTA & LENORE
 —playing an amazing array of instruments in one of the finest musical presentations seen on the fair circuits.

Phone, Wire or Write Today . . .
GEO. A. HAMID, INC.
 10 ROCKEFELLER PLAZA, NEW YORK, N. Y. Circle 5-8930
 BOSTON, MASS. PITTSBURGH, PA. NORFOLK, VA.
 260 Tremont St. Liberty 2800. 722 Empire Bldg. Atlantic 6522. 133 Grovn Ave. Ocean View 80405.



NOVAK Sisters
 BALANCING — TUMBLING — COMEDY
 ACROBATICS THAT THRILL THE FAIR CROWDS
 Dir.: Geo. A. Hamid, Inc., New York

TOPS **AMERICA'S OWN** **TOPS**
CHESTER "BOBO" BARNETT
 PRESENTING HIS OWN CONCEPTION OF CLOWN "KUM-IN'S"
Acclaimed by the Public as the
COMEDIAN UNSURPASSED
 —SCREAM AFTER SCREAM ON ANY SHOW—
 Featured Clown with
LARRY SUNBROCK'S RODEO-THRILL-CIRCUS
 Personal Representative
CHARLIE ZEMATER
 54 W Randolph St. Chicago **TOPS**

ATTRACTION BUDGETS
(Continued from page 5)
 cially appreciate of skill." Jimmy Daley Attractions opined, "Thrill show bookings will depend upon the car and tire situation during spring; if okay, we can sign up summer dates." "The first weeks in January were tough, but with The Billboard's editorials and good speakers at the fair conventions, all obstruction was overcome," declared Earl W. Kurte, WLS Artists' Bureau. "Too many acts are working too cheap. It is hard to get decent salaries," said Sid Alcido, of the Sky-High Alcidos. Joe Basile, Madison Square Garden Band, reported, "I find living expenses are higher on the road and that transportation is more difficult." Rita and Dunn declared, "We expect no transportation difficulties unless gas and oil are rationed. We are cutting down on publicity material, as we are turning the act over to an agent and expect him to do the advertising."
Travel Trouble Anticipated
 Albert Spiller, Spiller's Seals, said, "Transportation troubles will affect all showmen, especially in the outdoor division, where they depend upon their vehicles. Bookers should provide or arrange for train transportation if jumps are over 300 miles. Trucks or cars could be loaded on flatcars, which could be attached to all kinds of trains."

"This should be a good season, altho gas rationing would hurt plenty," remarked Pat King, of the Thunderbirds. Helen Anree Reynolds, of Helen Reynolds Skating Girls, said, "Indications are that this act will be well booked for the 1942 indoor and outdoor seasons." "Parks will be affected if school busses cannot transport children to parks and this will affect booking of acts in parks," said Bob Fisher, of Fisher's Fearless Flyers. "All fair secretaries to whom I have talked say to await; it appears that they are afraid." No outdoor acts who book thru agencies know at this time of year where they will play or whether bookings are better at this time. The agents do not know much more either and won't until much later in the season," said Crash Dunigan, of Sky-High Thrillers.
 "Tire rationing will affect me by 1943," said Liedtke, of the Aerial Ortons. "So far we have not tried any independent bookings, as we have been kept busy thru various offices." J. R. Malloy, Malloy's Circus, said he was looking forward to another good season. Great Ricardo reported, "Had a full season booked last year about this time, and now have all the work I can handle. Gas rationing or other restrictions or travel will affect me." "We feel that conditions this season will be okay, if not better than last season," said the Wilfred Mae Trio.

Gauging Publicity in a War Year

Talent buyers and sellers alike are seeking more effective and out-of-the-ordinary exploitation. Canvasses indicate both are often at fault in not presenting attractions in a manner to draw best possible attendances. Brevity and realism in press stories will count in newsrooms during period of conflict. Novel stunts and appearances at local gatherings will reap more attention than ever this season.

PUBLICITY and attractions are so closely tied together that any consideration of plans to stage the latter immediately brings up the necessity of and best means by which to obtain publicity and to conduct exploitation of the entertainment bill. Good publicity is not always cheap, and novel methods not only call for originality on the part of the purveyors but, as a general rule, for added expenditure.

During the uncertainties of this war year, it is realized, is not a favorable period in which to offer preachments on the demand and essentiality for publicity of a better type, more of it and more effectively applied as it affects programs and revues at fairs and acts in amusement parks and with carnivals.

However, recent canvasses by The Billboard and contacts with many attraction people, performers and bookers have shown that talent buyers and talent sellers alike are far from satisfied with the quality and scope of publicity for attractions as it has been and is being conceived and executed. So for present study and future action some of the facts, opinions and suggestions that have come from the field are being presented here.

A majority of fairs that will operate this year and parks and carnivals that have been surveyed will not reduce their appropriations for attractions, they report. Their advertising probably will be concentrated closer to home operations and some of them intend to intensify their publicity campaigns in the belief that larger attendances from closely adjacent territory will do much to offset lack of patronage from a distance.

What of the acts and bookers? Of those queried the 95 per cent who reported that they furnish advertising and publicity material and help to talent buyers as compared to the 5 per cent who said they did not, 53 per cent said they intended to increase this aid. The remaining 47 per cent declared they did not plan to do more toward publicity or that they would retrench on that which they had been doing.

Lack of Co-Operation Seen

But some close observers of this angle of the presentation of entertainment generally agree that there is a very definite lack of co-operation between the attractionists at a fair or park or with a carnival and the talent buyers. The fault, it is declared, lies with both parties. In many instances stage shows, featured acts and thrill shows do nothing to get publicity during an engagement for the purpose of helping the purchaser of the talent to increase attendance. On the other hand, it is pointed out, talent buyers or committees are often as badly at fault for not tendering the proper support and encouragement to acts and shows to obtain publicity, in great or small measure, thru the press and over the air.

The sort of publicity that can be secured by better co-operation and a larger display of resourcefulness comprises those out-of-the-ordinary angles that will make the front pages of newspapers, get spots on the radio, the use of striking paper and

other printed material and all other mediums that can be effectively used by both parties.

Occasions are cited in too great a number on which managers of fairs and carnivals and operators of parks will book an act or other attraction of good or feature caliber and, except for daily performances, let it sit on location out of sight. By the same token, the attraction itself will do the two or three shows daily and then hide away in trailers, tents or hotel rooms. If more attention were given to thinking up and putting over publicity stunts in some unusual or interesting manner, it is contended, both parties would benefit and attendance would be stepped up.

Some examples noted of valuable publicity thru co-operation of an act are those activities of Selden, "The Stratosphere Man," who delivers radio broadcasts from the top of his high pole. His high-powered stunt of photographing crowds from his pinnacle has caught on in many cities and there is always a demand for the pictures from fair secretaries, who see that the photos land in newspapers, as well as from newspapermen themselves. He supplements this with appearances before luncheons of civic and business clubs. Such luncheon appearances are valuable to any attraction and are perhaps best suited to feminine performers of considerable pulchritude who can easily take time off for such engagements during performances.

Thrill Shows and Safety

Automotive thrill shows are considered ideal for sensational publicity calculated to bring 'em thru the gates at fairs. It is opined that much more general use can be made of safety driving tests and similar offerings of civic interest to draw attention to special days at fairs. Some valuable publicity possibilities are being overlooked by managements of fairs and parks during appearances of radio, film and stage personalities, it is charged. It is obvious that little or no extra publicity effort is indicated in these instances for the reason that newspapers, radio stations and social gatherings are usually willing and anxious to have pictures, interviews and personal appearances. It behooves both talent buyers and attractionists to give weighty thought to numerous angles that may be easily overlooked in this connection.

The question also is raised as to whether some acts are not being overlooked when an individual act or other attraction is booked at a fair or into a park as a feature. Does it receive the feature billing that is indicated and that it deserves? If not, here again the talent buyer and the attraction are to blame. In cases galore the act has nothing that the fair manager or the park operator can use in billing or proper publicity, such as window cards, photos, mats and press stories. And the management paying for the act may or may not have a publicity department but, regardless of this, does not ask for such material or try to learn whether it is carried by the act. There have been many cases where attractions have sent photos,

mats and stories ahead and the talent buyer has failed to use them. If an attraction is worth feature position on a program, it is argued, it is certainly worth properly publicizing so that public interest will be aroused in it. It is said that acts which furnish window cards can be counted upon the fingers of one's hands. That in many instances those who buy the talent do not use any paper whatsoever and do very little local advertising appears very evident. Inquiry has shown that they depend entirely upon a few brief write-ups in local newspapers and some throw-aways, and let it go at that.

Realistic Stories in Order

That the big unit stageshows and musical revues do not receive proper exploitation, advertising and publicity during engagements at fairs is another question raised. Veteran fair executives, as well as fairgoers, believe such shows should receive more attention from both the booker and the buyer once they begin playing engagements.

Shorter, snappier and more realistic stories will be the order of the day for publicity representatives of revues and other types of grandstand entertainment if these representatives would be successful in this, a year in which war has come to America.

This advice is given for what it's worth, but let's not forget that there will be a shortage of paper this year, with most experts agreeing that April will be the time for rationing of that valuable commodity to begin. For this reason, incidentally, radio figures to play a more important part in exploiting entertainment.

With many newspapers, the large as well as the small, expected to reduce in number of pages and even in size or format, and conserving space wherever possible in their newly arranged set-ups, the race will be not only to the swift but to the press agent who can furnish publicity material that is impressive right off the bat when the desk begins to read it. Hence our advice on brevity, snap and realism—realism meaning a reduction in the blah department.

Publishers have already emphasized at regional and national meetings the necessity of eliminating material that could be done without very conveniently. Many phases of show business, unfortunately, fall into this class from the point of view of publishers, so why not take the hint?

No matter what the subject, the suggestion is advanced that the story be concise, and every possible punch line should be employed to hit home a point in a dramatic way without an overdose of verbiage. Service angles should be employed to the hilt. Benefit performances in behalf of one or more of the armed forces of the nation will receive more consideration by editors than ever before.

Develop Radio Talent

Radio talent, especially with revues, should be developed, making possible the presentation of more appealing programs. This feature will have a better chance for ac-

ceptance by stations with which fairs, revues, shows or sponsors have been working from an advertising standpoint.

With the loss of much national advertising already being felt heavily by many media, radio stations and newspapers will be more dependent on new sources of advertising support, and an increased advertising schedule from revues, grandstand units, special attractions and act bills in general is bound to be accompanied by a better feeling in the editorial office. This is a year in which closer co-operation between business and editorial departments is due to come about without loss of face by the ink-stained craft.

Publicity men representing revues, thrill shows, auto races and other elaborate layouts will have to bear in mind that managements of fairs will be faced with a labor shortage. For this reason alone, every co-operative step should be made by providing fair secretaries with copy that is suitable for distribution to newspapers without other than routine alterations and patchings. Spot announcements should be written for radio use, and all possible radio talent should be included in the advance packages or publicity kits which are sent to secretaries, advertising agencies or direct to the home press agent.

And don't forget this—with servicemen receiving some of the much-deserved recognition thru pictures and stories, reports of showmen serving in various active fields related to the war effort will always make interesting reading and result in stories that could not otherwise be planted.

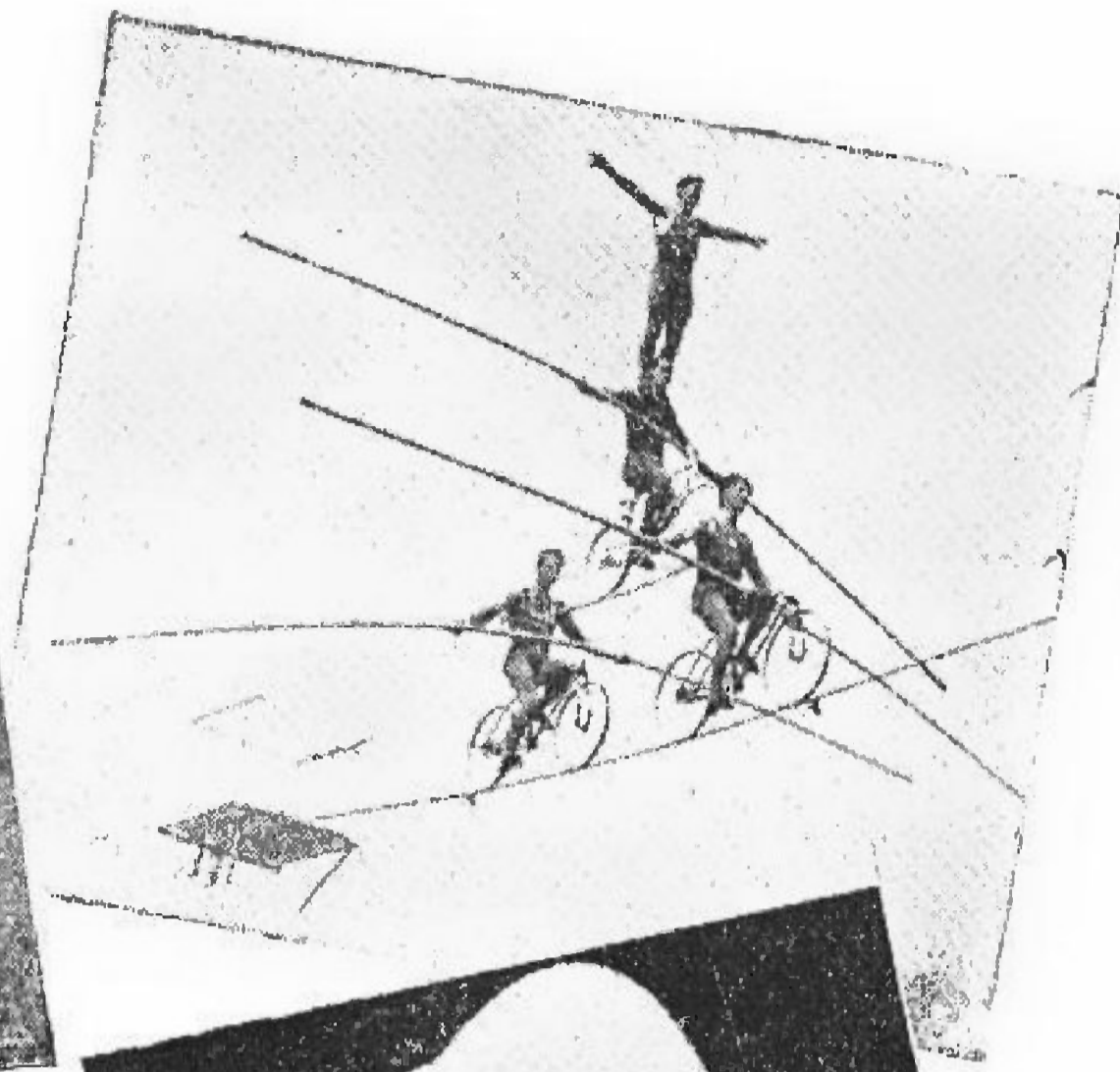
If you would have that box office remain par for the course or even bettered, get down to cases with yourself and decide what you, as an editor, would use under the conditions which are expected to prevail in the year in which America and the United Nations take their big stand against the Axis.

Some Free Acts Hidden

Are carnival free acts used to "square" gate admissions or are they used as attractions to bring more patrons to midways? If the first be true, then managers who locate acts behind midways, to be seen only over show tents and Ferris Wheels, do so because they look upon them as necessary evils. But if free acts are carried for their value and to give showgoers something besides show ballyhoos and attractions that have been carried by collective amusement companies for years, with annual variations in show names, fronts and lighting effects, then these acts should be publicized to the limit.

Extent of some shows' free-act billing is usually a line across the bottom of a one-sheet date reading, "Sensational Free Acts Twice Daily." When twice daily? During still-date season matinees are scarce and usually only given on Saturdays. Perhaps setting a time for each afternoon free-act program might be a help in bringing people to the lot for more matinees.

A Talent Buyers' Guide for Fair,



1 **TEXAS SLIM COLLINS AND MONTANA NELL**—Collins uses bull whips from 8 to 55 feet long. He cuts paper, lights matches, trims and cuts cigarettes, takes his partner's hair down a hair-pin at a time, pulls corks from bottles, fires a six shooter and does many other unbelievable feats.

2 **HUSTREI TROUPE**—Internationally known high-wire act, five men and a woman in a three-bicycle three-high turn. Routine has made the troupe one of the most outstanding. Managed by Marie Hustrel.

3 **PYRAMID SKATING GIRLS**—Presented by internationally known champions, Reynolds and Donegan, this six-girl roller act combines beauty, skill, speed and daring. Innovations never before accomplished include three-high spinning pyramids, quadruple breakaways, flying piroettes and many other unusual stunts.

4 **EDNA ALEE TRIO**—For eight years a leading act of its kind, is full of color, showmanship and thrills, featuring spectacular sharp-shooting feats. Revolvers exclusively.

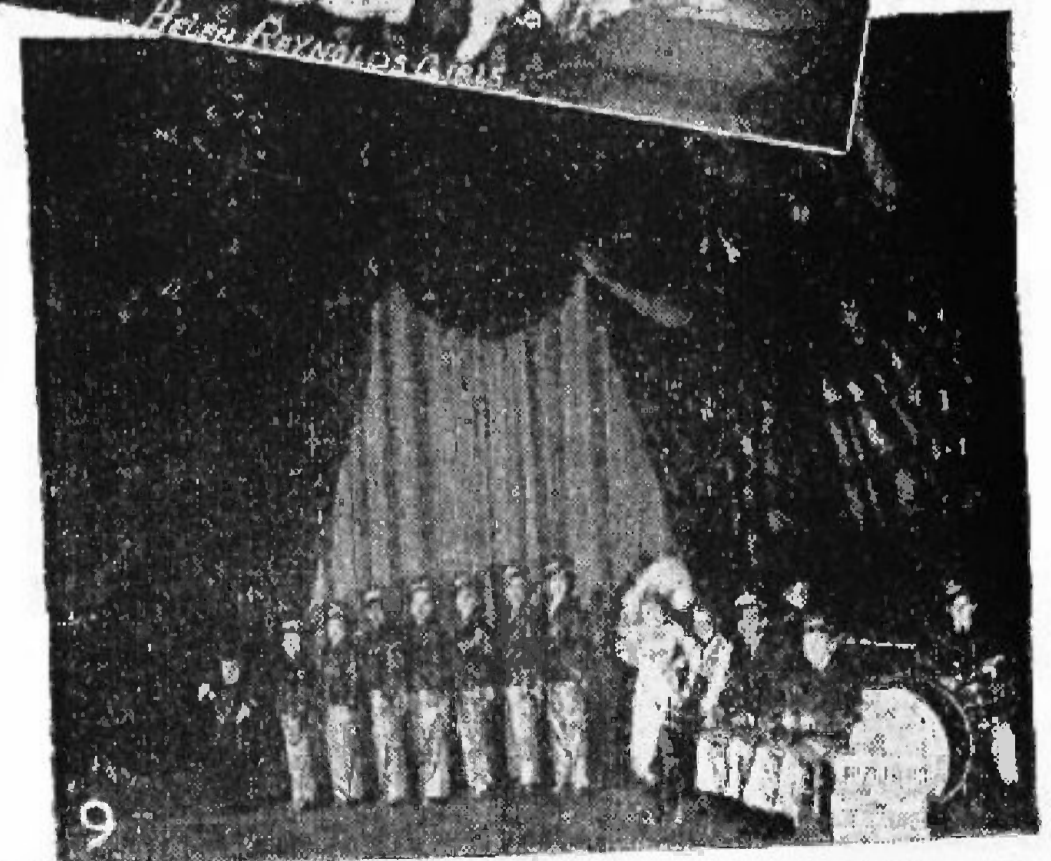
5 **PARK AND CLIFFORD**—Young athletes, known as "A Symphony in Motion," present astonishing demonstrations of strength and balance with beautiful precision. Tallest hand-balancing team and originators of the hand-to-hand synchronized to music, they execute amazing and difficult feats with apparent ease. Played Radio City Music Hall on five repeat engagements.

6 **FRANK AND FOY**—Two one-legged performers who have created a sensation in Europe and in this country with acrobatic hand-balancing, tumbling and comedy. Easy, efficient performance adds to effectiveness.

7 **HELEN REYNOLDS SKATING GIRLS**—Daring maneuvers of skill and adeptness by eight attractive roller skaters. They recently appeared at the Latin Quarter Club, Miami, after an extended engagement in South America, where they were heralded as unofficial ambassadors of good will.

8 **DIXON BROTHERS**—Belly laughs have been coaxed from the coldest audiences by these two from Wales with misused balancing routines. Expert acrobats, they jumble trick after trick with carefully studied comic effects.

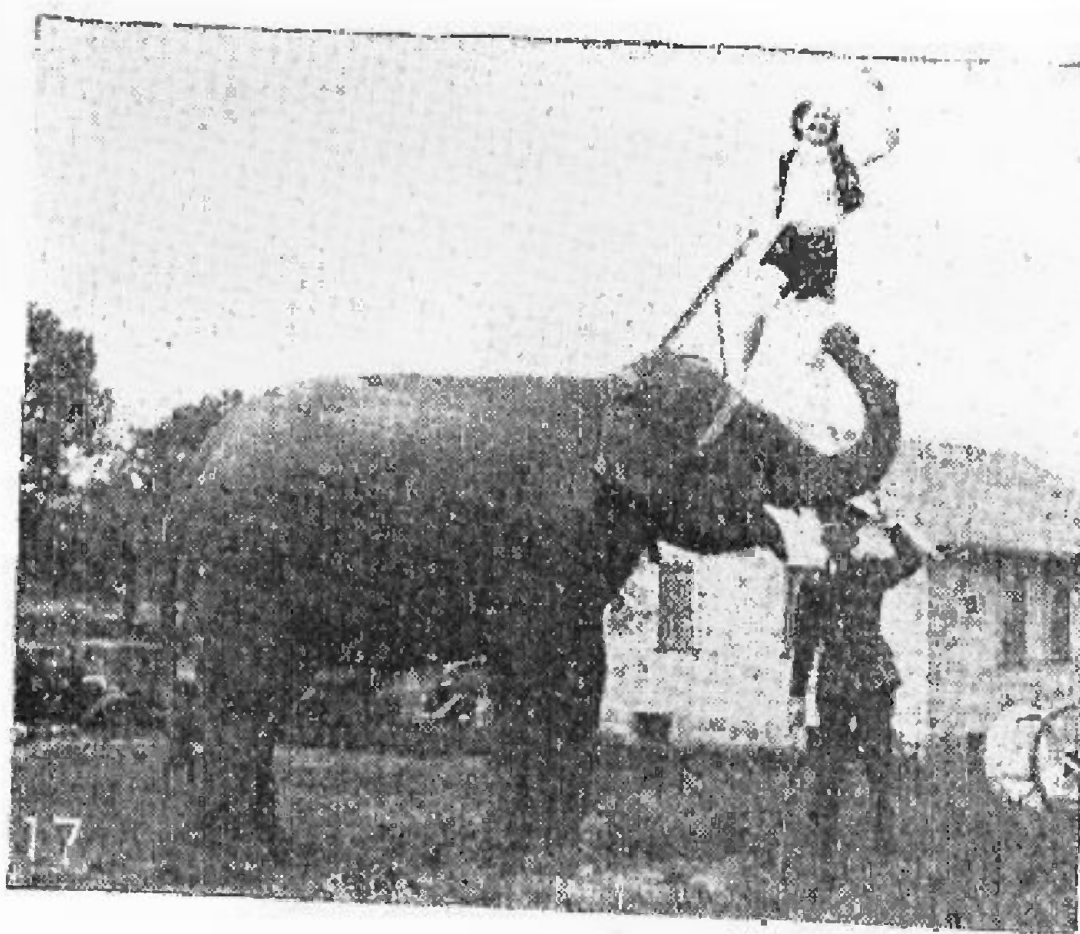
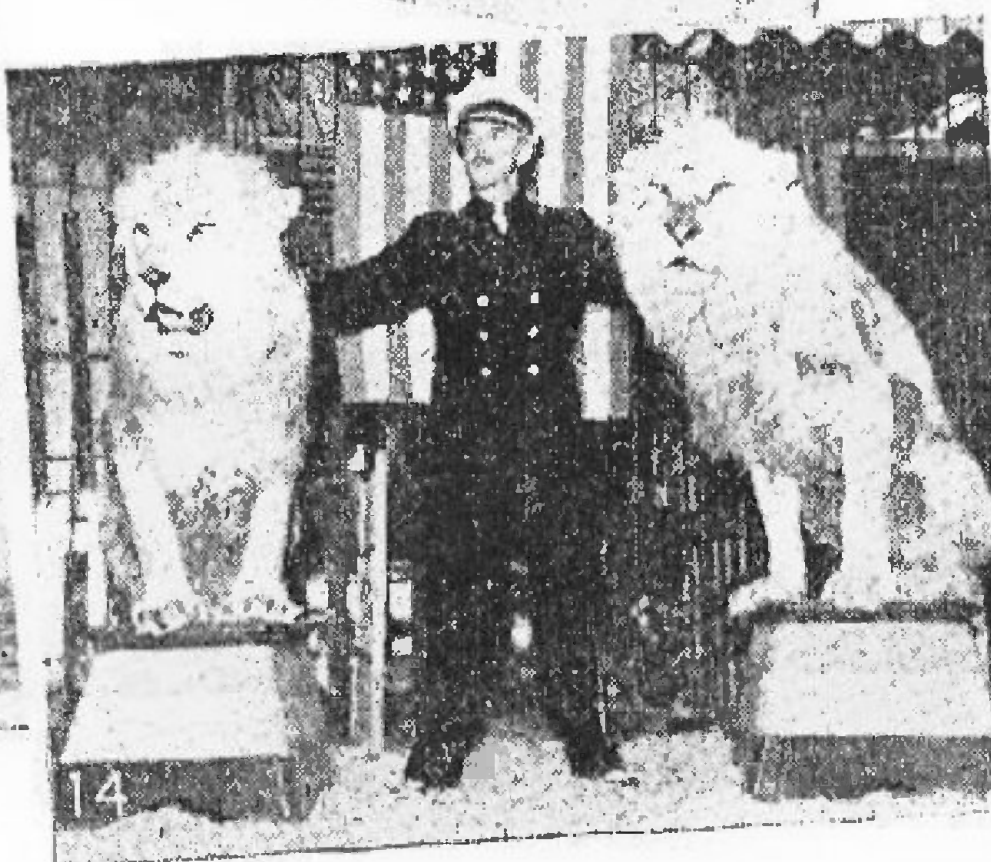
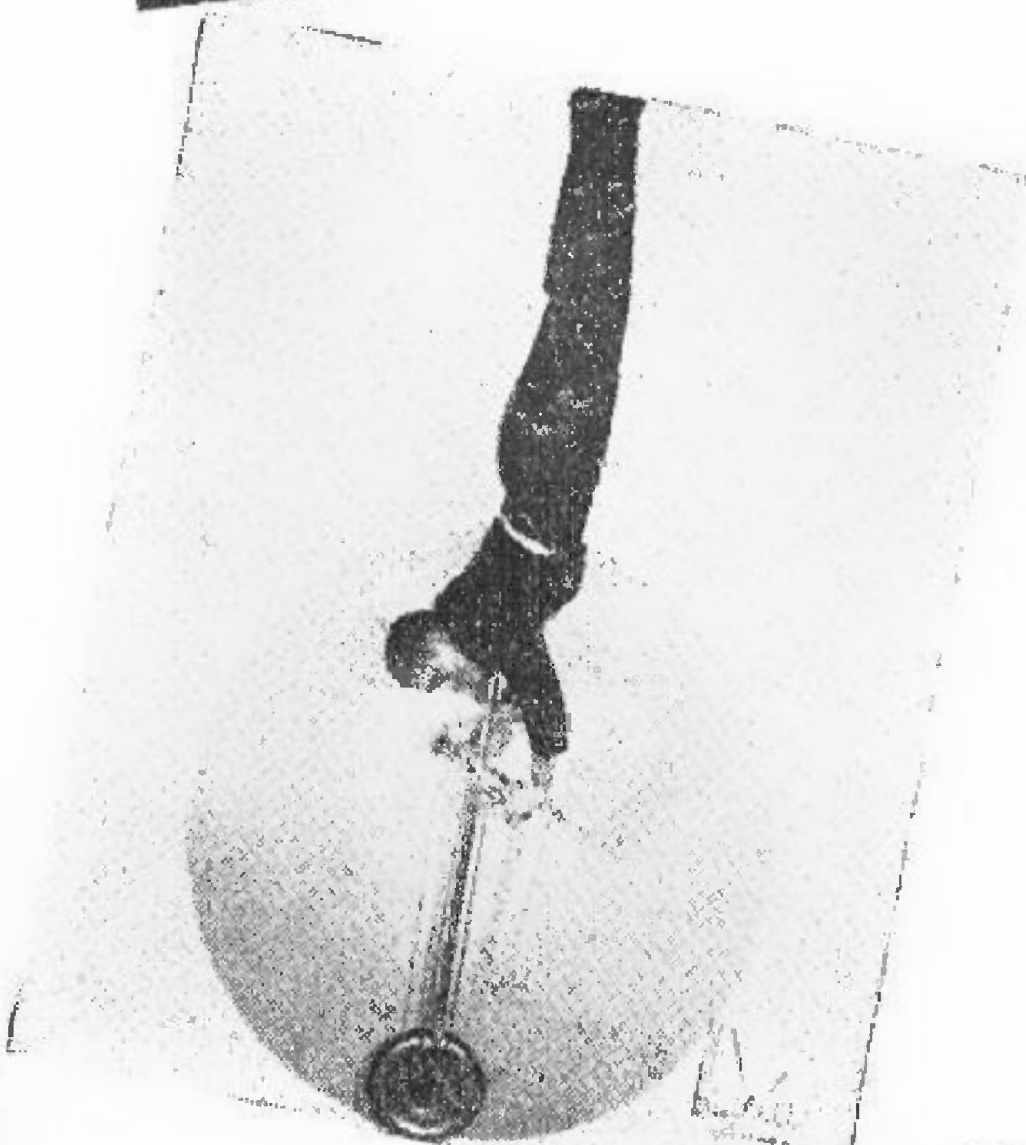
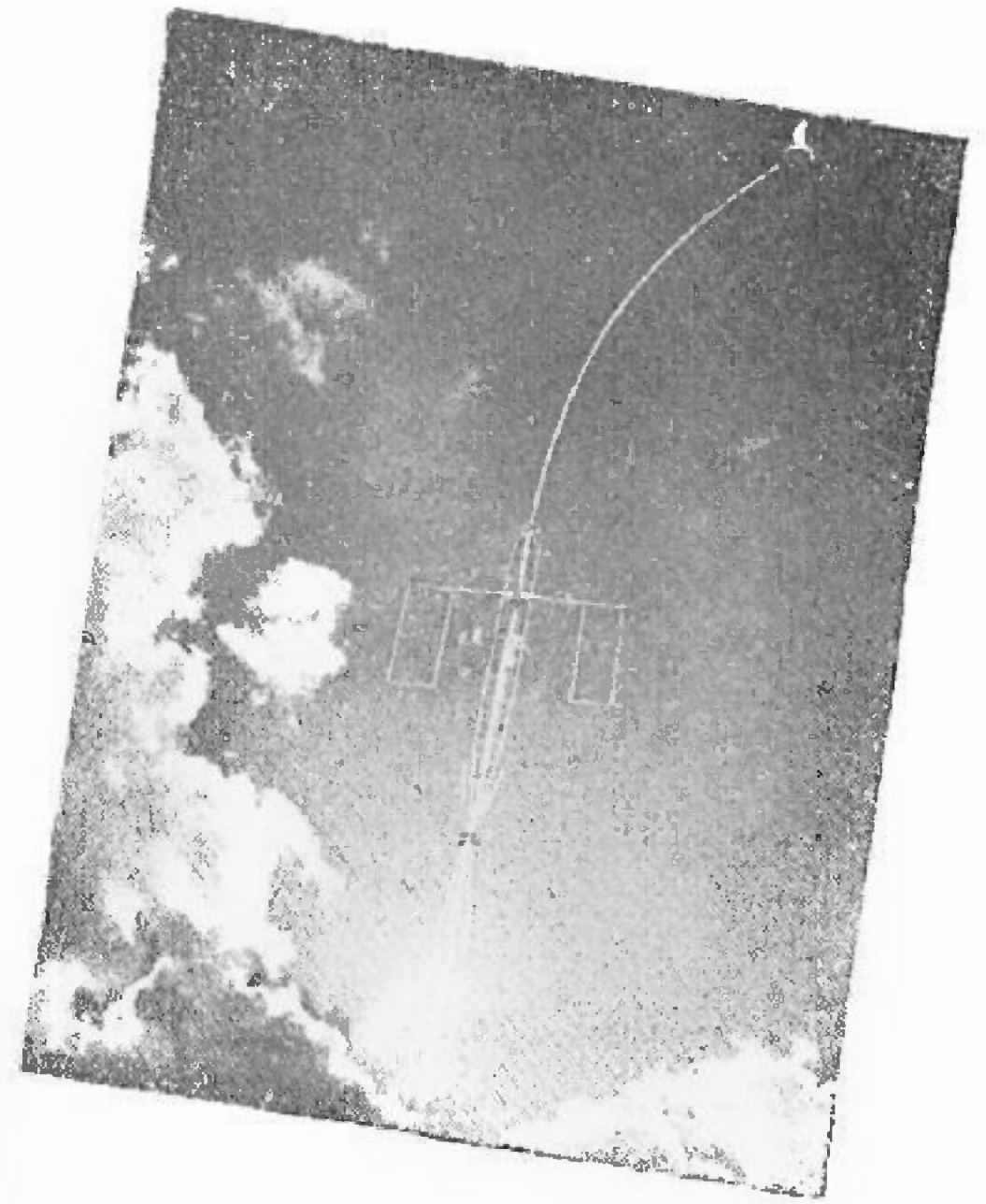
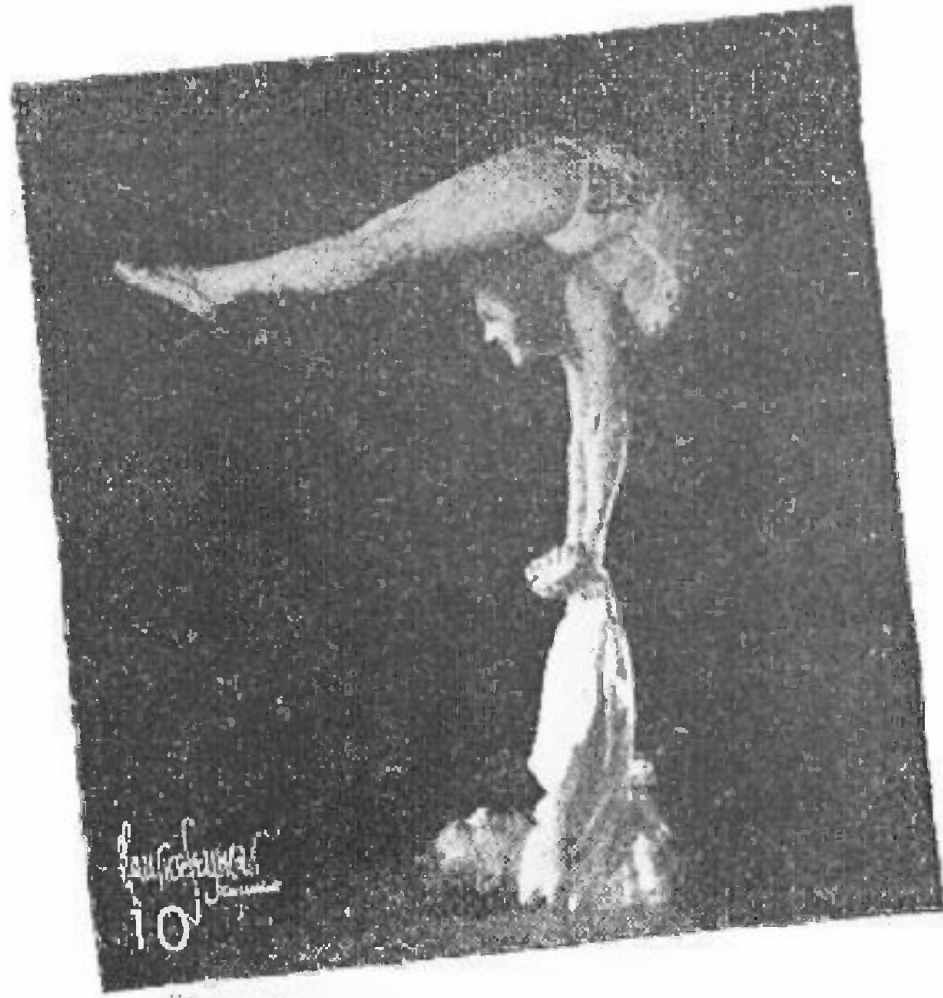
9 **ROSE'S MIDGET REVUE**—15 of the smallest and most talented little people in a complete variety show. A five-piece swing band is of extraordinary versatility.



Attractions Mean Greater Attendance

Park, Celebration and Show Managers

- 10 **FANCHON AND FANCHON**—Offer a contortionistic hand-to-hand balancing act with a variety of difficult tricks. Photo shows Edwina Fanchon and her partner in one of their routines.
- 11 **SELDEN, THE STRATOSPHERE MAN**—Nation's best known high-pole artist is shown doing his 35-foot swaying handstand during the 1941 Montana State Fair, Great Falls. Act will be seen at most of the 1942 State fairs.
- 12 **MEL HALL**—Crowned "King of Unicycles," doing a most difficult trick on a giraffe unicycle, mounting it from floor and riding it in a hand stand.
- 13 **GRAHAM'S JUVENILE RODEO CHAMPIONS**—Really five acts in one—trick and fancy riding; horse roping on ground and horse-back, featuring eight-horse catch; two two-horse-team Roman chariot race, rope spinning, high-school pony and a thriller, riding thru a well of flame.
- 14 **PROF. KELLER'S JUNGLE KILLERS**—New wild animal act available for first time in America. He uses no means of defense against fangs and claws. Act has been written up in many national publications.
- 15 **THE INTERNATIONAL ROLLOS**—Foursome who have thrilled spectators here and abroad with their sensational roller skating act, filled with outstanding tricks and comedy.
- 16 **CHIEF SKY EAGLE AND PRINCESS SUN-BEAM**—feature trick riding, roping and archery, with Chief Sky Eagle hitting moving objects with bow and arrow at from 35 feet to 50 yards. Leah Ferris, three times champion relay rider of the United States, is also featured in outstanding trick riding.
- 17 **BIG BURMA**—6,000-pound elephant, is presented by Eva Huntley. Besides such thrilling feats as having the elephant dangle a foot within a foot of Miss Huntley's face as she lies on the ground, "Burma" does unusual Rumba, Hula and Turkey Trot dances, amusing drunk routine, elephant number.
- 18 **GERTRUDE AND RANDOLPH AVERY**—top-flight producers of fair-musicals. Gertrude, long-established show woman, and Randolph, youngest producer in the field, are planning a forthcoming production, "Americonga." They have two other outstanding revues, "Step Lively" and "Shoot the Works."



Plan a Well-Balanced Program

A Wide Variety of Talent Is Awaiting



19 **AL GOOD AND JOE GOODY**—are a pair of bugs that have been pleasing night club and vaudeville lovers for years. They are two wacks who do plenty of singing, dancing, juggling and acrobatic work—a talking team that doesn't know when to quit.

20 **THE JUGGLING JEWELS**—An all-girl act that has won acclaim for expertness in juggling tennis rackets, hoops and clubs. An electrically illuminated club routine during an interval of darkness provides surprising flash as well as novel effects.

21 **AL ROSS**—Acrobatic slap-stick comedian has worked three consecutive seasons at Buckeye Lake (O.) Park; also three consecutive years at Franklin County (Ind.) Fair and many other engagements in the Middle West.

22 **EDISON AND LOUISE**—feature comedy dogs in a skit that has played Europe and many State fairs in this country. Originality, comedy and fast tempo are the key words of this act, which provokes laughter thru antics of the cleverly trained dogs.

23 **POLACK BROS.' CIRCUS**—Playing fairs, parks and celebrations for the first time in 1942. Photo shows a feature act—Polack Bros.' Black Horse Troop, presented by Carlos Carreon.

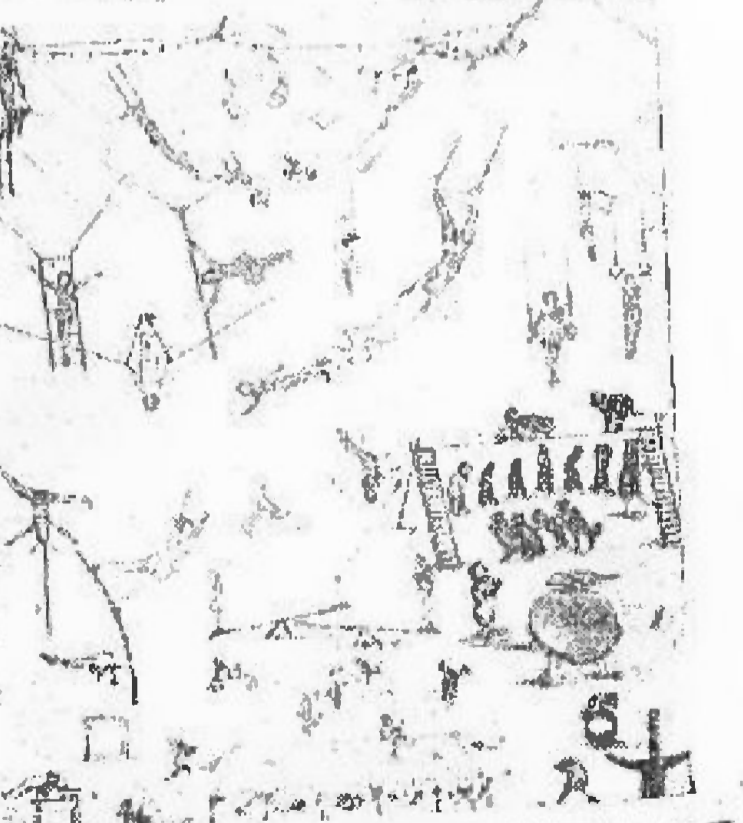
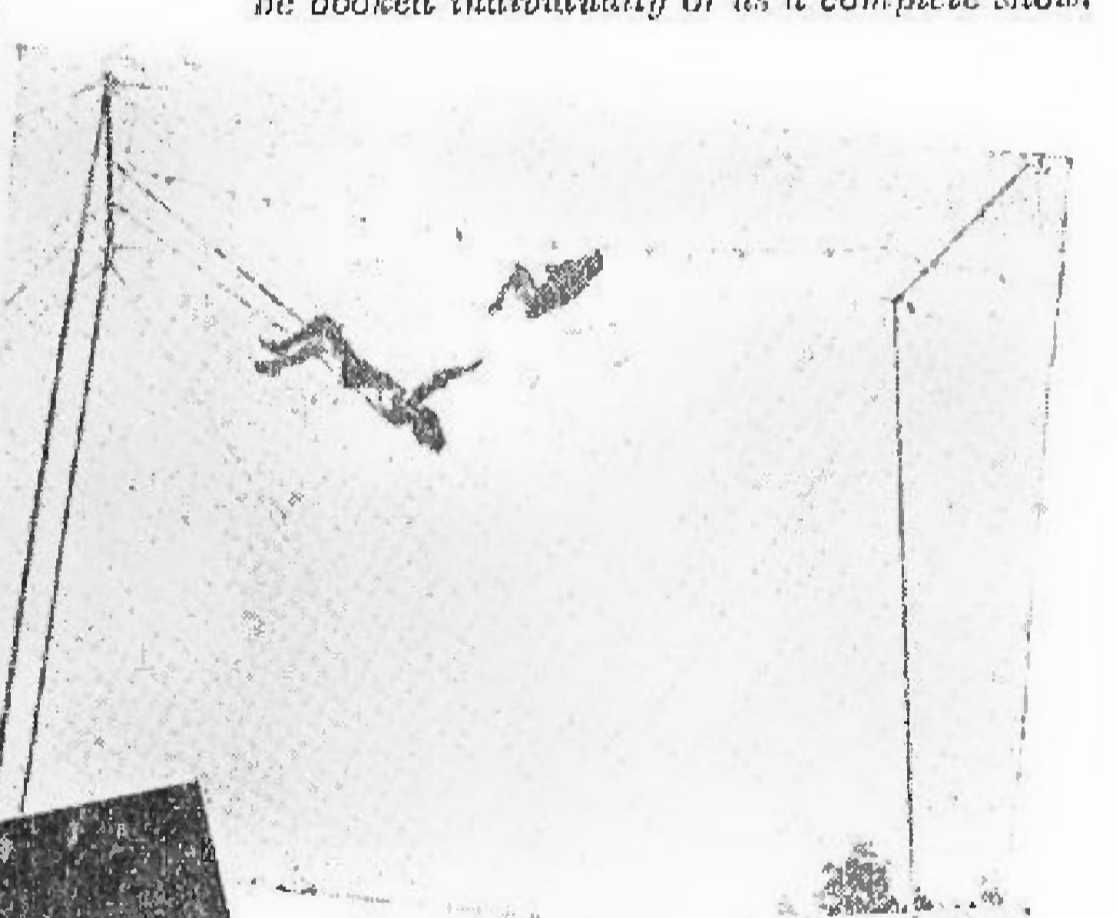
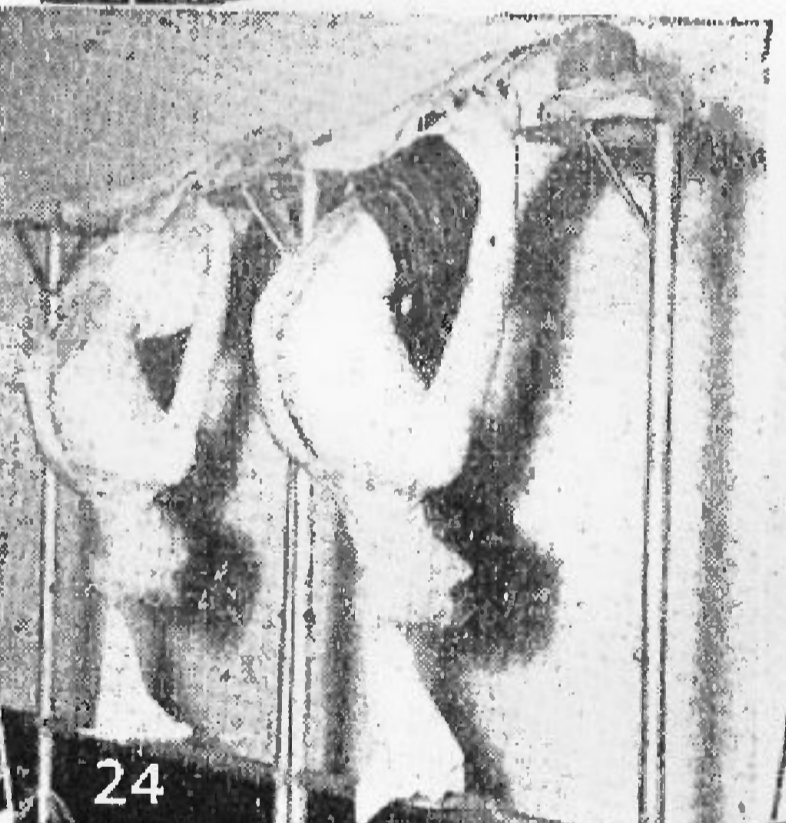
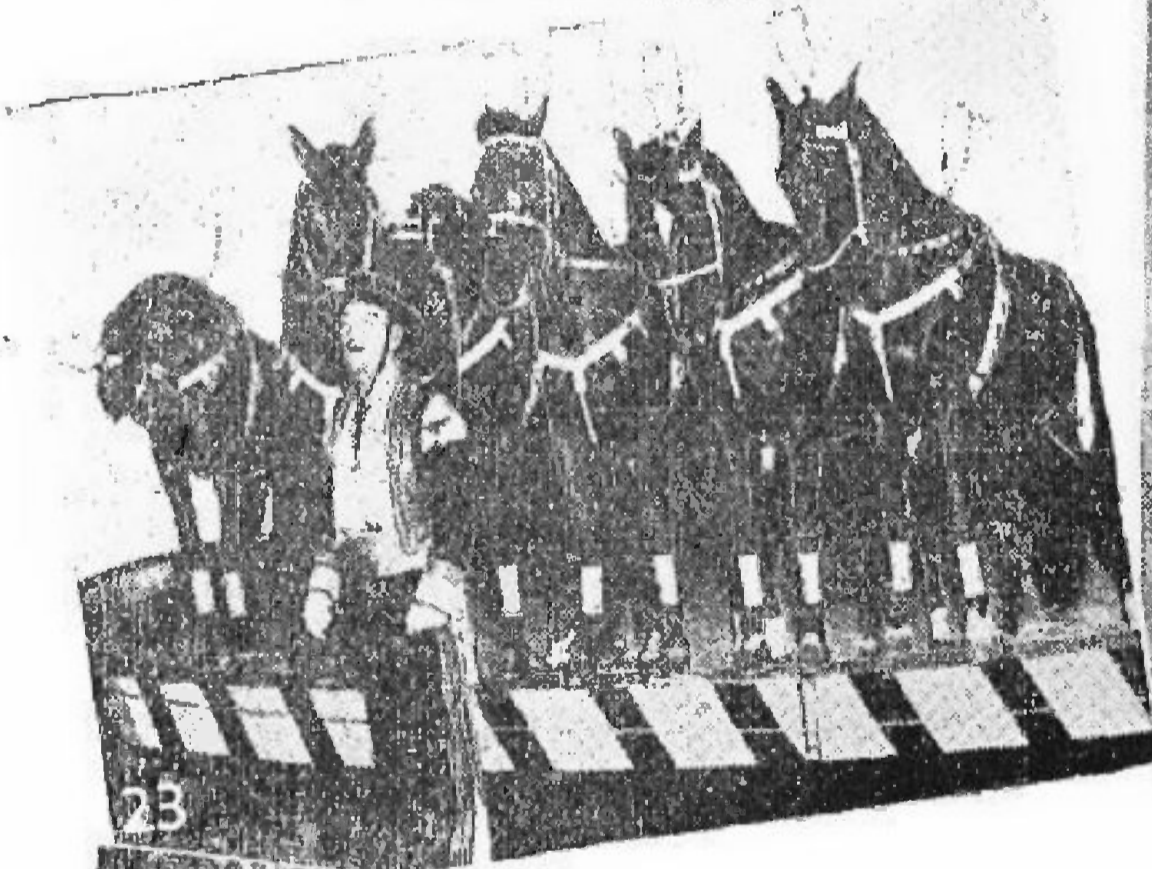
24 **TWO EDWARDS WONDER BOYS**—perform on special-built pedestals, going thru a variety of physical culture and contortionistic feats. Only 12 and 14 years old, their act is considered outstanding because of the apparent ease with which they do the amazingly difficult tricks.

25 **FLYING VALENTINOS**—All-girl fliers execute a variety of difficult turns—two-girl carrying trick, double, double twisting and triple somersaults and forward-over passing leaps.

26 **JIMMY VAN AUTO MANIACS**—a 15-people auto thrill show, is booked solid for the fair season. Turnovers, leaps, crashes, etc., make up a thrilling, entertaining program.

27 **CAPT. ALBERT SPILLER**—famous seal trainer, is now presenting his singing, musically inclined seal at the Lido Club on the West Coast, a 10-week holdover engagement. His act is well known among fair and park men.

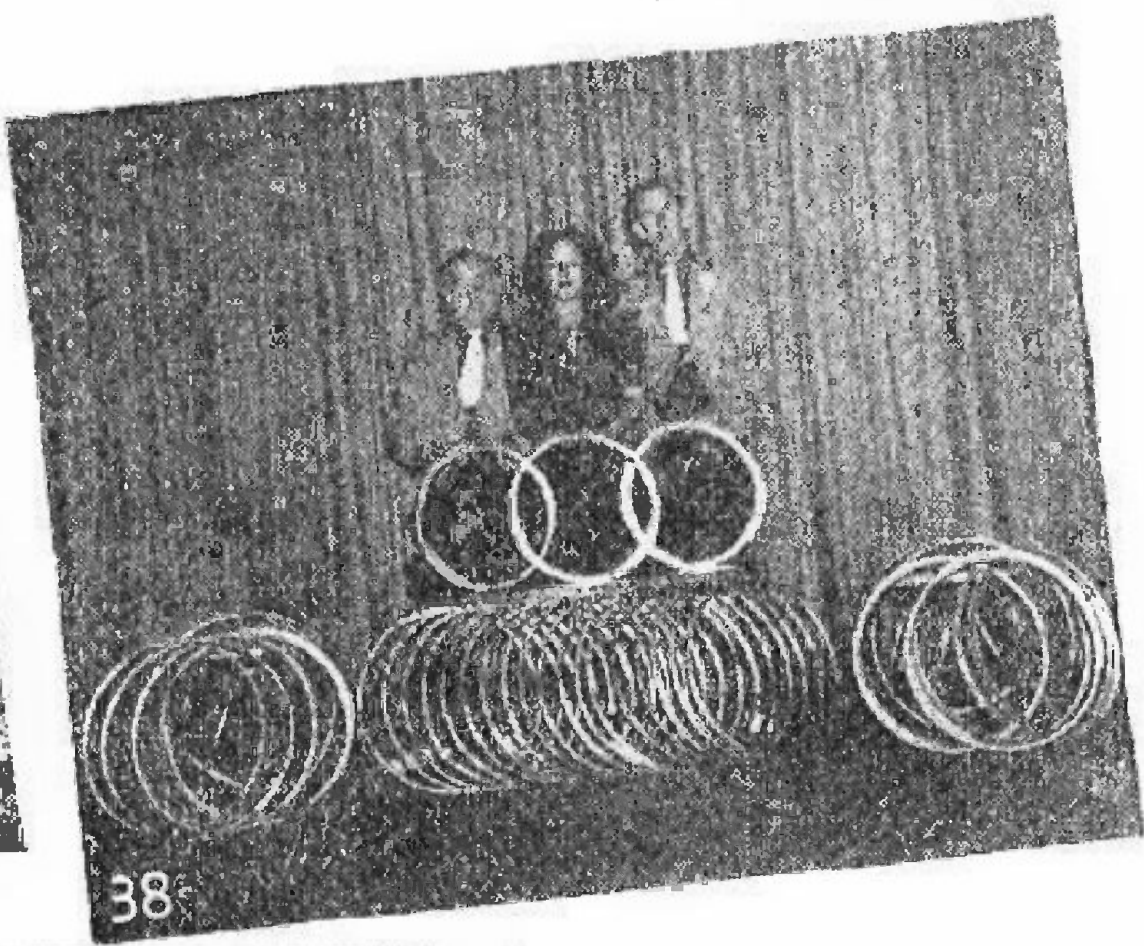
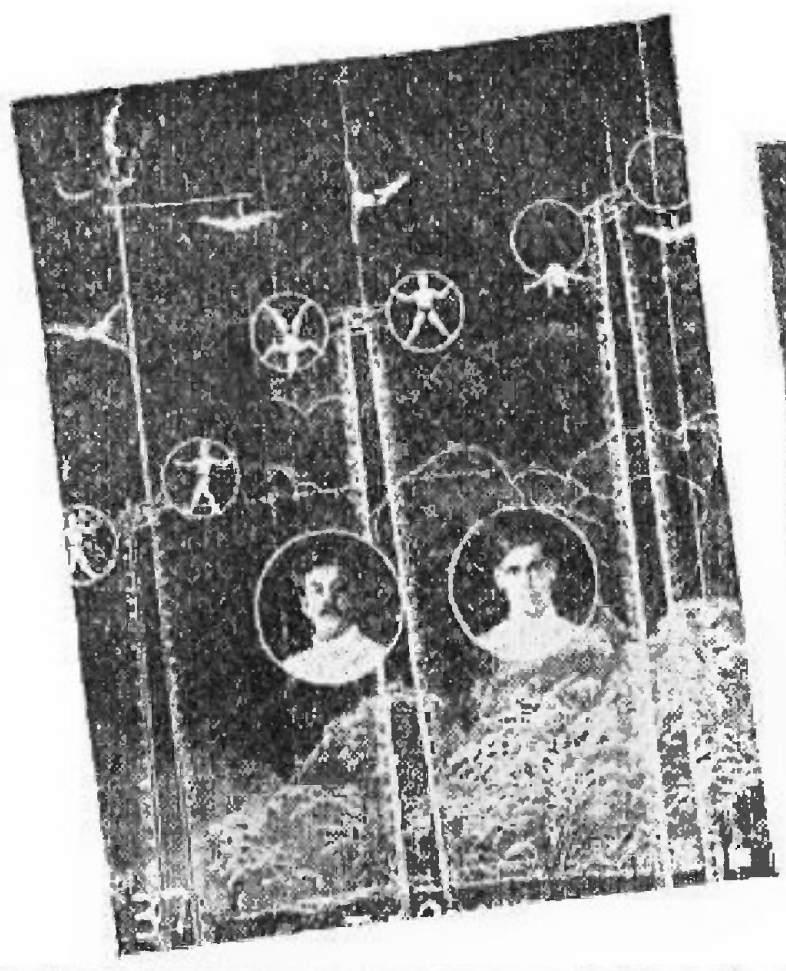
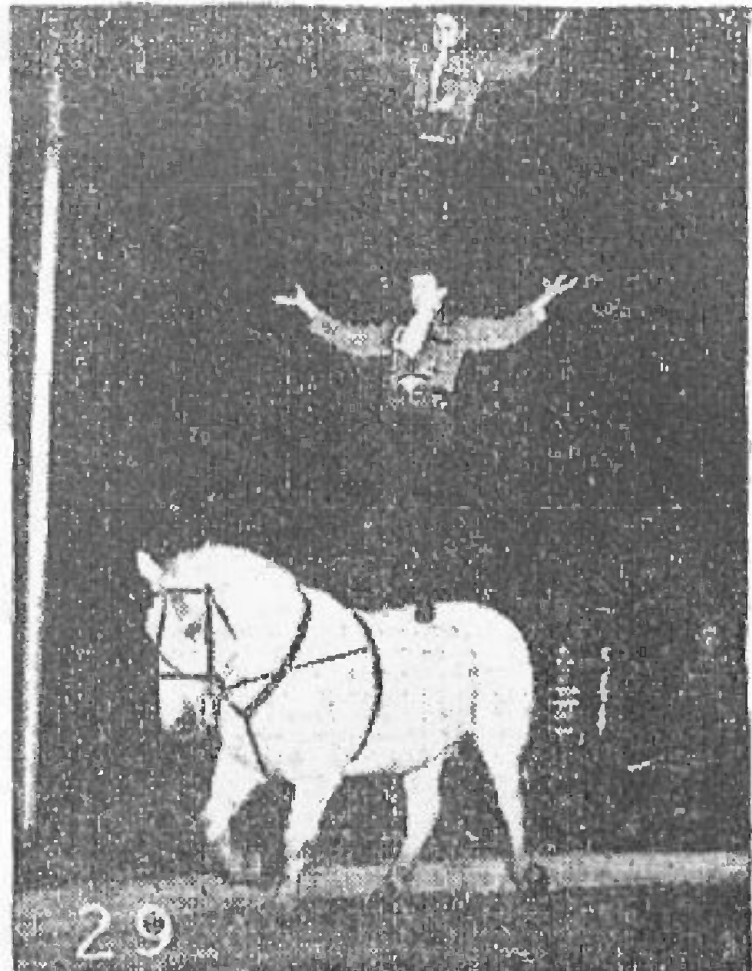
28 **PARAMOUNT CIRCUS UNIT**—presented by Carl Sahlén, is composed of a variety of acts, each one outstanding and interesting. Can be booked individually or as a complete show.



A Buyers' Guide for Talent Buyers

able - - - Use It and Get the Crowds

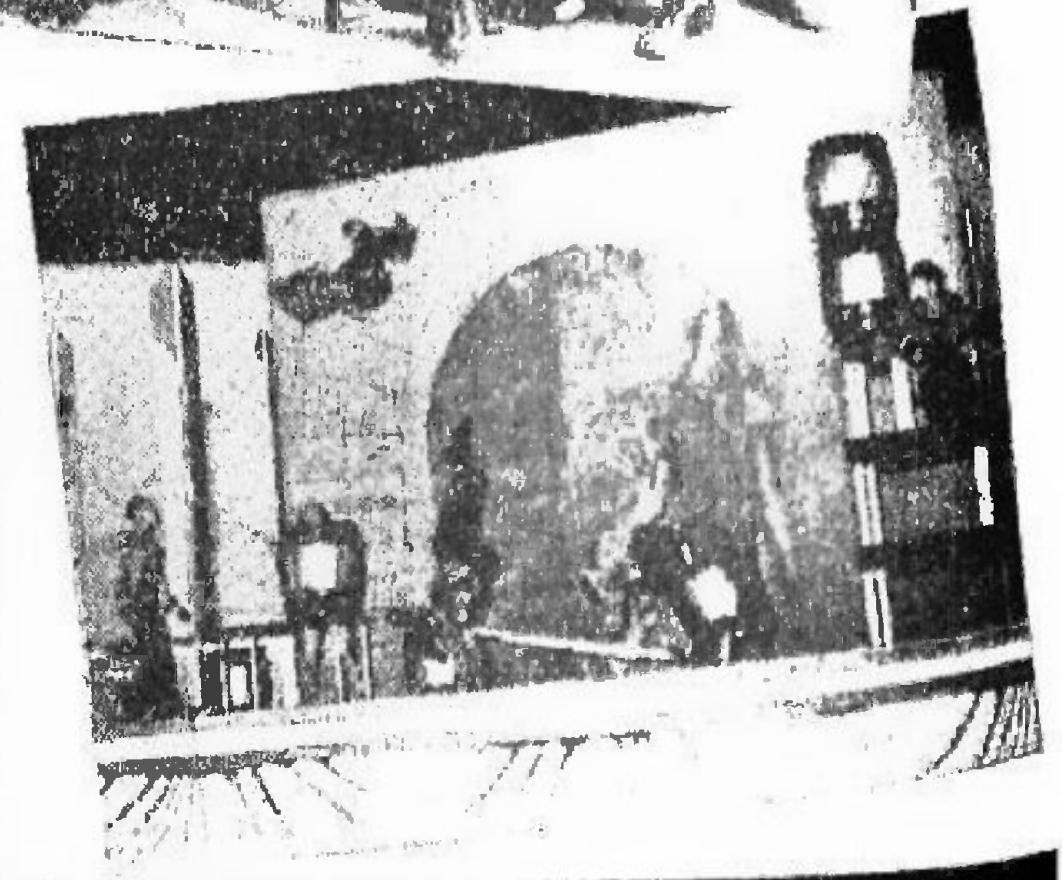
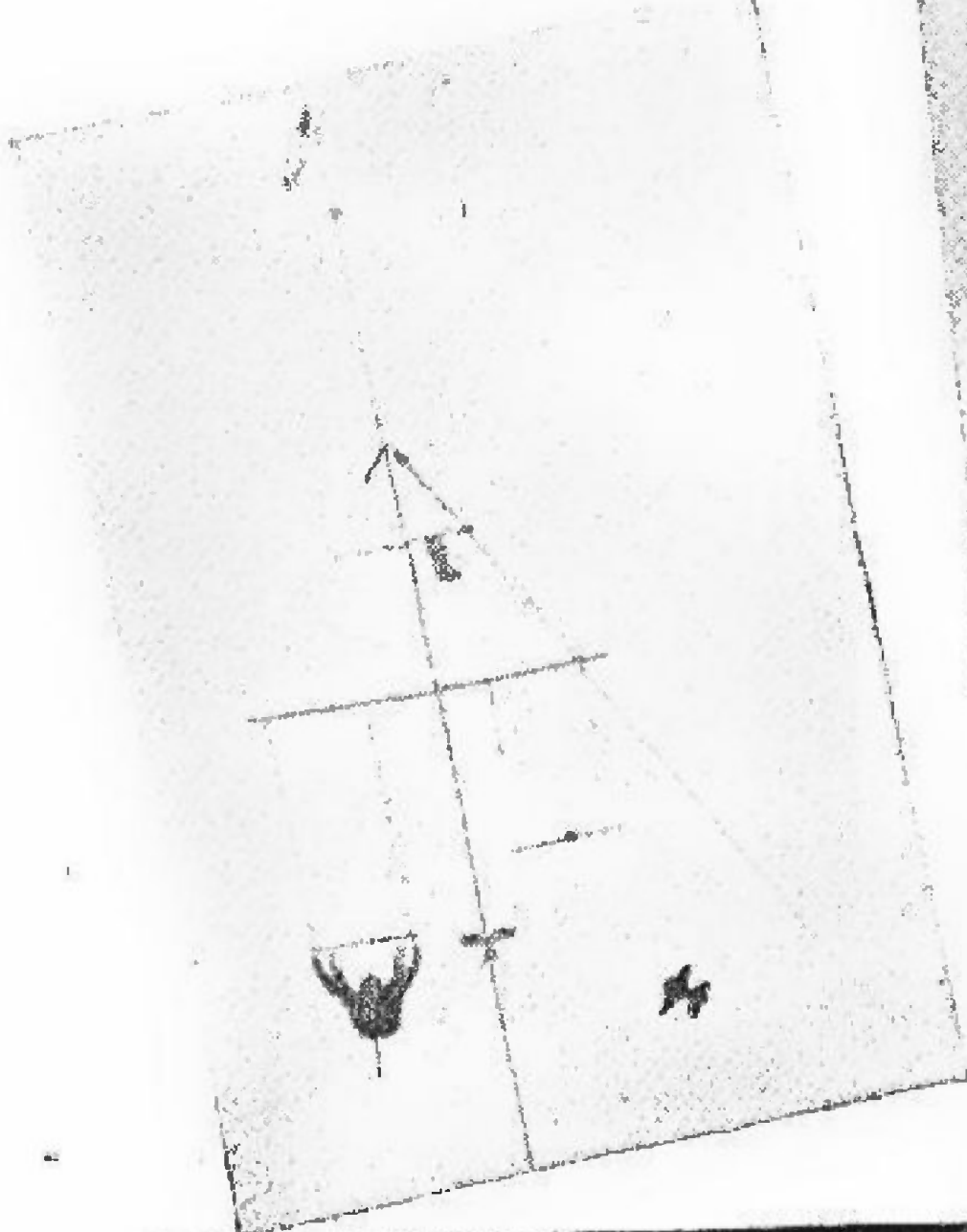
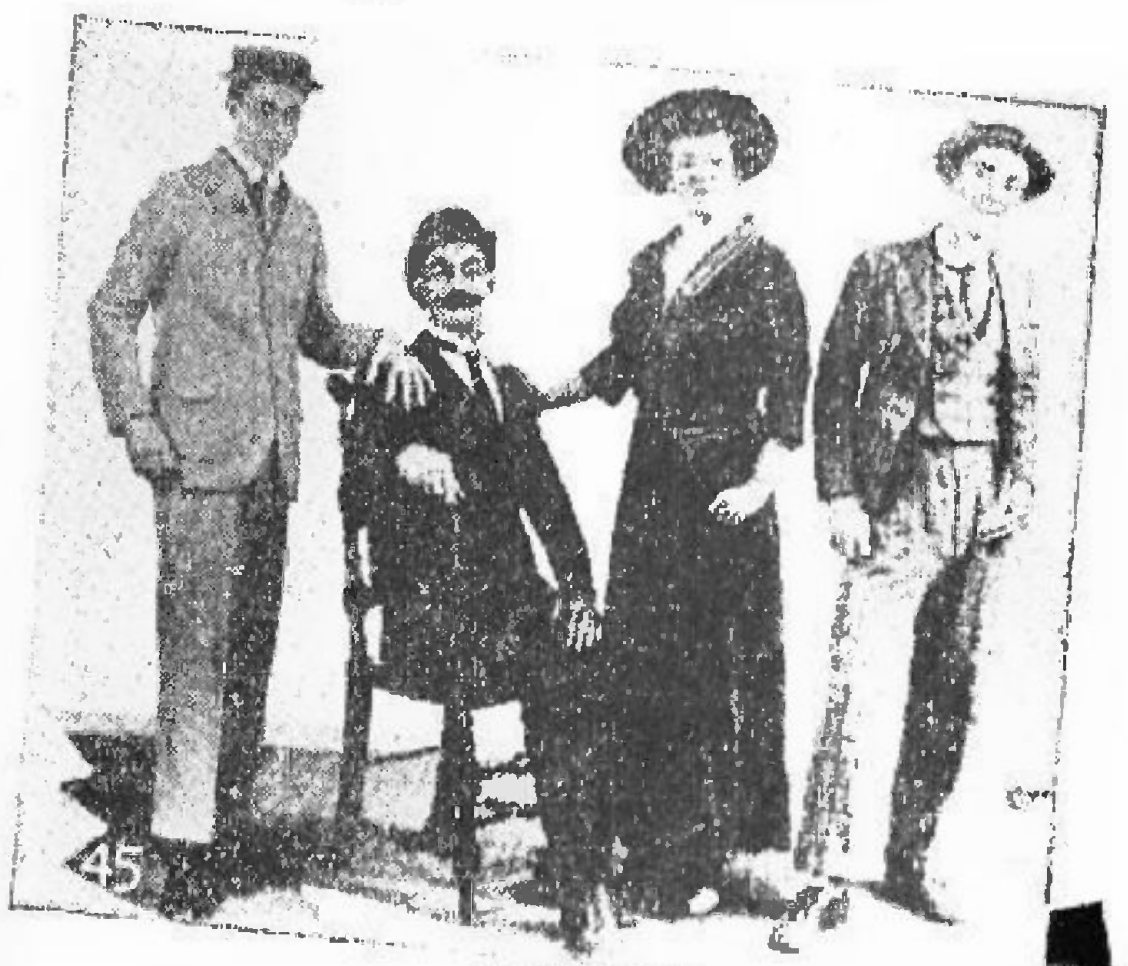
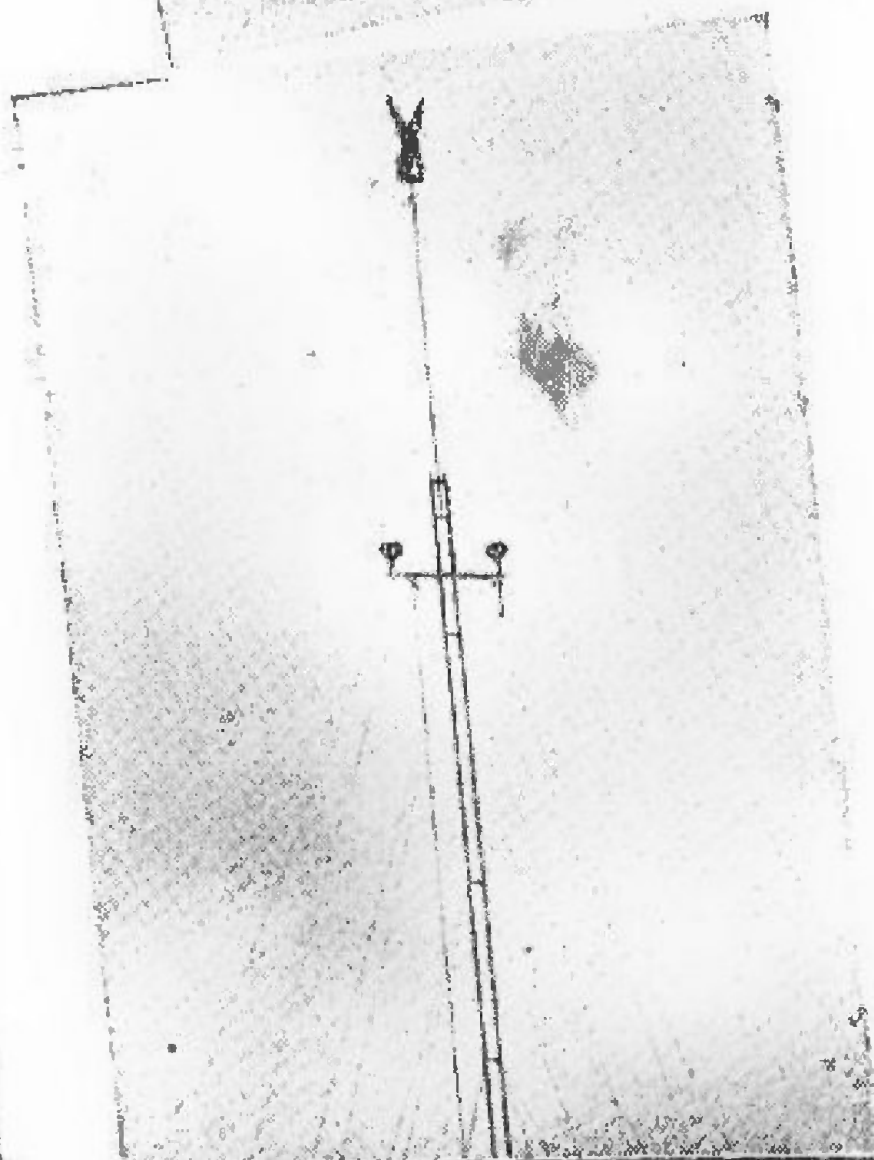
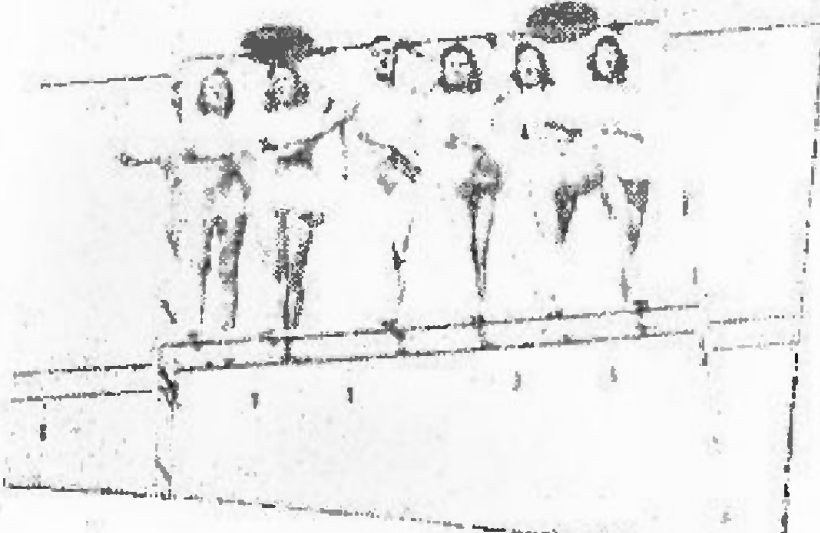
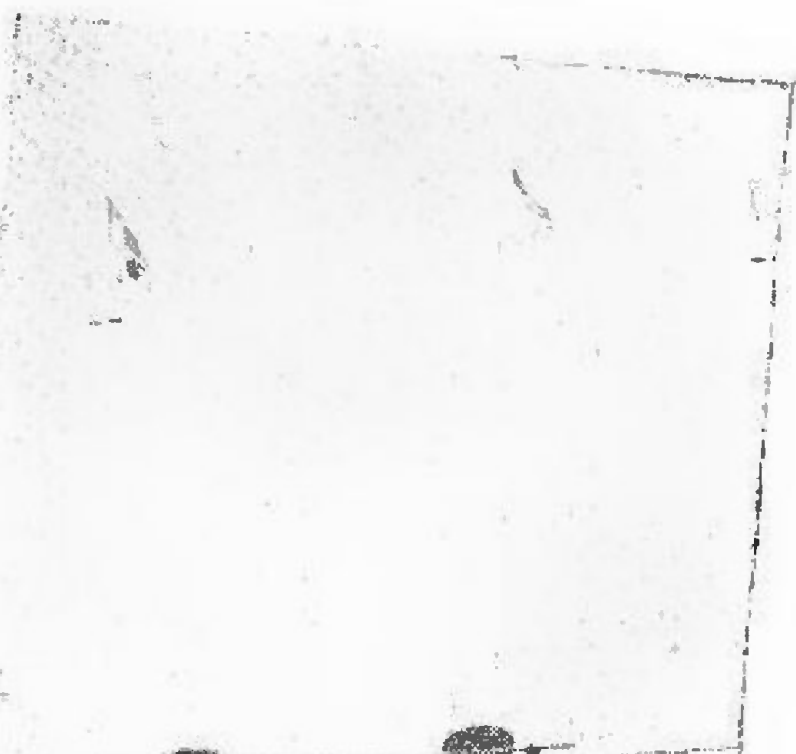
- 29 **GEORGE HANNEFORD FAMILY**—George and Tommy are shown in one of the riding tricks which have made the Hannefords one of the leading equestrian families.
- 30 **WEN HAI TROUPE**—This Chinese group combines elaborate presentation with the unusual. Costume beauty surrounds well-staged gymnastics, with juggling, contortion and tumbling, topped by sensational feats on single horizontal bar.
- 31 **THE CERVONE BAND**—Conducted by "Izzy" Cervone and managed by Frank Cerrone, this is the favorite concert and "show-playing" band at fairs, celebrations and indoor circuses, always an entertaining hit with Barnes-Carruthers' big musical productions.
- 32 **THE JOLLITEERS**—A quartet of male vocalists and instrumentalists, specializing in riotous comedy and novelty songs. Routine, bordering on a miniature crazy show, is replete with surprises.
- 33 **SANDY LANG'S THREE FLAMES**—Unusual skating trio performs daring tricks on a small elevated platform, with special ultra-violet lighting effects which add to beauty of the act.
- 34 **OLIVE MILES AND COMPANY**—Fifi, featured comedy bovine, has a humorous routine that has proved side-splitting, with clean, wholesome laughs provided by the cockeyed cow.
- 35 **THE ROLLERETTES**—New to the fair world are these four beauties and skaters in an exhibition of speed and daring. Routines include swift acrobatics, unique group formations, leg holds, neck holds and outstanding spins in lightning tempo.
- 36 **THE THREE ACES**—first offer a succession of acrobatic clowning and burlesque gymnastics, doing a contortionistic take-off, a de luxe acrobatic team and a concentrated version of a huge circus-clown melange. Second turn comprises their famous walkarounds, stage and track novelties. Highlight is their hilarious "Gamboling Giraffe."
- 37 **THE ORIGINAL ATENOS**—Termed the original revolving aerial novelty. An amazing apparatus has a revolving pole on top and near the top are two huge rings in which members perform daring acrobatic feats while the rings revolve.
- 38 **WILFRED MAE TRIO**—Presenting one of the speediest hoop juggling routines. Wilfred emcees this two-men-and-a-girl act in addition to doing his full share of intricate juggling.



Something for Every Program

New Attendance Records Possible With

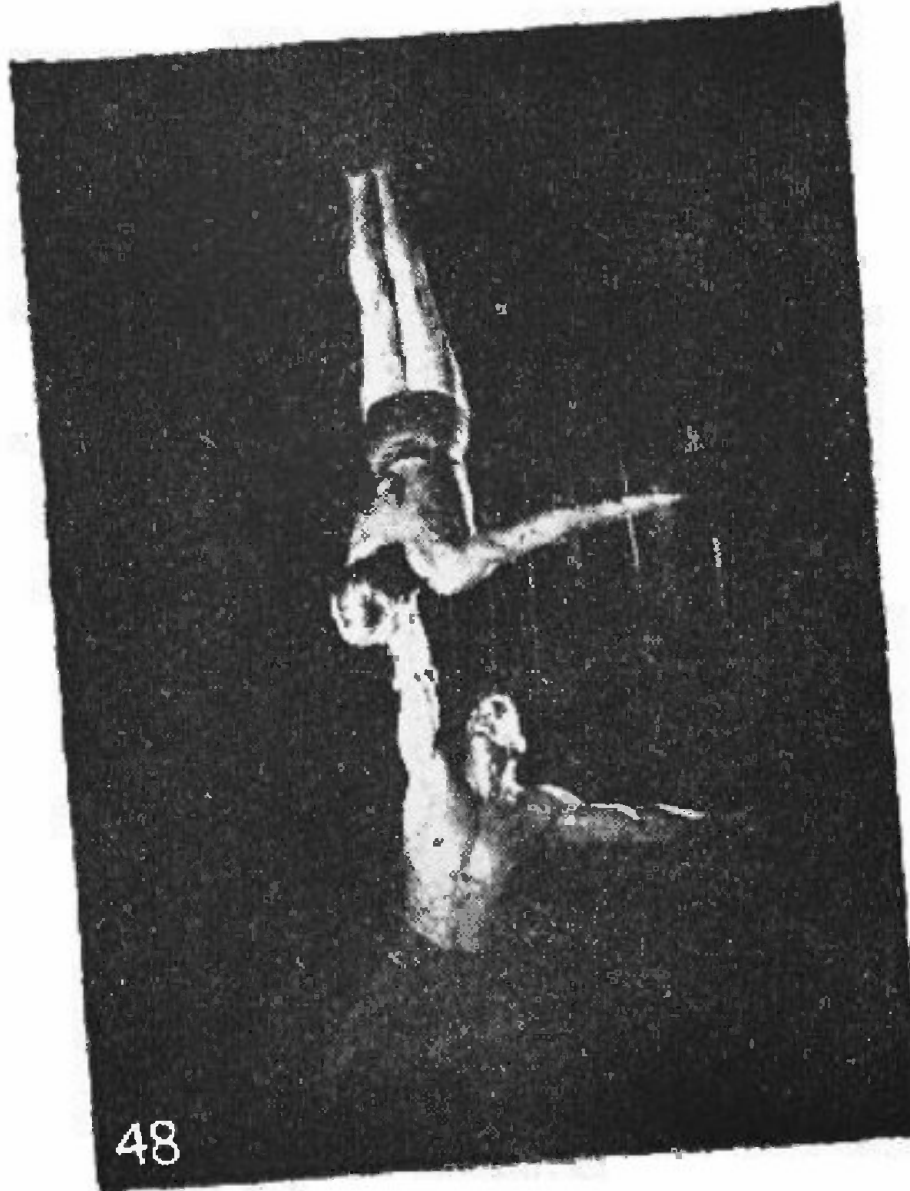
- 39 **THE SENSATIONAL ROYALS**—are managed by George W. Lanning, who does a handstand on a receiving pole among other daring stunts. Act furnishes thrilling entertainment.
- 40 **HAPPY HARRISON'S MERRYMAKERS**—A clever performing animal act with monkeys, dogs, ponies, horses and mules going thru their paces. The animals are exceptionally well trained for fast-paced entertainment and comedy.
- 41 **ORIGINAL HOLLYWOOD SKY BALLET**—is a new act with five girls and a man in a pageant of music, thrills, beauty and spectacle. Produced and managed by John Gibson, whose other acts have been features of fairs and celebrations.
- 42 **WESTERN STARS**—Two beautiful horses managed by George W. Lillibridge had a successful 1941 season and have signed to play 16 return shows. Routine consists of a wide variety of turns. The horses work quickly and easily, showing excellent training.
- 43 **JAYDEE THE GREAT**—is the high pole, trapeze contortionist who presents a realistic imitation of an ape. Action and voice sounds are cleverly done, providing unusually interesting entertainment.
- 44 **THE GREAT JANSLEY**—photograph, taken at Coney Island in Caracas, Venezuela, South America, shows him doing his sensational "V-for-Victory" feat atop his high rigging. A breath-taking and show-stopping attraction, his many outstanding feats include arm flag, foot flag, hand flag, handstand, headstand, etc., on the swaying pole.
- 45 **THE GRANT FAMILY**—This act has been a standard attraction for years, offering wholesome rural comedy. Its satire on Ozark Hillbillies is original and funny. Act has played every first-class theater in America, as well as some of the best night clubs and State fairs.
- 46 **WLW PROMOTIONS, INC.**—Producer of the WLW Boone County Jamboree, WLW Barn Dance, Scrubby-Andy and "By Dawn's Early Light" has booked more than 50 fairs and festivals for 1941.
- 47 **CARDOVA TROUPE**—Headed by Johnny Cardova, features an 18-foot blindfolded dive into a barrel of knives. Routine includes teeterboard and barrel jumping.



Select Your Acts and Attractions Now

Good Free Acts and Attractions

48 **WAYNE AND MARLIN**—Two personable athletes in rhythmic portrayal of muscular flexibility and strength. Daring stunts that fascinate spectators because they are difficult and different.



49 **JULIO AND JEAN TUDELL**—Latin American dancers, featuring Brazilian Samba in addition to Conga, Rumba, Tango and other specialties. Elaborate costumes are used.



50 **FOUR STARS**—Double high-ladder act is a breath-taking exhibition of skill and daring. Managed by Eddie Viera, who also has another act, the Viera Four.



51 **THE WILLYS TROUPE**—An unusual two-act combination. In one act six people do amazing club and hoop juggling, featuring work on unsupported ladders and highlighting with bolo manipulating to durgily cut down objects. Other is the Tildens, with breath-taking leaps over parked cars and thru blazing hoops.

52 **VICTORIA TROUPE**—Presenting a pageant of wheels and featuring Archibald, original English Whoopee cyclist. Unit won acclaim in Great Britain as its premier trick and instrumental bicyclists and unicyclists. Brass band finale on wheels is spectacular.

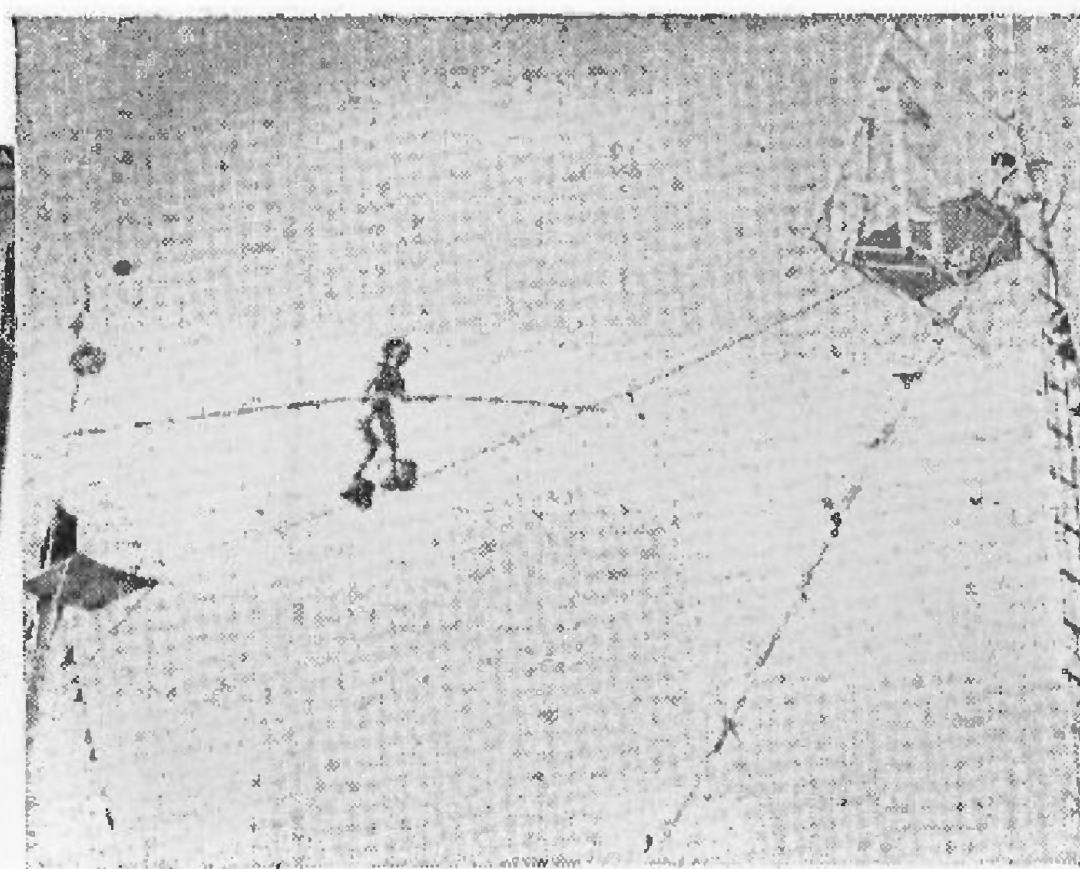
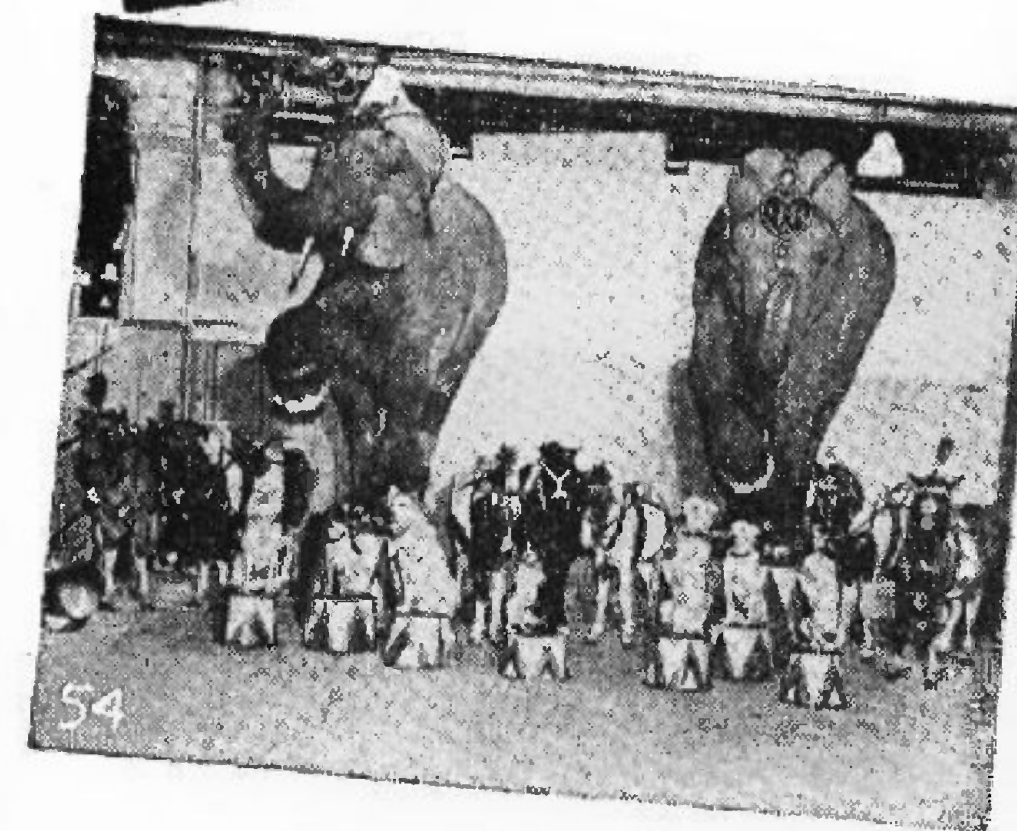
53 **BEN YOST** has long been recognized as a leading producer of outstanding singing groups. His Varsity Eight has been featured at leading cafes, theaters and fairs and meets tremendous receptions.



54 **WILL HILL'S SOCIETY CIRCUS**—Two elephants, seven ponies and ten dogs, all exceptionally well trained, this act has been a leading attraction at parks, fairs and in vaudeville. Has strong appeal to children and adults alike. Elephants dance, drill and do wire walking.

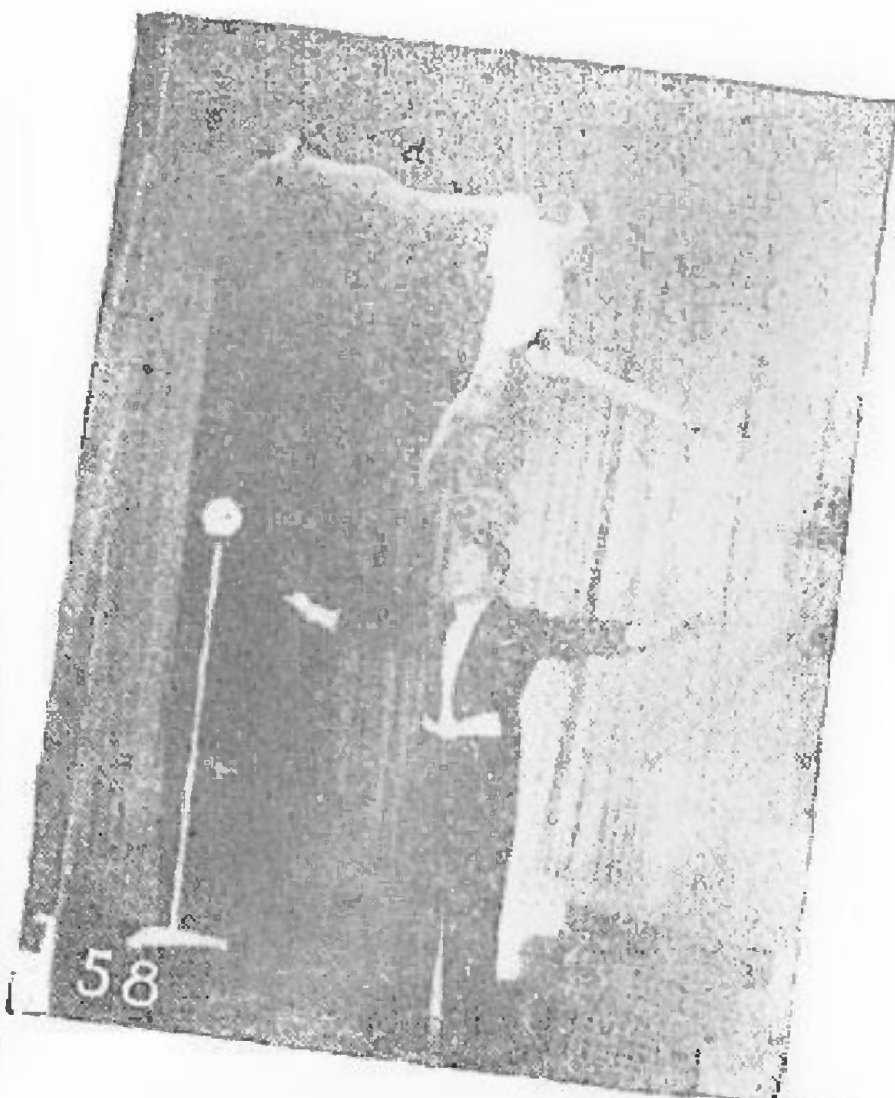
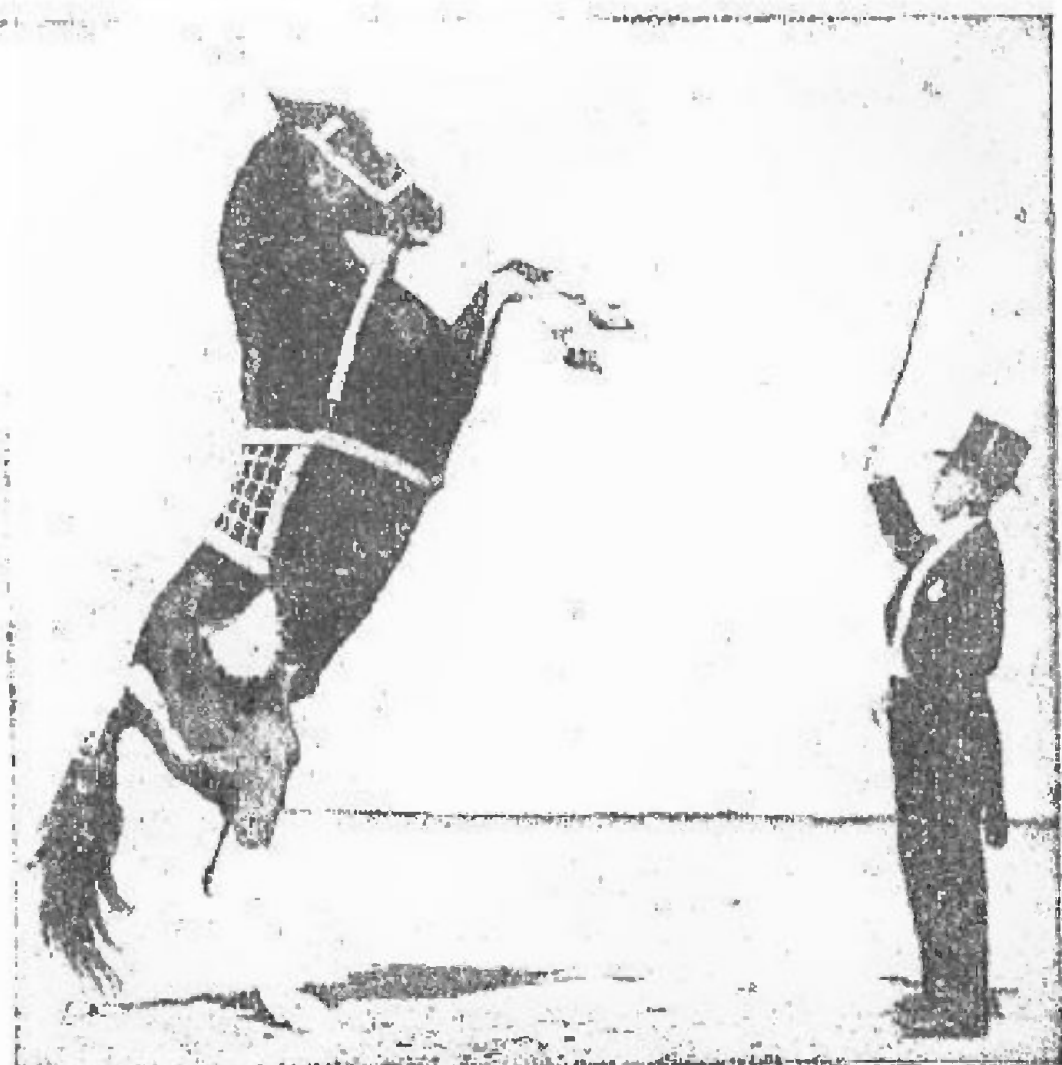
55 **ZDENKA MALIKOVA**—Czech marvel of high wire, offering unique and ultra-hazardous stunts with precision and showmanship. She has proved one of the best single female high-wire performers.

56 **THE ACCORDIONAIRES**—Novelty musical act by three acknowledged masters. Selections from classic opera to popular tunes played on standard and miniature models. Acrobatic, contortion and dancing specialties are part of the routine.



Entertainment --- Keynote of Success

Keep This Talent Buyers' Guide



57 WELBY COOKE—Presents his famous Australian dancing horse Sydney. This is truly an aristocratic animal act. Cooke works the horse in a debonair manner costumed in formal evening attire. Has appeared in leading night clubs and hotels.

58 THE JUVELYS—Balancing specialty act performing a variety of difficult stunts. Said to offer the only balloon specialty—balancing two and three balloons at same time.

59 CAPT. ROY SIMMS—An act that's unusual is the apt description for Capt. Roy Simms' efforts. His upside-down walking at a height of 85 feet, balancing bits while juggling handstands, sitting and standing on chair are items of merit.

60 THE THREE MILOS—Featuring owner Milo Linwood—is a thrill high act which features apparatus of an unusual nature. Work at 100 feet without nets. For thrills and chills ranks high among acts in this field.

61 GEORGE VENTRE AND HIS STETSON RADIO BAND—For eighteen consecutive years one of leading bands of its kind, George Ventre and group are today recognized as one of the best show bands in the world.

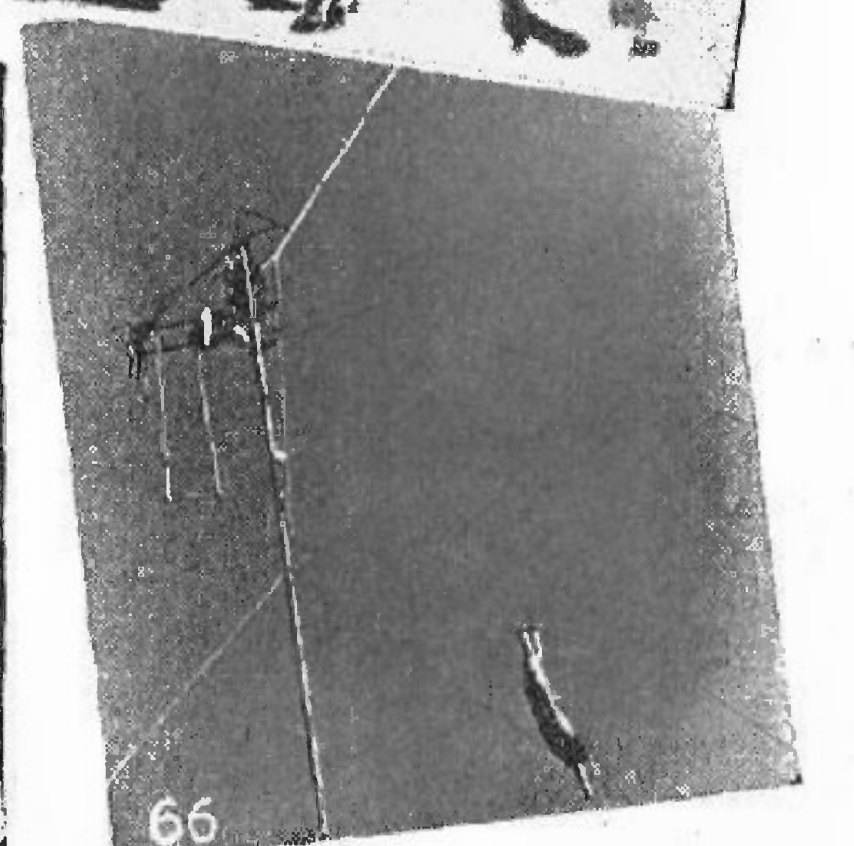
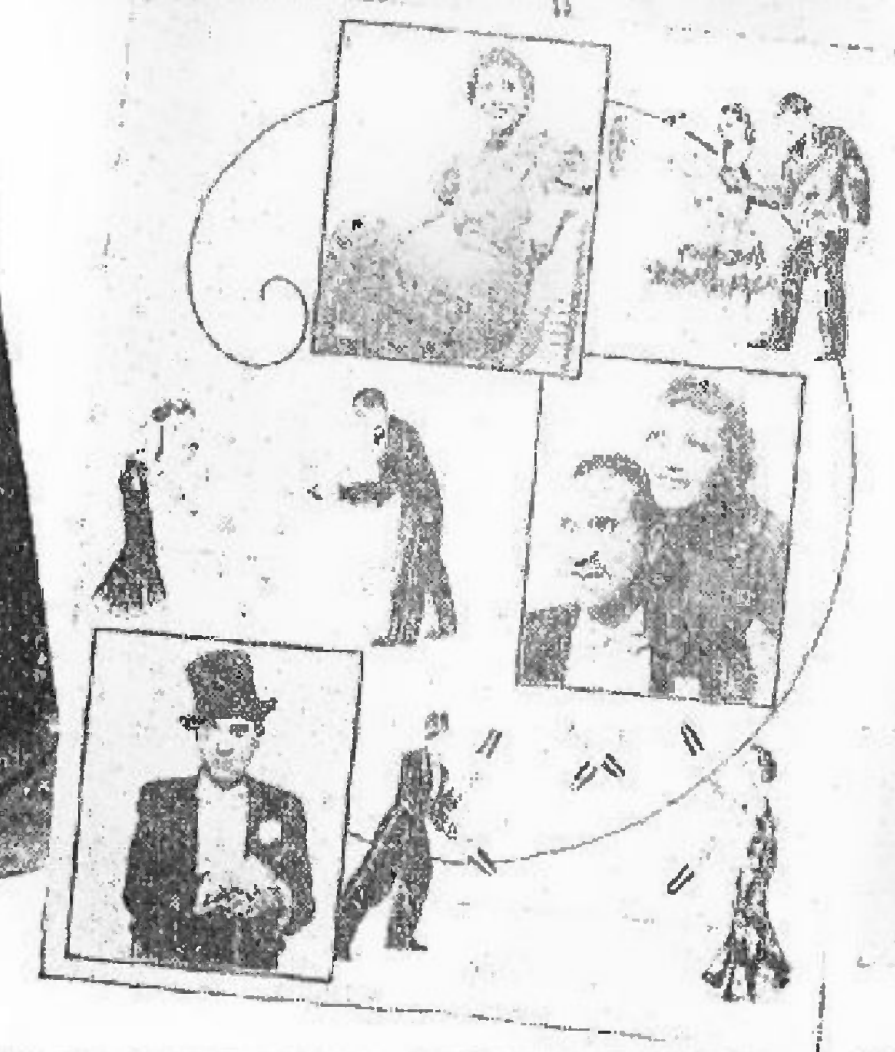
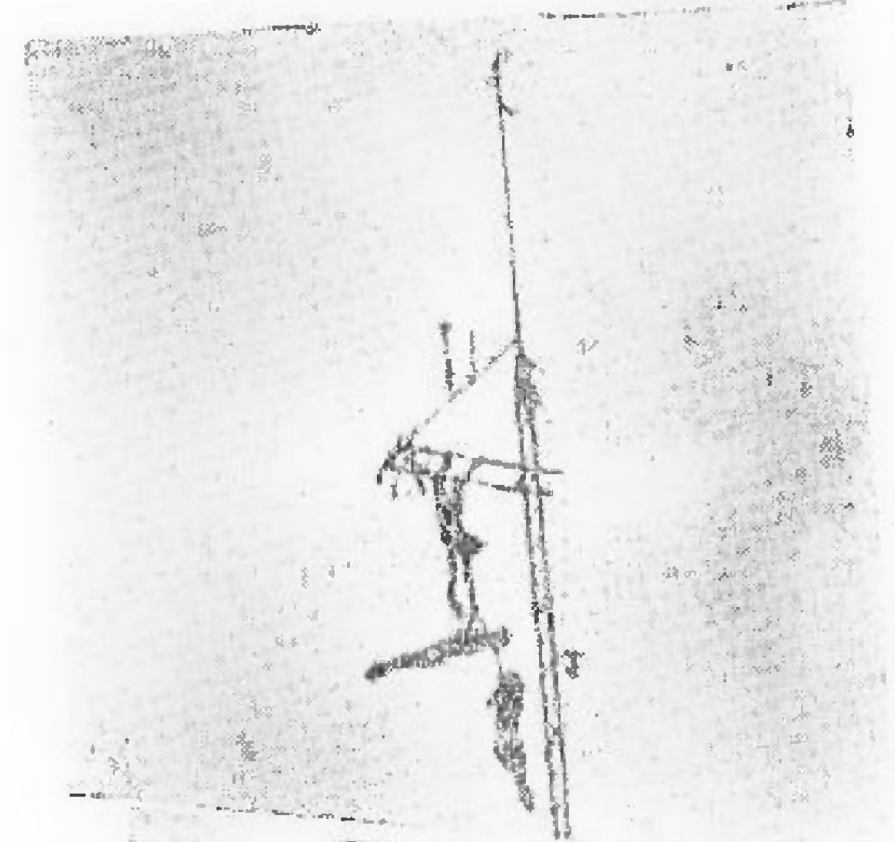
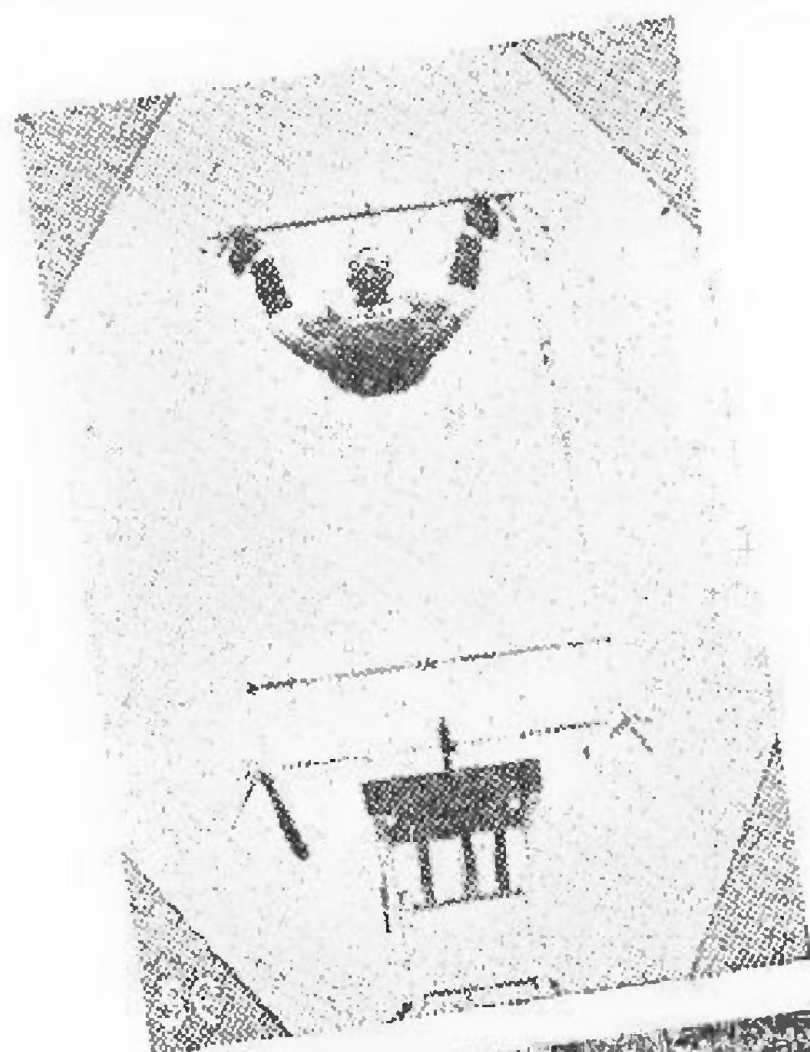
62 LANG AND LEE—New to outdoor show world this couple brings a juggling presentation that's both colorful and entertaining. Dexterously juggling Indian clubs, balls and other illuminated objects for a great flash, they also weave entertaining and refreshing comedy into the act for an effective pattern.

63 DONATELLA BROTHERS AND CARMEN—Feature tambourine artistry of Rosa Donatella; Pietro Donatella's playing of shepherd's horn (the only one on the American stage)

64 NOVAK SISTERS—Three youthful, pretty and talented sisters present an exhibition of acrobatic tumbling, difficult head and hand balances and just right mixture of comedy capers for contrast.

65 RUTON'S DOGS—A dozen clever dogs are put thru a series of stunts that amaze and amuse audiences. A fluffy poodle doing one-paw balances and a double somersaulting poodle able to land on his master's thumb are featured. Double tight-wire performance by two dogs is also appealing.

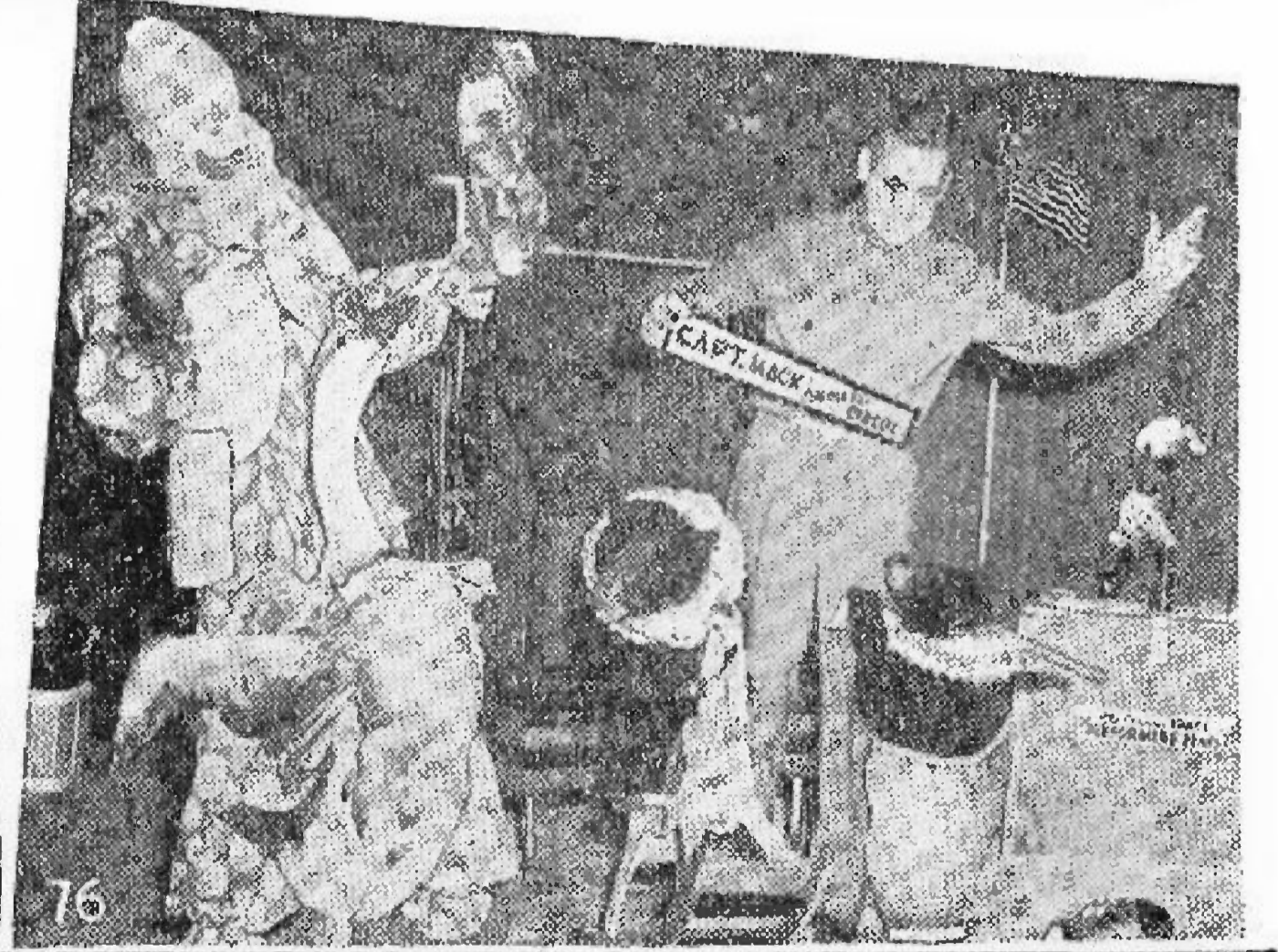
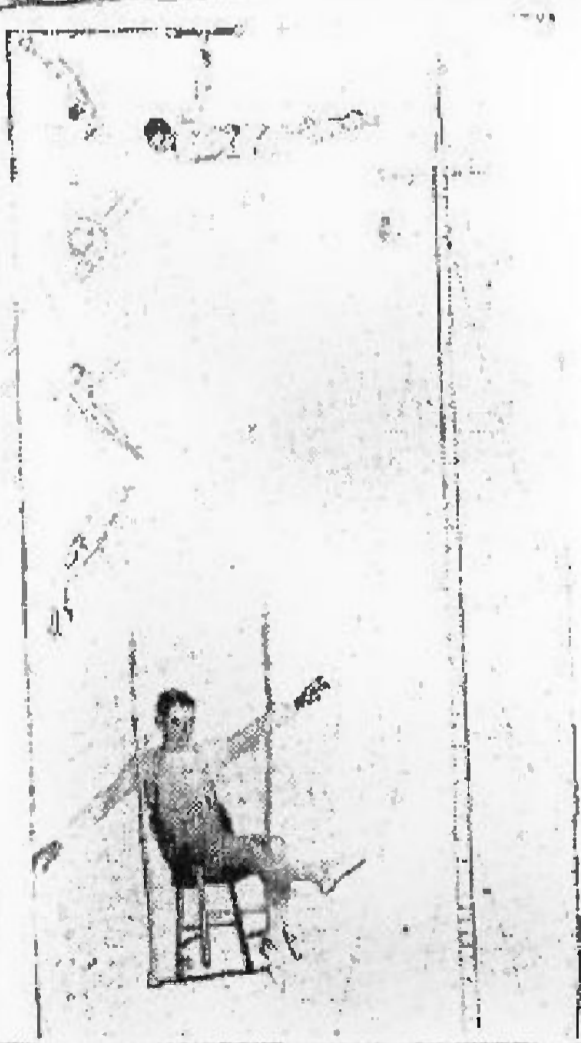
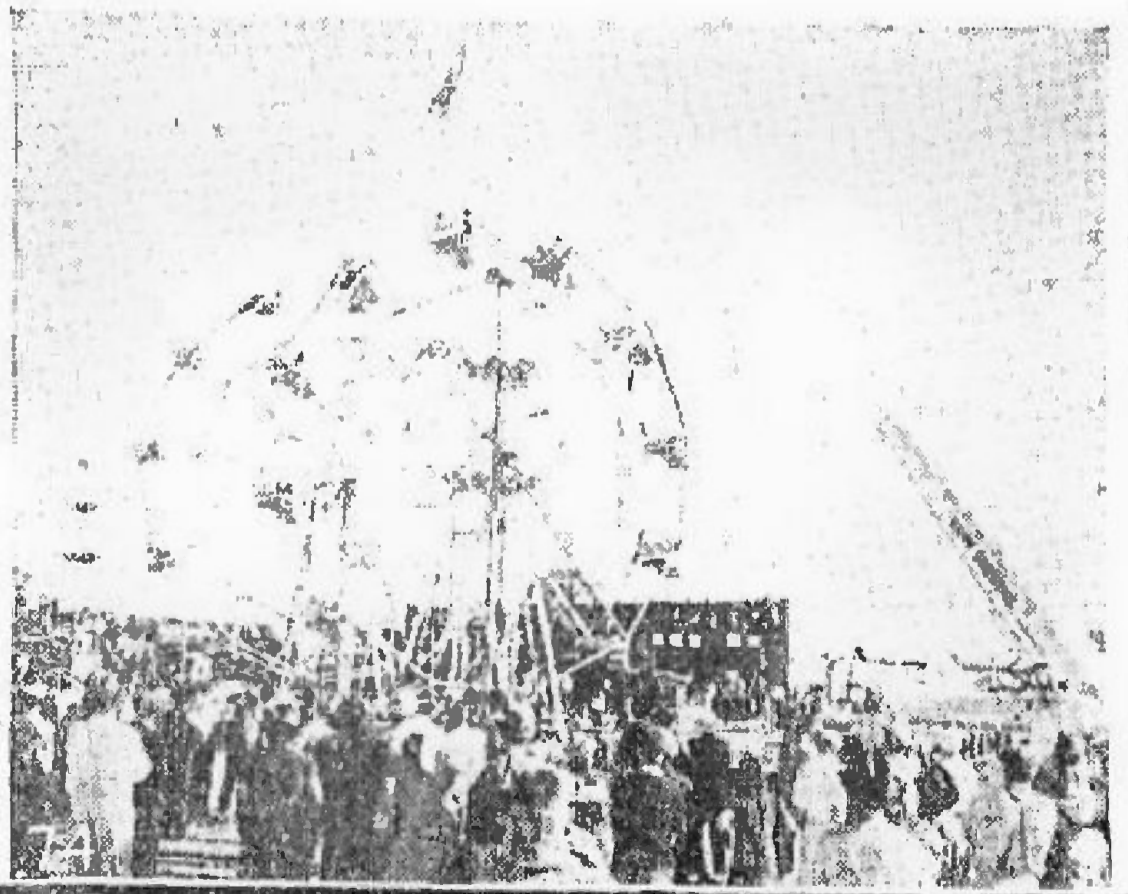
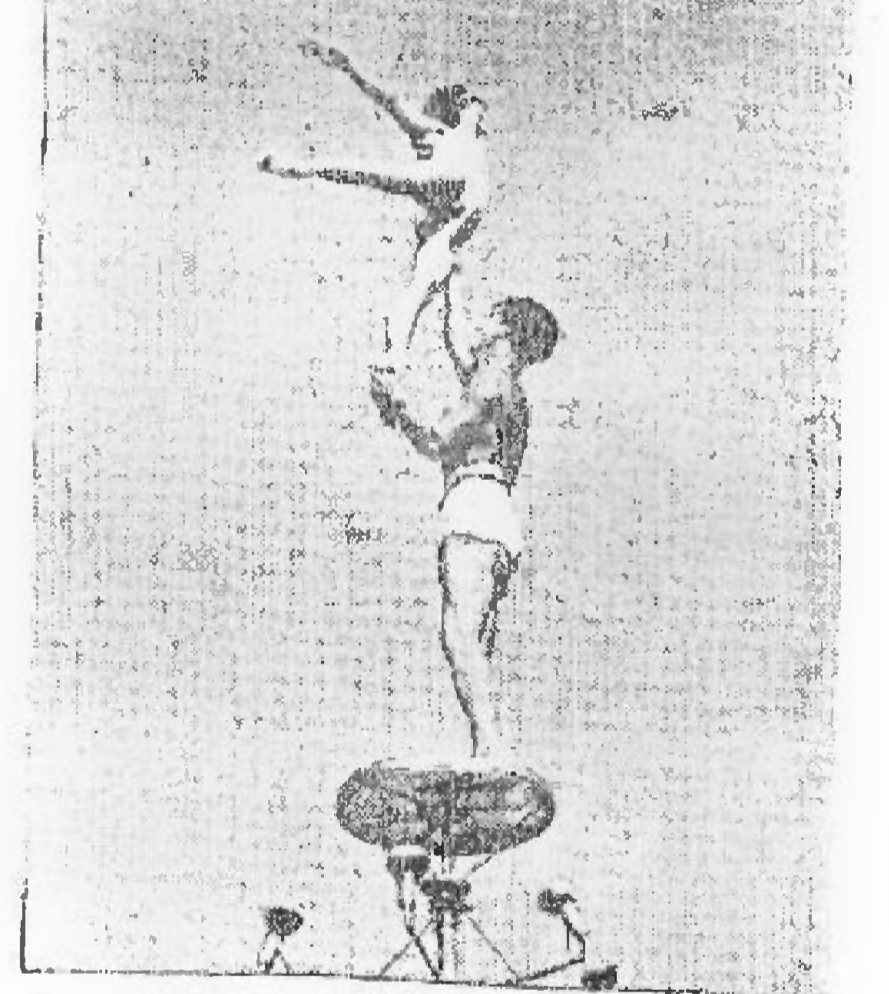
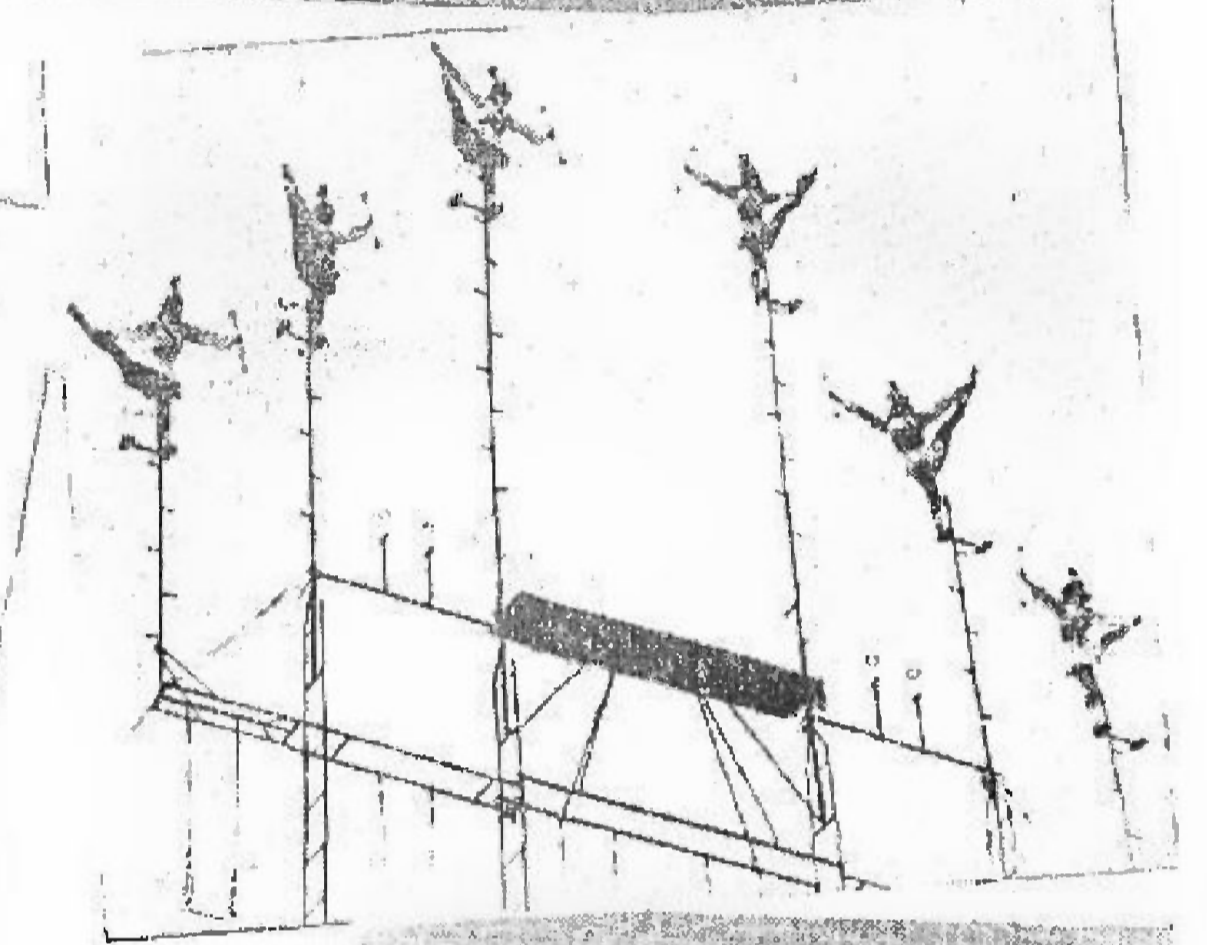
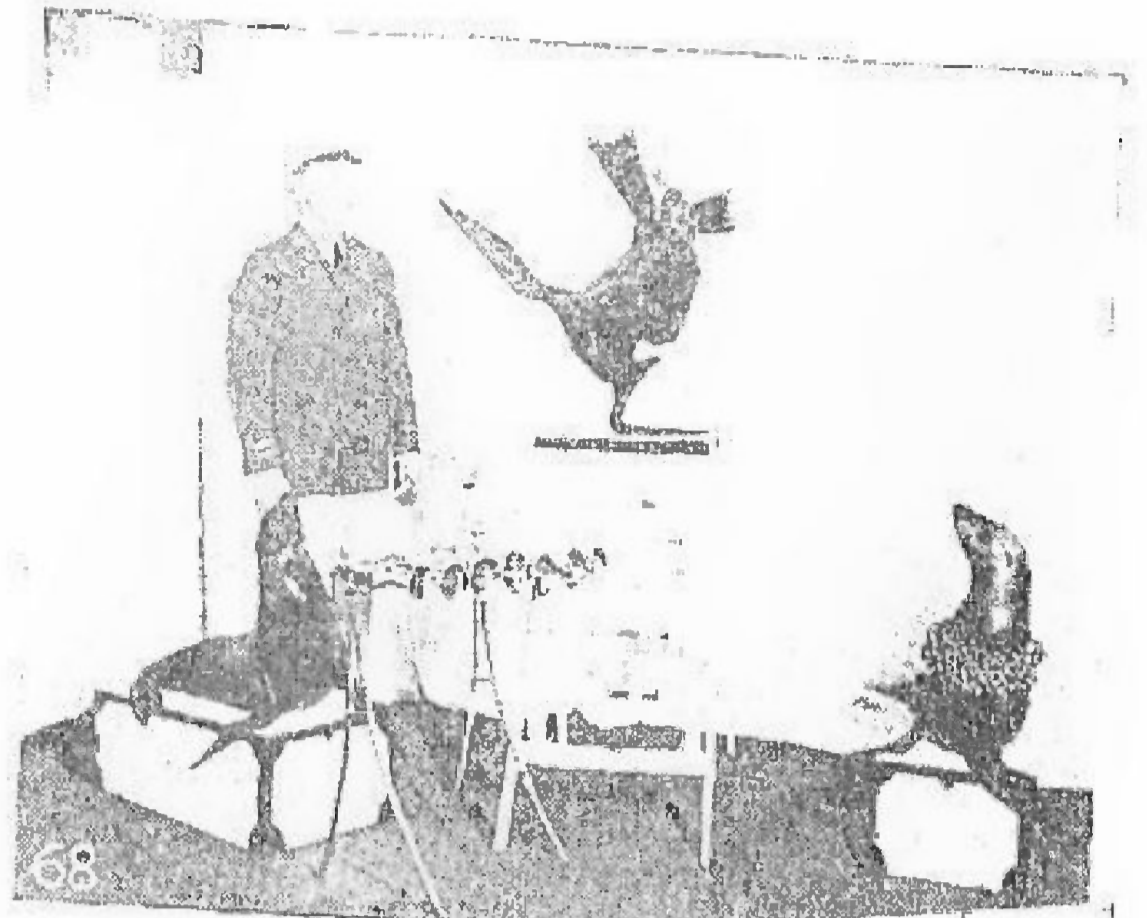
66 SKY LARKS—Newest of Milo Linwood thrill high-act creations, this attraction outdoes itself on unusual apparatus and death-defying feats. Features a double breakaway as well as drop of 40 feet.



Choice of Attractions is Important

It Will Help You Plan Your Program

- 67 **LUCKY GIRLS**—A revue in miniature with four big ensemble presentations and several novelty specialties presided over by singing emcee. A line of youthful and pretty girls dance and offer acrobatic and comedy specialties as well.
- 68 **CAPT. TIEBOR'S MIRACLE SEALS**—Trained seal presentation featuring the one and only aerial performing seal. Tiebor's seals go thru stunts that no seal was ever thought capable of performing.
- 69 **TWO SAXONS**—A new departure from balancing exhibitions with understudy supporting his partner in difficult shoulder, hand and head balances on precarious footing of a small board loosely placed on a polished ring.
- 70 **PEACHES SKY REVUE**—Six daring daredevils present an aerial rhapsody with breathtaking stunts. Girls do difficult gymnastic and dangerous acrobatic balancing feats, intermingled with high kicking precision dances and formations on a tiny platform 100 feet above ground.
- 71 **PAROFF TRIO**—Sensational aerial thriller act performed on small platform atop an 80-foot-high pole. Two free-standing high ladders are held in precarious balance by one performer while his two partners present hazardous drill formations and skillful balancing stunts.
- 72 **THREE SOPHISTICATED LADIES**—Adorable pranksters in merry mixture of tangled acrobatics, bumps, falls and knockabout buffoonery. Chuck-full of action and incredible nonsense. Featured in all major theaters and movies.
- 73 **THE LA STELLAS**—Equilibristic adagio routines presented by man and girl upon a 20-inch glass plate 80 feet in the air. Colored lights shining thru the glass which revolves on tiny base create an artistic setting.
- 74 **EDMUNDO ZACCHINI**—Established a new high in thrillers when they introduced their human cannon ball act in this country several years ago. Act never fails to please and thrill.
- 75 **THE GREAT KNOLL**—High single trapeze act—120 feet. Features one arm roll-ups, double dislocation of shoulders, neck hangs on straight bar and other thrilling stunts.
- 76 **CAPT. MACK'S SMALL FRY CIRCUS**—Three adorable baby bears present patriotic military performance together with dogs, ducks and other small animals—10 in all—in an exciting, fast-moving routine.



Something for Every Program

Good Acts Mean Larger Crowds



77



78

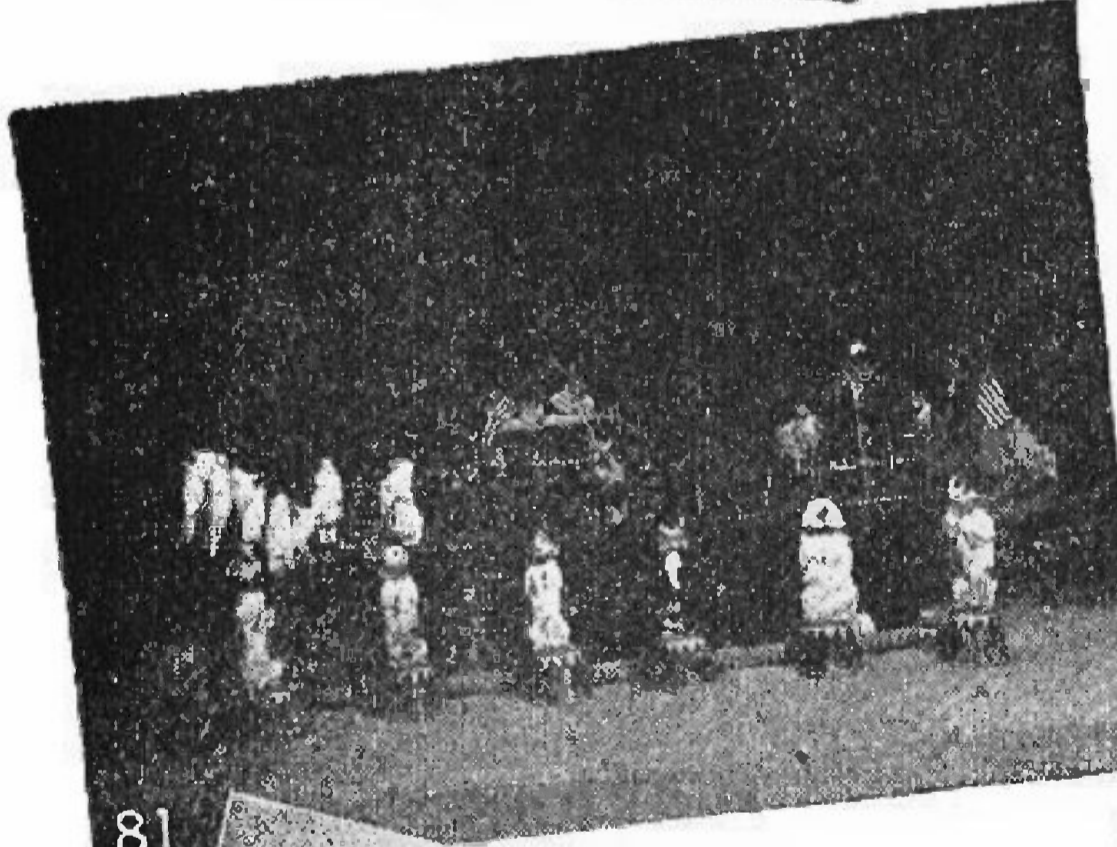


79



80

- 77 **NELLIE DUTTON AND COMPANY**—Nellie Dutton is famous in the circus world and comes from a line of acrobats and equestrian riders. Recently returned to this country after an absence of seven and a half years in the Orient.
- 78 **THE SENSATIONAL MARIONS**—Owned by Marion Linwood, is unusual in high thrill acts because it is performed by two girls. Working 120 feet, this act has the only girl acrobat ever to do a hand balance on high swaying pole at this height. Act climaxes with its original breakaway pole.
- 79 **LADDIE LAMONT**—A very versatile performer combining comedy with juggling and equilibrium work. Has two distinct acts—rolling globe and unsupported ladder.
- 80 **THE DOBAS**—This is a very versatile troupe consisting of father, mother and two daughters. One of daughters, Hildegard, has won acclaim for her full twisting somersaults—regarded as a rare feat in acrobatics.
- 81 **RAYMOND'S PETS**—Animal intelligence at its best, two acts: first, the pets comprising the highly trained pony, "King Silver," quintet of educated dogs, and "Oswald," comedy-somersaulting monkey. Second, Robert's Cockatoos, 14 colorful birds in a highly entertaining act.
- 82 **BILLY REID**—A unique lion taming act. Bill discards the conventional revolver, whip and chair. Has worked both United States and Europe and is descendant from a family of lion tamers.
- 83 **KURTZO AND KURTZ**—Man and woman team perform thrilling stunts on a 90-foot pole. Apparatus is very imposing and of the type favored at fairs and other outdoor shows.
- 84 **SUICIDE HAYES**—His slogan is "the last word in human recklessness" and his automobile tumbling and crashing stunts live up to this slogan.
- 85 **BRENCK'S GOLDEN HORSE AND GOLDEN MODELS**—Representing famous Indian paintings depicted by a handsome horse and by beautiful living models, all painted in gold amid a background of soft color light effect and specially arranged music.
- 86 **GREAT SIEGFRIED**—Presents his Ski-Jumping act, doing the stunt without the use of snow. He was held over for entire season of the New York World's Fair in 1940.



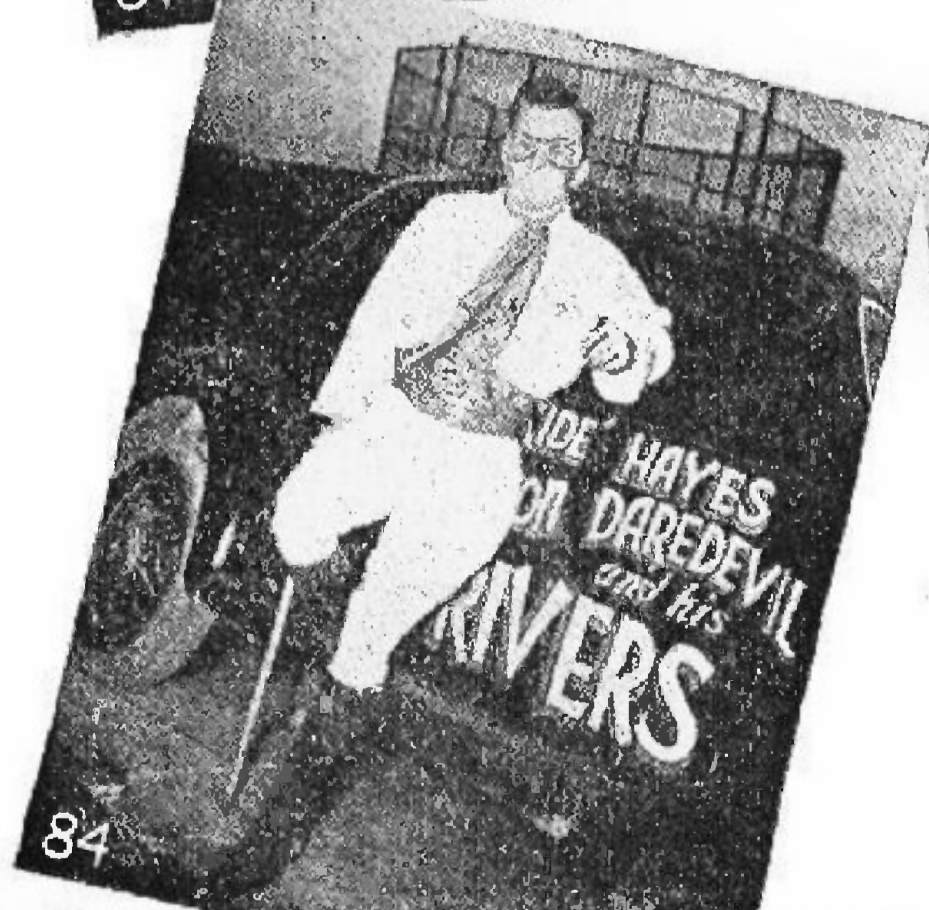
81



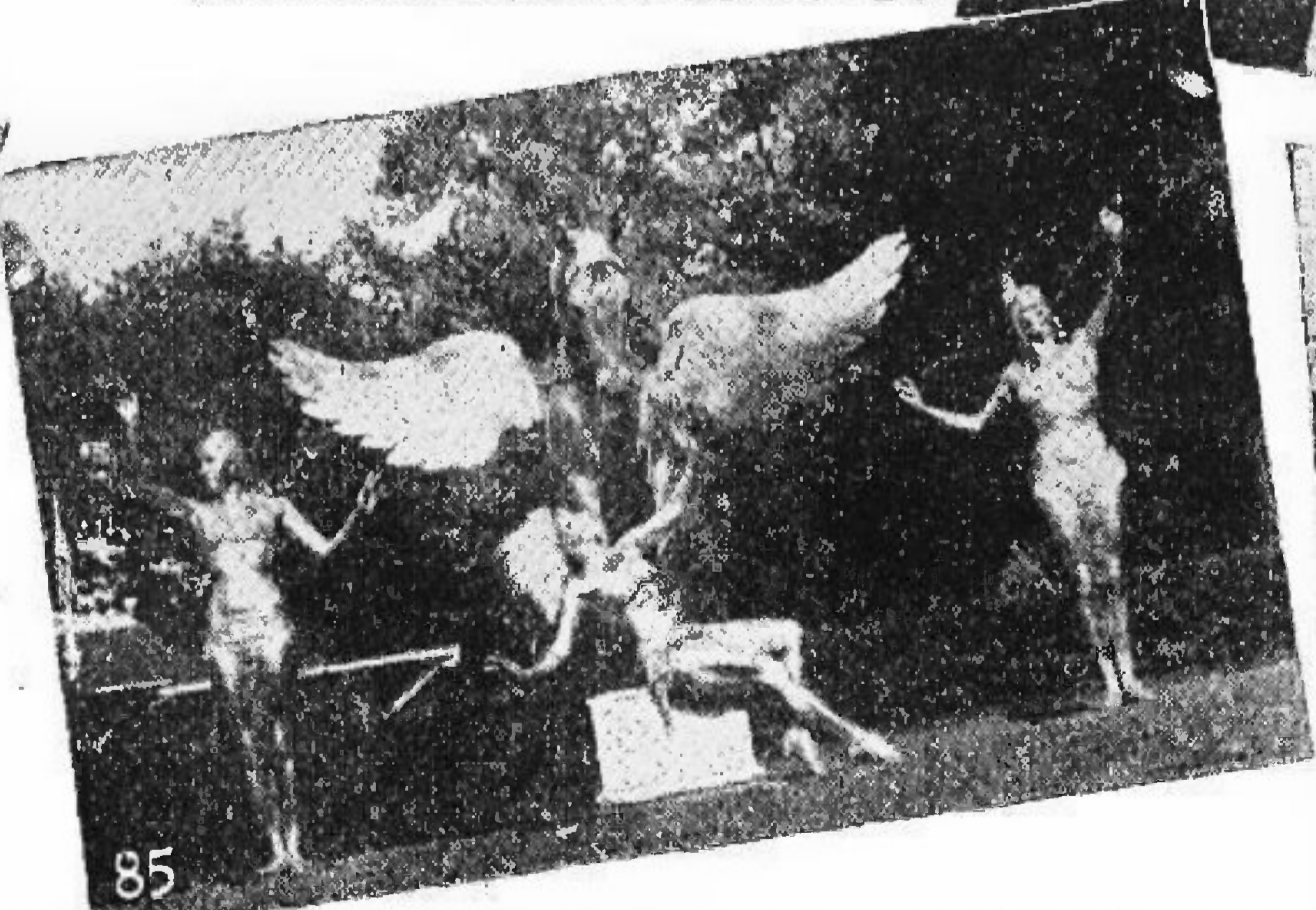
82



83



84



85

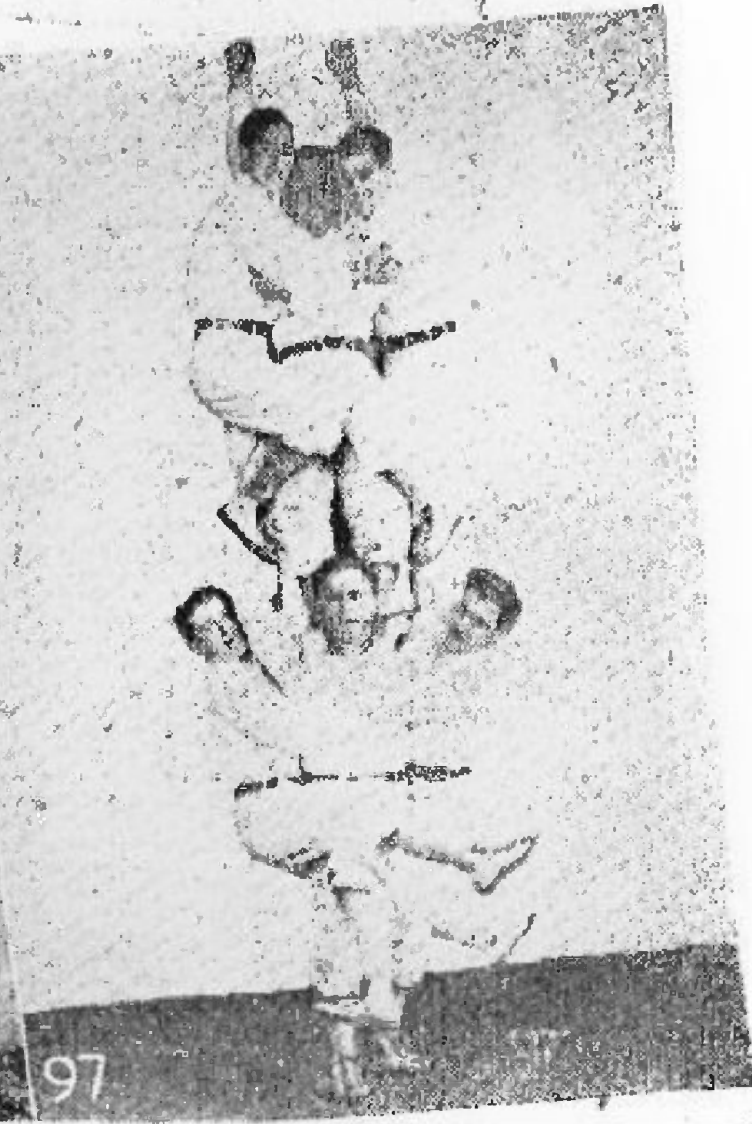
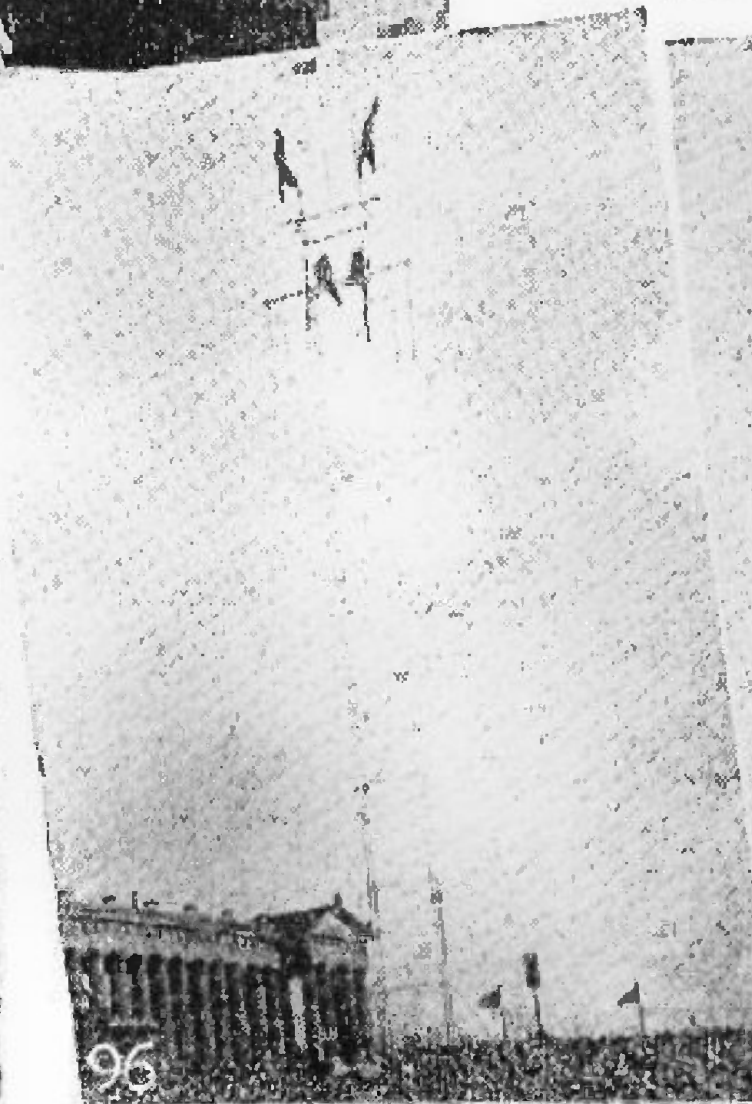
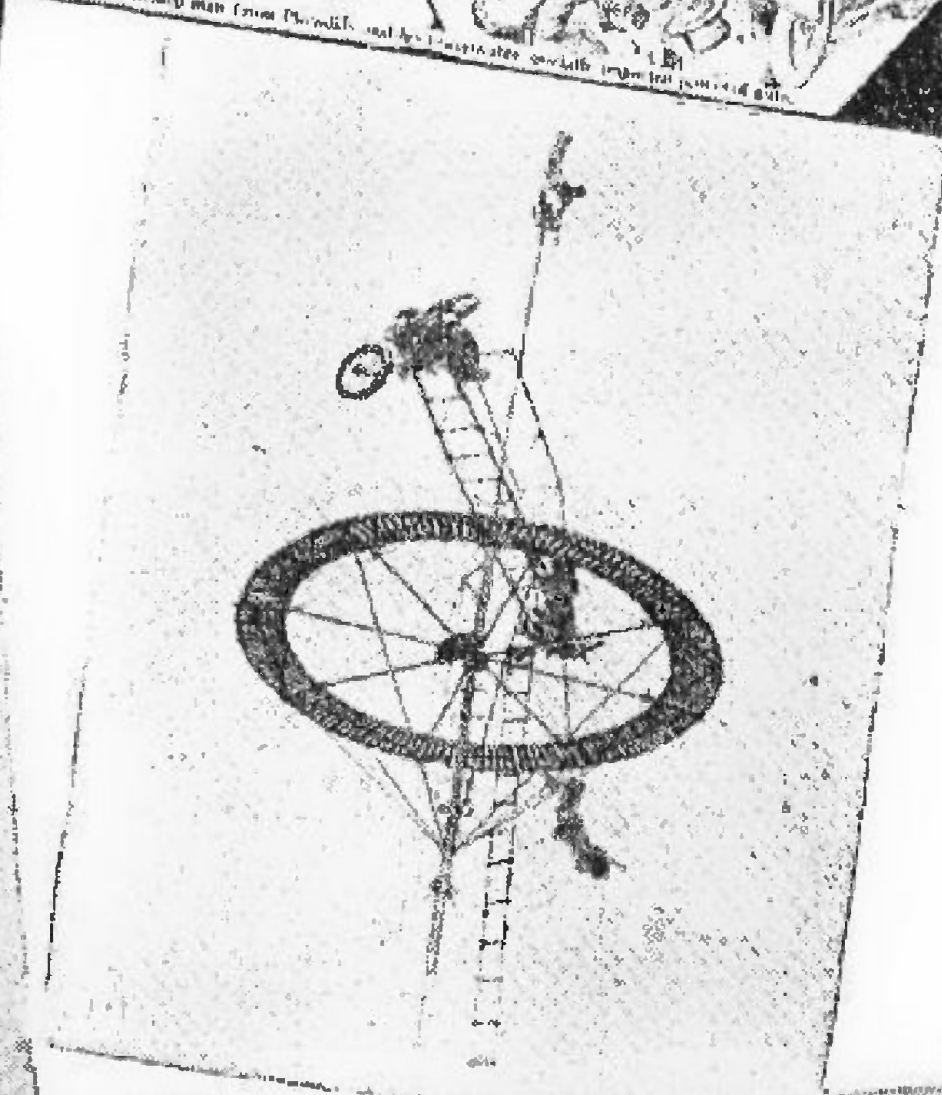
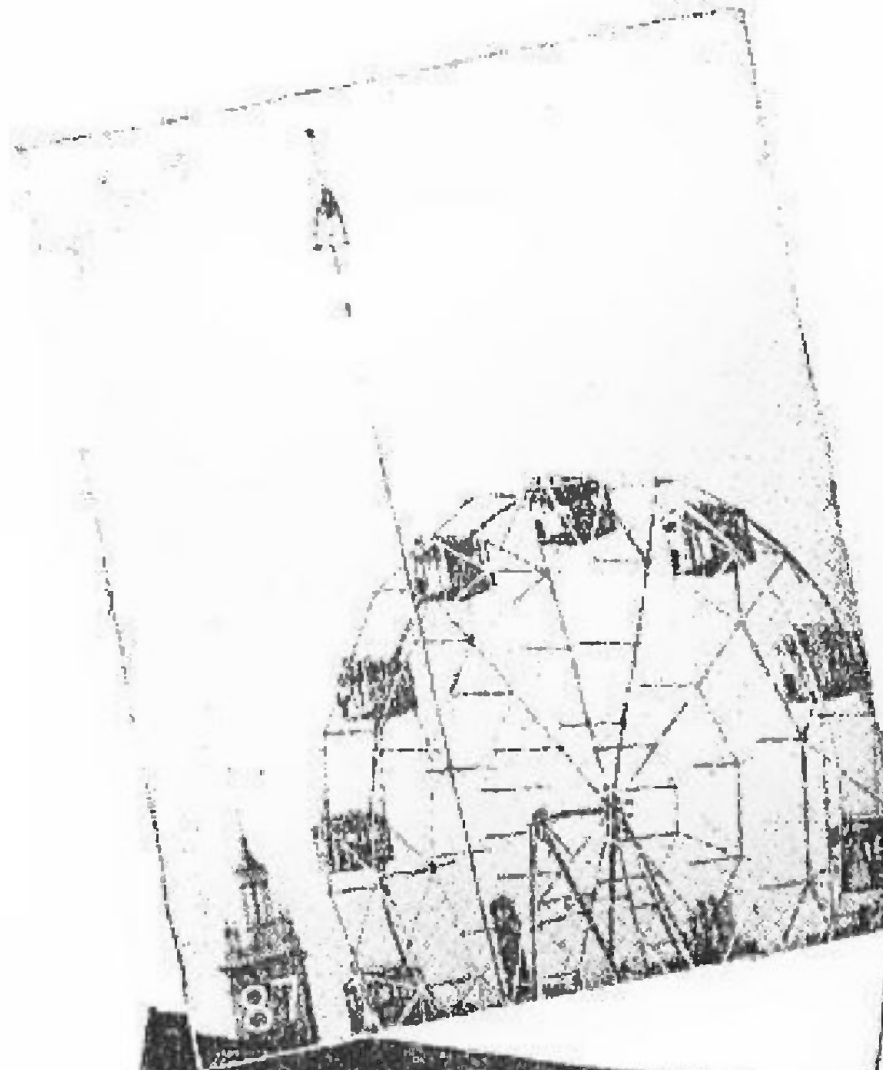


86

Attractions Mean Greater Attendance

Every Type of Act for Your Selection

- 87 D'LONRA—Sensational high-pole artist, performs a routine of dangerous feats on a swaying pole 75 feet in mid-air.
- 88 POWER'S ELEPHANTS—Played in New York Hippodrome for 18 years and appeared in 20 countries within 10 years. These four well-trained and most versatile pachyderms are dancers, actors, comedians and ballplayers.
- 89 FLORDELINA—Brazilian wonder girl has played many of the leading circuses here and abroad. Features wire balancing without use of the usual balancing pole or parasol.
- 90 ERNIE WISWELL—His "Lizzie of the Sand-dust" is a great comedy automobile act. A jolly in appearance, but actually a marvel of patented mechanical gadgets.
- 91 LES CAMERONS—Two distinctly different acts, first a fast and daring teeterboard barrel jumping routine, and second a three-people comedy trampoline novelty. Both acts are unusually fast, colorfully presented and packed with entertainment.
- 92 "SMILEY" DUO—Comedy act, featuring "Smiley," whose antics are good for many laughs. His work with a dummy, really his attractive partner; his four-table rock and his many other gems of comedy keep crowds in hilarious mood.
- 93 THE ALBANIS TROUPE—A truly sensational aerial act noted for its very elaborate apparatus. One of highest aerial performances in outdoor show business.
- 94 LOU SKUCE—Cartoonist draws pictures of comic, patriotic, sports and countless other subjects, which are enlarged on a screen while he works. Audience is able to see clearly every stroke as he makes it.
- 95 CHESTER (BOBO) BARNETT—Clown noted for his originality and for his unusual conceptions of clown "kum-in's." His highly trained trick dogs are of high value in his comedy capers, particularly the dog-sled bit.
- 96 FOUR AERIAL APOLLOS—Are shown doing their breath-taking high act at Soldier Field, Chicago. Feature a double one-arm handstand aloft. Poles are supported by two high ladders, and routine consists of rings, traps, perch, poles and breakaway.
- 97 ARAB TROUPE—Features fast pyramid building and tumbling. Act consists of seven people and has been featured in movies. Act also presents a wire turn featuring a drunk, a "loop-the-loop," high act by Chiquita and a trio comedy act.



Plan a Well-Balanced Program

"ON TO VICTORY"

—the new patriotically magnificent musical show—

THEY'LL SWING IT, SING IT,
STAND UP AND CHEER FOR IT

BECAUSE IT'S IN TUNE, IT'S IN STEP, IT'S IN KEEPING
WITH WHAT THE COUNTRY WANTS—NEEDS

A Different, Gayer, Timelier Musical Extravaganza

WITH

LAUGHS—THRILLS—BEAUTY

in a new, dramatically lighted, gorgeous scenic setting

—conceived for these times—for 1942—

PRODUCED
AND
BOOKED

by

BARNES - CARRUTHERS

FAIR BOOKING ASSN.—121 No. Clark St., Chicago

**GERTRUDE—RANDOLPH
AVERY**

OFFER 3 OUTSTANDING MUSICAL REVUES
TO DELIGHT THE FAIR-GOING PUBLIC

"STEP LIVELY"

"SHOOT THE WORKS"

AND THE NEWEST, MOST UNUSUAL SPECTACLE AS YET CONCEIVED,
THE PULSE STIRRING LATIN-AMERICAN THRILLER

"AMERICONGA"

BOOKED EXCLUSIVELY BY BARNES-CARRUTHERS

THE WILLYS

3 Men and 3 Women with Juggling Skill

"Unlike Most Acts of this kind"—Miami Herald

"Darn good"—Washington News

"Always thrilling"—Miami News

"A classy and entertaining act that gets a whirlwind
of applause"—Nat Green in Billboard

**TWO GREAT ACTS
EITHER INDOORS OR OUTDOORS**

REYNOLDS and DONEGAN present
PYRAMID SKATING GIRLS

produced by Nellie Donegan

HERALDED THROUGHOUT AMERICA AS THE FASTEST, MOST DARING AND
BEAUTIFUL NOVELTY EVER CONCEIVED IN SKATING

Million thanks to Eddie Stinson, Orrin Davenport
and Bill Schmidt for four of the greatest
weeks America has ever known in Indoor Circus

OPENING GREATER OLYMPIA CIRCUS, CHICAGO STADIUM, APRIL 17

under the direction of Sam Levy, Barnes-Carruthers office

BIG BURMA

"FROM THE JUNGLE TO STARDOM"

A DISTINCTIVELY DIFFERENT ELEPHANT ACT
TRAINED, ROUTINED AND PRESENTED

by

MISS EVA HUNTLEY

SIX SUCCESSFUL YEARS AT FAIRS AND CELEBRATIONS

Exclusive Direction

BARNES - CARRUTHERS - 121 No. Clark St., Chicago

BARNES-CARRUTHERS FAIR BOOKING ASSN., 121 NO. CLARK ST., CHICAGO

BARNES-CARRUTHERS ATTRACTIONS MEAN BIG CROWDS

The BEAUTIFUL and ORIGINAL ★ ★ ★ ★ HOLLYWOOD SKY BALLET

**MUSIC
Beauty
THRILLS
Spectacle**

Produced and Managed by JOHN GIBSON ATTRACTIONS, INC.
Six Outstanding Performers — Five Girls and a Man
in a Pageant of Glamour and Daredevilry

Featuring "The Ballet of the Clouds." Entirely new. This act has never appeared before at any fair or celebration but is created and produced by John Gibson, whose acts have thrilled and entertained thousands at State and County Fairs thruout the nation. Every pose, every breath-taking feat, every dance routine synchronizes with special music.

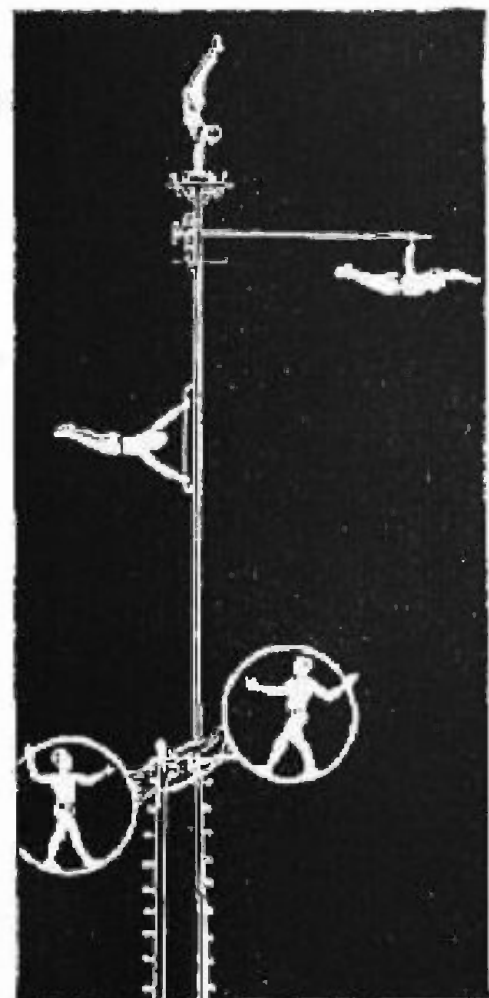
It's New

It's Different

It's Sensational

Booking Thru: BARNES-CARRUTHERS FAIR BOOKING ASSOCIATION, 121 North Clark St., Chicago

ORIGINAL REVOLVING AERIAL NOVELTY



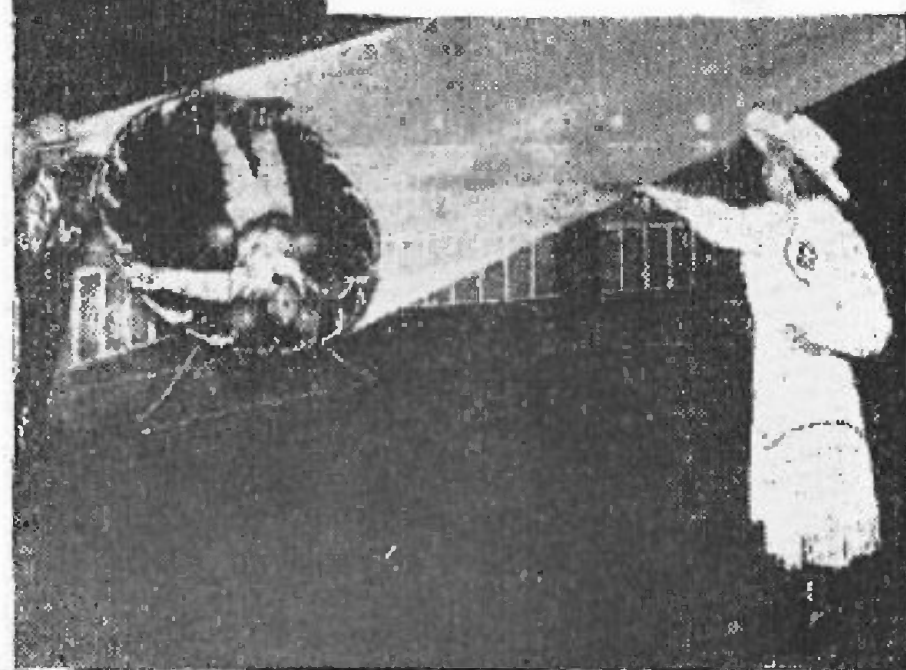
THE ONLY
OUTDOOR
SENSATION
TODAY!

Accurate
Height
90 FEET

For
FAIRS
PARKS
CELEBRATIONS

THE ORIGINAL
ATENOS
Representative
BARNES-CARRUTHERS

Still Tops in Shooting!



—thrilling the crowds
everywhere!

★
World's Most Sensational
Revolver Exhibition

by the

**EDNA ALEE
★ TRIO ★**

featuring

THE WHEEL OF DEATH!

A Revolving Human Target, a .38 Revolver.
Death-Defying! Unbelievable!

The Only Act of its kind in the World!

Exclusive Outdoor Representatives

BARNES & CARRUTHERS 121 N. Clark Street, Chicago, Ill.

Permanent Address: 9514 Yosemite Ave., Detroit, Mich.

For Sock Show-Stoppers
Breath-Taking Feats

BOOK

PARK AND CLIFFORD

"A Symphony in Motion"

SCORED SENSATIONAL SUCCESS

1941—Barnes-Carruthers Revue

1939—Shrine Circuses

Radio City Music Hall
(5 Repeat Engagements)

RKO, Paramount, Loew and Warner
Theaters

Australia and New Zealand
(One Year)

Astor and Ritz-Carlton Hotels
New York

Congress and Edgewater Beach Hotels
Chicago

Direction:

BARNES-CARRUTHERS, Chicago



LANG AND LEE

"Fun in Fling Time"

A NEW FINESSE IN JUGGLING

WITH INDIAN CLUBS, BALLS AND
OTHER OBJECTS ILLUMINATED

IT IS DIFFERENT

IT IS NEW

Permanent Address

366 Maria St., St. Paul, Minn.

Booked By

BARNES-CARRUTHERS

TEXAS SLIM COLLINS and MONTANA NELL

AMERICAN MASTER OF THE BULL WHIPS—
—GREATEST WHIP ACT OF ALL TIMES

Using whips 8 to 55 feet long, whipping all parts of the body, even around the eyes; cutting papers; lighting matches; trimming cigaret ashes and fire and cutting cigaret; taking Montana Nell's hair down a hairpin at a time; pulling corks from bottles; firing a six-shooter; cutting paper with 55-foot whip, and in general using the whips for unbelievable feats.

This Act Only Obtainable Through

BARNES-CARRUTHERS

121 No. Clark St.,

Chicago, Ill.

BARNES-CARRUTHERS FAIR BOOKING ASSN., 121 NO. CLARK ST., CHICAGO

BARNES-CARRUTHERS ATTRACTIONS MEAN BIG CROWDS

GEORGE HANNEFORD

AND FAMILY

Permanent Address: Glens Falls, New York

BOOKED AGAIN (12th YEAR) BY BARNES-CARRUTHERS

"IZZY" CERVONE'S BAND FRANK

Permanent Address

722 EMPIRE BLDG. PITTSBURGH, PA.

POWER'S ELEPHANTS

JULIA—ROXIE—LENA—JENNIE

18 YEARS NEW YORK HIPPODROME

20 COUNTRIES VISITED IN 10 YEARS

WORLD'S MOST VERSATILE ELEPHANTS

—DANCERS—ACTORS—COMEDIANS—

BALL PLAYERS

JEANETTE C. POWER, Owner

215 WYNSUM AVE., MERRICK, LONG ISLAND, N. Y.

BARNES-CARRUTHERS—General Representatives

DONATELLA BROS. and CARMEN

Present a Unique Musical and Dance Novelty

Featuring Rosa Donatella, World's Greatest Tambourine Soloist; Pietro Donatella, Only Man on American Stage Playing the Shepherd's Horn; Donatella Bros., Original Dancing Accordionists, and Carmen, Attractive Acrobatic and Rhythm Dancer.

★
THREE SUCCESSFUL FAIR SEASONS FOR GEORGE HAMID
NOW ON THIRD SEASON FOR BARNES-CARRUTHERS

★
— Fairs — — Theaters-Clubs —
Barnes-Carruthers, 121 N. Clark, Chicago — Sid Page, 190 N. State, Chicago
Home Address: 3754 Fremont St., Chicago, Ill.

MEL HALL

CROWN KING
OF
UNICYCLES

A feature for any occasion. Fairs, Hotels,
Clubs, etc. Using 5 Different Cycles.

BOOKED BY
BARNES-CARRUTHERS

121 N. Clark St., Chicago, Ill.

Permanent Address: Box 109, Paw Paw, Mich.

BRENCK'S GOLDEN HORSE AND GOLDEN MODELS

ARTISTIC — BEAUTIFUL — ORIGINAL

Special Color Light Effect

---THE ONLY ACT OF ITS KIND IN THE WORLD---

Bella Dona Brenck, Manager

Under Direction of

BARNES-CARRUTHERS, 121 No. Clark Street, Chicago

'SMILEY' DUO

Presenting One of America's Funniest Clowns

--PACKING THE BIGGEST WALLOP IN LAUGHS--

Appeared at leading Fairs and Expositions in U. S. and Canada with his platform act.

Appeared at leading theaters in U. S. and Canada with outstanding comedy novelty attraction.

Montana Fair Secretaries, repeating this act 3 consecutive seasons, say "Smiley" assures crowds of their money's worth.

exclusive management: BARNES-CARRUTHERS

GRAHAM'S

SENSATIONAL JUVENILE RODEO CHAMPIONS

14 PEOPLE — 10 RIDERS — 5 ACTS

Trick and Fancy Riding; Horse Roping; Roman Chariot Race; Rope Spinning; High School Pony, and "Wall of Flame" Thriller

THE PERFECT ATTRACTION FOR GRANDSTAND
AND HORSE SHOW

Represented by

BARNES-CARRUTHERS

WEN HAI TROUPE

CHINA'S MOST COLORFUL PRESENTATION

— VERSATILITY — ORIGINALITY —

GYMNASTS — JUGGLERS — CONTORTIONISTS

ACES OF THE CHINESE SINGLE BAR

FAIRS — PARKS — CELEBRATIONS

EXCLUSIVE DIRECTION

BARNES-CARRUTHERS

BARNES-CARRUTHERS FAIR BOOKING ASSN., 121 NO. CLARK ST., CHICAGO

BARNES-CARRUTHERS ATTRACTIONS MEAN BIG CROWDS

THREE KINGS

TWO PRETTY GIRLS AND A MAN
WITH SOMETHING DIFFERENT TO
OFFER FAIRS, PARKS, CELEBRATIONS, CIRCUSES

TWO DARING, SMOOTH, FLASHY PRESENTATIONS

- (A)—Three people whirlwind tumbling and unique balancing feats.
(B)—Girl in a 250-foot long, 60-foot high teeth slide.

OUR CONTINUING SUCCESSES
EVERYWHERE
IS YOUR GUARANTEE OF SATISFACTION

—Direction—
BARNES-CARRUTHERS

MACHEDON TROUPE

—A UNIQUE COMBINATION OF 3 DIFFERENT ACTS—

1. THE SEVEN DURBARS—Arab Tumbling, Pyramid Building, Long-Distance Track Tumbling.
2. MACHEDON TRIO—Outstanding Comedy Triple Horizontal Bar Act.
3. THREE AURETTES—Tireless Sailors in a Fast Comedy Knockabout Act Packed With Laughs.

Fifth Consecutive Year—Exclusive Direction

BARNES-CARRUTHERS, 121 North Clark Street, Chicago

The ROLLERETTES —ACROBATIC SKATING MARVELS—

Four Charming Young Skating Stars In An
Exhibition of Speed, Beauty and Daring

ALL NEW FOR FAIRS, PARKS, CELEBRATIONS

Exclusive Management
BARNES-CARRUTHERS

ERNIE WISWELL

with

“DIZZIE LIZZIE”

• AMERICA'S RECOGNIZED •

• GREATEST COMEDY AUTOMOBILE ACT •

Representative: BARNES-CARRUTHERS

Permanent Address: 1525 Peach Street, Erie, Pa.

TWO ACTS

THREE ACES

TWO ACTS

1st ACT:—A THREE PEOPLE RAMPAGE OF VERSATILE,
LIGHTNING-FAST KNOCKABOUT COMICALITIES

2nd ACT:—WALK-AROUNDS, STAGE AND TRACK NOVELTIES.
SLAPSTICK AT ITS HILARIOUS BEST

FAIRS — PARKS — CELEBRATIONS — CIRCUS

Represented By
BARNES-CARRUTHERS

TEETERBOARD BARREL JUMPING AT ITS
SENSATIONAL BEST — SIX PEOPLE

ALSO

THREE PEOPLE COMEDY TRAMPOLINE
NOVELTY

Two Fast, Colorfully Costumed Feature Attractions

ESPECIALLY SUITABLE FOR

FAIRS — PARKS — CELEBRATIONS

LES CAMERONS

Direction: BARNES-CARRUTHERS

RAYMOND'S PETS

TWO DISTINCTLY NOVEL ACTS

ACT 1: RAYMOND'S PETS with the Wonder Pony, "King Silver";
Educated Dogs, and "Oswald," comedy-somersaulting Monkey.

ACT 2: ROBERT'S FAMOUS COCKATOOS—14 Performing Birds—
Dancers, Acrobats, Soldiers, Firemen.

ALWAYS A TOP APPLAUSE GETTER AT FAIRS, PARKS, CELEBRATIONS
Under Direction

BARNES-CARRUTHERS



The JUVELYS

TOP THE GLOBE
AND THREE BALLOONS

Barnes and Carruthers
Fair Booking Ass'n.

DEMETRI'S BEARS

"Always on Top"

Management: J. P. SNYDER
BARNES-CARRUTHERS, Chicago

BARNES-CARRUTHERS

FAIR BOOKING ASSN.

121 NO. CLARK ST.

CHICAGO, ILL.

SEASON'S PROBLEMS

(Continued from page 7)

3. Gate attendance would probably drop, but individual spending increase.

4. Booking offices are going ahead with their circuitings and, lacking enough baggage cars to transport equipment, costumes, etc., would settle for almost anything that would get their material to the next stand.

5. Short dashes instead of conventional distances were urged for auto racing promoters; pre-fair racing would test the public's reaction.

6. Small fairs were seen as benefiting from tire rationing.

7. This year the people will come to be entertained more than instructed.

8. Fireworks shows are expected to go on as usual, as a special type of powder not required for defense

is used in making pyro displays.

9. Fairs should fill empty spaces caused by reduced commercial exhibits with government and service exhibits and the like.

10. Fairs should not ask anything from Washington.

11. Fairs were urged to encourage food exhibits that can be produced with substitutes.

12. Fairs have a tremendous responsibility and can perform invaluable service during the battle for freedom.

13. One official expressed himself as being for the admission tax and for the government's handling of the war strategy, right or wrong.

14. Several leaders said they were going all out for more elaborate expositions and programs with greater appeal than ever before.

15. The catchline was coined, "we

(Continued on page 34)

FAIRS — PARKS — CELEBRATIONS

CAPT. ROY SIMMS

AN ACT THAT'S UNUSUALLY DIFFERENT

UPSIDE-DOWN WALKING 85 FEET HIGH—NO NETS

Personal Representative

CHARLIE ZEMATER, 54 W. Randolph St., Chicago

Best Costumed Act in Show Business

SIX CRESSONIANS

ARISTOCRATS OF THE TEETERBOARD

The First To Accomplish the Double Somersault Into a Barrel From the Teeterboard

BOOKED ON PARKS AND FAIRS BY GEO. A. HAMID, INC.

Personal Representative: CHARLIE ZEMATER

ROSE'S MIDGET REVUE

Beckmann & Gerely Shows

Season of 1942

Personal Management

MRS. IKE ROSE

461 Audubon Ave.,

New York, N. Y.

Irish Horan presents

JIMMIE LYNCH DEATH DODGERS

"The Show That's Alive With Death"



To our friends—

We are deeply grateful for the best bookings we have ever enjoyed . . . AND WE WILL DELIVER, AS ALWAYS!

FOR DEFENSE



BUY
UNITED
STATES
SAVINGS
BONDS
AND STAMPS

J. F. IRISH HORAN · FORREST HOTEL · W. 49TH ST. · NEW YORK CITY

Terrifyingly Terrific!

That is the record of

JAYDEE

THE

GREAT

(Amazing High Trapeze Act!)



who
has broken all crowd records
with the only act of its type
in the world--Aping the APES
atop high trapezes--without
nets or safety devices!

Account of Disappointment

AVAILABLE NOW! SEASON 1942, FOR PARKS, FAIRS,
CARNIVALS AND CELEBRATIONS!

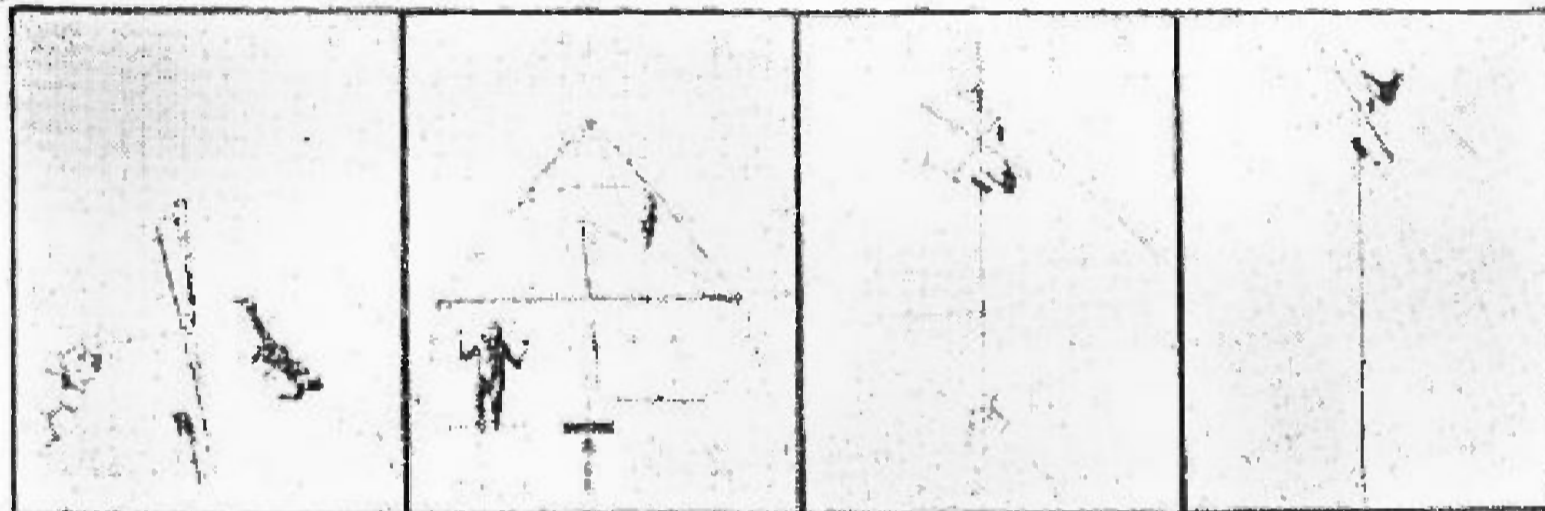
ATTENTION—Managers and Secretaries—This act is draft exempt.
Book now—and secure a good act from people that
are free born Americans. The good U. S. A. has all Europe has, and more.
I pledged 25% of salary for Defense Bonds. These pictures are actual—
not artist drawing. Write for price and literature.

ADDRESS

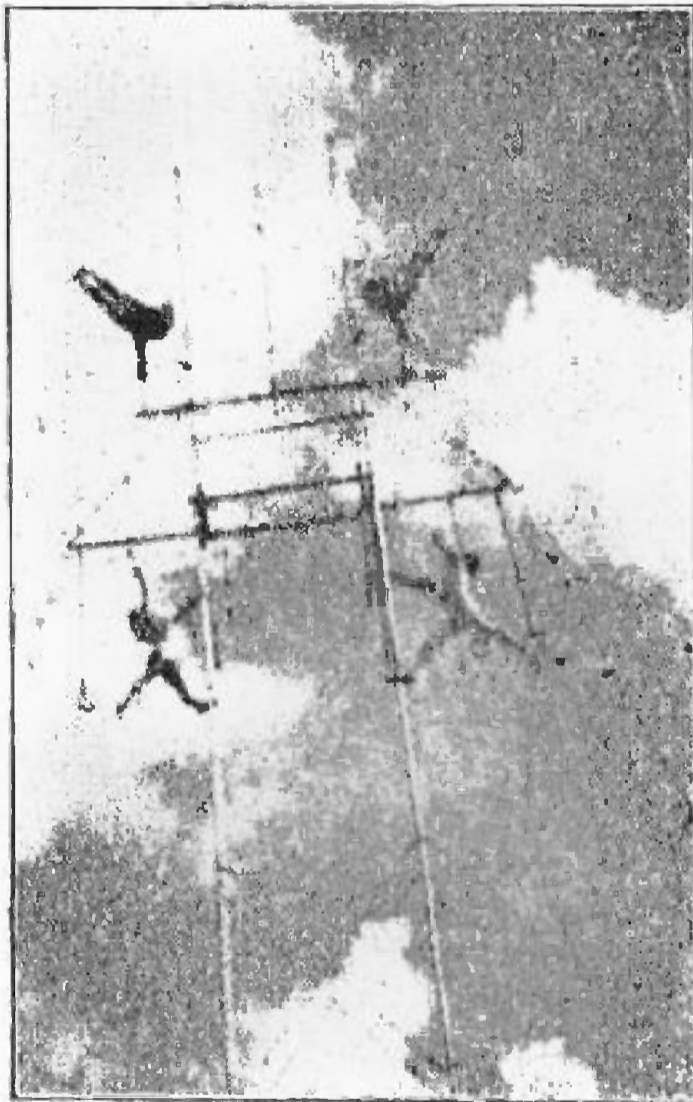
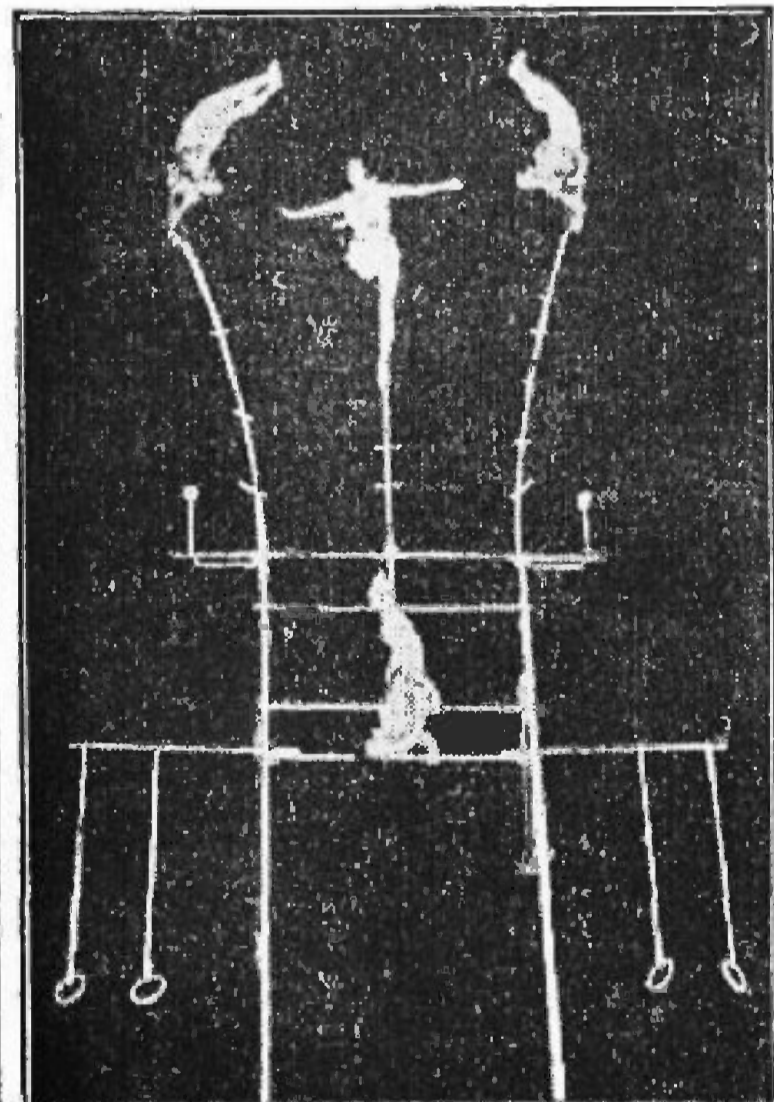
Care of The Billboard,
Cincinnati, O.

JERRY D. MARTIN

Home Address:
P. O. Box 64,
Rochelle Park, N. J.



ACE OF THRILLERS



**FOUR
AERIAL APOLLOS**

Featuring

The ORIGINAL and ONLY DOUBLE SWAYING CRISS CROSS PERCHES
120 Ft. HIGH—the HIGH ACT that is DIFFERENT!

Sensational, daring combination routines—Rings, Traps, Iron Jaw, 20-Ft.
Breakaway, Double One-Arm Handstands. Add a spectacular attraction to
your program—one that will draw big crowds. Don't delay—write for
complete information today. Now booking 1942 dates.

JACK BRICK, Owner and Manager.

CHARLIE ZEMATER

54 W. RANDOLPH ST.

CHICAGO, ILL.

DICK CLEMENS AND HIS JUNGLE MONARCHS

Super Sensational 100 Percent American Act



Five ferocious lions expertly trained
in a fast routine of 15 tricks, every
one thrilling and exciting--no posing!

**NOW BOOKING
1942 DATES**

Can be booked from the office of
CHARLIE ZEMATER
WOODS BLDG. CHICAGO, ILL.
or thru any bonded agency in the U. S. A.

OR DIRECT
PERMANENT ADDRESS
DICK CLEMENS
EAST PEORIA, ILLINOIS

MEXICAN AND CANADIAN DATES INVITED

A-T-T-E-N-T-I-O-N

FAIR SECRETARIES, CELEBRATION AND SHOW COMMITTEES

PARAMOUNT ALL-AMERICAN CIRCUS UNIT

7 ACTS - - - A WHOLE SHOW

FEATURING

THE SALLEENS

4-PEOPLE FLYING RETURN ACT.
Breathtaking and Spectacular Feats in Midair.

CAL-WIL TRIO

TRAMPOLINE AND TEETER BOARD.
A Howling Comedy Success From Start to Finish.

JEANNE'S PETS

7 AMAZING WHITE SAMOYEDS.
A Whole Dog Circus Condensed Into One Great Act. It's a Riot!

BETTY AND BOB

SENSATIONAL DOUBLE TRAPEZE.
Doing All the Spins, Throwouts and Break-Away Finish.

OTHER ACTS

Including Balancing Perch, Contortion, Cloud Swing and Fill-Ins.
UNDER DIRECTION OF

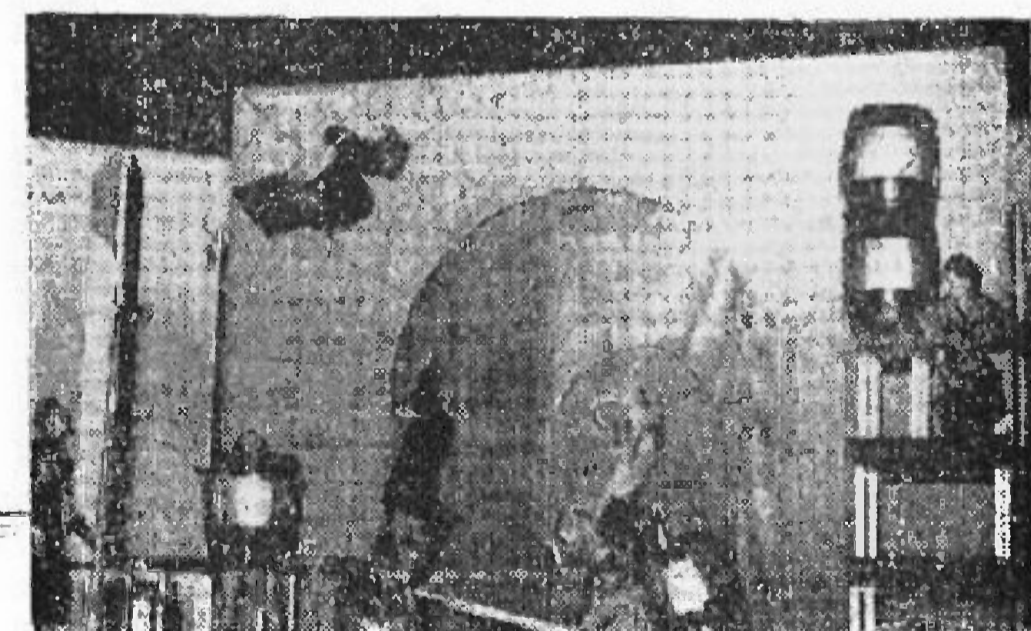
CARL SAHLEN

Care of THE BILLBOARD, Cincinnati, Ohio



Here's the
THRILLER
that really
THRILLS!

The



CORDOVA TROUPE

Featuring—SENSATIONAL 18-FOOT BLINDFOLDED DIVE INTO
A BARREL OF KNIVES!

TEETERBOARD AND BARREL JUMPING EXPERTS!

Here's the ALL-ACTION-ACT for PARKS and FAIRS!

WRITE—WIRE—PHONE

PERMANENT ADDRESS: P. O. BOX 744, DANA, INDIANA



PARKS — FAIRS — CARNIVALS

CAPT. DON ROMERO

AND HIS

AERIAL SENSATIONS

THE LEAP FOR LIFE THRU SHEETS OF FIRE INTO
A FLAMING INFERNO

THE UPSIDE DOWN SLIDE, HANGING BY SHOETIPS

1932 W. PRATT ST.,

BALTIMORE, MD.

BILLY REID'S WIRE WALKING LIONS

Originator
of this type
Animal Act



The Only Lion Act of Its Kind — Uses Neither Whips, Guns Nor Chairs
Provides Thrills Galore — Leaves the Audience Spellbound!

FRANK WIRTH For open time:—Managers communicate with
BOOKING ASSOCIATION 10 ROCKEFELLER PLAZA
NEW YORK CITY

TOP ATTRACTIONS EVERYWHERE!

THE DOBAS

★ Featuring **HILDEGARDE**
 America's Glamour Girl of The Teeterboard
 The only girl Top Mounter to accomplish a Full Twisting
 Somersault

PARKS and FAIRS

Exclusive with Frank Wirth Booking Association

**KURTZO
& KURTZ**

Daredevil

HIGH POLE ARTISTS

Booked by Frank Wirth Booking Association. Open 1942 Season with Ross-Manning Show.



The Only Act of its Kind. Thrilling, Novelty, Back-Contortion Feats Atop 90-Foot Pole.

LORDELINA

THE BRAZILIAN WONDER GIRL

Acknowledged The World's Greatest Lady Wire Artiste
 On a Slender Wire without Balancing Pole or Parasol she performs a rapid succession of seemingly impossible feats.

Booked Exclusively
 FRANK WIRTH
 Booking Assn., Inc.

Manager
 ISIDORO ORTEGA
 Tel.: Cath 8-4453

D'LONGRA

On The
 High Swaying
 Pole

The Swaying, Bending Perch Act Has Electrified Millions of Spectators

A Genuine Outdoor Show Feature

Booking Thru

FRANK WIRTH Booking Association, Inc.

America's Foremost Singing Aggregation

**BEN YOST'S
VARSITY EIGHT**

featured at leading theatres, fairs, etc.

Eastern Fair Bookings:

FRANK WIRTH BOOKING ASSOCIATION, INC.

**FRANK WIRTH BOOKING
ASSOCIATION, INC.**

10 Rockefeller Plaza

New York, N. Y.

Telephone: Circle 6-5848

AVAILABLE FOR PARKS, FAIRS, CELEBRATIONS, INDOOR CIRCUS, SPORTSMEN'S SHOWS, CLUBS, BANQUETS, ETC.

ACT-1 ACROBATIC COMEDY

ALROSS

Tramp Acrobatic Clown

ACT-2 CLOWN NUMBERS

LAUGH RIOT

PERM. ADDRESS: **Billboard CINCINNATI OHIO**

GEO. W. LANNING

Presents

THE SENSATIONAL ROYALS

Newest High Novelty Sensation—120 Feet

ONLY—Person doing a Handstand on a Swaying, Revolving Pole
 ONLY—Rigging of its kind—not just a pole or ladders

Two women and one man doing rings, trapeze, pole, with all kinds of acrobatics and gymnastics—a complete show full of thrills and breath-taking moments. A real World's Fair Act. Beautiful animated colorful lighting effects assure utmost attention at night.

SOME OPEN TIME AVAILABLE—WIRE OR WRITE TODAY
 Under Personal Direction

GEO. W. LANNING, Care of The Billboard, Cincinnati, Ohio
 (Also Managing THE SENSATIONAL METEORS—another thriller!)

**THE 3 SOPHISTICATED
LADIES**

Three Lovely Ladies in the Maddest, Merriest Mix-Up of Tangled Acrobatics, Bumps, Falls and General Buffoonery Ever Seen!

A Smash Hit Comedy Act for Every Type of Show!

★ Featured in major theatres throughout the country!

★ Featured in motion pictures such as "Rose of Washington Square."

AL GOOD AND JOE GOODY

AND COMPANY

ORIGINAL

INFLATED CHAMP HEAVYWEIGHTS

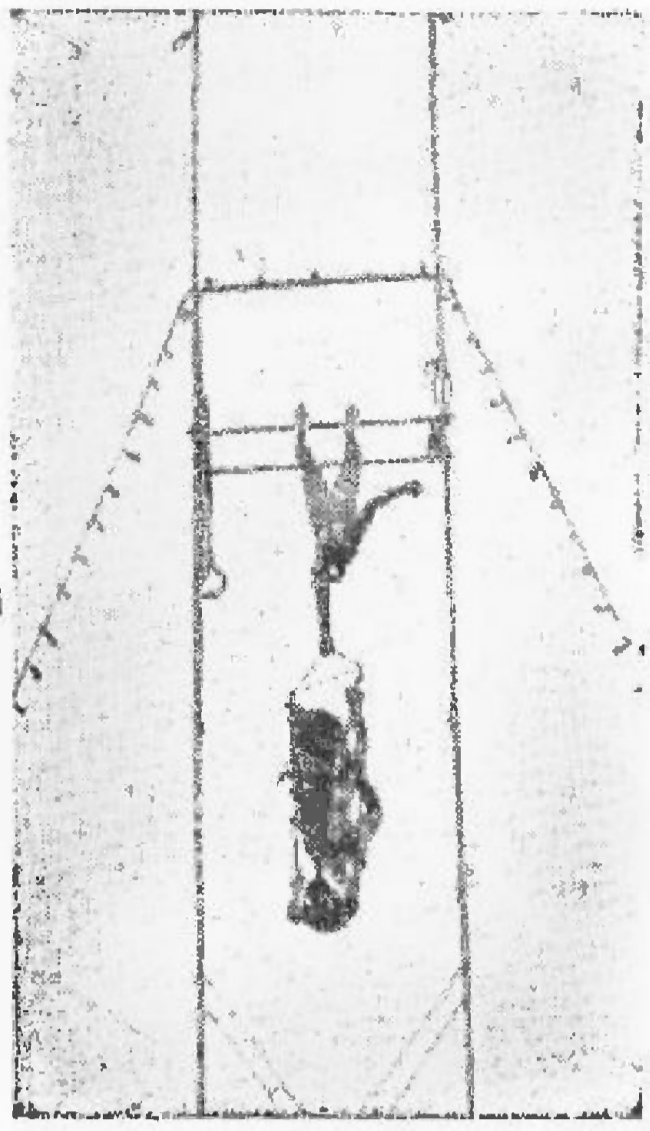
A KNOCKOUT BLOW FOR ANY AUDIENCE — 3 ROUNDS OF LAUGHS
 ATTENTION, FAIR BOOKERS

THIS ACT IS DIFFERENT AND ONE THEY REMEMBER

Direction — PETER J. IODICE

INSURANCE EXCHANGE BLDG.,

DETROIT, MICH.



**They're
BACK AGAIN!**

**More
DARING THAN EVER!**



The Country's

2

leading and outstanding

**HIGH AERIAL
ACTS**

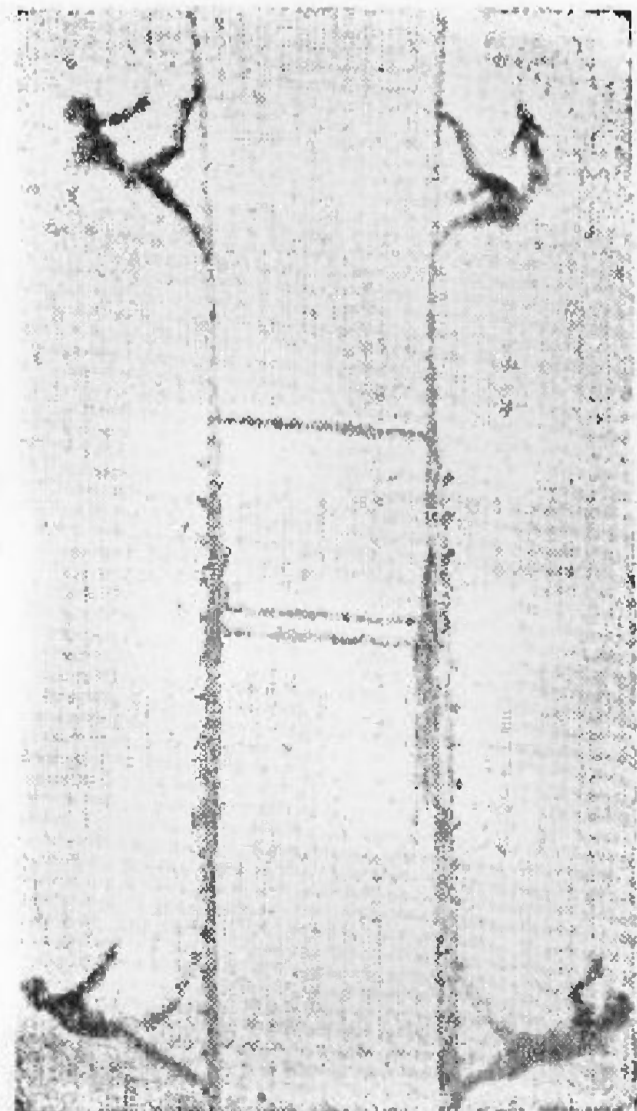
**Four Sensational Stars
and
Daredevils in Mid-Air!**

Available for Late Dates

Write or Wire NOW

EDDIE VIERA

care of
The Billboard
Cincinnati, Ohio



SEASON'S PROBLEMS

(Continued from page 29)

are going to have a show unless 'Uncle' tells us not."

16. A Southern secretary said his fair is in the process of putting up two new buildings. "We're all in the same boat and must pull with the same stroke."

17. Several managers said their grounds were available to the U. S. in the war effort.

18. The Farm Machinery Institute should be asked to construct and tour a special exhibit; exhibits which could compensate for the loss of commercial space on the basis of publicity values are State and natural resources' items.

19. The IAFE resolved that everything be done to carry on as in the past and to offer its utmost co-operation and services to the government to assist in the winning of the war.

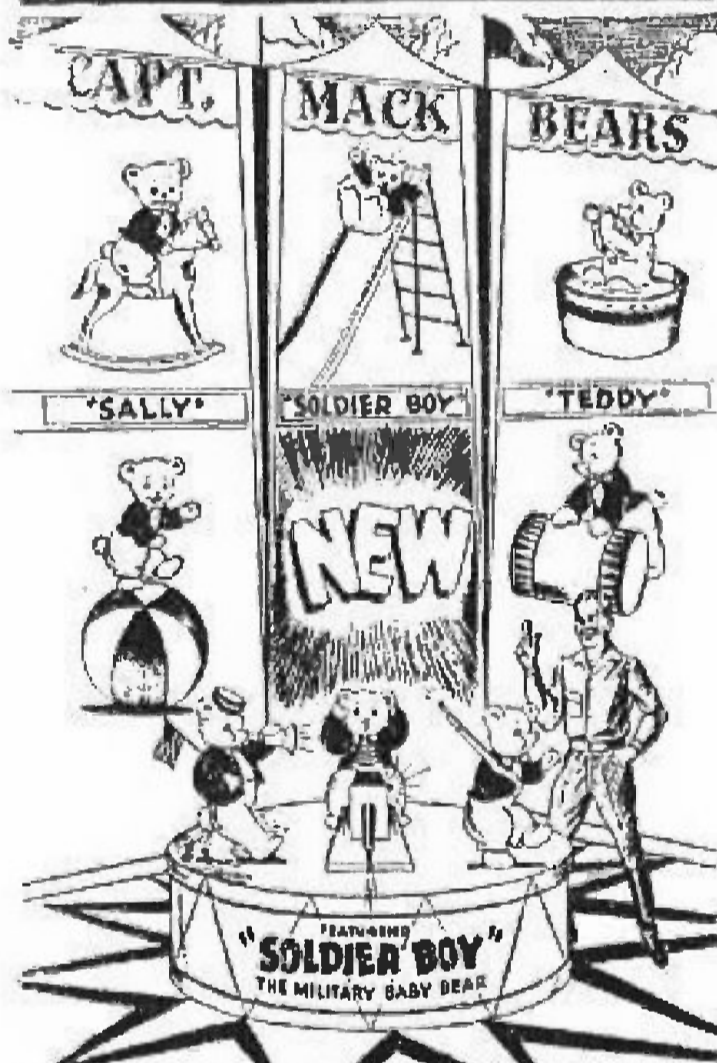
**CAPTAIN ANDERSON'S
ANIMAL CIRCUS**

**DOGS, PONIES, GOATS, MONKEY,
MULE—THREE PEOPLE**

Fast, Clean Half Hour Show Open
for Summer Engagement

Permanent Address
46 Gardner St., Allston, Mass.

For **PARKS · FAIRS
REVUES · NITE CLUBS**



3 Baby Bears

A MORALE-BUILDER

**BOOK 'EM NOW ★
KEEP 'EM SMILING**



CAPT. MACK **ATTRACTIONS
OF MERIT**
HEADQUARTERS - R.D. #1 PATERSON, N.J.

JULES JACOT'S MONARCHS OF THE JUNGLE

Fighting, Dancing and Wrestling, Performing African Lions, Canadian and Russian Bears, Siberian Tigers.

JULES JACOT

Nevada, Ohio



**JIMMY VAN'S
AUTO-MANIACS**

1942 Fair Season Booked Solid

SYLACAUGA, ALA.

The Sensational Thriller of World's Fair
SKI JUMPING WITHOUT SNOW

THE GREAT SIEGFRIED

Spectacular Fire Leap at Night

Featured at Leading State Fairs, Can. National Exhib., Chicago World's Fair 1934, "Ice Follies of 1937," A. C. Shrine Circus, Houston 1941, and held over the entire season at New York World's Fair 1940. Enormous Steel Rigging Carried—Only One Foot Wide Incline

Permanent Address:
47 Wayne St.,
Jersey City, N. J.

Western Repr's.:
CHARLES W. NELSON
Los Angeles, Calif.

The Famous

ARAB TROUPE

Pyramid and Tumbling

Personal Management: **WILLIAM RIVAS**

4008 S. San Pedro St., Los Angeles, Calif.

Booking Thru: **CHARLES W. NELSON**

828 South Lake St., Los Angeles, Calif.

CHIEF SKY EAGLE

and

PRINCESS SUNBEAM

TRICK RIDING AND ROPING

ARCHERY PRESENTATION

LEAH FERRIS IN RIDING FEATS

3 Complete Acts ★ ★ Beautiful Costumes

Management: **CHARLES W. NELSON**

828 S. Lake St., Los Angeles, Calif.

The Act that draws the crowds -

**WESTERN
- STARS -**

TRAINED HORSES

Personal Management:

GEORGE W. LILLIBRIDGE
ROUTE 3, BUHL, IDAHO

Booking thru:

CHARLES W. NELSON
828 SOUTH LAKE ST.,
LOS ANGELES, CALIF.

TWO GREAT ACTS

Registered For Both Drafts:
PUBLIC and BOX-OFFICE

THE GREAT KNOLL and "KNOLLETTA"

AMERICA'S CLASSIEST AERIALIST!



120 Feet
No Net

Highest of All Single
Trapeze Acts

★
Special Illuminating
Effects—Day or Night
A Real Thriller

★
Read what
The Chicago Sun said
Jan. 19, 1942

"Several aerial acts of amazing agility came in for a large share of audience enthusiasm, particularly a young man on a trapeze, The Great Knoll. Knoll works at the very top of the arena with no net between him and the floor. His incredible aerial maneuvers were rewarded with a genuine ovation, complete with whistles and floor-stomping."

JAMES SUPPLE.

AN "OUT OF THIS WORLD" AERIAL ACT

120 Feet
No Net

Unsurpassed in daredevilry of thrills, chills and sensational finish of a daring, dashing personality with youth, performance and grace in a clever routine of feats never attempted by any lady aerialist! Unequaled in daring. Unsurpassed in accomplishment.



**The Most Foolhardy Lady
Aerialist in America!**

Always the Feature of Every Record-Breaking Date of

LARRY SUNBROCK'S

RODEO ——— THRILL SHOW ——— CIRCUS

More than 3,000,000 paid admissions in 2 years

★ COLISEUM, LOS ANGELES

94,800 Paid One Show

★ SOLDIER FIELD, CHICAGO, 1940

214,622 Paid—77,000 Matinee

★ COLISEUM, LOS ANGELES

82,462 Paid One Show

★ KEZAR STADIUM, SAN FRANCISCO

64,600 Paid One Show

★ BALL PARK, ST. LOUIS

112,000 Paid Admissions

★ COLISEUM, DETROIT

106,421 Paid—Turnaways

★ CITY STADIUM, SAN DIEGO

36,484 Paid One Show—New Record

★ AUDITORIUM, ST. LOUIS

Turnaways All 4 Performances

★ SOLDIER FIELD, CHICAGO, 1941

258,300 Paid—104,000 Matinee

★ INTERNATIONAL AMPHITHEATER, CHICAGO

Held Over 5 Days — Still Thousands Turned Away

★ ARENA, ST. LOUIS

158,600 Paid Admissions

Note: Above statements according to U. S. Internal Revenue Dept.

NOW BOOKING SPECIAL EVENT DATES—1942-1943

Exclusive Management: CHARLES ZEMATER, 54 W. Randolph St., Chicago, Ill.

The THRILL of THRILLS!



Eyes turn upward to the clouds when Selden, The Stratosphere Man, goes through his unbelievable routine of gymnastics, balancing, trapeze, perch, and unduplicated 35-ft. swaying handstand on a 138-ft. pole. The hushed silence is broken by a deafening applause only after his 500-ft. slide for life! It's dramatic, exciting and sensational beyond words.

Spectators know they are witnessing the most daring and unusual sight ever presented and those who have booked the act agree—wholeheartedly.



Selden
**THE STRATOSPHERE
MAN**

TRADE-MARK



WORLD'S HIGHEST AERIAL ACT

PERMANENT ADDRESS
CARE OF THE BILLBOARD, CINCINNATI, OHIO

IF . . . you want suspense—breathless—spine-tingling moments of real, honest-to-goodness entertainment . . .

IF . . . you want an outstanding crowd-producing "thriller" . . .

IF . . . you want an attraction with two exclusive, powerful, and exploitation possibilities . . .

. . . you will want Selden, The Stratosphere Man, . . . Send for complete information today. Time available. If you write now.

COPYRIGHT 1942 BY THE STRATOSPHERE MAN, INC.

REPRESENTATIVE
BARNES-CARRUTHERS