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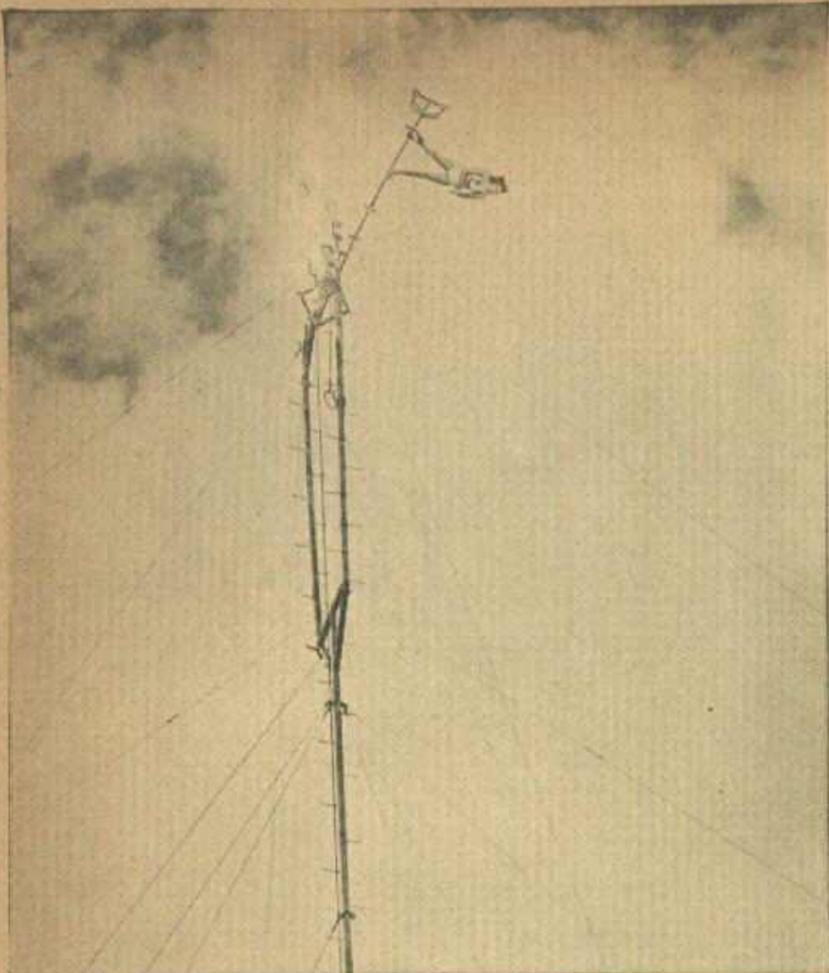
The World's Foremost Amusement Weekly

Section 2

April 10, 1943

6th
Annual
Edition

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THROUGH the ordeal of aerial blitz over England—throughout the epic nightmares of Leningrad and other Russian cities—the men and women of the Entertainment World have seen and done their duty unfalteringly. We have the reports of clowns making audiences laugh amid bursting bombs in Leningrad, Stalingrad, Moscow and elsewhere; of people's minds relaxed and diverted from the haunting fear of mortal danger and want through entertainment. Russia and England, hardest hit by the holocaust of war, have discovered early that entertainment and clean, wholesome amusements are powerful aids to morale—that they are indispensable to maintenance of morale at HOME as well as on the fighting fronts.

AMERICAN entertainers, GEORGE A. HAMID, INC., and all its associated enterprises, stand ready to provide morale building entertainment to Americans everywhere, and to continue its important task, already gloriously begun, to aid in the sale of War Bonds and Stamps and to co-operate in all worthy war charity endeavours. What England and Russia did, we can do—AND MORE. To these ends we pledge ourselves wholeheartedly, until victory is ours.

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New Jersey State Fair

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Victory Aims Given Added Stress

Fairs to keep educational and entertainment ratio in patriotic programs calculated to outdo their substantial attainments for war support last year. Presentation of attractions and award of premiums likely to be given little letdown as one State after another proceeds for continuation of large and small annuals on grounds not needed by the government. Canadians attest to real service of exhibitions held since outbreak of hostilities.

IMBUED with a spirit that exudes, "Victory For the United Nations," fair men over the country are determined to continue their annuals wherever possible in 1943, setting their sights on programs that will outdo the great role they played in the nation's war effort in 1942. Theirs is the job of again laying plans to successfully bring before millions of Americans the true value of fairs in a country at total war. They have accepted that challenge in a manner characteristic of all good Americans, and most of the fair boards left their annual association meetings confident that they can and will have set up records to end all records when the history of the '43 fair season is made.

Convinced that their successful promotion of hundreds of patriotic endeavors, including food-for-victory and morale-building programs, war and home defense exhibits and scrap drives and War Bond and Stamp sales in 1942 sufficiently demonstrated their value to the nation, fair men for the most part have expressed themselves as determined to carry on their work this year with even greater emphasis. They again have set up extensive programs to plug to the utmost patriotic, victory and war themes, and are augmenting programs with increased efforts to present far-flung 4-H Club, Future Farmers of America and other youth activities.

Having proved beyond a doubt that fairs are potent upholders of morale and benefiting from last year's experiences wherein they operated under existing gas and tire rationing laws, dim-out and blackout regulations to successful results, fair men feel that the people, particularly the farmers, will not only seek but need such entertainment and that the State and county fairs are the logical organizations to provide that entertainment. They realize that trips to such annuals involve little time, travel and expense.

Few or no great cuts in attractions and premium awards are anticipated and most managements plan to line up even more federal and State conservation displays, army exhibits and other displays if

they can be obtained, which will forcefully bring to the public's attention the part all can play in the nation's war effort and its conquest for final victory. War Bond and Stamp booths, Civilian Defense, Red Cross, Army, Navy and Marine Corps exhibits are planned features on fairgrounds and midways this year.

Budgets Near Par With 1942

Meritorious carnivals, grandstand shows and free attractions of unusual quality and diversification are again being contracted as a means of maintaining the spirit of the people. Consensus is that budgets for attractions this year will see no heavy decrease, and a number of talent buyers are reported to have increased their act expenditures. A large percentage evidently intends to maintain entertainment budgets on a level with 1942 figures. Recent reports indicate that service demands on bookers and acts are showing slight increases over 1942, with some offices reporting their bookings for the coming fair season better than last year. Present feeling is that the year will be a good one, providing no great changes occur in the prevalent economic set-up of the nation.

D. K. Baldwin, president (since resigned), and Frank H. Kingman, secretary, International Association of Fairs and Expositions, after conferences with Treasury, war and navy officials at Washington, announced that they had initiated tentative plans for participation in some fairs. Under the plan, exhibits ranging from displays of captured enemy trophies to traveling war show units would become available to fairs, while the annuals are expected to push the forthcoming Victory Gardens campaign, a major Department of Agriculture project.

Iowans See Job To Do

Full of optimism over the season, delegates to the streamlined 35th annual convention of Fair Managers' Association of Iowa at Des Moines went home with the thought that county fairs have a definite job to do this year. Cognizant of the dire necessity of increased food crops and livestock production, all voted that the county fairs should go all out in the war effort. A number of them reported signing contracts for rides, shows and free attractions, and all agreed that even greater programs will be devoted to 4-H Clubs and farm youth. It was the consensus that county fairs should go ahead because of the great part they play in sponsoring 4-H work and upholding morale.

Managements of fair boards in Indiana, at the 24th annual meeting of Indiana Association of County and District Fairs at Indianapolis, adopted resolutions calling for continuance of county and district fairs in 1943 and acceptance of the parimutuel system of betting if necessary to promote financial aid for the annuals. Meet stressed the important part fairs play in the increased food and meat productions in the winning of the war and the huge sum of money accumulated by the government via taxes and from patriotic endeavors on the part of the fairs. It was also decided by unanimous vote to hold a 4-H Club Fair, probably at the Indiana State Fairgrounds site. A number of fairs let

contracts to shows and free acts for their attractions in 1943.

War Execs Aid Ohio Planners

War agency officials, agriculture and education leaders turned out for the Ohio Fair Managers' Association meeting in Deshler-Wallick Hotel, Columbus, to aid the State's county and independent fairs in planning for 1943. Profiting by the wartime experience of over 50 fairs in the State in 1942, officials of the 93 fair associations explored new possibilities and worked out plans for promoting the nation's war effort this year. The annuals which were held in the State established new success records, and contributed about \$1,000,000 to the U. S. Treasury thru the sale of War Bonds and Stamps and collected huge quantities of vital salvage materials. Delegates left the meetings with plans to give ruralites the best annuals they have ever had. It was the conviction of all present that 1943 fairs not only can but will play an even greater part in maintaining the morale of the State's rural folk and in encouraging larger production of food so essential in the promotion of the war effort. Victory Gardens will be chief features of the center-fields of all fairgrounds in the State this year.

Five Resume in Illinois

Missouri officials adopted a resolution that all annuals in the State make every effort to operate this year and that they co-operate in every way possible with the government in the war effort. In Illinois, backed by the urging of Governor Dwight H. Green to continue where possible, five of the fairs called off in 1942 signified their intentions of resuming. Governor Green sounded the keynote when he said that morale building and the aid to the war effort which the fairs lend to the farm population more than offset any shortage of rubber or gasoline that might be entailed.

In line with the government's gas and tire conservation plans, Illinois officials split their association into three district groups, with each working as a separate unit, coping with its own group problems, forming separate smaller circuits for the benefit of exhibitors, stockmen, showmen and booking agencies and getting away from conflicting dates and other shortcomings prevalent in previous years.

Kansans' Four-Point Plan

Serious-minded Kansas fair men have based their 1943 operations on this four-point program:

1. Make an all-out effort to boost State livestock and agricultural production.
2. Do everything possible to encourage the raising of livestock and growing of foods that are so essential to the winning of the war.
3. Do everything possible to help win the war thru their efforts to increase the necessary meat and food supplies.
4. Do their best to encourage 4-H Club boys and girls, Future Farmers of America and others to devote their energies to the growing of necessary foodstuffs and to encourage them to stay on the farms during the world's greatest crisis. Most of the 11 of the State's 100 fairs that were canceled in 1942 plan to be back this year with at least

agricultural exhibits or food fairs. Managements are working out plans to save tires and gasoline and arrange circuits which will eliminate poor routings for free acts and mid-way attractions.

Minnesotans plan to conduct their annuals this year unless the war situation is such that the fairs will have to be dispensed with. County operators are evincing little concern over travel restrictions because their attendance is from their immediate vicinity and their patrons need not drive long areas to reach the county fairgrounds. All are planning their annuals to aid in the prosecution of the war effort. County fairs here are reportedly buying attractions as usual, with demands keeping bookers busy in a manner similar to other years. It is agreed by all fair men in the State that the principal problem in 1943 will be aiding the war effort. This will be accomplished by giving pointers on reaching production goals during the man-power shortage. All are striving to eclipse the more than \$40,000 figure paid to the government in taxes in 1942.

Wisconsin Leaders Active

Wisconsin's fair leaders have set up the following program of operation:

1. Rearrange fair premiums to better serve war purposes, with the ultimate goal to create greater quality production.
2. Work with all federal agencies and representatives of the armed forces.
3. Work with State defense organizations to create among citizens a greater responsibility for these activities.
4. Improve all agricultural and industrial exhibits and make them effective as morale-building factors among youths and adults.
5. Arrange for entertainment of a patriotic nature to improve morale.

Michigan's Extensive War Role

Planning an extensive war role this year Michigan's fairs, which contributed over \$281,000 to the government in 1942 via the sales of War Bonds and Stamps, are basing their operations on the following plan adopted at the Michigan Association of Fairs' meeting in Detroit:

1. After summarizing wartime activities of fairs in 1942, continuing in 1943 would permit fairs to play even a more important part in the winning of the war.
2. The direct tie-up of fairs and

Illinois Governor for Continuance

GOV. DWIGHT H. GREEN of Illinois, in a telegram to delegates to the Western Fairs Association's annual meeting in Hotel Senator, Sacramento, urged that the fair men on the West Coast continue their annuals in 1943.

"As stimulants to farm morale," the wire read, "as competitive events which will improve livestock and farming methods, as educational forums which inspire farm youths and as trade boosters for rural communities, county and district fairs are a highly important part of the national war effort and, in my opinion, should not be discontinued except in the face of the most urgent necessity."

Iowa State College for Operation

EVIDENCE of civilian support for the holding of fairs in 1943 in Iowa is contained in the following excerpts of a letter sent to E. W. Williams, secretary of Iowa Fair Managers' Association, by H. H. Kildee, dean of agriculture, and R. K. Bliss, director of extension service, Iowa State College: "Iowa State College has always been a strong supporter of county, district and State fairs because we feel that the annuals have been a definite factor in improving agriculture in Iowa and in offering our people needed education, recreation and entertainment. We are especially interested in having fairs serve as achievement shows for 4-H Club members. These organizations are making a real contribution to the war effort, and the opportunity to exhibit is essential to a successful conclusion of their year's work."

agricultural activity, in the view of the delegates, makes their continued effort a patriotic necessity.

3. Enjoin all officers to promote War Bond and Stamp sales, scrap collections and all other war activities.

4. To promote co-operation, stimulate production, improve methods and encourage youth in things agricultural.

Fair men generally express the view that gas rationing should not seriously hurt local annuals. Only local transportation, they said, would be required, as most fairs are held at the county seats, where everyone comes once a week anyway. By bringing the family group in one trip there will be, it is felt, little or no additional mileage called for. Confident that Kansas State Fair, Hutchinson, can justify its existence on the basis of an enlarged and improved educational program, members of the board are planning to continue operations.

Pennsy Pushes Food Production

With Governor Edward Martin endorsing the holding of fairs in the interest of furthering food production for war purposes, Pennsylvanians have resolved to continue their fairs in 1943 unless something unforeseen occurs. "Since one-fourth of critical war items come from the State," the governor asserted, "greater and still greater production, especially in agriculture, must be striven for this year. I hope that there are as many successful county fairs this year as there were in 1942, because they bring together the fruits, the grain and livestock of Pennsylvania farms in exhibits that serve to stimulate better methods for greater production so necessary

at this time." Fair men also plan to devote extensive campaigns to 4-H Club and other youth activities and to maintain budgets for midway and grandstand attractions on a par with other years.

Majority of fair boards in Tennessee have tentatively set dates and entertainment line-ups for this summer and fall. They are mapping far-flung food production campaigns and methods of co-operating with governmental agencies in the nation's war effort.

Victory Farms at Trenton

New Jersey State Fair, Trenton, with George A. Hamid, Secretary Harry E. LaBrequé, and Edward F. Connelly, publicity director, in charge, is framing plans for establishment of "Victory Farms" for the grounds. Plans for the Victory Garden idea call for interesting schools, Boy Scout troops or 4-H Clubs in taking over areas of the fairgrounds and raising vegetables. It is planned to place it on a contest basis, with a leader being picked each month. At the end of the growing season those gardens producing the best vegetables will have exhibits at the fair.

Canadian managements are carrying on firmly in the belief that fairs are rendering a real service to their respective communities by continuing. Chief among their plans is the promotion of interest in agriculture among boys and girls by stock judging competitions, farm camps and other projects and to provide good entertainment and amusement programs. Entertainment budgets for midway and free attractions are to be kept on a plane comparable with other years.

3

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ODT Travel Ruling Gives Impetus

Edict on rail and motorized moves clears earlier confusion, permitting fair managers to proceed with continuation plans and contracting of entertainment features. Managers act after ukase removes doubt as to existing restrictions and points to change in conditions which prevailed in 1942. Balanced programs will be striven for, that dominating ratio of the educational element to attractions that produces presentations characteristic of fairdom and which have so strong an appeal to all classes.

DEFINITE regulation of railroad and motorized travel cleared so far as possible the doubt and confusion which prevailed during the winter as to advisability of continuing fairs in '43 and making commitments for grandstand and midway entertainment.

The ukase of Joseph B. Eastman, director of the Office of Defense Transportation, on February 7 not only convinced fair managers that they could go ahead without chancing the odium of being branded unpatriotic but that they could proceed with booking of attractions so necessary to properly balanced programs. The prevailing approved ratio (and Director Eastman was told this by the IAFE delegation who pleaded for fairs last year) is: Educational, 75 per cent; entertainment, 25 per cent.

Pro Attractions Have Call

That this proportion will be striven for this season by State, district and county fairs has been made evident during the annual meetings of State and district associations of fair boards. True, a shortage of acts appears inevitable. But every effort seems to be in the making to present, under present conditions, creditable professional attractions by fairs whose patrons have become accustomed to the high standard of entertainment that for years has made these annuals outstanding in their communities and, in many instances, in the nation.

The Eastman okay edict was put up to and willingly accepted by the amusement interests that must use rail transportation in fulfilling their contracts. And since the operation of rubber-borne vehicles has been brought under control thruout the nation by restrictions of gasoline rationing, those who must travel the motorized way are in a position to know what they can expect in the way of rules at present imposed. Since the Eastman statement was

Change on Fair Front--Eastman

THE Office of Defense Transportation has received many inquiries in regard to its attitude with respect to sporting and recreational events. It has no direct authority over such matters. It cannot prohibit the operation of race tracks, fairs, baseball parks and the like. However, it has authority over transportation, and this authority could be exercised in such a way as to affect sports and recreation seriously. Last year I urged that State and county fairs be not held. This was chiefly because they induced so much use of automobiles and other rubber-borne vehicles, especially those operated by farmers, and the great need for conserving those vehicles and their tires in view of the rubber shortage. Since that time, however, the operation of all such vehicles has been brought under control thruout the nation by the restrictions of gasoline rationing, and if further restrictions become necessary they can be imposed thru that program. Those whose duty it is to determine whether or not these fairs shall be held should give thought to these existing conditions and to those future possibilities.—ODT Director Joseph B. Eastman, February 7, 1943.

issued there has been a further easing of the rubber situation by permission for recapping of tires. That there may be additional liberalization of rubber regulations is probably a better guess than that curbs will become more stringent.

Better Routing General Aim

To assure mutual advantages to attractions and to fair managements there have been under way for many weeks plans to fit dates into new circuits if necessary to relieve transportation problems in the routing of acts and exhibits. This will mean changes in dates of some fairs, and a disposition to co-operate to meet the exigencies of the year has been plain at numerous fair conventions during the winter.

Those fair boards that have not adopted fixed policies for this season have been asked by IAFE officials to operate fewer days if such action will reduce use of transportation, gas and rubber and will provide more time for performers, showmen and exhibitors to make necessary jumps. In addition to grandstand, free-act and midway presentations, fairs have

been asked as to available inside and outside space for governmental and military displays. Whether, with the war effort and the all-important food production problem always to the fore at 1943 fairs, managements would be willing to pay part of the cost of setting up such exhibits and a pro rata share of transportation expenses probably will be made known later from a canvass which has been conducted. Other subjects upon which returns may be later made known are solicitation of livestock exhibits only from adjacent territory, advertising campaigns that will not further burden transportation facilities, livestock showings calculated to reduce transportation and to be added to by displays on feeding, management and production, and general adoption of Victory Garden drives.

Fullest Co-Operation Intended

It has been pointed out to the War Production Board that fairs have co-operated in the promotion of salvage drives and that they will continue to be active in any similar activities that may become necessary. Officials of the IAFE late in the winter asked the amusement section of the WPB to clear all matters pertaining to fairs thru the association. As the WPB power administrator has broad authority, it is urged that all fair managements co-operate fully in any power programs that may be launched and, as many are dependent upon local

power companies for auxiliary transformers and wire service, it has been recommended that fair boards arrange to anticipate as nearly as possible the lighting service and power that is expected to be available at the time of their fairs.

"In connection with sports and recreation," said Director Eastman in his news release of February 7, "transportation is used chiefly to move the people who attend sporting events, but, to some extent, also to move those who are direct participants and their property. The present controls (for conservation purposes) on transportation which affects such movements are:

"1. The railroads are prohibited from operating, in passenger service, special trains, special extra sections of regular trains or special cars, without permit from the ODT. No permits have been given to accommodate attendance at sporting events.

"2. Common carrier bus lines are prohibited from operating intercity service for the primary purpose of supplying transportation to places of amusement or entertainment, including sporting or recreational events.

"3. The operation of chartered busses to such events has been prohibited.

"4. Motor trucks and busses used in private or contract operation for the hauling of carnivals or race horses, or for other like purposes, are now ineligible for new tires or tubes of any kind.

"5. The operation of private automobiles is limited by the nationwide rationing of gasoline. In Eastern Seaboard territory there is, because of the gasoline shortage, a special prohibition against the use of these cars for pleasure purposes. The ODT has asked the public in this territory to refrain from using taxicabs for such purposes.

"In addition to these positive controls the ODT has been promoting a campaign to induce the public to refrain voluntarily from unnecessary intercity travel by railroad or bus. Organized baseball has responded by eliminating Southern and Western training camps and arranging schedules of games so as to reduce the travel of the teams as far as practicable."

Rail and Rubber Moves Outlined

THE two largest circuses travel by railroad in special trains made up of cars which they own. . . . The smaller circuses and carnivals travel, sometimes by regular passenger trains, using baggage cars (some of which they own) for their equipment, and sometimes by freight train, using their own cars, but more often by motor vehicles (most of which they own), the latter now being ineligible for tires. Those who attend circuses and carnivals move, according to the location, in the main by city rapid transit and street railway lines, busses, taxicabs and private automobiles.

In the circumstances the ODT will issue a general permit to railroads allowing operation of special circus trains made up of the circus-owned cars, provided the circuses concerned submit their itineraries in advance to the ODT for approval and agree to schedule their performances so that travel to and from by the public will be in non-peak hours, and provided that their contracts with the railroads stipulate that circus movements are to be subject to delay and interruption resulting from the giving of preference to all freight and passenger trains or from lack of available motive power, and that there will be no penalty for delay or interruption of schedules.

If the smaller circuses and carnivals decide to operate they must be prepared to take the chance involved in their present ineligibility for tires and the further chance that restrictions or regulations may become necessary which will affect their use of regular train service or impose additional limitations on the use of the motor vehicles.

All of the circuses and carnivals must take the chance involved in the fact that the attending public will not have the benefit of special train or bus service and that travel by automobile is restricted by gasoline rationing, and the further fact that still other restrictions on rubber-borne transportation may become necessary, including taxicab service.—Statement by Office of Defense Transportation, February 7, 1943.

Fem Performers Are In

Gals will invade field more than ever this season, especially in high acts and other thrillers. Trend has been accentuated by calls upon male artists.

LIKE King Solomon and his overabundance of wives, the talent buyer in 1943 is going to find his program rather heavy on the feminine side whether he planned it that way or not. There is a definite scarcity of all-male acts, which is to be expected because of the demands made upon the country's man power by the army, navy, air force and the factories needing essential workers. There was a time when the

woman performer confined her activities to the skillful dancing, singing and comedy stage work and did very well with them. Then a few broke thru the imaginary restrictions and went up in the air. They could be found in almost all the flying acts, but it has been only recently that a woman took over the more difficult and strenuous job of catching in these acts. One thing led to another until upon the sug-

gestion of one performer, another who had a flying act changed it over to all-girl fliers and catchers. It was unusual, to say the least, and created considerable interest thruout the profession. These girl fliers acquitted themselves nobly and were a credit to their sex.

Going Up in the Air

With this to their credit, it was not long before one of the acrobatic ladies who possessed a little more nerve than the others decided that she could be something of a sensation if she invaded the upper regions previously inhabited by the male

high-pole artists. A rigging was built and she worked her way up and gave the men competition that was not easy to meet. However, this first attempt was none too successful, and it remained for others who followed in the steps of this first daring miss to reap the reward of popularity which brought with it the satisfaction and income in keeping with the risk and expense involved.

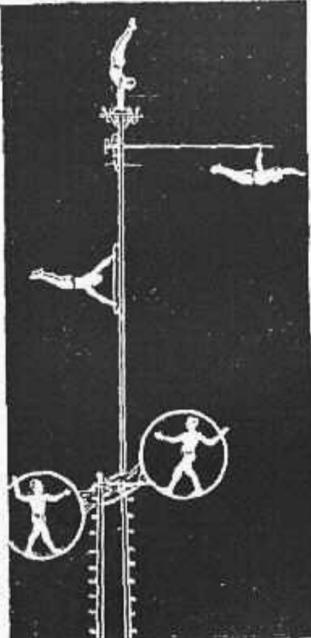
One would think that these accomplishments would be enough to satisfy any woman (altho men know all about their supposed extreme vanities and desires for popularity and publicity). Then, just to prove that men never have and never will understand them, a new field has fallen before their onslaught. It was truly a man's field and none could conceive of a woman taking his place no matter how dire the need might be to "carry on with the show." But it has been done. This season will see not one but two women being shot into the air from a cannon. With this sensational development, there is no telling what may happen in the future.

Trend Is to Feminine

Man has again stepped aside and, like the true gentleman he is, has allowed woman to take the lead. Or should we be really honest and admit that she is man's equal? The performer's field is certainly no more difficult to conquer than are the fields of medicine, science, plane piloting or hundreds of other endeavors, including the most essential of all right at this time—factory machine operation. The fact remains that today is the day of opportunity for the feminine performer. Her big chance has come. More of them are going to be on entertainment programs at fairs, in parks, at sponsored events and, of course, on circuses, carnivals and other shows.

This trend to more women performers in the more thrilling and dangerous type of acts will be much in evidence this season. The talent buyer must expect it. Those who are smart purveyors of publicity can capitalize on it.

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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

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America's Youngest Rope Artists — The — STRONG TRIO

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DEMETRI'S

RUSSIAN BROWN

BEARS



Always
on Top

Management

J. P. SNYDER
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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 for Fairs
BARNES-CARRUTHERS

Or Write
HARRY MILNER, Mgr.
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The Stage Hit of 1941-'42

The Original COUNT ERNESTO WISWELL and "DIZZIE LIZZIE"

Recognized as America's Greatest Comedy Automobile Act

Featured Past Two Seasons With
BARNES-CARRUTHERS STATE FAIR
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"FAIR FOLLIES" and
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"An act which provokes more laughter than perhaps any other is that of Wiswell with an old car. He does a variety of tricks with his old jalopy which brings much applause. A sure cure for the blues."

La. State Fair—Shreveport Journal.

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Lady Barbara's Circus

"The Utmost in Entertainment"

Featuring

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- ★ COMEDY Mules
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Representative

BARNES-CARRUTHERS

BRUCE JORDEN

International Comedian and Sound Effect Artist

MASTER OF CEREMONIES

Never a "Stage Wait" when
Jordan handles your show.

Booked Exclusively by
BARNES-CARRUTHERS

JOE THOMAS and his MUSICAL JESTERS

featuring ARCHIE NICHOLSEN

Five men who are without equal
on trumpet and sax. One of the
genuine instrumental sensations of
the day.

Booked by BARNES-CARRUTHERS

"Old favorites here, good as ever."
Topeka State Journal, 9/14/42
"Will take your mind off the mortgage."
Hutchinson Herald, 9/21/42
"Always favorites here."
Jackson, Miss., Daily News, 10/13-/42



Presenting:

THE "Block-Buster" OF ALL GRANDSTAND ATTRACTIONS
THE NEW PATRIOTIC MUSICAL EXTRAVAGANZA

"LET FREEDOM RING"

"ALLIES VICTORIOUS"

**A Different,
Gayer, Timelier,
Fast Moving
Show**

**Replete
With
Laughs—Thrills
Beauty**

Geared for top grosses for
FAIRS—PARKS—CELEBRATIONS
SPECIAL EVENTS OF ALL KINDS

**Featuring
A Star Studded
Cast of Name
Performers**

**Gorgeous
Costumes
Dramatic
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THE NATION'S TALENT MART FOR THE BEST IN:

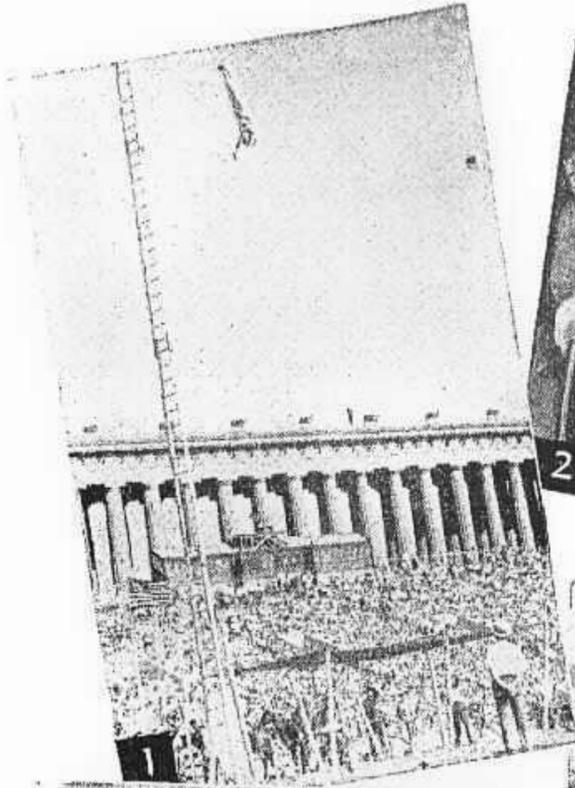
REVUES
RODEOS
BANDS

STAGE, TRACK
AND INFIELD ACTS
THRILL SHOWS

CIRCUS ACTS
RADIO STARS
MUSICAL EXTRAVAGANZAS

SEND FOR OUR 1943 FAIR ANNUAL—NOW READY

A Talent Buyers' Guide for Fair,



1 **CAPT. GEO. WEBB**—net high diver, has thrilled millions with his sensational stunt of diving into a net instead of the usual tank of water. He has been featured in many of the country's outstanding programs.

2 **ACKER'S CONGRESS OF AMERICAN INDIANS**—present a very interesting program of Indian life and customs. More than 6,000 appearances have been made, including the Democratic National Convention in Philadelphia in 1936, where they re-enacted the Boston Tea Party.

3 **SKY MAN**—is a high-pole contortionist and performs many thrilling stunts on the trapeze, pedestal and swing pole.

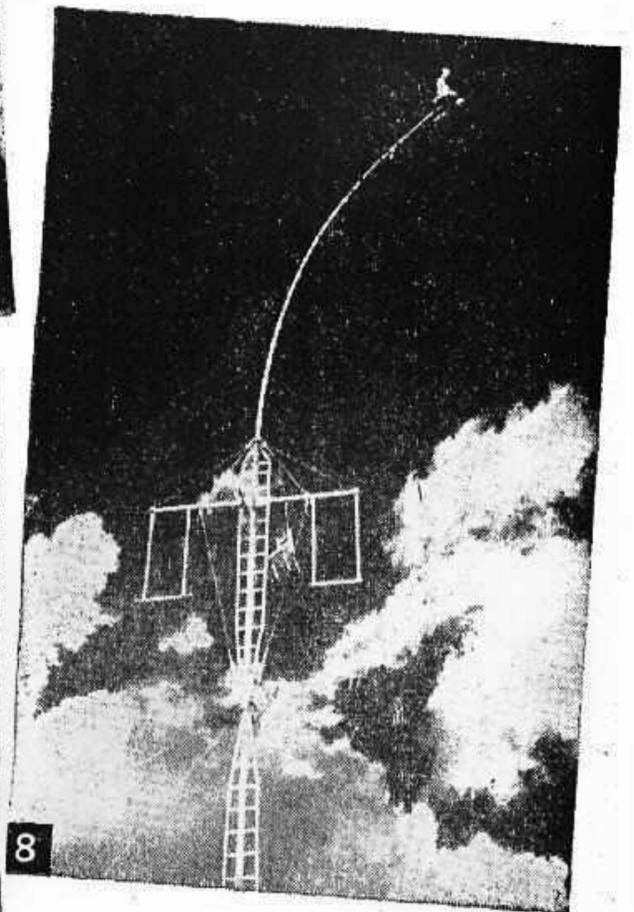
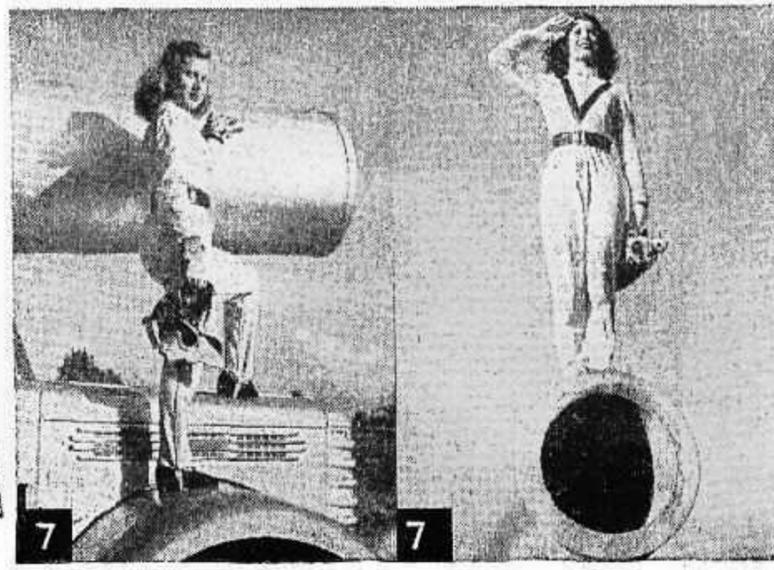
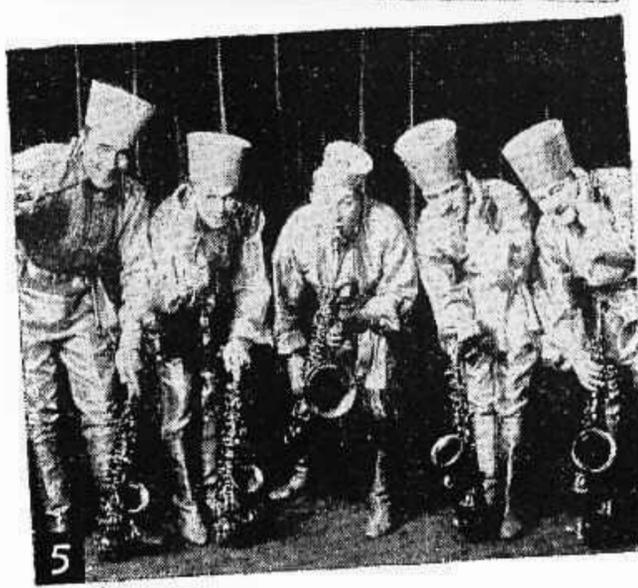
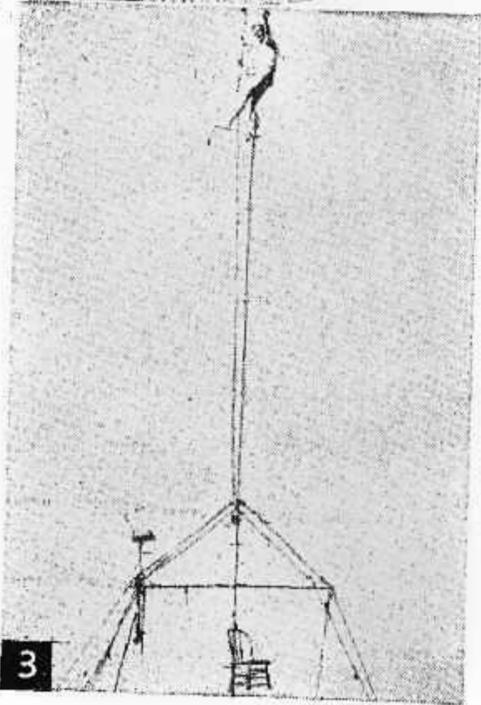
4 **EDDIE POLO**—Eddie (Superman) Polo presents two acts—one a slide for life of 1,000 feet hanging by his hair; the other a stage act featuring feats of strength and hair-dare devilry. Like Samson his strength is in his hair and he amazes audiences with such stunts as pulling fire engines and swinging jilled beer kegs with his hair. He also breaks chains on his chest and performs other strong-man feats.

5 **JOE THOMAS AND HIS MUSICAL JESTERS**—featuring Archie Nicholson, are five men who can do anything with their saxophones and trumpets from playing popular numbers and excerpts from the classics to imitating the skirl of the bagpipes. Group is one of the instrumental sensations of the day, and their sax work in particular is a lesson in showmanship.

6 **DEMETRI'S BEARS**—this is the act that increases in popularity year after year. These brown bears roller skate, ride bicycles—one a 10 footer—walk up and down stairs on front feet, ride scooters and perform many more remarkable feats at the command of their trainer.

7 **MISS VICTORY**—the newest of feminine daredevils presented by Edmondo Zacchini, of cannon act fame. Two of his daughters, Egle and Duina, alternate in performing a newly developed jump which Zacchini says has never before been made by man.

8 **SELDEN, THE STRATOSPHERE MAN**—has again demonstrated his ability to play all kinds of dates by adapting his high-pole act for indoor presentation without affecting its thrill or sensational values. Many fairs and parks will witness his unusual swaying handstand this year.



Attractions Mean Greater Attendance

Park, Celebration and Show Managers

9 **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 effects.



9

10 **MAC AND TYRE**—a clever musical, trick and comedy unicycle and bicycle act affording one surprise after another. Both play musical instruments and perform intricate stunts.



10

11 **EL GRAN GENOVES**—(The Great Genoves) with two ladies as assistants, the Great Genove presents a modern magic and illusion show off platform for outdoor performances. Also has had successful engagements in vaudeville and in night clubs.

12 **JAMES COGSWELL**—high still walker presents a variety of characters such as Uncle Sam, Traffic Cop and others. His appearance at the Covered Wagon Days' Celebration last year was very successful.

13 **GRAHAM'S JUVENILE RODEO CHAMPIONS**—really six acts in one—trick and fancy riding, horse roping on ground and horseback, eight-horse catch, Roman chariot race, rope spinning; high-school pony, together with a thriller—riding thru a wall of flame.

14 **LA BLONDE TROUPE**—a three-man comedy bar act known as America's premier horizontal bar artists, accomplishing outstanding feats such as the cutaway, high feet and hand somersaults—fly-overs, etc.

15 **DON ROMERO AND HIS AERIAL SENSATIONS**—present a variety of stunts atop a high ladder, a slide for life hanging by shoe-tips and a leap thru sheets of fire. A double slide act is also presented.



11

16 **THE GREAT KNOLL**—high single trapeze act performing an original routine of balancing, twists, turns, drops and dislocations such as one-arm roll-ups, double dislocation of shoulders, neck hangs on straight bar and other thrilling trapeze stunts at the height of 120 feet.

17 **KURT ROLLINI**—this roly-poly artist is a most gifted balancing artist. Doing a handstand on a small board which rests on a loose roller on a small platform above the stage, he swings and sways to and fro always stopping short of the precipice.

18 **ERNIE WISWELL**—and his "Dizzie Lizzie" are recognized as one of America's greatest automobile acts. His famous "Lizzie of the Sawdust" is a marvel of mechanical gadgets.



12



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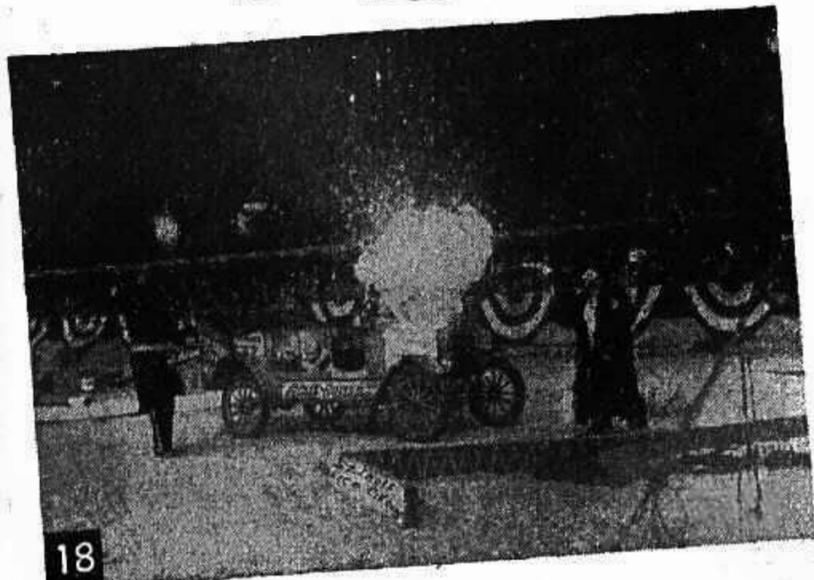
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18

Plan a Well-Balanced Program

Keep This Talent Buyers' Guide



19 FRANCIS DAINY AND COMPANY—doing several things with a unicycle never seen before. He rides a bicycle in almost every conceivable manner. This is a slack wire and trick cycle novelty.

20 BRUCE JORDEN—"The Hollywood Sound Man" is a jovial comedian and emcee who imitates an almost endless number of sounds.

21 WLW BOONE COUNTY JAMBOREE—features Bradley Kincaid, recognized as one of the country's authorities on American folk music. His popularity is shown in the large amounts of fan mail received regularly. The complete show is well known among fair secretaries.

22 THE JUVELYS—balancing specialty act embracing a variety of difficult stunts, all performed with finesse and precision. Classed as a novelty and said to offer the only balloon maneuver—balancing two and three balloons at the same time.

23 THE GREAT GRETONAS—the feats of the Gretona Family on the high wire at one time is a great thriller. Five artists present feats keeping spectators spellbound. The comedy antics of Willic Gretona, internationally known high-wire comedian, are featured.

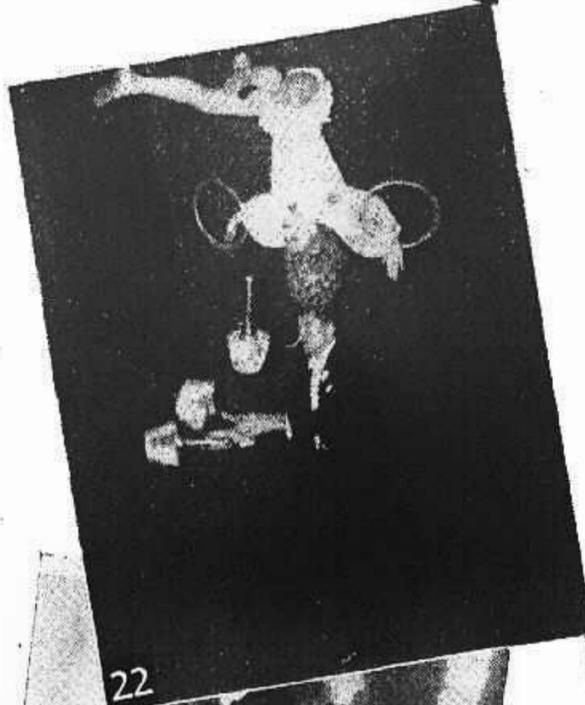
24 THE ROLLERETTES—Four roller-skating beauties who present an outstanding exhibition of speed and daring. Routines include swift acrobatics, unique group formations, leg holds, neck holds and outstanding spins.

25 SENSATIONAL MARION—a slip of a girl who performs unparalleled feats on a 120-foot pole with no nets below. A spine-chilling routine of pole swaying and gymnastics. The only girl performing a one-arm handstand at this amazing height.

26 LADY BARBARA'S CIRCUS—features trained ponies, mules, dog and monkeys—in a routine that pleases young and old. Animals are known for the difficult feats they perform.

27 PHIL AND BONNIE—the good-will ambassadors from Mexico present two different acts, one a carrying perch pole and the other a novelty acrobatic hand and head balancing.

28 MEL HALL—features such difficult and original tricks as riding the tire of the unicycle, jumping from one to another while riding, throwing the boomerang on a unicycle and the most difficult trick of them all—a handstand on a high unicycle with feet in the air.



Select Your Acts and Attractions Now

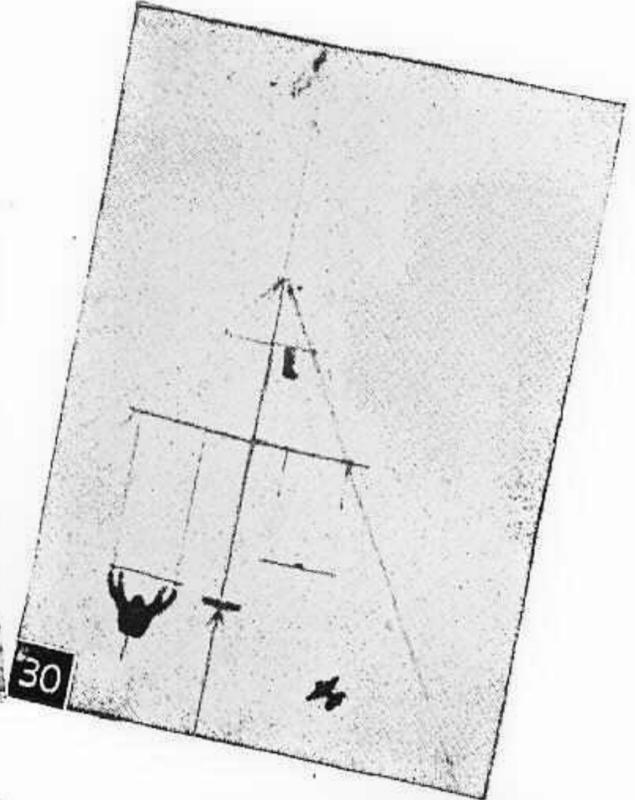
It Will Help You Plan Your Program

29 THE GREAT GREGORESKO—the one and only act in the world nobody can duplicate, a statement which few will challenge. The man who hangs himself and lives to tell the tale. Performing a natural plunge of 185 feet with a hangman's noose around his neck, as well as a thrilling routine of cloud swings and other aerial gymnastics.



29

30 JAYDEE THE GREAT—high trapeze contortionist costumed as an ape presenting an act of high-pole routines of balance, thrills and comedy. The effect is entertaining and unusual.



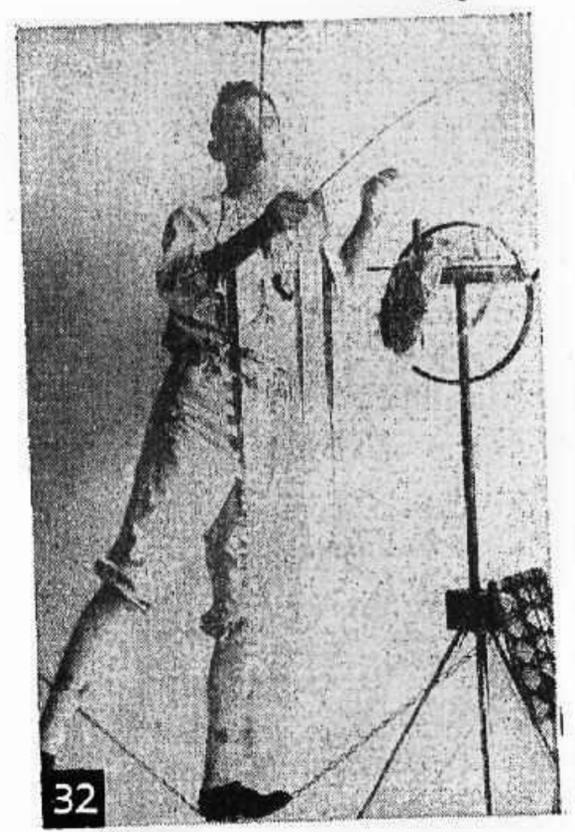
30

31 JAY GOULD'S CIRCUS—Miss Patsy, one of Jay Gould's six lovely daughters, is one of the 31 circus acts being featured with Jay Gould's Million-Dollar Circus, celebrating its 20th anniversary this season. Many new attractions have been added this season, including a new 90-foot round top with three middles in which the main circus performance will be presented twice daily. Romig and Rooney riding troupe, Gracie Sykes and DuBell's Pets are also being featured in the big show.



31

32 PROFESSOR EDDOMA—wire artist extraordinary presents a novelty equilibristic and juggling act for stage, ring or outdoor events. Rube or clown character for comedy angles.

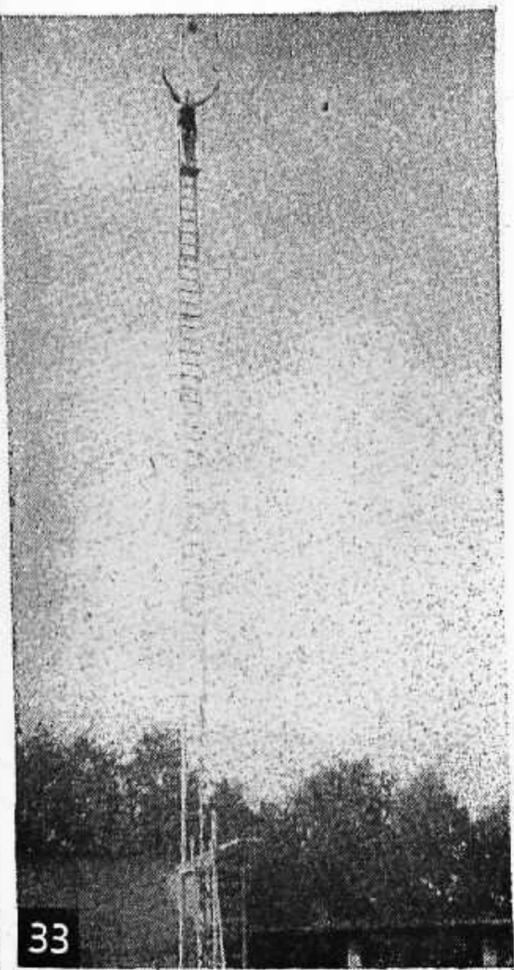


32

33 MISS QUINCY—fancy and high diver, has appeared in all principal cities in Europe. The accompanying picture was taken in a park in Oslo, Norway. Act works in wind, rain or storm if necessary.

34 THE STRONG TRIO—featuring Gary, age 10, and Donnie, age 7, present a thrilling routine of rope-spinning tricks. Tops in comedy and skill with such feats as the Texas Skip blind-folded and spinning a 65-foot loop.

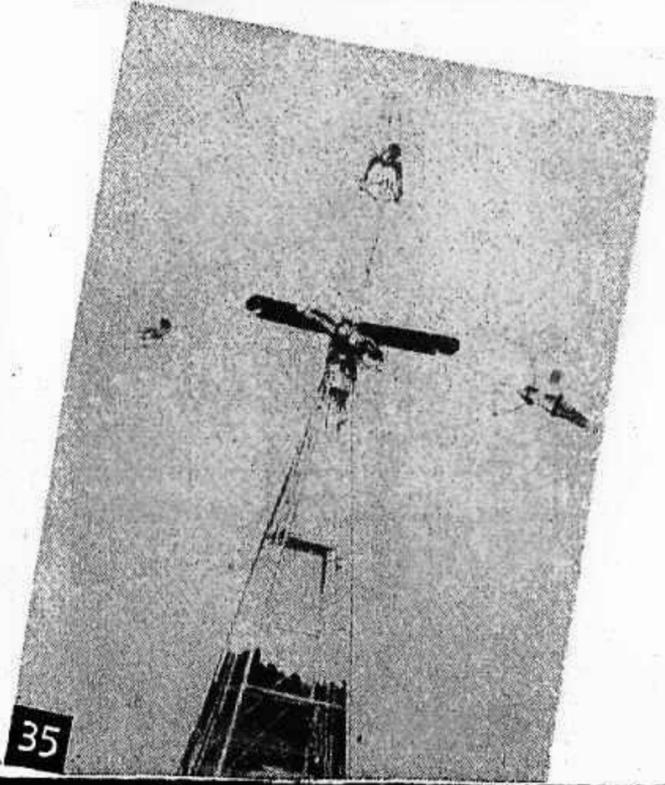
35 LOS AEROS TROUPE—known as the only act of its kind in the world, these youthful aerialists feature unusual rigging in the form of a bomber with such amazing feats as the human propeller—a standout.



33



34



35

Choice of Attractions is Important

Free Acts Still Hold Midway Patrons

An institution on carnivals, the attractions have proven themselves thru the years as features largely demanded by the public, especially since the apparent permanent advent of the pay gate. This season leading operators and managers are again in the market for sensational offerings and numerous re-engagements are reported. Presentation and timing are important elements in properly handling the added showings, which are considered by many major purveyors to be an investment rather than an expense.

FREE acts, already credited with making the carnival pay gate an institution and a source of revenue that carried the business thru depression years when operators were at their wits' ends to find successful means of carrying on in the face of an unprecedented slump in spending among potential patrons, will again play an outstanding role in providing an added source of income to carnival operators in 1943. That free attractions are a necessary asset to carnivals is attested by the fact that many managements are again booking and re-engaging these attractions as features for the coming season. Experience of veterans as well as comparatively newcomers in the field has firmly established the fact that the value of worthwhile free acts playing under a pay gate is so obvious and far reaching that no progressive operators would dream of dispensing with them, especially in these war days.

Free acts' value as money-taking adjuncts to carnivals is further proven by the fact that owners and managers are not only sold on the advantages of such offerings to their patrons but are enthusiastic over the past performances of these attractions and have been giving much time and thought this winter to plans for making the carnival-free act setup one of the strongest in the history of the industry.

Some Profits Are Shown

One well-known carnival operator said: "The average carnival has a pay gate and it is to the carnival's interest to have some kind of an act to justify the gate. On the other hand, a free act generally brings in enough revenue to pay for itself. I'm using two expensive free acts the coming season, but I'm sure that they will not only pay for themselves but will also make a profit for the shows."

Another owner stated: "The public appears to want something unusual and daring before it will come out merely to see a few shows and take in a ride or two. And, not being little the act, the fact that it is free sometimes appears to be of greater drawing power than the act itself. I've been in the business for a long time and have yet to find a feature that will surpass the drawing power of free acts."

Showmen for the most part have been converted from experience to carrying the best free acts obtainable because there is no doubt of their public appeal. There are many people who hesitate to go to carnivals

because of the fear that they will spend too much money. If a carnival has a free act this type of patron has something to see inside the gates without any added charge. This fact induces them to go further with the thought that there is something else of interest to see inside the tops.

Many showmen are firm in the belief that the free act is the answer to the midway pleasure-seeker who is ever looking for features other than those produced behind show fronts. They believe that thrill-producing attractions that demand more space than is available under the average midway top provide the necessary out-of-the-ordinary element to satisfy sensation seekers. Some showmen believe their midways to be glamorous gladways packed with lights, ballyhoo and music and well worth a front-gate admission. These and the fact that a carnival offers an innovation in lighting, modernistic show fronts do not always warrant an admission charge to the grounds.

There are unlimited number and variety of free acts from which to pick and they can be changed frequently to give showgoers something other than the usual midway menus. Altho operating with new show fronts, new casts and new titles, the public often has been heard to say, "We saw it last year." But the free act can always be different, with the same sort of rigging rarely used. Acts give patrons something for the front-gate admission, helping to kill the knock, "They charge you to get in to spend your money." Free acts hold the people on the lot, bolstering a late play, and it's only natural that if they paid at the main gate to see something, they will stay to see what they paid for.

Good Investment Is Proven

One well-known showman points out that when he first became an owner he engaged a free act. "After some rainy weeks," he continued, "I decided to omit the act. And I did so to my regret because I found that when the weather did clear I was not doing anywhere near average business. I re-engaged the act and business improved 50 per cent. Whatever salary is paid to a free act is a good investment."

An Eastern showman of note says: "Presentation of free acts is in a large measure responsible for our success, because positive proof of the caliber of free acts we have offered is seen in yearly increasing attendance and the fact that last season

we drew the greatest paid attendance in our history and crowds were larger than before at some of the repeat dates. While it is possible to economize with cheaper acts, we find that in the long run the popularity and good will engendered by a good act will not only draw more people but make for greater success of the entire show. We believe in giving the public something sensational that they will talk about to their friends when they get home."

Well-known showmen in the South had the following to say about free acts: "Free attractions, especially at still dates, have always proved an excellent crowd stimulant. We do not have a pay gate every week, but when we do we find that the public would rather look at a thrilling free act than receive a ride coupon or a gate prize of some kind. In our particular case we have tried everything from cash to merchandise prizes, such as groceries and novelties, but none would draw and

hold. Then it was we began presenting free acts, and we went to town! Our experience has shown that with a pay gate the public wants something for its money and that outstanding free acts of a high type, well lighted and well presented, are the answer."

Managers, operators and showmen on the West Coast have learned that concessionaires and independent showmen working for the various organizations in that sector prefer working behind a gate rather than on a free lot, as the free acts hold people and make for a better play. "A gate policy," one of the Coast Defenders stated, "has been successful with me because I always figure to give the public more than its money's worth, using from one to three acts according to price. But one good act must be given in order to draw patrons, make them wait and send them away talking favorably. I use my gate successfully at all fairs I play."



Cycle Novelty

FRANCIS DAINY & CO.

Seattle Star: Absolute Top. He Rides Unicycle and Bicycles as if he were born on 'em.



Morning Post, El Centro, Calif.: "Nothing like it in Valley before."
Address: 795 Coe Ave., San Jose, Calif.

THE MAN THAT HAS THRILLED MILLIONS

CAPT. GEO. WEBB

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THE PREMIER OF ALL NET HIGH DIVERS

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Thrills!

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Something new and different. All A-No. 1 equilibristics and juggling on the oscillating spun metallic silver thread. For stage, ring or platform; wherever an act is wanted. Rube or Clown.

PROF. EDDOMA

845 Dayton St. (1st floor rear)

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- AERIAL CHRISTENSENS**—A man and woman high trapeze novelty act giving the utmost in daring and speed. Long an attraction in the big tops, at State fairs, amusement parks and celebrations, the act features such stunts as somersaulting in mid-air and hazardous toe swings. An exciting finish, known as the "volplane drop," climaxes and highlights the act's finish.
- GRESSIONIANS**—A colorfully costumed and rapidly paced act, this attraction was first to accomplish double somersault into a barrel from teeterboard. Also do full-twisters into barrels.
- LAMONT'S FAMOUS COCKATOOS AND MACAWS**—Have appeared before admiring crowds all over the world. Presenting a wide variety of unusual tricks, this bird act is known thruout show business as one of the cleverest now before the public.
- SHORTY SUTTON AND BETTY LEE**—Expert stock whip manipulators. A fast-moving, entertaining and thrilling act. Costumed in the finest of Western outfits. This act presents a versatile and efficient performance.

They All Want the Fairs

Any cross section of industrial workers, farmers and business and professional people indicates deep-seated desire for the agricultural institutions which further increased food production, war finances and fighting efforts. Best entertainment programs available being built to augment basic exhibits and displays. Altho under necessary restrictions, amusement interests will again contribute aid and support to the annuals that carry on the traditions of the continent's first meeting grounds and market places.

COUNTY fairs are a "must" this year! Business people and workers, especially in the smaller towns, and an overwhelming majority of rural dwellers definitely want the fairs, and in spite of numerous handicaps they are going to be held. The critics who favor discontinuing the fairs doubtless have no conception of the important part they play in food production and raising funds for the war effort, to say nothing of their role as morale builders thru furnishing wholesome recreation for the overworked farm population. Their usefulness was strikingly demonstrated last year.

This season they have an even greater obligation which they are determined to fulfill.

Fairs will be beset with some difficulties in operation this year, but the good they can accomplish far outweighs all other considerations. Such is the opinion of a majority of those interested in county fairs. A careful check by The Billboard among fair directors, bookers and acts reveals a firm determination to carry on. The statement of J. F. Malone, secretary of the Wisconsin Association of Fairs, is typical.

For Entertainment Features

"All of our Wisconsin fairs are going ahead with their plans for 1943," said Malone. "A group of 31 people representing the State Asso-

ciation of Extension Workers, the State Department of Vocational Agriculture and Home Economics, the Wisconsin College of Agriculture, the State Department of Agriculture and the Wisconsin Association of Fairs met recently in Madison and voted unanimously that it was the sense of the meeting that fairs had an important place in stimulating and rewarding food production for victory and that they should operate. A committee is now working on premium revision that will accentuate food production. A great many fairs plan to operate a day less than in normal years and to concentrate on the educational and agricultural

features, not omitting, however, the best entertainment features available."

Malone stated that he did not know of a single fair that did not plan on going ahead. "A number of surveys have been made," he stated "and it was gratifying to learn that farmers generally, 4-H Club members, F. F. A. members, and business people and workers, especially in the smaller towns, wanted fairs held this year. Fair officials are going to meet that demand, for fairs will help food production and put a new meaning into that overworked word 'morale.' Wisconsin fairs generally will carry on, complying cheerfully



Shorty Sutton & Betty Lee

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Sensational Headforemost Shallow Water High Dive

into the smallest of all tanks, containing less than 5 feet of water. Time of act, 8 minutes. An act that appeals to the youngsters as well as the grownups.

Exceptional Publicity — Never Disappoints

Miss Quincy has been featured in the principal Parks, Expositions and Indoor Circuses in Norway, Sweden, Denmark, Germany, France, Belgium, England, Puerto Rico, San Domingo, Cuba, Argentine, Italy, Spain, Morocco, Algeria, Majorca, Portugal, and came home to U. S. A. last summer on the Diplomatic Exchange Ship, S. S. Drottningholm, after having been interned in Portugal.

America's Most Artistic High Diving Act.

Parks — Carnivals — Fairs

Address TOM JAY QUINCY

Caro Billboard, 1564 Broadway, New York

PARKS FAIRS STAGE SHOWS

CAPT. DON ROMERO

and his

AERIAL SENSATIONS

The High Plunge Thru Sheets of Fire Into a Flaming Inferno
The Upside-Down Slide for Life Hanging by the Tips of Shoes

The Captain also hopes to present this season a Double Slide Act along with his brother, Al Romero, who will act as Act Manager this season. Songs for acts were composed by Stanley L. William, writer of "Under the Stars in Havana" and Olive Brown's number, "Swinging on a Blue Gate."

Address Mail: AL ROMERO, Mgr.

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A Carrying Perch Pole Act.
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The ★★★

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Sam Rouch, of FANCHON & MARCO STAGE SHOWS, INC., New York City,
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FOR HERE—During the summer, can always use OUTDOOR ACTS of all descriptions. SENSATIONAL HIGH ACTS as well as GROUND ACTS. Name salary, permanent address. Keep me posted on your open time.

—AMERICAN REPRESENTATIVE OF FOREIGN SHOWMEN—

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OF THE
GREATEST SHOW
OF ITS KIND



JAY GOULD
MILLION-DOLLAR
CIRCUS

GALA ANNIVERSARY EXHIBITION PRESENTING THE FOREMOST STARS OF THE CIRCUS WORLD IN A GRAND CIRCUS PERFORMANCE COMBINED WITH A BRILLIANT WORLD'S FAIR MIDWAY OF WONDER SHOWS, THRILLING RIDES AND NEW ATTRACTIONS.

ROMIG AND ROONEY
RIDING TROUPE
Brilliant Bareback Riders Featured With the World's Largest Circuses.

PETITE PATSY GOULD and SUSIE Q
An Amazing Elephant and a Girl

MISS GRACIE SYKES
AERIALIST SUPREME
Thrilling Feats on the High Trapeze

ARAB and LITTLE MAN
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with all government regulations, co-operating with government agencies despite wartime handicaps. Attendance generally will be off, but those who attend will see a worth-while fair in a war setting."

Advantages in Exhibits

Transportation, generally regarded as the biggest handicap, will without question affect some aspects of the fair. Exhibits from distant points will be curtailed or perhaps entirely eliminated. But there will be some compensating advantages. More emphasis will be placed on local county exhibits, and with considerable professional competition eliminated greater local interest will be stimulated. Commercial exhibits doubtless will be largely confined to local firms. These, with the proper stimulation, can be made definitely worth while. But it is in the food production line that most interest will center. Letters from many Midwestern fair men indicate that unusual efforts will be made to stimulate better production of livestock and agricultural products.

As indicated in J. F. Malone's statement, Wisconsin fairs are revising their premium lists to emphasize food production. Similar steps are being taken by fairs in other States. In many instances fewer varieties of agricultural products and breeds of livestock will be listed and premiums on the more important varieties and breeds will be increased. In Michigan the fairs will feature Victory Garden displays and will offer substantial prizes for the best exhibits. The intensive campaigns for local exhibits is expected to result in displays comparable to those of other years.

Entertainment To Balance

What of the entertainment side of the fair? Fair men recognize that, while greatest stress must be placed on the food production program and the war effort in general, there also must be entertainment to make a well-balanced fair, and they are going ahead with plans for the best entertainment obtainable. Reports from many Midwestern fairs that have already contracted their grandstand shows indicate little or no change from other years. Some of the standard acts upon which they have depended in the past are out of the game for the duration and there may be less of a variety to choose from, but bookers assure the fairs that there will be sufficient acts available and that they will be able to offer excellent shows.

Without doubt the midways will not be as large as in former years. Some shows have indicated they will not go out this year. Others are reducing the size of their shows and may restrict their territory. This may mean that many fairs will have to be satisfied with smaller shows, or perhaps independent rides and concessions. But, as many fair men have pointed out, this is a year in which the fairs will have to be satisfied with whatever is available. It is not a year to think of making a profit but rather one in which to render the greatest service possible.

Summing it up, the fair men know they have a tough year ahead, but they feel that the good they can do by holding the fairs outweighs other considerations. They will stick close to home in the matter of exhibits and attendance and will try to make their fairs so instructive, interesting and entertaining that attendance of "home folks" will be increased and will, at least in part, offset loss of attendance from more distant points. They will concentrate their energies on food production, with special emphasis on war crops and on the various essential war activities.

Entertainment will be provided much as usual, and the fair men expect to give their patrons fairs that will provide a pleasant interlude from their everyday work and worries.

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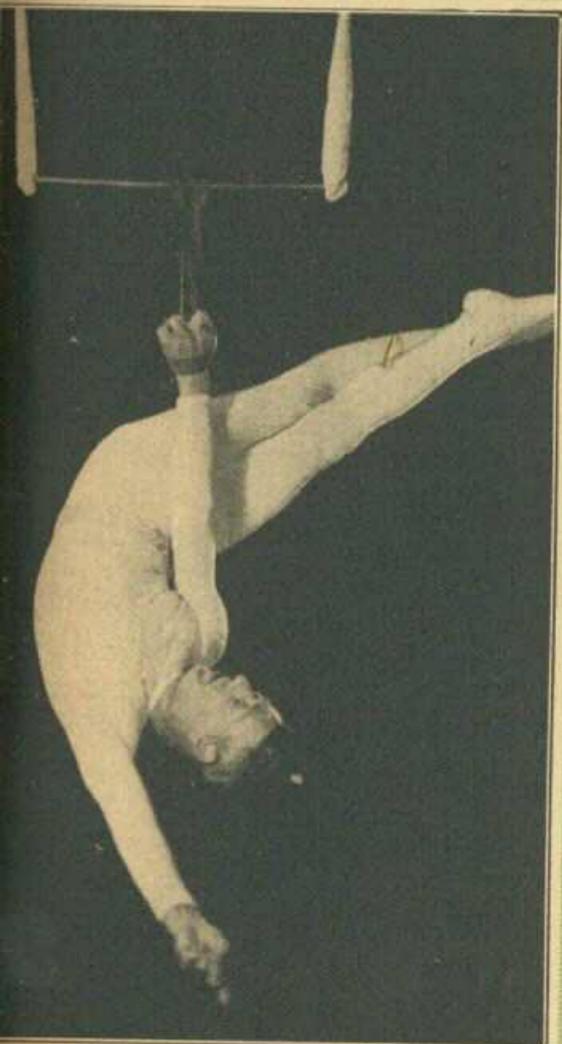
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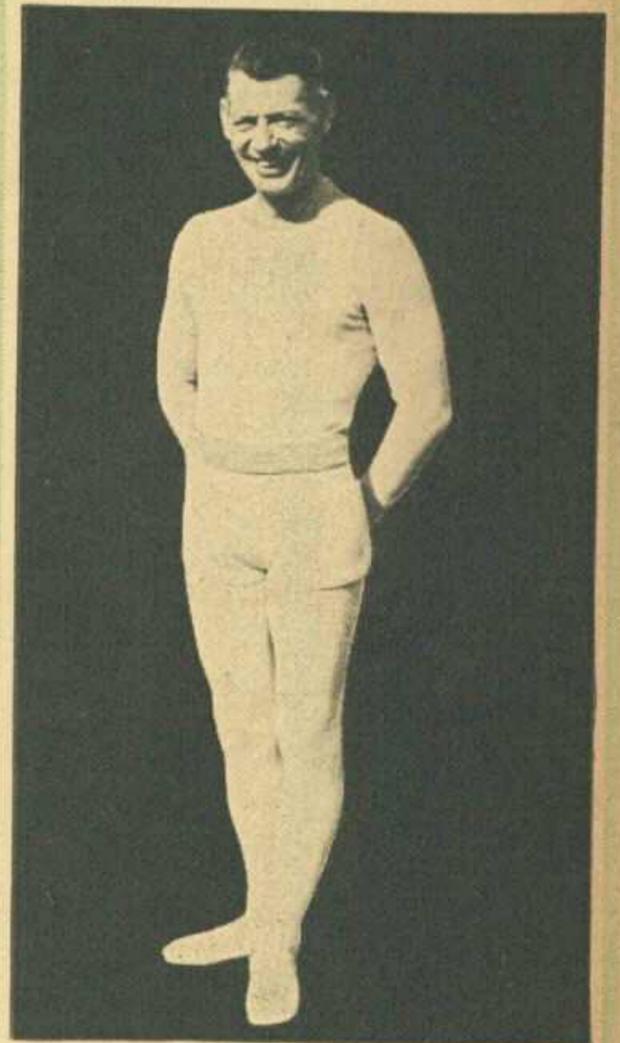
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