

The Billboard

*The World's Foremost
Amusement Weekly*

SPECIAL SECTION
MARCH 25, 1944

★ *7th*
Annual
**OUTDOOR
ATTRACTIONS**

Acrobatic • Musical • Novelty
ACTS AND ATTRACTIONS
for
FAIRS • PARKS • CELEBRATIONS • SHOWS

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Special equipment for both Outdoor and Indoor Dates.

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INDOOR CIRCUS DATES:**

Polack Bros.' Shrine Circus, Flint, Mich., January 16-19; Hammond, Ind., January 22-29.
Grotto Circus for Orrin Davenport, Cleveland, February 10-26.

Larry Sunbrock's Rodeo and Hollywood Thrill Circus, Chicago, February 27 to March 11.
Shrine Circus for Edna Curtis, Minneapolis, March 13-18.

St. Louis Police Show for Ernie Young,
St. Louis, April 15-30.

EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

To American Performers ... all over the world.



To the performers who stepped out of the show-business they loved into the fighting ranks of the nation they loved more . . .



To the performers who have sold literally billions of dollars' worth of War Bonds and Stamps . . .



To the performers who have brought relaxation and the morale-building qualities of good, clean entertainment to war-weary Americans on the home front . . .



To the performers who have brought real pleasure to American fighting men at canteens and entertainment centers in this country and on every battle front of the world with USO Campshow units . . .



To the performers, names and unknowns, who are contributing their full share and more to every phase of America's effort to wipe Fascism off the face of the earth.

*Our deepest thanks
we are proud to be
of you and for you.*

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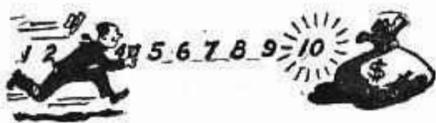
about **E**



E IS A VERY important letter in this war.

It's the name of the War Bonds you buy — "War Savings Bond Series E."

As you know, a Series E Bond will work for you for ten full years, piling up interest all that time, till finally you'll get four dollars back for every three you put up. Pretty nice.



The first job of the money you put into "E" is, of course, to help finance the war. But it also gives you a wonderful way to save money.

And when the war is over, that money you now put away can do another job, can help America swing over from war to peace.



There'll come a day when you'll bless these Bonds — when they may help you over a tough spot.

That's why you should make up your mind to hang on to every Bond you buy. You can, of course, cash in your Bonds any time after you've held them for 60 days. You get all your money back, and, after one year, all your money plus interest.

But when you cash in a Bond, you end its life before its full job is done. You don't give it its chance



to help you and the country in the years that lie ahead. You kill off its \$4-for-every-\$3 earning power.

All of which it's good to remember when you might be tempted to cash in some of your War Bonds. They are yours, to do what you want with.



But . . . it's ABC sense that . . .

They'll do the best job for you, and for America if you let them reach the full flower of maturity!

WAR BONDS to Have and to Hold

Winning the Victory is a tremendous job—that's why Show People are doing everything they can—you'll find them giving their Time, Talent and Money!

COSTS MAY UP GATES

PROBLEMS in the attractions realm this year are with the buyers as well as the sellers. But a survey indicates they will be solved to the advantage of both fields. While the situation probably will not be much better than that of last season, there is little reason to believe that it will be worse. Bookers and independent acts say commitments will be carried out. Scarcity of offerings will be offset by ingenious usage of available personnel and equipment.

In the selling segment some of the hard nuts to crack are:

Shortage of certain types of acts, according to locality, such as high aerial, ground and novelty turns. Dearth of general help.

Transportation troubles, gasoline and tire curbs.

Hesitancy of some talent buyers to increase budgets to meet the new and exacting conditions, under which acts must cost more.

These puzzlers are being solved by:

Discharge from military service of members who can now return to troupes that had been partially broken up. Substitutions in family acts that had been temporarily handicapped. Lining up feminine acts. Stressing draft-exempt presentations.

Laying out long-time routes with short jumps, in many instances 50 miles being the maximum. Efforts to secure added co-operation of local rationing boards in providing gas for performers.

Convincing fair and park managers and others that heavy additional costs call for more generous budgets and that because of increased overhead they are justified in raising their gate admission prices.

Late Starters Uncertain

Among talent purchasers these contingencies are faced:

Lack of interest in some fair boards whose annuals have lapsed because of government use of their plants or for other reasons was not conducive to early preparations on the part of many smaller fairs for their '44 programs.

Uncertainty as to future plans for revival of some fairs and prospects of losing State aid funds if they do not resume.

"As You Were"----ODT; Gas Uniformity Enigma

PERFORMERS will travel this season just as they did in '43, so far as the Office of Defense Transportation is concerned. That is, unless something comes of a move to have Washington issue a general ruling on gasoline quotas for personnel of acts to local rationing boards. If any of the federal bureaus that may be concerned gives a uniform ukase on the subject, it will do away with the confusion during which some acts have been able to fill all engagements and some have not.

The ODT said on February 11, in response to queries, that "the policy this year will not be changed from that of 1943. It has been decided that a public announcement is not necessary." It was intimated that regulations for 1943 had been made for an indefinite period and would remain in effect until there was necessity for a change. On February 7, 1943, outdoor showmen were given the green light, with certain requirements for railroad and motorized circuses and carnivals, but warned that any war emergency might change the set-up.

This policy is in effect at this writing. How imminent any change may be can be told by developments in the war in the Pacific and, all-important in the minds of many close observers, the plans for the invasion of Continental Europe.

Travel conditions and shortage of performers, coupled with delay in contracting entertainment programs, might result in lowering the standard of acts usually adhered to in former years.

Curative measures for these developments now being taken include:

Immediate decision to follow the lead of the earlier shoppers and get assurances of adequate attraction bills.

Quick action to determine whether their organizations will operate this year, some managements said to be holding back even with an apparent solid public demand for their type of entertainment, especially in the war period.

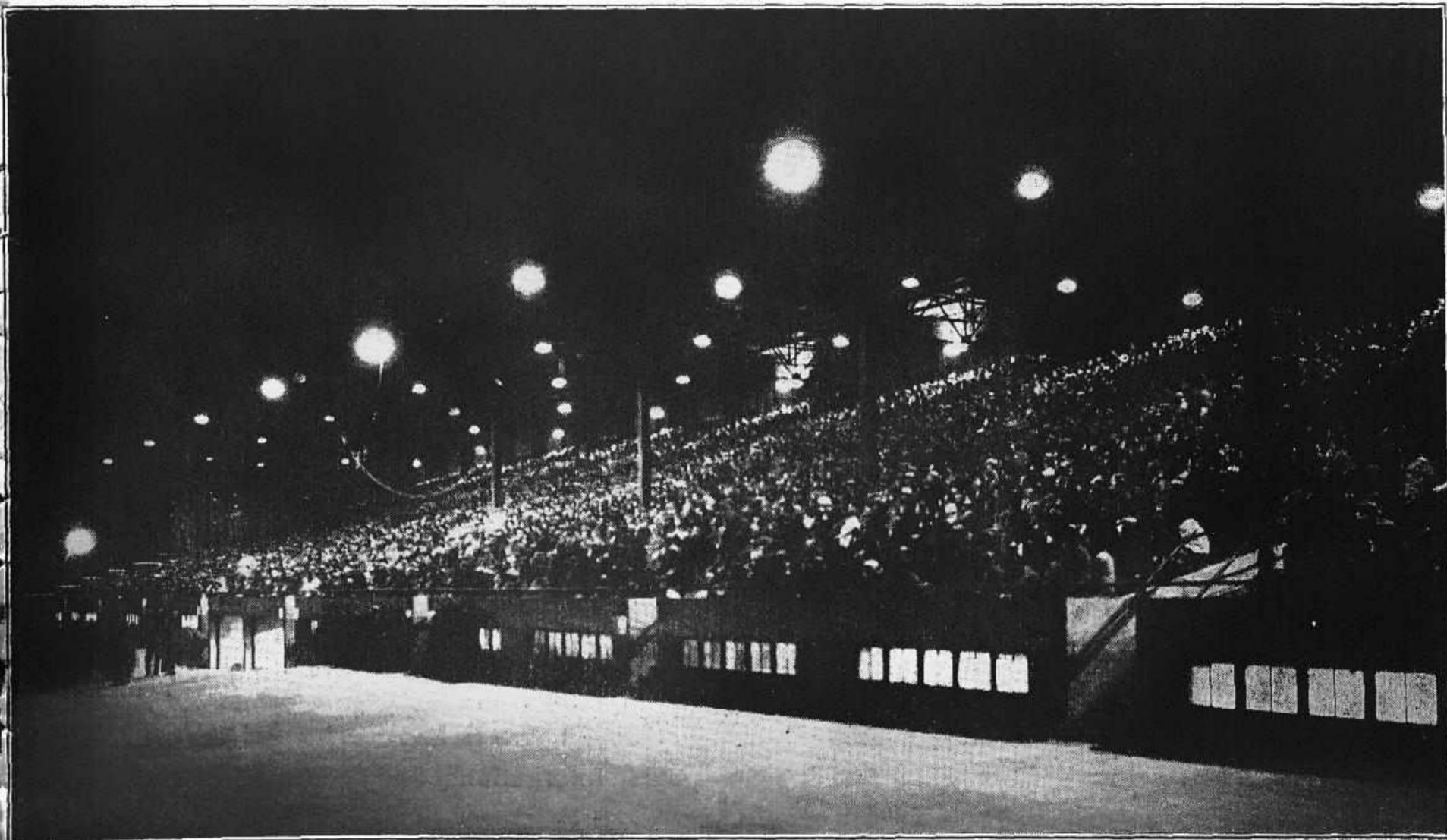
Cognizance of upped operating expenses with which they are confronted is stirring many managing groups to follow the lead of those who have decided to increase admissions and other charges to meet the extra outlays.

To Hold Up Standard

Leaders in both selling and buying fields have declared their feeling that the public, as well as many engaged in the business, do not care for war excuses and feel that the industry must again proceed to warrant the confidence that always has been evident in it. Equipment and supplies in general are ample and there is little thought that many attractions can not be presented up to customary standard.

Experiences with local rationing boards have been varied in providing gasoline necessary to performers in their livelihood. While there has been no special federal ruling, individual cases being left up to boards, some rationing bodies have been co-operative and understanding and others have been the reverse. It has appeared to be largely a local issue with results greatly dependent upon the individual applicant and the board that he or she has contacted. It

OFF-SHIFT WAR WORKERS helped pack fairs' night grandstands last season. Night shows made night fairs and defense toilers will boost 'em again this year. Patriotic revues and pyro displays under the stars still hold plenty for G. I. Joes and welding Winnies.



2

GREAT SHOWS

For Your '44 Fair



WLW Boone County Jamboree

America's Number One Rural Radio Show and the Midwest's greatest fair attraction. A fast-moving stage show with an all-star cast of rural radio favorites, the JAMBOREE has established attendance records for many fairs through eight states.

Included in this great show are the WLW Jamborettes—an all-girl instrumental and vocal act.

WLW ON PARADE

A sparkling, swingtime variety show featuring a parade of the outstanding stars of the Nation's Station. Vocalists, instrumental groups, novelty and comedy acts all combined in a smooth sophisticated musical revue of proven success.

A great draw at the box office, WLW acts have also made an outstanding record as war bond salesmen. So to keep your cash register ringing at the box office and at the war bond booth—make your reservation now for any or all of these three great radio-stage shows. Each appearance is backed by a solid publicity campaign and air support on The Nation's Station. Call, write, or wire Manager Bill McCluskey for open dates.



DIVISION OF THE CROSLY CORPORATION

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is said that an effort is on to get from Washington a clarifying statement under which there will be uniform procedure in all local rationing boards. There are instances of where acts have lost lucrative engagements because of inability to get motor fuel to make the necessary trips.

Substitutions Will Drop

An analysis of the act market points up the drop in the number of available attractions and the wage increases, generally considered to be entirely merited, which performers are demanding. Typical are the figures of one eastern booker. He reports that there now is available to him only about 38 per cent of the standard acts that have been under his banner in the past. He has met this fact by a searching round-up of all suitable offerings, acts presented by feminine members and troupes not likely to be disbanded thru any military needs. In his contracting set-up he expresses a certainty, barring unforeseen happenings, that he can deliver 95 per cent of acts which are contracted, whereas in 1943 substitutions totaled 15 per cent and in 1942 they ran to 25 per cent.

The eastern situation is rosier than it has been in two years, averred another booker, altho the shortage still holds because of acts being broken up by the draft and a slash in outdoor stage talent thru the number of novelty acts picked up and planted on theater stages. This, he said, is evidenced by the great number of variety shows out this season, in which at least half of the bills are filled by novelty acts that were standard outdoor fair, park and celebration attractions. He gave as the main reason for theaters using novelty acts the dearth of name bands which heretofore have been so largely the backbone of stagershows.

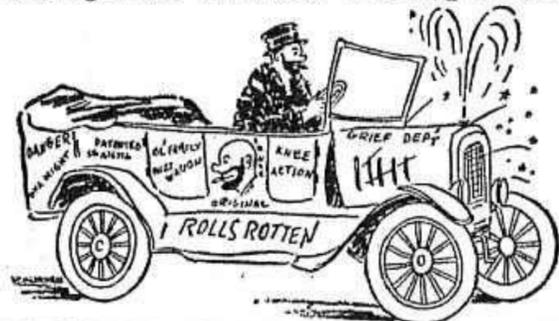
While acts naturally will go where they get the best offers, he pointed out that a best offer means good money, short jumps, steady work, pleasant relations and a chance to do their work. He reminded that outdoor talent is so rarely called upon to give free shows because of difficulties in setting rigging for brief engagements, as against doing two shows a day, six days a week, and making only a brief hop to the next spot. Having these considerations in mind, he declared that he had been able to line up a season from late April to early October thru

(Continued on page 8)

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COUNT ERNESTO AND ORIGINAL DISSIE LIZZIE

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"COMIN' IN ON A RIM AND A SPARE"

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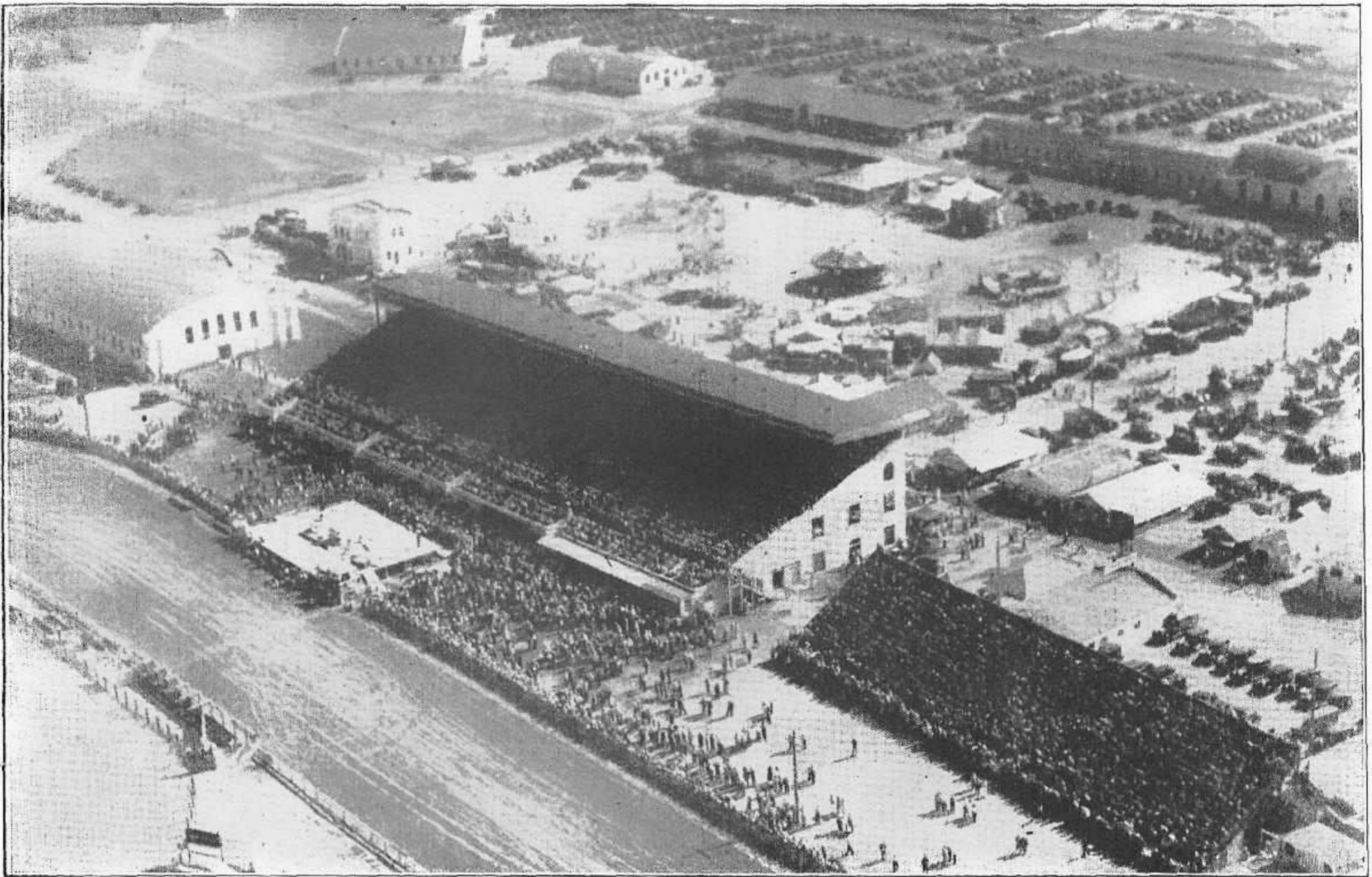
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Thanks to everyone for the many letters and offers

Headlining Shows in America for the past eight years. International Stars of the Equestrian World.



HERE ON A GOOD DAY the stands pull the crowds. One of the acts stages (left center), with performers working, looms up like a bed sheet in a blackout. This typical view antedates gas curbs and the re-enlistment of Old Dobbin and Shank's mare.

MORE FAIRS TO ACT MARTS

MORE fairs will be operated this year than in either of the past two seasons. Many attraction programs will be more elaborate and more numerous, even in the face of performer shortages. This can be accounted for because of a thoro combing of the acts field, the fact that a number of major fairs which have always had big programs are still in abeyance and the realization by numerous boards that added financial appropriations are imperative to meet rising costs of entertainment. Decisions of managements of fairs that lapsed in 1942-'43 to resume this year have come about slowly but steadily since the annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, last December.

While a general reaction after that session was that the parent org had not displayed the leadership and confidence necessary to instill proper enthusiasm into execs of smaller fairs to plan for 1944, there has been an accelerated disposition to resume activities. Need for war-time food production increases and agricultural impetus, encouraged from Washington, has had much to do with stirring many fair boards to revival plans. In all the large agricultural States, in parts of the East and South and, with exception perhaps of the West Coast, fairs in operation will be much more numerous this season.

Upsurge Big in East

In eastern sectors where fairs have stressed entertainment programs it is predicted that 90 per cent of those which have not operated in the past two years will be in again with the best presentations they have had in years. One eastern booking agent is finding signed contracts to be about 50 per cent ahead of those of last year. The successful fairs in that territory, which have never hesitated to continue, began lining up attractions as early as last November and December, with acts asking increases in wages of from 30 to 40 per cent.

Announced resumption of such successful annuals as those in Ionia, Mich., and Great Falls, Mont., is taken to be indicative of the healthy

trend that has followed the uninterrupted operation of State fairs like those in Minnesota and Wisconsin. A large proportion of the winter annual meetings of associations of State, district and county fairs was marked by spirited sentiment for operation of all fairs that can be consistently conducted and with the entertainment adjuncts needed and desired by a public engrossed in wartime endeavors. Annual conclaves in New York, Massachusetts, Pennsylvania, Michigan, Wisconsin, Ohio, Minnesota and Iowa were typical leaders in the prevailing resolve to turn out record-producing fairs this year.

Marking Time for Victory

The group of State and district fairs, the plants of which are in government use, is only marking time until the grounds are returned. From Eastern States Exposition, Springfield, Mass., to Los Angeles County Fair, Pomona, Calif., organization is being maintained, post-war work laid out and necessary personnel being kept on tap for resumption of operations upon short notice. The example of success set by 1942-'43 fairs that operated to the executives of those that did not operate has spurred the latter to action for this year. Two '43 New Hampshire fairs were held; this year eight have already entered the lists. In fact, the State used a goad amounting to "operate or get out," announcing that unless fairs operated they would no longer receive a share of the big take from race tracks which is allotted to agricultural fairs. In Vermont and Maine the feeling is strong for more fairs and augmented entertainment at them.

The smashing achievements in sales of War Bonds and War Stamps, Victory Gardens, displays of fighting equipment and work done in booths for promotion of the Red Cross and allied war agencies have further engrossed fair managers as well as whole communities in the possibilities for these efforts this year. Practically all fairs will feature these activities and hope to gain even stronger commendation from the War Savings Division of the Treasury Department than the glowing tribute given fairdom for accomplishments of '43. The popularity of fairs among members of the armed forces and the tremendous attendances of military men and women resulted in conversion of even the most timid and pessimistic to the doctrine that fairs stand high on the roll of morale builders.

Talent for Home-Towners

Increasing cost of acts, scarcity of materials, transportation difficulties and shortage of help are not expected to prevent fairs in their territory from having a successful season, according to views of both fair workers and showmen of the Midwest. Number of fairs operating this year will be considerably increased, and with money still plentiful the fairs are laying out elaborate entertainment programs in expectation of business equal to that of last season. No record attendance figures are anticipated this year because of travel restrictions. Most fair men predict that

(Continued on page 10)

The Most Progressive Booking Agency in the East

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OUTSTANDING TALENT IN 1944

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Fairs • Circuses • Carnivals • Parks • Celebrations



Despite Wartime Restrictions and Shortages, We Are Able To Offer a Star-Studded List of Attractions Especially Compiled for the Outdoor Show World.

**2 BEST • WAR BONDS
BUYS • AL MARTIN ATTRACTIONS**

COSTS MAY UP GATES

(Continued from page 6)

solid bookings and short jumps. He said that he was doing his bit to educate talent buyers to commensurate boosts to meet the justifiable salary demands of performers.

Confident in Midwest

In Chicago and the Midwest purveyors are looking forward to a season comparable to that of last year, which was excellent, despite many handicaps. Most of the wraps that plagued the industry in 1943 will be just as tough this year, but showmen have the advantage of having learned much from their '43 experiences and are better prepared to cope with things as they will be.

They know that help will not be plentiful, that needed materials will be scarce, and that they may run into transportation difficulties. Nevertheless, they are confident that difficulties will not be too tough to overcome. As far as business is concerned, they believe it will be plentiful, barring unfavorable weather. Chicago also has several elaborate kiddie parks on the outskirts of the city that get a heavy play on weekends. Lack of transportation has cut into their business during the last two years, but there still is sufficient Saturday and Sunday trade to make them profitable.

With many Midwest fairs resuming this year after a season of inactivity, carnivals are finding bookings plentiful. There is the usual difficulty of overlapping dates in some instances, but these are being worked out satisfactorily. The usual scramble for early-season still-date bookings is on, with shows competing to be "first in" in choice spots. Most of the larger population areas are already signed and sealed. Due to war work activities, there are many more spots available than in normal years, giving the

smaller shows a better break. The area within a 200-mile radius of Chicago contains a large slice of the country's population, is enjoying the greatest prosperity in years and the people are hungry for entertainment other than the usual picture fare. Midway men are figuring on filling this need and are confident that there will be no lack of patronage.

Little Price Quibbling

Reports from many parts of the Midwest indicate that there will not be any great curtailment of celebrations and other special events this year. With everyone working at high tension, there is now a greater need for relaxation than in normal times and large and small communities are planning special events to give workers an opportunity to relax. Some of these doings will be very much localized, but all will be in need of some sort of professional entertainment. This means employment for many acts and particularly those of the thrill sort. Bookers report that inquiries are numerous. There is less quibbling over prices than in normal years, committees beginning to realize that acts, like everything else, cost more.

The problem of transportation has some acts worried. It is becoming increasingly difficult to obtain tire replacements and there is some doubt as to whether sufficient gasoline can be obtained to make jumps. While a few acts had difficulty in obtaining sufficient gas last season, most of them got an adequate supply. In the Midwest also there appeared to be no uniformity among ration boards in allotting gas to performers. Some have been able to go along without difficulty; others have encountered trouble in getting sufficient gas to make their moves.

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North Dakota Winter Show
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SOUTH

MEMPHIS 26,000 PEOPLE
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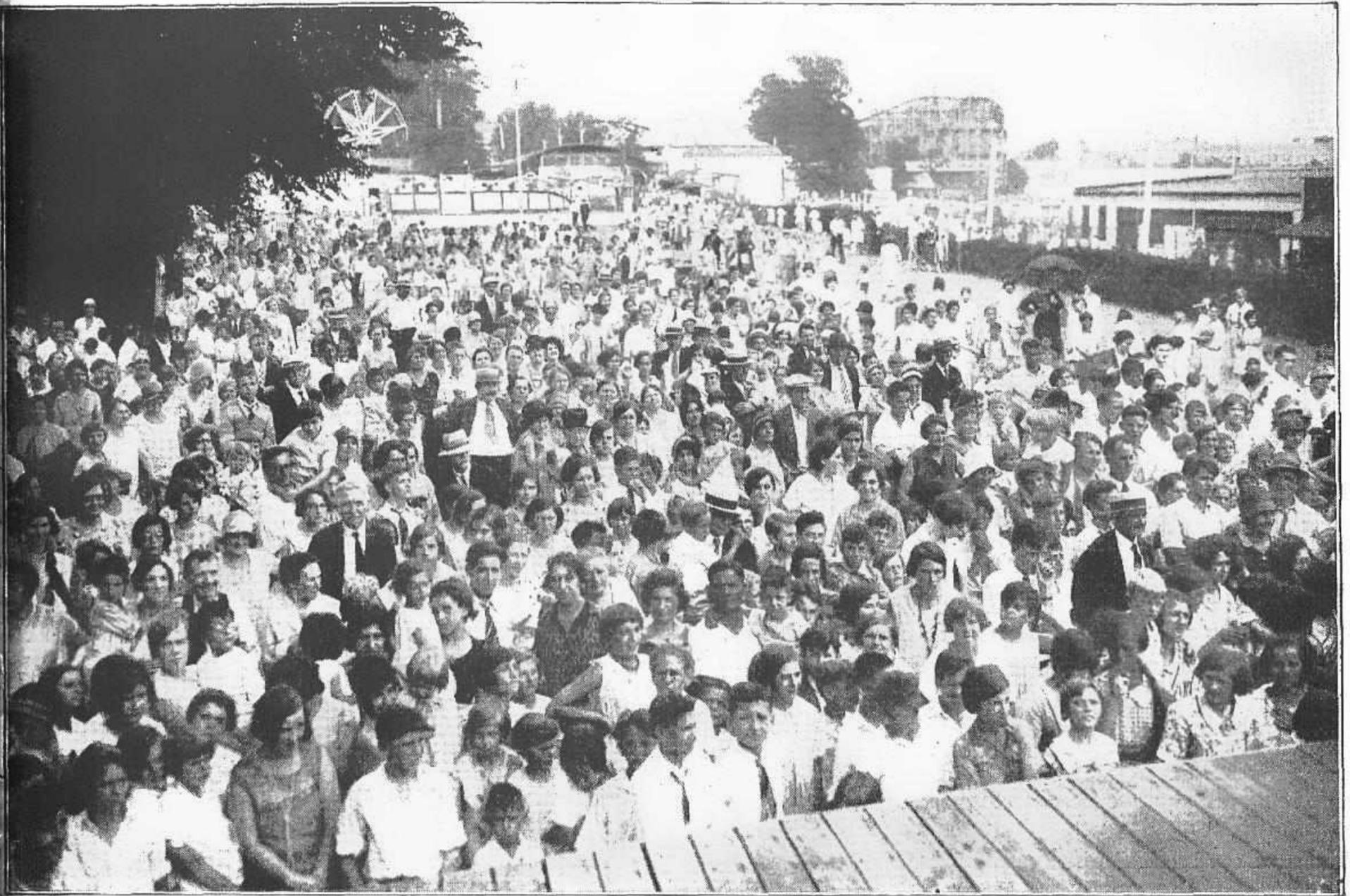
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WHEN THE LIGHTS GO ON AGAIN in many amusement parks added ops will be ready for free acts. New platforms for performers will be seen on malls, waiting for ganders by the genus Americanus. That "nothing-new-this-year" bugaboo is a toughie for managers to shake.

DIM-OUT LIFT PERKING PARKS

AMUSEMENT parks will perk up and light up this season, one of the best breaks they have had being the lifting of dim-out restrictions along the Coasts. Free acts having proved themselves for many years as magnets in pulling patrons thru the outside gates and as a panacea for ailing malls troubled with customer shortages, they have, of course, been institutions in the major fun spots of the continent.

With general prospects better this year than the spotty conditions of the past two seasons, park operators know that they must have added and thrilling entertainment on tap, especially for routine-surfeited members of the armed forces, if they are to fill the morale niche occupied by the recreational areas and maintain their lure for repeat business.

Locations Told Tale

Indications from time to time that pleasure driving bans may be eased have awakened progressive managements to the opportunities that may be in the '44 offering, coupled with the chance again to make their spots ablaze with modern illumination. Parks that were most fortunately situated have been meccas for pleasure seekers in the past two seasons.

They are the ones not affected by blackout or dim-out orders or curbs on auto driving, their locations being inland and near large centers of population where transport problems were little different than in normal times. Their business has been nothing to complain about. But spots that were largely inaccessible except by motor travel and those in Coastal areas where bright lighting was taboo have not fared so well, altho most of them managed to operate and drew surprisingly gratifying gates under the handicaps.

Early Contracts in East

Managements in the East, quick to sense an increasing demand for their wares during the remainder of the war, lost no time in contracting for acts for this season. Reports from the Atlantic sector are that operators who have always played attractions began to plan and to buy, some of them within a week after they had closed the 1943 season. Their

reasoning was that, with the apparent shortage of acts as well as good help and the difficulties that would be met in traveling, it would be wise to buy early and to co-operate with acts and bookers in curtailing jumps as much as possible and in co-operating in consecutive bookings.

In numerous spots that in recent years have not played acts there came a demand for them on the part of the public and which the operators decided must be met. In contacting bookers these ops announced that they were willing to build stages and circus rings, if in doing so they could obtain good acts of almost any type. Realizing that there probably would not be enough outstanding aerial acts to go around, they were anxious to adapt themselves and their locations to the available material that they could get.

Lights Going on Again

Lights meaning crowds and crowds meaning mazuma in the exchequer, ops are prepping for an illumination splurge in the former dimmed terrain and reported orders are large for bulbs and other available equipment. Bosses, ride men and concessionaires, to say nothing of the cash customers, were not happy with 15-watt bulbs, three to a concession. In some communities there are boards, largely in the minority, who seem to feel that lights are a hindrance rather than a boost to morale.

Transportation, however, will remain a major problem in many localities. So far the East has been the worst hit by the gasoline situation and if it does not improve there may be a spread of the adaptation of a plan to run busses for patrons to parks and with use of a low-cost type of substitute fuel. Parks will continue their co-operation in War Bond sales, Red Cross drives and local efforts of community interests in furthering the nation's program for war.

Midwest Demand Normal

Demand for outdoor attractions by amusement parks in the Midwest is not expected to be unusually large this year, according to reports from park operators and bookers. The Midwest has comparatively few large parks, hence does not offer a large market for free attractions. But there are a number of spots in the smaller cities which supplement their regular attractions with an occasional free act, and many picnic parks buy acts for special occasions, and indications are that the demand will be about the same as last year.

Midwest parks had a very successful season in 1943, according to statistics gathered by the National Association of Amusement Parks, Pools and Beaches. Attendance in many instances was far ahead of any other recent year and spending was proportionately large. War workers in the money for the first time provided thousands of new park patrons and the regulars, with more than the usual amount of money to spend, swelled the receipts of rides and concessions to new highs.

(Continued on page 18)

Selden - THE STRATOSPHERE MAN -

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HIGHER THAN
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Attendance figures and receipts soar, too, when you book Selden the Stratosphere Man. He really entertains and thrills 'em.

His 35-ft. swaying handstand atop the highest pole rigging produces near panic and pandemonium at every show. Enlist his aid in making your program outstanding this year. Write or wire for complete details.

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THE
THRILL
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THRILLS

MORE FAIRS TO ACT MARTS

(Continued from page 7)

attendance will be much the same as in 1943. County fairs, drawing their patronage from a relatively small area, may increase their attendances because of their efforts to attract a larger percentage of hometown people, and they are buying their entertainment with that end in view.

Bookers and revue producers back from winter fair meetings reported a tendency on the part of fair managers to increase and improve their attractions, even tho the cost is con-

siderably higher than in previous years. Reports from the Milwaukee meetings, last of the season, indicated that bookings were somewhat ahead of last year's. Bookers are up against many difficulties, but, having experienced most of them in 1943, they are in a position to overcome them by careful planning.

While there is a shortage of acts, most offices will be able to take care of their customers without too much difficulty. Many acts have been entirely broken up by the draft.

(Continued on page 16)

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The Stage Presentation of
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18 Stunts of Hair-Dare Deviltry

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CROWDS WILL BE PULLED AND HELD again in this season of war-keyed thrill demands at carnivals and celebrations by spectacular free attractions as well as by dizzy rides and dazzling shows. Sponsored events will reflect patriotic efforts.

MIDWAYS BID FOR THRILLERS

CARNIVALS, rightly anticipating another lush season, are adding to an unprecedented demand for acts, more specifically of the high thrill type. Midways at annual and promoted celebrations and sponsored events of wide scope are also in the market with varying demands—from ground acts to novelty stage turns to more pretentious presentations, such as revues in some localities.

Carnival operators, since the value of free acts behind a pay gate has been demonstrated these many years, have become more choosy in their selections. Experience has shown them that, while the public had been reasonably satisfied with almost any acts once patrons were inside the front entrance, the tempestuous nature of modern rides and the din and color of midways called for a corresponding spectacularism in the acts presented. Hence the popularity of and demand for real thrillers to pull crowds, hold them on the fun plazas and send them away on the night's blowoff with a proper desire to repeat.

Survey for Uncle Sam

Many carnivals will augment operations and attractions this year, particularly in the zones where dim-out regulations have been lifted, and in their budgets are set-ups for more acts, providing that they can procure the type of strong pullers that they deem imperative in their free-act policy. Probably no class of operators is more cognizant of rising costs of overhead than carnival owners and managers and there is evident on their part little disposition to chisel on prices for the variety of acts which past seasons have taught them are peculiarly adapted to their requirements. Short jumps will characterize most carnival routes this year and this fact will be in favor of contracted acts which must follow the itineraries of the shows with which they are tied up.

The increasing interest in Washington in the welfare of professional outdoor amusements, shown thru activities of the Office of Civilian Re-

quirements of the War Production Board, is not being overlooked by leaders in the industry. They have a renewed feeling of confidence in the future of this phalanx of the nation's entertainment interests which should be reflected by comprehensive plans for development and a present attitude of loosening purse strings for investments in purveying that surcease from war that Uncle Sam obviously believes is urgently called for and which has been quite adequately done in the past. That the WPB is looking to future demands in materials and replacements for the industry is seen as indication of a healthy future for the midways and those concerned with them, a survey now being made as to what the needs will be for the duration and post-war period. This is all healthy for act personels as well as those who are more dependent upon the existence of carnival orgs.

Minimum of Transport

Rail and motorized travel still remaining under the '43 regulations of the Office of Defense Transportation, operators and acts will plan patriotically and practicably and know that, barring emergencies, their early plans can be carried out. The Canadian government set the pace last year by its strong co-operation in approving the type and capacity of railroad equipment which permitted carnivals there to fill still and fair dates and grandstand shows to move to the big fairs of the Prairie Provinces. Carnival routes this year are being laid out in the States with a jealous eye on minimum of mileage and wear and tear on equipment. The same applies to attractions in their transport schedules.

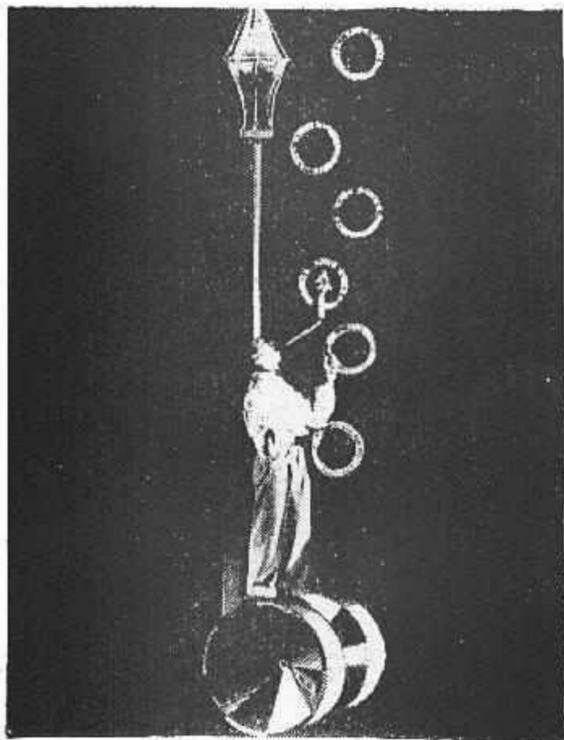
Special Events on Rise

Celebrations and other sponsored events will be more numerous this year, with a corresponding enlarged field for attractions. During the first year of the war hundreds of such doings were necessarily called off because so many civic leaders and other community figures usually active in them were suddenly plunged into hard and unfamiliar war work. They thought they had no time for the annual anniversary observances and fetes with which they had long been connected. In '43 they began to have their defense activities better managed. Many became the inspiration for events in conjunction with War Bond drives and other fund-raising and soldier-aid endeavors in which professional attractions were successfully presented.

This year Decoration Day and Fourth of July observances are to take on a new import. Many drives will be inaugurated or continued and a festival aspect will be given to them with the aid of thrill acts and other attractions. The array of sponsored events, which had reached a peak just before war clouds began to gather, will come back in ever-increasing numbers, judging from preparations in nearly all parts of

(Continued on page 17)

PICTURE REVIEW



ERIC PHILMORE



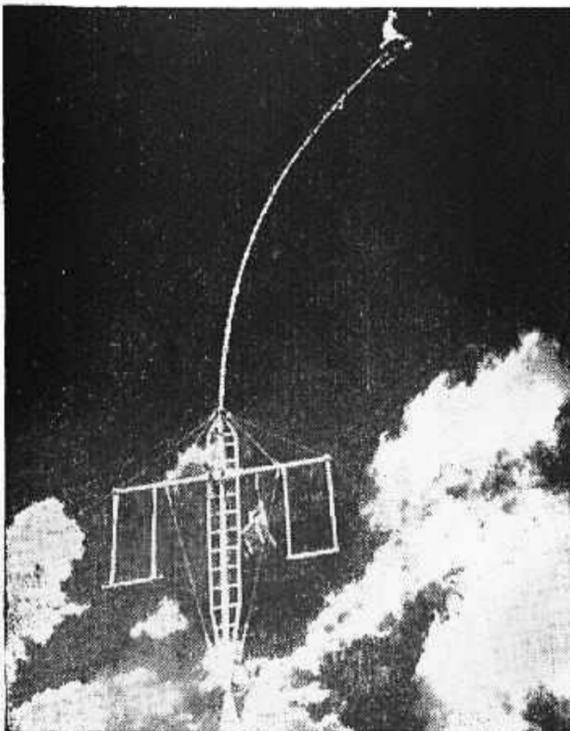
JUGGLING JEWELS



ROLLERETTES



HARRY PACKARD'S SEAL



SELDEN, THE STRATOSPHERE MAN



MEL HALL

ERIC PHILMORE—

is known as one of the finest jugglers in America. Juggling balls, tennis rackets, hoops and many other items, while keeping his balance atop a revolving cylinder, he holds audiences completely.

JUGGLING JEWELS—

an all-girl act that has won acclaim for expertness in juggling tennis rackets, hoops and clubs. An electrically illuminated club routine scores.

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.

HARRY PACKARD'S SEAL—

an outstanding seal act exemplifying perfection in balance and juggling, a well trained animal providing unusual and interesting entertainment.

SELDEN, THE STRATOSPHERE MAN—

high swaying handstand pole thriller recently completed several big city indoor circus dates. Many fairs and parks will witness his unusual and sensational act this summer.

MEL HALL—

features such difficult and original tricks as riding the tire of his 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.

BERT LYNN—

originator of the electric guitar, takes his audience on a mythical cruise to South America, emulating the sound effects of a train trip to New York; boat whistles, foghorns and elemental storm effects are heard, embellished by humorous asides, climaxed by the soft breezes of this Caribbean cruise. Mr. Lynn is emcee for Barnes-Carruthers No. 1 State Fair Unit.

LAMONT'S COCKATOOS—

world's outstanding bird act known in every part of the continent. Mr. Lamont has many new and unusually difficult tricks to present to the public.

CYCLING KIRKS—

an outstanding cycling act presenting original and different routines on bicycles and high unicycles. This troupe has been featured abroad.

HOOSIER HOT SHOTS—

Hoosier Shot Shots are internationally known and score heavily on personal appearance because of the legions of radio fans who have heard the National Barn Dance, who have seen them in Paramount and Republic pictures and who've bought more than three million of their recordings.

ZOPPE ZAVATTA FAMILY TROUPE—

internationally known equestrians feature and skillfully execute somersaults from horse to horse. Family also performs on unsupported ladders.

AERIAL MATHIEUS—

featuring many outstanding feats such as toe-to-toe swing climaxed their offering with the longest breakaway of any act of its kind.

FOSNAUGH'S CAVALCADE OF THRILLS—

a streamlined, war-gear thrill show working without gas or tires and featuring Fosnaugh, former Hollywood stunt man.

CAPT. ROY SIMMS—

"an act that's unusual" is the description of Capt. Simms's efforts. Working at a height of 85 feet he walks upside down, balances himself while juggling and does handstands, sits and stands on chairs. Real "chillers" are provided.

CAMPBELL SISTERS WITH MONTANA KID—

a complete show in itself featuring the Kid, Sisters and high school horse. Variety of musical turns and singing with outstanding horse training.

EDDIE POLO—

Eddie 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 hat-daredeviltry.



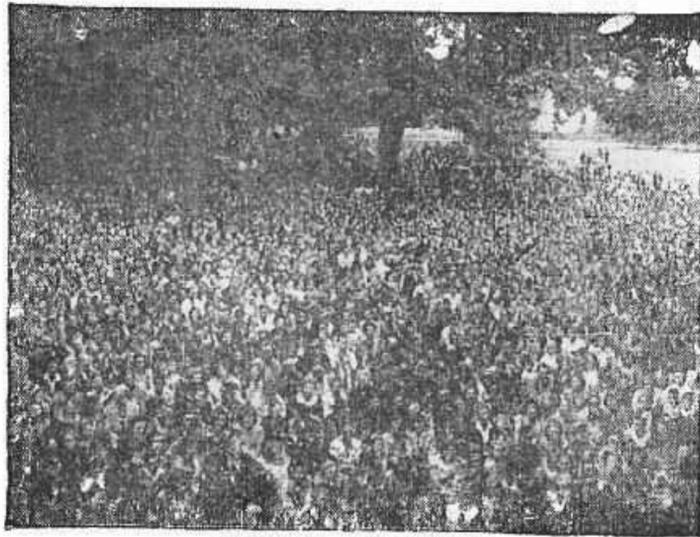
BERT LYNN



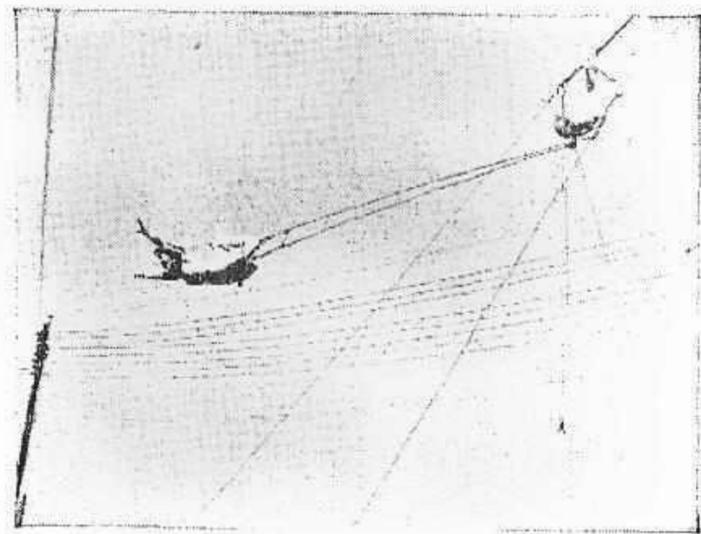
LAMONT'S COCKATOOS



CYCLING KIRKS



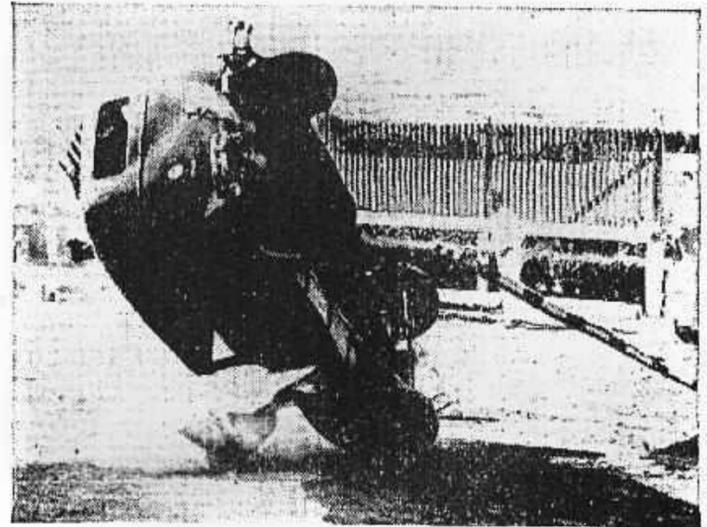
HOOSIER HOT SHOTS



AERIAL MATHIEUS



ZOPPE ZAVATTA FAMILY TROUPE



FOSNAUGH'S CAVALCADE OF THRILLS



CAPT. ROY SIMMS

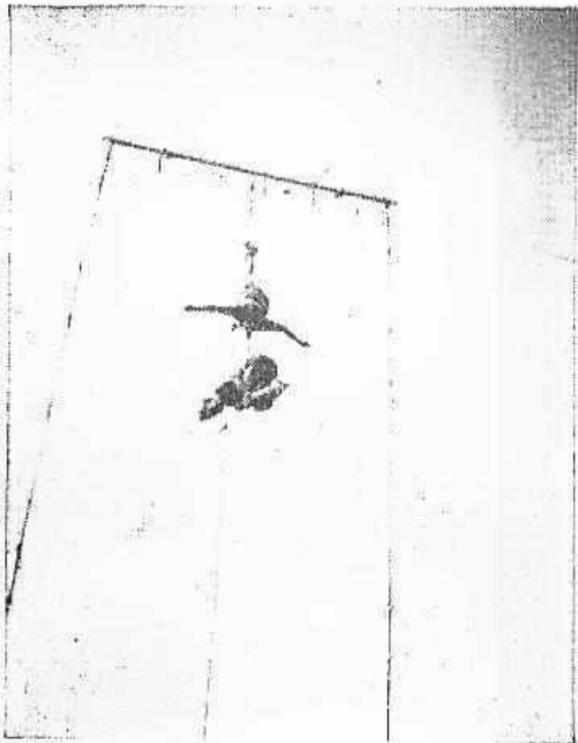


CAMPBELL SISTERS WITH MONTANA KID



EDDIE POLO

PICTURE REVIEW



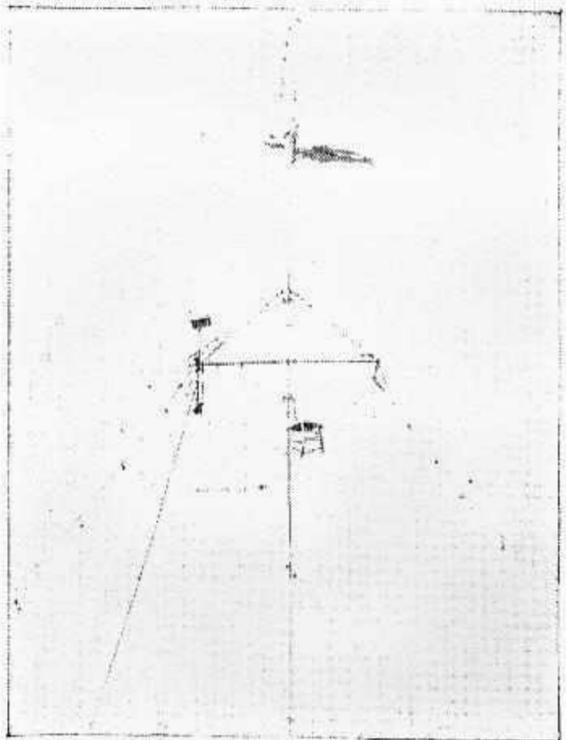
MARCELLE AND GEORGETTE



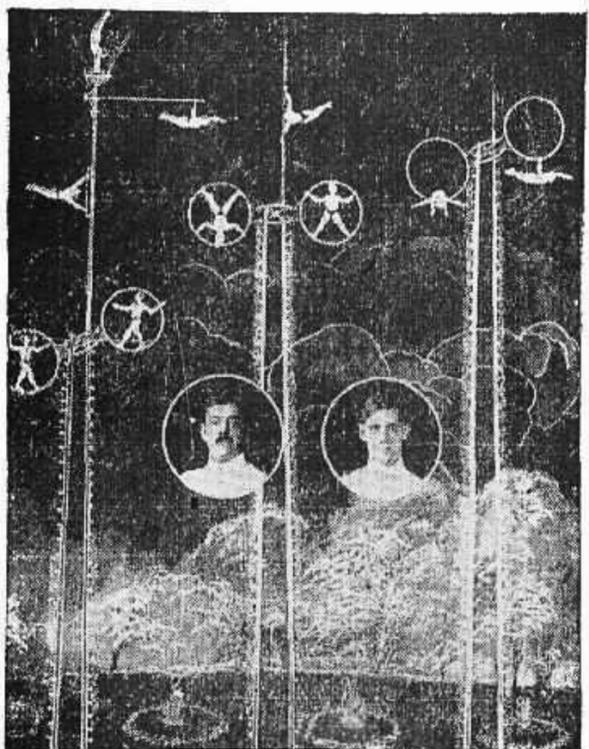
ROY BARRETT



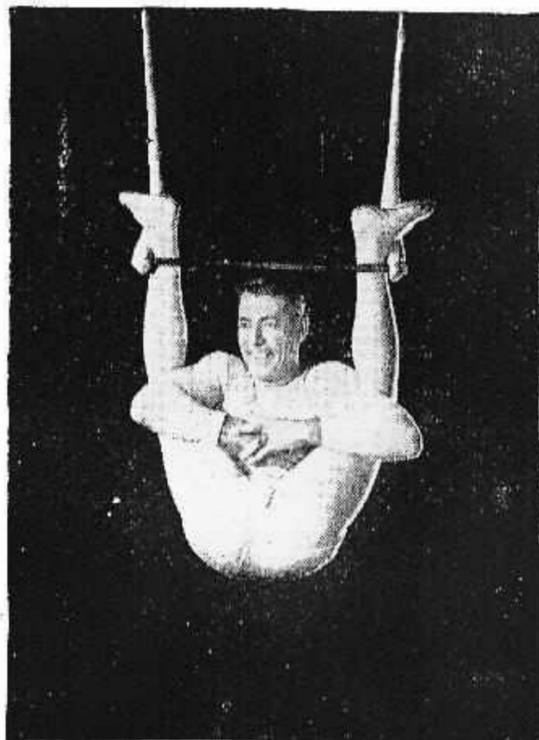
GREAT GREGORESKO



SKY THRILLER



ORIGINAL ATENOS



GREAT KNOLL

MARCELLE AND GEORGETTE—

two dainty high aerialists offer a variety of daring acrobatic stunts on a rope and rigging, routines usually found only in male acts.

ROY BARRETT—

a fun maker, is a "JESTER OF MANY CHARACTERS," using a wide variety of make-ups and changes. He is one of America's most famous clowns, an impersonator and a pantomimist.

GREAT GREGORESKO—

the man who hangs himself and lives to tell the tale. Performing a natural plunge of 70 feet with a hangman's noose around his neck, as well as a thrilling routine.

SKY THRILLER—

high pole contortionist performs many thrilling stunts on the trapeze, pedestal and swing pole. Beautiful lighting effects enhance night performances.

ORIGINAL ATENOS—

known as the original revolving aerial novelty. Their apparatus has a revolving pole at the top and two huge rings (near the top) in which members perform daring acrobatic feats while the pole and rings revolve.

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.

CAPT. ARNOLD'S ANIMAL CIRCUS—

including that famous "Singing Pig Salome," trained dogs, monkeys and that goat that does a light-wire act.

JAMES COGSWELL—

high stilt walker presents a variety of characters such as Uncle Sam, Clown Traffic Cop and others. He is known as the tall clown with the funny long legs.

WLW JAMBORETTES—

who sparkle and scintillate on the famous Boone County Jamboree Show. Featured daily on WLW, these girls have also played to many thousands in personal appearances at fairs in the WLW area.

COUNT ERNESTO—

Ernie Wiswell's "Dizzie Lizzie," a marvel of mechanical gadgets, is recognized as one of America's greatest automobile acts.

CHESTER "BO-BO" BARNETT—

producer of a clown band, sure-fire comical and clever pantomime. Act works alone with trained dogs who do acrobatic feats featuring Tippy Toy "Bobo" is assisted by Little Dorothy, America's cutest clown.

NEBRASKA SANDHILL BILLIES—

features "Skip" Dean with Banjo, Bill Lotteridge, Ignazio (Bill) Cionciola and Harold (Zeke) Holdren in harmony, songs, music, dances and comedy.

WLS CIRCUS WHITE HORSE TROUPE—

one of the most beautiful animal shows now appearing. Owned by Cal and Ruth Thompson, of Naper, Neb., troupe consists of highly trained albino horses, albino dogs and white shorthorn cattle. They present a wide variety of routines. In addition, circus is augmented by top radio stars from Chicago Station WLS.

LADY BARBARA'S CIRCUS—

features trained ponies, mules, dogs and monkeys—in a routine that pleases young and old.

MR. AND MRS. WALTER JENNIER—

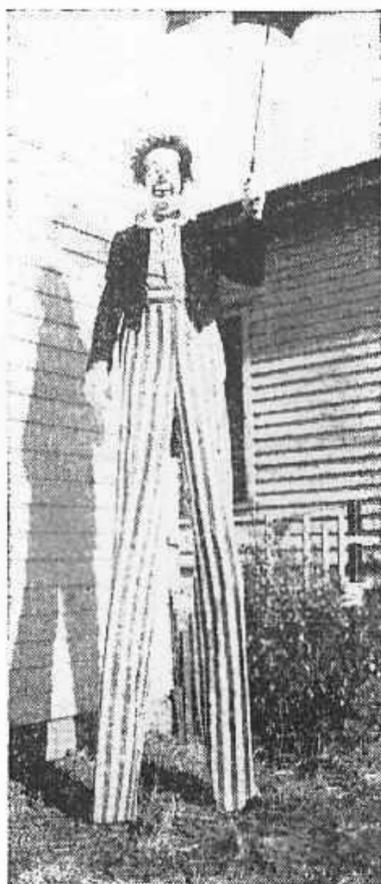
two outstanding acts, he with Buddy the Seal performing unrivaled feats and she as Miss Aerialetta on the swinging trapeze.

PAUL REMOS AND HIS TOY BOYS—

standard in vaudeville and stage in general, with many fair dates to their credit are regarded as an outstanding novelty. Remos, an excellent showman, balances his two cute proteges atop and abreast a huge pole. The youngsters execute marvelous feats in midair, playing various musical instruments, besides indulging in daring and unusual stunts aloft.



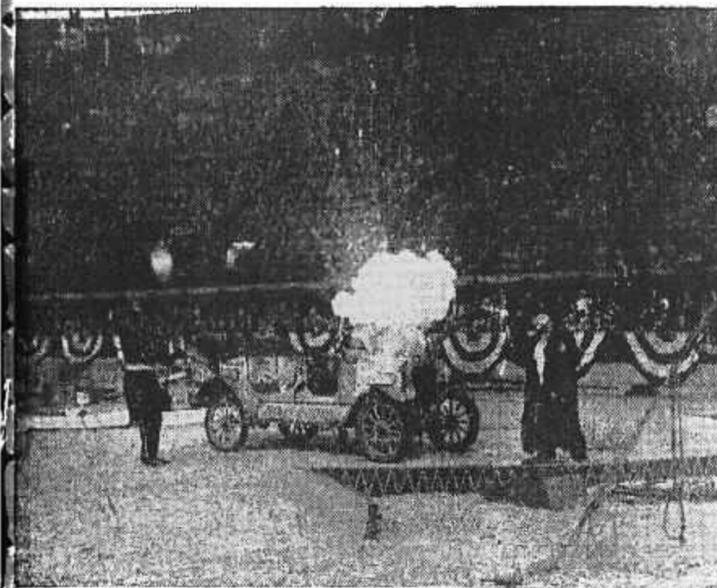
CAPT. ARNOLD'S ANIMAL CIRCUS



JAMES COGSWELL



WLW JAMBORETTES



COUNT ERNESTO

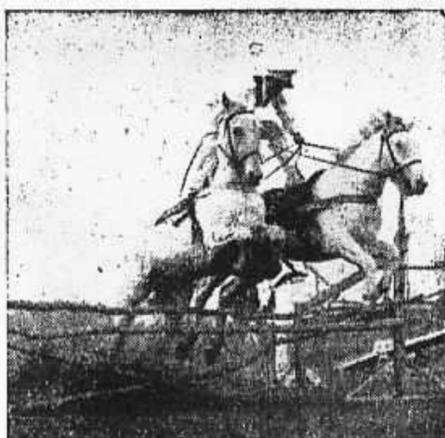
PHOTOS WERE NOT RECEIVED
 MR. & MRS. WALTER JENNIER
 presenting
 BUDDY THE SEAL,
 MISS AERIALETTA.
 Also PAUL REMOS AND HIS
 TOY BOYS.



CHESTER "BO-BO" BARNETT



NEBRASKA SANDHILL BILLIES



WLS CIRCUS WHITE HORSE TROUPE



LADY BARBARA'S CIRCUS

Action Photos Boost Interest For Acts and Attractions

Showing Routines and Props Great Help to Buyer Who Must Frame Complete Program

The photos published in this section each year show how valuable pictures are to the buyer who is faced with the problem of booking from 5 to 25 or more individual acts and attractions for his show. They enable him to compare the entertainment value and merit of each one being considered and select those best suited for his particular purpose.

Phrases and descriptions in themselves carry little weight. A picture helps the buyer see what an act is like—the routines, costumes, rigging or props and visualize in his own mind how it will look in his show.

He sees the act from his own grandstand or grounds thru the eyes of his patrons and is thus in a better position to know which attraction to book.

Much could be written from the standpoint of the acts and attractions. Those who use photos freely and generously leave nothing to the imagination. No opportunity is given the buyer to secure a wrong impression. This is especially valuable and desirable when an act has serious competition. Any unusual or exclusive stunt, routine or feature can be more lastingly sold and registered with photos. Some acts who have recognized how much photos help them in their selling efforts have prepared a complete series of shots and when these are laid before the buyer little needs to be said. The pictures speak for themselves.

Actual settings and crowd scenes should not be overlooked because they show spots played and the kind of attendance attracted. Every act on the bill is responsible at least in part for the final box-office figure.

In this Picture Review of the Outdoor Attractions Section The Billboard presents some of the acts and attractions available for shows and programs this coming season. It is an annual feature and has been found helpful to attractions and buyers alike.

ERNIE FOSNAUGH'S



HOLLYWOOD CAVALCADE OF THRILLS RODEO • AUTO THRILL SHOW

No Gas — No Rubber Tires

NOW BOOKING 1944 SEASON
A STREAMLINED AND WAR-GEARED
RODEO-AUTO THRILL SHOW

Write Immediately For Best Dates

Personal Representative CHARLES ZEMATER, 54 W. Randolph St., Chicago

T O P S I N T H R I L L S —AERIAL MATHEWS—

FLYING TRAPEZE ARTISTS DELUXE

Booking '44 Dates—Contact

CHARLES ZEMATER

54 W. Randolph, Chicago

JAMES COGSWELL HIGH STILTWALKER

The Tall Clown and his "funny long legs," presenting Uncle Sam, Clown Traffic Cop, White Face Clowns. Now booking parks, fairs, celebrations, bond drives, parades, indoor circuses; good for any event. Fair Managers, Committees, Booking Agents, Promotion Managers, write for descriptive folder, price and complete details. Please don't wire.

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UNPARALLELED STUNTS

AMERICA'S GREATEST
CYCLING TROUPE

THE CYCLING KIRKS

Now Booking 1944 Dates. Contact CHARLES ZEMATER
or Permanent Address, 818 Leland, Sheboygan, Wis.

FRISCOE'S SEALS TRAINED BY

Harry Pickard

For FAIRS, PARKS and INDOOR CIRCUS

Write

CHARLES ZEMATER, 54 W. Randolph Street, Chicago

MORE FAIRS TO ACT MARTS

(Continued from page 10)

Others, having lost one or more of their personnel, have been re-vamped. An encouraging phase of the act situation is that many performers who have been in temporary retirement, due to acts breaking up and other reasons, are coming back with new acts, being attracted by the prospect of steady work and increased salaries. These new entries will tend to relieve the shortage.

American Acts Reasonable

The bookers have, of necessity, increased the prices asked for acts. Foreign acts especially are asking greatly increased salaries, some of them double the amounts they received in previous years. Bookers say that most American acts have been much more considerate in their increases. They are asking, and receiving, more money because of the increased cost of living, but they are not taking advantage of the situation to gouge those who employ them. This is reacting to the benefit of American performers. Entrance of many new acts also is tending to stabilize salaries, but in any event buyers must expect to pay more for their attractions than has been the rule.

Hesitancy of many acts in Chicago and other large centers to accept bookings on the road is making it

more difficult for producers and bookers to put shows together. With work plentiful in cities, performers prefer to work at home rather than to buck the many difficulties of transportation, even though they are offered more money on the road. The chorus girl situation is especially acute. There also is an actual shortage of musicians—that is, musicians who can play a show. Many who are acceptable

PRODUCING CLOWN

BOOKED TO SEPTEMBER 2

HAVE 2 Weeks Early April OPEN
2 Weeks Early June

★
BUY BONDS—SAVE A NATION
BUY BARRETT—HELP SAVE A
FAIR—AND?
★

Best of everything to offer in the way of Grand Stand, also between Acts. Come in Worker and Solo Worker of merit.

For Open Time—Contact Direct.

ROY BARRETT

Care The Billboard, 155 N. Clark St., Chicago

The JUGGLING JEWELS

"Brighten Your Show"

★
Acclaimed the World's Foremost and Fastest and Only Troupe of All-Lady Combination Jugglers in Existence. A Smooth, Speedy Act of Distinction!

Personal Representative: DAVE SOLTI • 10 Rockefeller Plaza, New York, N. Y.

Lady Barbara's Circus

"The Utmost in Entertainment"

Featuring

- ★ Trained Ponies
- ★ COMEDY Mules
- ★ Trick, Acrobatic and Equestrian Dogs
- ★ Funny Trained Monkeys

Representative

BARNES-CARRUTHERS

ATTENTION SECRETARIES OF FAIRS OUTDOOR CELEBRATIONS

Our Free Acts include the beautiful Allison Sisters, "Most Sensational Acrobatic Tumblers in the Middle West"; Prince Leo, King of the Clowns; Those International Jugglers, "The Brownies," and many other acts. America's Outstanding Fair Grandstand Show this season is our big PLUTO CITY REVUE. This Cavalcade of Stars will add much to your forthcoming fair. Write now for full explanation, we still have some open time.

CLYDE E. EDGELL, Mgr.

PLUTO CITY FAIR ATTRACTIONS, FRENCH LICK SPRINGS, INDIANA



THE SKY THRILLER

HIGH POLE SENSATION

Pictures and Publicity Matter.

Write today for information.

Beautiful lighting effect.

THE SKY THRILLER

Care of The Billboard, Cincinnati 1, Ohio

ORIGINAL
FEATURES

BUY
WAR
BONDS

for dance orchestras are of no value when it comes to playing a show. One result is that the number of musicians in many show bands is being cut down to six or eight.

On the whole, in spite of handicaps, it looks as tho the season of 1944 will be an excellent one for fairs, bookers and talent.

Revue Quality Improves

Novelty acts continue to be in demand by fairs, also comedy acts suitable for playing in front of grandstands. These two categories make up most of the fair bookings. For the main grandstand show the revue remains the favorite, its feminine appeal, colorful settings, and supplementary comedy and novelties making it universally popular. Quality of such shows continues to improve, and many Midwest fairs play revues that rival anything seen in the theater.

Some bookers are wary of making any definite predictions as to conditions that will prevail when the fair season opens, but they are confident that they will be able to deliver their shows. As always there will be an occasional need of substitution as, for instance, when a vital member of an act is suddenly summoned to the armed forces. But such contingencies are well understood and have been provided for.

MIDWAYS BID

(Continued from page 11)

the continent. Toronto's Fair for Britain the past two seasons has perhaps been the highlight of all such tie-ins for war and peace causes.

Entertaining the Military

How USO shows and other troupes visiting army camps and the promoted events adjacent to military centers have done their bit toward entertaining the service personnel is now part of continental history. Attractionists have these elements in mind while mapping out programs for '44.

Equipment for travel and for presentation of performances has been carefully nursed in most instances and there is little prospect as yet of a scarcity of offerings because of deterioration of paraphernalia, even with the hectic seasons behind and a busy one coming up.

THE WORLD'S FOREMOST JUGGLER

ERIC PHILMORE

HOLDS AUDIENCES SPELLBOUND—WITHOUT COMPARISON

Personal Representative
CHARLES ZEMATER
54 W. Randolph Street, Chicago

MARCELLE and GEORGETTE

UPSIDE-DOWN
LOOP WALK

Double Trapeze — Double Web — Thrilling Fast Spins
ACROBATIC ACES

Currently **POLACK BROS.' CIRCUS**
Permanent Address: 1425 43rd Street, North Bergen, N. J.

CAPT. ROY SIMMS

Walking on the sky . . .
UPSIDE DOWN 85 FEET ABOVE THE GROUND
NO NETS

THE ACT THAT'S
DANGEROUSLY DIFFERENT

Now Playing Hamid-Morton Circus,
Also Fairs and Parks for Hamid Office

LAMONT'S COCKATOOS AND MACAWS

A Bird Act That Performs Marvelous Feats
Including Back Somersaults, Giant Swings,
Rollovers, Birdville Fighting The Flames

An Excellent Feature for

PARKS — CELEBRATIONS — VAUDEVILLE
Personal Representative — CHARLES ZEMATER, 604 Woods Bldg., 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 for Fairs
BARNES-CARRUTHERS

Or Write
HENRY MILNER, Mgr.
Rensselaer, Ind.



A COMPLETE SHOW
IN ITSELF!

COLEY BAY

AMERICA'S GREATEST
HIGH-SCHOOL HORSE

WITH THE MONTANA KID COWBOY STAR AND THE SINGING CAMPBELL SISTERS

AVAILABLE for Fairs, Arenas, Special Outdoor Events
Submit Your Open Dates Immediately

Currently a Sensation In Night Clubs and Special Events
Playing INTERNATIONAL SPORTSMEN SHOW, April 8-16, Minn.; April 22-30, Chicago.
Opening May 1, THE BOWERY, Detroit.

Personal Management: ALPHA DEMAREE, Consolidated Radio Artists
333 N. Michigan Blvd., Chicago



Mr. and Mrs. Walter Jennier

A GREAT COMBINATION
Presenting Two Outstanding Acts

WALTER JENNIER with BUDDY the SEAL

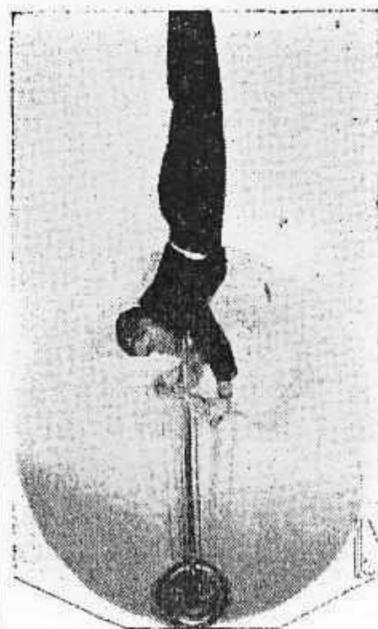
An educated animal act that is unrivaled
performing feats that bring the audience
to their feet.

MRS. JENNIER as "MISS AERIALETTA"

Performing high in the air on a swinging
trapeze without aid of a safety net, a
thrill act without comparison.

Currently appearing with **POLACK BROS.' CIRCUS**, America's Greatest Fraternal Circus

AMERICA'S NEWEST UNICYCLE SENSATION



MEL HALL

FEATURED IN UNITED ARTISTS'
"SENSATIONS OF 1944"

To be released soon

WITH AN ALL-STAR CAST
starring

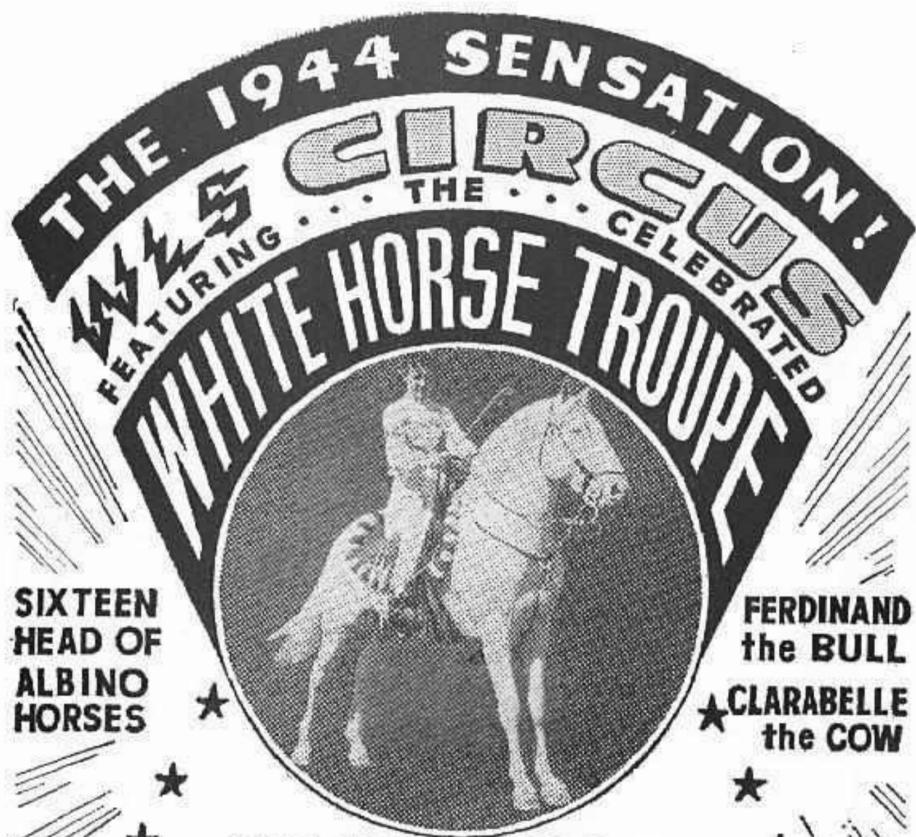
ELEANOR POWELL
DENNIS O'KEEFE W. C. FIELDS
and featuring

- ★ SOPHIE TUCKER
- ★ DOROTHY DONNEGAN
- ★ CAB CALLOWAY'S BAND
- ★ HUBERT CASTLE
- ★ PALLENBERG BEARS
- ★ PAT HENNING
- ★ WOODY HERMAN'S BAND

Now Featured With **POLACK BROS.'
SHRINE CIRCUS**

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Permanent Address
Box 109, Paw Paw, Mich.



SIXTEEN
HEAD OF
ALBINO
HORSES

FERDINAND
the BULL

★ CLARABELLE
the COW

★ THE MOST UNIQUE
★ ATTRACTION *in the WORLD..*
★ AUGMENTED BY RADIO STARS
★ FROM STATION WLS ... AND
★ SPARKLING NOVELTY ACTS! ★

Now Booking for 1944 Season
Wire, Write or Call

ATTRACTIONS, INC.

1230 WASHINGTON BLVD. (Monroe 9700) CHICAGO, ILL.

DIM-OUT LIFTED

(Continued from page 9)

Parks which have used free attractions in past years have found that, if properly exploited, they are a strong attendance stimulant. With transportation difficulties tending to hold down attendance, there is a greater need than usual for added attractions to draw the people, and it seems likely that more acts will be used this year than in the past. General opinion is that business will continue on an upswing this season.



FREE ATTRACTION

Featuring

SKIP DEAN

AND HIS

NEBRASKA SANDHILL BILLIE TRIO

You will enjoy their harmony songs, music and dances. The Belle of the Town will do her comedy songs and dances. She will make you laugh and you will enjoy every minute while being entertained by Nebraska Sandhill Billie Trio. You've heard them on Radio—now you can see them in person. Who are the Nebraska Sandhill Billie Trio? Banjo Bill Letteridge, Harold "Zeke" Holden and Mrs. Dean's Big Boy Skip.

M. E. "SKIP" DEAN, Manager
Care Victoria Hotel
1543 "O" Street, Lincoln, Nebraska

BERT LYNN



Musical Impressionist

Featuring

"30 SECONDS OVER TOKYO"

CURRENTLY

FEATURED WITH

BARNES-CARRUTHERS NO. 1 UNIT

"STATE FAIR REVIEW OF 1944"

For indoor dates contact
PAUL MARR, 203 N. Wabash, Chicago

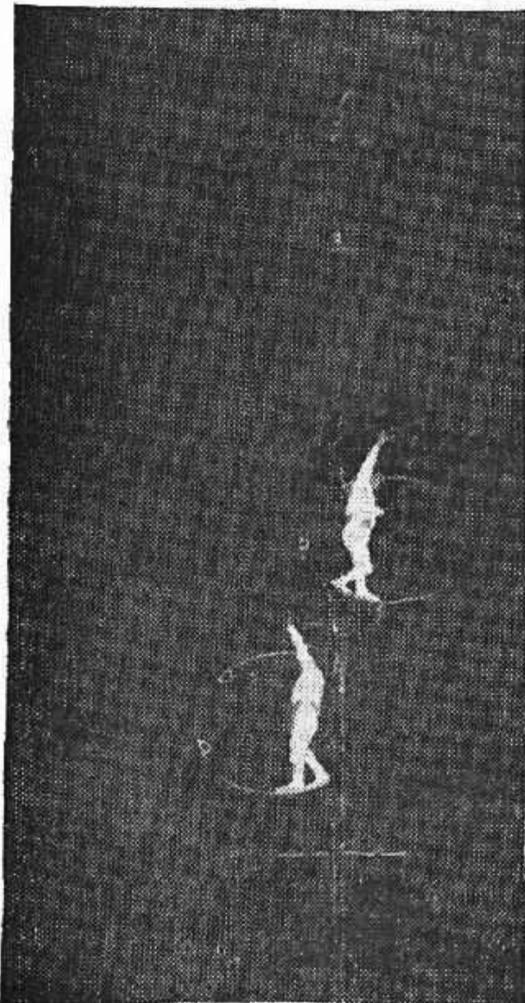
"THE GREAT ATENOS"

★ NEVER BEFORE EQUALLED • NEVER BEFORE ACCOMPLISHED • TRULY THE ACME OF ALL FREE ACTS ★

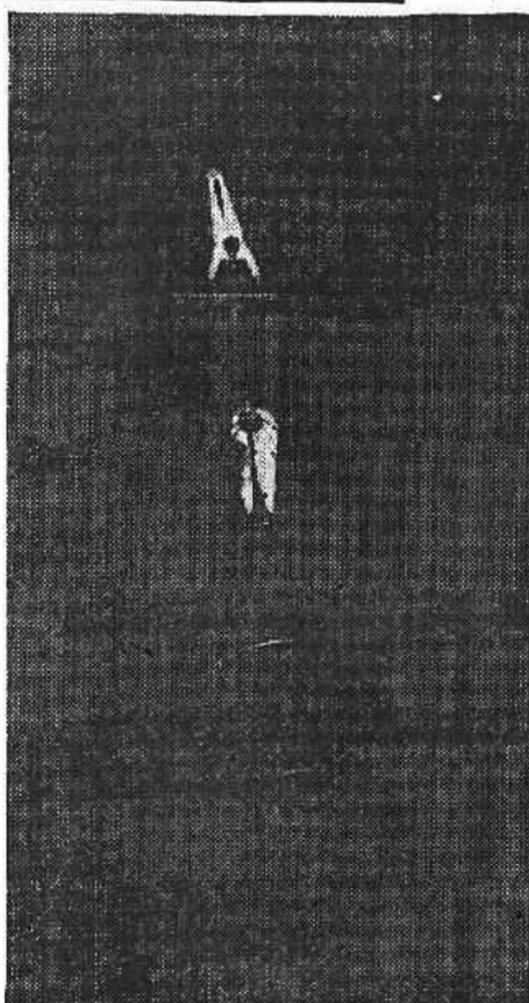
ORIGINAL **REVOLVING AERIAL** NOVELTY

The Only Outdoor Sensation
Today!

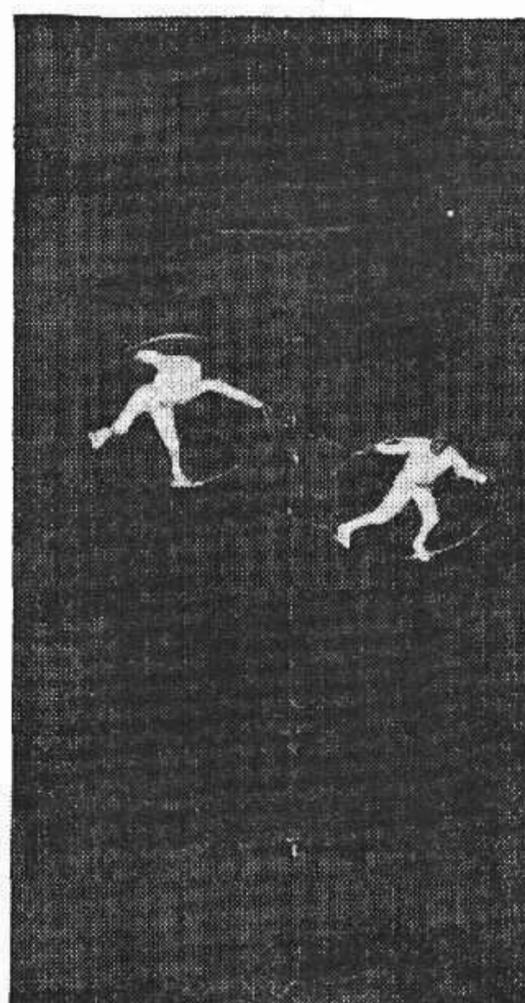
Accurate Height 90 Ft.
For Fairs, Parks, Celebrations



CIRCLE WALKING
IN BALANCING RINGS



GUS ATENOS ON TOP
ORIGINATOR OF THE REVOLVING POLE



A REVOLVING FINISH OF A
THRILLING SENSATION

THE ORIGINAL
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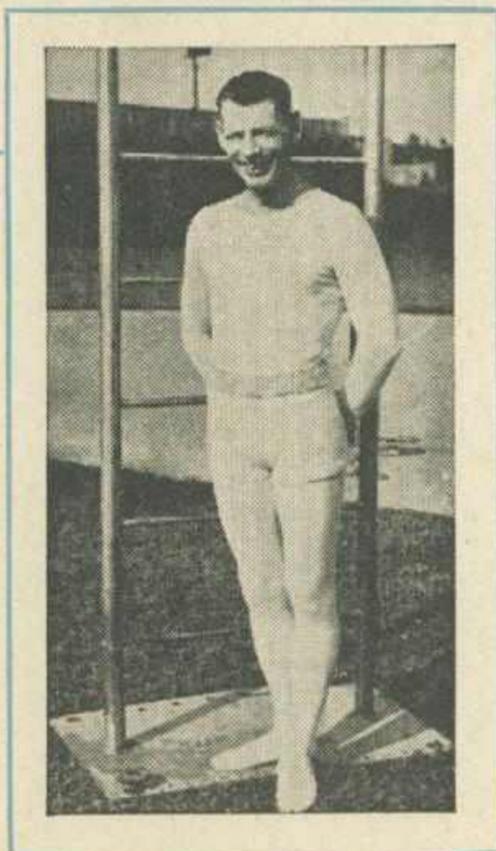
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