

AC Trade Best in 12 Seasons

Clean-Up Gets Part of Credit

Amusement interests foresee record period—piers' attendance is zooming

ATLANTIC CITY, Aug. 2.—Amusement and business interests here, having the best trade in 12 summers, believe that if weather is as good in August as it has been in July, the season, in spite of an early Labor Day, will be the greatest in local history.

Apart from excellent weather, many attribute a goodly portion of increased patronage to efforts of Mayor Thomas D. Taggart Jr. to clean up the town, he having clamped down on all gambling, horse parlors, and the numbers racket. And the mayor has no doubts on this score.

"Cold figures speak for themselves," he said. "Atlantic City has ridden itself of undesirables. The resort is on a high plane and we are going ahead. There is no question that money formerly spent in horse joints and numbers racket is now going into legitimate channels."

He declared bank deposits as of June 30 were \$2,700,000 more than last year at that time, that the July Fourth weekend brought in \$700,000 more than last year, and that the total was close to \$5,000,000.

Amusement interests support the mayor's forecast of a banner season. Frank P. Gravatt, operator of Steel Pier, said pier attendance had been greatest in its 43 years. Officials at Hamid's Million-Dollar Pier said attendance figures were zooming and had surpassed previous records. At Garden Pier, where legit stage attractions are offered, Ben Jacobson reports nightly sell-outs.

Last Sunday a heat wave in inland cities brought down a crowd of 500,000, equalling the all-time high on Easter Sunday this year. Ocean City and Wildwood also had record crowds. Crowd here was much larger than that of July Fourth, those on the beach alone being estimated at 250,000.

Hamid's Pier headlined with Henny Youngman, Patricia Ellis, and Blue Baron's orchestra, and Steel Pier topped its bill with the Ink Spots, Ciro Rilmac's, and Gene Krupa's orchestra. Hamid's pier today has Willie Howard, Mitzi Mayfair, and Howard Reynold's orchestra, with Steel Pier offering a bill topped by Eddie (Rochester) Anderson and Jimmy Dorsey's orchestra.

CLEVELAND.—A drive to raise \$25,000 to improve buildings and other property of Brookside Zoo here has been launched, civic clubs and others assisting, said Harold T. Clark, chairman of the board. A two-toed sloth is most recent addition.



CONEY ISLAND, CINCINNATI, dressed up the front of its pony track this season by converting it into a "ranch house." Building was designed in frontier style by Paul G. Hill, Coney's architect for the past five seasons. It has been renamed Bar X Ranch, with a galloping neon figure surmounting a rustic sign giving its new name. Boy on the pony in the photo is Russell Kissel Jr., son of one of the Kissel brothers, who are operating the track. New front is believed to have had a salutary effect as receipts are considerably ahead of those of last season.

PAPA Meet Bids Other Ops Markey Praises Carroll As Host to NE Section

ERIE, Pa., Aug. 2.—Amusement park operators from Ohio, New York, and West Virginia, many of whom are well known to members of Pennsylvania Amusement Parks Association, have been invited to attend the seventh annual PAPA meeting in Hershey (Pa.) Hotel on August 20 and 21, reported President F. W. A. Moeller from his offices in Waldameer Beach Park here. Operators from other States desiring to attend will be welcomed, too, he said. Program advantageous to everyone interested in the park business has been planned, including an inspection of Hershey Park, managed by J. B. Sollenberger.

SPRINGFIELD, Mass., Aug. 2.—Citing the 15th annual summer meeting of New England Section, National Association of Amusement Parks, Pools, and Beaches, on July 22, NE Secretary Fred L. Markey, Exeter, N. H., gave high praise to Host Edward J. Carroll in an official communication in behalf of the group.

"I want to tell you how much everybody enjoyed the summer meeting in Riverside Park. I have heard so many fine comments on the meeting and clamor that I have lost track of them all. It was one of the most successful summer meetings that this organization has had and attendance of 100 members and guests made it the largest meeting during the last eight years," Secretary Markey wrote.

"I feel that the big attendance was a fine tribute to you because the fine work you are doing has created a desire among amusement men to see your park, and I am sure that every one of them was impressed."

OKLAHOMA CITY, Okla.—Zoo Superintendent Leo Blondin here reported addition of a polar bear, Chapman zebra, and two chimps during the past year, bringing zoo population to 632. Attendance has been good. Recent auto license check showed patrons from every State plus Mexico, Hawaii, Central America, and Canada. Blondin's radio program over WKY is in its 11th year. He tells circus and animal stories. Arthur Borella, Cole Bros.' Circus clown, was his guest on the program July 16, when the show played here.

Batt To Pick Beauty Entry

NEW ORLEANS, Aug. 2.—Ponchartrain Beach will begin its quest for a Miss America beauty entrant on August 13, reported M. Peter Villere, manager of promotion and special events. There will be prelim judging on one night and finals on the next. Happy Harrison's Circus was succeeded after two weeks by Stuart Robert Troupe, comedy bars. Southern Pacific and Illinois Central railroads are showing interest in the Beach's outing facilities by carrying a Ponchartrain Beach notice on excursion trains coming into the city. Frank Kraemer, maintenance superintendent, and Mrs. Kraemer observed their 23d wedding anniversary on July 25 and they and their son and daughter, Marjorie, secretary to Manager Batt, received many congratulations.

Briefs From All Around the Field

AKRON, O.—Summit Beach Park here has added an Octopus and miniature golf course.

DETROIT.—Rilai McLain has resumed charge of rides and the pool in Eastwood Park here after a three-year illness. He recently returned from a tour of Midwestern parks.

PHILADELPHIA.—Boulevard Pools here reported the biggest week-end in its history on July 26 and 27. Heat wave drove people to water for relief, 4,800 cooling off Saturday and 8,500 on Sunday.

PHILADELPHIA.—Parks here are having capacity crowds, outings and special events going far in swelling gates. In Willow Grove Park the annual Firemen's Jubilee on July 30 featured a thrill demonstration by fire-fighting men, followed by fireworks and fountain displays, and climaxed by a water barrage

lighted by 150 searchlights. Woodside Park on July 29 had 3,000 youngsters for Breyer Day. Breyer Day was also in Willow Grove Park on August 1 and is scheduled for August 7 in Clementon (N. J.) Lake Park.

CINCINNATI.—Black lighting was employed in a water ballet at Weaver's Airy Hills Pool here on August 2 in connection with an Amateur Athletic Union open swimming meet. Special paint was applied to swim suits of participants and a battery of black lights was installed, making the suits shine in the dark. Eight swimmers of the Penguin Club took part, said Director Rufus McNeil.

MUSKEGO, Wis.—A \$5,000 blaze on July 23 destroyed a building at Muskego Beach housing restrooms and a number of concession stands. Tess Corners fire department kept flames from spreading to amusement devices.

A Shorts Stop

ATLANTIC CITY, Aug. 2.—One of the near-by resorts found a practical solution in dealing with the problem of women visitors gallivanting on the Boardwalk in shorts. Signs were prominently posted on the 'Walk by police, reading, "Only ladies over 30 years of age allowed to wear shorts on the Boardwalk."

Operating Gains In High Bracket

CHICAGO, Aug. 2.—All reports except one showed substantial gains in grosses during the third week in July over the corresponding period last year, in replies to questionnaires sent from offices of Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. Queries made and answers received, according to territory:

How does your gross to date compare with the same period in 1940?

Alabama, 39 per cent increase; California, 30 per cent increase; Canada, 60 per cent increase; Illinois, 33 per cent increase; Central Massachusetts, 35 per cent increase; Northeastern Massachusetts, 78 per cent increase; Southeastern Massachusetts, 65 per cent increase; Michigan, 33 per cent increase; Missouri, 58 per cent increase; Eastern New York, 21.7 per cent increase; Northern Ohio, 20 per cent increase; Oklahoma, 20 per cent increase; Oregon, 13 per cent increase; Midwestern Pennsylvania, 25 per cent increase; Western Pennsylvania, 12½ per cent increase; Western Pennsylvania, 25 (See OPS' GAINS HOLD UP on page 59)

Reconstruction Is Studied By Houston's Zoo Committee

HOUSTON, Tex., Aug. 2.—Reconstruction of Hermann Park Zoo here, without need for a city appropriation but by fixing an admission charge, was proposed in a recommendation to Mayor Neal Pickett and council by a committee recently appointed to determine needs of the zoo. In planned bylaws of the zoological society an admission charge of 25 cents for adults and 15 cents for children would be instituted, excepting Saturdays and Sundays and possibly another designated day. Complete operations would be turned over to the society, which would also have membership fees of \$6 a year and life membership at \$100. Society would be incorporated as a non-profit association. All revenue would go back into the zoo.

Several years ago the city placed an admission charge on the zoo, but abandoned the plan when the public protested. Committee said that since the zoo has gone down to a point where some unusual method of raising money must be adopted unless it is to be abandoned entirely, an admission furnishes a possible way out of the difficulty.



PALISADES (N. J.) AMUSEMENT PARK continues this season to put advertising where it will be seen. Photograph was taken in the heart of Times Square in New York City, showing three cloth banners that are said to be the largest in the world used for outdoor advertising.



THIS SHOT of Jerry D. Martin (Jaydee the Great) and his daughter, Betty Jane, was taken in Playland, Rye, N. Y., where he presented his high trapeze novelty on July 7-20. Betty, who is spending her vacation with her daddy, will return to Boston to enter school on September 2.