SPECIAL SECTION
MARCH 25, 1944

Acrobatic • Musical • Novelty
ACTS AND ATTRACTIONS
for
FAIRS • PARKS • CELEBRATIONS • SHOWS
THE ONLY HUMAN IN THE WORLD WHO HANGS HIMSELF AND LIVES TO TELL THE TALE!

THE ONE AND ONLY INTERNATIONALLY FAMOUS

GREAT GREGORESKO

Presenting a routine of the most daring cloud swings climaxed by an actual plunge of 80 feet with a hangman's noose around his neck.

Special equipment for both Outdoor and Indoor Dates.

THE FEATURED SENSATION PLAYING TOP INDOOR CIRCUS DATES:


Greeff Circus for Orrin Davenport, Cleveland, February 10-26.

Larry Sundrock'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.

George Hamid

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ATLANTIC CITY, N. J.

NEW JERSEY STATE FAIR
WEEK OF SEPT. 10—TRENTON, N. J.

HAMID-MORTON CIRCUS
NOW ON TOUR
Some ABC stuff 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. Buyers and independent acts any 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:

1. Shortage of certain types of acts, according to locally, such as high aerial, ground and novelty turns. Board of general help.

2. Transportation troubles, gasoline and tire curbs.

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

These problems are being solved by:

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

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

3. 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 joining State aid funds if they do not resume.

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

Curtative measures for these developments have been 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 management said to be holding back even with an apparent solid public demand for their type of entertainment, especially in the war period.

Cognizance of upper 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.

"As You Were"—ODT; Gas Uniformity Enigma

PERSONNEL will travel this season just as they did in '40, 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 encountered give a uniform stance on the subject, it still 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 '40. It has been decided that a public announcement is not necessary." It was intimated that regulations for '40 had been made for an indefinite period and would remain in effect until there was necessity for a change. On February 3, 1943, outdoor shows were given the green light, with certain requirements for roadbed and motorized staging and curfews, but warned that any war emergency might change the set-up.

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

OFF-SHIFT WAR WORKERS helped pack fair fields last season. Night shows made night fairs and defense tellers will boost 'em again this year. Patriotic reeves and pyro displays under the stars still hold plenty for G. I. jobs 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.

WLW PROMOTIONS INCORPORATED

DIVISION OF THE CROSLEY CORPORATION
PHONE CHERRY 1822
140 WEST NINTH STREET, CINCINNATI, OHIO

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 troops not likely to be dislodged thru any military needs. In his contracting set-up he expresses a certainty, barring unforeseen happenings, that he can deliver 85 per cent of acts which are contracted, whereas in 1942 substitutions totaled 15 per cent and in 1941 they ran to 25 per cent.

The eastern situation is easier than it has been in the years, averaged another booker, although the shortage still holds because of acts being broken up by the draft and a slack 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 cut 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 largely the backbone of stage shows.

While acts naturally rush 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

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AND
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America's Recognized Greatest Comedy Automobile Act!

"COMIN' IN ON A RIM AND A SPARE"

PROOF OF THE PUDDING
Back to the great Olympia Circus, Chicago Stadium, April 14 to May 7; also Detroit, May 12 to 24. Thanks 200 to LEVY, Barns-Carruthers.
ADDRESS: BOX 833, ERIE, PENNA.

ZOPPE-ZAVATTA

FAMILY

THE REGAL FAMILY OF THE RIDING RING
AND UNSUPPORTED LADDERS

BOOKED SOLID FOR 1944

with

POLACK BROS' CIRCUS

Thanks to everyone for the many letters and offers

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 there having come of the acts field, the fact that a number of major fairs which have always had big programs are still in existence and the realization by numerous boards that added financial appropriations are imperative to meet rising costs of entertainment. Decision of management of fairs that joined in 1942-43 to resume this year have come about slowly but steadily since the annual meeting of the International Association of Fairs and Exhibitions in the Hotel Sherman, Chicago, last December.

While a general reaction after that session was that the parent organization might not display the leadership and confidence necessary to instill proper enthusiasm into the plans of smaller fairs to plan for 1944, there has been an accelerated disposition to resume activities. Need for wartime food production increases and agricultural demands have encouraged many boards from Washington, has had much to do with stiffening 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.

Up surge 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 adequate, desired and desired by a public embarrased in wartime endeavor. 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 executive 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 good amount 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 encouraged 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 fairs for accomplishments of '43. The popularity of fairs among members of the armed forces and the tremendous attendance of military men and women resulted in conversion of even the most timid and pessimist 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 shornan 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 recent attendance figures are anticipated this year because of travel restrictions. Most fair men predict that

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COSTS MAY UP GATES

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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, promoters are looking forward to a season comparable to that of last year, when the demand was excellent, despite various handicaps. Most of the difficulties that plagued the industry in 1943 will be at least as tough this year, but showmen have the advantage of having learned much from their 1942 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, well-equipped, outdoor parks on the outskirts of the city that will have heavy play on weekends.

Lack of transportation has set them apart during their entire history. As soon as business is concerned, they believe this will be plentiful, barring unfavorable weather. Chicago also has several elaborate, well-equipped, outdoor parks on the outskirts of the city that will have heavy play on weekends. Lack of transportation has set them apart during their entire history. As soon as business is concerned, they believe this will be plentiful, barring unfavorable weather. Chicago also has several elaborate, well-equipped, outdoor parks on the outskirts of the city that will have heavy play on weekends.
WHEN THE LIGHTS GO ON AGAIN in many amusement parks added acts will be ready for free acts. New platforms for performers will be seen on raily, waiting for gondors by the genius American. That "nothing-new-this-year" bugabo 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 Coast. Free acts having proved themselves for many years as magnets in pulling patrons thru the outside gates and as a damper for rolling mulls, troubled with customer shortages, they have, of course, benn 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-suited members of the armed forces, if they are to fill the morale niches occupied by the recreational areas and maintain their lure for repeat business.

Locations Told Tale

Indications from time to time that pleasure driving barns may be eased have awakened progressive managers to the opportunities that may be in the '44 offering, coupled with the change again to make their spots abloom with modern illumination. Parks that were most fortunately situated have been success 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 clusters 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, lest no time in contracting for acts for this season. Reports from the Atlantic sector are that operators have always played attractions begun 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 curtailling 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 circuits, if in doing so they could obtain good acts of almost any type. Realizing that there probably would not be enough outstanding acts to go around, they were anxious to adopt themselves and their locations to the available ma-terial that they could get.

Lights Going on Again

Lights meaning crowds and crowds meaning business. In the earthquake, ops are preparing for an illumination scheme in the former dimmed areas and reported orders are large for bulbs and other available equipment. Buses, 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 boon 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 buses 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 is 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, Tubs 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, swallowed the receipts of rides and concessions to new highs.

OUTDOOR ATTRACTIONS, March 25, 1944
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attendance will be much the same as 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 17)

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Acts desiring my representation, state full particulars of their specialty. Send photos, literature, name, salary, opening time, status and permanent address. Sensational and High Acts in special—suitable for indoor and outdoor showing through the year.

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HAIR.

DEFINITELY A BOX-OFFICE ATTRACTION and THRILL SENSATION DE-CIDELY DIFFERENT PLUS
The Stage Presentation of
SUPERMAN EDDIE and SUPERGIRL SHELIA
18 Stunts of Hair-Dare Deviltry
Write or Wire for Open Dates

Eddie Remos Always

Circus
de

OUTDOOR ATTRACTIONS, March 25, 1944
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, sightsly 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 dim and color of midways called for a corresponding spectacular in the acts presented. Hence the popularity of and demand for real thrillers to pull crowds, hold them on the fun places 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-up for more acts, providing that they can procure the type of strong pattern that they deem imperative in their free-ad 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 chide 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 the 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 Requisitions 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 phase of the nation's entertainment interest which should be reflected by comprehensive plans for development and a present attitude of lessening parsimonious investments in surveying that surplus from war that Uncle Sam customarily 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 in 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 personnel 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, operations and acts will plan patriotically and practically and know full, barring emergencies, their early plans can be carried out. The Canadian government act the past year by its strong co-operation in approving the type and capacity of railroad equipment which permitted carnivals there to 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 way and fear 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 things 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 fests 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-sell 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)
ERIC PHILMORE—

It known as one of the great jugglers in America. Juggling balls, tennis rackets, hoops and many other items, while keeping his balance upon a revolving cylinder, he holds audience completely.

JUGGLING JEWELS—

an all-sport act that has won acclaim for its juggling with sticks, hoops and clubs. An electronically illuminated club routine is the highlight.

ROLLERETTES—

four roller-skating beauties who present an outstanding exhibition of speed and daring. Features include swift acrobatics, unique group formations, leg holds, neck holds and outstanding spins.

HARRY PACKARD’S SEAL—

an outstanding seal act consisting of perfection in balance, an art which is being taught all over the world. This seal act is the highlight of the show.

Selden, THE STRATOSPHERE MAN—

a daringly mounted pole thriller recently completed several big city indoor circus dates. Many feats of strength and acrobatics are performed.

MEL HALL—

features such difficult and original tricks as riding the two of his unicycles, jumping from one to the other while riding, throwing the bannister on a unicycle, and many more difficult tricks.

BERT LYNN—

originator of the electric guitar, when his ride, came on a musical cruise to South America, emanating the sound effects of a train trip to New York, boat trip, refreshments and elements of the show are heightened by electric guitars, played by the best of this baritone arranger. Mr. Lynn is known for his famous songs.

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 KIRES—

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

HOOSIER HOT SHOTS—

Hoosier Hot Shots are internationally known and some heavily on personal appearance because of their long and main fame. They have been known as the National Barn Dance, who have been seen in Paramount and Republic pictures and have even bought more than three million of their recordings.

ZOPPE ZAVATTA FAMILY TROUPE—

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

AERIAL MATHIEU—

featuring many outstanding feats such as the two of his unicycles, jumping from one to the other while riding, throwing the bannister on a unicycle, and many more difficult tricks.

FOSNAUGH’S CAVALCADE OF THRILLS—

a streamlined, war-proof thrill show without gas or fires and featuring Fosnaugh, former Hollywood stunt man.

CAPT. ROY SIMMS—

an act that is unusual” is the description of Capt. Simms’s efforts. Working at a height of 25 feet on a trapeze up side down, balancing himself while juggling and doing handstands, naps and spins on chairs. Best “ehillers” are presented.

CAMPBELL SISTERS WITH MONTANA KID—

a complete show in itself, featuring the Kid sisters and high school horses. Variety of usual routines and stunts with outstanding horse training.

EDDIE POLO—

Eddie Polo presents two acts—one an act for the age of 1,900 feet hanging by his hair; the other a strange act featuring feats of strength and balance.
BERT LYNN

LAMONT'S COCKATOOS

CYCLING KIRKS

HOOSIER HOT SHOTS

AERIAL MATHIEUS

ZOPPE ZAVATTA FAMILY TROUPE

FOGNAUGH'S CAVALCADE OF THRILLS

CAPT. ROY SIMMS

CAMPBELL SISTERS WITH MONTANA KID

EDDIE POLO

OUTDOOR ATTRACTIONS, March 25, 1944
PICTURE REVIEW

MARCELLE AND GEORGETTE—
two dainty high-acrobats offer a variety of daring acrobatic stunts on a rope and rigging, reactions usually found only in male acts.

ROY BARRETT—
a fine walker, le a "JESTER OF MANY CHAR- 
ACTERS," using a wide variety of make-ups and 
characteristics. Le is one of America's most 
proven clowns, an impersonator and a pantomimist.

GREAT GRECORESKO—
the man who hangs himself and lives to tell the tale. Performing a Watson's plunge of 70 feet with a Llanpater's rope around his neck, as such as a thrilling routine.

SKY THRILLER—
high pole acrobat who performs many thrilling 
stunts on the trapeze, pedestal and using pole. Beautiful lighting effects enhance night perform-
ances.

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 mem-
bers perform during acrobatic stunts while the pole and rings rotate.

GREAT KNOLL—
his single trapeze act performing an original 
routine of balancing, teeter, turns, drops and 
dislocations of one- and two-arms roll, drop, 
dislocation of shoulders, neck hangs on straight bar and other thrilling trapeze stunts.

CAPT. ARNOLD'S CIRCUS—
exhibiting his famous "Singing Pig Salome," trained dogs, monkeys and train that does a 
lightning act.

JAMES COGSWELL—
his stilt walker presents a variety of characters 
such as their fans, Chicago, Twelfth Cup and others. He is shown as the tail end of the funny
gang.

WLW JAMBORETTE—
who sparkle and enthrall on the famous Boone 
County dramatic stage. Featured daily on WLW, 
these girls have also played many thousands 
in personal appearances at fairs in the WLW area.

COUNT ERNESTO—
Ernie Walsley, "Picnic Louise," a marvel of mechan- 
ical gadgets, is recognized as one of America's 
greatest automobile acts.

CHESTER BO-BO BARRETT—
producer of a aloof band, sure-footed comic and 
cheerful pantomimist. Act works alone with train 
dogs who do various stunts including Pogo the 
"Perio" as assisted by Little Dorothy, America's 
easiest clown.

NEBRASKA SANDHILL BILLIES—
famous "Glee" line with Bama, Bill Linderidge, 
Ignazio (Bill) international and Herold (Echo) 
aliens in harmony, songs, mugs, dances and 
comedy.

WLS CIRCUS WHITE HORSE TROUPE—
one of the most beautiful animal shows in the 
world. Owned by Cal and Faith Thompson, of 
Napan, Neb., troupe consists of highly trained 
mules, mules and white horses. They present a wide variety of routines. In addition, circus is augmented by top radio stars from Chicago station WLS.

LADY BARBARI'S CIRCUS—
featuring trained seacoast, dogs, dogs and mon-
keys—in a routine that pleases young and old.

MR. AND MRS. WALTER JENNIFER—
two outstanding acts, he with literally the best performing trained dogs and she on Miss Aventalta on the swinging trapeze.

PAUL REMOS AND HIS TOY BOYS—
standard in roundtrips to Illinois, general, with 
many fair amusements to their credit and regarded as an entertaining novelty. Remos, an excellent driver, balances his two cute proteges atop 
and on their high pole. The younger boys execute nervous jumps in midair, playing various musical instruments, besides indulging in daring and unusual stunts aloft.
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 25 to 30 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.

Capt. Arnold's Animal Circus

Count Ernesto

James Cogswell

Photos were not received
Mr. & Mrs. Walter Jennifer presenting
Buddy the Seal, Miss Arialetta.
Also Paul Remos and his toy boys.

Chester "Bo-Bo" Barnett

Nebraska Sandhill Billies

WLS Circus White Horse Troupe

Lady Barbara's Circus

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.

Outdoor Attractions, March 25, 1944
MORE FAIRS TO ACT MARTS

(Continued from page 16)

Others, having lost one or more of their personnel, have been re-

vamped. An encouraging phase of the act situation is that many per-

formers who have been in temporary retirement, due to acts breakup-

ing up and other reasons, are coming back with new acts, being attracted by the prospect of steady work and increased salaries. These new en-

tries 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 conscientious 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 resting to the bene-

fit of American performers. Enter-

ance of many new acts also is the thing 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 dif-

ficulties of transportation, even though they are offered more money on the road. The census 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.

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 Diabolical Talent.

Personal Representative: DAVE SOLES

10 Rockefeller Plaza, New York, N. Y.

Lady Barbara's Circus

"The Ultimate in Entertainment"

Featuring

Trained Ponies

Comedy Mules

Trick, Acrobatic and Equestrian Dogs

Funny Trained Monkeys

BARNES-CARRUTHERS

ATTENTION SECRETARIES OF FAIRS OUTDOOR CELEBRATIONS

Our Free Acts include the beautiful Allison Sisters, "Most Sensational Acrobat Tumblers in the Middle West"; Prince Leo, King of the Clowns; Those International Jugglers, "The Brothers," and many other acts. America's Outstanding Free Candi-

dite Show. This season is one big PLUTO CITY REVUE. This Covc of Stars will add weight to your forthcoming fair. Write now for full explanation, we still have some open spots.

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

OUTDOOR ATTRACTIONS, March 25, 1944
Revue Quality Improves

Novelty acts continue to be in demand by fairs, also comedy acts, and gay music, which is suitable for playing in front of grandstands. These two categories make up most of the fair bookings. For the main grandstands, the revue remains the favorite, its feminine appeal, colorful settings, and supplementary comedy and novelty 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, for instance, when a last-minute member of an act is suddenly summoned to the armed forces. But such contingencies are well understood and have been provided for.

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

MIDWAYS BID

(Continued from page 11)

After the continent, Toronto's Fair for Britain has probably been the highlight of all such tie-ins for war and peace causes.

Entertaining the Military

How USO shows and other troops visiting army camps and the promenades adjacent to military centers have done their bit toward entertaining the service personnel is part of continental history. Bookers have these elements in mind when 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 that this will change as yet of a scarcity of offerings because of deterioration of paraphernalia, even with the hectic seasons behind and a busy one coming up.

ERIC PHILMORE

THE WORLD'S FOREMOST JUGGLER

Holds Audiences Spellbound—Without Comparison

Personal Representative

CHARLES ZEMATER

54 W. Randolph Street, Chicago

CAPT. ROY SIMMS

Walking on the sky . . .

UPSIDE DOWN 85 FEET ABOVE THE GROUND

THE ACT THAT'S DANGEROUSLY DIFFERENT

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

LAMONT'S COCKATOOS AND MACAWS

A Bird Act That Performs Marvelous Feats Including Back Somersaults, Giant Swings, Rollevers, 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

333 N. Michigan Bldg., Chicago

PORTFOLIO'S

Personal Representative:

HERMAN CITRON, MCA

Beverly Hills, Calif.

OUTDOOR ATTRACTIONS, March 25, 1944

THE 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 8-10, Mon.; April 22-30, Chicago. Opening May 1, THE SHOW, Detroit.

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MR. AND MRS. WALTER JENNIFER

A GREAT COMBINATION

Presenting Two Outstanding Acts

WALTER JENNIFER

with

BUDDY THE SEAL

An educational animal act that is superior to the usual performing feats that bring the audience to their feet.

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

MRS. JENNIFER

as

"MISS AERIALTA";

A thrilling aerial act that is performed on a flying trampoline without aid of a safety net, a thrill act without comparison.

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

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and featuring

SOPHIE TUCKER

DOROTHY DONELSON

CAR CROWDAYS BAND

HUBERT CASTLE

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WODDY HAMBER'S BAND

Now Featured With POLACK BROS.' SHRINE CIRCUS

 Permanent Address

Box 169, Paw Paw, Mich.
THE 1944 SENSATION!

FOR THE FIRST TIME IN FIFTY YEARS!

THE WHITE HORSE TROUPE

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.
1200 Washington Blvd. (Monroe 9700)
Chicago, Ill.

DIM-OUT LIFTED
(Continued from page 8)

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.

THE GREAT ATENOS

THE ORIGINAL REVOLVING AERIAL NOVELTY

AERIAL SENSATIONS OF 2 CONTINENTS DEFYING ALL LAWS OF GRAVITATION 90 FEET IN THE AIR

- TRULY THE ACME OF ALL FREE ACTS

The Only Outdoor Sensation Today!

Accurate Height 90 Ft.
For Fairs, Parks, Celebrations

THE ORIGINAL ATENOS

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, 253 N. Wabash, Chicago

OUTDOOR ATTRACTIONS, March 25, 1944
Showbusiness...

has never been out of any war, and it's in the front line of this to-the-death struggle. But war or no war, the show must go on. It must bring to those at the war front, as well as those at home, a bit of laughter and wholesome relaxation that spells MORALE, for people with a song on their lips have the spirit of VICTORY in their hearts.

That's why we have accepted as a pleasant duty the challenge to furnish entertainment to the millions on the home front this season. Despite war-time difficulties, we will strive to eclipse many of our pre-war shows which were hailed as greatest of all grandstand attractions.

PRESENTING FOR THE 1944 SEASON

THREE OUTSTANDING MUSICAL EXTRAVAGANZAS

GEARED FOR TOP GROSSES

"ON TO VICTORY!"

"LET FREEDOM RING!"

"STATE FAIR REVUE OF '44"

REPLETE WITH LAUGHS, THRILLS, BEAUTY AND ALL-STAR CASTS

Produced and Booked by

BARNES-CARRUTHERS

Fair Booking Association

121 North Clark Street

Chicago, Illinois

THE NATION'S TALENT MART FOR THE BEST IN:

REVUES STAGE, TRACK AND CIRCUS ACTS
RODEOS INFIELD ACTS RADIO STARS
BANDS THRILL SHOWS MUSICAL EXTRAVAGANZAS

For

FAIRS—PARKS—CELEBRATIONS—CIRCUS AND SPECIAL EVENTS

SEND FOR OUR 1944 FAIR ANNUAL—IT'S READY NOW
THE CLIMAX FOR YOUR PROGRAM

TOPS
WORLD’S HIGHEST TRAPEZE ACT

THE GREAT
KNOLL
The Thrill You’ll Remember!

PLAYED TO MORE AND LARGER METROPOLITAN AUDIENCES THAN ANY SINGLE ACT IN AMERICA

BOOKED FOR NORTH AMERICA’S MOST OUTSTANDING
INDOOR AND OUTDOOR EVENTS BY ERNIE YOUNG

120 FEET
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