

The Billboard

November 29

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In this issue

CAVALCADE OF FAIRS

combined with Second Annual IAFE Review

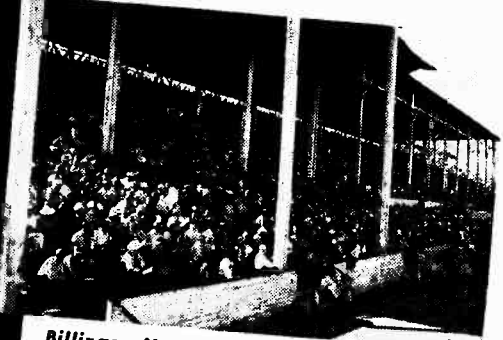
Attendance RECORDS BROKEN EVERYWHERE THAT



Selden photographs every crowd from top of pole. Pictures appear in daily papers.



Great Falls, Mont., N. MONTANA STATE FAIR: Stands crowded every day to witness thrilling feats.



Billings, Mont., MIDLAND EMPIRE FAIR: Capacity crowds and front page publicity accorded act.

Selden THE STRATOSPHERE MAN



TRADE MARK
World's Highest Aerial Act!

APPEARED IN 1941!

Pictured on this page are a few of the large, enthusiastic crowds who cheered and applauded at every performance. The scene is always the same—hushed silence during the daring, thrilling feats; ear-splitting ovations at the finish.

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NOTHING ELSE LIKE THIS ATTRACTION. Do not confuse Selden, The Stratosphere Man, with any other aerial or high-pole acts. This is the only act of its kind! The exclusive routines are different, more breathtaking, more sensational, and decidedly more intriguing. When you book a "stratosphere" act **BE SURE YOU GET SELDEN.** The Stratosphere Man, the only performer doing a 36-foot giant sway. The rigging, title, routine, name, publicity, etc., are trademarked, copyrighted and registered with the U. S. Registrar of Copyrights and Patents. Any information received about imitators and leading to their conviction will be appreciated and rewarded.



Telephoto shot of Selden reaching end of 35 foot sway across sky.



Sioux Falls, S. D., SIOUX EMPIRE FAIR: S. R. O., with hundreds turned away!



Tupelo, Miss., MISSISSIPPI - ALABAMA FAIR: Biggest crowds in history watch Selden climb pole.



Black River Falls, Wis., JACKSON COUNTY FAIR: Packed grandstand at each performance.



St. Paul, Minn., MINNESOTA STATE FAIR: Feature attraction 1940 and 1941.

Original Showboat Destroyed by Fire In Savannah Harbor

SAVANNAH, Ga., Nov. 22.—The Original Showboat, formerly the James Adams Floating Theater, which for 31 years brought entertainment to the Chesapeake Bay sector and the Eastern coastal towns, caught fire in the Savannah River near the Seaboard wharves last Friday afternoon (14) and burned to the water's edge. Cause of the blaze, which quickly spread from stern to stern, is unknown.

The belief was expressed that oil and gasoline might have leaked from the generator motors into the boat's bilges, causing the flames to spread the whole length of the boat. No one was injured in the fire. Late Friday night, after the tide dropped, only a few smoldering timbers in the mud remained of the once popular showboat.

The floating theater was owned by E. H. Brassell, of the Brassell Towing Company here, who bought the boat at auction, together with two tugs, some six months ago for \$6,000. The boat had previously been managed by Milford Seymore, who operated the boat for several seasons with his mother. Unable to sell the showboat, Brassell was planning to strip her of her superstructure and use the hull as a barge. She was being towed across the river so that work could be done when the fire broke out.

The showboat had been berthed at the Thunderbolt Yacht Basin here the last five months and about two weeks ago was brought up into the Savannah River and moored near the foot of Barnard Street. The boat, built by James Adams, had a seating capacity of 488 persons, and it was on this craft that Edna Ferber spent some time while writing her novel *Show Boat*. After buying the boat Brassell renamed the boat the S. S. Playhouse.

Rep Ripples

HARLEY SADLER shoots a flash from Post, Tex., that business is great for his tent in that sector. . . . **HOMER MEACHUM**, veteran rep, minstrel and vaude performer, was a visitor at the rep desk last Monday (17) while in Cincinnati with Lillian Bennett's *Continental Hit Parade*, which he joined recently. Homer was accompanied by his son-in-law. . . . **BEN AND LILLY HEFFNER**, formerly with the Heffner-Vinson Tent Show and the past season with the Kay Bros.' Circus, are in Miami, where Ben is working as phone man for the Shrine Fair and Exposition being held there November 22 to December 6. The Heffners have just purchased a new 23-foot Vagabond trailer, and after the Shrine affair will go to Winter Garden, Fla., to remain thru Christmas, after which they hop to St. Petersburg, Fla., for the remainder of the winter. Ben's mother, Mrs. F. W. Heffner, of Cincinnati, and Billy's brother, Leslie Baker, of Lexington, Ky., will spend the holidays with them. . . . **AL TINT** posts from Kalamazoo, Mich., that he's playing a club date there for Leroy Osborne, veteran tab and rep man, who now operates a booking office there. Al, who goes to Chicago from Kalamazoo, says Osborne is doing okay in the booking business. . . . **FOSTER GRAY** recently left Baltimore for Florida, where he will play under church auspices with *The Road to the Right*, by E. P. Hannan. . . . **HOWARD ROBINSON** is reported enjoying success with his vaude-picture trick playing the Rutland, Vt., area under auspices. The McFarland Brothers, colored singers of folk songs, supply the flesh end.

SAM B. RUSSELL is in Veterans' Hospital, Muskogee, Okla., for treatment of a stomach ailment. He would appreciate hearing from old rep friends. Sam expects to be back on the road in 1942. . . . **L. W. DWIGHT** reports business favorable for his vaude-picture combination operating in the Hibbing, Minn., section. . . . **JAY C. MAISON**, veteran comedian whose last tent-show engagement was with the Buddy Players in Pennsylvania two years ago, has just closed the season with the James E. Strates Shows, a carnival company, and is now working as electrician at the air base at Savannah, Ga., four nights a week. He says he also has a line of five girls, the Marinettes, working clubs,



GLORIA SADLER, 19-year-old daughter of Mr. and Mrs. Harley Sadler, is a senior at Hardin-Simmons University, Abilene, Tex., where she is majoring in medicine. She recently was elected *Bronco Queen*, the highest honor for a senior. Gloria is entertainer with the popular *Hardin-Simmons Cowboy Band*, and recently represented her college at *Earl Carroll's State Pageant of Queens at the State Fair of Texas, Dallas*, where she went into finals.

camp and banquets in that section. . . . **FRANK CAGGAN** pens that he's vacationing in Lamont, Fla., with Mr. and Mrs. J. J. Baxter and Mr. and Mrs. Billie Boughton. Caggan says that Baxter bought a new tent two weeks before closing, as well as a new 25-foot trailer. The season just ended was the best for the Baxter troupe since 1929, says Caggan. The Baxters, the Boughtons and Caggan renewed acquaintances with

Winstead's Tenter Ends 32-Week Trek

HAMLET, N. C., Nov. 22.—Winstead's Mighty Minstrels closed its canvas season here last Saturday night (15), winding up a tour of 32 weeks. Business here was only fair, cold weather keeping the natives away.

Early-season business was poor for the show, but around midseason business struck a more satisfactory level, with the last 12 weeks giving the troupe its healthiest box-office play in its many years on the road. Only one man was lost all season, when Freddie Benit asked leave to join Uncle Sam's Army. Following the closing, most of the members of the company caught the Seaboard Airline train out of here Sunday morning.

The various members of the Winstead organization disbanded as follows: James (Pot Liqueur) O'Neil, to Augusta, Ga.; Lemar (Sugarfoot) Lamkins, to Chicago; Charles Perkins, Fayetteville, N. C.; Red Jernigan, Norfolk, Va.; Stafford Swain, St. Louis; Frank Sloan, Charlotte, N. C.; Willie Jones, Fayetteville, N. C.; F. Harlee, Newport News, Va.; W. B. Dixon, Macon, Ga.; "Shadow" Hooks, Rightsville, Ga.; William H. Harris, Richmond, Va.; Alex McLavrin, New York; Brother Freeman, Detroit; Henry Freeman, Atlanta; H. C. Johnson, Fayetteville, N. C.; J. C. Johnson, Reidsville, N. C.; Mickey Martin, Goldsboro, N. C.; John Jackson, Maysville, Ky.; Walter Price, Durham, N. C.; Witty Wyles, Detroit; Margaret Durham, Detroit; Viola Harris, Richmond, Va.; Viola Kemp, Wilmington, N. C.; Hannah Johnson, Preport, La.; Eva Sims, Wilson, N. C.; Willie Freeman, Detroit; Pearl Draper, Martinsville, Va.; Virginia Jones, Chicago; Ruth Parker, Annapolis, Md.; Dorothea Johnson, Rocky Mount, N. C., and Dot Flester, Newport News, Va.

C. E. McPherson, agent, hopped to Plymouth, N. C., and from there will go to Florence, S. C. David Wyles and Ted Hubbard are taking out a motion picture unit to play the South.

members of Billroy's Comedians at Monticello, Fla., when the Billroy troupe showed there November 14.

Barnstorming Days

Sometimes of an evening, when I'm sitting all alone,
My truant thoughts go capering back to days that I have known.
Memory's gates swing open and let in a flood of rays
That cast a tender spotlight on the old barnstorming days.

It's a pleasant retrospection floating down on memory's stream,
To close my eyes and weave those dear old days into a dream—
Weave them into webs of romance with a mellow, golden glaze.
For there was charm and magic in those old barnstorming days.

Oh, it wasn't all bright sunshine—we had our ups and downs;
We had our share of trials, and Fate gave us some frowns.
There were times of joy and feasting, and times that told the ways
Of fasting and privation, in those old barnstorming days.

But there were many noble friendships, loyal, firm and stout;
There was charity and feeling for the fellow down and out.
They were God's own kind of people—human in their ways,
But by the world misunderstood in the old barnstorming days.

How many of the great ones who have won fame and renown
Look back to when they tramped it in the coal-oil circuit town?
And tho they shine on Broadway, their names in brilliant blaze,
They salute their alma mater—the old barnstorming days.

Tho I've won my share of comfort; some fame I've earned in time;
I've played 'em big and little in almost every clime;
I wouldn't trade for what's enshrined in mem'ry's mystic maze—
The griefs, the blows, the joys, the woes of the old barnstorming days.

By Will H. Locke.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

N. M. Show Has Edge in Legal Battle; 6 and 1 Left

ALBUQUERQUE, N. M., Nov. 22.—Bonds of 25 walkie participants, charged with violating the State law prohibiting endurance contests, were dissolved Tuesday (18) by District Judge Bryan G. Johnson, who ordered the release on their own recognizance. However, he refused to dissolve two bonds of \$500 each posted by John T. Crowder, named as operator.

Altho Judge Johnson agreed with Scott Mabry, assistant district attorney, that his action would virtually dismiss the cases against the contestants, he contended that if the law had been violated the blame should rest upon the operator alone.

Waldo Rogers, representing the defendants, argued that the bonds would prevent the participants from leaving the State to appear in similar contests and "consequently deprive them of a livelihood."

Meanwhile six teams and one solo are still packing them in, with bombshell sprints now on schedule. Still going are Mario Allesandro and Chonie Archeluta, Roy Myers and Millie Bunger, Jack Kelly and Pat Young, Tommy Garcia and Mary Rombes, Bobby Sells and Opal Ferdig and "Rubber-Legs" Martin and Kitty Hoy. Dave White is the solo and villain. Jack (Dead Pan) Kelley and Roy Myers, assisted by Marlon Allesandro, hold down the comedy end. Show is aired three times daily over Stations: KOB and KGGN by Monte Hall and Lennie Paige. Wedding of Thomas (Rubber-Legs) Martin and Diane Weatherly November 12 drew a turnaway house. Don King's orchestra is on the stand.

One Year Ago

COL. FRANK WEINMAN'S Morton Grove, Ill., derby had 10 teams and two

solos at the 360-hour mark. . . . **CARROLL-FOX** contest in Waterloo, Ia., had seven teams left, with cold weather cutting the attendance somewhat. . . . **FRANKIE AND ALICE DONATO** were with a carnival, working their ice act. . . . **JIMMY GABLE** was working night clubs in Miami and vicinity. . . . **ARTIE GETZ** was back home in Chicago from the George Pughe Dallas contest. . . . **CONTESTANTS** were drifting Chicago way as time was nearing for Sid Cohen's Coliseum walkie to open. . . . **BILL MCCOY** was stationed in Rantoul, Ill., serving in the Air Corps. . . . **"RUBBER-LEGS" MARTIN** had left the derbyshow field for a fling at night club and theater work. . . . **FRANKIE LITTLE** was appearing with the Jack Tavlin's holiday show at Goldblatt's State Street department store, Chicago.

MAKE IT A HABIT to watch the Letter List each week. If you see your name there, shoot in your address on a post card and your mail will be forwarded immediately. This is also the surest method of contacting your friends.

MARY FISS letters from Kansas City, Mo., that ever since the show closed there early last summer she has followed her favorite contestants thru *The Billboard*, but somehow or another her favorite, Hughie Hendrixson, has been lost in the shuffle. Mary says the Kansas City fans took to Hughie in a big way; also Johnny

Bowman, Phil Rainey, Louie Meredith, Pete Carillo and their partners,

INQUIRIES WERE RECEIVED last week on Jack Glenn, Clyde Wood, Smitty Inman, Chad Alviso, Earl Harrington, Phil Rainey, Mario Allesandro, Monte Hall, Marvin Ellison, Kenny Gruwell, Frank Jansen, Charlie Richards, Adele Ballis, Skippy Skidmore, Mickey and Eileen Thayer Jr., Joe Rock, Jack Duval, Pete Carillo, Don Donnison, Jimmy Richards, Anne Schley, Bill Forte, Johnny Reid, Al Smith, Jimmy Barrie and Lloyd Hackler. How about scribbling a little info to the column?

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In the Valley of the Sun.
America's Finest Winter Climate.
Will Start

WED., DEC. 3RD

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(A Nu-Art Release)

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ROADSHOW ATTRACTION
Of Them All

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starring Eric Von Stroheim in his wonderful ventriloquist role. 9 Reels, S.O.F. OUTRIGHT SALE or RENTAL. Will Exchange This Feature for Yours. WRITE

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35 and 16 Millimeter Complete Programs

Feature and Shorts, rented reasonable for all occasions by day or week.

MUTUAL

Virginia, Illinois

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By all means write TODAY for NEW 16mm. sound rental catalogue, including features and shorts at reasonable prices—also silent shorts in both 8mm. and 16mm. Films shipped anywhere in U. S. A. **DON ELDER'S**, Dept. BB-1, 739 Boylston St., Boston, Mass.

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Talkies Shorts, \$2.50 reel. Religious, Western and Action Pictures at \$3.50 each. Complete Programs rented, \$7.50. DeVry, silent, 35mm Projectors, \$15.00 each. Will buy Sound and Silent Films. Send for Our Big Free List. **SIMPSON FILM & SUPPLY**, Miamisburg, Ohio

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World's Greatest Passion Play in 16MM Sound, 4 Reels, \$32.50; Sound Travelogues, \$4.95; complete 8MM Passion Play, \$3.95. Advertising matter available.

ARTCRAFT PRODUCTIONS

Hammond Bldg., Hammond, Ind.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Market for 16mm. Product Is Growing, Hedwig Reports

NEW YORK, Nov. 22.—The market for 16mm. product is expanding and roadshowmen are bound to prosper if they use common-sense methods, says William K. Hedwig, president of Nu-Art Films, Inc., who recently returned from a tour of the New England, Midwestern and North Central States. Hedwig states that many 16mm. projectors are being sold and that sales will spurt even more when raw materials are again made available on an unrestricted basis.

In general, Hedwig found business for roadshowmen very good in the territories visited. Interest in the 16mm. shows is definitely on the upgrade and operators are active in all fields, Hedwig declares. Hedwig said all types of films are in demand, with good action features particularly strong in New England and the Midwest. Mysteries and Westerns have a greater than average demand in Southern States.

While opportunities for roadshowmen are particularly bright, Hedwig pointed out that there are certain practices now being followed out that might tend to endanger the status of the industry. As a rule, he explained, roadshowmen want to do the right thing in presenting their programs, but sometimes they will put on a picture when they are not fully acquainted with the restrictions it carries. He recommends, in these cases, that roadshowmen get the full facts—and he urged that libraries co-operate by supplying this information whenever requested.

Misrepresentation is the paramount evil in the 16mm. field, according to Hedwig, and he warned that if roadshowmen are not careful (and this applies to libraries and distributors of 16mm. films as well) the 35mm. producers might decide to take over the 16mm. field and send their own men out in the field. It goes without question that this would be disastrous to the many roadshowmen who now make a good living by 16mm. showings. It is no secret that there has been

constant friction between the 16mm. and 35mm. fields, Hedwig explained, and roadshowmen's activities are closely watched. One of the most common practices that has roused the ire of 35mm. producers, is the practice of hanging out posters featuring major companies' names in connection with 16mm. programs. This is strenuously objected to whether location has been approved or not, Hedwig said.

There is no need at this time to list the malpractices prevalent in the 16mm. field—they are known to all interested persons. Hedwig asserted that a solution to the chief problem would be a simple matter: Let the theaters handle the regular 35mm. product, and let the 16mm. field take care of all other situations. Hedwig believes that a fair demarcation by producers and distributors could be worked out to give both factions an equal break. A mutually satisfactory settlement of the points now at issue would assure the continued expansion of the 16mm. field and increase the revenues collected by 35mm. producers from the non-theatrical field, Hedwig concluded.

ANFA Issues Brochure On Care of 16mm. Films

NEW YORK, Nov. 22.—Allied Non-Theatrical Film Association is preparing a brochure on how to avoid wear and tear of 16mm. films for general distribution to roadshowmen. The information on the care and handling of film was prepared by Frank Wing Jr., of Agfa Films, especially for ANFA.

At present the material is appearing in the monthly bulletins of the association, but since the problem is one that concerns all roadshowmen, it has been decided to reprint the data in brochure form, according to Harold Baumstone, publicity representative for ANFA.

About the Care and Treatment of Film

By HERMAN ROSS, President Institutional Cinema Service, Inc.

ONE of the most pressing problems in the 16mm. field is the idea of impressing upon roadshowmen the importance of properly caring for the films they handle. Due to carelessness, perhaps unintentional, hundreds of thousands of feet of film are made useless annually. The money expended for replacements runs into a considerable sum, and all this could be avoided if roadshowmen would pay a little attention to the film while it is in their hands.

Many years ago A. P. Hollis, a well-known educator who championed the cause of visual education, wrote a glowing tribute to the motion picture film, which he called "The Film Prayer." The opening sentence reads: "I am film, not steel; O, user, have mercy. I confront dangers whenever I travel the whirring wheels of mechanism."

We are wondering how we can instill into the minds of roadshowmen this important thought: the fact that film is not steel but celluloid and has to be handled as such. We quote again from the "prayer": "I am a delicate ribbon of film—misuse me and I disappoint thousands; cherish me, and I delight and instruct the world."

We add new films to our library constantly and ship them right out to our subscribers. It is discouraging when such films are returned mangled, scratched or mutilated. A new valuable film has to be discarded because a thoughtless projectionist was not on the alert. A careful and experienced roadshowman knows that he has to watch his machine at all times, clean it and oil it. During projection he has to feel the film from time to time between the last sprocket and take-up spool to see that it is running thru smoothly and that no damage is being done. In the case of new films special attention must be given, due to the softness of the emulsion.

In conclusion we extract another thought from Hollis's "prayer": "I travel many miles in tin cans. I am tossed on heavy trucks, sideways and upside-down. Please see that my first few coils do not slip loose in my shipping case, and become bruised and wounded beyond the power to heal. Put me in my own can. Scrape off all old labels on my shipping case so I will not go astray. Speed me on my way. Others are waiting to see me. The next day is the last day I should be held. Have a heart for the other fellow who is waiting, and for my owner who will get the blame."

Third Complaint Due in Free Movie Lawsuit

WABASH, Ind., Nov. 22.—The latest move by the local group engaged in giving free movie shows in this area is the abandonment of injunction proceedings and the filing of a new suit asking solely for a declaratory judgment on the "wagon show" tax as applied to operators of free movies, according to Leroy Dennis, of the Dennis Film Bureau, one of the plaintiffs in the action. Dennis said the attorney for the group is seeking to avoid technicalities which might cause a reversal in the Supreme Court.

Officials claim that roadshows come under the provisions of the old 1917 law, whereas the operators contend that free merchant shows do not constitute wagon shows and, therefore, are not taxable. In a hearing held November 13 before Judge Byron C. Kennedy, arguments regarding the jurisdiction of the court in the matter were eased by the new move, Dennis stated. Both sides indicate they expect the case to reach the Supreme Court, he concluded.

Religious Films In Demand Now

NEW YORK, Nov. 22.—With the advent of the holiday season, the demand for religious pictures is heavier than usual, it is reported. It is said that the war in Europe has also brought additional demands from religious organizations for these films. According to well-informed sources it is estimated that religious pictures will increase the 16mm. business by around 10,000,000 feet during the next year.

Roadshowmen planning programs for the holiday season are investigating the possibilities of religious films, it is reported. There are a number of excellent authentic religious subjects now on the market which have proven successful in the past, according to roadshowmen specializing in these pictures.

ROADSHOWMEN COMPLETE 16MM. SOUND PROGRAMS 1000 To Choose From. Sound Projectors, \$3.00 Weekly.	WEEKLY \$5.00
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New and Recent Releases

(Running Times Are Approximate)

OUR LOUISIANA PURCHASE, released by Academic Film Company, Inc., is the latest in a series of planned eight two-reelers on American history. It is claimed the films in the series have been produced expressly for studies by visual education and correlated with classroom curriculum. This film deals with the purchase of Louisiana from Napoleon for \$15,000,000 and the events incident to this purchase. Running time, 20 minutes.

LIGHTS OUT IN EUROPE, released by Brandon Films, Inc. The film presents a record of the pre-war days that led to the present war. The first war moves in Poland and in England are shown. Most moving of all is the picturization of the suffering of people in Poland as seen from the viewpoint of the helpless civilian. Camera work is by Herbert Kline. Commentary is by James Hilton and spoken by Fredric March. Music composed by Werner Janssen. Running time 62 minutes.

THE BATTLE OF LONDON, released by Pictorial Films, Inc. This two-reeler, filmed during the heavy Nazi air attack against London, was issued with the sanction of His Majesty's War Office and Air Ministry. Narration is by Milton Cross. The film pictures the city's defensive battle against the German onslaughts and features actual scenes of an air battle over the streets of London. Running time, 16 minutes.

THE WIZARD'S APPRENTICE, released by Nu-Art Films, Inc., a one-reeler inspired by Goethe's *Sorcerer's Apprentice*. This musical classic tells the story of the young student of magic who starts something which he cannot stop. Only his master's timely return saves him from disaster. Running time, 10 minutes.

ALICE IN WONDERLAND, released by Nu-Art Films, Inc. The holiday season is a natural for this classic. The Mad Hatter, the March Hare, the Red Queen and all the other familiar characters come to life on the screen. Joan Bennett plays the title role, with special melodies composed by Irving Berlin for the sound version. Running time, 10 minutes.

SUCKER MONEY, released by Astor Pictures Corporation. Film gives an expose of the psychic racket. Has Mischa Auer in cast. Mystery, murder and thrills as the drama unfolds. Running time, 66 minutes.

NEWS PARADE OF THE YEAR—1941, released by Castle Films, Inc. This is the fifth annual release of this one-reel subject and covers all the outstanding news events of the year, including the sinking of the Bismarck, Russian battle-front scenes, the historic Churchill-Roosevelt sea parley, Tobruk's gallant defense, etc. Running time, 10 minutes.

52D STREET, released by Commonwealth Pictures Corporation. A nine-reel musical comedy full of melodies, dancing and comedy. Cast includes many stars of stage and screen, with Ian Hunter and Pat Patterson in starring roles. Running time, 82 minutes.

OUR DECLARATION OF INDEPENDENCE, released by Academic Film Company. One in a series of two-reelers on patriotic subjects, particularly appropriate at this time. The background of the events leading to the Declaration, including the historic Boston tea party, are portrayed and the immortal characters of the period are recreated. Running time, 20 minutes.

MISMANAGED, released by Nu-Art Films, Inc. A two-reel comedy featuring Paula Stone and Eddie Moran. Story about a manager who has his artists appear on an amateur radio program. But all's well at the end, after comedy sequences and songs. Running time, 20 minutes.

HOLD THAT LINE, released by Post Pictures Corporation. A one-reel presentation of the high spots of football, from its beginning as an ancient Grecian game to its present status as a major activity. Many prominent players are introduced by

Thornton Fisher, and there are shots showing them in action. Running time, 8 minutes.

BIG FAIR SEASON

(Continued from page 3)

had to absorb national defense taxes, as fairgoers throught the years have been accustomed to a set price and, despite Congressional elimination of tax exemptions, people are still under the impression that fairs are not bothered by tax collectors. Again, ticket sellers, due to peak business hours and difficult conditions in properly handling crowds, find it convenient to make change with one coin. To add the tax would cause considerable delay and conceivably cause traffic tie-ups on the main highways.

Many fair associations and park operators, realizing that 1942 will be more difficult, have already signed for next year. Fairs already booked with Hamid include, among others, Ottawa; Essex Junction, Vt.; Barton, Vt.; Rochester, N. H.; Flemington, N. J., and Clearfield, Pa. Parks include Selinsgrove, Pa.; Palsades, N. J.; Belmont Park, Montreal.

NEW PLAYS

(Continued from page 16)

is filled with film plots and has as boon companion a young lady downstairs, Fuffy Adams, who seems to be either an unsuccessful Disney cartoon character or the latest descendant of the Kalkaks. Judy sees her father give an innocent kiss to the daughter of J. B. Curtis, head of his law office, and immediately seeks to save her happy home in terms of Hollywood—Hollywood terms in more ways than one.

She brings together the boss's daughter and her Uncle Willis, who has been away a long while (Judy, with her penchant for melodrama, thinks he's been in prison), and within a week they're married. Then Judy tells the great J. B. Curtis about it, replete with her imagined Alcatraz details, and Curtis, instead of making Judy's papa a partner in the firm as he'd intended, fires him. But Judy's first date happens to be the son of Curtis's prize client; Curtis hears of him and thinks it's the father; therefore he immediately relents, makes Harry a partner after all, and okayes his daughter's marriage to Uncle Willis. And when he finds out his mistake, for some mysterious reason he does nothing about it. Inexplicably, Judy is considered a smart, heroic little girl instead of a stupid and annoying brat who inexcusably meddles in her parents' affairs.

If you can think of a more cheaply jerry-built hunk of claptrap than this, I'd hate to have to review it. This one slides into every preposterous cliché of its type, carrying the belief of an amateur-show magician and the emotional compulsion of a children's-page crossword puzzle. About all it misses is a mortgage and a revelation that J. P. Curtis is really Judy's long-lost grandfather. Tho is has a number of laughs, its quota of humor is pretty slight. The guffaws come chiefly when such grand and seasoned troupers as Philip Ober and Barbara Robbins are onstage. The kid sections, which are evidently supposed to be hilarious, succeed only in being stupid and unbelievably annoying.

Mr. Hart's direction is strictly from the Chautauqua circuit. Everything is hyped up, overblown and caricatured. Those adult players who are excellent in themselves manage to get laughs despite the slipshod staging, but those given to obvious interpretations emerge as objects frightful to behold, and all of the kids in the show suffer badly.

As a result, in *Junior Miss*, unlike other recent shows, the adult section of the cast has it all over the children. Mr. Ober, one of the most reliable and consistently excellent players on the stage, does yeoman service as Papa Harry, bringing what little belief the piece contains and making laughs out of the most unlikely materials—jobs in which he's beautifully assisted by Miss Robbins, who gives a lovely, charming and altogether admirable performance as Grace, the mother. Miss Robbins has been away from the stage too long; it's nice to get her back—even in something like *Junior Miss*. The other adults range from adequate to the silly burlesque of a serving wench contributed by Paula Laurence.

As for the children, the direction does them no good—particularly the long line of visiting young men, who are made to appear like a series of exhibits from the manic-depressive wing of the local asylum. Young Patricia Peardon, who plays Judy, shows possibilities, but she needs direction badly and doesn't get it in this one, emerging at best as a highly promising young amateur. As for Lenore

Loneragan, who plays friend Fuffy, her mugging makes her look like something escaped for a marquee that's advertising a Frank Buck picture, and she speaks like a whisky tenor whose voice is changing. Her preposterous performance under Mr. Hart's direction needs only a red nose and baggy pants to make it glove-fit for a burlesque unit. A singularly unattractive young lady named Joan Newton whines affectedly thru the role of Lois and even this early appears to have clinched the season's worst-performance honors.

Savoy Opera Guild Presents "Iolanthe"

NEW YORK, Nov. 22.—The Savoy Opera Guild, now entering its eighth month of week-end operation at the Cherry Lane Theater, added *Iolanthe* to its repertory Thursday (20), and did an excellent job of it. *Iolanthe* is in many ways the most difficult of the operas so far, in view of the limitations that the Guild has to buck. Its action and traditional staging demand far more space than the raised nook that's called a stage at the Cherry Lane, and it's particularly difficult for a single piano to meet the demands for brasses and clarinets in the accompaniment. But Lewis Denison and Arthur Lief, stage and musical directors of the Guild respectively, met the difficulties with their usual ability. Mr. Denison's action was fast-moving, and he miraculously kept the stage from seeming overcluttered; while Mr. Lief conducted brilliantly as ever, tremendously aided by Norman Secor at the piano.

Perhaps the outstanding feature of *Iolanthe* was the magnificent work of the chorus, which has tricky words and music to cope with, but which delivered better choral work than I've ever heard in *Iolanthe* before. The principals, too, were all of them excellent, with Charles Kingsley doing his finest work so far as the Lord Chancellor, and giving a splendid rendition of the intricate *Nightmare Song*; with Rush Giorloff offering the most effective Fairy Queen in my experience; with Nathalie Landes, a newcomer to the principal ranks, doing lovely work in the title role; with Seymour Penzner and Bernard O'Brien excellent as Mountararat and Tolloller, and Sylvia Cyde and George L. Headley a fine pair of Arcadian lovers as Phyllis and Strephon. Miss Cyde, heard by this reporter for the first time since last spring, did a lovely job on the music, tho showing a somewhat more marked tendency to manufacture tones in her throat. Mr. Headley, a newcomer, displayed a pleasant baritone and read the lines extraordinarily well. Wells Clary was in splendid voice as Private Willis, and Diana Grey, Vivian Denison and Betty Templeton were altogether charming as Celia, Sella and Fleta, being comparable only to that-always-remembered trio in the Winthrop Ames revival some 15 years ago.

And more than a word must be said for Mr. Denison's excellent stage settings. The picture at the opening of the second act drew a thoroly deserved round of applause.

As a matter of fact, the only thing that marred the production was a ten-

dency on the part of some of the principals to fluff the extremely difficult words of a few of the lyrics. It's the first time that that occurred—and it seems all the more a pity now that the Guild is beginning to draw real audiences and get its deserved recognition.

The house was packed last night, and tonight's performance was sold out by noon yesterday. Knocking wood violently, this reporter risks a suggestion that the miracle has finally happened; it's beginning to look as tho New York at last has a topnotch permanent Gilbert and Sullivan company of its own. If the richly merited audience reaction last night meant anything, the Savoy Opera Guild is here to stay.

Gene Burr.

NIGHT CLUB REVIEW

(Continued from page 19)

is very good, but number moves a bit too slow.

Douglas Dean and Miss Lupino do an unusual dance, a waltz versus jive idea. Also depict a couple of American hoofers in a Rio spot. Silk lifts are featured in both turns. Patrons were generous with applause.

Outstanding are Hibbert, Byrd and LaRue, with Esco LaRue coming on the floor from a ringside table. Hibbert and Byrd do a regular ballroom waltz until LaRue joins them, and then the woman is tossed around in some excellent acro work. Trio adds flash to the show. Had to beg off.

Held over is *The Waltz Lives On* number, featuring Brierly, Dean, Miss Lupino and the Starlets. Turn is presented at a time when action is needed. Steps and vocals are tops.

Starlets are fine lookers.

Sam Abbott.

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The Final Curtain

ANDREWS—Edward Monroe, 84, founder of the Andrews Opera Company which toured the Midwest years ago, November 18 at his home in Mankato, Minn. In 1936 he directed outdoor performances of Gilbert and Sullivan operas staged by the Twin City Civic Opera Association in Minneapolis.

BARR—Charles E., 65, cookhouse and ride operator, in Redmon, Ill., November 8 of a heart attack. He and his son Glenn toured with cookhouse and rides in Illinois and Indiana. Also survived by his widow, Rose; a brother, A. J. Barr, Paris, Ill., and two sisters, Mrs. Ada Zimmerman, Paris, and Mrs. Bertha Helmer, Albion, Mich.

BARTET—Julia (Jeanne Julia Regnault), 87, French actress, in Paris recently. She starred at the Comedie Francaise, was a member of the Theater Francaise, was at one time known as The Divine. Her last appearance was in *The Herodienne* in 1919.

BECK—Edwin L., 46, brother of Al C. Beck, well-known circus and carnival executive now with the Convention Shows, in Toledo November 17 of a heart attack. Interment in Memorial Park, Toledo.

BLETSCH—Roland L. (Speed), widely known pitchman, in a Poplar Bluff, Mo., tourist cabin November 11 from asphyxiation. Body was shipped to Chicago for cremation. A brother, J. W., Chicago, survives.

BOSSERT—Dr. Charles Leidy, 68, the past 36 years chief of the Atlantic City Beach Patrol, November 13 at his home there of a heart attack. Two daughters, a brother and a sister survive. Services November 17 in Atlantic City. Burial in Greenwood Cemetery, Pleasantville, N. J.

BRANDENBURG—Mrs. Sarah, 72, mother of Raleigh Brandenburg, Side Show talker, November 18 in Louisville. Survived by three other sons, Corydon R., William H. and Roy E., and a daughter, Mrs. Vitula Irwin. Services in Louisville November 21, with additional services and burial in Cedar Hill Cemetery, Corydon, Ind., the same day.

BROWN—Thomas Vernon (Peck), actor and musician, in Boston November 14 of a heart attack. At the time of his death he was with Harrison Aulger's *Adrift in New York* Company. He had been with the Aulger brothers for the last 18 years. He was in his early 60s and was a member of the Cecile Daylight Lodge No. 305 A. F. and A. M., Ancient Accepted Scottish Rite of Freemasonry and Ararat Shrine, all of Kansas City, Mo., and the musicians' union of Mankato, Minn.

IN LOVING MEMORY OF MY DEVOTED WIFE

MARY V. BUCK

Who Passed on Nov. 29, 1940

O. C. BUCK

BUCK—Dr. Frederick W., vet med pitchman, at his home in Washington October 24 after several weeks' illness. His widow survives. Burial in the family plot at Flagler, Colo.

BURNS—A. M., 68, veteran orchestra leader, November 15 at his home in East Liverpool, O. Services at St. Stephen's Episcopal Church, East Liverpool. Burial in Riverview Cemetery there.

CHAMBERS—Mrs. Edna, 46, concessionaire, October 20. She and her husband, Tex, operated concessions the past 29 years, being with Rice & Dorman, Bill H. Hames, J. George Loos, Crowley's United and World of Today shows. Buried in Grove Hill Cemetery, Dallas.

D'AMICO—Peter A., 34, orchestra leader of North Adams, Mass., November 14 in that city of pneumonia.

DEVANT—David, 73, magician, in Royal Hospital for Incurables, Putney, London, October 13. In 1893 he appeared for Maskelyne at the Egyptian Hall, London, becoming his partner in 1906. Altho stricken with paralysis in 1920, he went on giving lessons and writing books until his condition became so bad in 1937 that he entered the Royal Hospital. Regarded by many as the greatest magician of all time, Devant was one of the founders of the Magic Circle. Thru revealing some of his secrets he was expelled, but later found favor again and was taken back.

FRANK—Art, 40, veteran vaude and night club performer, November 18 at Sunny Lodge Sanitarium, Ossining, N. Y., of pneumonia. He was well known for his old-man character parts. Altho most of his career was spent in vaude, he was also in George White's *Scandals* and Billy Rose's *Casa Manana*, Fort Worth. He had also appeared in Europe. He leaves his wife, Vivian, who was in his act; two sons, four sisters and three brothers. Buried in Mount Heaven Cemetery, Flushing, L. I., N. Y.

GALLUPPO—Leonard, 34, ride operator and brother of Jack Galluppo, well-known cookhouse operator, in Cairo, Ga., November 13 of pneumonia after being stricken while playing a fair at Lake City, Fla. Last season he operated a Loop-o-Plane on the Southern States Shows. Survived by his widow, two children, four brothers, two sisters and parents. Body was sent to North Plainfield, N. J.

GORDON—William G., 35, widely known pitchman, from asphyxiation in a Poplar Bluff, Mo., tourist camp November 11. Body was sent to his home in New York for burial.

GUBELLINI—Pietro, 60, operatic tenor noted for his interpretations in *Tosca* and *Pagliacci*, in Bologna, Italy, where he had been employed in a carpenter's shop.

HARTMANN—Louis, 79, former musician, recently in St. Louis. For many years he was a piano and violin instructor.

HOLTON—Warren F., 50, father and partner of Patricia Holton, child mentalist, October 25 in his hotel room in Vancouver, B. C. He was appearing with his daughter at the Beacon Theater, that city. His widow substituted for the rest of the engagement.

HOMAN—Mrs. Mary, wife of Walter Homan, of the Homan Troupe, acrobats, November 7. Burial in Reading, Pa., November 11.

HOY—Roller, sheet writer for *The Southern Planter*, recently in Harrisonburg, Va. Burial in that city.

KAHN—Victor Hyman, 58, former comedian, November 13 at the Church Home and Infirmary, Baltimore. A native of London, Kahn was brought here more than 30 years ago by Henry Savage to appear in *Little Boy Blue*. With his wife, the former Blanche Walter, he played in George White's *Scandals* on Broadway and the Pacific Coast in the early 1920s. Later they appeared thru-out the country in an act known as Kahn and Boone. About 14 years ago they retired, and Kahn opened a voice studio in New York. Besides his wife he leaves three brothers.

KING—Edward L., 56, business agent the past three years of Local 38, IATSE, Detroit, suddenly October 22 there. He was a stagehand from 1900 to 1916, when he came to Detroit. He sold stage equipment until about 1927, and was later stagehand at the Michigan Theater. Survived by his widow, Grace. Interment at Chicago.

KRAMER—Wright, 71, stage and screen actor, in Los Angeles. He had appeared with Fanny Davenport and other legit players, in addition to touring in vaudeville. Kramer appeared in *The Showdown*, *Anne of Windy Poplars*, *Dark Streets of Cairo* and *Before I Hang*. Funeral services in Veterans' Chapel, Sawtelle, Los Angeles, November 19.

LLOYD—Archie, 65, October 28 in Norwalk, Conn. He had been connected with Leo Feist, Inc., for 20 years, and later became manager of the Boston office of Irving Berlin, Inc. He retired from the music business 10 years ago because of poor health. Buried in Philadelphia.

McGIRR—Freda Gilmer, 32, former dancer and pianist, November 11 in Cooper Hospital, Camden, N. J., of pneumonia. She appeared in Ziegfeld *Follies* under the name of Marie Gilmer, and later was for three years at the Roxy Theater, New York, and Mastbaum Theater, Philadelphia. She began her career at the age of five, playing vaude on the Public Theaters Circuit. She was an accomplished pianist, and after leaving the stage assisted in professional dancing. Surviving are her husband, John J.; two sons, her parents and a brother. Services November 14 at her home in Haddonfield, N. J. Interment in Locustwood Memorial Park there.

MILLER—William J., 68, associated with theatrical and motion picture work in Pottstown, Pa., November 10 at his home in that city. He was stage manager when shows were presented at the old Opera House. A son survives.

MUNDY—Olga (Mrs. Bruce Lehman), former radio, vaude and night club sing-

er, recently at home in Pittsburgh after an illness of three months. She was one of the first singers featured over Station KDKA, Pittsburgh. After leaving KDKA she appeared in night clubs and toured the country in vaude. She leaves her husband, a prominent Pittsburgh musician; her father, three sons and a brother.

NAGEL—Hans, 49, native of Germany and since 1921 zookeeper at Hermann Park, Houston, shot to death November 17 by a motorcycle officer, who claimed self-defense. Survived by his widow, Mrs. Alice Nagel, and a brother, Walter, of Prussia. Services at Christ Episcopal Church, Houston, with Rev. J. W. E. Airey, well known in theatrical and frontier circles, officiating. Burial in Forest Park Cemetery there.

O'CONNOR—John, 71, father of the O'Connor Twins, teamed with Bert St. Clair, a dance and novelty act, November 11 at his home in Philadelphia after a short illness. Two other sets of twins survive.

PERRAULT—Oliver D., 47, cameraman, in Hollywood November 19 after an illness of three years. Survived by his widow, Jenny. Services and burial in Hollywood November 21.

ROSAIRE—Aubrey, clown, in Glasgow, Scotland, October 13. A son of Mr. and Mrs. Rosaire, he was featured as chief clown, "Silly Billy" Green, in the family circus.

SABIN—Leroy C., 53, a director of Three-County Fair Association and in charge of exhibits in the Massachusetts Building, Eastern States Exposition, Springfield, November 12, of asphyxiation. He has been in ill health for some time. His body was discovered in an automobile which had been driven into the building. Survived by his widow, two sons, two daughters and three sisters. Services and burial November 17.

SEIFERT—Walter J., 45, composer and organist at the Strand Theater, Hartford, Conn., in that city November 11. Survived by his widow and a sister.

SONTAG—Herbert O., 61, Milwaukee pianist and member of the Milwaukee Musicians' Association, November 13 there. Survived by his widow and two daughters.

STUBBS—Dewey, 43, outdoor showman, in New Bern, N. C., November 19 of a heart attack. He was with the Kaus Exposition Shows the past season. Survived by his widow, Alberta; father, M. A. Stubbs, and a sister, of Dillon, S. C. Body was sent to Dillon for burial.

THURMAN—Lula, well known in outdoor show circles, in Lynville, Tenn., recently. A sister, Mrs. E. B. Braden, also well known in outdoor show business, survives.

VINCENT—Ella (Mrs. John Charles Chevlot), 83, former actress, November 16 at Englewood Hospital, Englewood, N. J. Miss Vincent was the daughter of Leon John Vincent, veteran stage manager, and it was thru him that she made her first appearance on the stage. She played character parts for many years, appearing in *Beauty and the Beast* in New York. She was also seen with Max Strackosh's Opera Company, the Chestnut Street Theater Company, Philadelphia, and the McCall Opera Company, appearing with De Wolf Hopper, Digby Bell and Lillian Russell. In more recent years she was in the company supporting James K. Hackett, H. Beerbohm Tree and Mrs. Fiske. She leaves her husband, a resident of the Actors' Fund Home, Englewood. Buried in the Actors' Fund plot, Kensico Cemetery, Westchester County, N. Y.

VOELKER—Edward O., 31, former ride foreman and electrician with Lew Henry, in a Winston-Salem, N. C., hospital November 15 of tuberculosis. For the past four years he was with A. B. & B. Attractions and B. & B. Transfer Company, Winston-Salem. Survived by his parents, Mr. and Mrs. Samuel L. Voelker, Detroit.

WADE—"Suicide Ted," 26, stunt man with Capt. Bob Ward's Daredevil Aces, in an explosion November 16 in Galveston, Tex.

WADLEY—Ardell E. (Rube), former general agent of Wallace Bros.' Shows and more recently with Cotton State Shows, in Charity Hospital, New Orleans, November 20 of tuberculosis. Wadley at one time was a circus musician. Later he became a carnival agent and worked for Liggett's Evangeline, Strayer's Pan-American and John R. Ward shows.

WORTH—Al J., former minstrel man, November 13 at his home in Atlantic City of uremic poisoning. In recent years he operated a barber shop which was patronized by many greats of the theater. Survived by his widow, Mary,

daughter of the well-known minstrel singer Eddie Cassidy. Burial in Holy Cross Cemetery, Philadelphia, November 17.

Marriages

BELLILE-CUTHBERT—Morris Bellile, ride foreman on E. J. Casey Shows, and Karen Cuthbert, concessionaire with the same shows, recently in Holy Cross Church, Norwood, Man., Canada.

BLOW-BROGGI—Angus W. Blow, engineer at Station WMAS, Springfield, Mass., and Norma D. Broggi, secretary at same station, November 15 in North Agawam, Mass.

CAEN-MATTHEWS—Herb Caen, columnist and night club reporter of *The San Francisco Chronicle*, and Bea Matthews, of New York theatrical circles, in San Francisco November 21.

COHEN-BELL—Irving I. Cohen, nonpro, and Shirley Bell, radio actress on Station WGN, Chicago, in that city late last summer, it has just been revealed.

ELLER-MATHIAS—Quentin Eller (Professor Ace), magician, and Eileen Mathias, his assistant, November 16 at the 11th Street Church of God, Canton, O.

FLEEMAN-DeMARIS—Jessie Fleeman, ticket seller, and Violet DeMaris, whip cracker, in Greenfield, Mo., November 1. They were formerly with Bill Chalkais's Side Show.

HARRIS-YOUNTS—Woodie Harris, concessionaire with Art Lewis Shows, and Rose Anna Younts, operator of Eddie Delmont's penny pitch on the same shows, in Emporia, Va., recently. Bride is the daughter of Mr. and Mrs. William Younts, Ferris Wheel operators on the shows.

MANN-MARCUS—Nate Mann, boss candy butcher at the Roxy Theater, Cleveland burlesque house, and Syd Marcus, nonpro of New York, recently in Cleveland.

MANVILLE-EDWARDS—Tommy Manville, nonpro, and Bonita Edwards, actress, November 18 in Ridgefield, Conn.

OVERALL - KIMBROUGH—John R. Overall, Eastern sales representative of Mutual Broadcasting System, and Florence Kimbrough, nonpro, November 19 in Christ Church, New York.

PETERS-LEVON—Lewis H. Peters, nonpro, Ocean Grove, N. J., and Doree Levon, New York, in Anderson, S. C., November 7.

PRENTISS-DAVIDSON—Ed Prentiss, radio actor, and Ivah Davidson, nonpro, in Chicago November 21.

PRICE-ERVIN—Jack Price, vaude, burlesque and nitery performer, and Beulah Ervin, with Turner's Concessions, November 14 in St. Louis.

TOTTEN-HANSON—Roger Totten, projectionist at the Salem Theater, West Salem, Wis., and Jeanette Hanson, November 12 in that city.

VALOTTA-PRICE—Dominick Vallotta, assistant manager of the Richmond Theater, North Adams, Mass., and Eleanor B. Price, candy butcher at the Paramount Theater there, in North Adams November 17.

Coming Marriages

Merrill Pye, film art director, and Eleanor Powell, screen dancer, next February.

Frederick Raborg, nonpro, and Deane Janis, singer, in New York soon.

Births

A daughter, Sherry Mae, to Mr. and Mrs. Nat D. Rodgers November 20 in Alexandria, La. Father is a prominent promoter and mother is daughter of Roy E. Fox, well-known tent rep showman.

A daughter to Mr. and Mrs. Val Campbell November 11 in Detroit. Father is booker at the Betty Bryden office.

A daughter, Lynne Ella, to Mr. and Mrs. Otis Manning recently in Toledo. Father is a magician and mother a night club and radio singer.

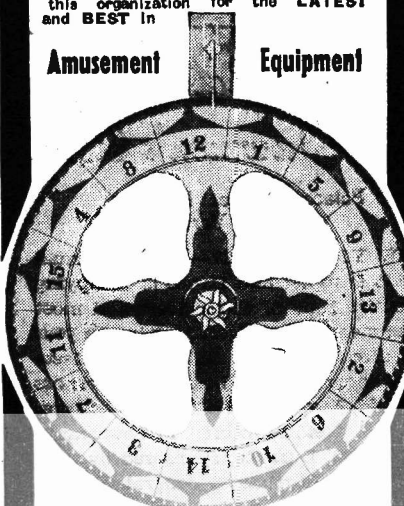
A daughter, Ramona Louise, to Mr. and Mrs. Walt Newton November 13 at Jefferson Hospital, Philadelphia. Father is announcer at Station WIP, that city.

A daughter, Heather Ann, to Mr. and Mrs. Hal McIntyre at Mount Zion Hospital, San Francisco, November 8. Father is chief announcer of Station KYA there.

A daughter to Mr. and Mrs. Hezz Johnson in Alameda, Calif., November 17. Father is accordionist with Duke Mar

(See BIRTHS on page 34)

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Futures

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Fair season found the show getting a break, with money flowing into the office. One of his most trusted and valuable employees demanded a pay day. To the boss's surprise, he learned that he owed the boy some \$400. "Well, well," stalled the chisler. "My! What a pretty nest egg you have for the winter! Thru my liberality you will close better than any working-man in the business. Being the big donater, I feel it my duty to make this a bonus, payable when we close."

Closing time found the boy's bonus up to \$600. After the show had been put away the boy again asked for his money. "What? Only \$600!" shouted the manager, "Why that chicken feed wouldn't last you a week. It will never be said that I ever gave such a trusted employee so small an amount." Then, turning to his secretary, he added, "Put him in my will for 10 grand."—ROAD MAP JOHN-SON.

in Jacksonville, Fla., after closing with Sam Lawrence Shows. She will winter in Nassau, Bahama.

FRANK ZORDA, side show manager, who closed a successful season with West's World's Wonder Shows, will soon open his winter season in Florida.

ONLY convention lobby jackpot orators have mastered the art of being prosperous tho broke.—Oscar the Ham.

L. B. (CHICK) OGILVIE, last season with Beckmann & Gerety Shows, has returned to his former job as advertising and display manager for a store in Borger, Tex.

LEO GRANDY, past three seasons with Fred Allen and King Reid shows, has signed with O. J. Bach Shows for 1942 as electrician and *The Billboard* sales agent.

WERE these the horse and buggy days, a special agent's big job would be digging holes for hitching posts, not hunting parking space.

MR. AND MRS. J. A. MONTGOMERY and son, Trevor, of J. J. Page Shows, will spend the holidays in Philadelphia with their son and brother, and then to Florida for a vacation.

DICK SMITH returned to his Shenandoah Park camp site, Luray, Va., after a prosperous season with his Octopus ride. Truck and ride were sold to the Ellman Shows at close of the season.

IT IS considered good winter economy (not a necessity) to live in dressing rooms under grandstands of winter quarters fairgrounds.

"BOUGHT a small hotel at San Jose, Calif., and sold it two weeks later at a good profit. Just ordered a new station wagon to carry my props. Ted Buch is still at Richmond, Calif., shipyards," carded Rae-Terrill.

FRANK J. FLANAGAN, of J. J. Page Shows, will operate a toy business on the main stem in Johnson City, Tenn., during the holidays. It will be under management of Roy Carey, a concessionaire of the shows.

LIKE a breath from the past: Meeting an old ex-biggie carnival manager after a lapse of years, especially if he is doing a little stomach sticking on the booths.—Dime Jam Johnson.

MRS. RUBY DAVIS was given a surprise birthday party by her husband Vic, at El Travidor Club, Bakersville, Calif. Guests included Mr. and Mrs. W. R. Patrick, Mr. and Mrs. P. Ouellette, (See MIDWAY CONFAB on page 80)



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 No. 1-300—Oblong Square End Hip Roof Tent, size 35x52. Made in 4 pieces to load. Made for 5 center poles, roped every third seam. Top 8 oz. khaki drill, red and blue trim. 8'6" sidewall of 8 oz. khaki duck red trim. Condition fair to good. Top and walls \$295

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 14th Ave. at Clay St., KANSAS CITY, MO.
 America's Big Tent House
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SHOW PRINTING
CIRCUS -- CARNIVAL
 AMERICA'S FINEST BLOCK WORK
 Stock Lithos—All Sizes.
 TENT SHOW HEADQUARTERS: DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS.
 Write for Price List and Route Book.
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Merry Christmas to All Our Friends

WANTED WANTED
 Will book one or more Rides for season of 1942 in money towns of Western Pennsylvania. Best terms. Also booking Shows and Concessions. Write
PAUL E. FULLER
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 Want to book New Ell Ferris Wheel and Smith & Smith Chalroplane with Carnival playing city lots.
HELP WANTED ON BOTH RIDES.
 Address: **HARRY AND ETHEL HUNTING**
 (better known as Dad & Mom)
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WANTED TO BOOK
 With Carnival for 1942 Season
 Two very flashy Concessions—Carmel Corn and Pop Corn and Photos. Exclusive only considered. All mail will be answered.
E. L. RUCKER, 2014 Fox Av., Ft. Wayne, Ind.

POPCORN--1941 CROP
 Why buy last year's corn when you can get new corn at the same price? For the next 15 days our price on new corn will be \$6.50 per hundred. Rush your order in now and save at least \$1.00 per hundred.
GOLD MEDAL PRODUCTS CO.
 131 E. Pearl Street Cincinnati, Ohio

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20 Car Railroad Show
ALL AMERICAN EXPOSITION
 INCORPORATED
 Frank West, President

15 most modern Rides plus 15 Tented Attractions
 Now Booking for the Coming Season of 1942

Want Rides—Scooter, Fly-o-Plane, Silver Streak, Tilt-a-Whirl, Octopus and Rollo-plane.
 Want Shows—Illusion, Midget, Animal, Snake, Monkey Circus, Fat or will frame any Show of merit. All Concessions including Cookhouse open, privilege in tickets.
 Fair Secretaries and Managers contact us at the Showmen's League Convention, Chicago, Dec. 1, 2 and 3rd. Also all correspondence and wires to P. O. Box 445, New Orleans, La., will be held in the strictest of confidence. Committees and Auspices contact us also. Want Working Men and Foremen in all departments.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

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New—Used

On hand, approximately 200 Used Trucks and Truck Trailers suitable for Carnival use.

**25 Special 22'-28'
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Pennsburg, Pa.

521 — 4440

SUPPLYING CARNIVALS FOR TEN YEARS

HEADQUARTERS

for

INSURANCE

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Charles A. Lenz, Broker

See Ad on Page 51

*Holiday Greetings
from Canada*

A MERRY CHRISTMAS

and

HAPPY NEW YEAR

(To All Our Friends in Canada and United States)

WALLACE BROS.' SHOWS

Established 1917

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Club Activities

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of America



Sherman Hotel
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National
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Palace Theater Building
New York

In Memoriam 1941

- Fred N. Garneau
- *L. Clifton Kelley
- Herman Rudich
- Jesse M. Shoat
- Harry E. Thurston
- Walter A. White
- *Fred Beckmann
- A. C. Hartmann
- C. V. Starkweather
- W. J. Chickering

*Indicates those buried in Showmen's Rest.

CHICAGO, Nov. 22.—All are getting ready for convention week and the many scheduled League activities. President's Party, November 29, opens activities, with Past President J. C. McCaffery in charge. On November 30 Annual Memorial Services will be held, with Bernie Mendelson and capable committee handling arrangements. Annual meeting and election of officers is slated for December 1, and on December 3 the 29th Annual Banquet and Ball, with Brother John M. Duffield as general chairman, will be held. President Frank R. Conklin is in town and will remain until the convention is over. By-laws committee met and has about completed the draft of the document for presentation.

Brother L. S. (Larry) Hogan is confined in a hospital. Brother C. D. Odom was released from the hospital and is receiving medical attention at his rooms. The 1942 Amusement World Directory committee advises that this issue will be better than ever. It will contain almost double the listings of last year. Distribution also will be much greater than before.

A. L. Dinty Moore visited en route north, and Billy Blencoe also visited. H. Y. Bary was the guest of Past President J. C. McCaffery at the rooms. John Lorman is a regular at the rooms. Mr. and Mrs. Al Reese were in town for a few days. Brother Bob Revolt is in the army and stationed at Fort Riley, Kan. Carl Berg and W. L. Humphreys were among callers at the rooms, as was Brother H. A. Russell. Al Latto returned.

Ladies' Auxiliary

Auxiliary held its regular bi-weekly meeting November 14 at Sherman Hotel, with these officers present: Mrs. Joseph L. Streibich, president; Mrs. William Carsky, first vice-president; Mrs. Nan Rankine, third vice-president pro tem; Mrs. Jeanette Wall, secretary, and Mrs. Lew Keller, treasurer.

Dues for 1942 were sent in by Nellie Mater, Hattie Latto and Marge Kelly. (See SHOWMEN'S LEAGUE on page 80)

NEW YORK, Nov. 22.—Fourth Annual Benefit Banquet and Dance is occupying the entire time of the officers and most of the members. Advertising in the year book already exceeds last year's. Meeting of members and board of governors was held November 19. New members: Joseph E. Weil, sponsored by Lew Lange, and Alan S. Durante, sponsored by Sam Lawrence. Birthday congratulations: Samuel L. Hewett, Richard A. Bowe, Frank Selgear, Harry G. Traver, Joe Schubert, John S. Welsman, Sid Goodwalt, Jack Gordon, A. Robins.

Visitors this week were Bibs Malang, Louis Light, Bernie Renn, Milton Paer, Ross Manning, Fred Phillips, Benny Herman, Art Lewis, Sam Prell.

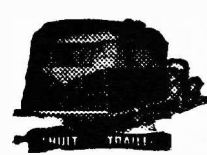
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Up from Florida Coast, where Sea Food—lobster, shrimp, oysters, pompano and all the other delicious varieties, are so much more savory, come these miraculous, new taste discoveries! Three New Burgers—so delectable, so different, so appealing to the appetite of every American, nothing like them has ever been consumed or relished! They'll be served and sold by every hotel, restaurant, hamburger stand, drug store and place serving food, in addition to every grocery store, delicatessen and department store. Their popularity is destined to sweep the country! Along with the "hot dog" and the hamburger, the new Seaburger, Oysterburger and Oceanburger are predicted to become the national food craze for now and all the time. Thousands of little eat shops exclusively serving the new healthful taste thrills to a clamoring public are going to spring up over night. Money is going to pour into cash registers of all who serve and sell the three NEW BURGERS. You can share in the gigantic profits right now. If you are a capable, high grade man, and if you are selected as our distributor, your exclusive, protected 10-year contract should make you \$2,000 monthly. You'll have absolutely no competition. National advertising is already contracted for and manufacturer will also participate and share in local advertising introducing these products. Registered trademarks protect you. No complications of any kind to stand in your way to extraordinary top profits. Control as much territory as you are financially able to handle. But you must act at once. Write, airmail, or wire for full details.

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& BATTERY CO.**
SIOUX FALLS, S. D.
Buy on Our
Easy Terms.

**WHAT! PACIFIC COAST SHOWMEN'S ASSOCIATION
20TH ANNUAL BANQUET AND BALL**

**WHO! THE "WHO'S WHO" OF THE SHOW WORLD
HONORING THE WESTERN FAIR MANAGERS' ASSOCIATION
CONVENTION—DEC. 10-11-12**

**WHERE! BILTMORE BOWL, BILTMORE HOTEL,
LOS ANGELES, CALIFORNIA**

WHEN! THURSDAY EVENING, DECEMBER ELEVENTH

**MAKE RESERVATIONS NOW! \$5.25 PER PLACE—INCL. TAX
HARRY H. HARGRAVE, Chairman, Banquet and Ball Committee,
623 1/2 So. Grand Ave., Los Angeles.**

Los Angeles

LOS ANGELES, Nov. 22.—West Coast showmen are evincing much interest in the Pacific Coast Showmen's Association's Banquet and Ball, honoring the Western Fair Managers' Association, which will be in convention here December 10-12.

Banquet will be held in the Biltmore Bowl, Biltmore Hotel, December 11.

Harry Phillips is in town visiting friends. Walter (Hollywood) Towers, Beckmann & Gerety Shows, is here for the winter. Jack Joyce closed with Krekos Shows and is taking out his indoor circus. Harry Chipman is in advance. Elmer Velare is visiting Nate Miller at Long Beach. Carl Martin, Snapp Greater Shows, will leave for Joplin, Mo., soon. Bill Jessup is in town renewing acquaintances. Barney Flannagan reports things in good shape at Long Beach, Calif. Walter Newcombe is still talking about his motor trip east. Elden Prock is working on a rodeo picture at RKO. Mike Krekos is making plans to attend the PCSA banquet.

Clyde Gooding and Frank Murphy visited Steve Henry at Sawtelle Veterans' Hospital. Murphy is undergoing treatment there. Martin United Shows will play two stands here. J. Ed Brown attended the stock show in San Francisco and then left for Chicago. Ed Walsh is on a trip north. Ray Johnson is training a drum and bugle corps. Nick Saad has improved his South Main Street novelty stand and reports good business. Ross Ogilvie is at the May Company, where Jack Brooks is playing Santa Claus.

O. N. Crafts is still away on vacation. Bill Meyers is directing improvement work on Crafts 20 Big Shows. Hugh McGill to handle publicity for the local CFA tents. Ernestine Clarke is expected in soon. Walton de Pellaton has taken

an apartment here for the winter. John Miller is still talking about his vacation. I. B. McCoy is visiting shows in this section.

St. Louis

ST. LOUIS, Nov. 22.—Much activity prevails around the International Association of Showmen's Clubrooms, which are the mecca for outdoor showmen here. Lorow Brothers' Oddities of the World opens November 24 on Washington Avenue between Eighth and Ninth streets, here for a month's stand. Cash Wiltse, advance agent, is here arranging the museum's appearance. Mr. and Mrs. Al Baysinger, Al Baysinger Shows, visited *The Billboard* while en route to quarters in Poplar Bluff, Mo. They purchased a new neon plant in Southern Illinois. Dave Lachman, general agent Cliff Liles' Park Amusement Company, spent a day here visiting friends, en route to Illinois.

Phil Shapiro and Sunny Bernet came down from Chicago on Monday for a two-day stay. They visited the IAS rooms on several occasions. Mr. and Mrs. Noble C. Fairly, Dee Lang's Famous Shows, passed thru the city on Tuesday en route to the Chicago meeting. While here they purchased a new car from Charles T. Goss.

Charles DeKreko returned to his home here after playing fairs in the South. He reported good business, especially at his engagements in Toronto and Dallas. Hadgie Delgarian and family visited the DeKreko home while en route to California. Gordon (Foots) Middleton, last season with Rubin & Cherry Exposition, visited *The Billboard* Tuesday en route to Kansas City, Mo. Otto Griebing and Roy Barrett, circus clowns, arrived last week to work in the toylands of the two leading department stores here.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

Ban on Milwaukee Fete, Facing Test, Illegal, Says Mayor

MILWAUKEE, Nov. 22.—Unless rescinded, Paul D. Bergen, secretary of the Midsummer Festival Commission here, has indicated he will start court action to test legality of the county park commission's action on November 14 in barring the annual festival from Juneau Park unless the commission stops operating a carnival there.

Bergen said more than 200,000 visited the carnival last summer, of which 165,000 paid to enter. Remainder were admitted by showing their festival buttons. He asserted that the festival's share of receipts this year from the carnival was nearly \$23,000, which revenue made it possible for the fete to show net profit of \$8,000.

Mayor Carl F. Zeidler, former assistant city attorney, labeled the park commission's ban illegal, contending that the city retained the right to utilize its parks for municipal functions.

Polack Again Books Cincy, Louisville

CINCINNATI, Nov. 22.—For the third consecutive year, Polack Bros.' Circus will play here under auspices of Syrian Temple Shrine. Show will again be presented in Music Hall, the dates being February 16-21.

Show will be in Louisville February 6-12, its third engagement there under Kossair Temple Shrine. There will be a layoff period, February 13-15.

Charlotte's Annual Expo Sets New Attendance Mark

CHARLOTTE, N. C., Nov. 22.—Sixteenth annual Charlotte Exposition and Food Show drew an estimated 42,000 during its 10-day stand in City Armory here November 12-22, James B. Vogler, manager, reported. Attendance figures, which eclipsed those of former years, were boosted by holiday crowds and soldiers here on leave from maneuvers in the Carolinas. Week-end and closing night, with an automobile given away, drew the biggest crowds.

Ches Davis's All-American Follies opened the show and played the first four days. Unit included the Clyde Jordan Girls, Robinson and Bennett, novelty musicians; Chet Wiley and His Kansas Citizens; Jerry Burrell, Golden West Cowboy, and Boris Midgets. The Four Sidneys, bicyclists, were featured the final week, with local talent rounding out bill.

VET SHOWMEN F. M. Sandusky and Ray Maxwell, formerly with Golden Gate International Exposition, San Francisco, will direct the Women's Exposition, said to be the first educational spectacle of its kind booked in the South, at the Coliseum, Houston. Set-up will be a maximum of 150 booths and vaudeville acts and a series of contests will feature entertainment programs planned for each afternoon and night. Jack T. McCully, who resigned as Houston Chamber of Commerce publicity director recently, will handle the publicity. McCully handled the press at Houston stock show for four years.

Economic Set-Up Favors Canadian Indoor Events

ST. JOHN, N. B., Nov. 22.—Not since the first World War have economic conditions in the Eastern Canadian Provinces so favored indoor events under auspices as for this season. Wartime prosperity prevails, the only discouraging note being scarcity of locations for the fairs, bazaars, and expositions. Ice rinks are not available because of being prepared for the regular skating season, while the hockey seasons have opened at rinks where artificial ice is used.

Many halls now used for the events are not considered large enough and are up two flights from the street. Money is reported plentiful, particularly in St. John, Moncton, Fredericton, St. George, Woodstock, Edmundston, Dalhousie, Campbellton, Bathurst, St. Stephen and Sussex in New Brunswick; Halifax, Dartmouth, Truro, Amherst, Springhill, New Glasgow, Westville, Stellarton, Trenton, Pictou, Sydney, Glace Bay, North Sydney, Sydney Mines, New Waterford, Shelburne, Liverpool, Lunenburg, Bridgewater, Yarmouth and Kentville in Nova Scotia.

Charlottetown and Summerside on Prince Edward Island also are reaping boom-time harvests. A new wrinkle for indoor events was introduced at Sussex, where a large feed warehouse was cleared for three nights for fair purposes. A rink, destroyed by fire, had formerly been used.

SPORTSMEN'S SHOW Acts and Feature Exhibits Wanted

Send all information, photos and price at very earliest opportunity. Plan to run in 3 or 4 good spots. First date opens middle of January.

FRANK DUBINSKY

71 Sharon Street HARTFORD, CONN.

WANTED--O. J. BACH SHOWS, INC.--WANTED

Season 1942 Opening April, Near Albany, N. Y. Tilt or Octopus with own transportation. Have Athletic Show, Girl Show, Life Show outfits complete for capable Managers. Will book Slide Show, Arcade, Kiddie Ride, Corn Game, Lead Gallery, Photos, Palmistry and all game Concessions. Address: O. J. BACH, Box 292, Ormond, Fla., or O. M. BECKER, 414 So. Main St., Elmira, N. Y.

HELLER'S ACME SHOWS, Inc.

Open April 11th, 3 Saturdays, 2 Sundays. A proven spot to be the best in New Jersey. Want Concessions, everything open. Want Shows of all kinds, but must have something worth while in them. Will furnish outfits to reliable show folks. Want Ride Foremen and Help on Wheel, Chair-o-Plane, Merry-Go-Round, Loop-o-Plane, Whip, Lindy Loop and new, latest Spifire. Those driving Semi-Trailers and all my old help given preference. Just bought Exhibition Tent Co. property, 5 acres of ground, ten buildings, for winter quarters and will open same Jan. 3rd. All address: HARRY HELLER, 50 HARRISON AVE., WEST ORANGE, N. J.

LAPER HI-STRIKERS GETTING THE BIG MONEY AT INDOOR SHOWS — FAIRS — PICNIC — OLD HOME WEEK

Any place large or small crowds gather is JUST the spot for a flashy Hi-Striker, and we have 4 complete 1941 outfits, all No. 3 size, all single and towers in 3 sections; the base boilerplate, top on heavy super-frame. All bright RED, numbers 3" size, aluminum painted and trimmed in black. All 25 ft. high, regular \$75.00 machines. Only 4 outfits to go at \$60 each. You can wire us the order, to be sure and send full amount or a deposit. Immediate shipment on the 4 outfits ONLY. Each outfit boxed and crated, weight 280 lbs. Remember, all BRAND-NEW 1941 machines and ONLY 4 to offer. RUSH your order NOW and WE WILL RUSH outfit to you. Tell us if express or freight. W. M. Moore, Mgr. Established 1906. LAPER HI-STRIKER WKS., Lapeer, Mich.

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DAY & NIGHT SERVICE SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000	\$7.15	50,000	\$13.75	90,000	\$20.35	250,000	\$46.75
20,000	8.80	60,000	15.40	100,000	22.00	300,000	55.00
30,000	10.45	70,000	17.05	150,000	30.25	500,000	88.00
40,000	12.10	80,000	18.70	200,000	38.50	1,000,000	170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

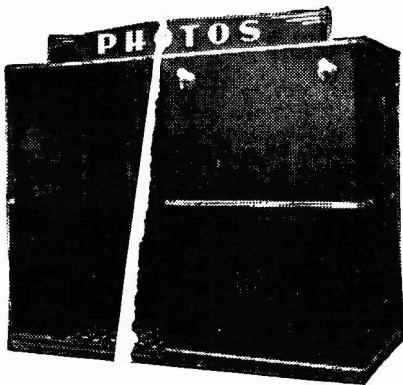
STOCK ROLL TICKETS

2000 PER ROLL	
1 ROLL	75c
5 ROLLS	@ 60c
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WELDON, WILLIAMS & LICK
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TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

— LOOK, IT'S NEW —
MAKES THREE SIZE PHOTOS, 3 FOR 10c—3 FOR 25c—3 FOR 50c
MAKE FULL LENGTH AND CLOSE-UPS



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Makes 2 Size Photos
New Heavy Duty Self Cocking Trouble Proof Shutter.
New Solid Copper Trouble Proof Mechanism.
New Special Super Speed Lens. Best Money Can Buy.

\$189.00 COMPLETE

Why waste time with an out of date outfit when you can get over twice the money with these new outfits?

FAST, EASY WORKING AND TROUBLE FREE

Write Today

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P. O. BOX 971, PARKERSBURG, W. VA.
3815 Murdock Ave.

KAUS EXPOSITION SHOWS, INC.

Extends To You and Yours the Season's Greetings

NOW BOOKING FOR THE 1942 SEASON:

Shows with or without own outfits. Legitimate Concessions.

Rides that don't conflict with what we have.

Address A. J. KAUS, Manager, 202 George Street, New Bern, N. C.

Arrest Made in Poison Case

RB Employee Is Quizzed on Deaths of Bulls

Police of Charlotte, N. C., act—witnesses said to have seen capsules given

CINCINNATI, Nov. 22.—Out of a maze of rumors and contradictions in dispatches this week regarding the arsenic poisoning of 11 Ringling-Barnum elephants, major development was arrest of a circus employee in St. Petersburg, Fla., at request of Charlotte, N. C., police.

The accused man denied his guilt, declaring he was a victim of mistaken identity.

Reports that the FBI in Washington had intimated that the National Zoo there was being watched as a result of threats made against its elephants were branded as false by officials at headquarters.

The circus is scheduled to close today in Miami and go to winter quarters in Sarasota, Fla.

Witnesses From Charlotte

CHARLOTTE, N. C., Nov. 22.—The Ringling-Barnum elephant arsenic poisoning case developed a local angle when Elwin Bolgin Michael, 32-year-old employee of the circus, was arrested in St.

HW Bulls to Sarasota

CHICAGO, Nov. 22.—J. C. Donahue, general traffic manager of the Ringling-Barnum circus, returned from the South early this week and Wednesday night left for Los Angeles to arrange for bringing 12 Ringling elephants east. The dozen bulls have been on the West Coast since closing of the Hagenbeck-Wallace Circus a couple of years ago. They have been in charge of Cheerful Gardner and have been used frequently in motion pictures. Donahue will ship the bulls to Ringling winter quarters at Sarasota to replace the animals that recently died of poisoning.

Petersburg, Fla., this week on request of Charlotte police. Four persons told Charlotte police they saw Michael drop capsules in the mouths of elephants during the stand here November 3.

Michael was arrested in St. Petersburg after O'Dell Griffie and Claud Bolick had picked him out of a group of (See *Poison Case Arrest on page 51*)

Henry Injured by Fall

HOUSTON, Nov. 22.—Arthur (Bam) Henry was injured here during a matinee performance of Arabia Shrine Circus, when a hook on a trapeze bar broke, causing him to fall 40 feet to a platform of artificial ice. When he was rushed to a hospital, his injuries were found to be three broken ribs and deep face and hand cuts. As he will be unable to work for six weeks, all bookings were canceled. He will convalesce here.

Wrecking Peru Buildings

PERU, Ind., Nov. 22.—Henry Ringling North, vice-president of the Ringling-Barnum circus, recently visited the circus farm here and made arrangements to effect some rehabilitation. He is wrecking those buildings which no longer serve any purpose and is also destroying considerable equipment which could never roll again.

Beatty for Miami Fair

MIAMI, Nov. 22.—Endy Bros. have signed Clyde Beatty with his trained wild animals to appear at Mahi Shrine Fair here for 15 days. He will be presented and featured by Endy Bros. Shows, Inc. Bee Kyle will do her high dive daily.



ARTHUR HOFFMAN, who has been contracted as side-show manager of Cole Bros. Circus for the coming season, is a veteran of the circus annex world and noted for his ability as an orator and radio commentator. The past season he successfully operated his own outdoor traveling unit and is now managing International Congress of Oddities on its indoor tour.

Records Broken At Houston Shrine

HOUSTON, Nov. 22.—Annual Shrine Circus, Arabia Temple Activity Association, closed a six-day run at Sam Houston Coliseum November 15, which broke all previous records in attendance. William H. Scott, general chairman, said. He added that Friday night attendance surpassed all attendance records for any show ever in the Coliseum. Night attendance was 12,000.

Night attendance each of the six nights, November 10-15, was 7,500 each night, which is capacity for the hall, with the exception of Friday night, when standing room was sold out and several thousand persons were turned away. An estimated 60,000 persons saw the show (See *RECORD AT HOUSTON page 51*)

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Wagon Rut, Ga.
Winter Quarters.
Nov. 22, 1941.

Dear Editor:

This business of getting a circus ready for the road after a six-year layoff isn't what it is cracked up to be. Although housed in the buildings during that time, dryrot is taking its toll. To repair the wagons will cost the show not less than \$75, if not more. The shop crew has torn down only 10, with 15 more to go. Too bad that we can't find someone who would like to buy a circus so we could build a new one and save money.

On Wednesday quarters took on a gala appearance, with flags and bunting displayed on every tree and barn. What the show was celebrating we didn't know, but thought perhaps some great arenic star was being welcomed to winter quarters. From the number of new-hounds and photogs who ran all over the place, we were convinced that who or what was to be honored was big.

At noon orders were given to roll out the piano wagon and to get it ready for the reception. Remember, this show had gone modern years ago by using a player piano long before canned music was discovered. Our old musical director, Stake and Chain Whitey, reported that the roll music on hand was outdated and so badly aged that it wouldn't squawk a note. Circumstances canceled the music. At 3 p.m. the words, "Stand at attention!" were flashed thru the entire quarters. Both crews of men (one to a crew) dropped their tools and abided by the order.

Now we knew that some great general or perhaps the governor was about to be

Cole Zoo Draws 1,000 at Opening

LOUISVILLE, Nov. 22.—Cole Bros. Circus, in quarters on the State Fairgrounds here, opened its zoo on Armistice Day and played to 1,000 Louisvillians. Zoo will be open every Saturday, Sunday and on all holidays until the spring opening.

Queenie, lioness, escaped from the transfer cage and almost stampeded the herd of 14 elephants until she was kicked into semi-consciousness by Tony, five-ton bull.

Since returning to quarters Cole show has had plenty of press and radio publicity. Ora Parks, chief press agent of the circus, landed some beautiful art of (See *COLE ZOO OPENER on page 51*)

Gainesville Prexy Names Staff for '42

GAINESVILLE, Tex., Nov. 22.—Officers and directors of Gainesville Community Circus were re-elected at the annual membership meeting on November 14, as follows: Roy A. Stamps, president; Joe M. Leonard, vice-president; G. D. Bell, secretary-treasurer; W. Alex Murrell, B. A. Dillard, Roy P. Wilson, Portis M. Sims, T. H. Chaffin, A. Morton Smith, Cecil H. Tinsley, C. B. Stringer and Emmett F. Curtis.

President Stamps announced the 1942 (See *GAINESVILLE STAFF page 51*)

Kelley Loses Elephant; More Land Purchased

MENA, Ark., Nov. 22.—Al G. Kelley and Miller Bros. Circus lost Hattie, an elephant, at Grandfield, Okla., its closing stand. Construction work at winter quarters is being rushed at top speed, with the elephant barn and bear den completed. All ring and baggage stock are on a 10-acre pasture for winter. Miller brothers purchased 15 more acres of land here.

Accompanied by her daughter, Mrs. Kelley Miller is visiting her sister in Denver. Mrs. John Grady is visiting her mother at Wagoner, Okla. Will return about December 20.

Red Cross Thanks Terrell

LOUISVILLE, Nov. 22.—The following letter was received by Zack Terrell, owner of Cole Bros. Circus, from T. V. Hartnett, roll call chairman of the American Red Cross here:

"On behalf of the entire Red Cross organization in Louisville, let me express our unstinted thanks for your marvelous co-operation in lending us your elephants for the Armistice Day parade.

"It seems that whenever anything unusual has to be done, we always somehow turn to show people to help us out. This year was no exception and the unselfish way in which you helped is further proof of the traditional generosity of show people when a great cause needs a boost."

Morton Heads Group To Put on Big Show For Miami Hospital

MIAMI, Nov. 22.—Bob Morton, with the co-operation of George A. Hamid, has been put in charge of the amusement committee to raise funds for maintenance of a hospital here for crippled children, to be first of its kind in Florida. Sum of \$280,000 has been raised to build the structure thru efforts of a committee headed by W. L. Philbrick, Miami and Miami Beach, and comprising Dr. Arthur H. Welland, Joseph J. Orr, Charles L. Sykes, Coulton Skinner, Roscoe Brunstetter, Frank Pepper, Marvin Adams, Mrs. M. K. Barton and over 1,200 prominent citizens of Southern Florida. Contractors now at work expect to finish the building early in 1942.

Chairman Morton, co-owner of the Hamid-Morton Circus Company and a (See *Morton Head in Miami on page 53*)

Santos & Artigas Will Get Under Way in Havana Nov. 28

HAVANA, Nov. 22.—Santos & Artigas Circus will open at National Theater here on November 28.

Among the acts will be Alfred Court's wild animals with Prince Hindoo as trainer; Durbin & Genders aerial act, Harold Dean, Grace, and Curtis Dean Genders; Dubois Thodino; Carl and Dorothy Elizabeth Durbin; Knoyls family, equestrian act of five people; the Durmont head trapeze; Ella Bradna, high school; Cora Davis, balancing trapeze and swinging rope; Montes de Oca, hand and head balancing; Aseveras, Liberty horses; Polidor, clown; Guerrero, Cuban clown; Chocolate, Cuban clown; six sporting dogs, playing basket ball. Fred Bradna will be equestrian director.

Santos is operating a carnival and show here until December 31, when he will tour the island with the circus under canvas.

Big Biz for Fernandez

HONOLULU, Nov. 8.—Abe Goldstein, veteran clown, reports that E. K. Fernandez Circus opened here to turnaway business and has been doing capacity business during its Hawaiian tour. Goldstein left the show and is now in business operating a gift shop. He doubts that he will return to his former profession.

Program follows—Display 1: Concert by Schoenfeld Army Band. 2: The Ockles, novelty perch. Barrel kicking. 3: Miss Roberts, single trapeze with arm swing finish. 4: Stanley Behee Bears, assisted by Miss Cress. Featuring wire walking bear. 5: Clown baseball. 6: Stewart Roberts Troupe, aerial bars. 7: Bernie Griggs and clowns. Jargo. 8: Nitto wire act. 9: Bernie Griggs' funny Ford. 10: Reuben Castang's chimpanzees. 11: Clowns. 12: Spiller's Seals. 13: Clayton Behee, flying act.

Burnhan Killed by Train

SALISBURY, N. C., Nov. 22.—A coroner's jury ruled that Evan Alexander Burnhan, Meridian, Miss., circus employee, was killed by a train. The dismembered body was found near Elon College on the train tracks last Friday morning by the crew of a second Ringling-Barnum train, en route to Greensboro. It was stated at Alamance County sheriff's office that SBI Agent Powell and Captain Rose, Southern Railway detective, who was on the train when the body was found, were continuing their investigation of the circumstances surrounding the death.



With the Circus Fans

By THE RINGMASTER

President
FRANK H. HARTLESS
2930 W. Lake St.
Chicago

Secretary
W. M. BUCKINGHAM
P. O. Box 4
Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 22.—The home of Central Vice-President Thomas M. Gregory and Mrs. Gregory in Akron was bulging with circus atmosphere as a group of ardent Fans passed thru the main entrance for the dress rehearsal-organization meeting of new Akron Tent on November 9. It will have its formal raising on December 7 at the home of Mr. and Mrs. Murray Powers.

According to a card sent to Fans, the "front door" opened at 7 p.m., not to inspect the menagerie but to spend an hour looking over the large collection of Circulana of the Gregorays, consisting of photo albums, letterheads, programs, route books and cards, scrap book on national CFA conventions, etc. A large banner was used on the front door. Over the fireplace was a large cutout of Pete Mardo, former clown, now a resident of Akron. Living room was decorated with toy balloons and circus photo enlargements and walls of the dining room had been repapered with circus posters for the evening. Tom had a portion of his elephant herd lined up on the dining table and another line on the mantel.

Program opened with circus movies, with music, shown by Ted Deppish, Canton, O., who also had a display of his circus posters. At the business meeting there officers were elected: Frederick W. Work, general manager; Murray Powers, ringmaster; Carl E. Elwell, secretary-treasurer. Other members of the tent are Ted Deppish, Winnie and Tom Gregory, Arthur I. Kittinger, Mr. and Mrs. Pete Mardo and Mrs. Murray Powers.

Name selected was Pete Mardo Tent,
(See CIRCUS FANS on page 53)

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Nov. 22.—We are informed by Joe Kass, national treasurer, that the new insignia of the club is rapidly being sold. This little pin was designed by Dr. Louis D. Clement. Three members of the Dexter Fellows Tent are now with the Olsen and Johnson *Sons o' Fun* show and when they open in New York they will be met by a great reception of their fellow club members. Rutgers Nellson and John Mulcahy are a committee looking after this event. A big night is planned and we know that it will make Bruce Evans, Don Tomkins and Don Gautier happy.

Postal from Sergeant Les Kramer, recording secretary of the Fellows Tent from Toronto, where he is businessing. . . . Ollie Oliphant, secretary of this tent, recently received nice publicity. His name was mentioned in 25 Years Ago Today *New York Sun* October 21 and in *The Saturday Evening Post* of October 11. In looking thru the mail I find a copy of *The Adventurer*, the organ of the Adventurers' Club, and with this number Kramer is at his best . . . also an issue of *The White Tops* and Hohenadel does a swell job. Why doesn't Col. C. G. Sturtevant gather all of his historical articles on the circus and put them out in book form . . . also a nice lot of shots of Russell Bros.' Circus from my friend Philfer . . . also a postcard notice from Frank Portillo, clown. We remember the early days when Frank used to come in and chat with us and hadn't turned professional, but even then one noticed that it was in his blood and would ooze out some day.

We learn that Ed Mulhearn, Nemo, the clown, is ill in the U. S. Veterans' Hospital, Kingsbridge Road, the Bronx.

The death of Al Hartmann was a shock to all of us and I want to add my belated condolence. We always enjoyed chatting with him and received many chatty letters. However, we feel that his splendid spirit is in *The Billboard* and will remain there as long as outdoor amusements exist.

Consolvo Tent Elects

NORFOLK, Va., Nov. 22.—Charles Consolvo Tent, Circus Saints and Sinners, elected C. D. Barnard president at the November meeting. Other new officers are Frank Lawrence, vice-president; Frank A. Dusch, second vice-president; James A. Borum, treasurer; Donald C. Harrison, secretary; B. D. Melchor, a director. Installation will be held in December. Charles B. Borland, Norfolk city manager, was re-elected to membership, and Representative Winder R. Harris was accepted as a member.

5,600 at Opening Of Columbus Show

COLUMBUS, O., Nov. 22.—Hollywood Thrill Circus opened a seven-day engagement in the State Fair Coliseum here on November 17 under auspices of Columbus Association for the Blind, Inc. Opening-night attendance was estimated at 5,600, with an increase of 1,000 on Tuesday and heavy advance sale.

Joe Archer Enterprises handled arrangements with the committee for the blind and staged an extensive advertising campaign using newspapers and three local radio stations, WCOL, WBNS and WHKC. Raymond B. Dean, in charge of press and radio, gave the show an unusually large amount of art, copy and radio time.

Ray Rogers produced the big show program, with William (Bill) Tumbler as equestrian director. Program ran smoothly on opening night.

Joe Basile and His Madison Square Garden Band of 16 played the show.

The program: Display 1—Overture by Basile's band. 2—Song, Catherine Snyder, blind vocalist. 3—Comedy acrobats, Arnst Brothers, Dennis Stevens and Hartzell Brothers. 4—Head-balancing traps, Charles Arley and Alec Zavetta. 5—Principal riding act, Jaun Phillip and Miss Orelia. 6—Erma Ward, aerialist. 7—Larimer and Hudson, bicycle act. 8—Comedy Austin, presented by Lee Lott.

HAMID-MORTON CIRCUS

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World's Record for a Six Day Circus, Not Using
Automobiles, Raffles or Chance Games

ATTENTION PLEASE!!!

ALL ACTS MIAMI, FLORIDA

South Florida Crippled Children's Hospital Committee Raised \$280,000.00 to build a Hospital for Crippled Kids. We must maintain hospital after completion. Hamid-Morton have agreed to donate all services to this worthy cause.

"The Night of Stars"

BURDINE'S STADIUM, FEBRUARY 5, 6, 7

Stars from every corner of America will donate their services. We donate ours, and we call on all circus performers to donate their services. We pay your gasoline, room and meals for all out-of-town performers.

Write Now to

BOB MORTON or GEORGE HAMID

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"IF ONE CRIPPLED CHILD WOULD SMILE—DON'T YOU THINK
IT WOULD MAKE YOUR WORK WORTHWHILE"

FOR SALE

One 35-Ft. Pneumatic Tires Float, 25 tons, usable for circuses. Sell at very attractive figure. Large enough to haul complete half a carload. Also one 17-Ft. Float on Pneumatic Tires for circus use; attractive price.

CHAS. MILLNER
MILTON OIL CO

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CIRCUS SPECIALS

1905 Carl Hagenbeck Circus route, reprint, \$1.50; 1878 Sells Bros. route, reprint, \$1.50; set of six 4-Paw-Sells Photos, assorted, 5x7s, \$2.00. Assortment 12 5x7 Circus Photos of old, all types, \$3.50. Xmas Special Offer—6 Postals and Herald, \$1.00. List, sample 25c. Wanted—Old Programs, Routes, Letters, Fir. Bills, P. M. McCLINTOCK COLLECTION, Box 891, Franklin, Pa. Extra Special—Four 1908 Gollmar Wreck, 5x7s, \$1.75.

Circus Musicians Wanted JACK JOYCE'S INDOOR CIRCUS

Trap Drummer, Trombone, Clarinet and Trumpet Player needed at once. All-winter work. Wire—no time to dicker.

R. AGUILAR San Bernardino, Calif.
663 Fifth Street

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GEO. W. MANNING, The Sensational Royals, care of The Billboard, Cincinnati, Ohio.

TENTS

We have some Tents and Tent Materials and can make a Tent almost any size of goods on hand; mills are not taking orders for next year at any price. Write us what you want on new Tents—have also a few used Tents.

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Write for FREE Color Card
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932 LOUGHBOROUGH AVENUE

ST. LOUIS, MO.

200 Attend 3d Annual Siegrist Club Round-Up

CANTON, O., Nov. 22.—Charles Siegrist Showman's Club held its third annual Fall Round-Up at Hotel Belden here November 16, with more than 200 members and guests attending. The affair was a welcome-home gesture to Sterling (Duke) Drukenbrod, of Canton, president of the group, who returned to his home here after completing his duties with Clyde Beatty's Circus on Johnny J. Jones Exposition. He has been president of the club since its inception more than three years ago.

The party started at 5 p.m. with a reception for visiting showmen, with Drukenbrod at head of receiving line. A social hour followed, and the banquet at 7 p.m. A vaude show followed the banquet, with Curley Burns, veteran trouser, as emcee. Others on bill were: Aline Walter, songs by DeLores Rudge; baton and acrobatic novelty, Lillian Strook; magic, Prof. Ace Eller, the club's magician.

Ted Deppish, the club's photographer, screened new movies of Ringling-Barnum circus, taken the past season.
(See SIEGRIST CLUB on page 67)

9—Capt. H. E. Pickard's Frisco seals. 10—First concert announcement. 11—Radio Rays, aerial act. 12—Unsupported ladders, Zopli Family. 13—Automobile crash, Luckey Lott. Intermission. 14—Buck Steel's Liberty horses. 15—Higgins, the Sky Man. 17—Wilkmlr, perch. 18—Second concert announcement. 19—Seven Zavittas, bareback act. 20—Clown pile-out. 21—Wallendas, high-wire act. 22—Clown walkaround. 23—Flying Cretas. In clown alley: Emmett Kelly, producing clown; Charlie Mitchell, Danny Gordon, Albert White, Barney and Jimmy Arnst, Jimmy Foster and Dennis Stevens. Buck Steel's concert line-up: Rose Steel, Jimmy Foster, Robert Reed and Charlie Mitchell. Also in concert is Baron Richard Nowak.

Sam J. Scheidler managed the circus side show. Baron Nowak, midget tap dancer, and Buck Steele and his Wild West contingent were the concert attractions. Ralph (Specs) Cautin had charge of privileges. Stanley Dawson and E. L. (Yellow) Burnett had charge of tickets.

Visitors during the week's engagement included Orrin Davenport, Jake Newman, Don Howland; Dick Wayne Barlow, who operates the State Fair roller rink; Harry F. Logan and Nick and Jimmy Albanese, night club owners.

The Circus of Tomorrow

By EDWARD L. CONROY

MUCH has been said and written about the circus of today, so let's peer into the future and take a look at the circus of tomorrow.

For one thing, I predict that the circus of tomorrow will be more and more along the lines of extravaganzas. It will embrace magnificent pageantry, gorgeous presentations and spectacular effects. Truly there is no better setting for such compelling entertainment than under a circus big top.

Just as the elaborate stage presentations offered in the Public theaters a few years ago set a pace in entertainment that was hard to follow and made the then present vaudeville bills look mediocre in comparison, so will the modern circus program far excel anything that has been passed off as white-top fare in recent years.

Admitting that there is an extensive field for newness in circus entertainment and realizing that the field is, to a great extent, practically dominated by a couple of large shows, nonetheless it does not follow that the smaller circuses must adhere to any set routines in performances, for the old routines have become rather stereotyped, threadbare and infinitesimal compared with what has been dished out in Hollywood, at the big fairs and with our No. 1 circus in the last few years.

For variety, it behooves every circus manager who calls himself a showman to exercise his imagination somewhat in bringing about new and novel changes in his show. If he is not capable in this respect he has but to call in a specialist or, in other words, a producer or director to stage his circus. Furthermore, he must call in an artist, a person who knows color harmony, style and design.

Style, design and color harmony, as well as the ultimate in electrical effects; should, of course, predominate in the circus of tomorrow. Costumes and regalia, trappings and rigging and even the uniforms worn by the workers should all be designed for color harmony as well as utility.

In several instances many of our present-day carnivals, from the viewpoint of neon tubing, tower lighting, ornate fronts and modern design, to say nothing of new, flashy riding devices, have kept abreast of the times, while our circuses, with rare exceptions, have lagged behind, offering the old program fare, a hodgepodge of equipment, nondescript costumes, which are obviously home-styled, together with the usual stuffy main tent set up on a dusty lot that is often unbearable even to the dyed-in-the-wool circus fan. In consequence, today we have around 300 carnivals, compared with a small number of real circuses.

As for thrill acts, we can see them at fairs, parks and piers. Still the circus uses flying acts, wire-walking acts, perch acts and others that should not comprise their chief stock in trade. Like high-school equine acts, unless presented differently as offered by the Ringling circus, the foregoing acts lose in their appeal.

On the other hand, the program may be studded with such engaging specialties as performed by top-line trapeze artists, dexterous jugglers, exceptionally clever acrobatic acts and even skating turns that can and should be offered as presentations with special musical settings and brilliant lighting effects. And let me add that our circuses should not stint on pretty girls. Let there be as many comely girls as the size of the show will permit. Girls to perform in ensembles, drills and formations, stunning finales and even a singing chorus.

And clowns galore! By all means let there be more clowns whose costumes run riot in colors and whose tricks and buffoonery are the height of incongruity. But clowns, too, need the guiding hand of the master producer and costumer, for far too frequently their get-ups are shoddy and their tricks timeworn.

Time has brought many changes—changes in transportation, lighting and labor-saving appliances, yet, generally speaking, there has been little noticeable change in circus tents in the past 40 years. However, it is true that we now see colored canvas in the form of tops and side walls and even striped marquees, but the old basic design is still in evidence in circus tents.

EDWARD L. CONROY, theatrical and circus press agent, was born in 1884 near Auburn, N. Y., and was educated in Syracuse schools. He handled New York theatrical attractions as agent and manager, cinema stars and vaude acts and worked on various publications. He was with these circuses: Sig Sautelle, Forepaugh-Seils, Barnum & Bailey, Cole Bros. (Martin Downs'), Sparks, Rogers & Harris, Bob Morton, Seils-Floto and Tom Mix; carnivals—Narder's Majestic, Riley & Mechanic's Keystone, George L. Dobyms, Johnny J. Jones and Convention Shows; kindred attractions—Pacific Whaling Company's exhibits, Anfenger's Noah's Ark and Jack Hoxie Rodeo. This covers period from 1906 to 1940. Conroy summers at Augusta, Me., and winters at Lake Worth, Fla.

Why not a new type of tent? I believe this is possible. There has been considerable talk about discarding tent poles and other unsightly obstructions in circuses such as guy lines and stakes, still, apparently, no circus owner or manager or department head has come forth with any practical suggestions in the way of eliminating such obstructions unless it be the tower method of suspension, which I believe to be impracticable for a vast tent, and this for the reason of the extreme weight of canvas and rigging to be supported in the top center of the tent. The idea might work out very well on a tent of smaller dimensions.

One might ask, what then will replace the present type of circus tent eventually? The answer is, quite frankly, the hangar type of construction. It's as simple as that. The circus of tomorrow will transport its own great exhibition pavilion, its interior as large perhaps as Madison Square Garden, its seating capacity equally as large.

The circus "hangar," looking for all the world like the upper half of a huge dirigible, may be, in the long run, just as compact to carry as a mass of poles, canvas and ropes. Four or six central girders and three or four end girders interlocked to a ridge beam and secured in place by innumerable cross beams or rods will support the canvas covering and all the aerial rigging and traps a genius can conceive, including perhaps an overhead runway for an aerial ballet.

Made of aluminum (this item should be plentiful after the defense emergency has subsided), the girders will be built in sections, put together while flat up on the ground, and then set in place much the same as a large center pole is put up. When properly assembled the first or one of the center girders may be swung in place, possibly with the aid of a derrick and boom, the rigging of which to be propelled by a Deisel donkey engine mounted on a truck or by

elephant power. After the girders are in place and interlocked to the ridge beam, the connecting rods or braces adjusted, then the framework is ready for the canvas covering. This may be rolled up from the sides and interlaced at the top, with the usual sectional lacing.

An important factor in regard to the canvas used on the metal framework is that it need never touch the ground. It can be unfolded from tarpaulins, hung in place and when dismantled returned to the tarpaulins to be rolled into bundles for transportation. The roofing scheme offers many different but feasible means of spreading the canvas, any one of which could be easily worked out by a big-top genius, such as Capt. Bill Curtis, for instance. And, too, ventilating requirements or problems, it seems, could be readily managed by hanging one top section of the canvas at a raking angle with overlapping eaves above the lower section of canvas. The underlapping top section could be hung snugly to the curving line of the girders, or the entire top may be stoutly laced down, covering the whole structure. In this event the canvas rides on a "grapevine" of ropes or rods and may be laced down so as to withstand the most severe windstorms.

Besides supporting the fabric roof, the girders form a component part of the supports on which the seat platforms rest, thus insuring absolute stability and rigidity. In other words, platform stringers of angle iron are bolted and secured to certain parts of the structural framework. Of course, this method precludes the use of wooden seat jacks and stringers, side poles, quarter poles and, in some instances, center poles. It also does away with stakes and guy lines.

Considering the energy entailed in erecting such an all-metal framework, hardly little more labor would be required than is now used on carnival lots in setting up a pair of Ferris Wheels, any cumbersome riding device or as many as six or eight light towers.

Even if the tower suspension method is used, I believe it will be necessary to erect center poles in order to sustain the excessive top weight of rigging and canvas. It may be that end girders could be used for this purpose. In case all the poles are to be replaced by girders, and if the girder arch is quite wide and the amount of weight suspended exceedingly heavy, then steel shafts, rising from the ground to the apex of the arch, may be used as a safety measure, and at the same time as ladders for riggers or as a pin rail for rigging ropes. Moreover, these central shafts may fit into the production scheme. Circular or winding stairs of an ornamental design may extend from the ridge beam to the surface below. A catwalk may also run along the ridge beam. This can be utilized for spot and flood lamps, as a runway for acts and girl numbers, which enter unseen from outside by means of covered stairs leading from the backyard to the catwalk or bridge along the ridge beam, thus affording unusual scope for numbers and spectacular effects heretofore unseen under canvas.

We may hope for and perhaps see radical changes in the circus of tomorrow which, in addition to using considerable new equipment, stunning effects in chromium plate, may offer something sensational in the manner of a grand illusion. Surely something refreshingly new and novel in this line can be developed. What about a disappearing elephant? Or something equally mysterious.

At all odds there's the pageantry and the pantomime to be considered. Famous nursery characters of fiction offer unlimited possibilities to the circus producer. Your circus producer has the people, the space and the animals with which to work. Children and adults alike love this sort of fantasy, and in this grim war-torn world of ours, especially now, we need fantasy to ease our jittery minds.

As for equine numbers, if any producer can outdo the fascinating "An Evening in Central Park," as viewed on the Ringling circus, he will be doing something well impossible. But there's old Saratoga with its colorful saga, or Churchill Downs on Derby Day, or maybe a glimpse of old New Orleans with its famous festival, the Mardi Gras.

We have seen the steel railway cars replace the wooden rolling stock as used by circuses, and there have been a few notably fine motorized circuses in the past few years, so in conclusion let me state that I predict all the foregoing and even more in the circus of tomorrow. I predict and even suggested air-conditioning to certain circus owners as early as 1928. Now, with apologies to Pearson and Allen for predicting things to come. I predict such essentials as opera chairs for the circus. Chairs with seats that automatically fold up when not in use. I also predict canopies that will cover at least half of circus midways, and illumination that will safely guide the thousands of patrons in leaving the circus grounds on the darkest of nights. Signs might also be used in this respect, for when the crowds pour out of exits other than the main entrance of a circus tent there is considerable confusion, especially after the night show.

Owners of small tent shows might, with advantage, study the construction and set-up of the GMC exhibition, a portable show that makes week stands in certain cities. The last word in showmanship and engineering, as applied to traveling exhibitions, is certainly apparent with this outfit. And small show owners will undoubtedly get no end of new ideas in show building and presentation by observing the equipment, layout and performance of the Ringling circus. It's the Greatest Show on Earth, to use the famous Barnum & Bailey slogan.

But not all shows or circuses can be Ringlings, neither can all stores be Wanamakers, Macy's or Marshall Fields. Still these little shows can be exemplary institutions in a smaller manner, keep to their own fields, present noteworthy talent, modern equipment and new dress in canvas. The result will be that the public will welcome and patronize them, for the field is by no means as overcrowded as it was at the turn of the century, when a dozen or more major railroad circuses toured the country and fought for virgin territory.

I believe the time will come when our major circuses will play more two-day and three-day stands in the key cities and longer runs in the metropolitan centers. More radio and newspaper advertising and publicity will be used by circuses, and less posting will be done in certain sections of the country. Models of the new circus layout will be spotted in centrally located shop windows. I hope also that the time will come when circuses will feature something in their newspaper ads other than animal actors, double-length trains and foreign wonders. The circus is a real American institution—let's make it 100 per cent American, with American names and acts. Hollywood has done pretty well in this respect. It is significant that every high school boy or girl can rattle off a list of noted screen stars, but who among them can name a circus star?

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

CIRCUS sailmakers—make no sails.

LEE SMITH is clowning in Toyland at a Sears-Roebuck store in Cincinnati.

CLIFF McDOUGALL cards that Polack Bros.' Circus did nice biz at Peoria, Ill.

JOE SHORT, clown, is working Kearn's store, Detroit, for the holiday season.

FRED PFENING JR. visited friends playing the indoor circus at Columbus, O.

RINGLING-BARNUM had about 15,000 on the day at Savannah, Ga., November 14.

PAUL M. LEWIS carded from Michigan, where he was hunting, that he shot his buck on November 18.

JAY WALL and wife, who last season were in charge of Clyde Beatty's sound truck, are operating Ivey Cafe, Houlton, Me.

FRANK SOTIRO, of Mills Bros.' Circus, is handling the stage for Shrine Circus in Macon (Ga.) Civic Auditorium this week.

J. F. SNOW writes, "Ringling-Barnum circus played one day in Portland, Me. Hunt's Circus played the State about three weeks."

FLYING ROMAS have been contracted for American Legion Fair, Ocala, Fla., for week of November 24, which will make their season 41 weeks.

BILL BAER, well known Steubenville, O., showman, plans to leave for Florida to book his dog act. Act appeared at several Ohio county fairs last fall.

A BODY identified as that of James Wilbur, in private life Harry George Wyatt, is unclaimed at Texarkana (Tex.)

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Nov. 22.—Hobby Show season has begun in Eastern Pennsylvania and quite a few builders are taking advantage of the opportunity by setting up their miniatures at these displays. The CMB of the Harrisburg district is displaying handiwork at the Model Railroad Hobby Show in Camp Hill for a week, railroad hobbyists having given it a large space. Model Builders around Lebanon, Pa., will have their circuses on display at Lebanon YMCA Hobby Show on November 27-29. Several more shows are planned and builders are on the job securing space to create more circus spirit among the public.

Russ Wagner, CMB, Harrisburg, will have his complete circus outfit on display at the Strand Theater, Pottstown, Pa., beginning November 30, for three weeks.

Sergeant Maurice C. Allaire, 12 Weymouth Street, Portland, Me., creator and builder of a complete miniature circus, has joined the CMBOA. He is building his show on 5/16-inch scale and plans two more tabloid wagons of the old Sparks Circus type.

Hert Backstein, CMB, Decatur, Ill., writes that he does not intend to be caught short on lumber for his circus. He has laid in a supply and is continually adding to his show as well as rebuilding and redesigning some of his older wagons.

Official ballots for election of officers of CMBOA for 1942 have been sent to all members and results will be published in December.

Plans are progressing for the first annual convention of CMBOA in Peru, Ind., April 1-4.

Funeral Home. Friends or relatives are asked to send information there.

S. B. RUSSELL, agent and billposter, is in Vitron Hospital, Ward B, Muskogee, Okla., and would like to read letters from friends. He expects to be out in time to troupe next spring.

QUALITY counts, whether dealing in wagon poles or acts.

KNOWN to veterans of circus and animal shows, Walter L. Main, Geneva, O., has been named an honorary lifetime member of the United States Society of Zoology.

SERGEANT ALBERT YARBOROUGH, formerly on the front door of Sparks' and Downie Bros.' circuses, is in the medical department at Camp Jackson, Columbia, S. C.

WELLS BROTHERS, comedy bar act, were on program of Retail Merchants' Christmas Show at Palace Theater, Canton, O., November 21. J. R. Malloy was managing director.

BUCK STEEL and Company, featured the past season with Hunt Circus, has returned to his farm near Dover, O., following the close of the show. He plans to work several winter dates in the Middle West the next few weeks.

WALTER McCRAKEN'S Dog, Pony and Monkey Circus is now in quarters at Oswego, N. Y. Performances are given at the farm Saturdays and Sundays. Pony ride works every day, reported Fred Timon.

DON KIDDER, formerly a lion handler with RB and other shows, is operating Don's Garage in downtown Detroit, and expects to have a number of mechanics from big shows with him for the winter season.

FOR a born showman to escape trouping, he must die young.

ROBERTA'S CIRCUS opened at May Company Department Store, Cleveland, November 15, for the holiday season. Unit was booked thru Klein's Attractions. Ed Raymond, clown is on the bill.

BARNEY AND JIMMY ARENSEN, joey, appeared in clown alley at Columbus (O.) Indoor Circus directed by Ray Rogers, of Wallace Bros.' Circus. They are again making Canton, O., their winter home.

CIRCUSES WILL have to hunt new showgrounds at Johnstown, Pa. A large lot in the Woodvale district, used by circuses for a half century, will become a parking lot for a steel company immediately.

FOR the fourth consecutive year acts from Will H. Hill's Society Circus are entertaining in Gimbel Bros.' toy department, Milwaukee, including Tot, skating clown; performing ponies, dogs and elephants.

GIVE a rigger enough rope—and he'll hang the rigging.

FUNERAL services for Milt Taylor were held in El Monte, Calif., November 10, with entombment at Angeles Abbey Mausoleum. He is survived by his widow, Emma, aerialist and equestrienne, who accompanied the body to California.

DON SMITH, president; Walter J. Pletschman, secretary of CHS, and Herbie Head visited quarters at Peru and Rochester, Ind., November 16. They called on George Graf and visited Dolly Jacobs at Terrell's new farm quarters.

L. BLONDIN RELLIM and wife; their daughter, Joyce, and son, Neil, were guests of Mr. and Mrs. George Valentine during the Houston Shrine date. The latter are sporting a new De Luxe trailer.

DOC CANDLER closed a long season of theater, club, celebration and indoor dates thru Ohio, Pennsylvania and New York. He spent 10 days with The Order of St. Francis, (Episcopal), Lond Island, N. Y., for a rest.

EDDIE HENDRICKS, last season on Wallace Bros.' Circus in a riding act,

Toronto Great For Bob Morton

CINCINNATI, Nov. 22.—Omer J. Kenyon, in from Toronto as general representative for the Hamid-Morton Indoor Circus for many years, says that so far this season, in Boston Gardens, Philadelphia Arena and Maple Leaf Gardens, Toronto, business has been what many showmen dream of but seldom realize. There were many turnaways.

From the Toronto record-breaking business, the lesser privileged persons on the home front and the men, women and children who are holding the front line in Britain were assured \$21,167.32 in benefits thru the ninth annual Bob Morton's-Rameses Temple Shrine Circus at Maple Leaf Gardens. On Saturday night (closing) 2,500 people were standing.

At a luncheon at Royal York Hotel, given by the officers of Rameses Temple and Bob Morton officials, it was announced that the net proceeds to the Temple from the circus had been \$18,667.32. Half of this sum, \$9,333.66, is to be devoted to Temple Funds and to the crippled children's work of Rameses Temple. The other half was equally divided between The Evening Telegram British War Victims' Fund and The Daily Star Red Cross. Presentation of the checks featured the luncheon.

In addition, Morton announced that he would split \$2,500 of his net profits between the two war funds and invest a like amount in Canadian war bonds. So The Evening Telegram British War Victims' Fund received checks totaling \$5,916.38 as well as The Daily Star Red Cross Fund and the equal amount of the two funds likewise to the Crippled Children's Funds, and an equal amount by Morton to the three funds totaling \$5,000.

A total of \$22,664 was given to War Charities and Crippled Children's Funds in Toronto by the Morton Circus, says Kenyon.

Kenyon, who is on his way to New Orleans and Mexico City, said he had a fine season at Edgewater Park, Detroit.

Tribute to Gillette

By DARWIN C. HAWN

YOUR family and pals along the red wagon trails will miss your guidance along the road of circus life. Your kindly voice has been silenced by the Great Master, who has seen fit to sound the trumpet which we, your pals, are sure has opened the gates for you to enter the Great Beyond.

In life, your ever honest, beautiful example of character was a torch, flooded with radiance of light, and served as a beacon to the pathway that every troupier should follow. The early dawn dews of the grassy circus grounds will never again show the imprints of your boots as you piloted the layout gang to the right lot. Nor will you ever again study worldly maps, jotting down here and there the cities and hamlets you knew so well for your loved circus to play.

You may have passed from this earthly vale in the flesh, but we are sure your spirit has entered into Heaven and will have all the torches burning to show your pals the way, when our turn comes to knock gently on the doors that lead the way to your Heavenly Palace. In the meantime, the prayers of your earthly pals are sure that you have found everlasting peace in the realm of Our Lord.

(Luther Canfield Gillette, 71, died at Pensacola, Fla., October 30.)

who is at his home in Menominee, Wis., will soon report to the Selective Service Board for final examination. He visited Albert White and Lee Smith in Cincinnati.

CIRCUS styles change but the style chasers never tire of racing to "keep up."

VELMA ZIEGLER, Canton (O.) aerialist, is now teamed with Mrs. J. R. Malloy as Flying Malloys, doing a Roman ring (See UNDER THE MARQUEE on page 53)

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

BEN, RODEO TAILOR, has been visiting the shows in New York, Boston and Buffalo and renewing acquaintances with his many friends.

OKLAHOMA CURLY ROBERTS, former well-known rodeo performer, was a visitor to the corral desk last week, taking time off from his chores at the Queen City's Cat and the Fiddle nitery, where he presented his trick and fancy roping and whip acts. Curly, who was accompanied by Mrs. Roberts, said he has been playing theaters and niteries the past year to good results. He came into Cincinnati after a successful stand at Roxy Theater, Cleveland.

GOVERNOR PAUL JOHNSON of Mississippi had a night show dedicated to him by T. E. Robertson All-American Rodeo which opened for three matinee and seven night performances in Municipal Auditorium, New Orleans, November 21, Pat Flynn, publicity director reported. Crescent City event was sponsored by the police department for its relief fund. Milton Hinkle was associate producer. Flynn used posters, auto bumper cards, five radio stations and Louisiana, Mississippi and Alabama papers to plug the show. Contract performers included Vaughn Craig, Alice Adams, Fay Kirkwood, Rosita, Alice Sisty, Juan Silvestri, Andrew Becerril, Cecil Cornish and Hoyt Heffner. John Lindsey, Swede Johnson and Clyde Kline, clowns, and Tad Lewis. Line-up includes Robertson and Hinkle, producers; Alice Adams and Tad Lewis, timers; Jose Cavazos, contact man; Charles Broodnet and Hughie Long, judges; H. D. Binns and Lynn Buetler, arena directors; Ellrey Buetler and Tom Hogan, pick-up men, and Jack Story and Ray (Pete) Adams, announcers. Stock was furnished by Clyde Miller, Buetler Brothers, Red Line and McLemore and Griffin. Rodeo, which is under RAA and SRA rules, is New Orleans' second in about 20 years.

LSU Rodeo Draws 28,000

ABOUT 28,000 attended the two matinee and six night performances of the second annual All-American Rodeo at the Fifth Annual LSU Livestock Show, Rodeo, and East Baton Rouge Parish Fair in Louisiana State University arena, Baton Rouge, November 11-16. Final and day money results were: Bareback (See THE CORRAL on page 53)

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ALBERT SPILLER, MGR. CAPT. SPILLER'S SEALS and His Assistant, MISS JUDY SPILLER

Wish All Our Friends a Merry Christmas and Happy New Year

Special Greetings to My Friends, MR. AND MRS. IRVIN POLACK, MR. LOUIS STERN, EUGENE RANDOLPH AND FAMILY, of Polack Bros.' Circus. My Very Good Friends, MR. AND MRS. RUBIN CASTANG. My Sincere Wishes and Thanks to MR. FERNANDEZ for the Nice Engagement on the Hawaiian Islands.

Trade Show Open to Industry

Banner Meet Is Set by NAAPPB

Social side of Chi conclave will be emphasized—banquet Friday night finale

CHICAGO, Nov. 22.—Park, pier, pool and beach men and concessionaires from all over the country are packing their grips preparatory to departing for Chicago to attend the 23d annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches. Some from distant parts are already on their way. Reservations from all over the country have been pouring into the secretary's office the past few days, and from present indications the forthcoming meeting is to be a banner one in the association's history.

Upon instruction of the board of directors, the secretary's office has issued invitations to all members of the fair and carnival industries to visit, without charge, the exhibition halls, which will be open, starting on November 30 at 2:30 p.m. and continuing until the curtain falls on the convention on Friday, December 5.

Program Called Outstanding

Program committee, consisting of Fred L. Markey, chairman; Edward L. Schott, vice-chairman; Harry A. Ackley, A. R. Hodge and Paul H. Hudepohl, and the beach and pool committee, consisting of Paul H. Hudepohl, chairman; Bert Nevins, vice-chairman; Vernon D. Platt, J. O. Ziegfeld, and Chauncey Hyatt, adviser, have done an outstanding job, and the special pictorial section under the direction of Norman Bartlett is expected to be an outstanding feature of the convention.

More stress has been laid on the social side of the convention than ever before, and the reception and social committee headed by Roy Staton has been busy for weeks planning for the entertainment of delegates and guests in a most elaborate manner. Penthouse club will be operated on even more elaborate lines than last year. There will be two sessions each day, starting Tuesday, December 2, in the Crystal Ballroom, one floor above the exhibition halls. Hours will be 6 to 7 p.m. and 10 p.m. to 2 a.m. There will be no admission charge to the early evening sessions.

Floorshow at Banquet

Banquet and frolic committee will stage a banquet as the finale of the convention Friday evening, December 5, in the Bal Tabarin. In addition to the dinner an outstanding floorshow will be (See NAAPPB MEET IS SET on page 51)

Nagel, Houston Zoo Head, Shot to Death in Quarrel

HOUSTON, Nov. 22.—Hans Nagel, zoo-keeper at Herman Park here since 1921, was shot to death Monday at 5 p.m. by motorcycle officer Harold M. Warren, who claimed self-defense. Six shots entered Nagel's body. Warren was charged with murder and made bond of \$2,500.

Warren said he fired after a quarrel with Nagel, started when he found Nagel watching two boys and a girl, who were talking in a parked car. He said he told Nagel that keeping watch on people was the duty of police and that he tried to take Nagel to the park office to settle the dispute, but that Nagel refused to go and started to draw a pistol. The two boys in the car signed statements that Nagel reached for his gun. Park Superintendent Clarence Brock said he had written Nagel about a year ago, ordering him to confine his activities to the zoo, after Nagel had disturbed parked couples.

Mayor Neal Pickett has asked J. Allston Clapp Sr., close friend of Nagel and amateur zoologist to supervise the zoo temporarily. J. Leonard Davidson, geophysicist, who has contributed many animals to the zoo, was named temporary co-supervisor. Further details in the Final Curtain.



A SPECIAL FEATURE of the 23d annual convention of the National Association of Amusement Parks, Pools and Beaches to be held in the Hotel Sherman, Chicago, on December 1-4 is previewed here. "Best Promotions of 1941" will be subject of an open forum recently announced by Program Chairman Fred L. Markey and Special Chairman Cy D. Bond, both of Dodgem Corporation. Photo shows Chairman Bond in his schoolmaster role with charts and pointer.

Detroit Zoo Gross Up 20% Philly Zoo Pleads for Funds

DETROIT, Nov. 22.—Detroit Zoo closed on November 18 after drawing an estimated 2,000,000 during its five and a half month season this year, according to Director John T. Millen. It will reopen around Decoration Day. Total receipts from concessions, including refreshment stands, parking lot, chimpanzee theater and miniature railway, were \$133,474.50, about a 20 per cent increase over the 1940 total of \$110,026.90.

CANTON, O.—Clyde Beatty's Zoo at Fort Lauderdale, Fla., will reopen on December 12, according to Sterling (Duke) Drukenbrod, who handled the front door of the Beatty Circus on the Johnny J. Jones Exposition this season and who recently returned to his home here.

PHILADELPHIA, Nov. 22.—Zoological garden here cannot operate next year unless city council gives it more money, Dr. Williams B. Calwalader, zoo head, told councilmen sitting as a committee on the 1942 municipal budget. His plea produced no immediate result, council giving him the same \$50,000 as this year instead of \$75,000 asked. The \$25,000 was asked because of rising costs, zoo directors pointing out that if prices go much higher and more money isn't forthcoming it will mean cutting down on food and heat for animals. It was also hoped that an increase would allow for several minor improvements and increases in salaries. Salaries are paid out of gate receipts. But zoo directors admit they've never been able to pay salaries that compare with those of most major zoos.

Complete AREA Program in Chicago

Seventeenth annual meeting and third annual dinner, West Room, Hotel Sherman, Monday December 1, 7:30 p.m.

9:00—Address of Welcome, President A. W. Ketchum, National Association of Amusement Parks, Pools and Beaches.

9:10—Doing Business in a Changing World, Secretary A. R. Hodge, NAAPPB.

9:20—President's Annual Address, Vice-President R. E. Chambers.

9:30—Taxes on Penny Arcades, William Rabkin.

9:40—Converting an Amusement Ride Factory to Defense Work, George H. Cramer.

9:50—Effect of OPM and Priorities on Our Business, OPM representative of Chicago district.

10:00—Discussion by membership, first speaker to be Raymond Lusse.

EXECUTIVE SESSION

Resolution for late President C. V. Starkweather, John Wendler Jr.

Report of Membership Committee, R. E. Chambers.

Report on Installment Selling, Ben Roodhouse.

Report of Treasurer, W. F. Mangels.

Report of Finance Committee, Fred L. Markey.

Report of Convention Exhibit Committee, C. D. Bond.

Report of Nomination Committee, W. F. Mangels.

Complete Program of NAAPPB in Chi

SESSIONS IN THE HOTEL SHERMAN

PROGRAM SESSIONS of the National Association of Amusement Parks, Pools and Beaches. (Grand Ballroom, mezzanine floor.)

Wednesday, December 3

2:00 p.m.—Star-Spangled Banner, Arthur F. Briese, accompanist.

Invocation, R. S. Uzzell.

Chins Up and Looking Ahead, President A. W. Ketchum.

Announcements and communications.

Greetings from the Showmen's League of America, President Frank R. Conklin.

Reports of Convention Committees—General Program, Fred L. Markey; Pictorial Section, Norman Bartlett, Special Beach and Pool Program, Paul H. Hudepohl; Entertainment and Banquet, Roy Staton; Reception and Social, Roy Staton; Location and Exhibits Arrangements, Herbert F. O'Malley.

Report of Public Liability and Fire Insurance Committee, Norman S. Alexander, chairman.

(See COMPLETE PROGRAM page 59)

Palisades Sold On Long Season; Plans Big Outlay

PALISADE, N. J., Nov. 22.—One of the most successful innovations ever tried at Palisades Park here was lengthening of the 1941 season by two months, according to officials, who reported that in following up that policy it is planned to begin the full-time 1942 operating schedule on Easter Sunday. That the innovation was successful is seen by the fact that the 1941 season was a record-breaker and the management's announcement that a heavy improvements outlay is planned in 1942.

The 1941 season ran 22 weeks, whereas 14 weeks were formerly considered a comprehensive schedule. According to Irving Rosenthal, co-operator of the park with his brother, Jack, "I have long felt that there is no particular reason why the season need necessarily begin on Decoration Day week-end and end Labor Day. Our success with a longer season has shown that it can be done if events are planned to draw them in. We have also discovered," he said, "that different rides have varying degrees of success in cool and warm weather. Most successful attractions in chilly weather are participation features, such as Motor Boat ride, Auto Scooters, archery and ball throwing features."

3,000,000 Attendance

Attendance of over 3,000,000 in 1941 was largest in history of the park. Since the Rosenthals took over in 1935 their best season had been 1937, when about 2,000,000 passed thru the gates. Another gratifying feature of 1941 operations was the fact that 33 1-3 per cent of customers were New Yorkers. In 1935 only 5 per cent of business was attributed to that area. Percentage this year was figured from ticket stubs made out (See Long Palisades Season page 51)

Drive On for Houston Zoo

HOUSTON, Nov. 22.—Herman Park Zoo has been assured of at least one animal to replace 16 lost recently during an anthrax epidemic there. This became certain when actor Johnny Weismuller sent \$25 as start of a Tarzan Club to raise money for rebuilding the zoo. Children are to be made members of the club at a dime apiece. Zoo hopes to buy a kinkajou, Mexican porcupine, Australian wild dog, small baboon, several species of monkeys and an elephant, with the possibility of getting a hippo and a giraffe if the drive is successful enough. These are not the same species as lost, but the zoo figures they would be better attractions.

PHOENIX, Ariz.—Coney Island Amusement Center here is slated to open soon with rides in operation, reported Joe Weber. Park is near four new air bases and has a drawing population of 122,500.



HARRY A. ILLIONS, widely known ride operator, who has announced that he will install new devices for the 1942 season in Belmont Park, Montreal, and in Seaside Park, Virginia Beach, Va., having already purchased a new ride to add to those in Belmont Park. During a long operating career he has been with carnivals, in parks and at fairs and expositions.

AERA

(Continued from page 49)
before it has been admission free. Two smaller places outside of New York are bidding for our museum.

The meeting of the trustees of the museum at Chicago on Wednesday following the regular program in the afternoon should be attended by all of the trustees so as to give us the benefit of their advice.

Our charter has been extended for two more years, but there is much to be done to keep this worthy institution growing. It is really unfortunate that more amusement men have not seen it. A fine descriptive pamphlet may be had gratis by a request to any trustee, W. F. Mangels, director, or R. S. Uzzell, secretary.

It is hoped that all delegates to the convention and all visitors will give the exhibit room a visit long enough to really know what is there and to have some time for the exhibitors.

These exhibitors would like to get at your requirements while you are at Chicago so that it will not compel them to incur additional expense of later going to your home city to see you.

NAAPPB MEET IS SET

(Continued from page 48)
presented and a well-known orchestra will furnish music for dancing.

In spite of the many handicaps encountered, the NAAPPB, in co-operation with the Showmen's League of America, will present a fine trade show with most of the leading firms of the industry represented.

Those who have not already made arrangements to attend the convention are urged to do so, as they can not afford to miss the opportunity for assuring better business results in the 1942 operating season as well as to obtain the solution to countless knotty problems which confront operators.

LONG PALISADES SEASON

(Continued from page 48)
by visitors for September automobile giveaways. About 250,000 soldiers also visited the park, said to have been the first amusement enterprise in the metropolitan area to offer servicemen free admission.

200G Improvement Outlay

Plans are under way to spend over \$200,000 on 1942 improvements. A great portion of that sum will be spent on general maintenance, such as repair of pavements, modernization of lavatories and beautification of grounds. Other improvements will include creation of a new midway. Boomerang will be removed and the Miniature Railway will be relocated near Kiddyland, making room for the new midway. Edward Shoeppe, park designer, is drawing plans for remodeling of the pool's diving platform. Eight boards will extend from the center island.

"We believe we cater to a higher type customer than do most parks," Rosenthal said, "our average being persons in the \$1,500 income bracket. In order to encourage this type of trade we spend a great deal on improvements that won't realize a cent immediately, but we feel that in the long run our class of people will improve and pro rata spending will go up."

Many special attractions are planned for 1942, with Bert Nevins again handling publicity and advertising and Charles (Doc) Morris in charge of picnic bookings. Among most successful promotions of 1941 were the diaper derby for crawling youngsters and the Mrs. America contest for married women. Because of tremendous success, the latter is being put on a national scale. It is undecided whether finals will be held here in 1942. New scheme scheduled for next year, besides presentation of regular George A. Hamid free acts, is the building of productions, somewhat in Broadway theater style, around name bands playing the resort weekly.

It is expected that with lengthening of the season and addition of many attractions the 1942 season will be one of the biggest in Palisades history.

POISON CASE ARREST

(Continued from page 44)

250 in the circus cookhouse as the man they had seen giving capsules to elephants here, police said. Mr. and Mrs. T. P. Hargett, Charlotte, informed police that on Sunday, November 2, they had seen a man on the circus grounds administer a capsule to an elephant. Chief of Detectives Frank N. Littlejohn, handling the case, said efforts would be

made to indict Michael for malicious injury to property, a separate count for each elephant that died.

Michael waived extradition hearing, but denied his guilt. "Those two who were positive I was the one were wrong, and I don't know what I can do about it," he said. "It's the funniest situation I was ever in. I ain't mad at anybody." He left St. Petersburg for Atlanta in custody of Capt. S. W. Roper, Georgia Bureau of Investigation, to face questioning there. Charlotte officers went to Atlanta to bring him here to face charges.

A native of Greeting, Ia., he joined the circus June '18 in Springfield, O., as a member of the train crew.

Washington Angle Pops Up

WASHINGTON, Nov. 22.—Local interest in the Ringling-Barnum elephant losses in the South mounted this week as rumors indicated threats to pachyderms at the National Zoo, here. Newspapers printed reports that the FBI had indicated, to John Ringling North, that the Washington zoo was on the calling list of a mysterious poisoner. Dr. William M. Mann, director of the zoo, said he would investigate the report and take precautionary measures. When FBI headquarters were questioned it was declared that the story had been the "product of someone's imagination, and that Florida newspapers had misquoted President North."

RECORD AT HOUSTON

(Continued from page 44)
during the run. These included some 1,500 underprivileged children and all servicemen in uniforms who marched in the Armistice Day parade, making approximately 58,500 paid admissions.

Leo Hamilton directed the circus. Victor Robbins, of Cole Bros., was band director with the Shrine band as the official band. John Andrews, manager of Houston Municipal Auditorium, Music Hall and Coliseum, booked the acts.

Booked Thru The Billboard

Every act was booked thru *The Billboard*. Mr. Scott said an ad was run in this publication early in the summer.

The show was a three-ring affair with top-flight artists in every ring. Roy Chapman was present as personal representative of many of the performers.

Earl Shipley and his clown band, including Arthur Borella and Joe Lewis, presented joey numbers. There were 14 clowns with Shipley.

The program opened with a colorful tournament parade. Leo Hamilton was equestrian director.

The Shriners entertained the performers and others with the circus at the Coliseum on Friday night. A program was staged by the Shrine members for the performers and then the circus people staged an impromptu program for members of the Shrine.

The Program

Display 1: Band concert. 2: Grand entry. 3: Arthur Borella, spot the cow; Rays, January act; Clark's dogs. 4: Bill Erwin, tables; Cook and Cook, comedy act; the Rays, comedy juggling. 5: Eva May, cloud swing; Great Arthur, loop walking; Miss Whiteside and Valentine, ladders. 6: Miss Zefta, lady principal act. 7: Harrison Duo, bicycle act; Gus Lind, unsupported ladders; Virginia Lynne, balancing act. 8: Clown band. 9: Henry Duo, wire; Maximo, wire; Whiteside, wire. 10: Rays, foot juggling; Rook Duo, perch; Gus Lind, foot juggling. 11: Menage. 12: Ethel D'Arcy, teeth slide; Great Leon, foot slide; Edwards, head slide. 13: Clown firecracker. 14: Dekohl, juggling; Corriell, juggling; the Henrys, globe. 15: Loyal-Repensky, riding act. 16: Clown wedding. 17: Whiteside, Loop-the-Loop. 18: Webber Brothers and Chatita, wire act. 19: Ethel Marine, traps and web; Harry and Violetta, head balancing; Eva Lewis, traps; Corriell, web. 20: Great Siegfried, ski jump. 21: Blondin Rellim, wire act. 22: Corriell, acrobats; Repensky Troupe, acrobats; Eight Rays, acrobats; Arabia Shrine Circus Liberty horses. 23: Clown walkaround. 24: Valentine, flying act; Baehrs, flying act; Great Fussner, spiral tower. Exit march.

COLE ZOO OPENER

(Continued from page 44)

the Dempsey private car in the Sunday rotogravure section of *The Louisville Courier-Journal*. Col. Harry Thomas, radio director of the show, who will remain in that capacity thruout the winter, is airing the zoo tri-weekly over Station WINN, on NBC-Red network, each Monday, Wednesday and Friday at 6:30 p.m. Parks turned his press duties over to Thomas while on his vacation.

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Manufacturers

Coney Island

New York

Thomas landed a six-column front page spread of the zoo, with art of baby animals across the entire top of the sheet. Circus is giving away a Chetland pony colt in a kid essay writing contest, which is attracting city-wide attention.

The shops are active with repair work for next season, about 100 men having been retained by Owner Zack Terrell. The training barns are also teeming with activity. Horse trainers Adolph Delbosq and John Smith are working on new high-school and Liberty horses daily. Boss bull man Alonzo Dever has gone to Detroit for some new animals for the menagerie and his duties in quarters have been assumed by Ted White. Cap Seymour, after seeing it safely "put away," has gone to Rochester, Ind., and Orville (Curly) Stewart is in charge of quarters. Jean Allen is working new horses daily in the ring barn, and will remain in Louisville all winter. Office is in charge of Robert DeLochte, L. M. Russell, and Herbert Leeman, who has charge of the front door at the zoo.

tendent of personnel; John W. Nay, musical director; G. L. Mitchell, public-address system; Murrell, general superintendent; Verne Brewer, lot superintendent and 24-hour man; William Blanton, ring stock; Mrs. O. P. Ryan, wardrobe superintendent; Dr. Houston H. Terry, medical department; Paul McGehee, boss canvasman; Foster Ranfro, chief mechanic; Lloyd Roane, head usher; J. B. Saylor, producing clown; Henry Skaggs, boss hostler; O. P. Ryan, steward.

Stamps, Smith and Murrell were in Houston on November 10 and witnessed the dress rehearsal of the annual Arabia Shrine Temple Circus. Verne Brewer and his eight-horse Liberty act and Brewer and Gerry Murrell, menage riders of the Gainesville circus, were on the program.

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Swim Pool Promotion and Methods--

(I May Be Wrong)

By RALPH W. BEECHNER



RALPH W. BEECHNER

YES, water holds an irresistible lure and fascination for both children and adults. It is easy to recognize in most human beings a love for the water. We may term this love a basic instinct. We find man is born the most backward of all animals to get along in the water. Yet we find millions of people who love the great outdoors and like the idea of finding recreation in a good clean swimming pool. Twelve-year-old youngsters and gray-haired grandmothers still love to get in and play in the water. It is our business as swimming pool operators to give to the public the last word in pool satisfaction and promotion.

It is my belief that several weeks before the swimming season opens a single-page "newspaper" with facts as to water filters, housing facilities and safety measures in and about the pool should be used to bring before the people the idea that the swimming season is here. There should be pictures of the filter plant, lifeguards, diving towers, sand beach, eating facilities and all other such information. This paper should be delivered to every home in the city and surrounding territory from which you may draw patrons.

The swimming public is primarily interested in the bacteriological and chemical condition of swim-pool water. It is well that the public be informed as to how many times daily the chemical condition of the water is tested. The bacteriological count should be taken every day and results posted in the lobby so that everyone may view results of the tests. Most swimming pools check their water at least three times daily for chlorine count and invite city and State authorities to make daily tests. This procedure has gained confidence of the swimming public at many of the pools with which I am acquainted. It is the right kind of advertising for a pool when people boast about the condition of the water in which they swim.

Constant Advertising Counts

Constant advertising in local newspapers should bring out social advantage of the pool. We need patrons who will make swimming their utmost concern. Swimming as an exercise should be elevated in the minds of the people. A scheme which has gained nationwide momentum is that on Sunday afternoon or, in fact, every afternoon, as the management desires, a physical education teacher takes 10 or 15 minutes' time to give various exercises to the general public. You will be amazed as to how many people will participate in setting-up exercises and general physical education work. Chinning bars, parallel bars and other such equipment with proper supervision are fine additions to a physical education program which can be carried out successfully at almost any pool.

A season membership plan is a great advertising scheme as well as financial protection for a swimming pool. It has been the experience of many pool operators that season-ticket swimmers usually bring friends with them who many times become daily patrons. Many pools throughout the country have family memberships which encourage family recreation and bring many groups. Success of this plan depends entirely upon cost of family membership. In figuring out a correct price, it is well to find out what local country clubs charge for swimming accommodations. You can well afford to look into this family membership plan; it has worked wonders. At various pools in the Middle West bargain season tickets giving 20 or 30 swims at a reduced rate have gained favor. To successfully promote sale of season tickets or bargain tickets one may give a small fee to ticket sellers for selling tickets. I find that many boys and girls will cover the entire city, trying to earn a season ticket.

Special days are indeed a necessity, as there are some weekdays when business slumps consistently. Boy Scout Days,

Camp Fire Girl Days, Church Days and many other such group swimming parties are excellent revenue makers for off days. Many large department stores, where hundreds of men and women are employed, can easily be won over to the idea of swim classes and regular swim hours. It is easy to get such classes, even the members work in air-conditioned buildings. Pool operators must be ever mindful of the competition that air conditioning is giving us. A few years back the only method of getting relief from heat was a plunge in a swim pool. Today there are thousands of air-conditioned buildings, theaters, homes and numerous other recreational activities which are carried on under air-conditioned units. We must bring out to the public the many advantages of being in the outdoors and the exercise gained while following swimming activity. Advertising must be carried on thruout the summer to stimulate and carry on interest.

Bargain Rates Help Gross

Toward the latter part of the season special bargain rates will add greatly to gross receipts. However, I do not like to start bargain rates early in the season. Managers of stores that have large swim apparel departments can be easily made to see the advantages of advertising the pools in their city. Under one plan which has worked out successfully an admission or ticket is given with the purchase of every bathing suit. This idea will bring patrons to particular pools and will give a department store a sales advantage over those that do not participate in the plan. The plan should be started at the opening of the season.

The annual Learn-to-Swim campaign is the finest method of obtaining regular patrons that I know. Teach a person to swim in your pool and you have the finest booster obtainable. A lot of our fine swimmers are those that we taught in our pool. Success of the Learn-To-Swim campaign is that there are classes for all ages. Classes should be held in the morning for children, and in the afternoon for boys and girls of teen age and a class or two for mothers. In the evening business girls' and business men's classes should be held, and mixed adult classes are gaining favor thruout the country. When newspapers sponsor Learn-To-Swim Week publicity is given to almost every home in the city as to when, why and wherefore of Swim Week. Yes, you can well afford to have two or three Swim Weeks during the season.

Noonday business men's groups are an essential part of pool business. Men who have not much time for recreation

will take the noon hour for a little group exercise and swimming. Get a group started and watch it grow. Lunch may be served at your refreshment stand. It has been found that it will pay dividends to put in a special locker system where such men can be given some special attention to lend more of a country club atmosphere for this particular group. Men like to associate with other men of their own age and get considerable enjoyment out of a little extra attention. The physical education idea with a little instruction will add much to this part of a program.

It has been our pleasure to bring in nationally known figures, such as the Hungarian Olympic swimming team, Ambassador Hotel swimming team; Mickey Riley, Olympic diving champion, and many other Midwestern stars and teams. A feature attraction can be staged every Sunday afternoon by giving local boys a chance to be in a special exhibition. Comedy diving, high diving, special synchronized swimming, relays and individual contests delight spectators. We often draw as high as 2,000 to see this regular event. We are never short of material for these exhibitions.

Lifesaving instruction and what to do in case of water emergency are eagerly and enthusiastically received by spectators. Most people want to know what to do in case of emergency. A most interesting race is one for kiddies where they have a chance to show their parents and friends what they can do. Chinese lifesaving (a take-off on regular lifesaving methods) is a scream and people like to be entertained in this manner. Where there are outstanding athletes it is well to put on comedy relay racing, such as nightshirt relays, carrying a candle in the water across the pool and other events which we stage. A local tumbling team or balancing act goes well on a sand beach.

Water Pageant Popular

A water pageant can be sponsored by any swimming organization and radio station. The radio station should accept full responsibility for promotion of the event. The past season we presented a water pageant which lasted one hour and 15 minutes with a Hawaiian background. Popular demand was for a continued yearly program. The publicity gained did much for our pool and will do the same for others. Thousands were turned away on the evening of the performance because of lack of seating capacity. Success of this event depends upon the participation of every swimming pool in the city. The more performers, the larger the interest will be. All relatives and friends of those participating will be on hand to see the spectacle. It takes a lot of work to organize one of these pageants but they pack great color and enthusiasm.

Crowning of a city swimming queen at a pageant of this kind also holds great interest. Voting for a beauty queen adds much to a water pageant. Bathing beauty contests are not things of the past, as many would have you believe. People always like to view such contests and we find that many girls are eager to participate in them. To create interest for everyone swimming tests from beginners to expert swimmers are advisable. Weekly swim meets for interested competitors have worked out to great advantage. Swim teams toward the last part of the season can do much to bring pools before the public.

Uniformed help and careful selection of employees are imperative for a good season. All help should be fully instructed as to operation and have complete knowledge of pool policies. Obvi-

RALPH W. BEECHNER is manager of Capitol Beach Swimming Pool, Lincoln, Neb. It is one of the few natural salt water pools in the country and, under direction of Manager Beechner, has been given nationwide publicity for its cleanliness and efficient operation. Swim promotions have long been conducted and unusual attractions presented at the pool. The content of salt in the water is 4.5 per cent. Pool has been under Beechner management 12 years.

ously, the pool itself must present a pleasing appearance. Algae, scum lines and all other eyesores must never make an appearance. They cause whispering campaigns which are always disastrous and are unnecessary if an operator is doing his job. The manager should be at a pool most of the time, as his personal attention to management requires undivided interest and attention. The reputation of a pool can be traced to the policies as outlined by the operator or manager. His selection of policies requires a great deal of thought and time and his job is not merely one of four or five months but, continued thruout the off season, will do much for the success of a pool.

Emphasis on First Aid

Placing of a first-aid room will also do much for a pool in the interests of safety as seen by the general public. Restrooms should be thoroly inspected and maid and porter services are an absolute necessity for successful operation. Arrangement and system of checking clothes, etc., are important in success of the operation of getting the public ready to swim. Rules of a bathhouse should be posted and adhered to. Cleanliness being next to godliness, full attention should be given to it for the betterment of the public's welfare in and about swimming premises.

A loud-speaker system and use of music should be regular parts of a pool program. It is the duty of an operator to bring before the public the ideals and the unusual features of a pool and to explain the operation that keeps the water up to a drinking-water standard.

Provide plenty of color. Ping-pong tables, volley ball courts, basketball courts, jungle gyms, badminton courts, quoits and horseshoe equipment make excellent recreation activity for patrons. These should be placed so as not to bother patrons who do not care for such activities. Plenty of shade and space should be planned for non-swimmers. Most mothers will enjoy card tables and places where they can read, knit and converse with friends. Refreshment facilities should be easily accessible. I am sure that one could write an article pertaining only to refreshment ideas for pools. Many managers differ as to location and advisability of having such facilities about the pool proper.

It is the duty of a pool manager to pay particular attention to daily reports, which should be examined and filed. Filtration operator, lifeguards, custodians, office manager and other employees should make out daily reports. This will certainly simplify the job of managing a pool. Those to whom authority is delegated should be made absolutely responsible for their duties. Every employee should be ever alert for ideas regarding picnics, birthday parties and all groups that will help boost a pool and bring in dividends. Operators should always remember that they are selling water that is clean and recreation that is wholesome. We must be alert to meet competition of all kinds. We must promote new ideas and make them appeal to the public. We must be ever thoughtful of correct advertising and be enthusiastic to improve services to patrons.

With the Zoos

CINCINNATI.—Two cubs born November 12 to Aurora, zoo polar bear, were deserted by the mother and died the following two days. Their combined weight was three pounds. Keepers rescued them from the den and tried hand feeding. One suffocated in a blanket. The other died in the home of a citizen, sent there in the belief it would get better care.

MADISON, Wis.—Since October 11 the stork has brought eight bundles to Henry Vilas Park zoo here, according to Director Fred Winkleman. On that day three cubs were born to Prince and Princess, lions. Later a baby was born to Sarah, West African green monkey; three puppies were born to the pair of dingoes, and Sadie, another green monkey, had an offspring.

LONDON.—Due to staff shortages and reasons of economy, Zoological Society closed part of Regents Park Zoo on November 1. Exhibits in the closed area mainly mammals and fowl. They are being transferred to the main area.

CIRCUS FANS

(Continued from page 45)

No. 34. Pete and Mrs. Mardo were circus performers up to their retirement about 10 years ago, when they became connected with the Firestone Country Club of Akron, Pete as manager and Mrs. Mardo as hostess. Akron is Pete's home town, where he learned to tumble. He joined out from there and spent about 35 years with white tops, working mostly in clown makeup. He was with Sparks, Barnum & Bailey, the Big One and Hagenbeck-Wallace.

It was decided to have a regular meeting on the first Sunday of each month. Following the meeting the flag was seen flying over the "cookhouse", the kitchen having been fixed up for this feature. Tables were covered with red-and-white checked cloths. A delicious buffet supper was prepared by Mrs. Gregory. Over the salad table was a large colored umbrella with toy balloons festooned on the rib ends.

CFA First Sergeant Elmer C. Lindquist, Hartford, Conn., now with the 118th Observation Squadron, visited the Big One in Greenville, S. C., on November 4 in a big way. He first made known his presence by a flight over the grounds, giving the personnel a great thrill. Before leaving the vicinity he dropped a note for his friend, Bluch Landolf, advising him he would report for duty as soon as he landed, some miles away. When Elmer arrived back at the lot, this time on terra firma, practically the entire personnel turned out to welcome him, and a number of newspaper reporters were on hand to interview him. He spent a busy and enjoyable afternoon visiting many friends, later having supper with Bluch in the cookhouse. It was Elmer's first visit on a circus since he left Hartford early in the year.

LOS ANGELES, Nov. 22.—Bi-monthly meeting of Joseph Andrew Rowe Tent, No. 6, Circus Fans of America, was held Saturday night at the Wooden Shoe in Hollywood, Stan Rogers presiding. There were informal talks on circuses, circus music on records and dinner. Dick Lewis, who was in charge, brought his phonograph to furnish music.

Lewis was named lot superintendent to arrange for future meetings, next to be in February. With Frank Hartless, CFA president, and Frank Magin, Detroit, expected to be on the Coast at that time, the meeting may be set to coincide with their visits. Hugh McGill was named to handle organization publicity.

Attending the dinner-meeting in addition to Rogers and Lewis were C. W. Nelson, Jessie Lewis, Ban Messick, Glenn and Mrs. Harrison, Philip H. Bailey, Josephine Boulger, Larry Boulger, John V. Shabazian, Ivan M. Christy and Lou Johnson.

THE CORRAL

(Continued from page 47)

Bronk Riding: Grant Marshall, \$66; Eddie Curtis, \$49.50; Way Clesing, \$33; Vic Schwarz, \$20. Saddle Bronk Riding: Texas Kid Jr., \$100; Eddie Curtis, \$75; Louis Brooks, \$50; Vic Schwarz and Andy Curtis split fourth, \$12.50 each.

Bull Riding: Ken Hargis, \$148; Buck Killough, \$111; Orville Stanton and Byron Lisonbee split third and fourth, \$55 each. Steer Wrestling: Louis Brooks, \$162; Jiggs Burke, \$121.50; Dub Phillips, \$81; Jamies Irwin, \$40. Calf Roping: Jess Goodspeed, \$150; Jack Skipworth,

\$112.50; Earl Moore, \$75; Amy Camblin, \$37.50.

Harry B. Nelson, association director, announced after the shows that a contract had been signed to bring back the Homer Todd-produced rodeo in 1942 and 1943. He credited the rodeo with playing a large part in an increase in sale of livestock in Louisiana. Charlie Schultz, Lorraine Boltman, Billie Lawson, Helen Kirkendale and Mike Fribble were among contract performers. Mac Akers was assistant director; Donald Lindee, announcer, and J. F. Percy was in charge of rodeo parades. S. A. York was sent to a hospital with two fractured ribs when a bull charged him as he distracted for Sammy Stuart, bullfighter.

MORTON HEAD IN MIAMI

(Continued from page 44)

resident of Miami Beach, was asked to direct the first annual outdoor show to procure funds to maintain the hospital. He has formed a committee to present "A Night of Stars" at Burdine's Stadium on February 5-7. He said stars from all over the country would appear gratis. He has asked circus performers and members of outdoor attractions to join the movement by donating their services.

On his committee are the honorary chairman, Spessard L. Holland, governor of Florida, serving with mayors of surrounding municipalities; Jack Dempsey, Paul Whiteman, Harry Richman, Ted Lewis, Milton Berle, Sophie Tucker, Al Jolson, Joe Louis, Harold Lloyd, Walter Winchell, Ramon Runyan, Frank Katzenzine, Jack Bell, Fred Snite, Salling Baruch, Lou Tendler, John Duff, Sam Barken, Art Childers, Mike Jacobs, Bernarr Macfadden and John and Henry Ringling North.

Stadium, which seats 30,000, has been donated for the show. General admission will be \$1. There will be no extra charge, as all seats will be reserved. Boxes will be sold at higher prices. Receipts will be turned over to *The Miami Herald*, which is acting as treasurer. This daily and *The Miami Daily News* are sponsoring the enterprise. No commissions will be given promoters or salesmen, it being, said Morton, a 100 per cent proposition for the hospital.

UNDER THE MARQUEE

(Continued from page 47)

routine. Jack Malloy, who with his wife presented the act for several years, is devoting his time to producing and presenting his circus unit.

"RUSSELL BROS.' Circus played to a well-pleased crowd, the new to Midland, Tex., patrons. With a football game, Halloween celebration and T. J. Tidwell Shows as opposition, afternoon and night houses were near capacity," reported John R. Truss Jr., Midland.

FIRST important question about a circus, "What will we feature?" Second, "Will it draw?"

MR. AND MRS. GEORGE P. MANSFIELD (the Parentos), who retired from show business five years ago, are visiting in Cincinnati. They spent over 50 years in the profession. They will return to their home at Tidouite, Pa., after the holidays.

GEORGE REARICK, manager of Colonial Club orchestra, entertained members of Rubin & Cherry Exposition and some of the old guard of Al G. Barnes during the 1941 Los Angeles County Fair. Rearick's band was playing the Idyl Wild Club.

CHARLES AND RUTH UNDERWOOD, a number of seasons with Billroy's Comedians and who also had their own show, are now in Macon, Ga., where they are conducting Resthaven, one of Macon's most modern tourist homes, on Macon-Atlanta Highway No. 41.

DURING the horse age the army watched to see how the circus moved. And with the mechanized here it is studying circus methods for fast moving.

"VISITED all departments of Ringling-Barnum circus at its Rocky Mount, N. C., stand. Met Joe Boyton, Lew Woodruff, John Brice, Paul Jerome, Paul Jung and many other old friends. Show had two packed houses here," writes Herman Joseph, former clown with the Big One.

"IRA M. WATTS Circus is reported doing good business in Louisiana with only two nights of rain. The natives didn't seem to mind it as much as we did and turned out, much to our sur-

prise, to crowd under our waterproof big top," writes Hazel King.

BILL COLLENDER advises, "Because of a heart ailment, I have canceled all bookings for my animal act and returned to my home in Bay City, Mich. Acts will return to dates as soon as I can break in someone to work the animals. Charline Morgan, handling advance, had the show booked until March 15."

CHARLES AND MARTHA HART caught Cole Bros.' Circus in Buffalo May 25; Lewis Bros.' Circus, Batavia, N. Y., June 8, spent the afternoon at the Ringling-Barnum circus in Rochester, N. Y., July 18, caught Wallace circus in Lockport, N. Y., July 19, and James M. Cole Circus in Albion, N. Y., November 8.

ONE good thing about trouping is that we can enjoy the beauties of nature without the heavy spending in railroad fares, meals and hotels. Some even pay you for it.

E. ANDREW BARR, former bandmaster and orchestra leader, visited with H. V. (Al) Harris, cornet soloist with the Ringling-Barnum circus in 1936; with Fred Jewell, bandmaster of Gollmar Bros.' Circus in 1921, and with G. W. Gates, who at one time was a cornetist with the noted Brook Chicago Marine Band.

ELECTION of R. E. Johnson, former Salem, O., mayor, is expected to remove a limit on circuses in that city. Present administration had been limiting permits to one circus a year and usually the same one. Johnson, when he was mayor 20 years ago, welcomed circuses to Salem. Regulations on carnivals also will be modified under the new mayor, it is said.

MODERN streamlining has practically eliminated time setting. We just start putting it up and trust to luck that we make the matinee before the crowd leaves the lot.—Stake-and-Chain Whitey.

JAKE DISCH, veteran performer, reports: "Saw Ringling-Barnum, Hamid-Morton and Polack Bros. in Milwaukee; Cole Bros. at Racine. First season that I did not run into a truck circus. I

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worked Upper and Central Wisconsin and some of Illinois all summer. Some of the larger cities in Wisconsin saw no circus the past season. Kay Bros. came thru Middle Wisconsin and jumped north, but didn't stay long."

"HAD a fine chat here with 'Hi-Brown' Bobby Burns, formerly with the Main show and other enterprises. Bobby is featuring Joseph Meier. I caught two circuses in Maine this year—the Hunt show at Waterville, and Ringling-Barnum at Portland. Visited 12 carnivals in the State. For the first time we had two big railroad carnivals here in the same year. World of Mirth and Art Lewis," writes Don Rockwood from Waterville, Me

IAFE Preps Thoro Chi Array

Secs To Cover Range of Field

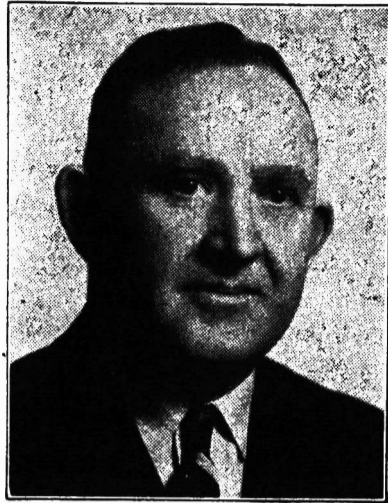
Group sessions and affiliate to consider problems, including war economy

CHICAGO, Nov. 22.—Topics of wide divergence yet of high interest-bearing content are to be discussed by leading fair men here on December 1-3, when members of the International Association of Fairs and Expositions gather in the Louis XVI Room of the Hotel Sherman for their 51st annual convention. Program announced by Executive Secretary Frank H. Kingman, Brockton (Mass.) Fair, is perhaps the most comprehensive ever attempted by the IAFE, touching upon every conceivable phase of fair operation, including impact of war economy on fairs of this country and Canada, a subject which has flagged the attention of fair officials everywhere. Following the Sunday morning, November 30, meeting of the IAFE board of directors, delegates will attend annual (See IAFE ARRAY THORO on page 61)

Federal Exhibits On Wheels for 1942

WASHINGTON, Nov. 22.—Negotiations between Treasury and army officials are on to develop self-propelled defense displays for exhibition at 1942 fairs, it was learned this week. Units would include armored scout cars, jeeps, tanks, field artillery, anti-aircraft guns, sound detectors, field kitchens and booths for sale of Defense Bonds and Stamps. Units would be booked thru the Treasury Defense Savings staff and be available for split weeks, depending upon bookings.

Only eight showings by the Treasury Department were arranged this year, because, officials stated, this phase of defense savings publicity did not get under way until late. There were showings at State Fair of Texas, Dallas; Ak-Sar-Ben Exposition, Omaha; Eastern States Exposition, Springfield, Mass.; Iowa State Fair, Des Moines; South Carolina State Fair, Columbia; Arizona State Fair, Phoenix; National Defense and Auto Show, Baltimore, and Denver Automobile Show.



DAN THURBER, new secretary-manager of North Montana State Fair, Great Falls, succeeding Harold F. DePue, now general manager of Grand National Livestock Exposition, San Francisco; is no stranger to the field. He has been connected with the annual since its inception, serving as superintendent of agricultural and 4-H Club departments. He managed the 1941 annual when DePue was unable to assume his duties because of injuries sustained in an auto accident.

Dufour Mystery Solved; Heads Up Health Expo for Armories, Fairs; Support by Newspapers

NEW YORK, Nov. 22.—Since October, 1910, when the New York World's Fair closed, the activities of Lew Dufour, widely known exposition showman and erstwhile partner of Joe Rogers, have been shrouded in the deepest mystery. While Joe Rogers was invading the local restaurant field, opening Rogers' Corner last Christmas, Dufour was toying with ideas and in the spring one of them was adopted for execution.

This week Dufour, now operating as Louis E. Dufour Associates, announced from his Radio City office that he had

Phoenix Bid Big for Black

ARIZONA STATE FAIR, Phoenix, November 8-16. Z T. Addington, chairman; Paul F. Jones, secretary. Gate admissions: 25 cents plus tax; autos, 25 cents. Grandstand: 50 cents plus tax. Midway: Rubin & Cherry Exposition. Horse racing, nine days. Auto racing, one day.

PHOENIX, Ariz., Nov. 22.—Arizona State Fair here, November 8-16, proved highly successful from the standpoint of attendance, altho it will not be determined until outstanding bills are audited whether it finished in the black, said Secretary Paul F. Jones. Expense of re-organizing the fair was heavy, he pointed out. It was revived last year after an eight-year lapse.

Secretary Jones placed total paid attendance at 85,400. There were 82,000 paid admissions in 1940.

Daily horse races proved highly successful financially, take of pari-mutuel machines totaling \$367,000, a 50 per cent increase over 1940. Of that total the fair commission receives 9 per cent as operator of races and 4 per cent goes to the State general fund. On closing day pari-mutuel receipts totaled \$70,889, as compared with the top figure of \$51,000 last year.

Rain on Wednesday cut attendance to about 2,900, lowest during the fair. Weather during the remainder of the (See PHOENIX GATE UP on page 56)

Old Saginaw Annual Grows To Opulence

SAGINAW, Mich., Nov. 22.—In reporting an all-time attendance record of 171,000 at 1941 Saginaw County Fair and Michigan Farm Products Show here, Secretary-Manager Clarence H. Harnden, who also has charge of grandstand attractions, included some interesting data on growth of the annual since the society's incorporation as a non-profit organization in 1914. Its record is all the more remarkable in view of the fact that no city or county aid is available and that the State pays only half of premiums which average \$16,000 annually.

At time of inception tents were used on rented property. Today the 70-acre plant, located in city limits, is owned by the society, which has consistently maintained a strong financial position. Well-kept facilities, including a \$63,000 concrete grandstand erected in 1939, are valued at \$300,000. Receipts in 1941 totaled \$80,600, and included \$25,600 from the gate; \$3,100, parking, and \$15,889, grandstand. Expenses were \$57,000, exclusive of \$15,000 paid on the grandstand.

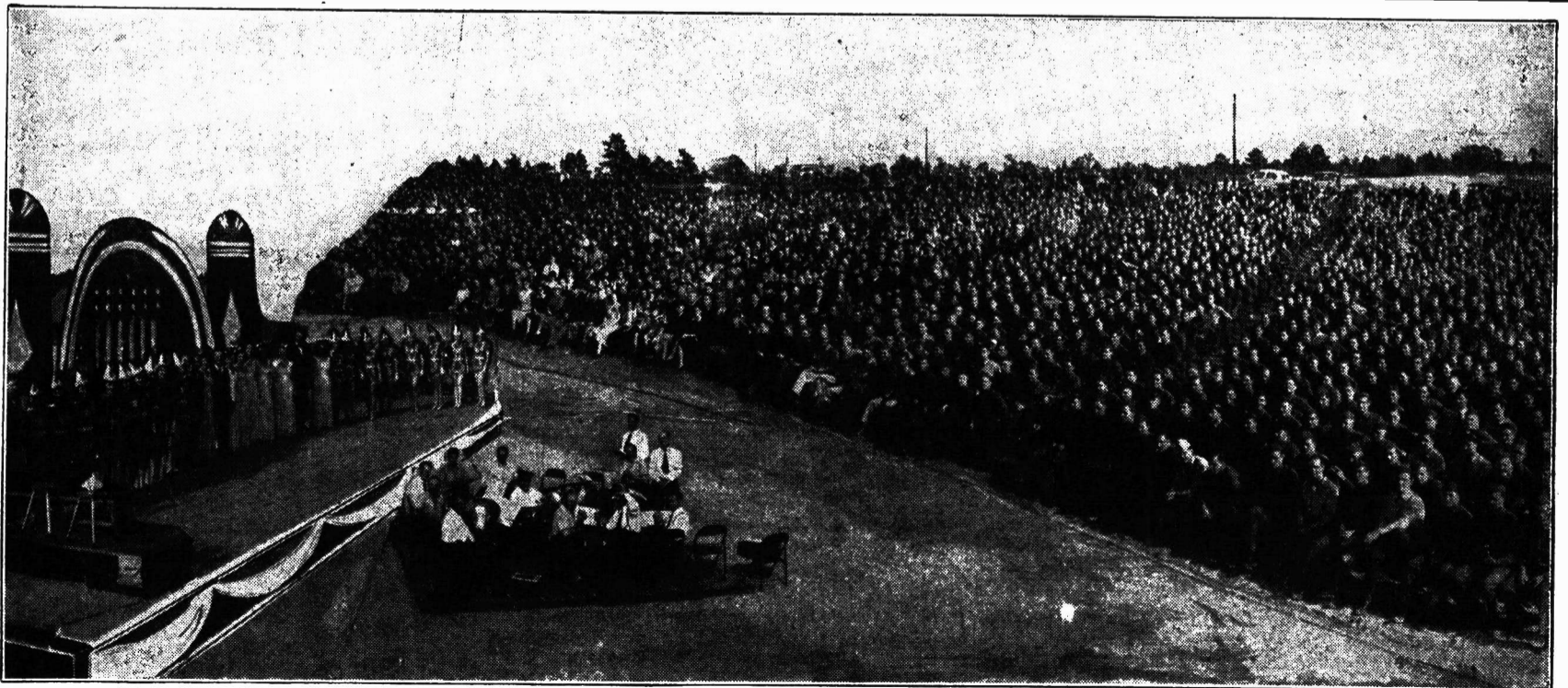
Furnishing entertainment in 1941 were F. E. Gooding, shows and rides; John (See GROWTH IN SAGINAW page 56)

Jax Gate Rises; Rain Takes Toll

JACKSONVILLE, Fla., Nov. 22.—Duval County Fair and Exposition here, November 6-16, was biggest since inception eight years ago despite two days of unfavorable weather and a one-day counter-attraction. Attendance was somewhat ahead of last year. Cold weather on Armistice Day, which officials expected to be biggest of the run, kept crowds at a minimum. All-day rain on Friday (14) was a deterrent, while on the following day the Ringling-Barnum show bucked the fair.

Exhibits in swine, dairy and poultry departments were of high quality and in greater number than last year. Good support from governmental departments was in evidence. Florida commission of game and fresh water fish had a good exhibit. Jacksonville park department (See RAIN TOLL AT JAX on page 56)

OTTAWA.—H. H. McElroy, secretary-manager of Central Canada Exhibition, has been named president of the Ottawa Kiwanis Club. He has been a member for years.



CO-OPERATING WITH UNITED SERVICE ORGANIZATIONS, George A. Hamid took the program of North Carolina State Fair, Raleigh, to the boys at near-by Fort Bragg, Fayetteville. Show included Roxyettes, Four Sailors, Bogash and Bodine, Reg Kehoe and Marimba Queens, Bruce Norman, Ruton's Dogs and George Ventre band. Draftees were also entertained in grandstands of Columbia, S. C. Three performances were given in convalescent hospital at Fayetteville.

How Class Work Helps Beach Rink

By BENJAMIN F. MOREY

IT HAS always been my opinion that if you interest a skater in doing something besides just skating around and around that skater will eventually represent steady income. Personally, I do not favor or encourage the giving of prizes for games or special attractions. Neither do I draw crowds with special gift nights, etc., as these features, in my opinion, only tend to attract the chance-taking individual who comes for one night.

What I give skaters is simply roller skating with instructions on how to do the various dances so as to create enthusiasm and nothing else. Occasionally a dance contest is held to create further interest and rivalry. This in turn has had a tendency to increase box-office receipts, as the skaters who already know the dances will come more frequently to practice for such a contest.

We have in the vicinity of Bridgeport, Conn., quite a number of rinks which feature special attractions and prize awards, but no dance or figure-skating instructions. Since engaging Mr. and Mrs. Jeffrey Seyfried, teachers who have passed requirements of the Roller Skating Rink Operators' Association of the United States, results have been more than gratifying, as I notice of late that we are drawing a high percentage of skaters from other localities.

30 Years of Operation

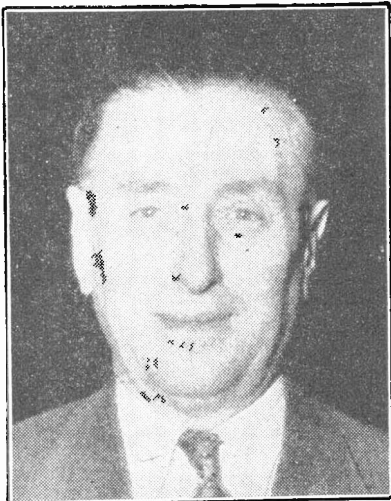
In the past 30 years I have promoted and managed several roller rinks. For the past 14 years I have devoted my time to operation of two, the Pleasure Beach Park establishment in Bridgeport and a rink in Riverview Park, Pennsville, N. J. It is very noticeable that skaters in Pennsville differ from those in New England. The former are more of the racing type of skaters, but have shown a desire to learn roller dancing. This interest, however, is dulled somewhat, for the dances require slower rhythmic movements which cramp their style of skating, altho the minority are persistent and are gaining recognition from fellow skaters for their accomplishments.

That skating revues stimulate interest, which in turn helps the box office, is an old story, but since dance, figure and free-style skating have entered this field of entertainment it has doubly increased in value, for members of clubs and dance classes who participate in these revues delight in showing their friends and relatives their accomplishments on skates.

Altho waltzing on roller skates was taught 12 to 13 years ago, the new methods of instructions are more explicit and technically improved. The issuance of dance and figure-skating instruction books by the RSROA four years ago created more interest than any old-timer could have done with his act of fancy and trick skating, altho credit must be given such skaters. They helped the cause along by giving the average skater something new to try, thereby keeping him occupied with something besides merely skating around in circles.

Credit to RSROA Leaders

Therefore, the movement by a number of rink operators to form the RSROA in 1937 to further the sport of roller skating for the amateur has created such interest in the field that today it is one of the more popular recreational activities. I believe that much of the enthusiasm manifested has been due to the efforts of RSROA officials—Fred A. Martin, secretary; Fred J. Bergin, skate-dance committee chairman; Robert D. Martin, chairman of the figure-skating committee, and Perry B. Rawson, dance committee, who spent many hours in research work and compiling their notes into the dance instruction pamphlet which was distributed to skaters. That the RSROA used foresight in placing in operation a school for professionals has been proved. It is of twofold benefit in that it improves the value of the professional and allows the rink operator to devote more of his time to business angles of operation, leaving the



SINCE INAUGURATION of dance and figure-skating classes on June 1, 1941, at Pleasure Beach Park Rink, Bridgeport, Conn., Operator Benjamin F. Morey has noted a 40 per cent increase in business and reported his rink has drawn a high percentage of skaters from other localities. He is a veteran in the business, having promoted and managed several rinks in the past 30 years. For the past 14 years he has operated his own rinks at Pleasure Beach and Riverview Park, Pennsville, N. J. In the accompanying article he offers some helpful suggestions to operators who plan figure and dance class activities.

instruction end to a competent professional.

I am fortunate in having two professionals who teach in an academic way. Their system of teaching has received tremendous favor, for the older person as well as the youngster has a love for "school day" principles of blackboard and ruler types. The majority of our dance and figure classes have blackboard instructions and of late we have had quite a few complaints from students whenever the blackboard is not out on the floor and a chalk talk is not part of the class routine. I delight in telling how well the student body is trained in discipline, for when the whistle is blown one can hear the waves lap the shore behind the rink. Occasionally we have offenders, who are strictly dealt with, their punishment being inactivity for the remainder of the class. As principal, I have dismissed only one person from class, with the result that word went around on how "schooly" our classes were. This in turn interested inquisitive persons, who registered for the new class which starts every month. Class tuition is payable one month in advance and many persons attending the classes for mere curiosity soon change their minds when they find that the many subjects pertaining to the proper way of roller skating are really of an interesting nature. It is surprising that since inauguration of classes in June of this year only 6 per cent (according to records) of those who registered dropped from the classes. I attribute this low percentage to the manner in which our dance classes are taught and to a ruling that anyone dropping from a class without reason cannot re-enter another for a period of six months.

Proof that dance and figure class work has increased the regular attendance is shown by box-office receipts. The gain comes directly from the majority of class members who now attend three and four sessions each week, whereas they formerly came but once or twice weekly. To date about 38 per cent of our skaters are doing the various dances, from the simple to the more advanced. In June we had one special number consisting of four dances in which 15 to 20 couples participated. Recently we had four such dance specials as part of the regular program and in the novice dance special

it was necessary to split this number into two divisions because of insufficient floor space for all the couples who wanted to dance.

How Classes Are Conducted

I take pleasure in offering, with the approval of Mr. and Mrs. Seyfried, this article on their system of conducting classes.

Anyone wishing to join figure or dance classes must submit a membership application which gives detailed data about the applicant and which is filed for reference. Each application contains the individual's name, address, telephone number, age, date of birth, name and address of employer, individual's height and weight, information on his ice-skating activities, marital status and memberships in any RSROA clubs and also whether he is an amateur or professional. In the case of minors the application must contain the signature and address of a parent or guardian. It also contains affirmation of the applicant that he has never violated amateur status rules of any athletic organization which is a member of or allied with the Amateur Skating Union of the United States, Amateur Athletic Union of the United States or the Federation Internationale de Patinage de Roulettes and a waiver of release of all claims for damages. At the bottom is designated what classification the application is to enter—Fundamental, Novice, Elementary, Advanced, Junior Figure or Senior Figure.

Upon presentation of the application and payment of the monthly class fee the candidate receives a fundamental class membership card with his number. It is kept on file and given to him every time he attends class. It is on this card that dates of attendance and faults of the members are notated. In the event a member is absent from any one class this card is taken out of the active file and inserted in the absent file. Upon failure to report for two consecutive classes, without notification, the member's class card is filed in the dead file, and such member cannot come to another class until he has seen the principal. Members who miss a class for any reason must make an appointment with the teachers for a private lesson, such members receiving a reduced rate for the lesson. Members taking such a private lesson receive the same instructions given in the class they missed.

In the first class of the fundamental division a chalk talk is given pertaining to physics of roller skating. Remainder of the classes are devoted to aiming-leaning and side-push principles. At the last class of the month members must take a written test to be eligible to enter the novice dance division. Those that pass (99 per cent do) are issued novice dance membership and class cards, their former class cards being filed with their test papers in the "promoted file."

In the novice dance class (also for a period of one month) members are taught the Straight Waltz, Chicago Hop, Chicken Scratch and Schottische, and upon completion, with 100 per cent attendance, are given a skating test. To pass this test the student must obtain a minimum total grade of 12 out of a possible 24 points for the four dances. Members passing this test (papers and cards are again filed in the "promoted file") are then eligible for the elementary dance class division, which lasts for a period of four months. In this class RSROA bronze medal dances are taught. A skating preview is given at the end of the four-month period and passing candidate then enters the advanced dance class division, this division lasting six months. The same procedure of filing and recording of each member is followed as was the case in the fundamental division.

Calisthenics and Ballet

Any member of the novice, elementary or advanced dance class is eligible to enter the figure-skating class held on Sunday mornings. A new figure class begins every four months, culminating with bronze medal tests. Those passing the test on these figures are then eligible to enter a more advanced figure class which is held on Sunday afternoons. Calisthenics and ballet work, which are part of the figure class, have improved our dance skaters noticeably. They are more limber and have more form than the average dance skater.

Another reason our dance skaters have shown such improvement is due to a rule I have made and to which I firmly adhere. It is that all skaters who wish to join classes, no matter how advanced they claim to be or how many dances they know, must start in the fundamental class. That this rule has its value is proved by the fact that the fundamentals of roller skating are clear to our skaters. They then know what they are doing and are able to converse on technicalities intelligently.

As all our dance class divisions are of the closed type, it is possible for the teachers to keep an accurate record of each student attending. There is no confusion created by skaters who would come and go as they please or ask questions about something they missed because of absence from the previous class. Our doors open at 6.45 p.m. and close promptly at 7:05. No one is allowed to enter class after the doors are closed.

The belief that closed dance classes are detrimental to the rink business, I (See RINK CLASS WORK on page 79)

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Claude Ellis's

The Editor's Desk

CINCINNATI

THE "wheat pit" of outdoor showdom will soon be boiling on the Magic Carpet. From all points of the compass they are beginning to converge on Chicago. The great gathering of outdoor showfolk all under one roof in the Hotel Sherman has become an institution remarkable in many ways. Probably no other industry is so fully represented in an annual conclave. Certainly no other line of endeavor draws more of its big shots, to say nothing of hundreds of lesser lights, transacts more actual business and has more fun. International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches; American Carnivals Association and Showmen's League of America embrace the major proportion of show biz in the great outdoors. The big trade exhibit presented by the American Recreational Equipment Association, NAAPPB and SLA will be the last word in what is what in progress and development in devices, equipment and supplies. The annual banquets present a social side in their arrays of distinguished executives, seasoned trouper and always some punks and Johnny-Come-Latelys and feminine pulchritude garbed and gowned a la mode that is not hard on the eyes of even the most sophisticated of observers of the American scene. Intermingled with business contacts and meaty discussions of paramount problems in program sessions is a spirit of camaraderie that is never topped by any trade assemblage. Momus, king of mirth, is on his throne and his loyal subjects pay him generous and merry tribute in quip, jest and prank. As the old darky down yonder was wont to say, "Showfolks is almost always laughin'." Gist of this is taken from a '37 issue but, after the past season, it goes double—in diamonds!

HOW wonderful to live in a land that mourns the death of even dumb animals! With most of the earth at death grips, mass executions of human beings are considered over there hardly worth mention except as acts of horror to subdue others. New battle fronts are appearing, planes crashing, diplomats speeding across the world to avert more wars, American ships are shelled and the Congress is appropriating more billions. But the deaths of those Ringling-Barnum elephants at the hands of an alleged poisoner make page 1 of the nation's press, crowding off copy of world import. The circus or any part of it generally makes eagerly read news.

IF THE Milwaukee County park commission does not want to put the skids under the already famous and whopping Milwaukee Midsummer Festival it might consider what happened to fairs and various sponsored events after they deleted midways. Commission would bar the fete from the lake-shore Juneau Park unless operation of a carnival is dropped. The revenue of non-midway fairs became sad to contemplate before they dropped into oblivion. . . . "Why not resurrect the super war shows of yesteryear?" asks a correspondent. "War exhibits of the present conflict would certainly click." Yes, but how would you get 'em and could you compete with Uncle Sam's spectacular defense displays? . . . Showmen are not angels and fair and park men are not expected to be as circumspect at conventions as they are at home. But they don't throw water pitchers out of hotel windows, empty feather pillows in corridors, race up and down the main street raising Ned, pester town gals and upset cars parked at curbs. . . . Billing bans in some cities probably are rarely really caused by old flagging show paper, denounced as an "eyesore." Local plants that want a monopoly often are to the fore to prevent traveling shows from posting or sniping unless the plants have the contracts. Discriminatory ordinances permit certain branches of amusements to bill and to place window cards and put a ban on such outdoor work. We take it that the political billposting used by makers of such laws is not an "eyesore" but a lithographic review of the city's great and ambitious citizens!

MOST people attach a lot of value to photographs. Some that cross this desk, submitted for publication, are family keepsakes. But frequently we get one of those four-for-a-dime shots that certainly must be the worst of a batch. When they defy the engraver's art we can hardly blame the owners for getting them out of their sight somehow. They are decidedly not "\$50.10 shots. Memory: A four-minute photo concessionaire booked his booth at a pumpkin fair at a flat privilege of \$50, payable on the line. Old Jupe evidently hadn't been seen, because he poured down from opening Monday till tear-down time on Saturday. As the mugger at midnight was giving it up as a total-blank week the fair manager stepped into the booth, his raincoat shedding torrents. Seating himself, he cracked, "Make my picture, buddy; raincoat, boots and all." After the picture had been developed the fair's boss started to walk away. "Just a minute!" yelled the mugger. "You didn't pay me the dime." "Forget it," was the comeback, "it didn't cost you anything." "Cost me!" screamed the mugger. "The hell it didn't! That was a \$50.10 shot."

IN THE MAIL: Many, many letters. Especially cheery ones from Frank H. Kingman, A. R. Hodge, Max Cohen, Frank D. Shean, Art Briese, Mike T. Clark, Arch Clair, Milton Danziger, Bert Nevins, W. L. (Bill) Montague, Cy D. Bond, Ernie Wiswell, Al C. Beck, R. F. McLendon, Robert C. Zimmerman (CFA), John Ellis, Harry Kahn, Paul M. Conaway, Walter B. Fox, Edward L. Conroy, R. E. Savage, Doc Waddell, W. M. (Billy) Gear, Harry A. Illions, Bennie Beckwith, Sam J. Levy and Floyd E. Gooding.

Nat Green's

The Crossroads

CHICAGO

SOME of the boys have already had their turkey and chestnuts, or whatever their favorite dish happens to be, and some will celebrate this week. At any rate, they have real reason to celebrate Thanksgiving Day this year. With all the war alarms about us, we in America should be thankful that we still have a greater measure of freedom than any other country on the globe, and that we can gather peacefully and in our own way celebrate our many blessings. In a material way, too, most of the boys have much to be thankful for. The season has been a wonderfully good one. Not only that, but the outlook for next season is bright. We'll have plenty of problems to face and work out, but there's nothing in the picture now to cause undue alarm. Showmen are used to overcoming obstacles. It's one of the things that makes the game worth while. So when the conventions get under way next week we don't expect to see any glum faces. The boys—and their ladies—are going to have a wonderful time and will go home with pleasant memories of the '41 doings!

A CORRESPONDENT with a sense of humor writes: "Why do you put those misleading heads on stories? I picked up this week's copy of *The Billboard* and read 'Green Toastmaster for League Banquet,' and I say to myself, 'That's fine! I've always wanted to see Nat in a toastmaster's job ever since I heard him speak at a fair meeting. Then I read the story and it's another Green!' Sorry to disappoint you, old-timer, but it's a cinch you'd be more disappointed if I were toastmaster. Jack Duffield, banquet and ball chairman, picks his toastmaster with the idea of getting a man who can entertain and hold the crowd, not one who would chase 'em away. And in Charles W. Green we're sure he has a man who will fill the bill to everyone's satisfaction."

ARE the days of the "concert" on circuses past, or is it just a matter of figuring out something new that the public will go for? There never was a

Out in the Open

NEW YORK

Customer Complains

GUY WEADICK, the Canadian rodeo producer and this column's pet authority on the cowboy branch of amusements (or is it a sport?), chides us for our recent mention of him in which we said he staged a rodeo in New York in 1912. He chirps as follows from his Alberta ranch:

"Your memory was a bit faulty as to the date of the first rodeo ever presented in New York. It was in 1916, not 1912. In 1912 I produced the first stamped at Calgary." (Thanks, Guy, for giving us an out. Now the customers may assume we meant Calgary.)

Our informal history of rodeos in New York brings back memories to Weadick. "Tex Austin, not Frank Moore, produced the first rodeo at the old Garden, and the second one presented there was produced by the late Dick Ringling. The first rodeo at Sheepshead Bay was, of course, an outdoor affair, which included steer roping, stagecoach races, chuck-wagon races, cowboy and relay races and other events that have to be eliminated in a building. The very tops of the Western range country participated in that contest, including Bill Pickett, the originator of bulldogging; Clay McGonigle, Joe Gardner, Henry Grammer, Johnny Murray, tops of the steer-roping world, as well as a whole list of outstanding bronk riders, the majority being range hands who learned their trade on ranches—not in contest arenas."

This being letter week, there's one from Byron Gosh, better known as By Gosh the clown, scribbled from Foster Falls, Va., and it says: "Red Onion's Sidewalks of New York is excellent ma-

terial and a valuable addition to your column. Why not make it a weekly habit?" Sure, and 'tis a nice way of putting us out of a job. But here are some epigrams from the Onion:

A man flatters himself when he refers to "my better judgment" and then depreciates himself when he says, "I went against my better judgment."

It is better that a man advertise his business than to have a sheriff advertise it for sale.

The present echo-comic situation clearly reveals that the law of supply and demand has not yet been repealed.

Fortunate indeed is the man who can have as much fun in his second childhood as he did in his first.

One way to become unpopular in one's chosen profession is to outthink and outwit a contemporary.

A man may well be said to be making progress in life when he gets to the point where he is a hero in the eyes of his wife.

Happy indeed must be the girl who can get her grandmother to hold the ladder while she spends.

Lendthrifts and spendthrifts are practically synonymous.

To which we say, it's not show business, but it has more of the same than lots of show business itself.

DRIBBLES . . . Capt. Billy Reid was mused up by a lion while working free act with Cetlin & Wilson Shows a Wilson, N. C. Is this the same lion (Mewa) which worked with Sarong Lamour in *Jungle Princess*? . . . Lon Ramsdell, back from a fine season as president with O. C. Buck Shows, is wintering in Albany. . . . Tom (Fuzzy) Hughes cards from Los Angeles inquiring when we're coming out to that country. Just as soon as a fast freighter will get us there. . . . Hiram Walker's latest gift to circusdom is a liquor display with two elephants. . . . As usual, George J. Mahoney, owner of Bay Shore Park Baltimore, copped a number of awards for gaited nags at the recent National Horse Show in the Garden. . . . Fran D. (Doc) Shean is on a secret mission: down Virginia way and the advance dop says something will break from either Norfolk or Virginia Beach. We hope it's nothing infinitesimal. . . . That was Jo Upchurch, one of Harvey Gibson's brain trusters at the World Fair (also the Eastern Slope Fair, North Conway, N. H.), chewing food and the fat i Rogers' Corner. At adjacent pews Le Dufour, Murray Goldberg, Mr. and Mrs. W. S. McHenry. . . . Art Lewis and Sam Prell in from their winter quarters in Dixie. Fred Phillips in from Lawrence Greater Shows. . . . *Jungle Performers*, new book by Clyde Beatty and Earl Wilson, has come in, about which moi when deadlines are easier to catch.

(Babe) Boudinot, assistant outdoor advertising manager for the Ringling show closed his season a week ago and is back home in Chi after a short visit with Arthur Hopper at Miami. John Brassi, manager of Ringling advertising car No. 1, is back home in L. A., and Frank Mahery, manager advertising brigade, is resting at Hot Springs before returning to Tampa, where he will again handle the billing of the Tampa Fair. . . . Mr. and Mrs. Ernest Anderson are in Chicago to remain until after the conventions. Anderson is a funhouse builder and former circus man. . . . If that Midwestern fair that has been banded about for the last few years doesn't make go of it in '42 the site will make a nice subdivision for the men who have put their money in it. . . . Frank R. Conkili arrived in Chicago Wednesday (19) and will remain until after the convention.



JIMMIE LYNCH, thrill-show impresario and rancher, stopped off briefly in Chi recently on his way south after a hunting trip in the North Woods. He'll rest up a while at his Texarkana estate before returning to Chicago for the conventions. . . . George Crowder, in from the East, reports a pleasant and profitable season with Irish Horan, whose chief worry now is getting crash cars for next season. George is set to handle promotions for Horan in '42. . . . F. A.

FOR SALE—4 5c HERSHEY BAR VENDING Machines. A-1 shape. All for \$10.00. Write D. WELKER, 23 Bank St., Batavia, N. Y.

FOR SALE—MILLS FREE PLAY 123, \$29.50; Paces Races Thirty to One, \$59.50; Twenty to One, \$49.50; Watling Rotatops, 5c, \$24.50; 10c, \$29.50; 25c, \$32.50. Model 'F' Targets, \$8.50. **MUSIC MACHINE CO.,** Brunswick, Ga.

GOING OUT OF BUSINESS—THREE COLUMN Vending Machines. Can be converted for many useful items. While supply lasts, \$1.00 each. **BETTY'S VENDING MACHINES,** 159 Emmet Street, Newark, N. J.

IF YOU HAVE THE CASH AND ARE INTERESTED in purchasing one of the best assortments and kept up Arcade Equipment of 100 or more Machines left in this country today of the pre-World War days then don't fail to answer this ad; otherwise don't. **ARCADE AMUSEMENT COMPANY, INCORPORATED,** 103 First Avenue South, Minneapolis, Minn.

MUTOSCOPE SKYFIGHTER FOR SALE—GOOD condition, \$135.00. **JOHN ARDINGER,** Box 149, Franklin, Ind.

PENNY ARCADE MACHINES OF ALL descriptions wanted. State make, age, price. **S. M. YABROUDY,** 1327 North Fulton Ave., Evansville, Ind.

PENNY WEIGHING SCALE ROUTES FOR SALE cheap, Southern Texas; owner sick. Address **OPERATOR,** 215 E. 20th St., Houston, Texas.

PHOTOMATICS WANTED—PAY CASH. Describe fully. **Warner Automatic Voice Recorder** for sale, \$395.00. **McGUIRE,** 1322 Lee, Long Beach, Calif.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains. Accessories, Parts, Supplies. **BADGER NOVELTY,** 2546 N. 30th, Milwaukee, Wis.

SPECIAL — 50 STEWART McGUIRE NUT Venders, \$3.33; 50 1c Snacks, \$5.00; 25 5c Package Candy, \$4.95; 50 1c Masters, Late Models, \$5.50. Wanted: Counter Games, Ball Gum Venders. **CAMEO VENDING,** 402 West 42nd, New York.

SPECIAL—DOUBLE PLAYS, \$47.50; SKY- larks, \$130.00; Blue Grasses, \$85.00; Club Trophies, \$145.00; Show Boats, \$55.00; Snap-ops, \$57.50; Monickers, \$75.00. **NEW ORLEANS NOVELTY CO.,** 115 Magazine St., New Orleans, La.

TWO AMER|CAN EAGLES, ONE MARVEL, two Imps, one Liberty 5c (fruit reel), one Mercury, one Cub, three Liberties, all 1941 penny models, \$175.00. **BUCKEYE VENDING COMPANY,** Mount Vernon, O.

TWO ALL ELECTRIC, FULLY AUTOMATIC, Coin Operated Duck Pin Alleys designed to assemble and disassemble quickly. Used two months, cost \$1,200, sacrifice \$450. **AMUSEMENT GAMES COMPANY,** 110 East Oak St., Louisville, Ky.

VENDING MACHINES — WE BUY, WHAT will you sell? We sell—what will you buy? Any make, but we specialize in Advance Machines. **ADVANCE VENDING CO.,** 639 Tenth Ave., N. Y.

WANTED TO BUY — MILLS 5-10-25c BLUE Fronts, State serials. Also 1937-1938 Keeney Track Times. **BOX 92, Steubenville, O.**

WANTED—412s AND 616s, BALLY POP- corn Venders, Snacks, Keeney Guns, Chicken Sams and Scales. Cash waiting. **MIKE HARDESTY,** Ault, Colo.

WANTED—SCALES, WATLING MAKE PRE- ferred. Late models in arcade equipment. Must be first class shape. No junk. State all in first letter. **DELL HENEMAN,** Schenectady, N. Y.

WANTED—SCALES: WATLING (NO SPRINGS) or Mills, large dial, drumhead porcelain models. Cash. Write today! **UNITED COIN MACHINE CO.,** 2830 10th Court South, Birmingham, Ala.

WANTED TO BUY ROLASCORES, BOWLETTE Jr., Rockoball Jr., Target Roll Jr. and other Skill Ball Alleys. Name lowest price. **L. BILOW,** 2512 Irving Park Rd., Chicago, Ill.

WILL BUY—ALL MAKES PENNY LEGAL Counter Games; Gottlieb 3-Way and 1-Way Grippers; A. B. T. Guns (state model); Kicker & Catchers; Pikes Peak; Totalizers; Whiz Balls. Machines must be in perfect mechanical condition. Rush your list today and state lowest cash price. For Sale or Trade for above 2 Evans' Tommy Guns, \$55.00 each. **CENTRAL TEXAS AMUSE. CO.,** 1417 Guadalupe St., Austin, Tex.

WILL BUY FOR CASH—ALSO NOW SELLING Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the 'Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. **SEABOARD SALES,** 619 10th Ave., New York City.

WILL TRADE JUMBO PARADES, SLOTS, VEST Pockets, for late Model F's, Gottlieb Grippers or Arcade Equipment. **MARION COMPANY,** Wichita, Kan.

5 JENNINGS JR. SCALES—LIKE NEW, \$16.00 each. Five View-a-Scopes, \$13.50 each (3 films). Order sample. **BABE LEVY,** 2830 10th Court South, Birmingham, Ala.

40 ARCADE MACHINES, 35 LATE TYPE PIN- balls A-1 condition. P. O. BOX 214, Seaside Heights, N. J.

\$150.00 CASH BUYS 25 PRACTICALLY NEW Italian Balm Dispensers. Money maker. Nets large profits. **D. C. B.,** 246 Main Street, Danbury, Conn.

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ALL AVAILABLE MAKES POPPERS—CABINET Model All Electric Popper, \$45.00; twelve quart heavy leakproof Popping Kettle, \$14.50. **CAMELCORN EQUIPMENT,** 122 S. Halsted, Chicago, Ill.

CANDY FLOSS MACHINE—NATIONAL, ALL- Electric, first class condition, \$47.50; Motor-Driven Gasoline Heated Candy Floss, fine shape, \$42.50. **NORTHSIDE CO.,** Indianapolis, Iowa.

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MINIATURE TRAIN—24-INCH GAUGE; A-1 condition. 24 Passengers, 1,400 Foot Track; \$1,350.00. 22 elaborately carved Dentzel Caroussal Animals. Set Evans Venetian Swings. Best offer. **J. B. ALEY,** Rt. 4, Anacostia, D. C.

ONE 43x90 NO. 1 PORTABLE MAPLE FLOOR, 100 Pairs Chicago Skates, one 42x120 Tent with Poles and Light Fixtures, one Victrola and Speaker. All for \$800 cash. **J. L. BOND,** Rayville, La.

ONE AUTOMATIC DUCKPIN BOWLING AL- ley, like new. Cash bargain or trade for car. 821 Third St. No., Fargo, N. Dak.

POPCORN CRISPETTE MACHINE, CAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. **LONG EAKINS,** 1976 High St., Springfield, O.

ROLLER RINK EQUIPMENT—125 PAIRS CHI- cago Skates, new Grinder, 40 Watt Sound System, Speakers, Mike, Automatic Record Changer, Counter, Repairs; \$450 cash. **P. O. BOX 36,** Rochester, Minn.

TYPEWRITERS AND BOOKS—GOOD USED Portable and Standard Typewriters, \$10 to \$25. Also 25,000 new and used Book Bargains, Formulas, etc. We buy, sell and trade. **SCOTT'S, Research Dept.,** 405 Laura Street, Jacksonville, Fla.

WATCHES—FIVE USED RUNNING POCKET and Wrist Watches. American and Swiss, our assortment, \$7.50. **B. LOWE,** Box 525, Chicago, Ill.

2 BLUE DOT LORD'S PRAYER PENNY MA- chines; 3 dies each; \$75.00 a piece. One Electric Machine, \$100.00. **NEUMANN'S,** 121 East 2nd St., Winona, Minn.

2 TAYLOR TRUNKS—32; 2 AERIAL RIG- gings. All kinds of Rigging made to order. Clown Propts, etc. **D. D. 5, Billboard,** Ashland Bldg., Chicago.

200 PAIRS RICHARDSON SKATES, FIBRE Rollers, good condition; Sound Outfit, Grinder, Parts. **LYNDWOOD,** Lynd, Minn.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 HUMAN EMBRYOS FOR UNBORN Shows. Also Life Photographs; Headless Illusions; Crime Figures; Sidewall Bargains. Scenery. **WALLACE,** 2416 No. Halsted, Chicago.

CARROUSEL 50 FT. DENTZEL, LAST MODEL made. Opportunity to buy modern machine at low price. **PAUL,** 3122 N. Park Ave., Philadelphia, Pa.

CIRCUS WAGONS—PONY SIZE, MIDGET WAGON MFG., Mountain View, Mo.

FERRIS WHEEL—CONDORMAN, GOOD SHAPE. Motor, New Ticket Box, Stringers, complete. Need cash, \$750 takes it. **RASBECK TRANSFER,** Hastings, Minn.

FOR SALE — 16 AND 24 SEAT CHAIR PLANES complete, Kiddy Aero Plane and Chair Plane complete. **CALVIN GRUNER,** Pinckneyville, Ill.

FOR SALE—LARGEST MECHANICAL SHOW, model 8x24 ft., 300 moving parts mounted on semi-trailer behind plate glass, flashy front. Over 1,000 lights, crystal reflectors, mirrors. Built for circus moves. Two years over same route. Reason for selling. **RAY YARHAM,** Newton, Iowa.

FOR SALE—SINGLE AND DOUBLE TRAPEZE Rigging, Delco Light Plant, Milo Bar Bell Set, Hand Balancing Act, Theater Spot Lights; three Illusions, Sawing the Lady in Half, Levitation, and Burning the Lady Alive; Trunks, all sizes; Rigging Trunks, 18 ft. Tent. **A. E. SELDEN,** Billboard, Cincinnati, O.

FOR SALE—YORK CUSTARD MACHINE. Make offer. Want to buy All-Electric Root Beer Barrel. **FRANK KUBA,** General Delivery, Lima, O.

FOR SALE—NEW HIGH STRIKE, NEVER USED, first Forty Dollars takes it, less Mauls and Gong. **C. WOOD,** 5409 Seebaldt, Detroit, Mich.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 700 seat theatre. Big bargain for quick sale. **MOVIE SUPPLY COMPANY,** 1318 So. Wabash, Chicago.

GENERATORS—D. C. GASOLINE DRIVEN, used, perfect condition, any size. Hollywood Premiere Searchlights, any size, or have complete units for rent to responsible shows. **HUDSON,** 8765 So. San Pedro St., Los Angeles, Calif.

KIDDIE AUTO RIDE, AIR TIRES, EIGHT CARS; also Trailer. Will put in operation. **TOMMY JONES,** Rogers Greater Shows, Helena, Ark.

LATE MODEL EIGHT CAR WHIP PLATFORM. Six Cars, portable. **H. E. WATSON** during convention Hotel Sherman, Chicago, or Arnolds Park, Iowa.

NEW AND USED MECHANICAL FARM— Western Shows. Real money getters, buy now. Winter prices. **PAUL AUSTIN,** 205 West 18th, Kearney, Neb.

SHORT RANGE TARGET CARDS—12 DIFFER- ent kinds. Made right, priced right. Free samples. **FINE ARTS PRESS,** 612 Charlton, Peoria, Ill.

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ENERGETIC MANAGER WITH SMALL CAPITAL to run night club on Kingsley Lake near Camp Blanding. THOMAS LAGARIAS, General Delivery, Starke, Fla.

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MUSICIANS WANTED—BRASS BASS, PREFER double on string but good horn essential, also Rhythm Piano doubling Accordion. Reliable job. LUMIR URBAN, Fremont, Neb.

NEW ACT, IN REHEARSAL. NEED VIBRA-phonist. Also one Accordionist, with vocal solo. Local residence preferred. White. Sure booking. Nevins 8-4809. Also see RANDOLPH, 38 7th Ave., Brooklyn, N. Y.

PIANO MAN—IMMEDIATE OPENING FOR sober, reliable man. Pay \$24.00 per week. Swing band. Wire OLLIE HOWARD, Blue Moon, Bunkie, La.

TRAVELERS TO SERVE OPEN PRESS AS PRESS Correspondents. Men, women; Spare time work, good side money. Official freelance "Press Cards" in your name and reporting instructions, \$1.00. Airmail to BUREAU CHIEF, Press Radio Service, 1934 Eleventh, Washington, D. C.

TRUMPET, SAXAPHONE, PIANO AND DRUM-mer wanted immediately for good location job, also Girl Singer and Dancer. BERK MOTLEY, Dude Ranch, Norfolk, Va.

WANT ROUTE MAN AND SOLICITOR TO Operate Route. Must be A-1 Mechanic. State age, references, married or single. BOX 164, c/o Billboard, St. Louis, Mo.

WANTED—ADVANCE MAN TO BOOK MAGIC Show, School Assemblies only. South after January 1st. AUSMAN, 2363 James Street, Syracuse, N. Y.

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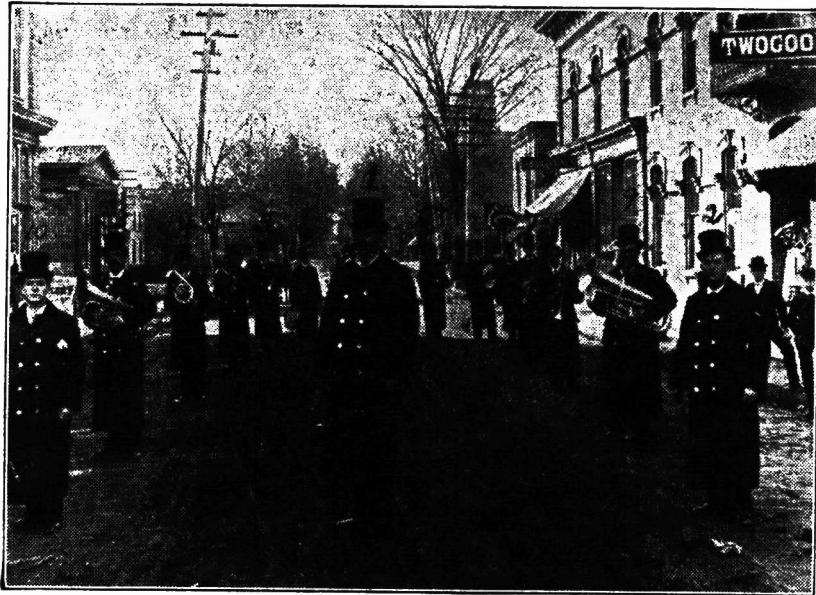
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Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

At Liberty—Gloria Leo Baker, six year old Acrobatic Marvel. Youngest acrobat in amusement world. Write for complete details. Bernice Baumann, 330 N. 7th St., Festus, Mo.

Show Family Album



DR. MORGAN'S New Ideal Vaudeville Show, winter of 1894, in Canastota, N. Y. Dr. Morgan, owner-manager, is in center foreground. In the left row, front to rear, are Bobby Crawford, of the team of Gardner and Crawford; Jim Chattaway, band leader; Sam Fisher, orchestra; next not remembered; Al Sweet, solo cornet, and Bert Cole, trick drummer. In row at right: George Gardner, actor; Dick Haight, orchestra; next not remembered, and Sanders, blind actor. The next are not remembered. Among those known to be living are Sweet, now with a musical instrument firm in Chicago, and Bert Cole, 60 years with the white tops and now retired and living in Tottenville, Staten Island, N. Y.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SMALL SHOOTING GALLERY—BACK STOP and Targets only. Must be cheap. HENDERSON, 149 W. 20th St., Indianapolis, Ind.

WANTED—SOMETHING OF REAL MERIT FOR Grind, 10c Side Show. Write HARRY SEIFER, 872 So. Vine St., Denver, Colo.

WANTED TO BUY—PAIR SOUNDHEADS FOR Powers. HUDSON THEATRE, Rochester, N. Y.

WILL BUY — WE ARE INTERESTED IN BUY-ing Old Mechanical Musical Instruments, Music Boxes, etc. What have you? WHITNEY BROS., 4800 Cabrillo St., San Francisco, Calif.

WILL PAY CASH FOR RIDES, EQUIPMENT. For Sale—Kid Ride, 4 k.w. Generator, set Eli Seat Covers, Band Organ, Waukasha Motor. RAY YARHAM, Newton, Iowa.

WILL BUY OCTOPUS, WITH OR WITHOUT Truck; must be in good condition; will pay cash. EARL SHELLHAMER, Agenda, Kan.

THE VELVETEERS—A VERY UNIQUE FOUR-piece versatile combo. Blind Swing Fiddler doubling Piano and Sax; also featured Vocalist, our greatest attraction. Bass Fiddler doubling hot, sweet, swing Harmonica, the best. Electric Guitar doubling Hawaiian Piano Accordion. Radio experience. Play old time music as well as modern. Now in Cleveland but desire change. Location preferred. Available for high class night clubs, cocktail lounges, hotels and radio. Contact THE VELVETEERS, 1612 E. 34th St., Lorain, Ohio.

TRIO — GIRL AND TWO BOYS, DOUBLING Piano, Accordion, Tenor Sax, Clarinet, Bass and Guitar. Wide experience strolling and stand work. Have nice uniforms. Available November 23. Write R. P. J., Box 99, Marion, Ind. no29

WELL KNOWN MIDWESTERN BAND — Eleven men and girl. Styled, all special arrangements. Union. Go anywhere. For details write ORCHESTRA, 309 21st, Murphysboro, Ill. de6

Available Soon — Well Organized Small Band. Six men and beautiful girl Singer who can sing. Now working but desire a change. Up-to-date library, special arrangements, good equipment. Experienced and sober. Only reliable hotels, night clubs contact Bobby James, Leader, General Delivery, Charlotte, N. C. no29

AT LIBERTY CIRCUS AND CARNIVAL

ADVANCE MAN — HAVE SOUND TRUCK; also new Kiddie Ride and one Concession. Want to book for this winter and coming season. AL BERESOFF, P. O. Box 1073, Augusta, Ga. oo29

ALL AROUND WILD ANIMAL TRAINER— Plenty of experience. Have been wrestling with performing bears. JULES E. JACOT, Nevada, O.

At Liberty — For Vaudeville, Road Show or Carnival. Sound car, comedy acrobatic act, concessions; Southern territory only. Glenn and Ford, care Billboard, Cincinnati, O.

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Nelle M. H. King's High Class Novelty Musical Act; George King's Puppet Show (Punch and Judy); also Ventriloquist. Address 268 E. Church St., Homer City, Pa. no29

Two Neat White Face Clowns — Very best white and satin wardrobe. Good clown walkaround and clown numbers for indoor circuits and stage shows. The Bakers, 215 Whitaker St., Salem, Ill. de13

AT LIBERTY DRAMATIC ARTISTS

CHARACTER MAN—ANY TYPE. EXCEP-tional ability. Long experience. Director, paint scenery, hokum specialties. Produce any type show. Sober, reliable. Salary only. JACK GRIFFITH, 562½ S. Main, Memphis, Tenn. de6

AT LIBERTY MISCELLANEOUS

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STILTS WALKING AND Outdoor Entertainment. JOE TREE, 2528 S. Homan Ave., Chicago, Ill. x

At Liberty—Crystal Gazer, Clairvoyant, Character Reader, Astrologer, Palmist Reader, open for engagement. Write John Perea, General Delivery, Chicago, Ill.

New Mystic Chart Reader—Lecturer, "expert." yodeler, baritone, versatile comedian, etc., with guitar. Lechner's, 197 Southern (11), Pittsburgh, Pa.

Secretary — Young Lady employed as secretary to prominent New York attorney for over 12 years desires position where she can put her vast experience to use. Box 285, care Billboard, 1564 Broadway, New York.

AT LIBERTY M. P. OPERATORS

At Liberty—Motion Picture Projectionist, Driver, Chauffeur, Salesman, Singer, Typist, Pitch Man. In need of anything immediately. Write Elmer Waldo, care Billboard, Cincinnati, O.

Projectionist — 15 years' experience; handle any equipment. Married, age 35, sober and reliable. Pennsylvania license, furnish best of references. Will go anywhere. Paul Ross, Renovo, Pa. de13

AT LIBERTY MUSICIANS

AT LIBERTY — ALTO SAXOPHONIST, CLAR-inet, Bass Clarinet, Baritone. Experience with New York style sax section in all types of dance music, floor shows. Union. JACK KEITH, R. F. D. 2, North Harris Hill Rd., Williamsville, N. Y. de6

ATTENTION RINK AND HOTEL MEN—EX-perienced, Hammond Organist. Union, age 24, married, sober, reliable, draft exempt. Finish nine month contract December first. Best of references. Also double Piano, Accordion, Solovox, Novochord. Own Maestro Dallace Accordion and Solovox. Location preferred, but will consider all reliable offers. Go anywhere. No panics. Competent—hotel, radio, rink, clubs, cocktail lounges. Write or wire. MR. C. J. HUNNICUTT JR., P. O. Box 55, Malvern, Ark. de6

AVAILABLE DEC. 1 — SPANISH GUITAR, doubles Bass. Prefer strolling unit. 5 Yrs. experience. Good Vocal. Read Guitar fair. No take-off. Solid Bass. Can handle Vocal in big band if necessary. Have worked Hawaiian and swing units. Union, married, sober. On location, bad kick, want change. Prefer South, considering present location. MUSICIAN, San Carlos Hotel, Pensacola, Fla.

DRUMMER—AVAILABLE TO RELIABLE BAND in South. Sober, experienced. Presentable outfit. Send details. JACK KIZER, 701 S. 8th St., Burlington, Iowa.

FLUTIST—ALL MATTERS WELCOME. WRITE fully. FLUTIST, 211 Main St., Fort Plain, N. Y.

MODERN DRUMMER—CAN JOIN ON WIRE. Two or four, solid, dependable, sober. Union. Thoroughly experienced. Handle shows. Draft exempt. Have car. Distance no object. Please state everything fully. Wire-write, DRUMMER, General Delivery, Las Vegas, Nevada.

OLD-TIME HILLBILLY AND COWBOY BAND Fiddler — Would like place with good string band. If you want old-time fiddler answer this, if not don't. EARL JOSLIN, 811 E. Main St., Du Quoin, Ill. de6

STRING BASS — NOW WORKING. WANT some good offers. Over draft age, single. Featured novelties, vocal groups. Good tone. No slap, no drinking. Have car. "PEEWEE" McCONNELL, 334 N. Market, Opelousas, La. no29

STRING BASS — DRAFT EXEMPT. READ, fake, pizzicato. Small combo preferred. Union, sober. MUSICIAN, 311 W. 8th St., Flint, Mich. no29

VIOLIN DOUBLING STRING BASS—EXPERI-enced. South only. V. COURVILLE, Am. Legion Hall, Jacksonville, Fla.

At Liberty — Girl Drummer doubling Accordion. Complete new outfit, good wardrobe. Prefer steady position. Would consider travel. Union. Marjorie L. Kuehn, 543 West 123rd St., New York City, N. Y. no29

Drummer—Draft exempt; young, experienced, reliable and sober; will go anywhere. Write or wire Bill Smiley, Elkville, Ill.

Guitarist — Modern Electric take off. Thirteen years with top bands, trios. Union, age 28, draft deferred. Write Freddie Stivers, 2145 E. William, Decatur, Ill. no29

AT LIBERTY BANDS AND ORCHESTRAS

JOLLY OLLIE HOWARD

and His Orchestra. Ten pieces. Featuring Vocals, Instrumental Solos and Novelties. Available January 6th. Address, BLUE MOON, Bunkie, La.

AVAILABLE NOW — "THE LONDONAIRES," smart 4 piece unit. Features Mr. and Mrs. Rhythm on 2 Pianos, 3 Vocalists. Soft commercial style, suited for cocktail lounges, hotel rooms, small clubs. Union, cut shows, photos. Active dependable agents, managers and owners, reply. "THE LONDONAIRES," Hotel Post Inn, Tallulah, La. no29

A SPECIAL SECTION OF

The Billboard



Cavalcade of Fairs

Vol. 53, No. 48
SECTION 2

COMBINED WITH
THE SECOND ANNUAL IAFE REVIEW

NOVEMBER 29, 1941
CINCINNATI, OHIO

SEASON 1941
**Even BIGGER and
 MORE SUCCESSFUL!**
 THAN SEASON 1940

JAMES E. STRATES
General Manager

GREETINGS
 FROM THE



**JAMES E.
 STRATES SHOWS**
America's Best Midway



W. C. FLEMING
General Agent

DICK O'BRIEN
Asst. Mgr.

**NOW
 BOOKING
 ATTRACTIONS
 FOR
 1942**

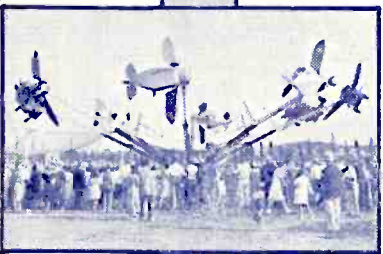
KNOWING that our 1940 Season was the absorbing topic of the OUTDOOR SHOW WORLD, I personally wish to thank the FAIR OFFICIALS, OFFICERS of the KIWANIS CLUBS and other ORGANIZATIONS that have sponsored our organization and the entire PERSONNEL of my ORGANIZATION, who by their co-operation have made this past 1941 SEASON our most GRATIFYING and most successful of all SEASONS.

James E. Strates

**WHAT WE PLAN—WE ACCOMPLISH
 NINETEEN FORTY TWO
 1942**

**PRESENTATION TO BE BIGGER AND
 GRANDER THAN EVER**

WINTER QUARTERS, MULLINS, SOUTH CAROLINA



A Word of Gratitude and a Statement of Policy

We are grateful for the kind cooperation and consistent patronage of our friends and clients, which has made 1941 the biggest season we have ever enjoyed.

On the other hand we realize that the present national emergency itself was in part responsible for the tremendous season just passed.

However, we realize that in 1942 we face a year of great uncertainty for all. None of us can foresee what this new year will bring. George A. Hamid, Incorporated, however, has attempted to anticipate its clients' needs inasmuch as such anticipation is humanly possible. Come what may we feel extremely confident that we will be able to service our many clients in the same prompt, courteous and efficient way we have served them in the past.

And despite the uncertainty of the new year, we know that most of our clients are prepared to face it exactly as we are: With a tremendous, undiminishing faith in America and with the firm belief that we will be able to meet any and all new emergencies which may arise.

Keep 'Em Happy!

George Hamid

10 Rockefeller Plaza, New York City

Hamid's Million-Dollar Pier
Atlantic City, New Jersey



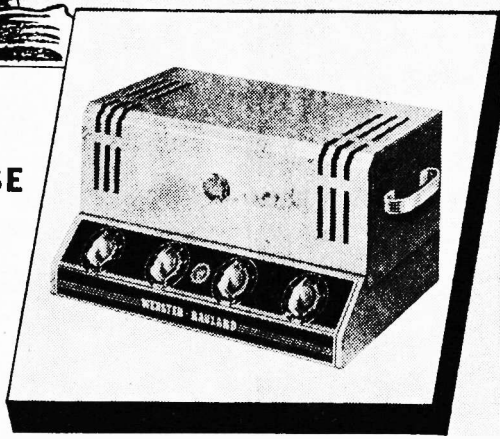
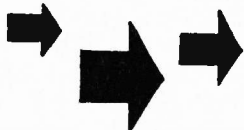
New Jersey State Fair
Trenton, New Jersey

REACH 'EM ALL!

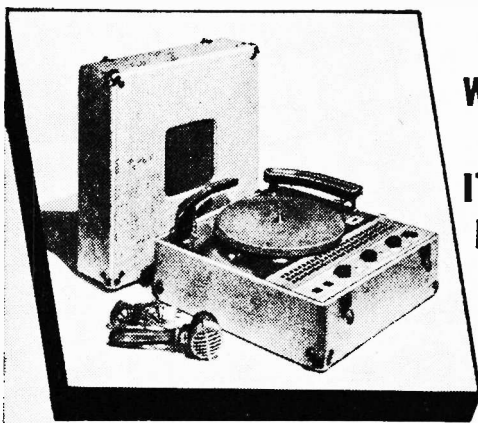


Get Right in There
At the Fair
with a
**WEBSTER-RAULAND
SOUND SYSTEM!**

HERE'S A
P. A. POWERHOUSE
THAT COSTS
YOU LESS!



REACH 'EM ALL—get the crowds, get action with this sensational new WEBSTER-RAULAND Portable Sound System! Gives you the wallop of 30 giant watts of power—all you'll ever need . . . and whether you lay down a big blanket of sound, or operate at low volume, whether you're broadcasting music or voice—you'll get the clear, crisp, clean tone quality you want! The entire system is built into a compact portable case that carries easily, sets up in a jiffy. You don't have to be an expert to run it. And the price tag will warm your heart! Get the complete dope on this system that "reaches 'em all"!



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**WEBSTER-RAULAND
RECORDER—
IT'S A SURE-FIRE
PROFIT-PULLER!**



A NEW IDEA for SHOWMEN!

Smart concessionaires will cash in with a WEBSTER-RAULAND Portable Recorder. People love to hear their own voice on records—and you'll get the crowds and profits if you set up a simple recording booth on the midway. All you'll need is a WEBSTER-RAULAND Portable Recorder complete with crystal microphone. It's easy to operate; makes lifelike recordings up to 10"—Plays them back immediately. You can use the built-in amplifier for "gathering a crowd." There's no sweeter, cleaner business opportunity available. Get the facts now!

There is a WEBSTER-RAULAND Sound System for every Showman's need . . . accessories, too . . . all at prices to fit your operating budget. Write for full information and catalog. Address Section N-4.

THE RAULAND CORP.
4245 N. KNOX AVE., CHICAGO, ILL.

SECTION 2
VOL. 53
NO. 48

The
Billboard

NOV.
29,
1941

The World's Foremost Amusement Weekly

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Foreword

Fairs are proved potent in their new responsibility in national defense and in time of war

By **CLAUDE R. ELLIS**

IN THE defense program fairs and expositions on this continent have again valiantly responded to a call for human betterment. Since their inception over here they never have failed in their function of education, entertainment and the making of citizens with tolerant minds and devout love of country. In this national emergency they have taken a foremost rank with other great patriotic forces to inform and to guide the plain people in the defense effort and to show each one what he or she can do in the imperative needs of these times. That a citizenry kept informed is an absolute essential in a democracy is the text by which workers in fairdom have been inspired in their labors the past year and which will spur them in the seasons to come.

The defense theme for fairs and expositions governed a great number of them in 1941, gaining growth and momentum from the start made late in 1940. Lack of crystallized sentiment and appropriate exhibits held back any adequate presentations in '40 except where military camps or defense industries were near by, as at Southeastern Fair, Atlanta; Indiana State Fair, Indianapolis, and a few others. From the first displays of armaments and marching men, to the accompaniment of huge searchlights stabbing the night skies, the exhibits have been expanded to encompass about all the new national activities, with special emphasis upon food production for defense. Eastern States Exposition, Springfield, Mass., in '41 broke all attendance records at its Silver Jubilee, when the fair was practically turned into a monster Defense-on-Display Exposition with approval and encouragement of the President of the United States and other high officials. "Canada's Answer" at the Canadian National Exposition, Toronto, certainly was a conquer. The CNE broke previous high marks, as did the State Fair of Texas, Dallas, with a notable display of preparation and military might.

That this new responsibility taken by fairs has paid zooming patriotic and material dividends is evidenced by high interest of fairgoers in reasons for national unity that are presented in visual form and in gates which have given fairs the biggest year they ever had. Added millions who live in districts far from army, navy and industrial expansion went thru the turnstiles to learn more about the fighting strength of the States and Canada. Their sons are in the service and they want to know about the equipment and methods being provided. Fair managers in many localities set special days for defense programs and there was a general policy of free admission for soldiers, sailors and marines. And where could a better setting be found to bring home the stupendous progress being made than on fairgrounds, with their milling thousands, their grandstands, race tracks and spacious infields?

And doing their part in aiding fairs to maintain their high place as builders of morale were the grandstand attrac-

tions and the fun zones. Revues and acts were staged with an understanding of the fervor of the people. Pyrotechnical shows responded with gorgeous delineations of historic milestones in the march of liberty. Midways took on new aspects in line with the theme wherever opportunity lent itself.

On these pages have been spread articles, written especially for The Billboard, by Claude R. Wickard, Washington, Secretary of Agriculture for the United States, and by James G. Gardiner, Ottawa, Minister of Agriculture for the Dominion of Canada, in which they gratefully attest the significant value of fairs and exhibitions in this period of stress. Fairs are given earned praise for their co-operation in driving home to farm folk that more foodstuffs must be forthcoming if this war is to be won and a just and lasting

peace is to be written. It is shown that exhibitions in Canada are carrying on to greater values, with no signs of waning despite necessary cutting off of grants and military occupation of some plants.

Art depicts the wide scope of exhibits that were produced in a comparatively short time by Uncle Sam and his Canadian cousins to inform fair patrons of their nations' needs and achievements. Washington met in a few months a difficult quick-change demand in exhibits so as to stress the food-for-defense program. Exhibits for '41 were revised effectively, their keynote being production and utilization of farm products in defense. More than 80 per cent of displays urged increased food production. Early work and a departmental flair for showman-

ship created the exhibits which told of the all-important element of human nutrition. Among showings which were available and which will be augmented for 1942 were those of the U. S. Departments of Agriculture, Commerce, Civil Service, Health, Labor and Treasury and presentations from the Army, Navy, Works Progress Administration, Red Cross and those with which Social Security, emergency and women's service are concerned.

The '41 round-up of the selling angle at fairs indicates more than ever their desirability as outlets for widely varied products and the importance of their value in spot sales and in creating prospective buyers. Firms nationally established, as well as small demonstrators and salesmen, realize the advertising advantages of fairs. Reports and figures on the season from an array of large and smaller key annuals bear out the glowing returns made by managements after a first check-up of the books.

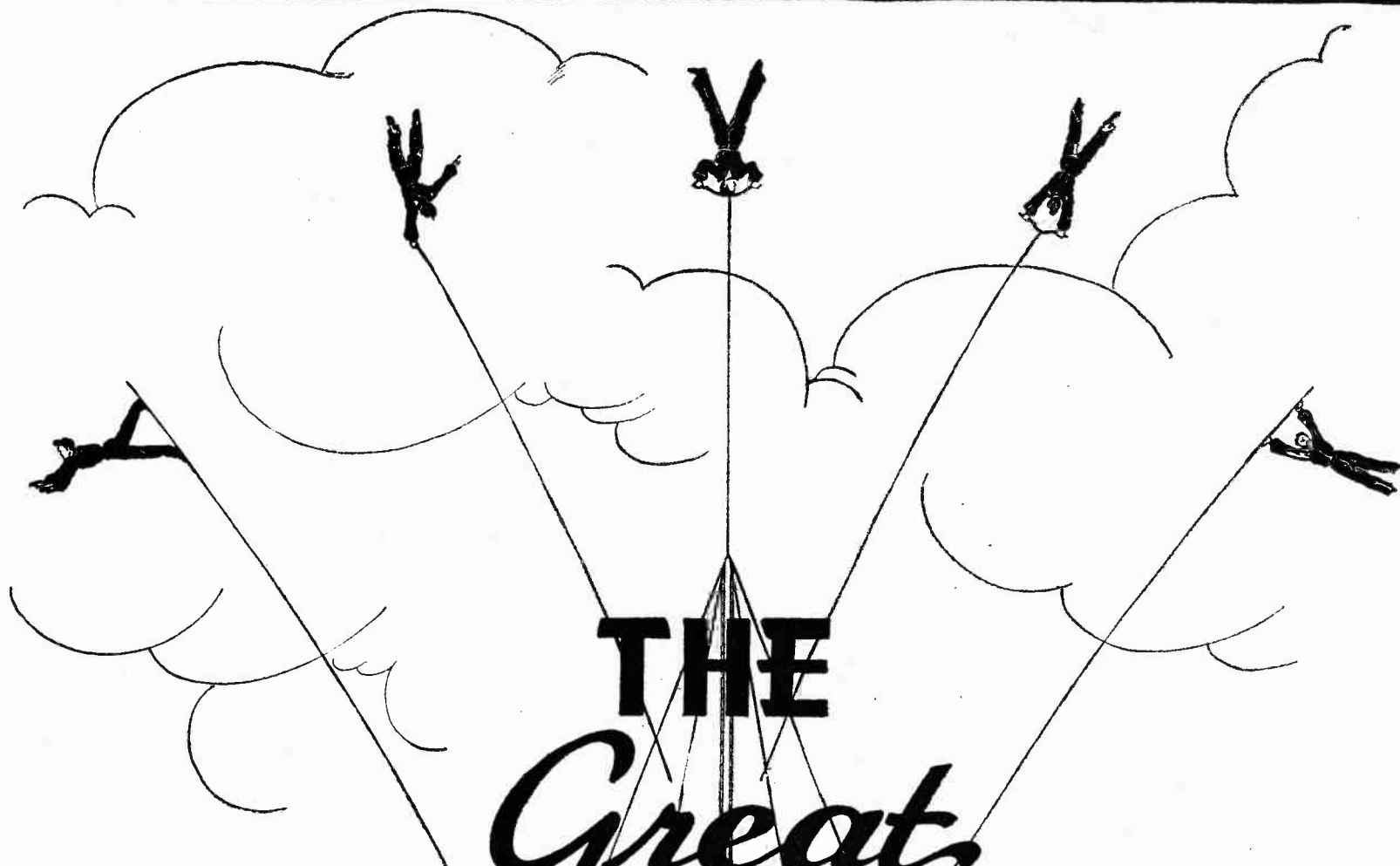
All in all, fairs in general topped their accomplishments of the past half decade, during which revenues from gates, grandstands, exhibits and midways have consistently climbed. At the 2,200-odd fairs of North America this year an estimate of 65,000,000 attendance would not be called far off.



"Wherever people congregate the story of defense must be presented."

—PRESIDENT ROOSEVELT

NOW PLAYING SOUTH AMERICA



THE *Great* JANSLEY

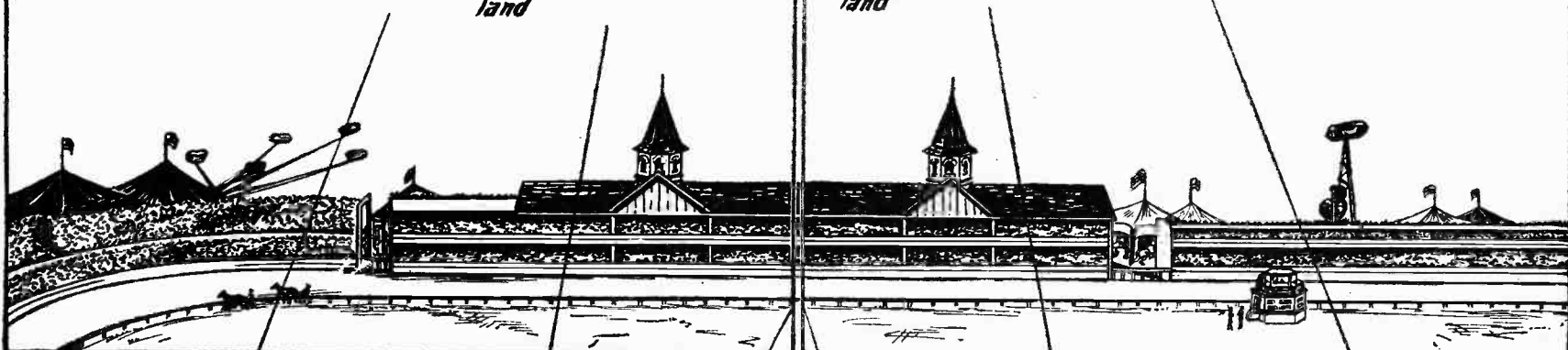
**Guaranteed 168 FEET in Midair
NOW BOOKING 1942 SEASON**

*A small but mighty man is he
Who can beat a monkey up a tree
While the leader leads his band
He performs the highest of head stands*

*The Great Jansley is his name
Among acrobats he holds most
fame
I tell you this man is grand
He works the highest in the
land*

*His pole is high as any hill
And he works on high with great
skill
He's the greatest take my word
Jansley's the greatest in the
land*

*Agents and managers all should buy
The act that really floats on high
I would like you all to know
Nobody should miss a Jansley show
by Charles R. Carson*



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Fairs and the Food Fifth Column

Annual events of valuable service in helping to show agriculturists food defense needs of the nation. American farmers are called upon to produce more in 1942 than ever before in a single year. Co-operation of fair workers in educational effort is laudable.

By **CLAUDE R. WICKARD**

Secretary of Agriculture for the United States

Written Especially for The Billboard

IN THE effort to free the world from Hitlerism the American farmer is playing an indispensable part. For food—American food—will win the war and write the peace. Food is needed to spur the defense effort here and raise the level of diet in this country to a point higher than ever before; food is needed to maintain the British in their front-line fight against Naziism; still more food is needed to begin a stock pile that will enable us to feed a starving Europe after the war is over. To meet these needs American farmers must produce more in 1942 than ever in a single year before.

Farmers already have made a heartening response. I am sure that they will meet the production goals for 1942, even in the face of shortages of materials for equipment and machinery and in some areas shortages of farm labor. Farmers, along with other American citizens, are dead serious about this battle against dictatorship and the threat of world domination. They are coming to refer to their sector of the fighting front as the food for freedom campaign.

In this democracy of ours citizens want to know more than what they can do to promote the general welfare, and how they can use the best methods in doing it. They also want to know why. The agricultural fairs of America can make a great contribution toward bringing the what, how and why of defense home to farm families, as well as to town and city families who might otherwise be in the dark as to the necessity of the food-for-defense program. The fairs, from the smallest up to the largest, already have done much in this field of defense education. In the months to come they will have the opportunity of doing even more.

Agriculture's Enormous Task

For American agriculture has undertaken—and must carry thru—an enormous task, one which requires changes in thinking and patterns of farming. We need to concentrate on increasing production of foods which are badly needed and reduce production of some crops that are not needed. The increases, however, outweigh the decreases.

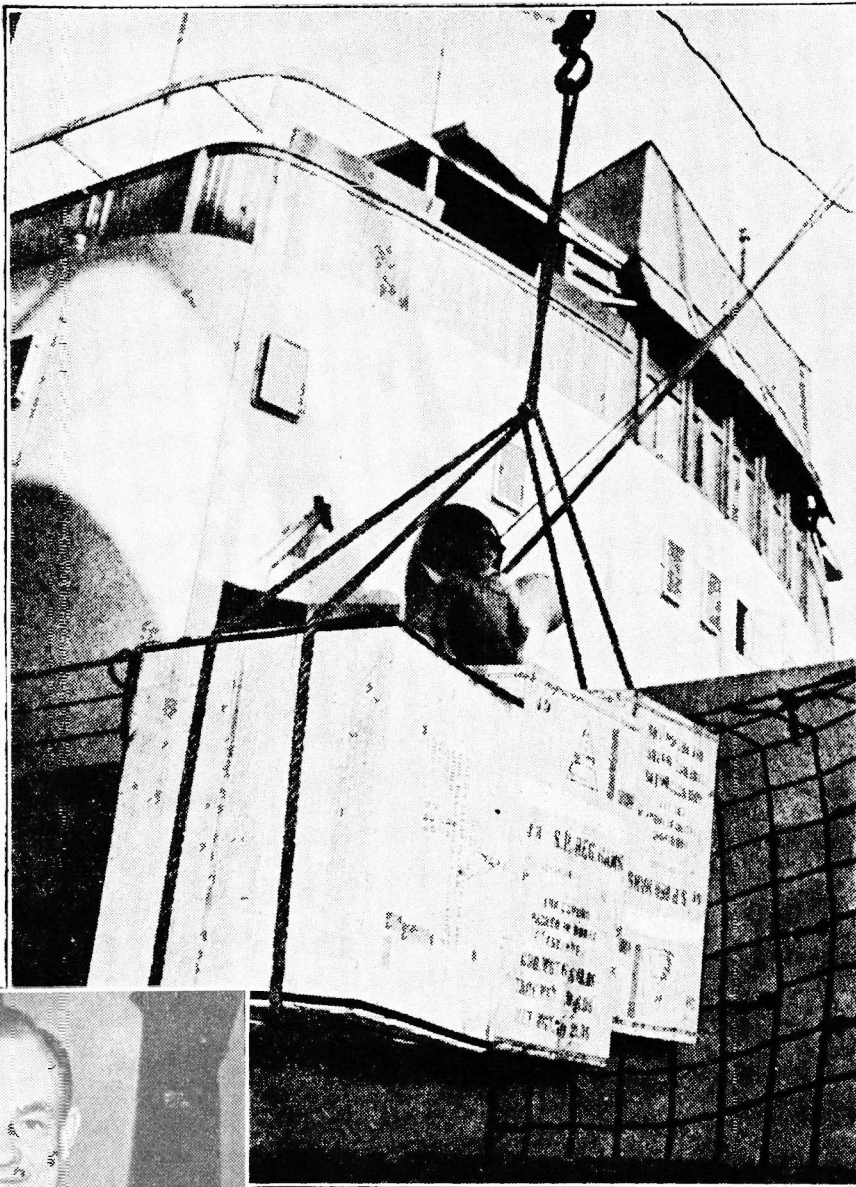
To serve both the national welfare and their own interests, the 7,000,000 families operating the farms of America should make some pretty extensive adjustments in their production schedules for 1942.

Farmers are the only Americans who can do one job that is the absolute rock-bottom foundation of the national defense. That job is the production of food. For strength and morale we need more of some foods in America. For the very core of their defense—the stamina and the spirit of their people—the British need great stocks of some of the same foods. It is up to us in 1942 to furnish one-fourth of the food supply of Great Britain—enough to feed 10,000,000 people—about 6 to 8 per cent of our average annual total production.

This food we produce and send to Britain will go into the meals of working families, or the mess kits of soldiers, some of it: some of it into the lunches of school kids; some of it into underground food dumps of tinned milk and dried eggs and canned pork outside the industrial and port cities that have to take it from the German bombers. Out of those dumps after the blitzes will come good, hearty, savory American food for the rolling kitchens that see the fire companies and the rescue squads and the bombed-out families thru the hours of horror.

No Farming as Usual

American agriculture has this decision to make in 1942: to talk about saving democracy, or go to work and produce the things needed to save



AMERICAN hams go aboard a ship bound for Great Britain.



Claude R. Wickard

democracy. Agriculture, like other lines of business, can't go on as usual. It must change its production schedule to meet the needs of defense. In two sentences here is the new situation: The people of the United States need more of some foods, they want more and they have the money to buy more, also the Government of the United States has committed itself to provide certain foods to the British, and in buying that food this government is supporting prices at a level which will make it profitable for farmers to increase their production.

It is likely that in this country the number of employed workers will continue to go up and that the demand for food will move up right along with it. Also, American families more and more are waking up to the importance of nutrition, with emphasis on protective foods, the foods which are rich in minerals and vitamins. As our knowledge of nutrition principles has increased in the last quarter of a century, the American people have gradually changed their eating habits to include more milk, more fruits and more green and leafy vegetables. I think this trend offers new opportunities for agriculture in many parts of the United States.

While our domestic needs for more of some foods have become apparent, the picture of British needs has become more clear. We are planning to send the British during 1942 dairy products that will require between 4,500,000,000 and 5,000,000,000 pounds of milk; about 500,000,000 dozen eggs; 18,000,000 pounds of poultry meat—chicken for the most part; almost 1,500,000,000 pounds of pork and lard. We have promised to send almost 1,250,000 tons of fruit and more than 2,500,000 cases of canned vegetables. There are other commodities included in our food commitments, but those cover the principal items.

Food Is a Whole Arsenal

Also, we must begin to build stock piles or reserves of food. We will translate the Ever-Normal Granary of feeds into an Ever-Normal Granary of food.

(Continued on page 66)

Canadian Fairs and the War

Annual exhibitions carry on with increased success, despite necessary cutting off of grants. Temporary military occupation of some plants may continue. Achievements are notable in Prairie Province and at Toronto and Ottawa. Exhibits designed to show how agriculture can best help in meeting needs for foodstuffs. Increased employment provides wider circulation of money, and interest appears on upgrade rather than on wane.

By **JAMES G. GARDINER**
Minister of Agriculture for the Dominion of Canada

Written Especially for The Billboard

SEVERAL long-established institutions in Canada have been affected favorably or otherwise by the impact of the war. Among these is the agricultural fair or exhibition, which for 150 years has been an important factor to educational and social progress in the Dominion.

The first significant effect of the war was indicated soon after the conflict started in September, 1939, when the Canadian Department of National Defense requisitioned the buildings and grounds of the Halifax, N. S.; St. John, N. B., and Fredericton, N. B., exhibitions for accommodation and training of the fighting forces.

Elsewhere in the Dominion the fairs and exhibitions were carried on in that year with an encouraging measure of success. In fact, the war seemed to stimulate the popular interest, with a consequently larger attendance in comparison with previous years. The National Defense authorities still have temporary possession of the Halifax, St. John and Fredericton grounds and buildings and are likely to continue to do so until the war ends. They also have taken over, either in whole or in part, the plants of several other fairs and exhibitions, but not to the extent that has necessitated a complete cancellation of the annual fairs.

War Brings Cut in Grants

What was at first thought might be a serious handicap to the 22 Class A, 43 Class B

and 10 winter fairs came in 1940 when the Dominion Department of Agriculture decided to cut off the grants to all fairs and exhibitions,



James G. Gardiner

with the exception of several building grants, for the duration of the war. This action was taken in order to enable the saving to be used for more direct war needs. Since 1915 the department had been giving grants to the larger

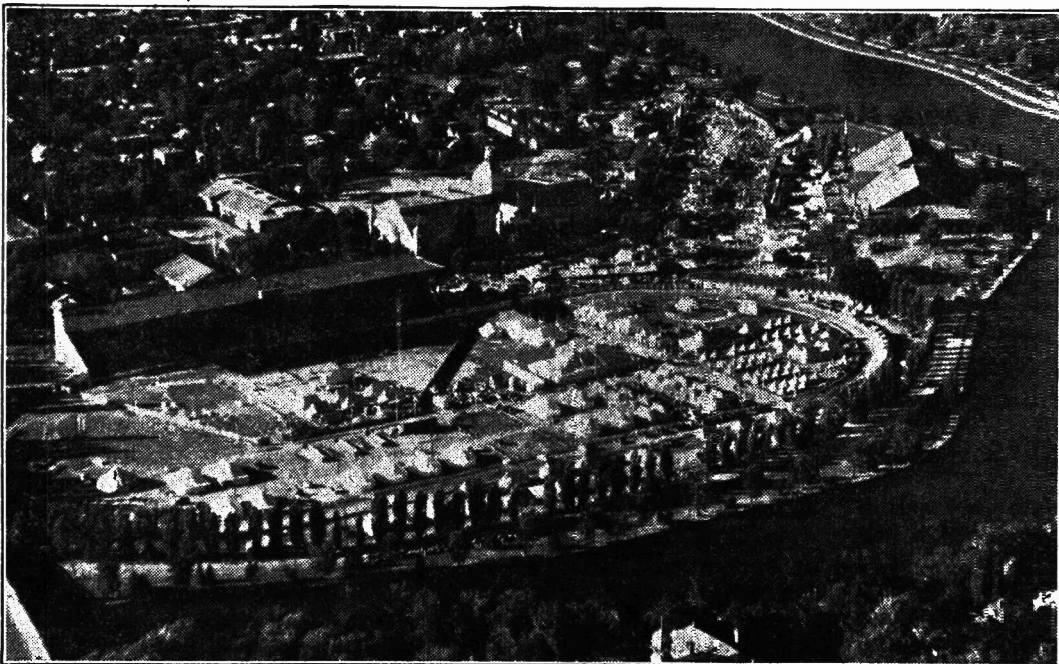
fairs thruout the Dominion, the extent being determined during most years by the prize money awarded to exhibitors of farm livestock and poultry and farm and garden produce. In addition grants were made to these fairs toward the expenses and fees of the judges.

These grants, including the few building grants, which are still being paid under long-term agreements, entailed a demand on the Dominion treasury in 1939, the last year the general policy with respect to fairs was effective, of about \$300,000. The cutting off of the grants for prizes naturally came as something of a shock to the managements of the fairs affected. Many at first thought that they just couldn't function without the generous help that had been given by the Dominion Government, but the result has been much the same as follows with an individual when thrown upon his own resources following years of parental or other assistance; they have apparently got along just as well under their own initiative and resources. No fairs were canceled as a result of the grants being cut off except at Ormstown, Que.

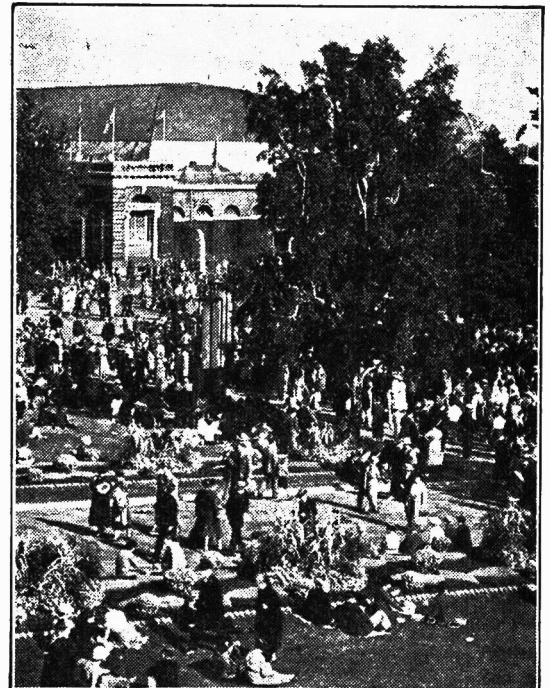
The Central Canadian Exhibition in Ottawa, Ont., was canceled in 1940 solely because the grounds and buildings were monopolized by the Department of National Defense. In Western Canada all the fairs carried on in 1940 and reported increased attendance and interest.

Reports in 1941 Show Progress

In 1941 the reports from all the fairs in Canada are that they were bigger and better



AN AERIAL VIEW of the 1941 Central Canada Exhibition, Ottawa, shown on the far bank of the canal. With buildings occupied by soldiers since the outbreak of the war, it was necessary to stage the exhibition entirely under canvas and in half of the original space. After suspension in 1940, the annual this year had attendance of 247,794, about 17,000 more than in 1939, and achieved despite rain two afternoons and two nights. No less than 125 tents were erected.



CANADIAN NATIONAL EXHIBITION park extends a mile and a half on Lake Ontario's shore and comprises 350 acres. Land, buildings and plant equipment are valued at \$21,000,000. In the background is the Manufacturers' Building No. 1.

than ever before. The Calgary Exhibition and Stampede, which is in the Class A bracket, decided, when it was advised that the Dominion grant was cut off, to spend more money on its advertising and publicity and so it did last year and even more so in 1941. Result was increased attendance, and the general consensus was that it was the best show ever held.

In response to popular demand the Central Canada Exhibition Association, Ottawa, decided to renew the exhibition in 1941 under canvas on land adjoining the permanent buildings, occupied by soldiers under war training. The association was allowed the use of a part of the main road thru the grounds, which was used for the midway, and the use of the grandstand. Exclusive of the midway, the concessionaires and the military display, the exhibits were displayed in 149 tents, making it the largest tented exhibition ever held in Canada. The total attendance during the six-day show was 247,794 or about 17,000 more than in 1939. It is likely another under-canvas exhibition will be held in Ottawa next year. The manager of the exhibition has stated that the tents were popular with the livestock exhibitors.

In Toronto the Canadian National Exhibition recorded a new high in 1941 in attendance, with a total tally for the two weeks of 2,100,000 (1,839,000 paid) compared with 1,642,000 in 1940 and 1,626,000 in 1939. This year's Labor Day attendance was 267,000 paid, 7,000 above the previous record of 260,000 in 1927.

"Good Neighborliness" at CNE

Elwood A. Hughes, general manager of the CNE, states that the 1941 exhibition was unquestionably the most successful in its long history. The measure of success, he said, should be viewed from other standpoints than mere attendance. The temporary displacements of European markets for both import and export purposes prompted the management to look to Central America and South America along the lines of Mr. Roosevelt's "Good Neighbor and Hemispherical Solidarity Policies." The response was immediate and very satisfactory to both the exhibition and the Central American and South American countries represented at the CNE. In 1942 more countries south of the equator will be represented at the CNE.

For many years a feature of most of the

Class A and Class B fairs in Canada has been the exhibits of the Dominion Department of Agriculture. These exhibits have been a kind of front window for showing, in attractive and often in ingenious ways, the development and progress of sound farm cultural practices, the research and experimental work carried on in laboratories and on experimental farms. Since the war started these exhibits have been designed to emphasize how best the farmers of Canada can help the war effort, particularly in the direction of meeting Britain's needs for bacon, dairy products, eggs and other food-stuffs.

So far the Foreign Exchange Control Board, which is a unit of the Bank of Canada, has extended a reasonably generous arrangement to midway shows and other attractions booked in the United States for fairs or exhibitions in Canada. The FECB allowed a good percentage of the net takings in Canada to be taken back in United States funds. Due to the discount of the Canadian dollar of 10 per cent against United States funds, the managements of fairs in Canada naturally try to book as much of their amusement program as possible in the Dominion.

No Waning Interest Evident

Viewed broadly, the war has apparently not as yet caused any falling off in the popular interest in fairs and exhibitions in Canada. Increased employment, due to the activity in war industries, has put much more money in circulation, and the fairs are consequently getting their share of it.

The agricultural fair, in addition to being a medium for providing important lessons in the progress and trends in modern agriculture, is a great social institution. It is as old as recorded history. Khanmurabi, the Babylonian Emperor, 2250 B. C., laid down laws for the proper conduct of fairs. In China the Emperor Fu-hi in 2852 B. C. issued orders regarding agricultural fairs which were comprehensively dealt with by his successor, Shun-nung, who was known as "The Great Agriculturist."

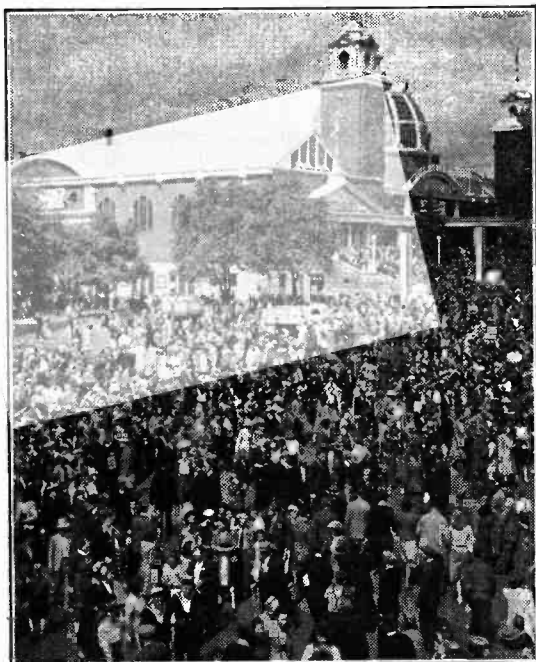
But war sometimes upsets some of the oldest institutions. Whether fairs in Canada can continue to maintain their appeal as the war is prolonged, time alone will disclose. So far the danger of any serious effect seems somewhat remote.



A WORKING DISPLAY of the Department of Munitions and Supply in the Electrical and Engineering Building at the Canadian National Exhibition, 1941. Equipment made here was turned directly into the war production line.



PLANES, TANKS, gun carriers, universal carriers, ambulances and other mechanical war vehicles in the Automotive Building at the Canadian National Exhibition, 1941.



BRITISH EMPIRE BUILDING at the Canadian National Exhibition this year housed the displays of British manufacturers seeking markets in the Americas. South and Central American countries were represented in the International Building.



ELECTRICAL AND ENGINEERING Building showed Bren guns in process of manufacture and the interior of a Canadian corvette with its engine operated by electric power. The Canadian National Exhibition carried on in all departments as usual but with special emphasis on Canada's war effort. The "Good Neighbor" policy was much to the fore with displays from Central America and South America. Attendance was greatly swelled by members of armed forces and thousands in official parades.

Another Year and a Greater IAFE

Its influence is spread over a U. S.-Canadian network in 39 States and four Provinces. Annuals, livestock shows, associations in commonwealths and major exhibitions in Dominion make it parent to more than half of the agricultural events on the North American continent. Informative files in secretary's office and watchful eye on proposed national legislation are only two of functions which are attaining effective results.

By LEONARD TRAUBE

AS THE International Association of Fairs and Expositions concludes its 51st year, following the dramatic Golden Jubilee of 1940, it finds its influence spread over a U. S.-Canadian network in 39 States and 4 provinces. Its U. S. membership is 59 State, district and county fairs and livestock shows in 33 States and 27 State associations which provide an additional spread into six commonwealths. In Canada the roster is composed of eight major exhibitions.

Thru its individual membership the IAFE reaches into 67 of the leading municipalities of the United States and the neighbor to the north, and since these 67 events happen to be of top-flight persuasion, they tend to carry the IAFE banner far beyond their legal geography and into what amounts to their "trade zone" or sphere of drawing population, which is not only potential but actual.

As if this were not enough, a minute breakdown or gap-filling is furnished by the 27 State bodies, whose membership very nearly touches the 1,000 mark. The obvious conclusion is that the International is parent to more than half the fairs, exhibitions and kindred events on the North American continent.

Kingman's Office Nerve Center

The nerve center of this network is in the office of a native Easterner who saw action in Iowa, but came back to the State of his birth to become one of the leading fair managers in the country. This is, of course, Frank H. Kingman, pilot of the fair in Brockton, Mass. It is only because Kingman eats, sleeps and drinks fairs (to coin a phrase) that he is able to do full justice to both the Brockton Fair and the International, of which he is executive secretary and treasurer.

Following last year's historic 50th anniversary, the secretary's office launched a visitation campaign and attended the conventions of State bodies in Ohio, Virginia, Pennsylvania and New York, as well as his own winter meeting in the Bay State. During the off-season 1940-'41 Kingman probably created some sort of record for spot conferences with officials of member fairs in their own yards. His tour took him to the members in Michigan, Ohio, Virginia, North Carolina, South Carolina, Rhode Island, Alabama, Indiana, Iowa, Kansas, Kentucky, Louisiana, Massachusetts, Minnesota, Missouri, Nebraska, Oklahoma, Tennessee, Texas, Wisconsin and Florida.

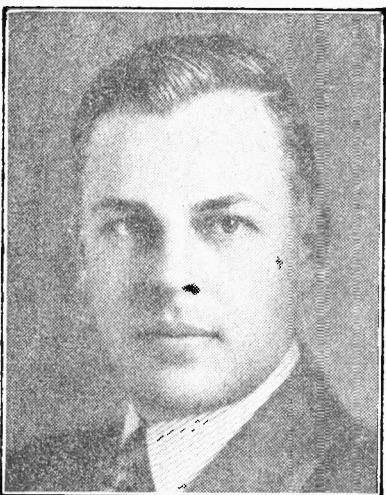
When the secretary decides at 5 o'clock that he should be at a place 1,000 miles away the next morning, he is there the next morning thru benefit of wings provided by the airways. He is a regular plane commuter between Brockton and Washington—and Washington is important to the IAFE. Only recently he hustled west to Kansas, flew to Washington, winged up to New York and then back to his headquarters—all done with the proverbial neatness and dispatch.

Somma and Washington

Strategic in the Washington-IAFE scheme is Charles A. Somma, manager of Richmond's Virginia State Fair, who has been chairman of the International's Government Relations Committee since last February. Since the war in Europe began, but particularly since the United States put thru a system of selective service, government bureaus have undergone slight or even sharp changes in make-up, com-



Charles W. Green



Frank H. Kingman



Charles A. Somma

plexion and function. Some of this has seeped into departments regularly contacted by members of the IAFE. For example, the Department of Agriculture has become part informational and part propagandistic.

The mechanics of these services are not necessarily carried out by the top of the department, but often vested in its subdivisions. Probably the most vital agency for the International is the exhibits wing, and the leading lights therein as well as the ones who are especially familiar with fairs or fair exhibits or both are Joseph W. Hiscox, M. L. Wilson and Reuben Brigham. Also important to the IAFE is the budget director's division of the department. Another vital contact is the exhibits division of the Department of Labor, Margaret Klein, supervisor.

Late in the summer of this year proposed new tax legislation on admissions brought the International to the very halls of Congress. On August 18 Mr. Somma and his Government Relations Committee appeared before the Senate committee on finance to be heard in opposition to the proposed levy. In support of Mr. Somma were IAFE members Charles W. Green (Missouri), C. R. Jones (Colorado), Harry Seay (Texas) and Secretary Kingman. That its plea was successful is evidenced by the fact that the Senate group, following a close study of the International's eloquent brief, recommended that fairs be exempted from the act. Nevertheless, when the bill came up for joint action by the committees of the Senate and the House, the exemption was rescinded. This was something clearly unexpected and clearly beyond the control of the Government Relations Committee.

During the same period a petition by Mr. Somma's committee to the Interstate Commerce Commission, asking suspension of proposed changes in rules and regulations (tariffs) governing the handling of exhibits for fairs and expositions was scored up as a distinct success. These and other pressing problems affecting not only International members but all fair-dom took and are taking the time of busy men like Charlie Somma, who conducts a fair as well as theater interests, but it would seem that when it comes to a pinch, IAFE advocates manage to find that time.

IAFE Has Organized Info

When Frank Kingman took office three years ago he was prepared for an avalanche of work, but this has come a little easier, tho far from being child's play, because his natural bent is toward organizing information. If you look in on his office you will see 24 shiny new files methodically classified. These are the International files, transplanted from old ones built up purely for his own enjoyment over a period of 20 years.

His office handles hundreds of inquiries thruout the year and is equipped to answer most of them without great strain, but this is only due to the system, plus, of course, Mr. Kingman's personal knowledge of the what's what in the fair and related industries. Several files are given over wholly to trade publications, pamphlets and broadsides, and other cabinets contain material resulting from research.

The secretary visits as many booking offices as he can and gathers information which he thinks will prove beneficial to his colleagues. Thru Brockton the International is a member of the Exhibit Managers' Association, and anything the office finds out about that subject is made part of the filing scheme.

(Continued on page 62)

IT'S ANOTHER ALL-TIME RECORD!

1,252,574

State Fair of Texas

DALLAS

THE WORLD'S LARGEST STATE FAIR

Attendance

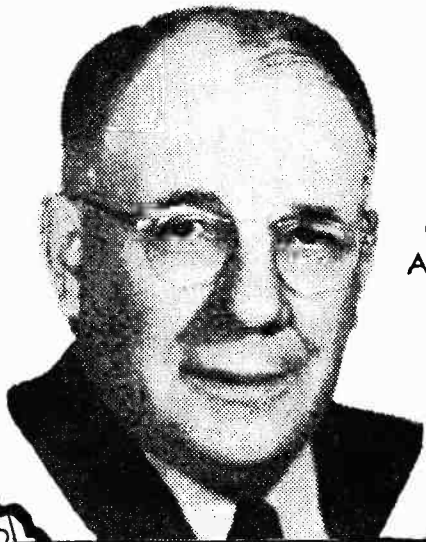
Exhibits Amusements



HARRY SEAY
President



EL PASO



ROY RUPARD
Secretary

AUSTIN

HOUSTON

SENIOR BOARD

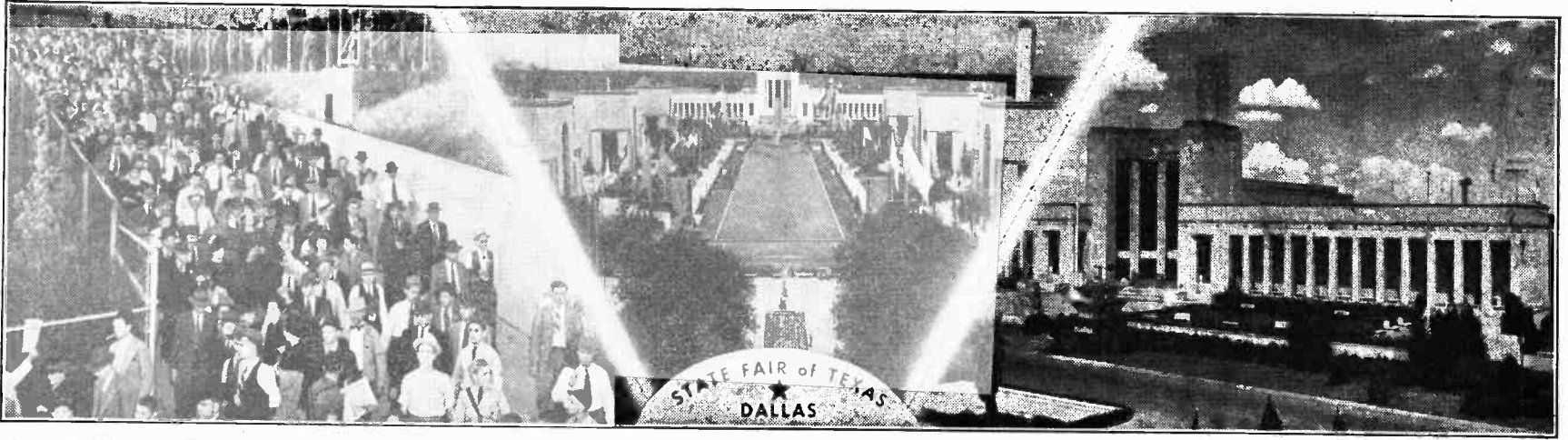
- | | |
|------------------------|---------------------|
| O. S. Boggess | J. M. Moroney |
| Ben E. Cabell Jr. | Harry S. Moss |
| John W. Carpenter | G. F. O'Donnell |
| T. M. Cullum | R. J. O'Donnell |
| E. L. Flippen | W. F. Pendleton |
| J. J. Foley | John G. Pew |
| Tom C. Gooch | Hugo W. Schoellkopf |
| W. H. Hitzelberger Jr. | Harry L. Seay |
| Frank P. Holland Jr. | Clyde E. Stewart |
| J. J. Kettle | J. C. Tenison |
| Arthur L. Kramer | R. L. Thornton |
| A. M. Matson | T. M. Watson |

JUNIOR BOARD

- | | |
|-----------------------|---------------------|
| J. Howard Hayden | W. E. Mitchell |
| Alphonso Ragland Jr. | C. L. Oheim |
| Alvin Herold | Robt. M. Olmsted |
| E. F. Anderson | Jordan Ownby |
| W. J. Brown | Julius Schepps |
| Andrew W. DeShong | A. J. Staples |
| A. L. Exline | Joe C. Thompson Jr. |
| Pat M. Greenwood | Maurice Thompson |
| J. Porter Holland Jr. | J. Glenn Turner |
| Hayden Hudson | Dan C. Williams |
| Alex Keese | Geo. O. Wilson |
| Geo. W. Martin Jr. | Jas. K. Wilson |

THE FOLLOWING PAGES LIST SOME OF THE SHOWMEN & CONCESSIONAIRES WHO MADE THE 1941 STATE FAIR OF TEXAS SUCH A BIG SUCCESS!

BEAUTIFUL PLAZA AND GROUNDS



C O N C E S S I O N S

PHIL LITTLE

IT WAS THE BIGGEST FAIR WE'VE EVER SEEN IN DALLAS, TEXAS

Congratulations to all our friends who made the

State Fair of Texas

America's No. 1 Event

NOW BOOKING FOR 1942

SEE ME AT THE CONVENTION AT THE SHERMAN HOTEL
Permanent Address: 802 Newell Street, Dallas, Texas

THANKS AND CONGRATULATIONS TO
AMERICA'S GREATEST FAIR

THE STATE FAIR OF TEXAS

Where I Had the Pleasure of Presenting

AMERICA'S GREATEST ENTERTAINING FAMILY

"THE PLUNKETT FAMILY"

HARLEY SADLER

THANKS TO HARRY SEAY AND ROY RUPARD FOR

A VERY PLEASANT ENGAGEMENT AT THE

GREAT STATE FAIR OF TEXAS

CHARLES S. DE KREKO

2 PRESENTING 2

NEW FUN HOUSE--CRYSTAL MAZE

Permanent Address: 909 Walton Ave., St. Louis, Mo.

WORLD'S LARGEST MIDWAY



You can't beat a Winner! Congratulations to one of the very best...

STATE FAIR OF TEXAS ★

IT WAS NEW AND
DIFFERENT -- but
definitely successful
JUST LIKE--



Ray Marsh Brydon's INTERNATIONAL CONGRESS OF ODDITIES ★ ★

★ ★

SECRETARIES OF STATE FAIRS, DISTRICT AND COUNTY FAIRS, COMMITTEEMEN IN CHARGE OF STREET CELEBRATIONS—We offer you the largest and finest tented exposition of the world's strangest people ever exhibited at any time on any midway.

The physical equipment, the personnel, the method of presentation is so far above that of any like attraction that there is no comparison.

"ALL NEW FOR '42"

Do you know it takes 73 people to present this, AMERICA'S NEWEST BIG SHOW?

Do you know we provide a press agent before and during the event?

Do you know we carry our own radio commentator?

Do you know we have and furnish 103 different styles of pictorial paper, everything from a window card to a 24-sheet stand?

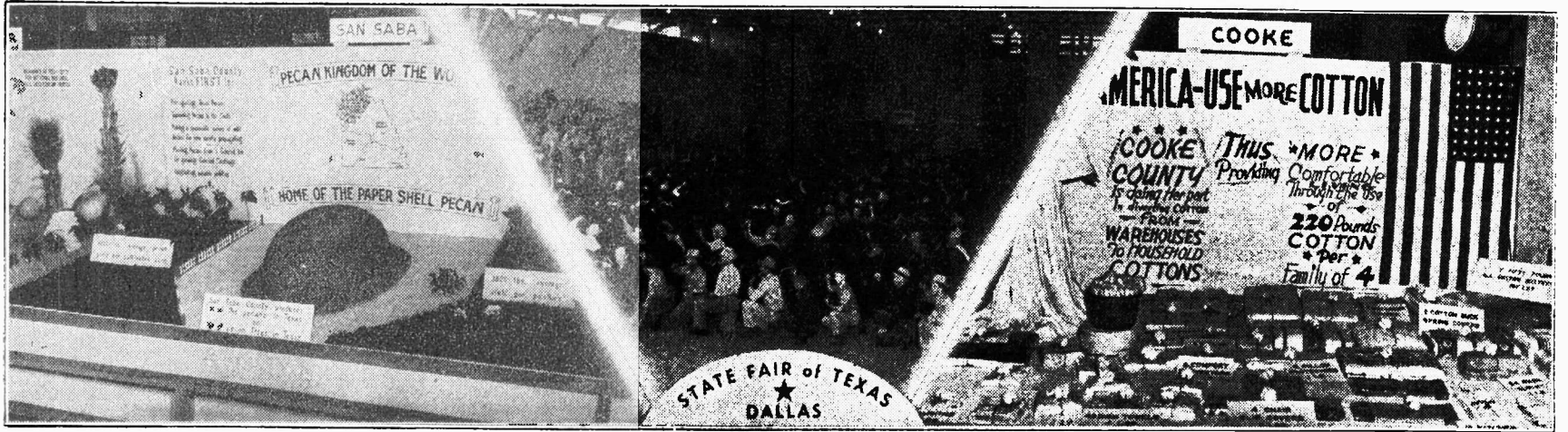
Do you know we broke all records for attendance at THE GREAT STATE FAIR OF TEXAS?

Do you know we played to 127,643 persons in 16 days at Dallas?

And do you know we can do the same thing for you?

See Us at the Chicago Meetings at the Sherman Hotel, or
Contact Us at Any Time Through Our Permanent Address:
390 Arcade Building, St. Louis, Mo.

EVERY COUNTY IN STATE REPRESENTED



Thanks A Million *and a quarter*

TO THE

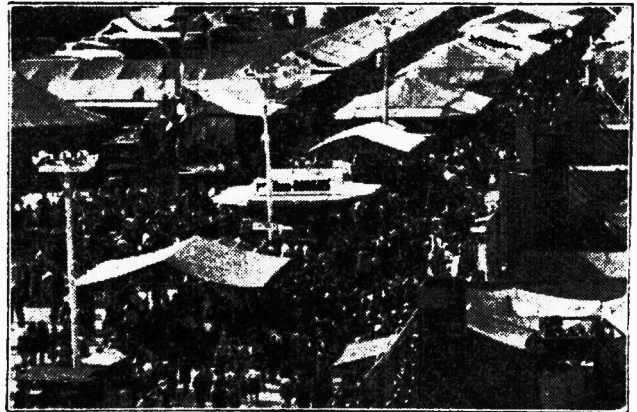
STATE FAIR OF TEXAS

FOR THE GREATEST ENGAGEMENT I EVER PLAYED

Presenting

For my 22d successive year, the most impressive lineup of Concessions in America, for America's Greatest Fair. I am indeed grateful to Harry Seay, president; Roy Rupard, secretary-manager, and all officials and directors of the 53d Annual State Fair of Texas for the greatest success of my Lifetime.

THANKS ALSO to my efficient staff and all of those who aided me in gaining this success.



REPEATING AGAIN IN 1942

DENNY PUGH

WORLD OF TODAY SHOWS

FOR 1942 I PROMISE A GREATER AND MORE RESPLENDENT "WORLD OF TODAY" SHOWS.

NEW RIDES---NEW ATTRACTIONS.

FAIR SECRETARIES AND CELEBRATION COMMITTEES:

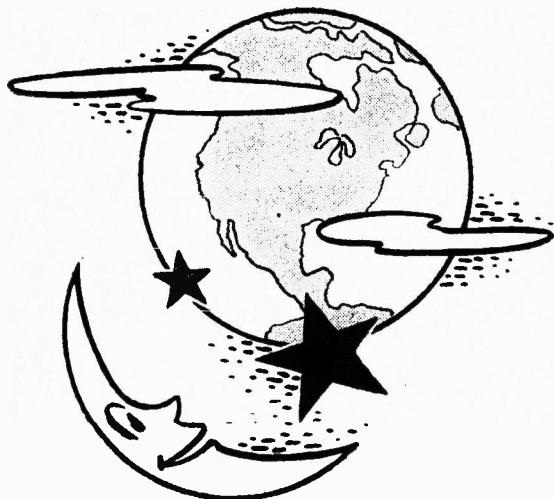
See us at the Convention or Write us concerning your 1942 Events.

SHOWMEN: With our New Program of Expansion in mind, see or write us if you have any worth-while ideas for new and unusual Attractions. We will be glad to finance any responsible Showmen with new ideas for feature attractions.

DENNY PUGH, Operator and General Manager.

JOE MURPHY, Business Mgr. MEL H. VAUGHT, General Agt.

Perm. Address: WORLD OF TODAY SHOWS, Box 566, Waco, Texas



NOW BOOKING

FOREMOST LIVESTOCK=AGRICULTURE=POULTRY EXHIBITS



THANKS

DENNY PUGH

and the **STATE FAIR OF TEXAS** for a very pleasant engagement
THE STATE FAIR OF TEXAS DE LUXE CONCESSIONS
DENNY PUGH, General Manager

CRIST C. AYRES, Assistant Manager; FRANK HALPIN, Secretary-Treasurer; PAUL JUHLEN, Superintendent of Stock, and Our Good Luck Charm "Booker"

ANDY MARKHAM

CONCESSIONS DeLUXE

GEAN AND DENA BERNI

BINGO DeLUXE

CRIST C. AYRES

ASSISTANT MANAGER

THE MUSKETEERS

Ned Torti
 Pat Purcell
 Bernie Mendelson

Sonny Bernet
 Jack Duffield
 Frank Joerling

MR. & MRS.
JACK KENYON

COOK HOUSE

BILL STEPHENS

"OSCAR FROM HOLLYWOOD"

MR. & MRS.
CHUCK MOSS

NAILS, BUCKETS AND
 CLOWN BALL GAME

MR. & MRS. JIMMY
LIBERMAN

Grab DeLuxe

MR. & MRS.
J. D. RIDER

Monkey Speedway

JOE END

"Dixie Bell Dolls"
 "Fuzzy Wuzzy Bears"

Lou Leonard
 Ham and Bacon Wheel

Sylva & Mickey Re
 Cigarette Wheel and Dart Store

Jack Lusher
 Southern Select Beer

Mr. & Mrs. Whitey Elliott
 Two Concessions

CHARLES GOLDING

Frozen Custard

Mr. & Mrs. Ernest Hobblit
 Cigarette Shooting Gallery and
 Milk Bottle Game

George & Hattie Howk
 "Bozo"

Mr. & Mrs. Jim Mace
 Rabbit Racer

Sam & Margaret Ansher
 Razzle Dazzle

Lucille & Nate Hirsch
 Ham and Bacon Wheel

Roy McCurdy
 Clothes Pin Store

C. B. Perkison
 Pan Game

Mr. & Mrs. Floyd Shankle
 Ham and Bacon Bingo

Mr. & Mrs.
 Melvin Westmoreland
 Roll Down

J. E. (Terrapin) Rees
 With It and for It

Johnny Kenlo
 Presents "We, the People"
 Illusion Show Sensation

Abe Hirsch
 Photo Gallery

Mr. & Mrs. Harold Pickett & Son Harold Jr.
 Root Beer Barrel

F. M. (Red) Egan
 Fish Pond and Photos



*Showmen
Entertainers
Concessioners
Exhibitors*

—FOR HELPING TO MAKE
OUR 1941 FAIR THE
LARGEST AND MOST
SUCCESSFUL IN HISTORY

NOW

ARRANGING
for

**SHOWS - RIDES - CONCESSIONS
AND ALL ATTRACTIONS FOR 1942**

NOW BOOKING ANYTHING NEW, NOVEL, AND UNUSUAL. TENTATIVE PLANS INCLUDE A BROAD EXPANSION OF ALL ACTIVITIES & EFFORTS TO MAKE NEXT YEAR'S EVENT AGAIN AMERICA'S MOST OUTSTANDING FAIR!

State Fair of Texas

HARRY SEAY
PRESIDENT

DALLAS

ROY RUPARD
SECRETARY



Government Exhibits

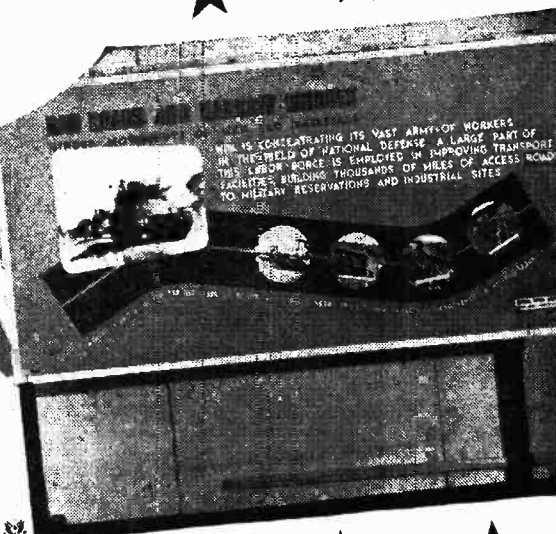
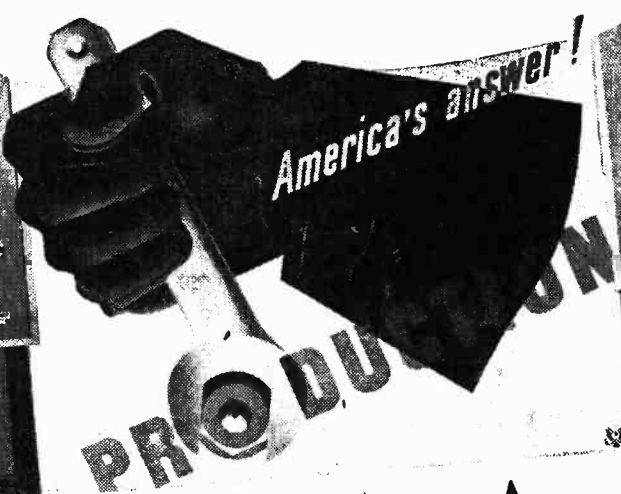
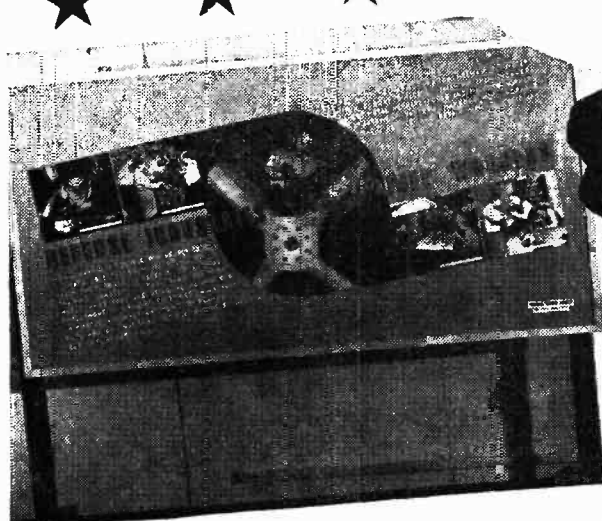
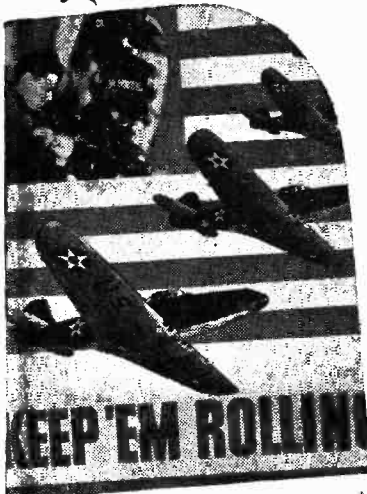
By EDGAR M. JONES

GOVERNMENT policy on exhibits at fairs and expositions is largely unsettled beyond the fact that there are to be an unusual number of exhibits available and that in 90 per cent of them the emphasis will be placed upon national defense. The direction taken by war in subordinating all national effort toward its prosecution has driven home the idea that modern war is all embracing. It is no longer a question of armed masses alone, but European experience has shown that total war is waged by arms, by economic means and even ideology.

It is for this reason that practically all departments and agencies of the federal government have their own parts to play in preparing the nation's defense. The army and navy and their auxiliary forces have a problem of preparing their men. The emergency agencies have the problem of increasing production of munitions and of controlling inflation. The Treasury has its own defense effort to pay for military preparations as well as goods produced for the Lend-Lease program, and also the Treasury has to promote the sale of Defense Savings Bonds. Then there is the contribution of the Works Progress Administration in building airports, strengthening bridges for passage of heavy tanks, widening roads for movement of troops and hundreds of other duties. The Federal Security Agency and the Public Health Service are pushing health programs to prevent epidemics which sap the strength of a nation at war or engaged in a war effort.

Some of these agencies look forward to the educational aid they obtain from fairs and expositions, while others are too uncertain of their plans to know just how they may employ the services offered by patriotic fair and exposition managers. In some instances known in Washington fair managers have written in to certain defense agencies offering space for exhibit purposes, but when told that no provision has been made for exhibits, the fair managers suggested the mailing of posters. Such is the case of the Office of Production Management, which has not yet worked out arrangements to show at fairs. The only things available so far are graphic posters which well-known artists have prepared. Fair managers in many cases have requested these so that they might post them about their exhibit buildings.

The Department of Agriculture exhibit office is functioning smoothly, and alteration of exhibit material is going on rapidly. Informal information indicates that for 1942 the U. S. D. A. will stress "Food for Defense" in about 80 per cent of its exhibits, following directions given by Secretary Claude R. Wickard, who writes on this theme elsewhere in this issue. Arrangements for fair bookings are being handled without much change in routine.



FAIRS CAN AND WILL DO A



These Are Just a Few of the Many

● AGRICULTURE

"Food for Defense" theme. Exhibits of all types showing any or all of the department's work. Address inquiries to J. W. Hiscox, Agriculture Exhibits Section, Extension Service, Department of Agriculture, Washington, D. C.

● COMMERCE

Educational panels, samples and models for industrial exhibits, describing work of Census Bureau, Bureau of Foreign and Domestic Commerce, National Inventors' Council and Civil Aeronautics Administration. Some defense themes. Conferences and Exposition Unit, Department of Commerce, Washington, D. C. Attention Harriet Sweet.

● ARMY

Dioramas showing service branches in action, posters, etc. Recruiting service trailers with personnel. Equipment loaned for display when possible. Address Exhibit Section, Bureau of Public Relations, War Department, Washington, D. C.

● CIVIL SERVICE

Defense problem in recruiting specialists for government service, 1,800 classifications. Panels, maps, charts, posters. Exhibits usually show specialists at work, but others can be arranged. Division of Information and Recruiting, U. S. Civil Service Commission, Washington, D. C. Attention Richard E. Sneider.

● NAVY

A few exhibits showing navy at work and recruiting exhibits with personnel. Officer in Charge, Naval Recruiting Bureau, 90 Church Street, New York City.

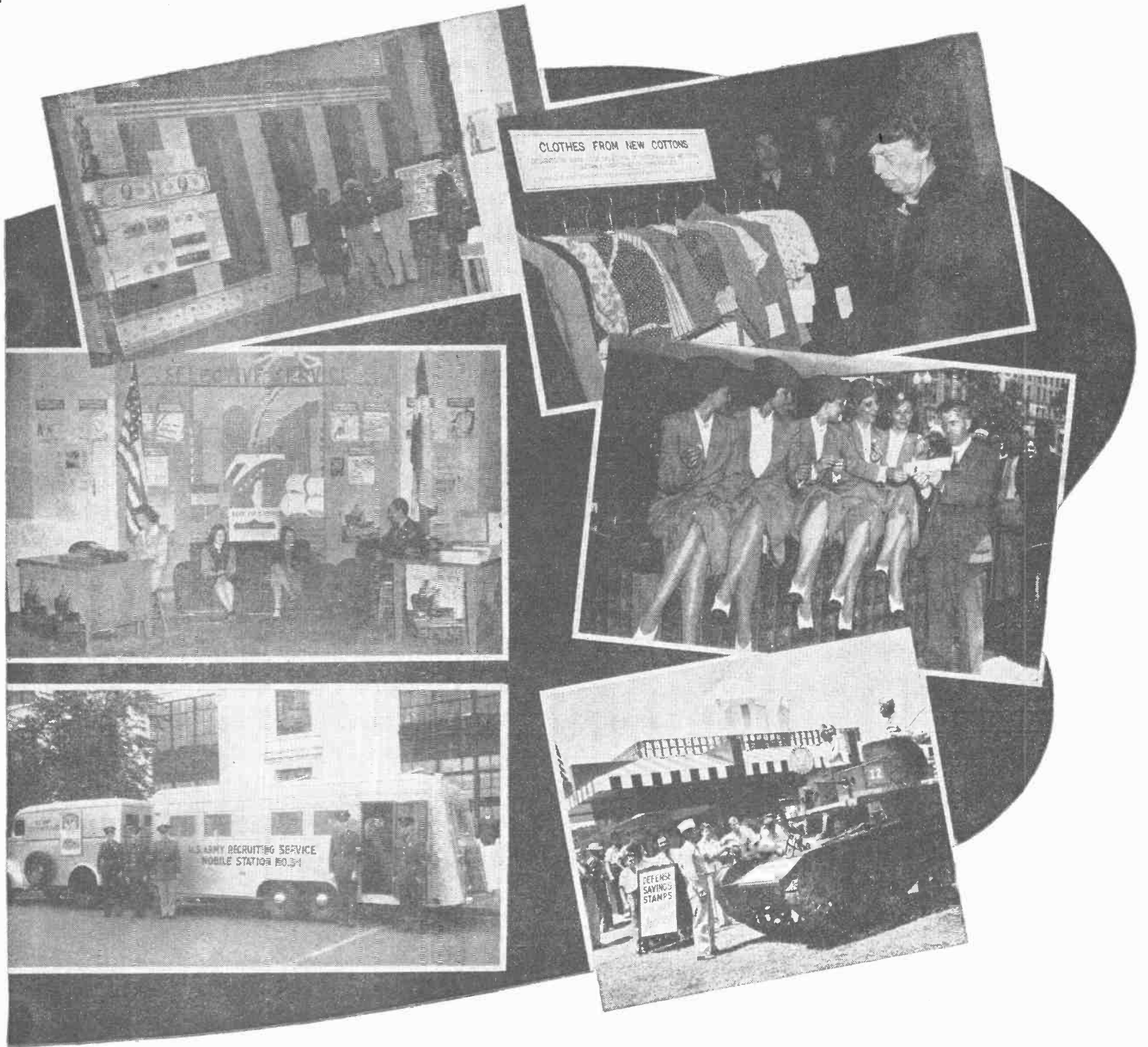
● SECURITY

Social Security Act and scope of benefits explained by panels, etc. Max Stern, Director of Information, Social Security Board, Washington, D. C.

● HEALTH

Exhibits, pamphlets and posters on health protection and crusade against disease. Dr. E. R. Coffey, assistant to the Surgeon General, U. S. Public Health Service, Washington, D. C.

SELLING JOB FOR AMERICA!



Government Exhibits Available for Fairs

● LABOR

Dioramas, panels, dimensional exhibits, some with motion, on defense role of labor. Exhibits all sizes, showing work of Conciliation Service and Children's Bureau. Margaret A. Klein, Supervisor, Office of Exhibits, U. S. Department of Labor, Washington, D. C.

● EMERGENCY

Steps are being taken for clear-cut active plans for exhibits in 1942. Work of OPM, Price Administration, Civilian Defense Administration (air raid wardens, etc.) and other defense organizations clear thru this office. Director of Information, Office for Emergency Management, New Social Security Building, Washington, D. C.

● RED CROSS

Panels showing Red Cross role in war—facilitating mail and packages for war prisoners, first aid, blood banks, etc. Nurses Aid Corps or local chapters co-operate with personnel for booth. G. Stewart Brown, Director of Information, Headquarters of American Red Cross, Washington, D. C.

● TREASURY

Defense Savings Bonds' booth for selling Defense Stamps and distributing literature. Armed service usually co-operates by sending soldiers, sailors, marines and coast guardsmen with equipment to Treasury exhibits. Vincent F. Callahan, Defense Savings Staff, Washington, D. C.

● WOMEN

Five 20-by-30-inch panels suitable for table display, shipping weight 50 pounds, showing women at work in World Wars I and II; also safety standards for women. Mary V. Robinson, Public Information Director, Women's Bureau, Department of Labor, Washington, D. C.

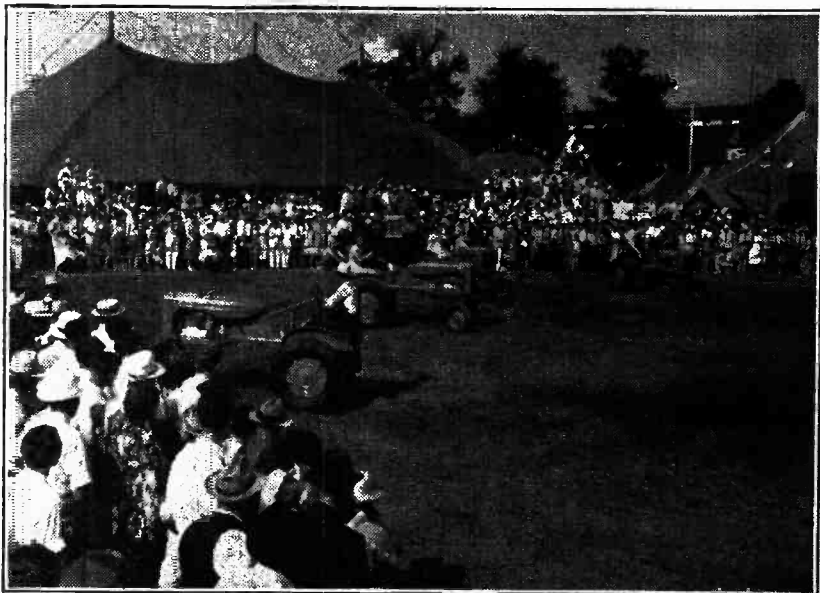
● WORKS

Defense contributions of WPA in building airports and construction work at defense outposts. Some demonstrations. Skilled workmen assemble and install exhibits. Earl Minderman, Director of Information Division, Works Projects Administration, Washington, D. C.

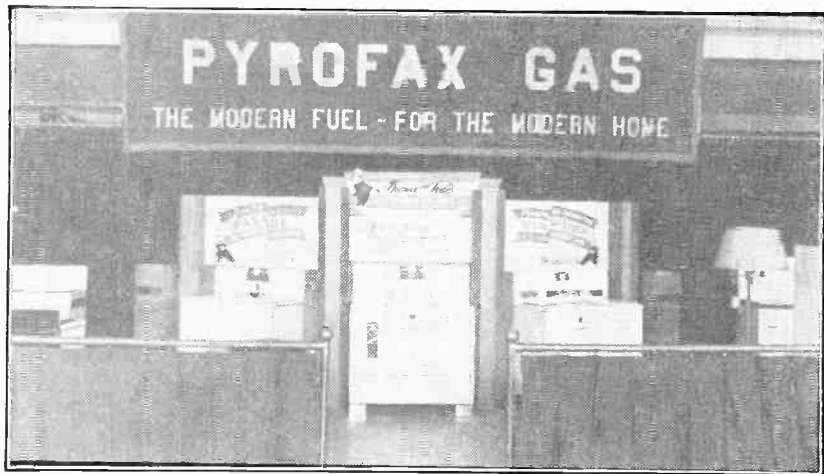
Selling Thru Fairs

Huge marts attended by millions annually offer outlets for products in wide variety and are important in value of spot sales and in desire for merchandise shown. Big and little exhibitors and sales organizations take advantage of fact that agricultural events are better advertised to draw crowds than any single display could be. Nationally known firms have profited by remaining in the picture.

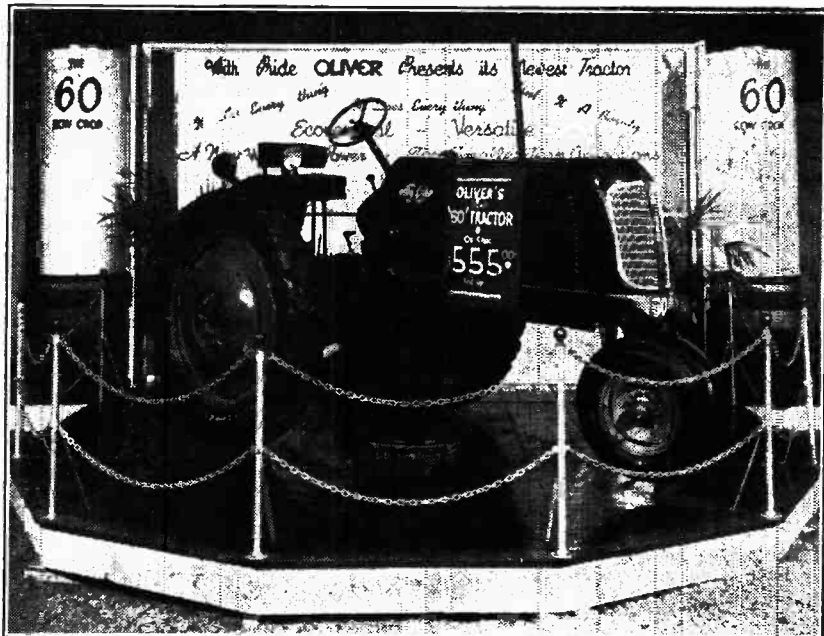
By NAT GREEN



FARM FOLKS like to watch demonstrations of farm equipment. Allis-Chalmers Company puts on a tractor demonstration that always has an interested audience and is a strong sales stimulant.



AMERICAN STOVE COMPANY dresses up its heating exhibits with an eye to attracting the women and holds the attention of spectators with practical demonstrations.



OLIVER FARM EQUIPMENT COMPANY does a bit of dramatizing in its showing of tractors and other equipment.

"GET away from me, boys; you bother me!" Does that line, made famous by Clyde Hager, who has been doing a pitchman skit in vaudeville for years, bring to mind scenes you have witnessed on fair-grounds? It should, because at practically every fair, large or small, you'll see pitchmen working and at some stage of their pitch they are pretty sure to pull some variation of the Clyde Hager quip. Just how many pitchmen work the fairs nobody has ever taken the trouble to figure out, but there are several thousand of them, and they constitute one facet—the most picturesque—of the many-sided market which the fairs provide their clientele of millions of people.

The topic "Selling Thru Fairs" cannot be adequately covered in one article—or three. Fairs span the entire marketing field, from the little fellow with a few dollars invested in tripe and kiester to multi-million-dollar manufacturers with \$100,000 exhibits housed in huge permanent buildings. Perhaps more important than the millions of dollars' worth of merchandise sold are the less tangible but vitally important "sales" of ideas and service—the real reason for the existence of fairs. But more about this later!

Market Possesses Immensity

Wherever crowds are gathered, there is to be found a huge market for a variety of products. Some idea of the immensity of the fair market may be gleaned from published attendance figures. Starting at the top, there is the Canadian National Exhibition with more than a million and a half attendance; then there are half a dozen fairs ranging from 450,000 to 750,000 each; a score that go from 250,000 to 400,000; several hundred drawing from 100,000 to 200,000, and more than a thousand ranging from 15,000 to nearly 100,000 each, for a grand total of perhaps 65,000,000 who attend fairs each season. Such a market is important not only for its volume of actual spot sales, but to a much greater extent for future sales to customers developed thru the influence of exhibits that create a desire for the merchandise shown.

The casual observer is apt to regard the little fellows—those having maybe a novelty stand, a hot-dog concession or a juice joint—as unimportant in the market group. But it requires no elaborate figuring to determine that several thousands of these stands will in the course of a three or four-month season roll up a gross of hundreds of thousands of dollars. Take the second day of this year's Wisconsin State Fair at Milwaukee as a concrete example. On that day the attendance was 122,000, and the owner of a string of eating stands used three tons of ground meat—enough to make 48,000 hamburgers, and in addition sold two tons of frankfurters. Discounting these figures some 35 per cent, for the sake



NOT ALL of the merchandising at fairs is of a serious nature. The folks are on a holiday and the carnival spirit is reflected in their buying. Here is pictured a mentalist giving a demonstration preparatory to selling horoscopes, in which a thriving business is done.

of argument, the 2,200 fairs of the country would on the same basis use a total of more than 2,000,000 pounds of hamburger and 1,000,000 pounds of frankfurters. But this tells only part of the story. The Milwaukee figure was for only one string of stands. There were scores of other stands on the grounds, selling lunches and dinners. Add these and the figures go still higher. Include the soft drink stands and the novelty stands selling canes, caps, pennants, jewelry, toys and other small merchandise, and the gross mounts to astounding figures. The manufacture of all this merchandise and the preparation of these huge quantities of food and drink call for the employment of large numbers of workers. So, after all, the "little fellows" who play the fairs are an important cog in the economic life of the country.

Tapped by Big Exhibitors

While the aforementioned items are important, they are more or less incidental to the chief markets which the fairs represent—the markets tapped by the big exhibitors, many of whom are of national and international importance. Altho the larger exhibitors confine themselves mainly to the State and large district fairs, their products are represented at hundreds of the smaller fairs thru exhibits sponsored by their local dealers. Farm machinery holds top place at both large and small fairs. This is but natural, as the bulk of attendance comes from the farms. But the needs and wants of the rural population are not fundamentally different from those of the cities, and exhibits cover every need of the home; not only the practical everyday needs, but cultural needs as well. Art and music courses; books, radios and phonographs, pianos and other items that cannot be classed as necessities attract just as much interest and attention as refrigerators, lighting systems, machinery and other strictly necessary farm and home equipment.

Aside from being a huge market for merchandise of all kinds, the fairs have been one of the greatest factors in building up the demand for pure-bred horses, cattle, sheep, swine and poultry. Co-operating with the agricultural colleges, the 4-H Clubs, Future Farmers of America and other such organizations, they have helped to raise the standard of all kinds of farm products and thus have increased farm income by millions of dollars.

One of the interesting developments in exhibits at fairs is the interest shown by many public service corporations, which have awakened to the fact that the fair offers an ideal means of building good will and increasing business. An excellent example is the Ohio Bell Telephone Company. An official of the company had observed that it is often difficult to get telephone service on fairgrounds. This observation led to the establishment of a novel telephone service at fairs. The company built a "public telephone trailer" which it furnishes to fairs in its territory free of cost. Its schedule this year included 11 fairs, among them the Ohio State Fair at Columbus.

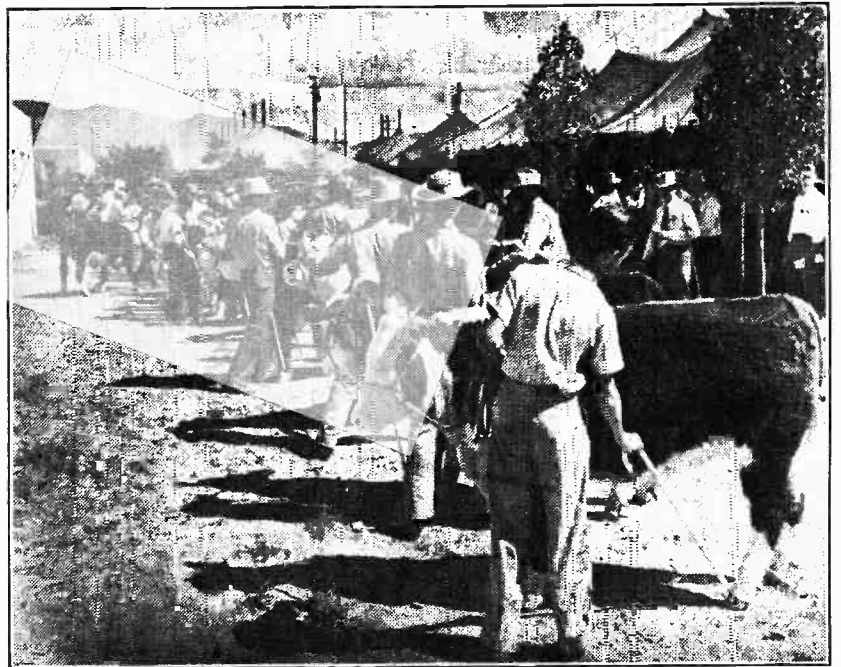
"The trailer," says Harry Butler, news representative of the Ohio Bell company, "is equipped with three public telephone booths and a switchboard, with an operator on duty during fair hours to make change, furnish desired information and complete calls to and from the trailer. When the trailer pulls onto a fairgrounds, the only operation necessary to place the telephone service in operation is to connect with the nearest telephone lines. The trailer's telephones are equipped to operate with any type telephone system—magneto or common battery, manual or dial. In addition to facilitating telephone service at fairs thruout the State, the trailer is used to furnish service for public events such as football games and golf tournaments. It can also be used to furnish emergency service during floods and other disasters."

The Ohio Bell vehicle, 25 feet long and seven feet wide, is of the two-wheel type, directly attached to the tow-car by a cantilever device. The shell is entirely of metal, finished in two colors. On the roof is a

(Continued on page 64)



THE TELEPHONE companies have found that they can build good will and new business by demonstrating their service at fairs. Their portable telephone trailer serves thousands of people at State and county fairs.



FAIRS are an important market for pure-bred livestock. Here is shown a group of prize cattle exhibited at the New Mexico State Fair by the 4-H Club boys who raised the stock.



ELCAR COACH COMPANY dramatizes its product by demonstrating the small amount of power needed to draw an Elcar trailer. Eskimo dogs give a touch of novelty and showmanship.



IT DOES not require a lot of entertainment to attract and hold a crowd at an exhibit. Here a single clown does the trick at a Minnesota State Fair exhibit.

These ATTRACTIONS

*Tops in
thrill
acts*

CHARLIE

54 W. RANDOLPH ST.

THE GREAT KNOLL

America's
Classiest Aerialist
—120 ft.—

MARION LINWOOD
presents
**SENSATIONAL
MARIONS**

Now Playing Hawaiian Islands
Season's Greetings!
Aloha!
—115 ft.—

4 AERIAL APOLLOS 4

Ace of High Acts
—125 ft.—
Jack Brick, Manager

THE CORRÉA GIRLS

Brazilian Aerialists
The Crowd Waits for This Act

LA BLONDE TROUPE

Comedy Bars

SIX CRESSONIANS

First Act To Do a Double
Somersault Into Barrel
From Teeterboard

BEAUTIFUL DELORES

100-Foot Swan Dive
FIRE INTO FIRE

America's Youngest
Diving Star

GREAT GREGORESKO

The Man
Who Hangs Himself
and Lives!

BERNETT-PARKE TRIO

Variety of
Novelty Features in
Acrobatics

Jack Ferdie's "SALUTE TO VICTORY"

Cavalcade of Girls

TAMEZ TROUPE

Pan-American
THRILLS

RAYMOND MELZORA and his FLYERS

World's Greatest Aerial
Comedian

FOR THE *Best* BY *Test* SEE *Charlie*

managed exclusively by

ZEMATER

CHICAGO, ILLINOIS

*Outstanding
comedy
acts*

MILO LINWOOD

presents

3 MILOS 3

Miles in the Air

— 135 ft. —

MILO LINWOOD

presents

Sensation of High Acts

THE
SKY LARKS

Breath-Taking
— 115 ft. —

Mons.

BEN MOUTON

On a Rigging That
"Literally Pokes Its
Nose Into the Skies"

— 125 ft. —

5 CYCLING KIRKS 5

Family

on

Wheels

Sensational

WISHARDS

Flying—Casting

New and Different

LOS
AEROS

Aeroplane

Gymnastic

Novelty

Capt.

DICK CLEMENTS
JUNGLE BEASTS

An Act That Holds Your

Crowd Spellbound

HAPPY
MAXWELL

America's Funniest

THRILL CLOWN

Booked Again for 1942
3d Season With B. Ward Beam

Captain

GEORGE WEBB

90-Foot Dive Into Special
Webbing

LAMONT'S BIRDS

World's Greatest
Bird Act

Cockatoos

Macaws

BOB KING

DEVIL DRIVERS

World's

Newest THRILL SHOW

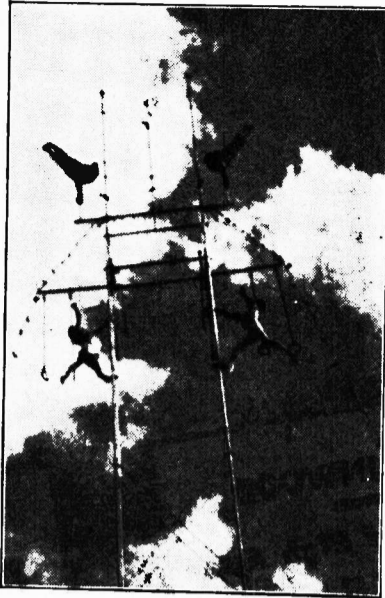
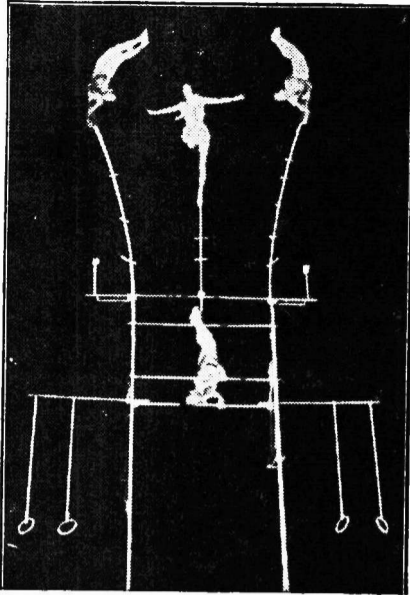
FOOTLIGHT
FLASHES

Gorgeous Star Revue



FOR THESE *Outstanding Attractions*

ACE OF THRILLERS



FOUR AERIAL APOLLOS

Featuring

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

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

CHARLIE ZEMATER

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10 SHOWS.
MODERN LIGHTING,
SHOW ENTIRELY
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RIDES— SUPER ROLL-A-PLANE
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SHOWS— MOTORDROME.
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Stores that work for ten
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ACTS— SENSATIONAL ACTS.
What have you to offer?

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Winter Quarters, Riverhead, Long Island

Program for IAFE Convention Sessions

The 51st Annual Meeting of the International Association of Fairs and Expositions, November 30-December 3, 1941, Hotel Sherman, Chicago

Sunday, November 30

10 a.m.—Meeting of the IAFE board of directors.
1:30 p.m.—Annual memorial service of the Showmen's League of America in Bal Tabarin, Hotel Sherman.
4 p.m.—Advertising Clinic—Judging of Printed Matter.

Monday, December 1

10:30 a.m.—Advertising Clinic in Louis XVI Room. Henry Lund, Minnesota State Fair, chairman; John D. Zook, Ohio State Fair, secretary. Announcement of awards for the 1941 Advertising Exhibit. This year's advertising exhibit as seen by the judges. Open discussion.

1:30 p.m.—Round Table Discussion. **Daily Newspapers**, Clive R. Lane, Kansas Free Fair; **Weekly Newspapers**, E. Paul Jones, State Fair of Texas; **Outdoor Advertising**, Gordon Crump, Wisconsin State Fair; **Radio**, John D. Zook; **General Publicity**, Henry Lund; **Advertising Agencies**, L. R. Fairall, Iowa State Fair. Open Discussion Topics—Promotions and Contests.

2 p.m.—Annual meeting of International Motor Contest Association, Ralph T. Hemphill, Oklahoma State Fair, president; Arthur R. Corey, Iowa State Fair, secretary.

3 p.m.—Annual meeting of Middle West Fair Circuit, Charles W. Green, president.

6 p.m.—Reception and buffet supper open to fair men and their wives. Hon. Samuel S. Lewis, York Interstate Fair, chairman.

2 p.m.—Association of County and District Fairs meeting in Room 116, E. W. Williams, Manchester, Ia., chairman; James F. Malone, Beaver Dam, Wis., vice-chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary. **Wisconsin's Concession Regulations**, James F. Malone; **Attendance Analysis**, A. W. Lombard, Boston; **Motion Pictures as a Medium of Study**, Pete H. Smith, Plainview, Tex.; **Regional Meetings During the Year**, W. H. Clark, Franklin, Ind.; **Monthly Bulletins**, Mrs. Don A. Detrick; A. W. Lombard; **Legislation and How We Handle It**, Edward G. Vollman, Stockton, Calif.; **Accomplishments of Mississippi Association of Fairs**; J. M. Dean, Jackson; **Interesting More People in Fair Music**, Albert P. Stewart, La Fayette, Ind.; **The State Department of Agriculture and How It Can Co-Operate**, Mrs. Don A. Detrick; **The Planning of Our Convention**, E. W. Williams, James F. Malone, A. W. Lombard, W. H. Clark, Mrs. Don A. Detrick, Charles B. Ralston, Staunton, Va. Election of officers.

Tuesday, December 2

10 a.m.—Louis XVI Room. President Charles W. Green presiding.

Welcome to Chicago, B. H. Heide, secretary-manager, International Livestock Exposition, Chicago.

Response, Vice-President Harold F. DePue, manager, Grand National Livestock Exposition, San Francisco.

Introduction and acceptance of new members.

Report of classification committee, Arthur R. Corey, chairman.

Report of board of appeals, Phil Travis, Tennessee State Fair, Nashville.

Report of government relations committee, Charles A. Somma, chairman, Virginia State Fair, Richmond.

Report of board of directors, Frank H. Kingman, secretary.

Report of auditing committee, Douglas K. Baldwin, chairman, Alabama State Fair, Birmingham.

Report of Advertising Clinic, John D. Zook.

Report of Association of County Fairs meeting, Mrs. Don A. Detrick.

Appointment of committees—Resolutions committee, nominating committee.

Annual address by the president.

12 Noon—Past Presidents' Club Luncheon, L. B. Herring Jr., chairman.

2 p.m.—President Green presiding.

Concession Clinic, C. G. Baker, Oklahoma State Fair, chairman; Dr. J. S. Dorton, North Carolina State Fair, secretary.

Lunch and Refreshment Stands, Harry J. Frost, Minnesota State Fairs; **Carnivals**, Phil C. Travis; **Merchandise Games**, Henry W. Beaudoin, Mid-South Fair; **Exclusive Privileges**, Douglas K. Baldwin; Open Discussion Topics; **New Attractions for Grandstand Shows**, Win H. Kinnan, Ohio State Fair; Kenneth Hammaker, California State Fair.

Wednesday, December 3

10:30 a.m.—President Green presiding.

Defense Exhibits, Samuel S. Lewis; **A Modernized Agricultural Exhibit**, Paul Smith, New York State Fair; **Night Clubs—A New Attraction for Fairs**, Mrs. Ethel M. Simonds, Oklahoma Free State Fair, and Bernard J. Youngblood, Michigan State Fair.

1:30 p.m.—President Green presiding.

Exhibition Space Clinic, C. B. Afflerbaugh, Los Angeles County Fair, chairman; Henry W. Beaudoin, vice-chairman; Harry W. Fitton, Midland Empire Fair, secretary.

Report of resolutions committee.

Election of Officers.

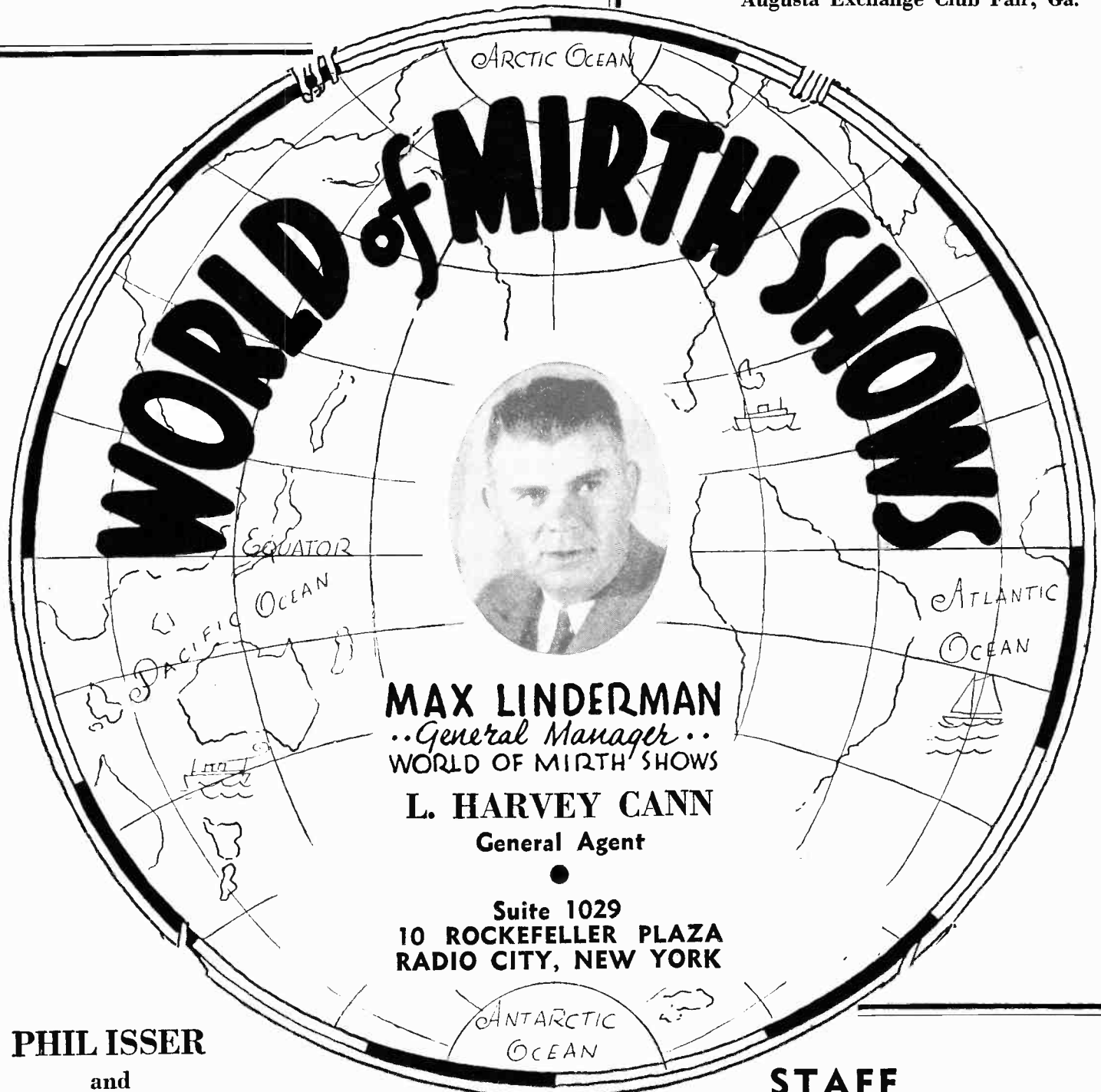
6:30 p.m.—The 29th Showmen's League Banquet and Ball, Grand Ballroom, Hotel Sherman.

THE MARCH OF MIRTH

Higher taxes . . . President Roosevelt's stirring appeal for the three-shift day . . . Billions for defense . . . The nation's production centers operating at dazzling speed . . . Youth answering the age-old call . . . And the whole population girding its loins so that Freedom and the American way may continue uninterruptedly . . . The March of Mirth, symbolized by the World of Mirth Shows, provides the very quality needed to instill morale and inspire unity. . . . For it's World of Mirth amusements that act as a tonic and a pick-up as the country's millions work so that mankind can once again hold its head high . . . 1941, the season that produced record-breaking grosses for World of Mirth. Thanks, Fairmen, for giving us opportunity to achieve that. See you in Chicago.

FAIRS

Central Canada Exposition, Ottawa
 Champlain Valley Exposition,
 Essex Junction, Vt.
 Vermont State Fair, Rutland
 Brockton Fair, Mass.
 The Great Allentown Fair, Pa.
 Virginia State Fair, Richmond
 Cleveland County Fair, Shelby, N. C.
 Winston-Salem-Forsyth County Fair,
 North Carolina
 North Carolina State Fair, Raleigh
 South Carolina State Fair, Columbia
 Southern States Fair, Charlotte, N. C.
 Anderson County Fair, S. C.
 Augusta Exchange Club Fair, Ga.



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..General Manager..
 WORLD OF MIRTH SHOWS
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PHIL ISSER

and

JACK GILBERT

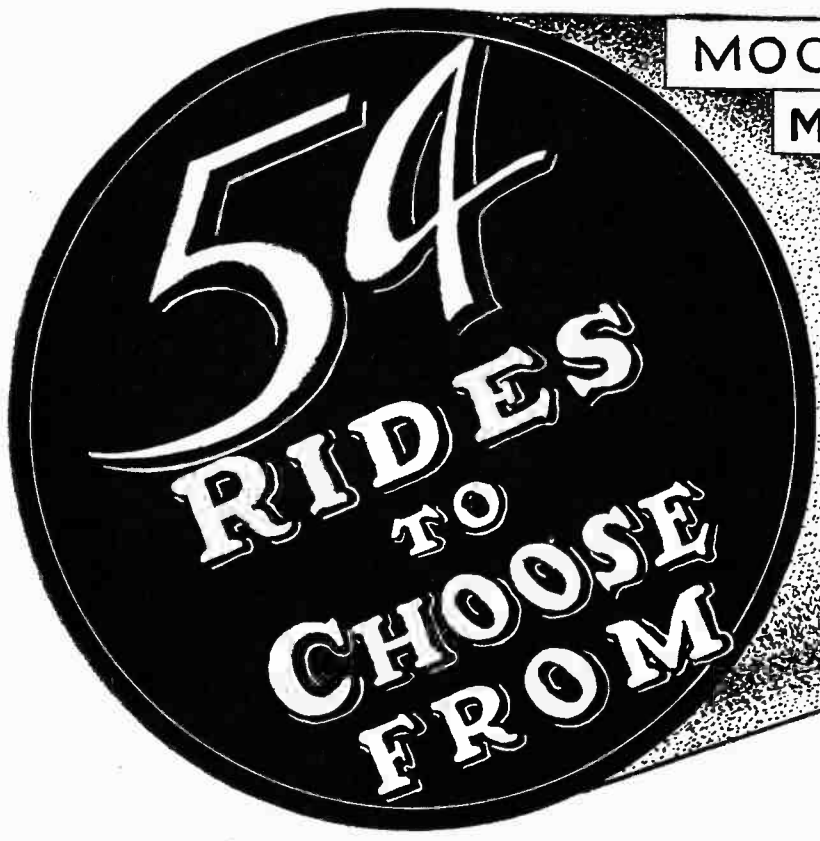
Operators of World of Mirth Concession Department. Featuring, as usual, the Best of Everything in Merchandise. Thanks to the Fairs on the W. of M. Circuit.

STAFF

MAX LINDERMAN, General Manager
 L. HARVEY CANN, General Agent
 FRANK BERGEN, Asst. Gen. Mgr.
 RALPH W. SMITH, Secy.-Treas.
 MRS. DONALD MURPHY, Asst. Secy.
 JIM McHUGH, Press Representative
 NEIL GEARY, Radio Representative
 GERALD SNELLENS, Contracting Agt.
 ALBERT FEINSTEIN, Office Assistant

J. L. EDWARDS, Chief Electrician
 RONALD DRIVER, Assistant
 WALLACE A. COBB, Trainmaster
 LEON A. REEVES, Scenic Artist
 HARRY HAUCK, Mechanical Supt.
 CHARLES KIDDER, Construction Supt.
 L. H. BOWE, Ticket Supt. & Postmaster
 MOR LEWINSKI, M.D., Physician

WINTER QUARTERS • 7th and Dinwiddie Streets • or Wm. Byrd Hotel • RICHMOND, VIRGINIA



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ROLL-O-PLANES

LOOP-O-PLANES

LEAPING LENAS

KIDDIE RIDES

MERRY-GO-ROUNDS

CHAIR-PLANES

WHIPS

MID

SO

ASK any showman—rides ARE the backbone of the Midway. Plan to make your Midway next season a real crowd-getter by contracting NOW for your rides.

Rides are fun for young and old—and we've the most complete selection of rides available to please every age group. We own and operate, among our many rides, four Moor Rockets and eight Tilt-A-Whirls, which have proven to be top money-getters. Every piece of equipment is in first-class shape. Special lighting effects are available to give your rides that added flash that attracts customers from all parts of the grounds.

Thrills for all who want them! Rides are crowd-getters, till-tilters! Write us today for our complete list—then choose the rides you want . . . or visit our new Winter Quarters at La Grange, Illinois (30 minutes from the Sherman Hotel) while at the Convention.

In 1941, we played 217 locations. This speaks for itself. To our many friends, Fair and Celebration secretaries and associates, we thank you all for your very fine cooperation and assistance in making 1941 one of our best years.



MILLER AMUSEMENT ENTERPRISES

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La Grange 5044



Only 30 minutes
from the
Hotel Sherman

Statistical Directory of Leading Fairs

... An alphabetical list by States incorporating facts and figures on size and attendance with emphasis on box office and attractions. Effort has been made to present the financial and entertainment and general aspects of fairdom.

ALABAMA

Alabama State Fair

Birmingham, Ala.

Attendance:
1940 343,558 1941 347,423

Attractions:
Grandstand—55c. *Fireworks, Revue, Vaudeville, Auto Races*—2 days. *Automotive Thrill Days*—2.
Carnival—Organized. Gross, \$80,-178.52.

Administration:
J. Warren Leach, president; Douglas K. Baldwin, secretary-manager.
(Above prepared from files of *The Billboard*.)

North Alabama State Fair

Florence, Ala.—September 14-20, 1942.

Attendance:
1940 29,000 1941 42,000

General Information:
Gate Admission: 40c day and night.
Gate Revenue—1940: \$ 6,600.
1941: \$10,000.
City or County Aid—\$1,200 (Chamber of Commerce).
Total Cash Premiums Paid—Exhibits: \$900.
Plant—Acreage—28, 2 miles from city. 1941 improvements—New parking lot and ticket office.
Total 1941 Receipts—\$15,200.
Expenses—\$10,800.

Attractions:
Grandstand—Day, free; Night, 10c and 25c. Total attendance—1941: 22,629. Receipts—1941: \$1,457.90. Expenses—1941: \$2,234.62. *Fireworks, revues, rodeos, vaudeville and horse shows.*
Carnival—Organized and independent. Gross, \$7,300. Fair's share, 15 per cent. plus \$10 concessions.

Administration:
J. T. Flagg, president; C. H. Jackson, secretary; B. L. Nabors, superintendent of concessions; Dr. E. R. Braly, director of attractions; J. Roy Taylor, superintendent of building exhibits and commercial space.
Fair was started in 1935 and interest has increased each year, with 1941 breaking all previous records.

CALIFORNIA

Fresno Dist. Fair and Horse Show

Fresno, Calif.—October 6-11, 1942.

Attendance:
1940 132,193 1941 146,193

General Information:
Gate Admission: 50c day and night.
State Aid—\$47,312 (pari-mutuel funds).
Total Cash Premiums Paid—Purses: \$20,500.
Plant—Acreage—138, two miles from center of city. Improvement costs—\$680,000 during the last four years for new grandstand, machinery building, 18 horse barns, livestock pavilion, concession stands, underground and overhead illumination system, 3,500-seat theater and paving of streets.
Total 1941 Receipts—\$17,000 approx. (For concessions and commercial space).

Attractions:
Grandstand—50c day and night. *Vaudeville, brass and dance band, Horse show*—6 nights. *Harness and running races.*

Administration:
T. A. Dodge, secretary-manager; Louis Merrill, exhibits-publicity. *State Convention Delegates*—T. A. Dodge, Louis Merrill.
This fair will celebrate its 50th anniversary in 1942.

Imperial County Fair

Imperial, Calif.—March 7-12, 1942.

Attendance:
1940 58,341 1941 54,664

General Information:
Gate Admission: 25c and 10c, day and night.
Gate Revenue—1940: \$5,641.50
1941: \$5,243.20
State Aid—\$62,000 (estimated).
Total Cash Premiums Paid—Exhibits: \$9,890.39. Purses: \$350.
Plant—Acreage—80. Total cost 1941 improvements—\$60,000 for addition to grandstand and new rest rooms.
Total 1941 Receipts—\$76,080.74.
Expenses—\$69,524.27.

Los Angeles County Fair

Pomona, Calif.

Attendance:
1940 728,892 1941 800,249

General Information:
Gate Admission: 50c day and night.
Period—17 days.
Premiums—About \$200,000.

Attractions:
Grandstand—50c-\$1. *Fireworks, Revue, Name Acts, Vaudeville, Horse Show, Running Races*—14 days (pari-mutuels). *Total Handle*—1941: \$3,-479,876; 1940: \$2,550,205. *Harness Racing*—3 days. *Acreage*—268. *Carnival*—Organized.

ville, Name Acts, Bands, Horse Racing—10 days (pari-mutuels). *Total handle*—1940: \$559,700; 1941: \$725,000.
Carnival—Organized. Gross, \$23,000.

Administration:
Kenneth R. Hammaker, secretary; Tevis Paine and P. A. Van Dusen, directors of attractions; Tevis Paine, superintendent of concessions.
(Above prepared from files of *The Billboard*.)

Grand Nat'l Livestock Exposition

San Francisco, Calif.—November 15-22, 1941.

General Information:
Gate Admission: 50c day and night.
State Aid—\$100,000.
City or County Aid—\$50,000.
Plant—Acreage—54, six miles from center of city. Total cost of 1941 improvements—\$120,000.

Attractions:
Grandstand, night only, Rodeo, vaudeville, horse show and band.

Administration:
George N. Keystow, president; Harold F. DePue, general manager.
Annual Meeting—San Francisco.
This is the first show held.

San Joaquin County Fair

Stockton, Calif.—August 21-30, 1942.

Attendance:
1940 113,167 1941 142,744

General Information:
Gate Admission: 50c day and night.
Total Cash Premiums Paid—Exhibits: \$27,725. Purses, \$43,000.
Plant—Acreage—110, one mile from center of city. Total cost 1941 improvements—\$150,000 for Junior fair building and concession stands.

Attractions:
Grandstand—50c day and night. Total attendance—1941: 54,207. Night receipts: 48 per cent. *Fireworks, revue, vaudeville, special attractions, horse show and dance bands, Harness Races*—9 days. *Running Races*—8 days. *Pari-mutuel handle*—1941: \$279,163. *Carnival*—Organized.

Administration:
D. D. Smith, president; E. G. Vollman, secretary; L. Celestini, superintendent of concessions, building exhibits and commercial space; Jack McFarland, director of attractions; Frank Liegenger, race secretary.
Annual Meeting—Stockton, Calif., November 26, 1941.
State Association Member—20 years.
Fair was started in 1919 and was the first fair held in the county after a lapse of 15 years. It has grown to the point where the plant is now appraised at \$1,000,000. Has both mile and half-mile tracks and permanent facilities for housing all kinds of livestock and agricultural exhibits. Annual poultry show is the largest in the West.

COLORADO

Colorado State Fair

Pueblo, Colo.

Attendance:
1941 148,000

General Information:
Gate Admission: 50c day; 25c night. *Grandstand*—75c-\$1 day; 50c-\$1 night. *Fireworks, Rodeo, Carnival*—Organized.

Administration:
Ray H. Talbot, president; John M. Addington, vice-president and secretary; Frank H. Means, manager.
(Above prepared from files of *The Billboard*.)

(Continued on next page)

A Word About the Directory

THIS is The Billboard's Second Annual Statistical Directory of Fairs and, like the first, published last year in connection with the Golden Jubilee of the IAFE, does not pretend to be exhaustive in its figures or analyses. Nevertheless the editors believe it to be far more practical in that the weight is upon box office and attractions. At the same time other vital statistics have been included. In short, an attempt has been made to furnish a picture of fairdom on two fronts: 1. General. 2. Financial and Entertainment.

"Paid" attendance has been indicated wherever this fact is known or has been specified by those responding to the survey. Otherwise, attendance is to be regarded as "gross." Fastidious readers will note slight discrepancies between data presented last year and the figures shown herein. It is inevitable that this should occur because many 1940 figures were revised and audits checked and rechecked by the fairs themselves after publication of the Directory of 1940.

Some information has been "estimated" or "approximated" due to various reasons, of which the following are typical:

Spencer, Ia.—"Estimated pending completion and audit of books."
Huron, S. D.—"Estimated, records not complete."
Saskatoon, Sask., Can.—"(Expenses) not prepared yet."
Chippewa Falls, Wis.—"Books not closed until November 10."
Muskogee, Okla.—"These items (income, expenses) not ready for publication until end of fiscal year, November 30."

Symbols in the "Auto Racing" bracket, such as AAA, CSRA, IMCA, etc., refer to the sanctioning body—American Automobile Association, Central States Racing Association, International Motor Contest Association.

Readers so inclined are referred to the 1940 compilation for the history of fairs, statistics on exhibits and other data not found practical to repeat this year.

The Billboard expresses its grateful appreciation to Frank H. Kingman, secretary of the International Association of Fairs and Expositions, for his valuable help in connection with the questionnaire which made this Directory possible, and to the fairs and State associations for their co-operation.

The editors will welcome suggestions and criticism—from these "checks and balances" may some day grow a compendium which would tell everything about fairdom that everyone requires for his particular pursuit in relation to that great industry.

Attractions:

Grandstand—50c day, 25c night. Total attendance—1940: 32,000; 1941: 28,000. Receipts—1940: \$3,200; 1941: \$2,500. Expenses—1940: \$2,250; 1941: \$2,100. Night receipts 45 per cent. *Vaudeville, special attractions, horse show, brass band and dance orchestra, Running Races*—4 days. *Carnival*—Organized. Fair's share, \$1,750 flat rate.

Administration:

O. E. Pitzer, president; D. V. Stewart, secretary and superintendent of concessions; John de Paoli, director of attractions; Art Sinclair, superintendent of building exhibits and commercial space; Ray Sherry, race secretary.
Meetings—2d Thursday of each month.
State Convention Delegate—D. V. Stewart.
State Association Member—10 years. Fair was started in 1929.

Administration:

C. B. Afferbaugh, secretary; E. C. Middleton, superintendent of concessions.
IAFE Member—2 years.
IAFE Delegate—C. B. Afferbaugh.
(Above prepared from files of *The Billboard*.)

California State Fair

Sacramento, Calif.

Attendance:
1940 713,625 1941 748,393

General Information:
Gate Admission: 50c day and night.
Gate Revenue—1940: \$99,383.
Total 1941 Receipts—\$578,064.
Expenses—\$567,897.

Attractions:
Grandstand—50c day and night. Amusement budget, \$50,000. Talent budget, \$37,000. Grandstand attendance (night), 97,009. Dancing, 16,880. Horse Show, \$38,088. *Fireworks, Revue, Vaude-*

IT'S

OK!!!

OKLAHOMA STATE FAIR AND EXPOSITION

RALPH T. HEMPHILL, Sec.-Mgr., OKLAHOMA CITY

The 1941 season proved that Fairs and Expositions have their place in the national defense scheme by encouraging improved livestock and agriculture through competitive displays. Our record-breaking increase in attendance and exhibits this year is conclusive evidence of the need for progressive continuance of Fairs and Expositions through these troublesome times.



AMERICA'S Biggest FREE FAIR

During the past decade, under its present aggressive management, the Kansas Free Fair, Topeka, has taken its rightful place as one of the major fairs of the nation.

Showmen, concessionaires, exhibitors and patrons of the annual exposition agree that this annual livestock and agricultural exposition is, indeed, worthy of the mighty empire it pictures.

1941 Attendance — 496,726

KANSAS FREE FAIR TOPEKA, KANSAS

'The State's Greatest Outdoor Event'

MAURICE W. JENCKS, Manager

Arkansas Valley Fair

Rocky Ford, Colo.

Attendance: 1940 20,000 1941 23,000

General Information:

Gate Admission: 55c day.
Gate Revenue—1940: \$8,000
1941: \$8,900

City or County Aid—\$1,000.
Total Cash Premiums Paid—
Exhibits: \$4,000. Purses: \$2,000.
Plant—Acreage—160, 6 blocks from center of city. Total cost 1941 improvements—\$4,000 for new chutes, rebuilding fences and new roofing.
Total 1941 Receipts—\$20,000.
Expenses—\$18,000.

Attractions:

Grandstand—55c day. Total attendance—1940: 4,000. 1941: 4,200. Receipts—1940: \$10,000. 1941: \$10,900. Rodeo, Beech Maury, Phillips Crusaders, Stillman Lassies.
Carnival—Organized and independent. Fair's share of carnival receipts, \$2,000.

Administration:

Frank Johnson, president; Carl Holder, secretary; Walter Sheets, superintendent of concessions; Horace Knapp, superintendent of building exhibits and commercial space; Fred Knause, race secretary.
Annual Meeting—Second Wednesday in November, 1941.

CONNECTICUT

Danbury Fair

Danbury, Conn.

Attendance: 1941 141,148

General Information:

Gate Admission: 75c and 25c.
Plant—1941 Improvements—\$50,000 for administration building, \$6,000 for tent.

Attractions:

Grandstand — 55c-\$1-\$1.10. Horse Racing—5 days. Auto Racing, midget—2 days. Automotive Thrill Shows—1 day.
Carnival—Organized.

Administration:

George M. Nevius, secretary; C. S. McLean, concession superintendent.

FLORIDA

Lake County Fair

Eustis, Fla.—March 9-14, 1942.

Attendance: 1940 11,000 1941 23,000

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$1,536.
1941: \$2,089.65.

City or County Aid—\$500.
Total Cash Premiums Paid—
Exhibits: \$750.
Plant—Acreage—18. Total cost 1941 improvements—\$60,000 for new building, landscaping and grounds.
Total 1941 Receipts—\$3,951.00.
Expenses—\$3,841.

Attractions:

Vaudeville, flower show, building show, school show.
Carnival—Organized.

Administration:

L. L. Polk, president; Karl Lehmann, secretary, director of attractions, superintendent of concessions, building exhibits and commercial space.
Annual Meeting—First Thursday in April, 1942.

Fair was started in 1922 as Lake County Poultry Show; fair was included and name changed to Lake County Agricultural Fair and Poultry Show in 1934; reorganized under present charter in 1940.

Florida State Fair

Tampa, Fla.

Attendance: 1940 ... 556,224 1941 607,177

General Information:

Gate Admission: 50c day; 25c night.
Total Cash Premiums Paid—Exhibits: \$45,000.

Plant—Acreage, 50. Total cost 1941 improvements—\$60,000, new building and ground beautification.

Attractions:

Grandstand — 50c-75c-\$1-\$1.50 day; 50c-75c-\$1 night. Auto Racing—2 days, IMCA. Automotive Thrill Days—2. Book

Revue, Vaudeville, Special Attractions, city bands.

Carnival—Organized.

Administration:

Carl D. Brorein, president; P. T. Strieder, manager.
Annual Meeting—Second Tuesday in June.
IAFE Member—20 years.
IAFE Delegate—P. T. Strieder.

GEORGIA

Southeastern Fair

Atlanta, Ga.

Attendance: 1940 ... 656,811 1941 726,537

General Information:

Gate Admission: 50c and 25c.

Attractions:

Grandstand—Free except on Thrill Show and Auto Race days. Budget, \$5,000. Horse Racing—1 day. Auto Racing—1 day. Automotive Thrill Show—2 days.
Carnival—Organized.

Administration:

Mike Benton, president and superintendent of concessions and attractions.

IDAHO

Eastern Idaho State Fair

Blackfoot, Idaho.

Attendance: 1940 40,428 1941 66,000 (25,000 students)

General Information:

Gate Admission: 50c day and night.
Gate Revenue—1940: \$15,375.
1941: \$21,600.

City or County Aid: \$17,550.
Total Cash Premiums Paid—
Exhibits: \$9,500. Purses: \$3,600.
Plant—Acreage—34, 7 blocks from city. Total cost of 1941 improvement—About \$20,000 for one new administration building and general repairs and remodeling on other buildings.
Total 1941 Receipts—\$49,000.
Expenses—\$46,000.

Attractions:

Grandstand—50c day and night. Night receipts: 70 per cent. Horse show, revue, high school band, horse pulling. Harness Racing—5 days. Running Races—5 days.

Carnival—Organized and independent. Gross, \$7,000. Fair's share, \$3,500.

Administration:

H. L. Lowe, president; Eric Sundquist, secretary and director of attractions; Harry H. Shelby, superintendent of concessions and superintendent of building exhibits and commercial space; Frank DeKay Sr., race secretary.
Annual Meeting—January.
State Association Member—4 years.
State Convention Delegates—Manager and directors.
Fair was started in 1926.

ILLINOIS

Du Quoin State Fair

Du Quoin, Ill.—September 5-12, 1942.

Attendance: 1940 ... 90,000 1941 ... 100,000

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$14,000.
1941: \$15,000.

State Aid—\$9,500 (estimated).
Total Cash Premiums Paid—
Exhibits: \$20,000. Purses: \$6,000.

Plant—Acreage—360, 1 1/2 miles from center of city. Total cost 1941 improvements—\$100,000 for a new one-mile track, 60x450-foot barn under construction, new free act stage 50x80 with dressing rooms underneath, new 10,000-capacity grandstand under construction.
Total 1941 Receipts—\$60,000.
Expenses—\$50,000.

Attractions:

Grandstand — 25c to \$1.00 day and night. Total attendance—1940: 40,000. 1941: 50,000. Receipts—1940: \$13,000. 1941: \$14,000. Expenses—1940: \$12,000. 1941: \$12,000. Night receipts: 65 per cent. Auto Racing—1 day, IMCA. Revue, vaudeville, horse show and high school bands. Harness Racing—5 days. Running Races—5 days.
Carnival—Organized. Gross, \$15,000. Fair's share, \$2,500.

(Continued on page 30)

It's Convention Time Again...

AND, as always, the **SHOWMEN'S LEAGUE OF AMERICA** will hold open house all week long. The latch string is always out at the League. We want you to look upon our Club Rooms on the Second Floor of the Hotel Sherman, in Chicago, as your second home where you can meet and greet your friends.

There's a busy week ahead for all League members. The program as arranged by our officers has been set as follows:

Saturday, November 29

PRESIDENT'S PARTY

Crystal Room — Hotel Sherman — 8:30 P.M.

J. C. McCaffery, Chairman

Sunday, November 30

ANNUAL MEMORIAL SERVICE

Bal Tabarin — Hotel Sherman — 1:30 P.M.

Monday, December 1

ANNUAL MEETING and ELECTION of OFFICERS

League Rooms — 1:00 P.M.

Wednesday, December 3

29TH ANNUAL BANQUET AND BALL

Grand Ballroom, Hotel Sherman

Reception 6:30 P.M. — Banquet 7:00 P.M.

John M. Duffield, General Chairman

Thursday, December 4

INSTALLATION OF OFFICERS

League Rooms — 8:00 P.M.

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

Convention, Hotel Sherman, December 1, 2, 3

ANNUAL TRADE SHOW

Exhibit Hall, Hotel Sherman, November 30-December 5

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 GEORGE L. CROWDER, Agent



GEORGE MASON

Permanent Address
FORREST HOTEL
 West 49th Street
 New York City

Statistical Directory of Leading Fairs

(Continued From Page 28)

Administration:

W. R. Hayes, president and director of attractions; H. E. Strong, secretary, superintendent of concessions, building exhibits and commercial space; E. J. Hayes, race secretary.

Annual Meeting—Du Quoin, Ill., May 14, 1942.

State Convention Delegates—W. R. Hayes, H. E. Strong, E. J. Hayes, D. M. Hayes.

State Association Member—Always.

Illinois State Fair

Springfield, Ill.—1942 dates "Optional."

Attendance:

1940 . . . 912,500* 1941 . . . 624,959
 *Estimated

General Information:

Gate Admission: 25c, day and night (Free after 9:30 p.m.)

Gate Revenue—\$77,773.25.

State Aid—Operated entirely with State appropriation.

Total Cash Premiums Paid—Exhibits: \$175,000.

Plant—Acreage, 366. Total cost 1941 improvements—\$75,000, construction of incinerator, toilets; painting, repairs, etc.

Total 1941 Receipts—\$254,919.
Expenses—\$412,680.

Attractions:

Grandstand—25c to \$1.50 day; 25c to \$1, night. Receipts—1940: \$57,187.10; 1941: \$62,935. Expenses—1940, \$27,923; 1941: \$33,573.53. Night receipts: 48 per cent. *Auto Racing*—1 day, IMCA. *Automotive Thrill Day*—1. *Book Fireworks, Revue, Vaudeville, Special Attractions, Horse Show, Name Bands, State and school bands, Harness Racing*—5 days. *Running Races*—5 days.

Carnival—Organized. Gross, \$67,622. Fair's share, \$24,344.

Administration:

Howard Leonard, Director of Agriculture; William V. (Jake) Ward, general manager; Harry J. Van Gundy, superintendent of concessions; M. E. Bacon, racing secretary.

IAFE Delegate—William V. Ward.

INDIANA

Indiana State Fair

Indianapolis, Ind.

Attendance:

1940 . . . 435,862 1941 . . . 486,926

General Information:

Gate Admission: 50c day; 25c night.
Gate Revenue—1940: \$131,168.50;
 1941: \$152,274.00

**Total Cash Premiums Paid*—Exhibits: \$107,843.25. Purses: \$61,700.
 *Offered.

Plant—Acreage, 214.

Total 1941 Receipts—\$367,726.55.

Expenses—\$267,000 (approximately).

Attractions:

Grandstand—25c-50c-\$75c-\$1 day; 25c-50c-75c night. Total attendance—1940: 9,000; 1941: 9,000. Receipts—1940: \$44,881.50; 1941: \$51,842.50. Expenses—"Commission basis, except races." Night receipts, one-third. *Automotive Thrill Days*—1. *Fireworks, Revue, Special Attractions, Horse Show, Local Bands, Harness Racing*—6 days.

Carnival—Organized. Fair's share of gross, \$26,873.

Administration:

F. M. Overstreet, president; Paul S. Dunn, secretary; Levi P. Moore, director of attractions; U. S. Brouse, superintendent of concessions; E. Curtis White, superintendent of building exhibits and commercial space; Charles R. Morris, race secretary.

Annual Meeting—January 7.

IAFE Member—About 21 years.

IAFE Delegates—Full board of 16

GREETINGS

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IONIA FREE FAIR

IONIA, MICHIGAN

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Michigan's

Greatest

Outdoor

Event!

IOWA

Kossuth County Fair

Algona, Ia.

Attendance:
1940 ... 13,500 1941 ... 20,000

General Information:

Gate Admission: 35c day, 25c night.
Gate Revenue: 1940: \$3,092.74;
1941: \$3,720.25

State Aid—\$2,000.

County Aid—\$4,000.

Total Cash Premiums Paid—Exhibits:
\$3,186.85. Purses: \$800.00.

Plant—Acreage, 40, one mile from center of city. Total cost 1941 improvements—\$2,600. 4-H Club barn, \$1,700; new fence, gravel drives and grading, \$300; addition to swine barn, \$600.

Attractions:

Grandstand—35c day and night. Total attendance—1940, 9,500; 1941, 12,000. Receipts—1940: \$2,120; 1941: \$2,570. Night receipts: 35 per cent.

Auto Racing—1 day, 1 night, International Motor Contest Assn. **Fireworks**, **vaudeville** and **horse show**.

Harness Racing—2 days.
Carnival—Organized. Gross, \$2,440. Fair's share, \$366.

Administration:

Clark Scuffham, president; E. L. Vincent, secretary and director of attractions; J. A. Raney, superintendent of concessions, building exhibits and commercial space; William Geering, race secretary.

Annual Meeting—Algona, Ia., third Tuesday in January.

State Convention Delegate—President or secretary.

State Association Member—25 years. Fair was organized in 1858 and re-organized in 1906.

Tri-State Fair

Burlington, Ia.

Attendance:
1940 ... 19,450 1941 ... 27,550

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$4,224.00;
1941: \$6,179.40

State Aid—\$1,900.

County Aid—\$895.

Total Cash Premiums Paid—Exhibits:
\$3,847.27.

Plant—Acreage, 62, 2 miles from center of city. Total cost 1941 improvements—\$3,455.83 for buildings and grandstand.

Total 1941 Receipts—\$27,400.42.

Expenses—\$24,934.96.

Attractions:

Grandstand—50c day and night. Total attendance—1940: 18,166; 1941: 25,334. Receipts—1940, \$8,084.40; 1941: \$9,167.18. Expenses—1940: \$9,602.00; 1941: \$10,056. **Band Music**.

Carnival—Organized. Gross, about \$10,000. Fair's share, 25 per cent.

Administration:

N. M. Derby, president; A. L. Biklen, secretary; E. C. Cady, superintendent of concessions, building exhibits and commercial space.

Annual Meeting—Burlington, Ia., November 10, 1941.

All-Iowa Fair

Cedar Rapids, Ia.

Attendance:

1940 ... 88,000 1941 ... 109,000

General Information:

Gate Admission—10c day and night.

Gate Revenue—1940: \$ 8,756;

1941: \$10,937

State Aid—\$2,000.

City or County Aid—\$8,000.

Total Cash Premiums Paid—Exhibits:
\$6,588. Purses: \$5,200.

Plant—Acreage, 120, three miles from center of city. Total cost 1941 improvements—\$4,800 for drainage, remodeling and lighting system.

Total 1941 Receipts—\$53,344.

Expenses—\$47,847.

Attractions:

Grandstand—25c, 75c, \$1, day and night. Total attendance—1940: 34,000; 1941: 42,000. Receipts—1940: \$13,500; 1941: \$16,800. Expenses—1940: \$11,700; 1941: \$12,435. Night receipts, 33 per cent. **Auto Racing**, I. M. C. A. **Automotive Thrill Features**, **Revue**, **Rodeo**, **Vaudeville**, **Horse Show**, **Brass and Dance Bands**. **Harness Racing**—3 days. **Carnival**—Organized and independent. Gross, \$13,000. Fair's share, 25 per cent.

Administration:

William Binkerknecht, president; C. D. Moore, manager, superintendent of concessions, building exhibits and commercial space, and race secretary.

State Association Member—5 years.

State Convention Delegate—C. D. Moore.

Fair opened in 1936 with 8,000 attendance. Now valued at \$400,000 and is out of debt.

Mississippi Valley Fair and Expo.

Davenport, Ia.

Attendance:

1940 ... 58,461 1941 ... 57,341

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$10,696.47;

1941: \$11,522.55

Total Cash Premiums Paid—Exhibits:
\$3,821.66. Purses: \$800.00.

Plant—Acreage, 82, three miles from center of city. Total cost 1941 improvements—\$3,869.10 for repairs and painting.

Total 1941 Receipts—\$38,855.13.

Expenses—\$35,102.91.

Attractions:

Grandstand—25c, 50c, 75c and \$1.00, day and night. Total attendance—1940: 29,892; 1941: 32,476. Receipts—1940: \$12,271.31; 1941: \$12,386.12.

Night receipts—50 per cent. **Auto Racing**, IMCA. **Automotive Thrill Features**—2 days. **Revue** and **vaudeville**. **Harness Racing**—2 days. **Running Races**—2 days.

Carnival—Organized. Gross, \$9,000.

Administration:

J. W. Sears, president; George Kirby, secretary and director of attractions; Walter Dietz, superintendent of concessions; O. P. Lambert, superintendent of building exhibits and commercial space; Erwin Behren, race secretary.

Annual meeting—Second Wednesday of February, 1942.

State Association Member—20 years. Fair was started in 1920.

Iowa State Fair

Des Moines, Ia.

Attendance:

1940 ... 360,599 1941 ... 427,363

General Information:

Gate Admission: 50c day; 25c night.

Gate Revenue—1940: \$110,832;

1941: 145,057

State Aid—Not given. (\$100,000 in 1940.)

Total Cash Premiums Paid—Exhibits:
Not given. Purses: \$6,579.

Plant—Acreage, 378. Total cost 1941 improvements—\$65,775 as follows: 4-H Club Building, \$56,666.89; ground equipment, \$2,469.84; addition to center stage, \$1,321.70; fence, \$332.42; sidewalks, \$1,566.88; horse barn, \$98.38; swine barn, \$19.29; electrical extension, \$1,559.96; furniture, \$23.35; administration building, \$142.96; trees and shrubs, \$42.50; cars and trucks, \$350; water extension, \$672.01; sewer extension, \$505.32; miscellaneous, \$3.50.

Total 1941 Receipts—\$384,980.87.

Expenses—\$305,889.51.

Attractions:

Grandstand—25c-50c-75c-\$1 day and night.

Attendance—1940: 120,948; 1941, 213,517. Receipts—1940: \$62,274.70; 1941: \$113,642.45. Expenses—1940: \$40,634;

1941: \$43,734. Night receipts, about 45 per cent. **Auto Racing**—3 days, IMCA. **Automotive Thrill Days**—2. **Book Fireworks**, **Revue**, **Rodeo**, **Horse Show**, **dance**

(Continued on next page)



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and brass bands. *Harness Racing*—3 days. *Running Races*—3 days. *Carnival*—Organized. Gross, \$61,869.46. Fair's share, \$19,623.20.

Administration:

J. P. Mullen, president; L. B. Cunningham, secretary; Carl E. Hoffman, superintendent of concessions; John F. Griffin, race secretary. *Annual Meeting*—December 8-10. *IAFE Member*—Charter.

Clay County Fair

Spencer, Iowa—September 14-19, 1942.

Attendance:

1940 ... 154,680 1941 ... 172,200

General Information:

Gate Admission—50c day; 25c night. *Gate Revenue*—1940: \$37,205; 1941: 40,000 (est.) *State Aid*—\$1,900; *County Aid*, \$2,500. *Total Cash Premiums Paid*—Exhibits: \$17,000 (est); Purses, \$4,500. *Plant*—Acreage, 95. Total cost 1941 improvements, \$15,000, new buildings. *Total 1941 Receipts*—\$90,000 (est.) *Expenses*—\$70,000 (est.)

Attractions:

Grandstand—35c-75c, day and night. Total attendance—1940: 60,000; 1941: 70,000. *Auto Racing*—2 days, CSRA. *Automobile Thrill Days*—1. *Book Revue*, *Vaudeville*. *Harness Racing*—3 days. *Carnival*—Organized. Gross, \$20,000.

Administration:

I. N. Kirby, president; J. H. Peterson, secretary.

KANSAS

Kansas State Fair

Hutchinson, Kan.—September 13-18, 1942.

Attendance:

1940 ... 225,000 1941 ... 320,000

General Information:

Gate Admission—50c day; 35c night. *State Aid*—\$22,500. *Total Cash Premiums Paid*—Exhibits: \$29,500; Purses: \$3,800.

Plant—Acreage, 192. Total cost 1941 improvements—\$14,300 as follows: Workshop and material storage building, \$6,800; repairs and maintenance, \$7,500.

Attractions:

Grandstand—50c-\$1, day and night. Night receipts, 70 per cent. *Auto Racing*—2 days, IMCA. *Book Fireworks*, *Revue*, *Special Attractions*, school bands. *Harness Racing*—2 days. *Running Races*—2 days. *Carnival*—Organized.

Administration:

O. O. Wolf, president; S. M. Mitchell, secretary; E. Hutton, superintendent of concessions; Carl Hipple, race secretary. *Annual Meeting*—Topeka, January, 1942. *IAFE Member*—18 years. *IAFE Delegates*—S. M. Mitchell, O. O. Wolf, F. H. Manning, R. C. Beezley, E. E. Frizell, C. O. Cunningham.

Kansas Free Fair

Topeka, Kan.—Week of September 14, 1942.

Attendance:

1940 ... 250,000* 1941 ... 420,000*
*Estimated

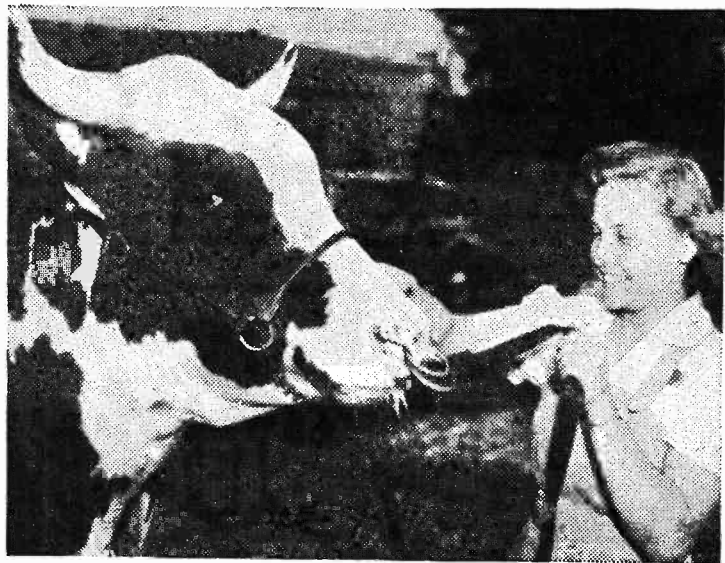
General Information:

Gate Admission—Free. *State Aid*—\$7,500. *Total Cash Premiums Paid*—Exhibits: \$22,000. Purses—\$5,000. *Plant*—Acreage, 88. Total cost 1941 improvements—Painting and rebuilding Fish and Game Building, cattle barns and Woman's Building, \$3,000.

Attractions:

Grandstand—50c, day and night. Total attendance—1940: 55,000; 1941: 97,000. Night receipts: 60 per cent. *Auto Racing*—IMCA. *Automotive Thrill Days*—3. *Book Revue*, *Rodeo*, *Special Attractions*, high-school bands. *Harness Racing*—2 days. *Carnival*—Organized. Gross, \$36,500. Fair's share—Not given.

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YORK INTER STATE FAIR

York, Pennsylvania

**EASTERN STATES
EXPOSITION**

SPRINGFIELD, MASS.

SEPTEMBER 20-26, 1942

**CHARLES A. NASH
GENERAL MANAGER**

Administration:

D. E. Ackers, president; Maurice Jencks, secretary and director of attractions; L. B. Brain, superintendent of concessions; Hall Smith, superintendent of building exhibits and commercial space; Dean Yingling, racing secretary.

Annual Meeting—January 14, Topeka.
IAFE Delegate—Maurice Jencks.
IAFE Member—10 years.

KENTUCKY**Kentucky State Fair**

Louisville, Ky.—Week of first Saturday in September, 1942.

Attendance:

1940 . . . 168,150 1941 . . . 235,137

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$32,975
 1941: \$47,000

State Aid—\$57,000.

Total Cash Premiums Paid—Exhibits: \$52,000. Purses—\$12,000.

Plant—Acreage, 185. Total cost 1941 improvements—\$152,000 for roads, mid-way, etc.; 12 new cattle barns, 3 horse barns, 1 trotting horse barn with 60 stalls each; restaurant building with 4 restaurants (under construction with capacity of 200 for each; dance hall to be erected on roof); new heating system in Horse Show Building and several small buildings.

Total 1941 Receipts—\$155,500.
Expenses—\$120,000.

Attractions:

Grandstand—50c. day and night. Total attendance, 1940: 23,750; 1941—30,000. Receipts—1940: \$9,220; 1941: \$12,350. Expenses—1940: \$4,200; 1941: \$4,500. Night receipts: 60 per cent. Book *Fireworks, Revue, Rodeo, Special Attractions, Horse Show, dance and brass bands. Harness Racing*—5 days.

Carnival—Organized, with independent concessions. Gross, \$47,000. Fair's share, \$17,000.

Administration:

J. W. Jones, president; Robert B. Jewell, manager; J. C. Wehrley, superintendent of concessions and attractions; Robert V. Board, superintendent of building exhibits and commercial space; Jesse Shuff, racing secretary.

Annual Meeting—October 1, 1941.

IAFE Member—4 years.

IAFE Delegates—Robert B. Jewell, J. C. Wehrley.

LOUISIANA**South Louisiana State Fair**

Donaldsonville, La.

Attendance:

1940 . . . 90,000 1941 . . . 85,000

General Information:

Gate Admission: 50c day, 25c night.
Gate Revenue—1940: \$19,000
 1941: \$17,500

State Aid—\$7,500.

City or County Aid—\$2,500.

Total Cash Premiums Paid—Exhibits: \$9,500.

Plant—Acreage—37, ½ mile from center of city. Total cost 1941 improvements—\$1,000 for WWL radio building and addition to poultry building.

Total 1941 Receipts—\$36,500.
Expenses—\$34,000.

Attractions:

Grandstand—25c. day and night. Total attendance—1940: 15,000; 1941: 14,500. Receipts—1940: \$3,500; 1941: \$3,250. Expenses—1940: \$3,100; 1941: \$2,900. Night receipts: 50 per cent. *Fireworks, Vaudeville.*

Carnival—Organized. Fair's share of carnival receipts, \$2,000.

Administration:

L. A. Borne, president; R. S. Vickers, secretary.
State Association Member—28 years.
 Fair was started in 1913.

Louisiana State Fair

Shreveport, La.

Attendance:

1940 314,862 1941 about same (est.)

General Information:

Gate Admission: 30c.

Attractions:

Grandstand—50c-75c-\$1. *Auto Racing*—2 days, IMCA. *Automotive Thrill Days*—2. *Motorcycle Racing*—1 day. *Fireworks, Revue, Vaudeville.*
Carnival—Organized.

Administration:

W. R. Hirsch, secretary-manager; D. E. Howard, superintendent of concessions.

(Above prepared from files of *The Billboard*.)

MAINE**Skowhegan Fair**

Showhegan, Me.

Attendance:

1940 . . . 56,991 1941 . . . 57,515

General Information:

Gate Admission: 75c day, 50c night.
Gate Revenue—1940: \$20,935.90;
 1941: \$24,165.58

State Aid—\$1,547.57.

Total Cash Premiums Paid—Exhibits: \$5,571.78. Purses: \$9,492.34.

Plant—Acreage, 39, one mile from center of city. Total cost 1941 improvements—\$1,427.82 for show cases, plumbing, track, sheds, lumber and hardware.

Total 1941 Receipts—\$62,353.51.
Expenses—\$60,178.51.

Attractions:

Grandstand—50c, 65c and 75c day; 35c, 50c, 65c and 75c night. Total attendance—1940: 22,776; 1941: 22,568. Receipts: 1940: \$13,137.10; 1941: \$12,883.60. Expenses—1940: \$250; 1941: \$250. Night receipts: 56 per cent. *Automotive Thrill Feature*—1 day. *Fireworks, revue, quiz show, brass band.*
 (Continued on page 36)

Carrying On **IN SPITE** OF THE **WAR**

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Ottawa, Canada

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("A" Circuit)
ANNUAL CONVENTION

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 Time: January 19, 20 and 21, 1942.

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 Brandon, Canada Saskatoon, Canada

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The Western Canada Fairs' Association

("B" Circuit)

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French Canada's **Show Window**

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de QUEBEC

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CANADA PACIFIC EXHIBITION

VANCOUVER, CANADA

Operated by the
Vancouver Exhibition Association
 1942 Dates: Monday, August 31, to Monday,
 September 7

JOHN DUNSMUIR
 President

S. C. McLENNAN
 General Manager

CANADIAN ASSOCIATION OF EXHIBITIONS
ANNUAL CONVENTION

JANUARY 19, 20, 21, 1942 — ROYAL ALEXANDRA HOTEL, WINNIPEG, MANITOBA

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CANADIAN EXPOSITIONS

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Midland Empire Fair, Billings, Montana.

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FRANK FELLOWS, President,
Ozark Empire Fair, Springfield, Mo.

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THE DEVELOPMENT OF
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SEPT. 13-19, 1942

MEMBER I.A.F.E.

CLARENCE H. HARNDEN, Mgr.

Statistical Directory of Leading Fairs

(Continued From Page 33)

Harness Racing—6 days. *Pari-Mutuel*—1940: \$100,000; 1941: \$102,938. *Pari-Mutuel receipts to fair*—1940: \$5,484.49; 1941: \$4,082.22.

Carnival—Organized. Fair's share from carnival, \$2,900.00.

Administration:

Francis H. Friend, president; George M. Davis, secretary; M. J. Green, superintendent of concessions; Jerry Cole, superintendent of building exhibits and commercial space; W. P. Caouette, race secretary.

Annual Meeting—Skowhegan, in November, 1941.

Member of State Association.
Oldest County Fair in America.
Established January 1, 1819.

MARYLAND

Cumberland Fair

Cumberland, Md.

"Questionnaire covers very little that we could answer intelligently. Our fair consists mainly of running races and pari-mutuel betting. As we have eliminated free acts and fireworks, we really have little information to offer of the nature you desire."

Administration:

Harry A. Manley, president and general manager.

(Above prepared from files of *The Billboard*.)

Great Frederick Fair

Frederick, Md.

Attendance:

1940 . . . 75,000 1941 . . . 75,000

General Information:

Gate Admission—50c day, 25c night.

Gate Revenue—1940: \$20,000; 1941: \$21,000

State Aid—\$6,000.

Total Cash Premiums Paid—Exhibits: \$8,000. Purses: \$3,220.

Plant—Acreage, 60, one mile from center of city.

Total 1941 Receipts—\$40,000.

Expenses—\$30,000.

Attractions:

Grandstand—50c day, 25c night.

Total attendance—1940: 10,000; 1941: 10,000. *Revue, vaudeville.*

Harness Racing—3 days. *Running Races*—4 days.

Carnival—Independent.

Administration:

Irving E. Staley, president; Guy K. Motter, secretary and race secretary; Lee Rauneberger, superintendent of concessions.

Annual Meeting—Frederick, Md., January 3, 1942.

Maryland State Fair

Timonium, Md.

Attendance:

1941 . . . 330,000 (est.)

General Information:

Gate Admission—50c day; 25c night.

Premiums—\$39,000.

Improvements—About \$75,000, for cattle barn, regrading, north end gate, unloading platform, additions to pari-mutuel plant. *Pari-Mutuel Handle*—1940: \$1,373,826.

Carnival—Independent.

Celebrating a Successful Year and Set for Bigger Things in 1942

ROCKY MOUNTAIN ASSOCIATION OF FAIRS

NORTH MONTANA STATE FAIR

Dan P. Thurber, Manager

Great Falls, Montana

MIDLAND EMPIRE FAIR

Harry L. Fitton, Manager

Billings, Montana

WESTERN MONTANA FAIR

W. Floyd Day, Manager

Missoula, Montana

DAWSON COUNTY FAIR

Claude Utterback, Sec'y

Glendive, Montana

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S. E. Kodalen, Sec'y

Dodson, Montana

HILL COUNTY FAIR

Earl Bronson, Sec'y

Havre, Montana

RICHLAND COUNTY FAIR

G. W. Johnson, Sec'y

Sidney, Montana

EASTERN MONTANA FAIR

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Miles City, Montana

ROSEBUD COUNTY FAIR

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Forsyth, Montana

FALLON COUNTY FAIR

Geo. Severson, Sec'y

Baker, Montana

RAVALLI COUNTY FAIR

Mary Hieronymus, Sec'y

Hamilton, Montana

BIG HORN BASIN FAIR

A. R. Rooney, Manager

Powell, Wyoming

NORTHWEST MONTANA FAIR

W. A. Ryder, Sec'y

Kallispeil, Montana

MARIAS FAIR

Gladys Vahl, Sec'y

Shelby, Montana

CENTRAL MONTANA FAIR

Hall Clement, Sec'y

Lewistown, Montana

BLAINE COUNTY FAIR

Floyd Bowen, Sec'y

Chinook, Montana

CHOUTEAU COUNTY FAIR

Lee Loundagin, Sec'y

Fort Benton, Montana

BROWNING FAIR ASS'N

W. E. Burnison, Sec'y

Browning, Montana

ANNUAL MEETING — MISSOULA, MONTANA

(Dates Announced Later)

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ANNUAL MEETING

DECEMBER 8 AND 9

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All Showmen, Exhibitors and Concessionaires are cordially invited to attend.

E. W. WILLIAMS, Secretary, Manchester, Iowa

Administration:

Laban Sparks, president; Matt L. Dalger, secretary; Howard Thompson, assistant secretary; John T. McCaslin, midway manager.

(Above prepared from files of *The Billboard*.)

MASSACHUSETTES**Brockton Fair**

Brockton, Mass.—September 13-19, 1942.

Attendance:

1940...171,685 1941...208,318

General Information:

Gate Admission: 50c day and night. *Total Cash Premiums Paid—Exhibits:* \$5,120 *Purses:* \$14,100. *Plant—Acreage,* 85. Total cost 1941 improvements—\$12,271, as follows: Buildings (pari-mutuel construction), \$5,545; land (fences and electrical work), \$4,412; equipment (new turnstiles, etc.), \$2,260.

Attractions:

*Grandstand—*50c to \$2 day; 50c to \$1.50 night. Night receipts, 40 per cent. *Automotive Thrill Days—*5. *Fireworks, Revue, Vaudeville, Horse Show, Brass Bands, Running Races—*6 days, pari-mutuels. Total 1941 handle, \$193,000. *Carnival—*Organized. Gross, \$39,960.

Administration:

Harold G. Morse, president; Frank H. Kingman, secretary, director of attractions and superintendent of concessions, building exhibits and commercial space. *Annual Meeting—*December 12, 1941. *IAFE Member—*About 16 years. *IAFE Delegate—*Frank H. Kingman.

Barrington Fair

Great Barrington, Mass.

Attendance:

1940...29,707 1941... 109,438

General Information:

Gate Admission: (Adults) 50c day; 20c night. (Children) 25c day; 20c night.

Total Cash Premiums Paid: Exhibits: \$4,200. *Purses:* \$16,000.

*Plant—*Total cost 1941 improvements—Approximately \$50,000. New track, new entrances, new stables, remodeled grandstand, new parking areas, reconditioned exhibit buildings and mutuel department.

Attractions:

*Grandstand—*50c and 25c day; 57c, 85c and 10c night. *Automotive Thrill Days—*5. *Vaudeville, Anti-Aircraft Exhibition (U. S. Army)—*3 nights. *Dance Bands, Running Races—*6 days. *Carnival—*Organized. Gross, 150 per cent over 1940.

Administration:

Edward J. Carroll, general manager and superintendent of concessions; Paul W. Foster, secretary; Harry Storin, director of attractions, advertising and publicity; also superintendent of building exhibits and commercial space: O. E. Pons Jr. and Gordon Morrow, race secretaries. *Annual Meeting—*August.

Eastern States Exposition

Springfield, Mass.

Attendance:

1940...304,524 1941...352,516

General Information:

Gate Admission: \$1 day; 50c night. *Total Cash Premiums Paid—*1940: \$50,000; 1941: Not given. *Plant—*Acreage, 175.

Attractions:

*Grandstand—*50c, \$1, \$1.25 (thrill day); 75c, \$1.25, \$1.50 (auto races). Total attendance—1940: 35,000; 1941: 45,000. *Auto Racing—*2 days, IMCA. *Automotive Thrill Days—*5. *Fireworks, Revue, Rodeo, Vaudeville, Special Attractions, Brass Bands.* *Carnival—*Independent.

Administration:

Joshua L. Brooks, president; Charles A. Nash, general manager and superintendent of building exhibits and commercial space; R. S. Lidfield, director of attractions; George Bernert, superintendent of concessions.

*Annual Meeting—*First Monday in February.

*IAFE Member—*25 years (28th year for Charles A. Nash).

*IAFE Delegate—*Charles A. Nash.

Essex County Fair

Topsfield, Mass.

Attendance:

1940...45,288 1941...59,468

General Information:

Gate Admission: 75c day, 50c night. *Gate Revenue—*1940: \$16,523.98; 1941: \$21,281.46. *State Aid—*\$1,700.00. *Total Cash Premiums Paid—Exhibits:* \$4,220.25. *Plant—*Acreage, 78½, one-half mile from center of city. Total cost 1941 improvements—\$1,628.16 for new roofs, remodeled barns and exhibit hall. *Total 1941 Receipts—*\$39,507.57. *Expenses—*\$27,718.77.

Attractions:

*Grandstand—*25c day and night. Total attendance—1940: 18,198; 1941, 27,398. Receipts—1940: 3,442.25; 1941: \$6,814.35. Expenses—1940: \$5,536.20; 1941: \$5,587.75. Night receipts: 52 per cent. *Rodeo.* *Carnival—*Just rides.

Administration:

Edward Wigglesworth, president; Robert P. Trask, general manager. *Annual Meeting—*Topsfield, Mass., October 22, 1941. *State Convention Delegates—*Edward Wigglesworth, Robert P. Trask. *State Association Member—*22 years. One of the oldest societies in the country. Has held fairs every year since 1818.

MICHIGAN**Michigan State Fair**

Detroit, Mich.

Attendance:

1940...399,729* 1941...589,133*
(*Paid)

General Information:

Gate Admission: 25c day and night. *Gate Revenue—*1940: \$97,089. *Premiums—*About \$70,000. *Total 1941 Receipts—*\$377,188. *Expenses—*\$376,217.

Attractions:

*Grandstand—*50c day and night. Rodeo attendance and receipts—76,939 paid \$50,742. Coliseum Circus attendance and receipts—50,557 paid \$26,963. *Fireworks, Rodeo, Name Bands, Circus, Harness Racing—*6 days, pari-mutuels. *Carnival—*Organized. Gross, \$91,043 (after paying taxes).

Administration:

Bernard J. Youngblood, general manager; Harry B. Kelley, superintendent of concessions. (Above prepared from files of *The Billboard*.)

Hillsdale Fair

Hillsdale, Mich.

Attendance:

1940...125,000 1941...135,000

General Information:

Gate Admission: 35c day and night. *Gate Revenue—*1940: \$15,726.20; 1941: \$18,284.54

State Aid—\$3,500.00.

Total Cash Premiums Paid—Exhibits: \$7,000. *Purses:* \$4,700.

*Plant—*Acreage, 60. Total cost 1941 improvements—\$6,000 for improvements on buildings and grounds. *Total 1941 Receipts—*\$38,401.82. *Expenses—*\$35,171.08.

Attractions:

*Grandstand—*25c day and night. Total attendance—1940: 50,000; 1941, 60,000. Receipts—1940: \$5,151.20; 1941: \$6,246.00. Expenses—1940: \$9,780.00; 1941, \$9,830.00. Night receipts: 50 per cent. *Fireworks, Revues, Vaudeville, Harness Racing—*5 days. *Carnival—*Independent.

Administration:

J. J. Nachtrieb, president; H. B. Kelley, secretary.
(Continued on next page)

DURING THE 1941 FAIR SEASON, JULY 4 TO OCTOBER 4
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ULTIMATE
IN
Musical
Revues
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Circus
Attractions
•
Thrill
Acts

Ionia Free Fair

Ionia, Mich.

Attendance:

1940 ... 325,757 1941 ... 350,622

General Information:

Gate Admission: Free.

State Aid—\$4,743.33.

Total Cash Premiums Paid—Exhibits: \$9,486.67. Purses: \$5,200.

Plant—Acreage, 82. Total cost 1941 improvements—\$6,776.93, for general repairs, addition to parking lot, coat of black top on midway.

Total 1941 Receipts—\$82,078.23.

Expenses—\$65,750.32.

Attractions:

Grandstand—25c-50c-75c day and night. Attendance—1940: 76,835; 1941: 82,805. Receipts—1940: \$38,399.12; 1941: \$43,835.34. Expenses—1940: \$25,365.70; 1941: \$25,568.37. Night receipts, 65.6 per cent. Auto Racing—1 day, AAA.

Automotive Thrill Days—1. Book Fireworks, Revue, brass bands. Harness Racing—4 days. Carnival—Organized.

Administration:

Howard C. Lawrence, president and director of attractions; Rose Sarlo, secretary and superintendent of concessions, building exhibits and commercial space; P. L. Beahan, race secretary.

Annual Meeting—November 12.

IAFE Member—27 years.

IAFE Delegates—Howard C. Lawrence, Rose Sarlo.

Michigan Farm Products Show

Saginaw, Mich.

Attendance:

1940 ... 154,000 1941 ... 171,500

General Information:

Gate Admission: 35c day and night.

Gate Revenue—1940: \$31,990.15; 1941: \$45,789.70

State Aid—\$7,000.

Total Cash Premiums Paid—Exhibits: \$13,567.

Plant—Acreage 72. Total cost 1941 improvements—\$5,962 for new drainage, midway, roofs and paint.

Total 1941 Receipts—\$81,703.59.

Expenses—\$62,393.85.

Attractions:

Grandstand—25c-50c day; 50c-75c night. Total attendance—1940: 21,740; 1941: 36,920. Receipts—1940: \$9,312.85; 1941: \$15,889.50. Expenses—1940: \$11,056; 1941: \$13,783. Night receipts, 68 per cent. Automotive Thrill Days—1. Fireworks, Revue, Rodeo, Vaudeville.

Carnival—Organized (with games sold independently). Gross, \$22,356.65. Fair's share, \$5,991.60.

Administration:

Charles Girmus, president; Clarence H. Harnden, secretary and director of attractions; B. B. Sawyer, superintendent of concessions, building exhibits and commercial space.

Annual Meeting—December 11.

IAFE Member—12 years.

IAFE Delegates—B. B. Sawyer and C. H. Harnden.

MINNESOTA

Steele County Free Fair

Owatonna, Minn.—August 18-23, 1942.

Attendance:

1940 ... 131,568 1941 ... 150,075

General Information:

Free Gate.

State Aid—\$1,500.

City or County Aid—\$5,313.60.

Total Cash Premiums Paid—Exhibits: \$5,666.90. Purses: \$2,992.66.

Plant—Acreage, 25, one mile from center of city.

Total 1941 Receipts—\$39,932.07.

Expenses—\$38,877.37.

Attractions:

Grandstand—50c and 75c, day and night. Total attendance—1940: 26,313; 1941: 30,015. Receipts—1940: \$14,170.87; 1941: \$16,906.86. Expenses—1940: \$13,118.41; 1941: \$13,866.24. Night Receipts: 61 per cent. Auto Racing—2 days. Racing Corp. of America. Automotive Thrill Feature—1 day. Revue, Vaudeville. Harness Races—1 day.

Carnival—Organized. Gross, \$13,150.24. Fair's share, \$2,787.52.

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Tentative 1942 dates--August 29 to September 4

JOHN W. BRICKER JOHN T. BROWN WIN H. KINNAN
Governor Dir. of Agriculture Manager

COLUMBUS, OHIO

Administration:

Fred C. Johnson, president and race secretary; C. A. Tinchler, secretary, superintendent of concessions, building exhibits and commercial space; Donald Alexander, director of attractions.

Annual Meeting—Owatonna, Minn., October 6, 1941.

State Convention Delegates—Fred C. Johnson, Donald M. Alexander, C. A. Tinchler.

State Association Member—30 years. Fair was started in 1905 and was run as a paid-gate fair until 1927, at which time it was converted to a free-gate fair and has operated as such ever since. The Steele County Free Fair is the largest county fair in the State of Minnesota and the first free fair in the Northwest.

Minnesota State Fair

St. Paul, Minn.—August 29-September 2, 1942.

Attendance:

1940 666,720. 1941 762,228

General Information:

Gate Admission: 25c, day and night. *Gate Revenue*—1940: \$149,000; 1941: 164,800

State Aid—\$98,000.

Total Cash Premiums Paid—Exhibits: \$89,000 (approx.); Purses: \$14,500 (approx.).

Plant—Acreage, 252. Total cost 1941 improvements—\$35,000; improvement to streets; construction of new Farm Boys' Camp Building and new warehouse; general landscaping.

Total 1941 Receipts—\$503,200 (appr.). *Expenses*—\$365,000 (approx.).

Attractions:

Grandstand—50c-75c-\$1, day and night. Receipts—1940: \$95,500; 1941: \$151,261. Expenses—1940: \$56,000 (approx.); 1941: \$69,100 (approx.). Night receipts, about 50 per cent. *Auto Racing*—4 days, IMCA. *Automotive Thrill Days*—2. *Book Fireworks, Revue, Rodeo,*

Vaudeville, Special Attractions, band groups, Harness Racing—2 days.

Carnival—Organized and independent.

Administration:

H. A. Derenthal, president; Raymond A. Lee, secretary and race secretary; Harry J. Frost, superintendent of concessions, building exhibits and commercial space; Al Sheehan, director of attractions.

Annual Meeting—Lowry Hotel, St. Paul, January 14-15-16, 1942.

IAFE Member—Charter.

IAFE Delegates—Raymond A. Lee, others.

MISSISSIPPI

Mississippi State Fair

Jackson, Miss.

Attendance:

1940 . 350,000* 1941 . 250,000*
*Estimated.

General Information:

Gate Admission: Free.

Total Cash Premiums Paid—Exhibits: \$6,800.

Plant—Acreage, 52.

Attractions:

Grandstand—Night only, 50c. *Revue, Vaudeville.*

Carnival—Organized.

Administration:

Walter Scott, mayor, president; Mabel L. Stire, secretary and superintendent of major departments.

IAFE Member—28 years.

South Mississippi Fair

Laurel, Miss.

Attendance:

1940 60,000 1941 82,000

General Information:

Gate Admission: 10c day and night.

Gate Revenue—1940: \$4,350.00
1941: 6,484.00

Total Cash Premiums Paid—Exhibits: \$3,000.

Plant—Acreage: 46, 1½ miles from

center of city. Total cost 1941 improvements—\$1,900 for painting and repairing buildings, two new roofs, enlarging cattle exhibit space, cutting small race track in front of grandstand.

Total 1941 Receipts—\$18,084.57.

Expenses—\$12,252.15.

Attractions:

Grandstand—30c day; 45c night.

Total attendance—1940: 5,000; 1941: 8,000. Receipts—1940: \$2,430; 1941: \$2,718. Expenses—1940: \$2,850; 1941: \$2,643. Night receipts, 88 per cent.

Midget Auto Racing—2 days. *Book Fireworks, Revue, Rodeo, high school and junior college bands.*

Carnival—Organized. Gross, \$15,900 (including taxes). Fair's share, 25 per cent or approximately \$5,000.

Administration:

P. A. McLeod, president; Hurdie Whitaker, secretary, superintendent of concessions, building exhibits and commercial space, director of attractions and race secretary.

Society Meetings—Second Tuesday each month in Laurel.

State Association Member—8 months.

Fair started in 1918 and hasn't missed a year. It is a district fair and has eight counties co-operating.

Mississippi-Alabama Fair and Dairy Show

Tupelo, Miss.—First week in October, 1942.

Attendance:

1940 . 107,000 1941 . 112,000

General Information:

Gate Admission: 25c day and night.

State Aid—\$1,000.

Total Cash Premiums Paid—Exhibits: \$7,800.

Plant—Acreage, 50. Total cost 1941 improvements—\$8,200 for repairs, barn, grandstand.

Total 1941 Receipts—\$21,483.

Expenses—\$16,000.

Attractions:

Grandstand—25c day and night.

Night receipts, 80 per cent. *Fireworks,*

Revue, Rodeo, Vaudeville, Special Attractions, Horse Show, School Bands.

Carnival—Organized. Gross, \$18,000. Fair's share, \$4,500.

Administration:

J. M. Savery, president-manager, director of attractions and superintendent of exhibits and commercial space; W. A. Spight, secretary-treasurer.

Annual Meeting—Held November 1. *IAFE Member*—4 years.

IAFE Delegate—J. M. Savery.

MISSOURI

Bethany Fair

Bethany, Mo.—September 1-6, 1942.

Attendance:

1940 . . 65,000 1941 . . 124,500

General Information:

Gate Admission: 30c day and night.

Total Cash Premiums Paid—Exhibits: \$5,000.

Plant—Acreage, 110.

Attractions:

Free Act, Revue, Band, Horse Races, Auto Races, Fireworks.

Carnival—Organized.

Administration:

Sam Kies, president; E. H. Noll, vice-president; T. R. Nickerson, secretary; M. C. Duke, treasurer.

Annual Meeting—First Wednesday in January, 1942.

State Convention Delegates—Sam Kies, E. H. Noll, T. R. Nickerson, L. M. Maple.

Ozark Empire District Fair

Springfield, Mo.—Second week in September, 1942.

Attendance:

1940 . . . 151,400 1941 . . . 171,500

General Information:

Gate Admission: 25c, day and night.

Gate Revenue—1940: \$14,549.40 (15c admission); 1941: \$19,856.67.

State Aid—None.

County Aid—\$1,000.

(Continued on next page)

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Total Cash Premiums Paid—Exhibits: \$9,500, Purses: \$3,059.96.

Plant—Acreage, 85. Total cost 1941 improvements—Swine and sheep pavilion, WPA project, \$30,000; new draft horse and mule barns, WPA, \$12,000; grading and landscaping, \$6,000; main driveways paved with asphalt for 2 miles, \$10,000.

Total 1941 Receipts—\$53,847.47.
Expenses—\$47,915.59.

Attractions:

Grandstand—50c, 75c, \$1. day and night. Total attendance—1940: 26,840; 1941: 32,675. Receipts—1940: \$11,560; 1941: \$15,350. Night receipts, 48 per cent. Expenses—1940: \$13,475; 1941: \$16,170. Auto Racing—1 day, IMCA. Motorcycle Racing—1 day, AMA. Automotive Thrill Days—1. Book Fireworks, Revue, Vaudeville, Name Bands, Special Attractions, local bands. Horse Show—2 nights. Harness Racing—4 days. Running Races—4 days.

Carnival—Organized, with independent concessions. Gross, \$12,000. Fair's share, 25 per cent.

Administration:

H. Frank Fellows, president; G. B. Boyd, secretary-manager and director of attractions; Dorothy Dickman, assistant secretary; W. W. Jacobs, superintendent of concessions, building exhibits and commercial space; Dr. W. A. Delzell, racing secretary.

Annual Meeting—In January.

IAFE Member—4 years.

IAFE Delegates—H. Frank Fellows, G. B. Boyd, others.

MONTANA

Midland Empire Fair

Billings, Mont.—August 10-15, 1942.

Attendance:

1940 . . . 109,180 1941 . . . 110,220

General Information:

Gate Admission—50c day; 25c night.

Gate Revenue—1940: \$23,440.40;

1941: 24,387.10

Local Aid—\$31,487.69.

Total Cash Premiums Paid—

Exhibits: \$15,231.65. Purses: \$14,728.84.

Plant—Acreage, 120. Total cost 1941 improvements—\$18,856.17, as follows: Addition to bleachers, \$9,920.88; livestock barns, \$8,518.60; sewage, \$416.69. Total 1941 Receipts—\$121,294.41. Expenses—\$117,073.17.

Attractions:

Grandstand—40c-50c-75c day; 50c-75c night. Attendance—1940: 45,230; 1941: 52,005. Receipts—1940: \$26,568.80; 1941: \$30,319.30. Expenses—1940: \$39,362.45; 1941: \$40,011.20. Night receipts: 56 per cent. Automotive Thrill Day—1. Running Races—6 days, pari-mutuel. Fireworks, revue, rodeo, special attractions, brass bands.

Carnival—Organized. Gross, \$19,620.20. Fair's share, \$3,693.50.

Administration:

John W. Currie, president; Harry L. Fitton, secretary; Charles F. Burton, superintendent of concessions; A. W. Lutz, superintendent of building exhibits and commercial space; Charles L. Trimble, race secretary.

IAFE Member—14 years.

IAFE Delegate—Harry L. Fitton.

North Montana State Fair

Great Falls, Mont.—August 3-8, 1942.

Attendance:

1940 . . . 274,009 1941 . . . 270,677

General Information:

Gate Admission: 50c day; 25c night.

Gate Revenue—1940: \$64,953.90;

1941: \$62,569.66.

Local Aid—\$30,097.42.

Total Cash Premiums Paid—Exhibits: \$29,879.89. Purses: \$17,525.

Plant—Acreage, 93. Total cost 1941 improvements—\$41,418.70, as follows: New concrete and steel bleachers, \$35,000; improvements to grandstand, \$2,500; new fire station, \$1,255.60; miscellaneous, \$2,663.10.

Total 1941 Receipts—\$198,548.38.

Expenses—\$176,412.07.

Attractions:

Grandstand—75c day and night. Attendance—1940: 91,124; 1941: 90,383.

Receipts—1940: \$48,141.90; 1941: \$46,613.61. Expenses—1940: \$29,428.53;

1941: \$31,471.75. Night receipts, 54 per cent. Fireworks, Revue, Rodeo,

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4 YEARS

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1942 DATES (Tentative) SEPTEMBER 6-12

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Michigan State Fair

Detroit, Michigan

Labor Day Week

Bernard J. Youngblood
Mgr.

Vaudeville, Horse Show, Municipal Bands. Running Races—6 days, pari-mutuels.

Carnival—Organized. Fair's share of gross, \$5,501.63, not including mid-way concessions.

Administration:

O. S. Warden, president; Harold F. DePue,* secretary, director of attractions and superintendent of building exhibits and commercial space; Harry L. Flitton,* secretary; Howard Stanley, superintendent of concessions; Charles L. Trimble, race secretary.

(*Prior to November 15, 1941. Resigned and was replaced by Harry L. Flitton, who also resigned. New secretary not known at time of this compilation.)

Annual Meeting—January, Missoula. IAFE Member—11 years. IAFE Delegate—O. S. Warden.

Eastern Montana Fair

Miles City, Mont.

Attendance:

1940...12,000 to 15,000, 1941...15,000 to 20,000

General Information:

Gate Admission: 25c day and night. CCC boys and students free.

Gate Revenue—1940: \$1,250; 1941: \$1,450

County Aid—Approximately \$8,000.

Total Cash Premiums Paid—Exhibits: \$2,250. Purses: \$2,400.

Plant—Acreage, 102. Total cost 1941 improvements—Approximately \$4,000 for office building, other buildings and grounds improvements.

Total 1941 Receipts—Approximately \$5,000 less county and other aid.

Expenses—Approximately \$8,000.

Attractions:

Grandstand—50c day and night. Total attendance—1940: 8,000 to 9,000; 1941, 9,000 to 10,000. Receipts—1940: \$2,500; 1941: \$3,000. Expenses—1940: \$3,200; 1941, \$3,500. Night receipts: 66 2-3 per cent. Fireworks, Revues and

Vaudeville. Running Races—3 days. Total Pari-Mutuel handle—1940: \$2,500; 1941: \$3,000. Net Receipts to Fair—1940: \$174.17; 1941: \$238.10.

Carnival—Organized. Gross, \$1,850. Fair's share, \$458.42, plus \$200 for concessions.

Administration:

E. E. Hill, president, superintendent of concessions and race secretary; J. H. Bohling, secretary and superintendent of building exhibits and commercial space; Alva Hiers, vice president and director of attractions.

Annual Meeting—January, Missoula, Mont.

State Association Member—16 years.

State Convention Delegates—Entire fair board.

Fair was organized 16 years ago and now has a plant valued at about \$125,000.

Western Montana Fair and Rodeo

Missoula, Mont.

Attendance:

1940...47,000 1941...46,000

General Information:

Gate Admission: 50c day, 25c night.

Gate Revenue—1940: \$6,570.00; 1941: \$7,369.00

City or County Aid—\$12,300.

Total Cash Premiums Paid—Exhibits: \$5,700. Purses: \$3,500.

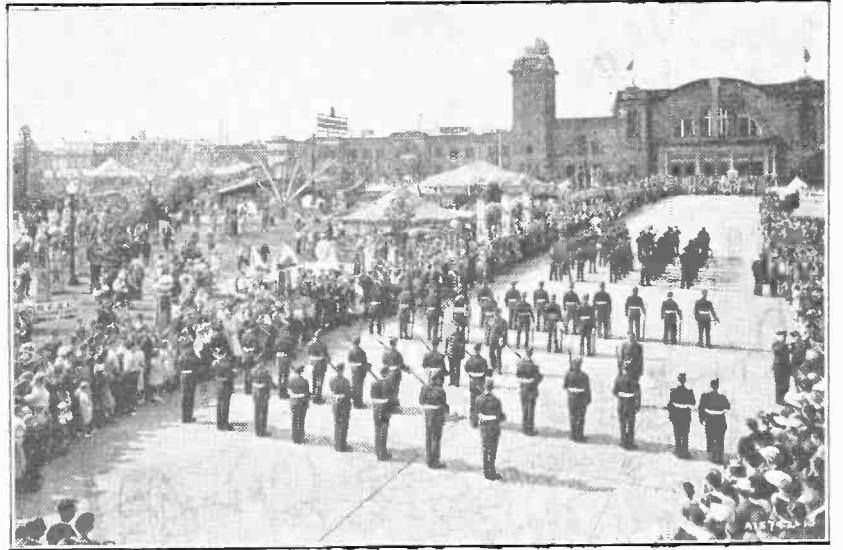
Plant—Acreage, 75, two miles from center of city. Total cost 1941 improvements—\$5,700 for flood lighted arena for night rodeo (\$2,000), ticket booths, announcer's stand, bleachers (temporary), improve lighting system, box stalls increased, race barn and new fences.

Total 1941 Receipts—\$38,500.

Expenses—\$40,313.15.

Attractions:

Grandstand—50c day, 75c and \$1 night. Total attendance—1940: 10,000; 1941: 14,000. Receipts—1940: \$7,650; 1941: \$10,246.50. Expenses—1940: \$9,000; 1941: \$11,000. Night receipts,



COLISEUM at Canadian National Exhibition, Toronto, with Air Force Detachment in foreground.

80 per cent. Rodeo, Vaudeville, Horse Show. Pari-Mutuels — 1940 handle: \$20,000; 1941 handle: \$23,000. Carnival—Organized. Gross, \$5,500. Fair's share, \$1,685.

Administration:

John Stahl, president; Floyd Day, secretary, superintendent of concessions, building exhibits and commercial space; John I. Kissane, race secretary.

Annual Meeting—Missoula, Mont., late January, 1942.

State Convention Delegates—Floyd Day and Hal Cheney.

This fair is the oldest in the State, operating intermittently for the last 55 years.

NEBRASKA

Nebraska State Fair

Lincoln, Neb.—August 29, September 5, 1942.

Attendance:

1940...125,000 1941...Not given

General Information:

Gate Admission: 50c day and night.

Gate Revenue—1940: \$44,525; 1941: \$1,656

State Aid—\$2,000.

Total Cash Premiums Paid—Exhibits: \$25,464.09. Purses: \$15,023.

Plant—Acreage, 242. Total cost 1941 improvements—Reroofing of Coliseum, \$16,000; street repair, \$3,100; various

(Continued on next page)

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NEW THRILLS

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★ INDIANA ★ STATE-FAIR

"This year the Indiana State Fair had a paid attendance totaling 486,926 for the eight-day Fair. 18½ acres under roof, which took care of everyone during the showers. Races were held every day, even though it rained several mornings until 11:00 a.m. Indiana has the greatest Fair Grounds, also the finest buildings of any State Fair. 1942 Fair dates—September 4th to 11th, inclusive."

PAUL S. DUNN
Manager

CHAS. M. DAWSON
Commissioner of Agriculture

F. M. OVERSTREET
President
INDIANAPOLIS, IND.
MEMBER OF THE IAFE 21 YEARS

roofing, \$2,600; repairs on building walls and other interiors, \$4,300; painting of ground residences, \$750.

Total 1941 Receipts—\$134,532.50.
Expenses—\$102,180.

Attractions:

Grandstand—25c, 50c, 75c day and night. Receipts—1940: \$21,620.25; 1941: \$28,231.05. Night receipts, 65 per cent. Midget Auto Racing—1 day. Book Revue, Special Attractions, Horse Show. Running Races—13 days, pari-mutuels (includes pre-fair meeting).
Carnival—Organized.

Administration:

Gates Lilley, president; E. J. Millie, secretary and director of attractions; J. M. Calder, superintendent of concessions, building exhibits and commercial space; Charles Trumble, race secretary.

Annual Meeting—January 27-28, 1942.
IAFE Member—Charter.
IAFE Delegates—Gates Lilley, E. J. Millie.

NEW JERSEY

New Jersey State Fair

Trenton, N. J.

Attendance:

1940 . . . 238,621 1941 . . . 304,746

General Information:

Gate Admission: 50c day; 25c night.
Gate Revenue — 1940: \$45,685.17; 1941: 61,978.34

State Aid—\$2,300.

Total Cash Premiums Paid—

Exhibits: \$21,689.90. Purses—\$6,100.
Plant—Acreage, 138. Total cost 1941 improvements — \$36,953, for main grandstand stucco and painting; new flagpoles; interior and exterior painting of Coliseum; new roof, Coliseum; improvements, Poultry Building, Sheep Building, Swine Sheds; track, new fence; gravel, all roads; cement walks; installation of White Way lighting standards from New York World's Fair; new entrance; box offices.
Total Receipts—1940: \$106,292.15; 1941: 141,846.12

Attractions:

Grandstand—35c to \$1.50 day; 35c to \$1, night. Attendance—1940: 66,000; 1941: 96,000. Receipts—1940: \$34,000; 1941: \$47,000. Expenses — 1940: \$27,450; 1941: \$24,127. Night receipts, 32 per cent. Auto Races (big)—1 day; Midget Auto Races—1 day. Automotive Thrill Days—2. Book Fireworks, Revue, Vaudeville, institutional bands. Harness Racing—4 days.
Carnival—Organized. Gross, \$25,000 (approx.). Fair's share, \$7,158.

Administration:

George A. Hamid, president; Harry E. LaBregue, secretary-manager and superintendent of building exhibits and commercial space; J. McCormick, superintendent of concessions; Ed Leatherman, racing secretary.
IAFE Delegate—George A. Hamid.

NEW YORK

Albany-Schenectady County Fair

Altamont, N. Y.

Attendance:

1940 . . . 38,000 1941 . . . 53,000

General Information:

Gate Admission: 50c day; 35c night.
State Aid—\$8,000.
Total Cash Premiums Paid—Exhibits: \$7,250. Purses: \$2,400.
Plant—Acreage, 35, 15 miles from Albany, Schenectady, Troy and Amsterdam. 1941 Improvements—New roadways and poultry building.

Attractions:

Grandstand—50c day, 35c night. Auto Racing—1 day, AAA. Automotive Thrill Features—1 day, 1 night. Fireworks, Revue, Rodeo, Vaudeville, Horse Show, brass band. Harness Racing—3 days.
Carnival—Organized.

Administration:

Forest Decker, president and director of attractions; Roy F. Peugh, secretary, superintendent of concessions, building exhibits and commercial space and race secretary.
Annual Meeting—December 13.
State Association Member—49 years.
1942 will be the 50th year for this fair and this past year was the best

\$20,000 RACE PURSES
\$40,000 CASH PREMIUMS

A \$750,000 PLANT
FULLY PAID FOR

THE NORTH MONTANA STATE FAIR

GREAT FALLS, MONTANA

The Largest and Finest Livestock Exhibits in the Northwest, plus outstanding educational features and the best in entertainment—that's the success formula of the North Montana State Fair. That's why more people clicked through the turnstiles this year than ever before in its eleven-year history.

AUGUST 3-8, 1942

O. S. WARDEN
President

DAN P. THURBER
Secretary-Manager

GREETINGS AND BEST WISHES

We hope that 1942 will find this old World
back on its feet and everyone enjoying
Good Health and Prosperity.



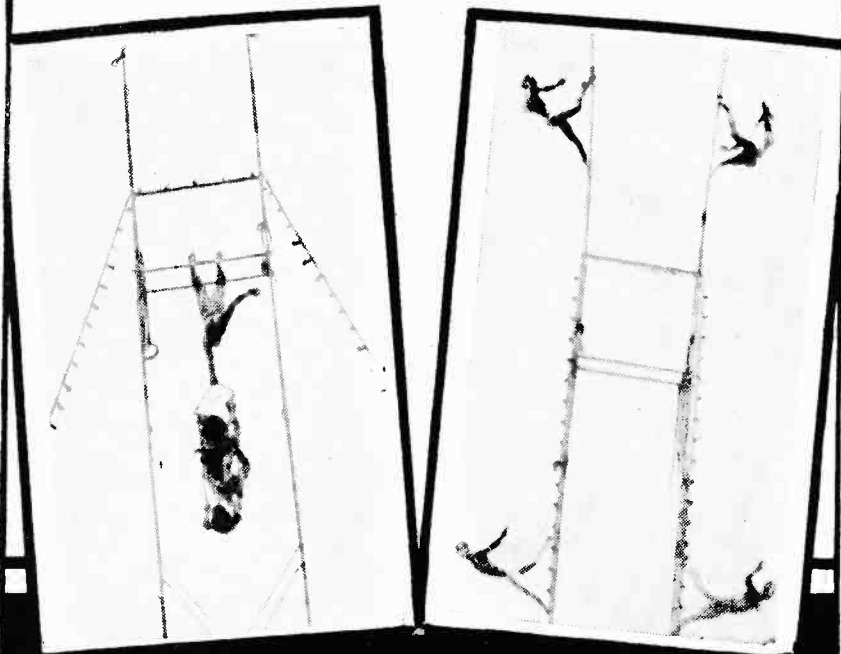
SHREVEPORT

M. T. WALKER
President

W. R. HIRSCH
Secretary-Manager

"It's Your Fair—So Be There"

TWO OUTSTANDING HIGH AERIAL ACTS NOW BOOKING 1942 DATES



The Viera Four
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DAREDEVILS
in MIDAIR
★ TRADE MARK



Eddie Vierds
★
Sensational
4
★
TRADE MARK
Stars

Entire Routines Sensational, Packed With Thrills.
Write for Complete Information Today.

EDDIE VIERA, Care of The Billboard, Cincinnati, O.

State Association Member—60 years.
State Convention Delegates—President, secretary and treasurer.
Fair was started in 1817, ran for several years and then lapsed until 1839. It has been rated a Blue Ribbon fair for many years.

Steuben County Fair

Bath, N. Y.

Attendance:
1940... 31,000 1941... 40,500

General Information:
Gate Admission: 50c day; 25c night.
Total Cash Premiums Paid—Exhibits: \$6,122.30. Purses: \$4,700.
Plant—Acreage, 45. Total cost 1941 improvements—\$4,500 to remodel lower floor of main building, commercial exhibits, purchased 300 feet of 6-foot Cyclone fence, macadamized all remaining cinder walks on grounds.

Attractions:
Grandstand—50c day, 25c night.
Fireworks, Revues, Vaudeville, Orchestra, Harness Racing—4 days.
Carnival—Organized and independent.

Administration:
H. M. Atherton, president; J. Victor Faucette, secretary, director of attractions, superintendent of concessions, building exhibits and commercial space; C. G. Carey, race secretary.
Annual Meeting—Bath, N. Y., in December, 1941.
State Convention Delegates—H. M. Atherton and J. Victor Faucette.
State Association Member—Since beginning.
Fair was started in 1819 and claims to be the oldest in the country.

Cortland County Fair

Cortland, N. Y.

Attendance:
1940... 55,000 1941... 60,000

General Information:
Gate Admission: 50c day, 25c night.
Gate Revenue—1940: \$8,636.50; 1941: \$9,969.79.
State Aid—\$5,000 (estimated).
Total Cash Premiums Paid—Exhibits: \$6,853.16. Purses: \$2,046.

Plant—Acreage, 40, one mile from center of city. Total cost 1941 improvements—\$2,476.84 for general repairs.

Total 1941 Receipts—\$33,539.48.
Expenses—\$26,201.50.

Attractions:

Grandstand—50c day and night.
Total attendance—1940: 2,553; 1941: 2,873. Receipts—1940: \$3,905.50; 1941: \$4,342.75. Expenses—1940: \$5,908.18; 1941: \$6,304.84. Night receipts: 47 per cent. *Midget Auto Racing, AAA, Automotive Thrill Feature*—2 days. *Revue, Vaudeville, Special Attractions and Horse Show, Harness Racing*—3 days.
Carnival—Organized.

Administration:

A. J. Sears, president; Harry B. Tanner, secretary, director of attractions, superintendent of concessions, building exhibits and commercial space; Carl Lockey, race secretary.
Annual Meeting—45 Main St., Cortland, January 6.
State Convention Delegates—A. J. Sears, Ralph A. Butler, Harry B. Tanner, Thomas Luker, Frank P. Wavie, Ralph Higley.

State Association Member—Since organized.

Fair was started in 1818, suspended for a few years, started again in 1838 and has been continuous every year since.

Chemung County Fair

Horseheads, N. Y.—Aug. 23-29, 1942.

General Information:

Gate Admission: 50c day, 25c night.
State Aid—\$7,741.25.
City or County Aid—\$750.00.
Total Cash Premiums Paid—Exhibits: \$5,661.50. Purses: \$2,100.
Plant—Acreage—45, 3½ miles from center of city. Total cost 1941 improvements—\$8,000 for rebuilding race track, new electric lights, picnic shelters, water fountains and lavatories.
Total 1941 Receipts—\$37,675.
Expenses—\$35,769.

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CANADIAN NATIONAL EXHIBITION

TORONTO

1941 ATTENDANCE

2,100,000

AUG. 28 TO SEPT. 12, 1942

Member International Association
of Fairs and Expositions

Attractions:

Grandstand—50c, day and night. *Automotive Thrill Features, Fireworks, revue, rodeo, horse show, band. Harness Races—3 days. Carnival—Organized.*

Administration:

Marvin Olcott, president; H. Ward Kinley, secretary; G. A. Turner, race secretary. *Annual Meeting—Elmira, N. Y., December 2, 1941. State Association Member—Over 25 years. Fair was organized in 1842. Next year will be the 100th Anniversary.*

New York State Fair

Syracuse, N. Y.—August 30-September 7, 1942.

Attendance:

1940 . . . 272,688 1941 . . . 380,054

General Information:

Gate Admission: 50c day, 25c night. *State Aid—\$161,000. Total Cash Premiums Paid—Exhibits: \$57,000. Purses: \$23,000. Plant—Acreage, 267½. Total cost 1941 improvements—\$25,000, for purchase and installation of equipment (mainly lighting) from New York World's Fair. Total 1941 Receipts—\$285,000. Expenses—\$210,000.*

Attractions:

Grandstand—50c, 75c, \$1. Receipts—1940: \$19,000; 1941: \$30,000. Night receipts, 75 per cent. *Auto Racing—2 days, AAA. Book Automotive Thrill, Fireworks, Revue, Rodeo, Vaudeville, Horse Show, Special Attractions. Harness Racing—6 days. Carnival—Organized. Gross, \$61,000.*

Administration:

Paul Smith, managing director and director of attractions; George Schilly, superintendent of concessions; Col. H. M. Brewster, superintendent of building exhibits and commercial space; Gil Wetmore, race secretary. *IAFE Delegate—Paul Smith.*

NEW MEXICO**New Mexico State Fair**

Albuquerque, N. M.

Attendance:

1940 . . . 125,000 1941 . . . 175,000

General Information:

Gate Admission: 25c day and night. *State Aid—\$20,000. Total Cash Premiums Paid—Exhibits: \$10,000. Purses: \$18,000. Plant—Acreage, 220. Total cost 1941 improvements—\$29,000, as follows: Art Building wing, \$8,000; sheep barn, \$18,000; other, \$3,000.*

Attractions:

Grandstand—75c day and night. Night receipts: 45 per cent. *Book Fireworks, Rodeo, Special Attractions, Horse Show, school bands. Running Races—8 days. Total Handle (pari-mutuels)—1940: \$196,000; 1941: \$278,000. Carnival—Organized and independent. Fair's share of gross, \$4,000.*

Administration:

Harold B. Sellers, president; Leon H. Harms, secretary; Bill Haines, superintendent of concessions; H. B. Hening, superintendent of building exhibits and commercial space; Harry Foster, race secretary. *IAFE Member—3 years. IAFE Delegates—Leon H. Harms, Mrs. Leon H. Harms.*

Eastern New Mexico State Fair

Roswell, N. M.—October 7-10, 1942.

Attendance:

1940 . . . 72,000 1941 . . . Flooded Out

General Information:

Gate Admission: 10c night. *Plant—10 blocks from center of city.*

Attractions:

Rodeo. *Carnival—Organized.*

Administration:

Will Hortenstein, president; E. E. Paterson, secretary. *Fair started 19 years ago as a Cotton Carnival.*

NORTH CAROLINA**Southern States Fair**

Charlotte, N. C.

General Information:

Gate Admission: 50c day and night. *Total Cash Premiums Paid—Exhibits: \$10,000. Plant—Acreage, 100, three miles from center of city.*

Attractions:

Grandstand—50c day, 50c and \$1 night. *Auto Racing—1 day. Automotive Thrill Days—2. Fireworks, Revues, Vaudeville, Special Attractions, Horse Shows and School Bands. Harness Racing—3 days. Carnival—Organized.*

Administration:

Dr. J. S. Dorton, president; C. A. Hopkins, race secretary. *State Association Member—3 years. State Convention Delegate—Dr. J. S. Dorton.*

North Carolina State Fair

Raleigh, N. C.

Attendance:

1940 . 225,000 1941 . 235,000 (Est.)

Attractions:

Fireworks, Revue, Vaudeville. *Auto Racing—1 day. Automotive Thrill Days—2. Harness Racing—3 days. Dr. J. S. Dorton, general manager. (Above prepared from files of The Billboard.)*

Cleveland County Fair

Shelby, N. C.

Attendance:

1940 . . 175,000 1941 . . 190,000

General Information:

Gate Admission: 25c day and night. *Total Cash Premiums Paid—Exhibits: \$6,300. Purses: \$2,250. Plant—Acreage, 51, 3½ miles from center of city. Total cost 1941 improvements—\$5,000 for improved modernistic fronts for independent midway and concession area and light pylons over entire grounds.*

Attractions:

Grandstand—35c and 50c day and night. Total attendance—1940: 33,000; 1941: 42,000. Night receipts: 60 per cent. *Auto Racing, C. S. R. A. Automotive Thrill Features, Fireworks, Revues, Vaudeville, Horse Show, Hill-billy Team and High School Bands. Harness Racing—3 days. Carnivals—Organized.*

Administration:

A. E. Cline, president; Dr. J. S. Dorton, secretary; E. L. Weather, superintendent of concessions; Dr. R. S. Frazier, race secretary. *Annual Meeting—Shelby, N. C., September 30, 1941. State Convention Delegate—Dr. J. S. Dorton. State Association Member—18 years. Fair was started in 1924, a corporation owned by 381 local citizens who each receive an annual pass as their dividend.*

NORTH DAKOTA**Greater Grand Forks State Fair**

Grand Forks, N. D.

Attendance:

1940 . . 45,000 1941 . . 51,000

General Information:

Gate Admission: 25c day and night. *Gate Revenue—1940: \$33,540; 1941: \$36,825. State Aid—\$375. City and County Aid—\$5,000. Total Cash Premiums Paid—Exhibits: \$9,810. Purses: \$4,800. Plant—Acreage, 100, two miles from center of city. Total cost 1941 improvements—\$6,800 for new 4-H Building.*

Attractions:

Grandstand—50c day, 75c night. Night receipts, 80 per cent. *Auto Racing—1 day, I. A. R. A. Automotive Thrill Features—2 days. Revue, Vaudeville, Special Attractions, City and High School Bands. Running Races—2 days. Carnival—Organized. Gross, \$14,600. Fair's share, 20-23 per cent. (Continued on next page)*

MINNESOTA STATE FAIR

Saint Paul----Minneapolis

EXHIBITORS AND CONCESSIONAIRES:

Ask any showman to name the outstanding fair in the Midwest—and he'll pick MINNESOTA. Year after year its attendance climbs closer to the million mark.

That's why the 1941 line-up of industrial exhibits topped all others.

That's why the interest shown in the 1942 fair indicates more exhibitors will be on hand to display their products to inhabitants of the rich Northwest than ever before.

Write now for details!

1941 Attendance--762,228

H. A. DERENTHAL
President

RAYMOND A. LEE
Secretary

1942 Dates

10 Days August 29 to September 7 (Labor Day)

Fair Secretaries!

WIN CASH PRIZES FOR YOUR FAIR IN
THE BIG SIXTH ANNIVERSARY JUBILEE PROGRAM
OF THE NATION-WIDE

CROCHET CONTEST

Once Again You Have the Opportunity to Triple Your Needlework Interest
SPECIAL AWARDS! SPECIAL FEATURES!

\$50 in cash goes to each Fair represented by one of the ten national first-prize winners. \$5 in premium money to all cooperating Fairs. \$1,450 in cash goes to winning contestants. Special Division for 4-H Club members.

A partial list of 1941 cooperating Fairs is as follows:

North Alabama State Fair	New Jersey State Fair
Arizona State Fair	New York State Fair
California State Fair	North Carolina State Fair
Colorado State Fair	North Dakota State Fair
Florida State Fair	Ohio State Fair
Georgia State Exposition	Oklahoma State Fair
Western Idaho State Fair	Oregon State Fair
Illinois State Fair	York, Pa. Inter State Fair
Indiana State Fair	Rhode Island State Fair
Kansas State Fair	South Dakota State Fair
Kentucky State Fair	Tennessee State Fair
Maryland State Fair	Texas Tri State Fair
Michigan State Fair	Utah State Fair
Minnesota State Fair	Rutland, Vt. Fair
Mississippi State Fair	Virginia State Fair
Missouri State Fair	Western Washington Fair
North Montana State Fair	Wisconsin State Fair
Nebraska State Fair	Wyoming State Fair

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NATIONAL NEEDLECRAFT BUREAU
385 FIFTH AVENUE, NEW YORK, N. Y.

THE SOUTH LOUISIANA STATE FAIR

DONALDSONVILLE, LA.

Announces its 30th Annual
Exhibition for the early
part of October, 1942.

A number of improvements including better walks and better drainage are planned to be started before the end of the present year.

L. A. BORNE, Raceland, La., President
G. J. AUTIN, Houma, La., Vice-President
SIDNEY HARP, Donaldsonville, La., Executive Vice-President
NORBERT DELATTE, Donaldsonville, La., Treas.
R. S. VICKERS, Donaldsonville, La., Secretary-Manager

Administration:
O. Lunseth, president; Cliff Bratland, superintendent of concessions; Ralph Lynch, secretary, director of attractions and superintendent of exhibits and commercial space.
Fair was started in 1905.

\$7,210. Purses: \$10,100.
Plant—Acreage, 63, 1½ miles from center of city. Total cost 1941 improvements—\$1,525 for new fence around race track, six buildings painted, general minor repairs.
Total 1941 Receipts—\$27,538.
Expenses—\$27,224.

Attractions:
Grandstand—25c day and night. Total attendance—1941: 13,026. Receipts—1940: \$4,319.25; 1941: \$3,256.50. Expenses—1940: \$2,400; 1941: \$2,125. Night receipts, 75 per cent. *Automotive Thrill Features*—2 nights. *Rodeo. Local Bands. Harness Racing*—4 days. *Pari-Mutuel receipts*—1941: \$261; 1940, \$388.
Carnival—Independent. Fair's share—\$9,000 (flat rate).

Administration:
M. E. Miller, president; Russell W. Alt, secretary; T. B. Cox, superintendent of concessions and director of attractions; Edward Walter, superintendent of building exhibits and commercial space; T. T. Courtright, race secretary.
Annual Meeting—Lancaster, O., December 27, 1941.
State Association Member—Since founding.
State Convention Delegates—M. E. Miller, R. W. Alt.
Fair was started in 1851.

OKLAHOMA

Oklahoma Free State Fair

Muskogee, Okla.—September 27-October 4, 1942.

Attendance:
1940..300,000* 1941..275,000*
*Estimated.

General Information:
Gate Admission: Free.
Aid—County: \$10,000; City: \$1,500.
Total Cash Premiums Paid—Exhibits: \$13,642.
Plant—Acreage, 80.

Attractions:
Grandstand—30c, 80c, \$1.10 day and night. Receipts—1940: \$13,440.63. Expenses—1940: \$11,864.72. Night receipts, about one-third. *Auto Racing*—2 days, IMCA. *Automotive Thrill Days*—1. *Fireworks, Revue, Rodeo, School Bands.*
Carnival—Organized. Gross, \$23,256.30.

Administration:
William S. Warner, president; Ethel Murray Simonds, secretary; W. W. Simonds, superintendent of concessions.
IAFE Member—Charter.
IAFE Delegates—Ethel Murray Simonds, W. W. Simonds, William S. Warner, Harry W. Gibson, Jr.

Oklahoma State Fair

Oklahoma City, Okla.

Attendance:
1940...277,877 1941:...337,661

General Information:
Gate Admission: 50c day and night.
Plant—Acreage, 160. Total cost 1941 improvements—\$12,000, Future Farmers' Building.

Attractions:
Grandstand—50c day, 75c night. Night receipts: 60 per cent. *Auto Racing*—2 days. *Book Fireworks, Automotive Thrill Days, brass bands.*
Carnival—Organized.

Administration:
R. M. Rainey, president; Ralph T. Hemphill, secretary; C. G. Baker, superintendent of concessions.
IAFE Member—Since 1914.
IAFE Delegates—Ralph T. Hemphill, C. G. Baker.

Tulsa State Fair

Tulsa, Okla.

Attendance:
1940...53,813* 1941...128,763**
*Paid.
**Gross.

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$12,255.87; 1941: 13,579.08
Local Aid—\$25,000 from county.

OHIO

Ohio State Fair

Columbus, O.—August 29-September 4, 1942.

Attendance:
1940..229,295 (paid) 1941..286,686 (paid)

General Information:
Gate Admission: 50c and 25c day; 25c night.
Gate Revenue—1940: \$140,318; 1941: \$180,167.
Total Cash Premiums Paid—Exhibits: \$106,253. Purses: \$14,000.
Plant—Acreage, 150, plus 100-acre parking lot. Total cost 1941 improvements—\$10,600 for horse barns, lighting system, band shell, remodeling.
Total 1941 Receipts—\$236,000.
Expenses—\$221,000.

Attractions:
Grandstand—25c to \$1 day and night. Receipts—1940: \$38,493; 1941: \$55,500. Night receipts, 65 per cent. *Fireworks, Revue, Vaudeville, Horse Show, Band, Local Talent. Harness Races*—5 days.
Carnival—Independent.

Administration:
John T. Brown, director of agriculture; Win H. Kinnan, manager, director of attractions, superintendent of building exhibits and commercial space; John Yoder, superintendent of concessions; Earl Coburn, race secretary.
IAFE Member.
IAFE Delegates—Win H. Kinnan and John D. Zook, director of publicity.

Montgomery County Fair

Dayton, O.—September 7-10, 1942.

Attendance:
1940..62,563 1941..53,866 (rain)

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$18,156.08; 1941: \$15,694.85

State Aid—\$800.00
County Aid—\$2,500.
Total Cash Premiums Paid—Exhibits: \$6,821.00. Purses: \$2,962.50.
Plant—Acreage, 30, one mile from center of city. Total cost 1941 improvements—\$2,548.57 for panic bolts installed on doors in Coliseum Building, installation of gasoline pump and pit, building of loading platform at Coliseum, painting educational and fine arts building, rebuilding and painting of judges' stand and erecting iron fence and general repairs and replacements.
Total 1941 Receipts—To date, \$40,757.18.
Expenses—To date \$30,701.71.

Attractions:
Grandstand—25c day and night. Total attendance—1940: 14,172; 1941: 11,837. Receipts—1940: \$3,543; 1941: \$2,959.25. Expenses—1940: \$6,662.50; 1941: \$5,212.50. Night receipts: 75 per cent. *Vaudeville, Special Attractions, Horse Show and Bands. Harness Racing*—3 days.
Carnival—Independent.

Administration:
C. C. Neff, president; R. C. Haines, secretary.
Annual Meeting—January 3, 1941, Fair Grounds.
State Association Member—Since its beginning.
Fair was started 90 years ago and has been held annually. Has never missed the payment of premium awards and speed purses offered.

Fairfield County Fair

Lancaster, O.

Attendance:
1940...60,000 1941...80,000

General Information:
Gate Admission: 30c day and night.
Gate Revenue—1940: \$15,638.25; 1941: \$14,425.00
County Aid—\$1.88.
Total Cash Premiums Paid—Exhibits:

Total Cash Premiums Paid—
Exhibits: \$24,968.50.
Acreage, 240.
Total 1941 Receipts—\$64,767.69.
Expenses—\$57,175.81.

Attractions:
Grandstand—50c, day and night. Night receipts, 80 per cent. Auto Racing, fireworks, revue, rodeo, brass bands. Carnival—Organized. Gross, \$24,317.10.

Administration:
C. A. Mayo, president; William B. Way, secretary; E. C. Vickers, superintendent of concessions, building exhibits and commercial space; E. Fred Johnson (shows, etc.) and G. R. McCullough (carnival), co-directors of attractions.
IAFE Delegate—W. B. Way.
IAFE Member—16 years.

OREGON

Multnomah County Fair

Gresham, Ore.

Attendance:
1940...48,554

General Information:
State Aid—\$4,689. County Aid—\$14,012.
Cash Premiums Paid—\$8,834.
Plant—Acreage, 60, 15 miles from Portland.

Attractions:
Grandstand—50c day, 25c night. Thrill Days—7. Music. Horse Racing—6 days.
Carnival—Organized.

Administration:
T. J. Kreuder, president; A. H. Lea, secretary and director of attractions; J. Bennett, superintendent of concessions and building exhibits.
IAFE Member—1 year.
IAFE Delegate—A. H. Lea.
(Above prepared from 1940 files of *The Billboard*.)

Pacific International Livestock Exposition

Portland, Ore.—October 3-10, 1942.

Administration:
Theodore B. Wilcox, Jr., president; O. M. Plummer, secretary and general manager.

Oregon State Fair

Salem, Ore.

Attendance:
1941.....149,687

General Information:
Total Cash Premiums Paid—Exhibits and purses: \$39,366.70.
State Aid—\$35,000.
County Aid—\$2,095.

Attractions:
Revue, Horse Show, Running and Harness Races. 1941 Pari-Mutuel handle: \$138,000.

Administration:
Leo G. Spitzbart, manager.
"Complete audit will not be available until December 1."

PENNSYLVANIA

Cambria County Fair

Ebensburg, Pa. (After four requests fair failed to furnish information as requested by *The Billboard*.)

Lehigh Valley Fair

Lehigh Valley, Pa.

Attendance:
1940...15,000 (rain) 1941...45,000

General Information:
Gate Revenue—1940: \$ 2,640.75; 1941: \$10,787.00
State Aid—\$1,000.
City or County Aid—\$1,000.
Total Cash Premiums Paid—Exhibits: \$1,048. Purses: \$1,500.
Plant—Acreage, 10, one-half mile from center of city. Total cost 1941

improvements—\$850 for general repairs to buildings and grounds.
Total 1941 Receipts—\$20,199.
Expenses—\$18,631.47.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 4,000; 1941: 12,000. Receipts—1940: \$1,081; 1941: \$2,968.60. Expenses—1940: \$3,500; 1941: \$3,800. Night receipts, 55 per cent. Automotive Thrill Days—1. Revues. Harness Racing—3 days. Carnival—Organized.

Administration:

George H. Enzian, president; Frank R. Diehl, secretary and director of attractions; Harvey R. Arner, superintendent of concessions, race secretary and superintendent of building exhibits and commercial space.

Annual Meeting—Fire Co. No. 2 Bldg., Lehigh Valley, Pa., second Tuesday in January.

State Convention Delegates—George D. Kresgo, Harvey R. Arner, Frank R. Diehl.

Fair was organized 67 years ago. In 1921 reorganization took place.

Reading Fair

Reading, Pa.—September 13-20, 1942.

Attendance:
1940...269,894 1941...240,430

General Information:

Gate Admission: 25c and 35c day and night.
Gate Revenue—1940: \$42,530.90; 1941: \$42,240.25

State Aid—\$1,000.
Total Cash Premiums Paid—Exhibits: \$14,666.50. Purses: \$19,653.53.
Plant—Acreage, 80, three miles from center of city. Total cost 1941 improvements—\$10,000 for painting buildings, new roofs on cooling-out barn and horse stables, repairing and oiling streets and new fence around race track.
Total 1941 Receipts—\$141,849.40.
Expenses—\$119,368.49.

Attractions:

Grandstand—75c, \$1, \$1.25 and \$1.50 day; 75c and \$1 night. Total attendance—1940: 48,973; 1941: 49,915. Receipts—1940: \$34,168.35; 1941: \$38,203.55. Expenses—1940: \$23,361; 1941: \$26,320.15. Night receipts, 45 per cent. Auto Racing—1 day, C. S. R. A. Automotive Thrill Features—2 days, 1 night. Fireworks, Revues, Vaudeville, Brass Band and Name Band. Harness Racing—5 days. Running Races—4 days.

Administration:

John S. Giles, president and director of attractions; Charles W. Swoyer, secretary, superintendent of concessions, building exhibits and commercial space; Caleb B. Dowd, race secretary.

Annual Meeting—522 Court St., Reading, Pa., January 3, 1942.

State Convention Delegates—Officers and directors.

State Association Member—20 years.

Gala Week Fair

Red Lion, Pa.

Attendance:
1940...28,000 1941...Called off

General Information:

Gate Admission: Adults, 10c; Children, free.

"Ours is a small carnival and night fair. It had to be called off this year due to the infantile paralysis epidemic in Southern Pennsylvania."

R. M. SPANGLER, Secretary.

Selinsgrove Night Fair

Selinsgrove, Pa.—Week of July 20, 1942.

Attendance:
1940: 100,000 (estimated). 1941: 130,000 (estimated).

General Information:

Free Gate.
Plant—Acreage, 115.
(Continued on next page)

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- high.

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In spite of Christmas . . . New Year's . . . or any other holiday . . . "the show must go on."

For you fine people who uphold this age-old tradition of the stage . . . so that we can enjoy professional entertainment . . . so that our holidays will be more pleasant for you we wish a Merry Christmas and a New Year which will see the fulfillment of every cherished hope that is the holiday wish of the friendly FOXHEAD FOLKS . . .

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A Merry Xmas and a Happy New Year

A CANADIAN ENTERPRISE SUPPLYING HIGH CLASS OUTDOOR AMUSEMENT



FRED W. SIMS General Director 12th ANNUAL YEAR P.O. Box 85 TORONTO, ONTARIO

To The Fair Men and Celebration Committees:— EN ROUTE Toronto, Ont., Can.

We wish to take this opportunity of expressing our thanks and appreciation of your cooperation this past season. Your courteous treatment and friendly assistance helped us to score another great year!

Our promise to all Fair Secretaries and Sponsors for the season 1942 is -- a BIGGER and BETTER SIMS' GREATER SHOWS -- one which you can really be proud to present in your community.

Since the inception of the SIMS' GREATER SHOWS 12 years ago, it has been the constant aim of the management to furnish the best in midway entertainment.

As in previous years, we will again have all new shows under new canvas. Betty King has already booked a new side show and a revue show. Outstanding acts for these two shows should get in touch with her immediately, in care of the Sims' Greater Shows. We have openings for two more shows that do not conflict and will supply tents and wiring for same.

We also want workmen for the rides, those who appreciate working for a show that has never missed a pay week, nor chiseled a committee. We will need legitimate concessions that work for stock, too.

Yours for Victory
Sincerely

Fred W. Sims
Fred W. Sims

FWS:s
Sims' Greater Shows Contract Assures Character Shows and Honest Dealings

Attractions:
Fireworks, Revues, Vaudeville, Radio Stars, Bands.
Carnival—Independent.

Administration:
Sponsored by fire company; Roland E. Fisher, manager.
State Association Member—3 years.
Fair was started nine years ago as a free gate night fair and is now advertised as Pennsylvania's largest free gate night fair.

York Interstate Fair
York, Pa.—September, 1942 (Indefinite).

Attendance:
1940 . . . 241,888 1941 . . . 137,033

General Information:
Gate Admission: 50c day and night.
Gate Revenue—1940: \$64,682.00
1941: 39,753.50
Total Cash Premiums Paid—Exhibits: \$15,110.60. Purses: \$9,700.00.
Plant—Acreage: 120. Total cost 1941 improvements—\$15,475.56.
Total 1941 Receipts—\$110,165.53.
Expenses—\$101,836.97.

Attractions:
Grandstand—50c to \$2.50 day; 50c to \$1.00 night. Total attendance—1940: 51,049; 1941: 30,645. Receipts—1940: \$31,596.10; 1941: \$22,755.32. Expenses—1940: \$25,316.97; 1941: \$26,388.35. Night receipts, 41 per cent. *Automotive Thrill Features*—1 day. *Fireworks, Revue, Vaudeville, Harness Races*—4 days. *Running Races*—4 days. *Carnival*—Organized.

Administration:
Samuel S. Lewis, president and director of attractions; John H. Rutter, secretary; William O. Thompson, superintendent of concessions and commercial space; Harry P. Peeling, race secretary; Samuel S. Lewis and John H. Rutter, superintendents of building exhibits.
Society Meeting—York, Pa., January 12, 1942.

IAFE Delegate—Samuel S. Lewis.
IAFE Member—5 years.

"A considerable decrease in gate and grandstand receipts was due primarily to the fact that newspapers and local health officer publicized an alleged infantile paralysis epidemic in York County. It was so publicized that thousands detoured York. Health authorities banned from the fair all children under 16. In view of this ban thousands of parents declined to come out of consideration for their children."

SOUTH CAROLINA

Greater Spartanburg Fair

Spartanburg, S. C.

Attendance:
1940 . . 120,000 1941 . . 100,000 (Est.)

General Information:
Gate Admission: 60c day and night.
Gate Revenue—1940: \$16,000.

Attractions:
Grandstand—50c day and night.
Auto Racing—2 days. *Automotive Thrill Day*—1. *Horse Racing*—3 days. Amusement budget, \$7,500.
Carnival—Organized.

Administration:
D. C. Todd, general manager.
(Above prepared from files of *The Billboard*.)

SOUTH DAKOTA

South Dakota State Fair

Huron, S. D.—September 7-12, 1942.

Attendance:
1940 . . . 123,000 1941 . . . 190,000

General Information:
Gate Admission: 25c day; night free.
Gate Revenue—1940: \$39,212.35;
1941: 43,449.30

State Aid—\$10,000.
Total Cash Premiums Paid—Exhibits: \$31,550. Purses: \$7,600.
Plant—Acreage, 151. Total cost 1941 improvements—\$31,550; repairing 11 sheep and hog barns, \$22,000; other buildings, \$9,550.
Total 1941 Receipts—\$91,192.03.
Expenses—\$70,000 (estimated).

Attractions:
Grandstand—50c-75c, day and night. Total attendance—1940: 48,007; 1941: 54,148. Receipts—1940: \$29,003.50; 1941: \$34,748.50. Expenses—1940: \$11,000; 1941: \$12,000. Night receipts, 60 per cent. *Auto Racing*—2 days, CSRA. *Automotive Thrill Days*—1. *Book Revue, Dance Bands, school and city bands.*

Harness Racing—3 days. *Running Races*—3 days.
Carnival—Organized and independent. Gross, \$20,000. Fair's share, \$5,000.

Administration:
W. W. Thorp, president; C. B. Hansen, secretary, director of attractions and superintendent of building exhibits and commercial space; Homer Smith, superintendent of concessions; O. H. Collins, race secretary.
IAFE Delegates—C. B. Hansen, W. W. Thorp, T. C. Young, Mrs. H. V. Wyman.

Sioux Empire Fair

Sioux Falls, S. D.—August 24-30, 1942.

Attendance:
Not given.

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$ 8,702
1941: 12,450

Total Cash Premiums Paid—Exhibits: \$3,087. Purses—\$2,482.48.
Plant—Acreage, 50. Total cost 1941 improvements—\$12,338; Industrial Exhibit Building, 2 new barns and additions to stage.
Total 1941 Receipts—\$41,642.88.
Expenses—\$35,200.

Attractions:
Grandstand—50c day and night. Receipts—1940: \$15,698; 1941: \$23,490.95; Expenses—1940: \$14,859.38; 1941: \$18,201.91. Night receipts, 54 per cent. *Auto Racing*—2 days, CSRA. *Automotive Thrill Days*—2. *Book Revue, Vaudeville, Harness Racing*—2 days. *Carnival*—Organized.

Administration:
Herman F. Veenker, president; John F. White, secretary, director of attractions and superintendent of concessions, building exhibits and commercial space; Dr. W. R. Laird, race secretary.
IAFE Member—One year.
IAFE Delegate—John F. White.

TENNESSEE

Tennessee Valley Agr. and Ind. Fair

Knoxville, Tenn.

Attendance:
1940 . . . 200,000 1941 . . . 212,000

General Information:
Gate Admission: 25c.
Total Cash Premiums Paid—\$25,275. 1941 Improvements—Concrete and steel agricultural and industrial building, \$225,000.

Attractions:
Fireworks, Revue, Horse Show, Vaudeville. Budget—\$7,150.
Carnival—Organized. Gross, \$46,808.25. Fair's share, 25 per cent.

Administration:
M. Jacob, president; Charles A. Brakebill, secretary; George B. Bailey, superintendent of concessions; R. R. Stripling, superintendent of commercial space.
(Above prepared from files of *The Billboard*.)

Mid-South Fair

Memphis, Tenn.

Attendance:
1940 . 141,641 1941 . 222,593

General Information:
Gate Admission: 50c. Improvements, \$50,000 Merchants' Building.

Attractions:
Rodeo, Acts, Auto Racing—1 day. *Carnival*—Organized.

Administration:
Raymond Skinner, president; Henry W. Beaudoin, secretary and superintendent of major departments.
IAFE Member—33 years.
IAFE Delegate—Henry W. Beaudoin.
(Above prepared from files of *The Billboard*.)

Tennessee State Fair

Nashville, Tenn.

Attendance:
1940 . . . 118,301* 1941 . . . 94,078
(*Paid)

General Information:
Gate Admission: 50c day and night. Grandstand—Free, except for Auto Races (Saturday), 50c. *Horse Racing*—5 days. *Fireworks, Vaudeville, Carnival*—Organized. Gross, \$43,219.65.

Administration:

Judge Litton Hickman, chairman board of fair commissioners; Phil C. Travis, general manager. (Above prepared from files of *The Billboard*.)

TEXAS

South Texas State Fair

Beaumont, Tex.

Attendance:

1940...133,854.

General Information:

Gate Admission—25c day and night. Cash Premiums Paid—\$6,482.82. Plant—Acreage, 54, two miles from city.

Attractions:

Dance Bands, Free Acts. Carnival—Organized.

Administration:

H. W. Gardner, president; L. B. Herring Jr., secretary; S. H. Dixon, superintendent of concessions. IAFE Member—20 years. IAFE Delegates—H. W. Gardner, L. B. Herring. (Above prepared from 1940 files of *The Billboard*.)

State Fair of Texas

Dallas, Texas.

Attendance:

1940...1,116,447 1941...Not Given

General Information:

Gate Admission: 50c day; 25c night. Gate Revenue—1940: \$325,000; 1941: 425,000

Total Cash Premiums Paid—Exhibits: \$120,000.

Plant—Acreage, 189. Total cost 1941 improvements—\$60,000, as follows: Livestock judging arena, \$25,000; livestock barns, \$15,000; permanent oil exhibit, \$10,000; permanent midway, \$10,000.

Attractions:

Auditorium—55c, 85c, \$1.10 day and

night. Fireworks, Revue, Vaudeville (in Castle of Foods), Dance Orchestras, Local and Visiting Bands.

Carnival—Independent.

Administration:

Harry L. Seay, president; Roy Rupard, secretary and director of attractions; Fred L. Tennant, superintendent of concessions, building exhibits and commercial space.

IAFE Member—Charter.

IAFE Delegates—Roy Rupard, E. Paul Jones.

Cooke County Fair

Gainesville, Tex.

Attendance:

1940...28,000 1941...30,000

General Information:

Gate Admission: 10c day and night. Gate Revenue—1940: \$2,800 1941: \$3,000

Total Cash Premiums Paid—Exhibits: \$2,000.

Plant—Acreage, 27, five blocks from center of city. Total cost 1941 improvements—\$2,000 for game courts, rock wall in front of grandstand, general beautification of grounds.

Total 1941 Receipts—\$6,709.

Expenses—\$5,824.

Attractions:

Rodeo—40c night. Hillbilly Band. Carnival—Organized. Gross, \$5,000. Fair's share, \$800.

Administration:

William T. Bonner, president; Claude Jones, secretary; Sol Zacharias, superintendent of concessions, building exhibits and commercial space.

Annual Meeting—Dallas, Tex., in January, 1942.

State Association Member—10 years. Fair is in its 15th year and has a plant valued at \$40,000, all clear of debt. Pays all premiums the day they are announced in cash on the grounds. Fair has paid its own way

and has built itself from the proceeds of receipts. No stock sold and no subscriptions taken for funds.

Panhandle South Plains Fair

Lubbock, Texas—Week of September 28, 1942.

Attendance:

1940...126,587 1941...136,770

General Information:

Gate Admission: 50c day and night. Total Cash Premiums Paid—Exhibits: \$4,000. Purses: \$2,350. Plant—Acreage, 60.

Attractions:

Grandstand—45c day and night. Total attendance—1940: 45,400; 1941: 38,000. Fireworks, Rodeo, School Bands.

Administration:

Homer D. Grant, president; A. B. Davis, secretary and superintendent of concessions; M. D. Fanning, director of attractions and superintendent of building exhibits and commercial space.

Annual Meeting—April.

IAFE Member—3 Years.

IAFE Delegate—A. B. Davis.

East Texas Fair

Tyler, Texas.

Attendance:

1940...80,000 1941...100,000

General Information:

Gate Admission—15c day and night. Gate Revenue—1940: \$5,600; 1941: \$6,812.

Total Cash Premiums Paid—Exhibits: \$2,750.

Plant—Acreage, 75, one mile from center of city. Total cost 1941 improvements—\$12,000 will be fair's part for Horse Show barn and Negro Exhibit Building. WPA project approved for \$29,000.

Total 1941 Receipts—\$18,454.57.

Expenses—\$14,003.75.

Attractions:

Fireworks, Revues, Rodeo. Carnival—Organized. Gross, \$10,000 (approximately). Fair's share, \$3,200. (Continued on next page)

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DAVID B. ENDY, President
RALPH N. ENDY, Treasurer

Administration:

P. K. Birdwell, superintendent of concessions; Harold Stringer, director of attractions; V. F. Fitzhugh, superintendent of building exhibits and commercial space.

Annual Meeting—Tyler, Tex.; December, 1941.

State Association Member—5 years. Fair was started in 1910 and operated as free fair from 1932 to 1939.

VIRGINIA

Virginia State Fair

Richmond, Va.—September 20-26, 1942.

Attendance:

1940 . . . 194,055 1941 . . . 244,791

General Information:

Gate Admission—25c day and night.

State Aid—\$4,275.

Total Cash Premiums Paid—Exhibits: Approximately \$25,000.

Plant—Acreage, 60. Total cost 1941 improvements—New stage, \$2,140; scales and shed, \$444; new 700-foot fence, \$456; new bandstand, \$625.

Attractions:

Grandstand—55c. Night receipts: 67 per cent. Auto Racing—1 day. CSRA, Book Fireworks, Revue, Vaudeville, music.

Carnival—Organized.

Administration:

Clyde Ratcliffe, president; Charles A. Somma, secretary and director of attractions; D. H. Faulkner, superintendent of concessions; Albert J. Meyer, superintendent of building exhibits and commercial space.

Annual Meeting—January 19, 1942.

IAFE Member—23 years.

IAFE Delegates—Charles A. Somma, Emmett Cottrell.

Roanoke Fair

Roanoke, Va.

Attendance:

1940 . . . 35,494 1941 . . . 36,787

General Information:

Gate Admission: 40c day and night.

Gate Revenue—1940: \$13,346.25;

1941: \$13,897.16

Total Cash Premiums Paid—Exhibits: \$3,124.

Plant—Acreage, about 10.

Total 1941 Receipts—\$17,897.16.

Expenses—\$13,796.12.

Attractions:

Grandstand—Free. Total attendance—1940: 19,000; 1941: 21,000. Expenses—1940: \$2,100; 1941: \$2,000. Fireworks, Revues, Vaudeville.

Carnival—Organized. Gross, \$12,000 (approximately). Fair's share, \$4,000.

Administration:

John L. Godwin, president; Lester T. Hutson, secretary and superintendent of concessions; Crawford Oakey, director of attractions; Mrs. Elsie Lester, superintendent of building exhibits and commercial space.

State Association Member—4 years.

State Convention Delegates—Charles E. Ward and John L. Godwin.

Fair was started in 1937 by local American Legion Post, which owns all shares of the fair. It is operated by Legionnaires who work without charge, no officer receiving any compensation. It has steadily grown with emphasis on agricultural exhibits and is now the leading fair of its kind in Southwest Virginia and next to the State Fair in cattle and strictly agricultural displays.

WASHINGTON

Spokane Valley County Fair

Dishman, Wash.

Attendance:

1940 . . . 4,000 1941 . . . 12,000

General Information:

Gate Admission: 15c day and night.

Total Cash Premiums Paid—Exhibits: \$400.

Plant—Acreage, 18. 1941 improvements—New display building, 60x110 tent.

Attractions:

Special Attractions—Horse Show, bands.

Carnival—Organized and independent.

Administration:

S. J. Pengelly, president; Lionel Wolff, secretary.

Society Meeting—First Tuesday each month in Dishman.

State Association Member—1 year.

"This information is not complete

as I was not familiar with expenses, etc."

Southeastern Washington Fair

Walla Walla, Wash.

Attendance:

1940 . . . 16,000 1941 . . . 15,190

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1941: \$3,754.95.

State Aid—\$1,517.

County Aid—\$2,000.

Total Cash Premiums Paid—Exhibits: \$3,865. Purses: \$6,005.54.

Plant—Acreage, 80. Total cost 1941 improvements—\$4,050 for improvements to buildings, grounds and electrical wiring.

Total 1941 Receipts—\$19,750.

Expenses—\$1,850.

Attractions:

Grandstand—50c and 75c day, 75c and \$1 night. Rodeo, Vaudeville.

Running Races—3 days.

Carnival—Organized. Fair's share from carnival, \$675.

Administration:

Milton R. Loney, president; Leslie L. Stewart, secretary and superintendent of building exhibits and commercial space; Charles Baker, superintendent of concessions.

State Association Member—3 years.

State Convention Delegate—Milton R. Loney.

WISCONSIN

Northern Wisconsin District Fair

Chippewa Falls, Wisc.—August 4-9, 1942.

Attendance:

Not given.

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$ 9,723.85;

1941: \$11,056.45

State Aid—\$4,000.

Total Cash Premiums Paid—Exhibits: \$5,394.40. Purses: \$2,829.26.

Plant—Acreage, 80.

Attractions:

Grandstand—50c day and night.

Receipts—1940: \$7,429.10; 1941:

\$8,473.75. Night receipts, 60 per cent.

Automotive Thrill Days—1. Book Fire-

works, Revue, Vaudeville, Special At-

tractions, Horse Show (one afternoon on track). Harness Racing—2

days.

Carnival—Organized.

Administration:

L. J. Vaudreuil, president; A. L.

Putnam, secretary and director of

attractions; R. J. Emerson, superin-

tendent of concessions, building ex-

hibits and commercial space; Dr. J.

B. Collins, race secretary.

Annual Meeting—Second Wednesday

in November.

IAFE Member—22 years.

IAFE Delegate—A. L. Putnam.

Brown County Fair

De Pere, Wis.

Attendance:

1940 . . . 15,000 1941 . . . 20,000

General Information:

Gate Admission: 40c day and night.

Gate Revenue—1940: \$6,424.00;

1941: \$8,151.64

State Aid—\$4,324.

Total Cash Premiums Paid—Exhibits: \$6,030. Purses: \$1,750.

Plant—Acreage, 50, one-half mile

from center of city. Total cost 1941

improvements—\$500 for exhibition

building butter and cheese referigera-

tion.

Total 1941 Receipts—\$22,914.

Expenses—\$21,910.

Attractions:

Grandstand—25c day and night.

Total attendance—1940: 7,000; 1941:

12,000. Receipts—1940: \$2,422; 1941:

\$3,716.25. Expenses—1940: \$250; 1941:

\$350. Night receipts, 35 per cent.

Auto Racing, I. M. C. A. Automotive

Thrill Features—1 day, 1 night. Revue,

Radio Show, Bands, Harness Racing

—2 days.

Carnival—Organized.

Administration:

Frank Zimmich, president; W. S.

Klaus, secretary; Ralph Soquet, super-

intendent of concessions; J. A. Whalen,

race secretary.

Annual Meeting—November 18, 1941.

State Association Member—20 years.

State Convention Delegates—Execu-

tive officers.

Fair was started in 1909.

La Crosse Interstate Fair

La Crosse, Wis.

Attendance:
1940...26,055 1941...33,197

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$6,373.55;
1941: \$8,096.00

Total Cash Premiums Paid—Exhibits:
\$5,361. Purses: \$1,134.98.

Plant—Acreage, 37½, 1½ miles from center of city. Total cost 1941 improvements—completed a new exposition building, \$1,656.92.

Total 1941 Receipts—\$19,391.49.
Expenses—\$19,796.02.

Attractions:

Grandstand—25c and 35c day and night. Total attendance—1940: 8,044; 1941: 17,105. Receipts—1940: \$2,004.90; 1941: \$4,209.25. Expenses—1940: \$4,354.43; 1941: \$4,622.06. Night receipts, 65 per cent. *Automotive Thrill Features*—1 day. *Fireworks, Rodeos, Special Attractions, Harness Racing*—2 days.

Carnival—Organized. Gross, \$10,416.20. Fair's share, \$2,083.24.

Administration:

N. Nustad, president and race secretary; Joseph J. Frisch, secretary; J. W. Frisch, superintendent of concessions. *State Convention Delegate*—Joseph J. Frisch.

Fair was started 51 years ago.

Manitowoc County Fair

Manitowoc, Wis.

Attendance:
1940...26,946 1941...32,410

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$7,229.25;
1941: \$8,876.50

State Aid—\$3,743.97.
City or County Aid—\$2,500.

Total Cash Premiums Paid—Exhibits:
\$5,167.05. Purses: \$1,820.

Plant—Acreage, 27½, one and one-half miles from city. Total cost 1941 improvements—black top driveways, new plumbing, electric lines, fence and concrete work, \$1,841.30.

Total 1941 Receipts—\$29,580.32.
Expenses—\$26,881.46.

Attractions:

Grandstand—25c day and night. Total attendance—1941: 19,221. Receipts—1940: \$3,688.30; 1941: \$4,431.35. Night receipts, 50 per cent. *Automotive Thrill Days*—2. *Revue, Vaudeville, Special Attractions, Harness Racing*—2 days.

Carnival—Organized and independent. Gross, \$8,080.60. Fair's share, \$2,020.15.

Administration:

L. O. Rehm, president; George W. Kiel, secretary; H. C. Tills, superintendent of concessions; W. Schmoock, superintendent of building exhibits and commercial space; Dr. A. F. Rank, race secretary.

Society Meetings—Tenth of every month.

State Association Member—15 years or more.

State Convention Delegates—L. O. Rehm and George W. Kiel.
Fair was started in 1884.

Wisconsin State Fair

Milwaukee, Wis.—August 22-30, 1942.

Attendance:
1940...537,291 1941...676,288

General Information:

Gate Admission—25c day and night.
Gate Revenue—1940: \$ 79,146.25;
1941: \$118,190.50

State Aid—\$42,750.
Total Cash Premiums Paid—Exhibits:
\$80,500. Purses: \$13,900.

Plant—Acreage, 147½. Total cost 1941 improvements—\$12,500, remodeling dairy exhibits building and dairy lunch.

Attractions:

Grandstand—50c-75c-\$1 day: 50c-75c night. Total attendance—1940: 116,000; 1941: 198,000. Receipts—1940: \$53,190; 1941: \$102,903. Expenses—1940: \$54,000; 1941: \$60,000. Night receipts, 51 per cent. *Auto Racing*—3 days, AAA. *Automotive Thrill Days*—1 (night). *Book Fireworks, Revue, Horse Show, Dance Bands, Brass Bands, Harness Racing*—5 days.

Carnival—Independent shows and concessions.

Administration:

Ralph E. Ammon, manager and director of agriculture; A. W. Kalbus, associate manager and superintendent of building exhibits and commercial space; George Anthony, superintendent of concessions; Ted Bartel, race secretary.

IAFE Member—25 years.

IAFE Delegates—Ralph E. Ammon, A. W. Kalbus.

• • •

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Central Wisconsin State Fair

Marshfield, Wis., September 6-10, 1942.

Attendance:
1940...53,384 1941...55,180

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$9,786.40;
1941: \$9,942.25

State Aid—\$3,778.20.
City or County Aid—\$3,800.

Total Cash Premiums Paid—Exhibits:
\$4,834.40. Purses: \$1,000.

Plant—Acreage, 30, 10 blocks from city. Total cost 1941 improvements, \$2,400 for horse show barn.

Total 1941 Receipts—\$22,701.35.
Expenses—\$22,638.31.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 15,300; 1941: 17,758. Receipts—1940: \$4,226.40; 1941: \$3,789.10. Night receipts, 50 per cent. *Auto Racing*—1 day, John Sloan. *Revue, Vaudeville, Special Attractions, Harness Racing*—2 days.

Carnival—Independent. Gross, \$8,100. Fair's share, \$1,620.

Administration:

J. C. Kleffen, president; R. R. Williams, secretary and race secretary; W. A. Uthmeier, superintendent of concessions, building exhibits and commercial space.

Annual Meeting—Marshfield October 20.

State Association Member—20 years or more.

State Convention Delegates—All officers.

Started in 1901 and was rated in 1940 State Handbook second in attendance among Wisconsin fairs.

Tri-State Fair

Superior, Wis.

Attendance:
1940...59,463 1941...62,892

General Information:

Gate Admission: 15c day and night.
State Aid—\$4,200.
Total Cash Premiums Paid—Exhibits:
\$6,947.

Plant—Acreage, 40. 1941 Improvements—Conservation Building, 4-H Building, horse barns and show ring.

Attractions:

Grandstand—50c day. *Auto Racing, International, Automotive Thrill Features, Fireworks, Revues, Vaudeville, Special Attractions, Barn Dances, Name Bands.*

Administration:

F. S. Campbell, president; M. H. Lavine, secretary; Elmer Hord, superintendent of concessions.

Annual Meeting—Superior, Wis.

State Association Member—25 years.
State Convention Delegates—F. S. Campbell and M. H. Lavine.
Fair was started in 1914.

WYOMING

Wyoming State Fair

Douglas, Wyo.—First week in September, 1942.

Attendance:
1940...12,000 1941...12,500

General Information:

Gate Admission: 50c day and night.
Gate Revenue—1940: \$9,000;
1941: \$9,000

State Aid—\$15,000.
Total Cash Premiums Paid—Exhibits:
\$4,000. Purses: \$8,000.

Plant—Acreage, 40, two blocks from center of city. Total cost 1941 improvements—\$8,000 for new addition
(Continued on page 58)

Dee LANG'S FAMOUS SHOWS

"NOT THE LARGEST—BUT THE CLEANEST"

FOR THE 1942 SEASON WE WILL AGAIN OFFER:

"AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW"

DEE LANG

Owner and General Manager

NOBLE C. FAIRLY

Business Manager

NORMA LANG

Treasurer

OUR THANKS AND CONGRATULATIONS TO THOSE FAIRS, CELEBRATIONS, AND ALL OTHERS, WHO DURING THE PAST 12 YEARS, HAVE BEEN INSTRUMENTAL IN BRINGING THIS SHOW TO THE FORE, SO THAT IT IS NOW ESTABLISHED AS ONE OF THE LEADING CARNIVALS IN AMERICA.

FAIR SECRETARIES AND CELEBRATION COMMITTEES
WE ARE NOW BOOKING FOR THE 1942 SEASON

We will again travel from the Canadian Border to the Gulf of Mexico. We invite your critical inspection of our Show at any time. We carry Attractions that give patrons their money's worth. Our repeat dates year after year is proof that Dee Lang's Famous Shows are wanted in the same localities by the Fair Secretaries, City Officials and the paying Customers. We offer as references any Fair, Celebration or City we have played for the past 12 years. Complete route list furnished on request.

CONTACT US NOW WHILE WE STILL HAVE
SOME OPEN TIME

WE ARE ALWAYS INTERESTED IN HEARING FROM SHOWMEN WITH WORTHWHILE IDEAS. IF YOU CAN PRODUCE A GOOD ATTRACTION WE WILL FINANCE YOU. CAN PLACE LEGITIMATE CONCESSIONS THAT DO NOT OPERATE FOR OVER 10 CENTS

Ride Help that can drive Semi-Trailers, and other Useful Show People that appreciate good treatment, can always be placed.

SEE US AT THE CONVENTION AT THE SHERMAN HOTEL, CHICAGO

ALL ADDRESS:

DEE LANG, General Manager, Winter Quarters, HUNTSVILLE, TEXAS

Now Booking INDEPENDENTLY for 1942

THE HUSTREI TROUPE

HIGH WIRE ACT

Always the same personnel: Now available

This outstanding act played to large crowds at the following State Fairs — West Allis, Wis.; Twin Cities, Minn.; Dallas, Tex.; Des Moines, Ia.; Lincoln, Neb., and Oklahoma City, Okla. They also played Billings, Mont.; Spencer, Ia., and other fairs too numerous to mention.

THANKS—Barnes-Carruthers for 2 Successful seasons of Fairs

BOOK EARLY—direct or thru agency of your choice

If Your Agent Says He Can't Deliver This TOP Act

Write: THE HUSTREI TROUPE, 517 South Russell Avenue, Monterey Park, Calif.

ABC and

The story of a new kind of outdoor show business

A is for Western Canada Association of Exhibitions
(Class A).

B is for Box Office the only true index to
amusement merit.

C is for Conklin the man who brought a new
type of entertainment to Canada for the first time
during the season just past "Individualized
Midways" for "Individualistic Fairs."

FROLIC-LAND

Frolic-Land is a Midway with just a little more magic than any other carnival cavalcade has ever managed to unfold . . . just a little more attention to "localizing" collective amusement attractions so that they seem and to all intents and purposes ARE part and parcel of the locally planned entertainment machinery offered by Class A Fairs in the Dominion of Canada . . . just a little more Grade-A product for Class-A audiences . . . and a lot more than mere words can hope to describe.

5-Year Record at Canadian National Exhibition Frol-Ex-Land

1937 . . . (Poliomelitis Epidemic)
1938 . . . 35 Per Cent Increase
1939 . . . 20 Per Cent Increase
1940 . . . 50 Per Cent Increase
1941 . . . 100 Per Cent Increase!

1942 Frol-Ex-Land Contract Re-Awarded

(Increases are over the last year of an organized Carnival.)

For the Duration
The terrific inroads made on our grosses by levies to fight the Battle for Freedom overseas impel us to maintain and to continue to maintain mastery in magnetizing the dollar to our gates. . . . With unexampled Faith in the spirit of "the North American way," and confident that the fairs which have been discontinued in London and Peterborough, Ont., and Sherbrooke, Que., will be resumed with even greater scope after the scourge of civilization shall have been stamped from the face of the earth, we say

"In Canada—Buy War Savings Stamps and Certificates . . .

J. W. (PATTY) CONKLIN
President

In the United States — Buy Defense Bonds and Stamps"
THE WORLD'S FINEST ATTRACTIONS
Brantford, Ontario, Canada

FRANK R. CONKLIN
Vice-President

a Far-Flung **F**

....and a Masterpiece in Midways

...and **F is for Faith**... the Faith that the Conklin Organization inaugurated as its major theme in the 1940 Christmas Number of The Billboard... The Faith that in only one year has produced the biggest and most-talked-about "F" in the vast network known as the Outdoor Amusement Industry.

PERFORMANCES

PERFORMANCES AT EXHIBITIONS

Provincial Exhibition of Manitoba at Brandon, Manitoba

Calgary Exhibition and Stampede at Calgary, Alberta

Edmonton Exhibition at Edmonton, Alberta

Saskatoon Industrial Exhibition at Saskatoon, Sask.

Regina Agricultural and Industrial Exhibition at Regina, Sask.

Canadian Lakehead Exhibition, Fort William-Port Arthur, Ontario

And the Exhibitions at Kingston, Belleville and Leamington, Ontario, and the Provincial Exhibition at Quebec City

PERFORMANCES UNDER AUSPICES

HAMILTON — Lions Club
GUELPH — Red Chevron Club
BRANTFORD — Brant-Aero Club

LONDON — Lions Club
KITCHENER
KIRKLAND LAKE — Kiwanis Club

TIMMINS—Lord Mayor's Fund
WINNIPEG — Dental Clinic
HAMILTON—Spectator Fresh Air Fund

Stretch of Magic FROL-EX-LAND

Canadian National Exhibition

46 TOP-FLIGHT ATTRACTIONS . . . 3 GIANT SECTIONS

Section One . . . Fat Girls • Water Follies • Oriental Follies • Midget Show • Glass House • Circus Side Show • Topsy Turvy • Globe of Death • Artists and Models • Nuki Suki • Arctic Girl Revue • Stars of Mexico •

Section Two . . . Fielding's Arcade • Water Bug • Amuse-U-Arcade • Monkey Circus • Rolo Funhouse • Rapid's Ride • Hey Dey • Aerial Rocket • Fly-O-Plane • Caterpillar • Rolo-plane • Octopus •

Section Three . . . Three Ferris Wheels • Tilt-A-Whirl • Sky Dive • 4-Abreast Merry-Go-Round • Bozo • Moon Rocket • Flying Scooters • Auto Scooter • Spitfire • Kiddie Swings • Auto Speedway • Boat Ride • 3-Abreast Merry-Go-Round • Mechanical Circus • Saddle Pony Track • Kiddie Ferris Wheel • Kiddie Whip • 2-Abreast Merry-Go-Round • Kiddie Caterpillar • Jimmie's Auto Ride • Streamline Train • Religious Show •

A COMPOSITE OF FAITH AND

"Canada's Answer"

A Message to Fellow Showmen

Fighting men on the water, on the land, and in the air . . . Fighting machines slam-banging their way through "battlefield" tests . . . Captured Messerschmitts and other grim "souvenirs" from the Battle of Britain . . . Thrilling parades of United States and Canadian veterans, and active service men . . . Women—heads down and hard at work — helping to feed, clothe and comfort the people of bombed cities . . . War weapons being made — and shipped from Exhibition Park to far-flung fighting men of the far-flung Empire.

This was the theme of "Canada's Answer."

Sports events with the fighting forces battling it out on track and field . . . Frol-Ex-Land — to relieve the tension — with great crowds packing the new rides, shows and spectacles . . . Special attractions — and exhibits from the four corners of the globe . . . Lucky Teter's Hell Drivers and the pageant "Britannia" bringing them in droves to the Exhibition Grandstand . . . Top dance bands bulging the sides of the big C. N. E. Pavilion.

Yes, "Canada's Answer" won the hearty approval of the Canadian public and thousands of visitors from the United States. We thank our friends from across the border for their interest and their patronage. We believe our successful experience this year provided the answer to some important questions that must be in every showman's mind in times like these. We discovered that a public Exhibition can do a great deal of good by presenting a patriotic message in a dramatic, forceful way. And we discovered that good, patriotic people like to take time out now and then to relax and enjoy clean wholesome fun. That's where J. W. Conklin (Patty to all of us) comes in. He's the director of our Frol-Ex-Land. We do not congratulate him. We congratulate ourselves for having been lucky enough to obtain him. And he has the C. N. E. contract for 1942.

JOHN MILLAR
President

ELWOOD A. HUGHES
General Manager

CANADIAN NATIONAL EXHIBITION

TORONTO

AUGUST 28TH TO SEPTEMBER 12, 1942

2,100,000 ATTENDANCE IN 14 DAYS

They Also Served

"Unheralded and unsung" — in fair weather and foul — all day long and through many a dark night — toils the mainspring of our entire organization — the WORKINGMAN.

Impelled by an unquestionable sense of loyalty and dedicated to the purpose of "Service Always", the staff of the Conklin Shows brought about an unprecedented achievement this past season.

To those who shook their heads and said "It could not be done" — we point with pardonable pride to the fact that our show was ready and open for each and every engagement contracted.

AND — it was not easy!!!! Wartime industries and other activities employed thousands of Canadians and many times our staff was a little shy — numerically — but those who were with us did that little "extra" which the occasion demanded. We thought we could do it — and we did!!

The kindly feeling amongst our personnel is reflected in the fact that many of our staff have been with the show since its inception and "repeats" up to five years are common.

And then — along the route — have been the various individuals and firms with whom we have had pleasant business relations. The Railways . . . Cartage Agents . . . Electrical Systems . . . various merchandise suppliers, etc. All were on their toes to help us create a new type of "show-public" relations. To them we pay a sincere tribute for their kindly co-operation.

You could have the most elaborate show fronts in the world — superlative modern riding devices — lighting effects galore and equipment that is the last word — BUT — without "manpower" — you would have to leave it all behind. SO — to our "MEN" we doff our hats in tribute — for making possible the visible manifestation and the realization of the "Faith" we had in them when we launched our 1941 season in a realm of activity for the greater part new to us.

If the Managements of the Fairs have been satisfied with us and the Patrons on our "Frolic-Lands" have enjoyed themselves — their thanks are due to our "MEN". Never shirking duties — smiling amidst difficulties — but always alert and endeavoring to please — every individual has done his part to make our season one of unrivalled accomplishments.

To our "MEN" we say a sincere "THANK YOU" and "We'll be glad to see you next season".

J. W. (PATTY) CONKLIN
President

FRANK R. CONKLIN
Vice-President

FROLIC-LAND UNDER PERSONAL SUPERVISION OF J. W. (PATTY) CONKLIN

WESTERN CANADA ASSOCIATION OF EXHIBITIONS "A" CIRCUIT

We are extremely happy to have had the magnetic attractions produced by J. W. (Patty) Conklin for our Frolic-Land

BRANDON EXHIBITION

W. A. CAMERON — President
MISS B. M. BENSON — Manager

EDMONTON EXHIBITION

C. E. WILSON — President
P. W. ABBOTT — Manager

CALGARY EXHIBITION & STAMPEDE

A. HORNIBROOK — President
J. CHAS. YULE — Manager

SASKATOON EXHIBITION

J. H. WARREN, K. C. — President
SID W. JOHNS — Manager

REGINA EXHIBITION

CHAS. HARLTON — President
DAN T. ELDERKIN — Manager

ANNUAL MEETING

Royal Alexandra Hotel
WINNIPEG

January 19-20-21, 1942

President
H. A. McNEILL
Brandon, Man.

Secretary
SID W. JOHNS
Saskatoon, Sask.

ONTARIO SPEAKS

Congratulations to Conklin

BELLEVILLE AGRICULTURAL EXHIBITION

WESLEY GRAY
President

A. BURKE
Secretary

'Plause for Patty

KINGSTON INDUSTRIAL EXHIBITION

B. NESS
President

D. PAUL
Secretary

Frolic-Land is Foremost

LINDSAY CENTRAL EXHIBITION

B. McLEAN
President

W. C. AGNEW
Secretary

A SALUTE TO THE CONKLIN CAVALCADE and the Cavalcade of Fairs

Provincial Exposition of Quebec

Quebec City, Canada

LUCIEN BORNE
Mayor
President



EMERY BOUCHER
Secretary and
Manager

Last but not least of

Conklin's 1941 Canadian Fairs

LEAMINGTON, ONT.

CHAS. HYATT
President



CECIL STOBBS
Manager

Congratulations to the FROLIC-LAND which smashed every existing record at the box office of

Canadian Lakehead Exhibition

FORT WILLIAM - PORT ARTHUR, ONTARIO

GEORGE WARD ROPE
Manager



W. WALKER
President

A COMPOSITE OF **FAITH** AND

It's the take that counts . . .

(22 Weeks' Route Unless Otherwise Indicated)

FLY-O-PLANE \$31,352.97

ROLLOPLANE \$17,064.42

OCTOPUS \$10,125.80

(15 Weeks)

**EYERLY
RIDES
FOR
PROFITS**

purchased from: **EYERLY AIRCRAFT COMPANY**
SALEM, OREGON

"KEEP 'EM FLYING"

Each one of us can do our bit toward securing the safety and freedom of the democracies by pushing ahead on production of planes in Britain, Canada and the United States. Let's all pitch in to make it possible to produce the mightiest air armadas the world has ever seen. At home, on the amusement fronts, build consciousness of air power and maintain morale with

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT COMPANY

5441 South Cottage Avenue, Chicago, Ill.

NOW -- Streamlined

THE CATERPILLAR

First Season at the Canadian National Exhibition

MORE SPEED -- BIGGER FLASH -- IN WITH THE TOP GROSSES

SPILLMAN ENGINEERING CORPORATION NORTH TONAWANDA, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT RIDES

PART AND PARCEL OF CONKLIN'S MAGIC MIDWAY

Arcades by

DONALD FIELDING & COMPANY

LEGAL COIN VENDING MACHINES

MUSIC BOXES

AMUSEMENT TABLES

WINDSOR, ONTARIO

BRANCHES IN OTTAWA, TORONTO, LONDON, CORNWALL, CHATHAM, OWEN SOUND

FROLIC-LAND UNDER PERSONAL SUPERVISION OF J. W. (PATTY) CONKLIN

It's the "take" that counts

TILT-A-WHIRL

. **\$24,300.22**

"PATTY" and FRANK:

We are grateful for your sincere co-operation, always evident.

**COSTS AND NET PROFIT
COUNT TOO—ASK US**

bought from
SELLNER MANUFACTURING COMPANY
FARIBAULT, MINNESOTA

What was the take--

Isn't that what counts?

MOON ROCKET . . . \$39,026.84
MERRY-GO-ROUND . \$19,439.73
KIDDIE AUTO \$ 7,971.80

PURCHASED FROM

ALLAN HERSHELL COMPANY

Incorporated

NORTH TONAWANDA, N. Y.

SKY-DIVE

THE SENSATIONAL RIDE
FOR 1942

BIGGER GROSS
PROFITS
THRILLS

MOON ROCKET

PARK OWNERS are buying MOON
ROCKET RIDE

Mr. E. L. Schott, of Coney Island, Cincinnati, Ohio, and Mr. N. S. Alexander, of WOODSIDE PARK, Phila., Pa., have purchased MOON ROCKET for 1942.

WATER BUG

Presented for the first time at the Canadian National Exhibition and exceeded all expectations by doing capacity business. Next year, with a new method of loading and unloading now being worked out, double the 1941 gross is anticipated and confidently looked forward to

HYLA F. MAYNES

North Tonawanda, N. Y.

BOZO AND RAPIDS RIDE

Third year at the Canadian National Exhibition and getting better all the time. Long experience at expositions, State and county Fairs and in the Amusement Parks of Canada and the United States has shown us how best to swing the money toward our ticket boxes

HARRY A. ILLIONS

Times Square Hotel, New York City

★
*Combination congratulations to Conklin
and his Frolic-Land—Frol-Ex-Land*

IT'S COLOR
IT'S LIGHT
IT'S SNAPP

NOW Contracting for our 1942 Season

FAIRS that are large enough to support a Show with (20) paid Attractions, latest thrill Rides, beautiful singing electric towers outlined in neon, all new Show Fronts decorated with neon and fluorescent lighting.

SHOWS that are educational and entertaining, would be glad to hear from you. If you don't have your own equipment I will furnish same.

CONCESSIONS that work for stock only. Will consider selling some exclusives. All Concessions open for 1942. All address Winter Quarters.

SNAPP GREATER SHOWS

118 JOPLIN STREET

JOPLIN, MISSOURI

Statistical Directory of Leading Fairs

(Continued From Page 51)

to 4-H dormitory and general improvement of grounds.

Total 1941 Receipts—\$37,000.
Expenses—\$36,000.

Attractions:

Grandstand—75c day, 50c night.
Total receipts—1940: \$8,000; 1941: \$8,000. Revue, High School Bands.
Running Races—4 days.
Carnival—Organized.

Administration:

Lem Carmin, secretary, director of attractions, race secretary and superintendent of concessions, building exhibits and commercial space.
Annual Meeting—Cheyenne, Wyo., in April; Douglas, Wyo., in September.
Fair was organized in 1905.

CANADA ALBERTA

Calgary Exhibition and Stampede

Calgary, Alta.—July 6-11, 1942.

Attendance:

1940 ... 244,849 1941 ... 267,420

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$33,621.46
1941: 42,279.29

Total Cash Premiums Paid—Exhibits: \$13,288.55. Purses: \$15,300. Stampede: \$14,188.55.

Plant—Acreage—85. Total cost 1941 improvements—\$7,862.

Attractions:

Grandstand—\$1 day; 75c night. Receipts—1940: \$60,994.50; 1941: \$76,173. Night receipts, about 60 per cent. Fireworks, Revue, Rodeo, Vaudeville, Horse Show. Running Races—6 days (parimutuels). Total Handle—1940 (7 days): \$265,201; 1941: \$231,128.
Carnival—Organized, Gross, \$44,982.

Administration:

T. A. Hornibrook, president; J. Charles Yule, general manager; A. H. McGuire, director of attractions; Max McAra, superintendent of concessions, building exhibits and commercial space; N. J. Christie, chairman race committee.
Annual Meeting—November 21, 1941.

Edmonton Exhibition

Edmonton, Alta.

Attendance:

1940 . . . 145,500 1941 . . . 135,500

General Information:

Gate Admission: 50c day and night.
Gate Revenue—1940: \$19,382.32;
1941: \$18,951.47

Provincial Aid—\$1,900.

Total Cash Premiums Paid—Exhibits: No livestock exhibits. Purses: \$14,950.

Plant—Acreage, 70. Total cost 1941 improvements—\$1,500. Just prior to that, we spent \$2,823 on permanent improvements.

Attractions:

Grandstand: 50c day and night. Total attendance—"No record." Receipts—1940: \$22,577.30; 1941: \$21,490.17. Expenses—1940: \$9,018.72; 1941: \$10,017.56. Night receipts, 64 per cent. Book Fireworks, Revue, Military Bands. Running Races—6 days. Total handle (races)—1940: \$322,651; 1941: \$308,285.

Carnival—Organized. Gross, \$82,249.92. Fair's share, 25 per cent.

Administration:

C. E. Wilson, president; P. W. Abbott, secretary and superintendent of concessions, building exhibits and commercial space; Fred W. Kemp, director

LOOKING TO A BIG 1942

Thanks to all the Fair Secretaries and Celebration Committeemen, we had a very successful season and are now planning bigger and better things for 1942.

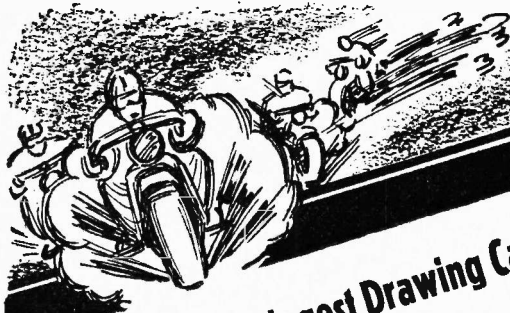
Contact us now for your
1942 dates

GOLD MEDAL SHOWS

Can place several new and novel rides, also high-class shows, legitimate merchandise concessions including bingo and penny arcade.

WANT show builder and neon man,
also sober, reliable ride foreman.

ADDRESS
BOX 663 COLUMBUS, MISS.



The Newest and Biggest Drawing Card in Recent Years
Proven for the Fifth Successive Year at the Great Illinois State Fair, Springfield, where they have drawn more people than all other grandstand attractions (ask Jake Ward, Illinois State Fair, Gen. Mgr.)
Also many other Fairs, which is POSITIVE PROOF OF THESE RACE THRILLERS.

MOTORCYCLE RACES

THE ONLY PRODUCER OF MOTORCYCLE RACES
J. E. (BUCK) KIDD
NO HIPPODROMING
OPEN COMPETITION

See me at the Convention, Sherman Hotel, or write for particulars to 1521 South 7th Street, Springfield, Ill.

of attractions; Fred L. Smith, race secretary.
Annual Meeting—December 29, 1941.
IAFE Member—19 years.

include 1,120 head of livestock, agricultural products and manufacturers' and merchants' products.

BRITISH COLUMBIA
Canada Pacific Exhibition

Victoria, B. C.
Attendance: 1940...386,400 1941...371,980
General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$53,161.20 (net)
1941: \$51,374.48 (net)
State Aid—Proportion of parliamentary tax.
Total Cash Premiums Paid—Exhibits: \$20,184.02.
Plant—Acreage, 135.27, four miles from center of city. Total cost 1941 improvements—New turnstile and gates, \$2,939.82; new horse barn, \$10,000; museum building (Edward and Mary Lipsett Indian collection), \$6,346.99.
Total 1941 Receipts—\$125,159.10.
Expenses—\$65,288.37.

Attractions:
Horse Racing, Hobby Shows, Local Talent Shows, Running Races—7 days. Pari-Mutuels—total handle—1940: \$538,966; 1941: \$645,437. Net Pari-Mutuel receipts to fair—1940: \$13,300; 1941: \$15,916.47.
Carnival—Organized. Gross, \$44,333.90. Fair's share, \$8,868.78.

Administration:
John Dunsmuir, president; C. S. McLennan, secretary.
Annual Meeting—Vancouver, January, 1942.
State Convention Delegates—John Dunsmuir, S. C. McLennan, F. F. Gross, F. C. Tingley.
First fair was held in 1910 and has been held annually ever since.

Provincial Exhibition

Victoria, B. C.
Attendance: 1940...138,760 1941...135,640
General Information:
Gate Admission: 25c day and night.
Fair was founded in 1861. Exhibits

ONTARIO
Canadian Lakehead Exhibition

Fort William and Port Arthur, Ont.
Attendance: 1940...69,500 1941...82,000
General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$14,311.50; 1941: \$16,953.80
State Aid—\$850.
City or County Aid—\$1,500.
Total Cash Premiums Paid—Exhibits: \$3,950.
Plant—Acreage, 20, 1½ miles from center of city. Total cost 1941 improvements—\$3,500 for new floodlighting, dressing rooms, stage effects, display equipment, grounds improvement.
Total 1941 Receipts—\$33,000.
Expenses—\$28,000.

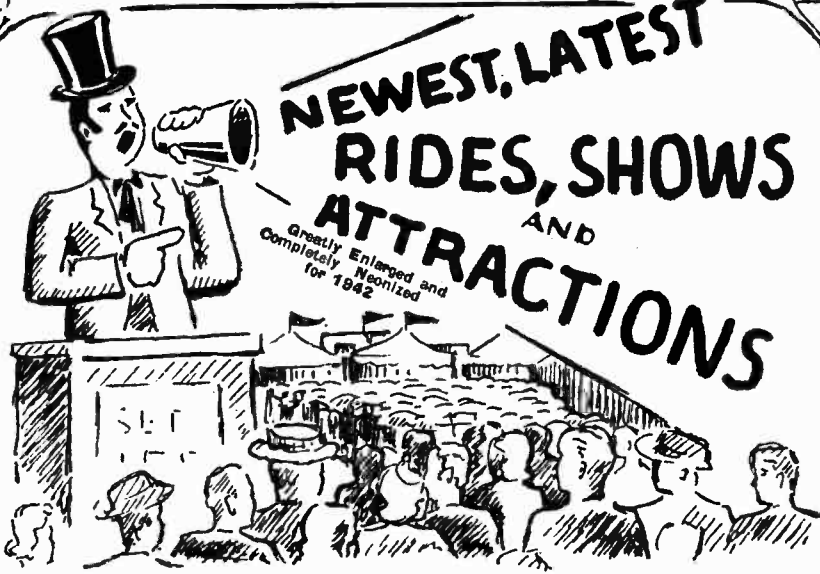
Attractions:
Grandstand—35c day, 50c night. Total attendance—1940: 14,011; 1941: 14,952. Receipts—1940: \$6,332.80; 1941: \$6,664.60. Expenses—1940: \$5,442.80; 1941: \$6,424.40. Night receipts, 85 per cent. Automotive Thrill Features—2 days. Vaudeville, Band. Carnival—Organized.

Administration:
George Wardrope, president; W. Walker, secretary.
Province Association Member—30 years.
Convention Delegate—W. Walker.
Fair was started 40 years ago.

Western Fair

London, Ont., Can.
"I have your questionnaire for the second annual statistical directory of exhibitions. As was the case last year, our exhibitions were canceled in favor of the Department of National Defense, which is completely occupying our grounds and buildings. As a matter of fact, our plant is more fully involved than it was a year ago. At the
(Continued on next page)

AL BAYSINGER SHOWS



FAIRS AND CELEBRATIONS

WE ARE NOW ARRANGING OUR 1942 ROUTE. If you Want the Newest and Latest Show for Your Midway, Contact Us.

SHOWS. Want High Class Shows, especially Illusion, Monkey, Circus and Jungleground. In fact, anything that is large enough to play Industrial Centers and can stand Prosperity, with or without Outfits. Also want good capable Ride Showman with Acts. Can use two good Fun Houses.
RIDES. Want two more late, modern Rides, with or without transportation.
CONCESSIONS. Custard, Photos, Scales and Lead Gallery open.

WILL BE AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION, AFTER THAT ADDRESS:

AL. BAYSINGER, MGR., BOX 475, POPLAR BLUFF, MO.



L. C. REYNOLDS



H. WELLS

REYNOLDS & WELLS



KEEP 'EM FLYING FAIR ASSOCIATIONS

Season's Greetings to our many friends who have helped to make 1941 a successful season for the Reynolds and Wells Show. Showmen, it will pay you to investigate the phenomenal success since the opening of this show in the spring of 1937 at Springfield, Missouri.

We have achieved in 5 years a standard comparable to the veterans of the show world. The foundation of that standard being "live and let live and square dealings to all," therefore we have built a reputation that our word is our bond, with truthful statements at all times to all whom we contact. Our route for 1942 will cover Minnesota, Iowa, Illinois, Kansas, Missouri and Texas fairs, starting the last week in June or the first week in July, ending the first week in November, will give you 20 or more fairs and celebrations this coming season.

All wanted statements listed below must be of the finest in appearance and personnel, as we operate one of the finest truck shows entour today.

WANTED: Skum Concessions of all kinds that operate strictly for 10 cents. Reasonable privilege.
SHOWS: Can place Shows of all kinds with or without equipment. Especially want Motordrome with own transportation. Must be tops. Have beautiful wagon front suitable for Wild West. Must have first class wardrobe and have own transportation. Virgin territory for a show of this type. Can place first class Mechanical Show. Must have flash inside and out. Will book Animal, Life, Illusion, Monkey Show or Speedway. Nothing but clean, flashy shows wanted. Man to take over Girl Show. Must have wardrobe and be able to work with office.

HELP WANTED in all departments. Can place Ride Foreman for all rides, must have references. If you drink don't answer. Salary and percentage with office. Capable Neon Man wanted to repair and take charge of neon department. All Help must drive Semis.

All showmen must sign conditional contract for entire season. Want first class Cookhouse. Must have good kitchen and know how to use it. One that appreciates showmen's business. Your equipment must be new or as good as new. Family-operated one preferred. Don't misrepresent, as you won't last.

WINTER QUARTERS:
P. O. Box 794, TEXARKANA, TEXAS

PERMANENT ADDRESS:
Box 755, WENTWORTH, MO.

Will be at the Chicago convention, also Des Moines, St. Paul and Dallas

LOS ANGELES COUNTY FAIR

800,249

BREAKS THE RECORD FOR IT'S 20 YEAR PERIOD

The Los Angeles County Fair was started in 1922 with an attendance of 40,000—a far cry from the thousands it attracted last year. Fair offers hundreds of varied exhibits—Agricultural, Industrial, Commercial—combined with entertainment features—A Gay Midway, Horse Racing, Bands—to attract West Coast people. There is ample space for all these activities at the 268-acre fairgrounds, located 2½ miles from Pomona.

Plan to visit the Fair—Sept. 18 to Oct. 4, 1942

MEMBER IAFE

C. E. HOUSTON
President

C. B. AFFLERBAUGH
Secretary and director of grandstand attractions

E. C. MIDDLETON
Superintendent of Concessions

A. D. THORBURN
Superintendent of building exhibits

moment (October 10), it looks as tho this exhibition would be off 'for the duration.'—W. D. JACKSON, secretary.

Data from 1940 directory: *Gate admission*, 25c day and night. *Attendance* (at last operation, 1939)—127,535. *Premiums paid*, \$25,777. *Grandstand*, 25c-75c, day and night. *Thrill Day*—1. *Fireworks*, *Brass Bands*, *Horse Show*. *Horse Racing*—4 days. J. H. Saunders, president; W. D. Jackson, secretary; F. E. Harley, director of attractions.

IAFE Member—23 years.

Central Canada Exhibition

Ottawa, Ont.—August 17-22, 1942.

Attendance:

1940: Exhibition not held. 1941: 247,794.

General Information:

Gate Admission: 25c day and night. *Gate Revenue*—1941: \$23,427.25; *Provincial Aid*—\$1,800.

Total Cash Premiums Paid—Exhibits: \$6,656.15.

Plant—Acreage, 75. *Improvements*—"Due to permanent buildings being occupied by the Department of National Defense, the entire Exhibition was held under canvas this year."

Total 1941 Receipts—\$77,380.10 (Est.) *Expenses*—\$70,957.85 (Est.)

Attractions:

Grandstand—25c-50c day; 35c-50c-75c-\$1 night. *Total attendance*—39,906. *Receipts*—\$20,583. *Expenses*—\$12,474.50. *Night receipts*, 90 per cent. *Book Fireworks* (but not this year account too many tents on grounds), *Revue*, *Vaudeville*, *Horse Show*, *Military and Boys' Bands*. *Horse Racing*—5 days, but not this year.

Administration:

F. C. Elford, president; H. H. McElroy, manager and secretary; E. A. Band, vice-president; all other departments operated from office.

Annual Meeting—Third Wednesday in January, 1942.

IAFE Member—21 years.

IAFE Delegate—H. H. McElroy.

Canadian National Exhibition

Toronto, Ont.—August 28-September 12, 1942.

Attendance:

1940..1,642,000 1941..2,100,000

General Information:

Gate Admission: 25c day and night. *Gate Revenue*—1941: \$365,000.

Aid—*Provincial*: None; *Federal*: None; *Agricultural Department*: \$2,000.

Total Cash Premiums Paid—\$125,000. *Plant*—Acreage, 350. *Total cost* 1941

improvements—"As our buildings have been occupied for two years by the Navy, Army and Air Force between the time they move to summer camps and the opening of the exhibition, there is very little opportunity given us to spend much money for improvement. During the war we are making every effort to keep our maintenance up to standard." *Value of land, buildings and equipment*—\$21,000,000.

Attractions:

Grandstand—25c-50c day; 25c to \$1.50 night. *Capacity*—24,000. *Total attendance*—1941: 365,000 (of which 230,000 came at night). *Vaudeville*, *Revue*, *Pageant*, *Fireworks*. *Automotive Thrill Show*—11 days. *National Horse Show*—1 week. *Brass Bands*, *Symphony and Dance Orchestras*, *Opera Principals*, *Virtuosi*.

Annual Cost—\$1,225,000, exclusive of exhibitors' interest.

Interior Areas—(floor) *Horse Palace*, *Coliseum and Livestock Pavilion*—24½ acres. *Coliseum seating capacity*, 12,000.

Carnival—Independent "Frol-Ex-Land," directed by J. W. Conklin.

Administration:

John Millar, president; Elwood A. Hughes, general manager; Charles W. Ross, director of attractions; T. G. Daigh, treasurer.

IAFE Delegates—Elwood A. Hughes, Charles W. Ross.

QUEBEC

Provincial Exhibition

Quebec City, Que.—Labor Day week, 1942.

"THE PRIDE OF THE MIDDLE WEST"

THANKS TO THE FAIRS AND CELEBRATIONS WHERE WE HAD THE PRIVILEGE OF PRESENTING OUR MIDWAY THIS YEAR, FOR MAKING OUR SEASON THE MOST SUCCESSFUL IN OUR HISTORY.

STREAMLINED FOR THE TIMES!

FOR THE 1942 SEASON WE PROMISE A BIGGER AND BETTER SHOW.

NEW & MODERN

THE LATEST IN SHOWS & RIDES

Now Contracting Fairs and Celebrations. See us at the Convention at Chicago, or write us.

BEAUTIFUL & CLEAN!

FRISK Greater SHOWS INC

WANT FOR 1942 SEASON

RIDES: Will Book Rocket, Spit-Fire, Wheel or What Have You. SHCWS: Life, Fun House, Side Show and Girl Revue. (Have Complete Outfit for Girl Show.) CONCESSIONS: Cookhouse, Diggers, Balloon Dart, Arcade, String Game, Hoopla and Novelties.

ALL ADDRESS: FRISK GREATER SHOWS Winterquarters: HOT SPRINGS, ARKANSAS

ALABAMA STATE FAIR

Including THE GREAT

\$1,000,000

NATIONAL DEFENSE

Display

HITS A HIGH GATE MARK

1942—OCTOBER 5 TO 10—1942

J. WARREN LEACH

President

JAMES A. MARBURY

Vice President

DOUGLAS K. BALDWIN

Secretary-Manager

BIG SUCCESS ON MIDWAY

Attendance:
1940...126,470 1941...150,000

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$22,406;
1941: \$28,500

Provincial Aid—\$12,500.
Total Cash Premiums Paid—Exhibits: \$16,000 (approximately). Purses: \$4,300.
Plant—Acreage, 150. Total cost 1941 improvements—\$13,100, as follows: New pig house, \$4,000; flooring and new seats in Coliseum, \$1,500; new concrete flooring, grandstand, \$3,000; completion of exhibition hall, grandstand, \$1,600; parking ground, \$3,000.
Total 1941 Receipts—\$90,000.
Expenses—\$85,000.

Attractions:
Grandstand—60c day; 35c-50c-\$1 nights (Coliseum). Total attendance—1940: 13,553 (grandstand) and 20,435 (Coliseum); 1941: 18,600 and 28,338. Receipts—1940: \$4,915 and \$5,600; 1941 \$4,553 and \$8,700. Expenses—1940: \$6,655 and \$3,780; 1941: \$6,500 and \$3,600. *Book Revue, Vaudeville, Brass Bands, Harness Racing*—6 days. *Carnival*—Organized. Fair's share of gross, \$5,000.

Administration:
Lucien Borne, mayor of Quebec, president; Emery Boucher, secretary

and director of attractions; Elzear l'Heureux, superintendent of concessions and building exhibits; A. A. Dube, race secretary.
Annual Meeting—December.
IAFE Member—Charter.
IAFE Delegates—Lucien Borne and Emery Boucher.

SASKATCHEWAN

Provincial Exhibition

Regina, Sask.—July 28-August 2, 1942.

Attendance:
1940...128,876 1941...106,434

General Information:
Gate Admission—25c day and night.
Gate Revenue—1940: \$23,203;
1941: \$22,766

Provincial Aid—\$2,500.
Total Cash Premiums Paid—Exhibits: \$8,258.25; Purses: \$15,000.
Plant—Acreage, 110.
Total 1941 Receipts—\$78,722.57.
Expenses—\$55,332.25.

Attractions:
Grandstand—50c-75c day and night (horse races, day; platform acts, night). Total attendance—1940: 69,315; 1941: 67,305. Receipts—1940: \$33,899.50; 1941: \$33,866.15. Expenses—1940: (Continued on next page)

THE F.E. GOODING AMUSEMENT COMPANY OPERATOR

LARGEST **MOST RELIABLE** **BEST**
GOODING GREATER SHOWS **AMERICAN EXPOSITION SHOWS**
50—RIDING DEVICES—50 **30—SHOWS—30**

F. E. GOODING
PERMANENT ADDRESS: 1300 NORTON AVENUE, COLUMBUS, OHIO

General Manager

TO ALL MANAGERS AND DIRECTORS OF FAIRS AND EXPOSITIONS

The "ROAD TO GOOD HEALTH"

Has a very definite place at your fair

- BECAUSE--** Your fair is primarily an educational institution.
 - BECAUSE--** Your fair will render a service to all the people of your community and State:
 - BECAUSE--** You will help the layman and will promote Man to greater health.
 - BECAUSE--** The life span can be lengthened by a better way of living.
 - BECAUSE--** You will create lasting good will with and greater acceptance from the patrons of your fair.
 - BECAUSE--** Effective news stories and forceful editorials will appear in your newspapers.
 - BECAUSE--** It will create new and renewed interest in your fair and bring you additional revenue.
- and
- BECAUSE--** It's swell to be well.

The "ROAD TO GOOD HEALTH" will shape itself around a broad, constructive national concept. "Building Good Health Now" will be its theme.

Designed for the Layman!
Prepared By Scientists!!
Exhibited By Showmen
With Showmanship!!!

LOUIS E. DUFOR ASSOCIATES

At the Convention
9 Rockefeller Plaza ★ SHERMAN HOTEL, Chicago
New York, N. Y. Nov. 29-30-Dec. 1-2-3

THE WEALTH OF A NATION IS IN THE STRENGTH AND HEALTH OF ITS PEOPLE.

BEST WISHES

FOR A MERRY CHRISTMAS

AND

A HAPPY, PROSPEROUS 1942

TO OUR

Employees, Fair Associations, Committees, Business Associates and all our Friends

—AND—

Our thanks for the part you had in making our 1941 season a record-breaker.

NOW BOOKING FAIRS AND CELEBRATIONS

See us in Chicago, or write us for complete, attractive midways or independent, up-to-date rides. There must be a reason for our large volume of repeat business. Why not investigate? We are proud of our many fine references.

SHOWS—WANTED—SHOWS

We are interested in booking several more attractive SHOWS. Prefer those with own equipment and transportation but will consider and finance others providing they are reliable and have new ideas of merit.

WE BUY, SELL AND REBUILD AMUSEMENT EQUIPMENT

Visit our new factory and winter quarters
—The finest in show business

WORLD'S GREATEST
AGRICULTURAL PAGEANT

GOVERNOR DWIGHT H. GREEN
HOWARD LEONARD **WM. V. "JAKE" WARD**
Director of Agriculture **General Manager**

ARE VERY GRATEFUL FOR THE HELPFUL ASSISTANCE GIVEN BY OTHER FAIR MANAGERS AND THOSE SHOWMEN, EXHIBITORS AND CONCESSIONAIRES INTERESTED IN PLACING THE ILLINOIS STATE FAIR ON A STRICTLY BUSINESS BASIS

ILLINOIS STATE FAIR

We'll be
seein' you—
AUGUST 14 to 23, 1942, at SPRINGFIELD, ILLINOIS

Reprinted From The Billboard, October 11, 1941

EDITORIAL
Good Sense in Fair Operation

That abolition of the policy of distributing thousands of free tickets to the Illinois State Fair, Springfield, and strict enforcement of the "everybody pays 25 cents" edict were huge strides in the direction of placing the fair on a paying basis is evidenced in reports on the 1941 annual, held August 9-17. It was reported that of the 624,959 people who passed thru the gates this year, 437,846 paid admission, amounting to \$109,461.50. The difference between the total and paid figures is accounted for by a free gate for children August 9 and free admission for war veterans August 10. What the sum of

\$109,461.50 means to the fair management can be appreciated by comparing it with the gate receipts of previous years when the fair was more or less a football and hundreds of thousands of free ducats were tossed about with abandon by politicians. In 1940, with estimated attendance of 912,000, there were only 8,904 paid admissions, the State receiving but \$2,226 in admissions out of a possible \$228,000. Last year's annual paid out \$281,000.

As expected, there was severe criticism of the management, both before and during the fair, for the new ruling. Stories attacking the management's stand on the pay gate while the fair was in progress may have cut attendance some, but officials said they were "very well pleased" with the pay-gate plan. Not before 9:30 nightly was the gate lifted and that resulted in crowds swarming the midway of Royal American Shows, Amusement Corporation of America unit.

\$7,768.91; 1941: \$8,999.83. Night receipts, 80 per cent. Book *Fireworks, Revue, Vaudeville, Running Races*—6 days, pari-mutuels. Handle—1940: \$229,718, with net receipts to fair of \$24,987; 1941: \$205,915, with net receipts of \$23,437.
Carnival—Organized. Gross, \$35,463.51. Fair's share, \$7,606.27.

Administration:
Charles Harlton, president; D. T. Elderkin, secretary; Nate Andre, director of concessions; N. T. Gardner, director of attractions; H. Maltby, superintendent of building exhibits and commercial space; J. F. Lunney, chairman of racing.
Annual Meeting—About December 10.
IAFE Member—16 years.

Total Cash Premiums Paid—Exhibits: \$10,500. Purses: \$13,000.
Plant—Acreage, 80. Total cost 1941 improvements—About \$9,000 for stuccoing barns, building new race secretary's office.
Total 1941 Receipts—\$77,000.
Expenses—"Not prepared yet."

Attendance:
Grandstand—50c day; 50c-75c night. Total attendance—1940: 48,510; 1941: 49,125. Receipts—1940: \$19,266.60; 1941: \$19,774.75. Expenses—1940: \$23,914.00; 1941: \$23,000.00. Night receipts, 75 per cent. Book *Revue, Running Races*—6 days. Total handle (pari-mutuels)—1940: \$200,176; 1941: \$177,079.
Carnival—Organized. Gross, \$24,052.54. Fair's share, 25 per cent.

Saskatoon Industrial Exhibition
Saskatoon, Sask.

Attendance:
1940...76,465 1941...78,863

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$14,058.25; 1941: \$15,609.15
Provincial Aid—\$10,000.

Administration:
J. H. Warren, president; Sid W. W. Johns, secretary and race secretary; John A. East, superintendent of concessions; A. M. McIntyre, director of attractions; A. M. Duncan, superintendent of building exhibits and commercial space.
Annual Meeting—December.
IAFE Delegate—Sid W. Johns.

Another Year and a Greater IAFE

(Continued From Page 10)

Two outstanding features of the 1940 conclave were a special round-table clinic devoted to advertising and publicity and an advertising exhibit. This year's clinic is scheduled to be given over to another vital subject, probably concessions, and the advertising display will continue along augmented lines, with interest heightened by tangible awards in which The Billboard itself is participating as donor of illuminated certificates. The judges are outside parties recruited from leading ad agencies, department stores, etc.

TOP SHOW FOR '42

We take this opportunity to thank our Fair and Celebration Committees for a

MOST SUCCESSFUL 1941 SEASON

We are now engaged in extensive rebuilding and remodeling to give your patrons the

TOP SHOW FOR '42

NOW BOOKING FOR COMING SEASON

BUCKEYE ★ ★ STATE SHOWS

SHOWMEN: Will finance any new or novel Attraction of merit. Ride Owners: Will book or buy Octopus or Spitfire. Fair and Celebration Officials, contact us at Sherman Hotel, Chicago, During Convention, or by Mail.

JOE GALLER, GEN. MANAGER

WINTER QUARTERS, SO. MISS. FAIRGROUNDS,
— LAUREL, MISSISSIPPI —

SHOW OPENS IN MARCH . . .
CLOSES IN NOVEMBER

MIGHTY SHEESLEY MIDWAY



Holiday Greetings and A Prosperous New Year to Our Many Friends

WANT—SHOWMEN WITH MODERN SHOWS
Suitable for Stream-lined Fronts. Must be High Class and Well Managed. Will furnish complete outfits.

WANT FOREMAN FOR RIDES
1942 Season — Must be capable of caring for and keeping equipment in A-1 shape.

FAIR SECRETARIES AND COMMITTEES — Interested in Clean, Wholesome and Stream-Lined Amusements for your Fair, Celebration or Dates of Interest? Take notice for season of 1942. This show will feature the following Acts, twice daily in the center of Midway:

DOROTHY FAY AND HER **HARRY POLLAK, HUMAN CANNON BALL** **MISS MALLOY**
High Diving Horse Over the Ferris Wheels 125-Ft. Aerial Act
FIREWORKS NIGHTLY. THIS IS A 30 CAR RAILROAD SHOW

Address all communications to **JOHN M. SHEESLEY**
(Until December 6) (After December 6)
SHERMAN HOTEL, CHICAGO, ILL. **JEFF DAVIS HOTEL, ANNISTON, ALA.**

MIGHTY MONARCH SHOWS

NORRIS ROLAND AND GEORGE GOFFAS
OWNERS-MANAGERS

BOX 8601 SULPHUR SPRINGS, FLA.
Now Booking Shows, Rides, Etc., for 1942 Season

FRED BOSWELL <i>Business Manager</i>	E. C. EASTIN <i>TILT</i> 3rd Season	BILLY CLARK 6 Concessions
ERIC "SWEDE" FREDERICKSON <i>Electrician</i>	HOGAN EDGAR <i>BINGO</i>	MATT BORUP <i>DIGGERS</i>
'YELLOW' ROME <i>Sunshine Minstrels</i>	"POPEYE" <i>Circus Side Show</i>	CHARLIE FAY <i>Paris Nites</i>
PERSONAL GIRLISH REVIEW	AL WALLACE <i>SPITFIRE</i>	STEVENS 6 Concessions

HILDA GOFFAS, RUTH ROLAND 4 RIDES

GUS COSTA MIDWAY CAFE

SHOW WILL ROUTE OVER SAME TERRITORY

THANKS AND BEST WISHES TO OUR MANY FRIENDS

SOUTH TEXAS STATE FAIR ★

MEMBER OF THE IAFE

BEAUMONT, TEXAS

Extends Best Wishes to the IAFE
and All Show People

Exhibits and Premiums

Set a New Top Mark in 1941

Harvest Club Again a Big Feature,
Attracting Large Crowds Nightly

The last big Fair on the Mid-West Fair Circuit.
A good place to exhibit.

TENTATIVE DATES FOR 1942

OCT. 31-NOV. 11

H. W. GARDNER, President
L. B. HERRING, JR., Manager

**NOW
BOOKING
FOR
1942**

FOR 1942
We Promise an Even Greater
and Better Show. New At-
tractions — New Rides

From Three Rides in 1938 to One of the Finest Motorized
Expositions Touring the Southern States.

We played the cream of the Louisiana Fairs in 1941. Ask
any of the Fair Managers about our show. We will gladly
furnish our 1941 route to any interested parties, as any
Fairs that we have played will gladly recommend us.

PARK AMUSEMENT COMPANY

"The Pride of Louisiana"

SHOWMEN: We plan on building several outstanding Shows in
winterquarters, so if you have any worthwhile ideas tell us about
them, as we will finance you and will be able to take care of you
thru the winter months at our own permanent winterquarters.

WE OPEN IN FEBRUARY AT THE ANNUAL SPRING
CELEBRATION IN LAKE CHARLES

All Address:

CLIFF LILES, Mgr., Lake Charles, La.

ANOTHER GREAT YEAR! FOR THE GREAT LAKES EXPOSITION SHOWS "THE SHOW THAT MADE GOOD"

— THERE MUST BE A REASON —

AT THE CLOSE OF OUR 1941 SEASON WE SAY **THANKS**

Thank you our many Friends, Fair Secretaries, Celebration
Committees, Sponsoring Committees, Showmen and Employ-
ees—who have assisted the Management in having made
this past season our greatest.

WE PLAN TO MAKE THE 1942 SEASON EVEN GREATER
Our aim is to build up a bigger, better and more beautiful show for the
1942 Season. This Show will positively be enlarged for the 1942 Tour.

CAN PLACE

COOKHOUSE. Must be high class and operated by people who know how to
cater to Showfolk. To that party we can assure you 100% co-
operation, and more than the privilege in meal tickets.

CONCESSIONS. All Kinds. Will especially want Long Range Gallery, Custard,
Pan Game, Rat Game, and Slum Stores of all kinds. **WIDE**

AWAKE CONCESSIONAIRES: Here is an opportunity for those who will appreciate a
long season in proven territory.

SHOWS OF ALL KINDS. Will furnish equipment for same. Have practi-
cally new Side Show for Operator who has some-
thing to put inside it. Girl Show Operators for Two Girl Shows, for which we will
furnish equipment. Have several good Grind Shows open. **SHOWMEN WITH NEW
IDEAS, WRITE US. WILL FRAME ANY WORTHWHILE ATTRACTIONS.**

RIDES. Will place any Ride not conflicting with what we have. Good opening for
Flying Scooter and Fly-O-Plane. Can also place several Kiddie Rides.

RIDE HELP OF ALL KINDS. High-class Foreman for New Caterpillar. Re-
liable Carpenter who knows how to build
Show Fronts.



**SENSATIONAL FREE ACTS FOR EARLY
OPENING IN MARCH. WE CAN ASSURE
YOU A LONG SEASON OF FAIRS AND
CELEBRATIONS, COMMENCING IN JUNE
AND CLOSING IN NOVEMBER.**

**FAIR SECRETARIES IN THE
SOUTH**

Write us for Open Time. We have some
open time for late dates in 1942. **SHOW
WILL POSITIVELY OPEN IN THE SOUTH
THE LATTER PART OF MARCH.**

"THE SHOW WITH THE HIGH
CLASS ATTRACTIONS"

Everybody Address:

AL WAGNER, Manager.
2647 Cheltenham Road, Toledo, O.
Winterquarters: P. O. Box 508,
Sheffield, Alabama

**It's BIGGER—It's BETTER
It's more STREAMLINED**

It's MOTOR CITY SHOWS

ATTENTION, FAIR SECRETARIES

We will present for the 1942 Season, an up-to-date Midway, with the latest Rides and Shows. If you want a real Midway for your Fair or Celebration, get in touch with us.

ATTENTION, SHOW PEOPLE

WANT SHOWS, WITH OR WITHOUT OWN OUTFITS

We will finance any worthwhile Attractions. Want organized Ten-In-One, or party to take charge of same. (Will furnish new top and complete outfit for same.)

CONCESSIONS OF ALL KINDS, EXCEPT CORN GAME

WE PLAY INDUSTRIAL CITIES, WHERE DEFENSE WORK IS PLENTIFUL

Address:

VIC. HORWITZ, 355 Lake St., Toledo, Ohio

Selling Thru Fairs

(Continued From Page 21)

two-sided neon sign reading "Public Telephones." There is a door at the rear and one at the side, with an attendant's desk just inside the side door. The interior is paneled with plywood and finished in light walnut. Each of the three telephone booths is equipped with a bi-folding door, seat, shelf, fan, ceiling light and small window. On one side of the trailer is an upholstered seat large enough for four persons. There is an oil heater for cold weather, the roof is insulated, and two power-driven ventilators create air circulation. Battleship linoleum covers the floor. Provisions are made on one side of the trailer for the insertion of displays.

Profitable Even for Art

Art exhibits at fairs would not ordinarily be regarded as a financially paying proposition. But Art Instruction, Inc. (formerly Federal Schools, Inc.), has exhibited at the Minnesota State Fair and elsewhere for more than 20 years and has found it profitable. J. Almars, president of the company, told The Billboard that the idea of exhibiting started from a yearly competition among the school's students all over the world studying commercial art, illustrating and cartooning.

Fuel and Heating Consistent

Manufacturers of heating equipment find fairs a worth-while market. Coal, oil and "bottled gas" ranges are in demand for farm homes, and the exhibits at fairs are a potent sales stimulant. A consistent exhibitor at fairs is the American Stove Company, which concentrates on a range which uses the company's "bottled gas." In 1941 the company exhibited at more than 100 fairs, ranging from such large ones as the State Fairs of Minnesota, Ohio and New York to small county fairs. "We have found these fairs to be an excellent means of advertising Pyrofax gas and Magic Chef ranges," says D. G. O'Meara, of the company's advertising department, "as they not only enable the distributors to demonstrate the convenience of the gas, but also to show the equipment and appliances available to many thousands of prospects whom they would not be able to contact otherwise. We have found that live demonstrations, or a contest such as we ran at the Minnesota State Fair, increase the interest and the number of prospects at the exhibit."

Among the largest and most consistent exhibitors of farm machinery is the Oliver Farm Equipment Company. Alice C. Holton, assistant editor of Oliver publications, is in close touch with the company's activities as an exhibitor, and she declares that implement men in general feel that showing at State and county fairs is a "must" proposition because fair time gives them an opportunity to show to their greatest audiences. "Several factors," says Miss Holton, "contribute to the 'packed house'

**BIGGER
AND BETTER**

JACK RUBAK
OPERATOR AND GENERAL MANAGER
ALAMO EXPOSITION
SHOWS ★ ★

ATTENTION, SHOWMEN

The territory played by this Organization is a new Field for Showmen who have something different. If you have an attraction coming up to the standards of this Show, then contact us immediately for the coming season. This Show is an established organization and is one of the most successful on tour. If you are interested, and if you want to get on the Bandwagon with an Organization that has thirty-six weeks of established dates, then do so immediately.

WANT FOR 1942 SEASON

SIDE SHOW, ATHLETIC SHOW,
FROZEN CUSTARD, AND SHOW
PEOPLE IN ALL LINES.

NOW BOOKING 1942 SEASON

FAIRMEN AND CELEBRATION OFFICIALS: Contact us now by mail, or at the Sherman Hotel, Chicago, during the Convention.

EXECUTIVE STAFF

JACK RUBACK General Manager **LOUIS RINGOL** General Representative **LARRY MULLINS** Publicity Director
WINTER QUARTERS ADDRESS: 1536 West Polar Street, San Antonio, Texas

MIDLAND EMPIRE FAIR AND RODEO

BILLINGS, MONTANA

Thanks to all who made our 1941 season a great success.

Plans now under way for a bigger and better Fair.

SEASON'S GREETINGS TO ALL SHOWMEN

JOHN W. CURRIE, President
HARRY L. FITTON, Manager

6 BIG DAYS IN 1942
AUGUST 12-17

aspect of the State and county fairs. By fair time the farmer is enjoying a breathing spell from the heavy work of spring and summer. He has a bit of time to spare, a great inclination to relax, and a little money to spend. He goes to the fair because he wants to go, he'll see the things which he's interested in, and, if he spends any money, he'll spend it on items he needs and wants. A. E. Fernandez, manager of the Columbus (O.) branch of the Oliver company, is sold on the efficacy of fairs as business-getters. Here's the way he looks at it: 'State and county fairs give us our best opportunity of the year to show our equipment to large numbers of farmers. Farmers come to fairs to look because they are potential buyers—if they find what they want. At the 1941 Ohio State Fair we sold 106 units of farm machinery in five days, the net value of which, at dealers' prices, was \$26,000. In addition to actual sales, we obtained a list of 300 good, hot prospects, many of which will develop into sales—if the dealers follow thru!'

"Aside from the immediate and future sales possibilities, there is another angle which makes the State and county fairs important to the large exhibitors. Fairs are well advertised. They have to be to draw people to the fairgrounds. Fairs are better advertised than any single exhibitor firm is advertised, if you consider the fact that fair advertising is intensive, short-period advertising. So when a firm ties itself in with the fair program by means of an exhibit, the company takes advantage of the advertising campaign launched to draw visitors to the fair and to a particular exhibit. The dealer, as well as the larger unit, benefits from such participation. Prospect lists are turned over to him to work on. If enough persons who visit a fairgrounds see a company's exhibit, that exhibit is bound to pay for itself. Do enough people see such an exhibit to make it worth while? That depends on the exhibitor. If he has something worth while to show, he will keep his share of the crowd with him. If the dealers follow up the prospects the company and branches obtain for them, everyone should benefit—dealers, branches and manufacturer, because all of them will profit financially from the effort."

Fairs are a "natural" for exhibits by the National Dairy Council, which has done a splendid job of advancing the interests of the dairy industry. Special dairy exhibits are shown at hundreds of fairs every year. Charles Sommer, who has charge of all exhibit work of the dairy council, is thoroly sold on fairs and he states that exhibits arranged thru the council have been found very effective.

Trailer manufacturers have found fair exhibits profitable, not from



a Great Show...
CRESCENT
AMUSEMENT COMPANY

Holiday Greetings

... to our many friends, Fair and Celebration Secretaries and Associates--

WE THANK you all for your very fine co-operation and assistance in making 1941 one of our best years.

FAIR SECRETARIES AND CELEBRATION COMMITTEES

We invite you to inspect our midway at any time. We present only attractions of Merit, Clean Shows, Modern Rides and Concessions that work for stock and not over 10c. Our repeat dates year after year are proof that The Crescent Shows are wanted in the same localities by Fair Secretaries, City Officials and the Paying Customers.

WE WILL AGAIN OFFER FOR THE 1942 SEASON

Starting with 10 of the best Florida Fairs January 12, a beautiful show greatly enlarged.

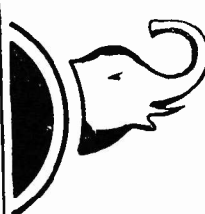
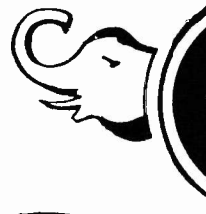
CAN PLACE FOR 1942 THE FOLLOWING

Independent Shows with own outfits and equipment: Circus Side Show, Big Snakes, Mechanical City, Fat People, Midgets, first-class Girl Show (no cooch or dope), any Pit or Platform Show that can get money. CONCESSIONS that do not conflict, American Palmistry, Custard, Ice Cream, Scales, Age, Photos.

L. C. McHENRY, General Manager


Home Address
Box 373, Gastonia, N. C.

Winterquarters
Palmetto, Fla.





GREETINGS
TO ALL FAIRMEN AND OUR
MANY FRIENDS IN THE
OUTDOOR SHOW WORLD

From



AND HIS



**GOODMAN
WONDER
SHOWS**

An Organization Built and Growing on Integrity

WATCH FOR IT SOON
WITHIN A VERY SHORT TIME, WE
WILL MAKE A SENSATIONAL AN-
NOUNCEMENT, WHICH WILL POSI-
TIVELY BE ONE OF THE OUTSTANDING
SURPRISES IN THE OUTDOOR SHOW
BUSINESS

WATCH FOR IT SOON

The Latchstring, as usual, will be out for our Many Friends in our Suite 509 at the Sherman Hotel, during the Convention.

MAX GOODMAN and His GOODMAN WONDER SHOWS
P. O. BOX 21, LITTLE ROCK, ARK.

**BROCKTON
FAIR**

Brockton, Mass.

1942 Dates
September 13 to 19

HAROLD G. MORSE ★ **FRANK H. KINGMAN**
President Secretary

(Member International Association of Fairs and Expositions)

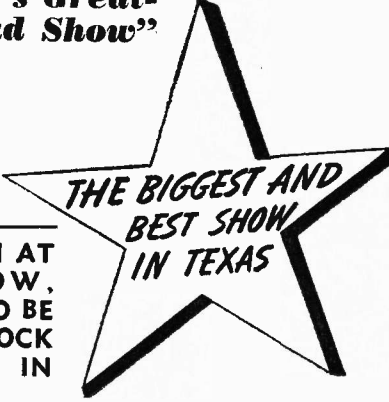
BILL HAMES SHOWS, INC.

"The Lone Star State's Greatest and Only Railroad Show"

THANKS

TEXAS FAIRS AND CELEBRATIONS FOR ANOTHER SUCCESSFUL SEASON

OPENING OUR 1942 SEASON AT THE FAT STOCK SHOW, HOUSTON, IN FEBRUARY, TO BE FOLLOWED BY THE FAT STOCK SHOW IN FORT WORTH, IN MARCH



THE BIGGEST AND
BEST SHOW
IN TEXAS

NOW BOOKING FOR THESE TWO BIG STOCK SHOWS AND FOR THE BALANCE OF THE 1942 SEASON: SHOWS, RIDES, CONCESSIONS, AND PEOPLE IN ALL LINES.

ANNOUNCEMENT

NORTH BEACH, CORPUS CHRISTI, TEXAS, IS NOW COMPLETELY OWNED AND OPERATED BY ME. OPENING THE EARLY PART OF APRIL AS AN ALL-YEAR-ROUND BEACH AND RESORT. Am spending Approximately \$300,000.00 here to make it one of Southland's Finest Beaches and Resorts.

1942 WILL MAKE MY 20TH SUCCESSIVE YEAR OPERATING RIDES AND ATTRACTIONS AT FOREST PARK, FORT WORTH, TEXAS.
BILL HAMES.

ALL ADDRESS:

BILL HAMES, President and General Manager
P. O. BOX 1377, FORT WORTH, TEXAS

NOW BOOKING FOR 1942

WHILE MOST SHOWS ARE STILL IN WINTER QUARTERS THE

GREATER UNITED SHOWS

HAVE BEEN AWARDED BOTH STREET AND MIDWAY CONTRACTS FOR THE

TWO GREAT SPRING CELEBRATIONS

"CHARRO DAYS", BROWNSVILLE, TEX.

9 DAYS—TWO SATURDAYS AND SUNDAYS

FEBRUARY 7 TO 15

WASHINGTON'S BIRTHDAY CELEBRATION,
LAREDO, TEX. 44th Annual Event. 12 Days (2 Sat. and Sun.).
Five-Year Contract.

FEBRUARY 18 TO MARCH 1

WANT OCTOPUS, FLYOPLANE, TILTAWHIRL

RIDE HELP for Merry-Go-Round, Duo Loop-o-Planes, Mixup, Rollo-Planes. Must positively be sober, industrious and able to drive Semi-Trailers.

WANT CAPABLE LOT MAN.

ALL CONCESSIONS OPEN at these two dates. NO EXCLUSIVES except Bingo and Cookhouse, which are sold (No Racket).

CAN PLACE SHOWS With or Without Equipment. Good opening for Fun House, Glass House, Drome, Big Snakes, Organized Minstrels, Wax or Prison Show, Mechanical Show, SIDE SHOW PEOPLE WRITE CHAS. ZERM. Want Couple for well-framed Illusion and Mirror Shows.

WRITE OR WIRE J. GEO. LOOS, LAREDO, TEXAS

spot sales but from the large number of prospects interested, who later become purchasers. The Elcar Coach Company adds a touch of showmanship by hitching a team of Alaskan "huskies" to a trailer and demonstrating the ease with which it may be drawn. The Fruehof Trailer Company; Trotwood Trailers, Inc., and other trailer manufacturers find that their exhibits at larger fairs are well worth while.

How Prospects Are Located

Many exhibitors do not expect spot sales at their exhibits because of the nature of their products. H. D. Bates, of the Johns-Manville sales promotion department, says: "Because of the nature of our products, an actual sale made at a fair is the exception. The dealer's objective usually is to use his fair exhibit as a means of locating prospects for new buildings or remodeling, which he can close at a later date. We consider such advertising worth while, from what our dealers tell us. We co-operate with our local dealers by supplying exhibit material for their use, and our exhibits are used at from 35 to 50 fairs a year."

International Harvester Company, which carries extensive exhibits at State fairs, finds it a paying proposition. "The main purpose of our exhibits," said Edwin A. Hunger, "is to advertise, and sales are quite secondary." The same is true of Montgomery Ward. "We do a certain amount of exhibiting," they said, "particularly on certain agricultural implement products, because we believe such publicity, exposed to large numbers of farmers and farm women, adds a certain amount of institutional value to our company." Encyclopaedia Britannica, exhibiting a rather high-priced product, has never found its direct sales at fairs encouraging, according to Conant Manning, advertising manager.

Each year sees more nationally known firms coming into the fair exhibit picture, and the exhibits continue to grow in size and variety. Progressive fair managers are fully aware, not only of the market possibilities of their fairs, but also of the value of commercial exhibits to the fair itself, and so a close co-operation has been developed between exhibitor and fair management that benefits both. As long as they are conducted on a progressive, businesslike basis State, county and regional fairs will continue to grow in popularity and usefulness.

Fairs and the Food Fifth Column

(Continued From Page 7)

Food is a whole arsenal of weapons in this struggle for human freedom. It is the driving force behind high production by munitions workers and high performance and morale among soldiers and sailors. Food is even more than that to people who are being deliberately starved. For all except the favored Nazi few and the fighting men and the war industry workers, meat and milk and more eggs and tomatoes and lard and cheese are dreadfully scarce, even in Germany. These foods are practically unknown to the average family in the conquered countries that have been looted.

Consider those people looking across the channel from half-fed France or Holland and seeing the British still are getting enough to eat. I think the effect is the equivalent of about 10 field armies.

Food is our fifth column.

When the conquered peoples see what America is supplying the British in the way of food and know that there's more where the British supplies came from I think these people in the conquered countries may do more than hope for victory of the democracies; they'll work and fight for it.

In the day of victory when the nations sit down at the peace table our food stockpiles, ready to be drawn on by the famished people of the Old World, will give great force to our views. For they will show once and for all that democracy builds for the needs of common men.

American agriculture must adjust its production to supply the increased needs. Since 1933 7,000,000 farm families have learned a lot about how to work together in adjusting production. Most of the time in the past eight years we have been adjusting production downward because markets had disappeared. As a matter of fact, we need to adjust production downward still further in some lines. We now have enough wheat on hand to last us for two years if we didn't grow a blade in 1942. On the other hand, as I have said, we need more pork, fruit, milk, eggs and certain vegetables.

Story Is Told at Fairs

So for 1942 we have some of the old problems of adjustment downward; then we have some big new problems of adjustment upward.

Agriculture's part in defense has been blueprinted in the form of production goals for 1942. I recently returned to Washington from a series of meetings in the four quarters of the country, at which farm leaders discussed the goals and how to reach them. I came away from the meetings convinced that the goals can be reached.

By achieving the goals American farmers will help mightily to bring about a just and lasting peace of the kind pictured by the leaders of the two great free nations of the world. By winning our American battle of farm production we will help to make it possible once again for men in all parts of the earth to live in comfort and in tolerance and in freedom. As long as true democracy exists, the world will not be safe for looting and slavery. Democracy stands in the way of 20th century barbarism. Democracy will not give an inch.

This year thruout the country exhibits at fairs are telling the story of food for freedom. They are telling it step by step—the why, the what and the how—in simple understandable terms. More than four-fifths of the United States Department of Agriculture exhibits brought out some phase of the major themes. The individual States and other public and private agencies also made their contributions. The men at the head of the nation's fairs, thru their co-operation in this educational effort, are performing a service to the nation.

**BIG
ROWDS**

Barnes-Carruthers Shows

Perform at the BOX-OFFICE as well as on a STAGE!

Talent alone is not enough—but talent plus showmanship, mellowed with experience, is the time-tested formula for grandstand shows that really click.

**BARNES-
CARRUTHERS**
*is the Nation's
talent mart
for the best in---*

REVUES--RODEOS--
BANDS--STAGE, TRACK
AND INFIELD ACTS--
THRILL SHOWS--
CIRCUS ACTS--RADIO
STARS--SUPER-MUSI-
CAL EXTRAVAGANZAS

BARNES-CARRUTHERS

FAIR BOOKING ASSOCIATION

21 North Clark St.,

Chicago, Ill.

Now Booking for 1942 Season

★ INDIANA STATE FAIR
INDIANAPOLIS

★ INTERSTATE FAIR
PENSACOLA, FLA.

★ LA PORTE COUNTY FAIR
LA PORTE, IND.

★ MISS. FAIR & DAIRY SHOW
MERIDIAN, MISS.

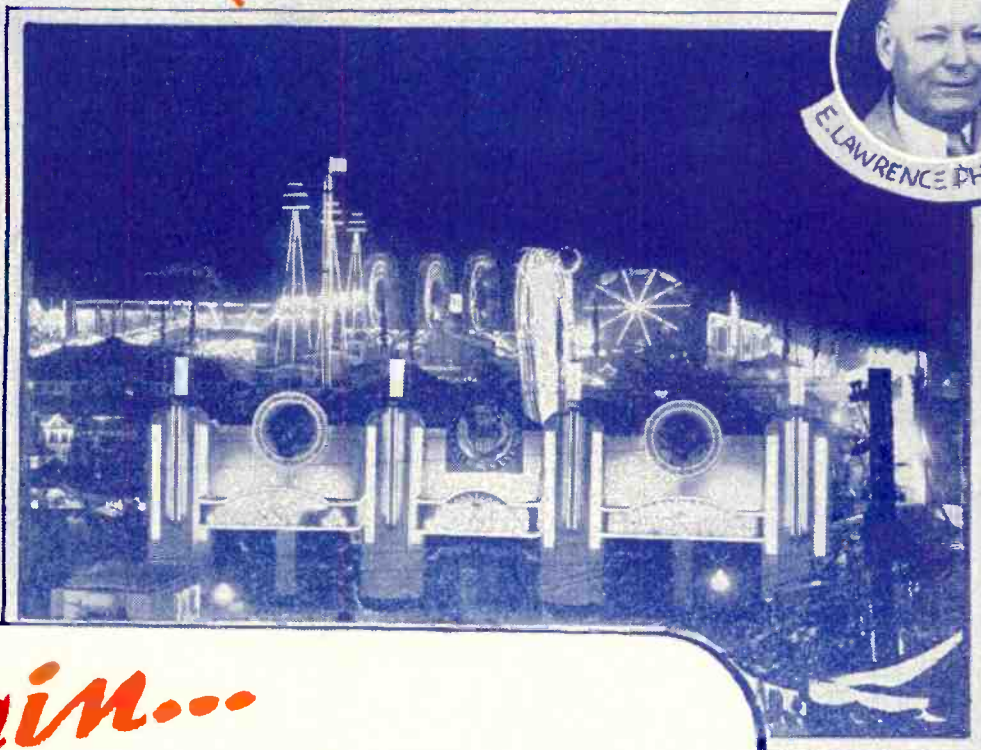
★ MILWAUKEE
MID-SUMMER FESTIVAL

LAKE FRONT
MILWAUKEE, WIS.

★ ANNUAL SPRING FESTIVAL
WASHINGTON, D. C.

★ MID-SOUTH FAIR & NATIONAL DAIRY SHOW
MEMPHIS, TENN.

4TH of JULY
CELEBRATION
CHISHOLM
MINN.



★ KENTUCKY STATE FAIR
LOUISVILLE

★ COASTAL EMPIRE PAPER FESTIVAL
SAVANNAH, GA.

Once Again...

THE NATION'S STAR-STUDDED ROUTE!

There must be reasons for concentrating such outstanding celebrations and fairs into the impressive route book of ONE midway. There are . . . many.

FIRST, The Johnny J. Jones Exposition presented the largest midway at its engagements of any show on the North American continent. Its immense drawing-power was attested by the all-time "peak grosses" that has made history at the celebrations and fairs for whom we played.

SECOND, The Johnny J. Jones Exposition has a record of 42 years as America's INDEPENDENT midway . . . After 42 years sponsors and patrons have come to learn that they can depend upon this midway to provide the ultimate in showmanship, innovation, meritorious entertainment and a dependable performance of contractual obligations.

THIRD, It has been the Johnny J. Jones Exposition that has always paid an "extra dividend" on its contracts with surprise features! In 1939 it was the Acquavue! In 1940 Gene Austin! In 1941 Clyde Beatty and his Wild Animal Circus! It is to be rightfully presumed that 1942 will see new surprises.

FOURTH, The name—Johnny J. Jones Exposition has earned the confidence of the fair-going world. What could be a more valuable asset?

WHEN YOU CAN HAVE MORE, WHY TAKE LESS?



FIRST TO PRESENT ON ANY MIDWAY
CLYDE BEATTY
"GREATEST WILD ANIMAL TRAINER OF ALL TIME"

The sensation of the midway world! Clyde Beatty and his Wild Animal Circus . . . a complete circus behind the most elaborate front ever built . . . elephants, lions, tigers, wild animals of every description, clowns, aerialists and the circus and motion picture star, Clyde Beatty, himself, in the outstanding performance of any midway. 15,354 patrons thronged to this attraction at La Porte! 17,409 admissions at Indianapolis! 15,777 tickets sold at Louisville! 10,104 attendance at Nashville!



E. LAWRENCE PHILLIPS Presents

JOHNNY J. JONES EXPOSITION

511 'C' STREET N. E., WASHINGTON, D. C.

WINTER QUARTERS: DE LAND, FLORIDA

42 YEARS
of
Leadership!
ANNUALLY SINCE 1899

★ TENNESSEE STATE FAIR
NASHVILLE

★ MISS.-ALA. FAIR & DAIRY SHOW
TUPELO, MISS.

★ EXPOSITION PARK!
PITTSBURGH, PA. ★

wood bottles loaded at one end. The bottles always landed heads up no matter how they were tossed around. Blackburn sold them quickly and then a wood-turner got an order for several thousand and the business flourished, especially during the holidays when they pushed them thru stores.

The same idea was incorporated later in various toys and novelties, many of which were made of rubber and other material. Had Blackie seen the extent to which his simple trick bottle would enlarge, he would have died with a huge estate. Pitchdom has drawn on the magical field very often and some of the best money-makers have been lifted, at least in part, from the devices cleverly arranged by performers in this art. The slogan, "the hand is quicker than the eye," is true and a good one to keep in mind by workers in the field. Folks like to find out if the slogan is correct and will buy almost anything seeking to prove this adage. Novelties with a trick or magical twist have in almost every instance come up the line thru the efforts of hustling members of Pitchdom.

Pitchman and Med

To sell a medicinal preparation requires more ability than anything else in Pitchdom. From corn remedies to tonic medicines, there is not a single item that can be promoted successfully by an amateur or poor salesman. But a salesman who can qualify in this field is in line to build a business that does not end with one sale, but continues to pick up a good deal of straggling coin, provided the hook-up is right and the preparation being sold has merit. A corn remedy, started by a Connecticut demonstrator, developed into a business that sold for \$10,000 five years after its inception. Early sales of every med tonic that has reached popular favor have been cradled in the lap of some worker in this field in its early days. There is an eyeglass cleaner on the market that was started by a hustling pitchman, who also worked department stores, and now he obtains a good living from these past efforts, as the cleaner is sold by optical dealers and jewelers. One of the country's big breweries passed out a beer-can opener which a former pitchman sold by the lecture method. It's a simple yet efficient gadget that the pitchman worked out himself and from which he realized a good bit of money.

Another pitchman worked out a holder that could be attached to pots and pans, permitting the pans to be lifted from the stove without burning the hands. The item is being sold in chain stores and with his royalty bit the old-timer hangs out in Florida in the winter and has a cottage on the Maine coast in the summer.

While once it was customary for pitchmen to set up on the street or in well-located doorways, not a few now operate on the main floors of busy stores or in windows on busy corners. These members of the clan have in some cases gone rather high-brow and like to be addressed as demonstrators. As in everything else, even politics, the eternal feminine angle has edged into the picture, and as I now step into one of the downtown stores the thought still comes to me: "Who is working here and what." If the store is one that seeks trade from the fair sex, it is almost a certainty that an attractive, flaxen-haired woman will be in the midst of a discourse on the

merits of something to make beautiful faces more beautiful, or maybe a hard-working male member of the clan is telling a group of matronly housewives how to paint the kitchen for 25 cents with a can of so-and-so's paint, and I stop and listen, and even tho I have at times put some of the words into their mouths, still I am always thrilled, and as I walk out again into the open it all comes to me as a symphony, this pitch game, a symphony that runs thru my mind with words something like this: "Step in closer, friends; step in just a little bit closer. I promised the chief I wouldn't tie up traffic and I've never yet broken a promise!"

Pitchdom Five Years Ago

Harry and Dalsy DeGrace blew into Los Angeles with their new trailer for the winter. . . . After working the market in Kingston, N. C., to successful turns, P. E. Hudson set up his stand in Raleigh, N. C., where he was managing to do a fair job of corralling the geedus. . . . Dr. Speagle, of Speagolax note, was working to good results in Kingston, N. C. . . . Johnny McLane was making shops and entertaining in and around South Bend, Ind. . . . Dr. Victor Edison Perry, who had been operating several pitch stores in New York, was working department and drugstores in New England territory. . . . Jeff Farmer found North Carolina markets open, but sales were small and most of the tobacco had been sold. . . . South Boston, Va., was proving a winner for Syl LaVelle. . . . Phil C. Reiss, known as the "battery health doctor" for nearly two decades, was the star pitchman at Sergt. Frank Poulos's health exhibit on New York's main stem. . . . After a successful season with Roy Gray's Big State Shows, D. N. (Slim) and Evelyn Cantrell were working Houston to fair business while awaiting the holidays. . . . Mr. and Mrs. G. P. Wilson and daughter, Louise Ada, were headed for the Pelican State for the winter. . . . Mr. and Mrs. George Dumas, after working stores in Ohio with razor blades, were clicking with the item in Portsmouth, O. . . . Joe and Mary Perry were working stores in Washington and Baltimore respectively with a new coupon item. . . . Billy and Mabel Beam were doing swell business in Arkansas and Oklahoma territory. . . . Stanley Anderson was still promoting New England's favorite breakfast food, doughnuts. . . . Si Hart, of paddle note, was working with the key check outfit to filling stations and garages between pitches to some good touches. . . . George Shields added health books to his sex book pitch and was getting the gelt. . . . James Burnett was purveying razor blades and stoppers in and around Lexington, Ky., to good turns. . . . That's all.

Repeat Business

By E. F. HANNAN

ORDINANCES in many cities have forced lecturers and demonstrators from the outdoor pitch into stores and windows. Lecturers with public-address systems are the rule now rather than the exception in big-city drugstores. While this may not be the best thing that could happen, it is one of the changes in the business that had to come and must be accepted. Those experienced in this modern method of pitching, particularly those in the med field, contend that repeat sales taken care of after the demonstration is over are many times the most profitable end of the business. It has also been the experience of workers of this type that window selling is more adapted for promotion of certain items than it is for others.

A lecturer, who has worked windows for many years, says that med is as good as anything else for this type of demonstration, because med when bought by a customer becomes a natural repeater. The patient always gives credit for his cure to the last remedy taken, and med, being unlike other items, is used at some time or other in life by everyone. There are people who are constant buyers and users of remedies for their various ailments. Some years ago a good-sized outfit, operating in Eastern drugstores, kept a file on all buyers of their product, which was a tonic. Later it was found that on return campaigns the same names appeared on the records, altho the remedy's trade name had been changed. The big money made in the past with tonics came from the most part from pockets of those who were re-

peaters and in many instances buyers of as many as a dozen packages of the item. It pays to have the proper repeat set-up.

RINK CLASS WORK

(Continued from page 59)
believe, is wrong. Of course, some people might have the impression that it is another method for financial gain. To that I say most people never appreciate the value or seriously take instructions which they obtain free.

What more proof could anyone want than the fact that since inauguration of dance classes in June my business has increased 40 per cent and that they have made 38 per cent of the skaters either roller-dance or figure-skating conscious?

HEART OF AMERICA

(Continued from page 41)
held on New Year's Eve at Hotel Continental. Event will be preceded by the Ladies' Auxiliary Tacky Party December 30. A large delegation from the club is expected to attend the SLA banquet.

Ladies' Auxiliary

Club held a regularly scheduled social night and no business was done. Bingo was played and prizes for all were donated by Ruth Ann Levin. Ann Carter won first prize, with Blanche Francis getting second. Night's award went to Viola Fairly, who donated it to the club. Jackie Wilcox passed the penny box.

At close of the men's club meeting all adjourned to the men's dining room for lunch and refreshments. Frank Delmaine was emcee and short talks were made by Viola Fairly, chairman Ladies' Entertainment Committee, who, with Nellie Weber, co-chairman, accepted the thanks of all present; Jim Pennington, Mother Parker, Acting President Chester I. Levin, Johnnie Castle, Tony Martone, Noble Fairly, Paul VanPool, George Howk, Dr. Henry Haken and President Ruth Martone.

MEDICINE MEN



Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices. If you are paying more, you are paying too much.

THE HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly. PRODUCTS LIABILITY INSURANCE CARRIED.

CELTONSA MEDICINE CO.
M. F. GUYER, Sales Mgr., CINCINNATI, O.

BBINGGLO
JOBBER
Write for the Newest Most Complete Bingo CATALOG
Ideas to Increase attendance—sell more special games.
E. S. LOWE CO., INC.
29 W 20th St. N.Y. City
Chelsea 2-0220

AMERICA'S HEADQUARTERS FOR ALL BINGO SUPPLIES
3000 SERIES IN—
• NEW 2 IN 1 and 3 IN 1 SPECIALS!
• NEW MIDGET BINGO CARDS!
• NEW FINGER-TIP NO-MARKER BINGO CARDS!

SELL \$1.00 ITEMS FOR 5c
Absolutely the sales plan of the minute. Sell \$1.00 nationally known Medicines, Flavors, Cosmetics for only 5c. Tremendous volume—big profit! Low prices for Medicine Workers. Wire or write for full information on hundreds of fast selling items.
UNIVERSAL LABORATORIES
321 N. BISHOP DALLAS, TEXAS

America's Finest **CHRISTMAS SIGNS & BANNERS** 4 Colors & Tinsel
BEAUTIFULLY ILLUSTRATED SIGNS
RAYON SATIN XMAS BANNERS
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Our more-beautiful-than-ever patented DUR-X GLASS Cake and Fruit Knives and DUR-X PLASTIC DUPONT LUCITE Juice Extractors will be red hot Xmas numbers, each packed in a fancy gift box. They will sell in any store or any town at any time of the Year. We are still supplying our improved SPIRAL SLICERS and the MAGIC VEGETABLE PREPARER. Prices sent on request. Goods always shipped immediately upon receipt of your order.
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NORTH, SOUTH, EAST AND WEST FROM COAST TO COAST
Thanks a million for your understanding co-operation in this abnormal year, and our one hope is that conditions will change so that we will be able to serve you better in 1942.
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EDW. H. MORSE & COMPANY ATTLEBORO, MASS.
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GENUINE SEA SHELL & MIRROR FRAMES with Religious Subjects. Line includes various sizes and shapes; frames 6"x8", 8"x10", etc.; complete assortment of fast-selling big-profit religious pictures. Any picture can be inserted in frames. Send \$1.00 (refundable) for samples. Write **BELLA PRODUCTS CO.** 41 Union Sq., New York City

OUTDOOR BIZ LEAPS

(Continued from page 3)

same place will be the National Association of Amusement Parks, Pools and Beaches; American Recreational Equipment Association; American Carnivals Association, Inc.; Showmen's League of America, a benevolent organization of showmen; International Motor Contest Association and Central States Racing Association, representing auto racing at fairs.

Outdoor Shows Prosper

An advance glimpse at the programs of these organizations indicates that their reports on the season just closed will be extremely favorable. Expectations, always high in the spring, came to full fruition as the season progressed and produced the biggest outdoor period since 1929. The rising tide of prosperity which was evident in 1939 and 1940 was, as always, a bit slow in catching up with show business, but the upswing manifested itself strongly last spring, steadily gathered momentum, and reached its peak in the late summer and fall, with fairs, parks, carnivals and circuses reporting the biggest attendance and heaviest spending they had experienced in many years.

That the season would be a tremendous one was evident early in the year. Tens of thousands of workers who for a number of years had had only sporadic employment at none too high wages suddenly found themselves in steady jobs paying twice and three times what they had been receiving. Huge defense projects that sprang up all over the country brought life to many stagnant communities and changed them into thriving, busy towns, with factories working 24 hours a day.

Increased buying power of workers brought renewed life to every line of business and soon the public's natural desire for entertainment and relaxation was manifested in increased patronage of all kinds of amusement enterprises, and especially those in the outdoor fields. In the midst of this prosperity, the outdoor showman's big headache was labor shortage. Ride operators, electricians and other skilled and semi-skilled mechanics working on shows at

fair wages were grabbed by big industrial plants, which offered wages the shows could not meet. Unskilled workmen jumped at the chance to get jobs that would give them a permanent home and higher wages. Resulting shortage handicapped the movement and operation of many shows thruout the season. Nevertheless, show managements adjusted themselves and their shows to existing conditions and were enabled to carry on successfully.

Circus Grosses Soar

First to feel the upswing were indoor circuses, staged during the winter under auspices of Shrine Temples thruout the country. The three leading winter producers—Orrin Davenport, Hamid-Morton and Polack Bros.—all had a successful season, with grosses in nearly every instance far ahead of those of 1940. With the start of the spring season, Ringling Bros. and Barnum & Bailey Circus opened at Madison Square Garden, New York City, to turnaway business, chalked up a new high for its Garden stay, followed up with a record Boston engagement indoors, then continued its triumph under canvas, playing to capacity at most of its stands thruout the season. The show played 27½ days (55 performances) at Madison Square Garden to a total attendance of more than 600,000. Gross averaged \$44,000 per day and the last two Saturdays averaged more than \$50,000 each. For the entire engagement the gross was almost \$1,200,000.

Independent Midways Click

Midway shows, plagued by rain during spring months, nevertheless played to big business whenever weather was favorable. When they hit their fair dates along in July, grosses soared to new highs and thru August, September and October business was terrific, and most of the shows closed the season with the biggest bank rolls in years. Independent midways, tried out at several leading fairs in the last two or three years, have proved both popular and profitable.

Ohio State Fair, Columbus, and Wisconsin State Fair, Milwaukee, have had independent midways for years and have found them quite satisfactory. In 1937 Canadian National Exhibition, Toronto, adopted the independent midway plan. Showmen in general predicted it would be a flop. Instead, it met with immediate favor from the public and did tremendous business. Each year grosses have increased, and Elwood A. Hughes, general manager of the CNE, reported that this year's gross represented an increase of 100 per cent over 1936, last year of an organized carnival policy in Toronto. *Water Follies* alone grossed \$17,000, and *Oriental Follies and Artists and Models* shows \$25,000. State Fair of Texas, Dallas, swung to an independent midway this year amid predictions that it would be a failure. Again the prognosticators were wrong. Even tho the fair management was inexperienced in framing such a midway and made some mistakes, the experiment proved a success. The public was pleased, and concession and exhibit revenue ran \$23,000 ahead of 1940 receipts. With the experience gained this year, the fair expects to do even better in 1942. Both fairs and showmen are watching the trend to independent midways with interest.

Carnivals playing the larger fairs rolled up some surprising grosses. At Minnesota State Fair, St. Paul, Royal American Shows grossed \$103,653.13 in 10 days, a new high, while in six days at Alabama State Fair, Birmingham, the same show got \$80,178, also a record. Johnny J. Jones Exposition scored a 45 per cent gain over 1940 at Indiana State Fair, Indianapolis; grossed \$48,191 at

Kentucky State Fair, Louisville, as compared with \$24,491 in 1940, and at Tennessee State Fair, Nashville, got \$43,219, only a little more than \$2,000 under the 1940 figure, in spite of children being banned because of polio. World of Mirth Shows upped their take at Central Canada Exhibition, Ottawa, 35 per cent over their former high made in '39. James E. Strates Shows at New York State Fair, Syracuse, topped 1940 by 60 per cent. Beckmann & Gerety Shows had a 42 per cent increase at Iowa State, Des Moines, and Hennies Bros.' Shows grossed \$91,043 at Michigan State Fair, Detroit, as compared with \$59,234 in 1940. Comparable figures were registered by other leading midway organizations.

Parks Show Heavy Gains

Parks reported heavy gains in operating revenue from the start of the season. Questionnaires sent out by A. R. Hodge, secretary of the NAAPFB, about the middle of June brought replies indicating substantial increases in nearly all parts of the country, gains running from 12 to 56 per cent in all except a few localities where rainy weather or other untoward conditions cut attendance. Business held up to a high level thruout the season. Answers to questionnaires sent out late in August showed an increase in gross revenue over the season for Eastern Canada of 60.57 per cent; Massachusetts, 54 per cent; Northern Ohio, 22 per cent; Oregon, 20 per cent; Eastern New York, 26.6 per cent, and so on down the line. Virginia parks showed the most amazing increase, reported at 250 per cent.

Record Year for Fairs

Most important of all were the grosses rolled up by State and county fairs of the United States and Canada. Fairs, of which there are more than 2,200, are a typically American institution, catering mainly to the rural population but also drawing thousands of people from the larger cities. They are an amazing combination of educational features and entertainment, and their strong appeal is evidenced by the huge attendance figures. Hundreds of fairs set new records in 1941, and total attendance for the year passed the 65,000,000 mark. This was about 25 per cent increase over the 50,000,000 average of the last five years. Canadian National Exhibition, biggest fair on the North American continent, had an attendance of 2,100,000. State Fair of Texas registered 1,252,527; Los Angeles County Fair, Pomona, Calif., 800,249; Minnesota State Fair, 762,228; Wisconsin State Fair, 676,288; Illinois State Fair, Springfield, 624,959, and a score of other leading fairs reported attendance of from 250,000 to 475,000. Scores of others ranged from 100,000 to 225,000 and more than 1,000 county fairs were in the 10,000 to 75,000 bracket.

Not only was attendance large at fairs, but spending also kept pace. Grandstand shows played to record crowds; midways rolled up phenomenal grosses, the thousand and one eating and novelty stands had a record season, and exhibitors garnered unusually large spot sales and prospect lists.

Eagerness for entertainment manifested itself thruout the country. Hundreds of sponsored events—festivals, home-comings, historical pageants, etc.—drew record crowds. The little town of Salem, Ill., entertained 300,000 at its *Soldiers and Sailors' Reunion*. The two-week *Midsummer Festival* at Milwaukee attracted 1,470,000 to its lake front grounds, and the eight-day *Minneapolis Aquatennial* entertained hundreds of thousands. Wherever lively, colorful entertainment was presented it attracted a public eager to be amused and entertained.

Showmen With Over Handicaps

The outdoor entertainment business is a terrific gamble. Weather, epidemics, labor conditions and many other factors may upset the most carefully laid plans. There were plenty of handicaps in 1941, but the people were hungry for entertainment, had money to spend, and responded so generously to the efforts put forth by showmen that they made the season the best in more than 12 years.

There is reason to believe that the year ahead will be another profitable one. Defense plans will keep hundreds of thousands of skilled artisans working at top wages for many months to come. Even tho a portion of these wages will be taken in heavier taxes and increased living costs, the people still must leave their work with pleasure. They will seek entertainment in their leisure hours, and the showmen who have something worth while to offer should profit handsomely.

SHOWMEN'S LEAGUE

(Continued from page 40)

Application of Mrs. Kees was presented. Elected to membership were Eula Lee Lawrence, Mrs. Helen Julius, Mrs. Herman Weiner, Mrs. Mavis Tezzano, Mrs. Harry Hartzog, Inez Schankel, Viola Blake and Mrs. Eva Brown. Past President Mrs. Edward A. Hock is in Hot Springs, Ark., and Past President Mrs. Ida Chase is in Denver. Sister Helen Rankine attended her first meeting and was enthusiastically received. Correspondence was read from Sisters Virginia Kline, Bess Hamid and Marge Kelly.

Your 1942 dues will admit you to the Ladies' Auxiliary installation dinner in Louis XVI Room, Sherman Hotel. Past President Mrs. Edward A. Hock is chairman. Sister Rose Page will be chairman of open house, and Past President Marie Brown will be installation officer.

PCSA

(Continued from page 41)

prize, donated by Jessie Loomis. Peggy Stienberg was the 13th member to enter the rooms and took the prize given by Fern Chaney.

Nominating committees posted these selections: Margaret Farmer, Babe Miller and Lucille King, president; Edith Bullock, first vice-president; Maybelle Bennett, Jewel Hobday and Betty Wilson, second vice-president; Vivian R. Horton, secretary-treasurer. Ballots will be mailed to out-of-town members, so inform the secretary of any change of address. Ballots must be mailed or notarized if some other member brings them in.

Ballot box closes at 9 p.m. December 8. Rosemary Loomis was given a hearty hand when she turned \$205 to the auxiliary from Zeiger's United Shows. Brief talks were made by Leona Barie, Inez Ailton, Linda Barnett, Mae Stewart, Rosemary Loomis, Helen O'Brien, Rose Westlake, Marie Forrest, May Ward, Frieda Brown, Mildred Levitt and Laura Crafts Sears.

MIDWAY CONFAB

(Continued from page 39)

Mr. and Mrs. Jack Moore, Mr. and Mrs. Bill Scott, Mr. and Mrs. John Hiclos, J. H. Bailey and Jerry Still.

JACK EDWARDS, general agent Byers Bros.' Shows, advised from Aransas Pass, Tex., that Paul Ebersole, Fort Dodge, Ia., purchased two rides and the transformer trailer of the No. 2 Unit of the shows and not the No. 2 Unit, as was recently reported.

THE things about fair bookings that you don't know won't hurt you, unless you get caught trying to tell someone who does know the "inside dope."—Penny Pitch Pets.

MILO ANTHONY and members of his Side Show troupe are wintering at his brother's cottage in Staunton, Mass., Ted Marks, assistant manager, reports. He says Mrs. Anthony is preparing to undergo an operation and adds that Milo contemplates opening a museum soon.

PARK AMUSEMENT COMPANY, owned and operated by Mr. and Mrs. Cliff Liles, was subject of some highly complimentary remarks in a piece titled "Show People at Home" on the editorial page of the October 30 issue of *The Lake Charles (La.) American Press*. The Lileses and many members of their personnel winter in Lake Charles.

IF YOU sit in the lobby long enough with ears and eyes wide open, you will learn a lot that you missed hearing from the midway gababouts.

CARL AND JIMMIE BYERS, owners, Byers Bros.' Shows, are on a 10-day deer hunting trip in Southeast Texas. With them are Howard P. (Punk) and Clyde Hill and Harry Richmond, Byers Bros.' Shows; Blackie (Colonel Boots) McLemore, Bee's Old Reliable Show; Herbert Hall, Texas Exposition Shows, and Johnnie Guinn, World of Today Shows.

MRS. F. PERCY MORENCY, Art Lewis Shows, letters from Norfolk, Va.: "Percy and I will leave soon for Dallas, where we will remain thru the holidays, and then return to shows' local quarters. Owner Lewis purchased an attractive site here and there is plenty of activity in quarters, where a crew of 20 is at work."

SHOWMEN and concessionaires who have been down at the heel for years and then suddenly get lucky brag loud and long in hotel lobbies about their wizardry.—Whitney Gooks.

Stella FOR SALE

The Million Dollar life-size nude masterpiece. The one original and only "STELLA" by Napoleon Nani, Verona, Italy, 1885. Been on exhibition all over the world for 56 years. Made a million and will make a million more. Insured by Lloyds of London for \$10,000.00. Feature of the San Francisco Exposition last year. "Have you seen Stella?" is an international slogan. Millions have seen "Stella" since the Columbia Exposition, Chicago, 1894. The highest class and the most profitable exhibit on earth for \$6,500.00. Ask any Showman. In perfect condition, good for a hundred years. Will make a fortune. Good for \$100 a day in a Store Room, Art Exhibit, Department Store, Fair, Carnival, Exposition, Summer or Winter Resort, Hotel Lobby or Parlor.

Sale of reproductions will make a fortune. Owner ill, unable to travel reason for sale. Write or wire for option and full particulars. Eight by ten inch beautiful photograph for one dollar. Masterpiece is seven by five feet. Shipped in special built shipping case.

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THANKS YOU ALL FOR A GREAT SEASON.

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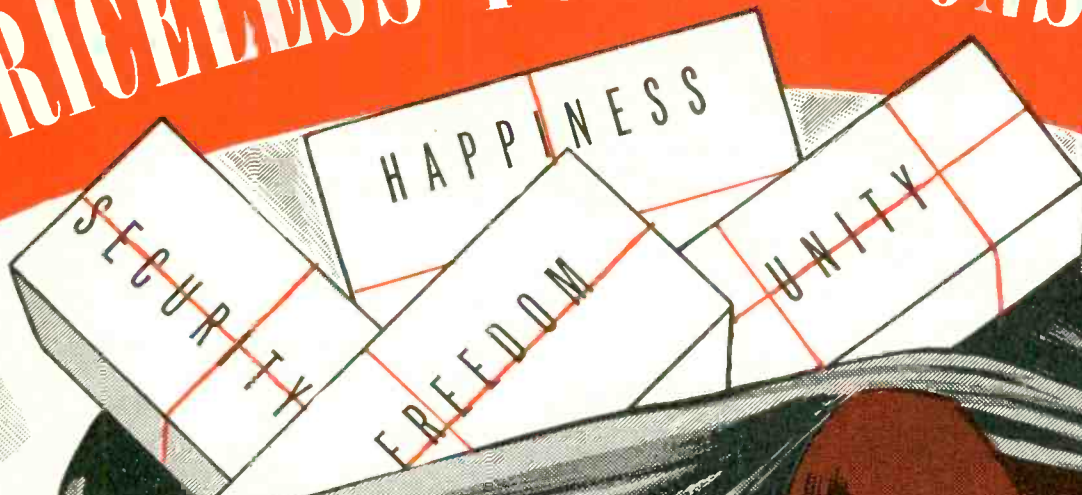
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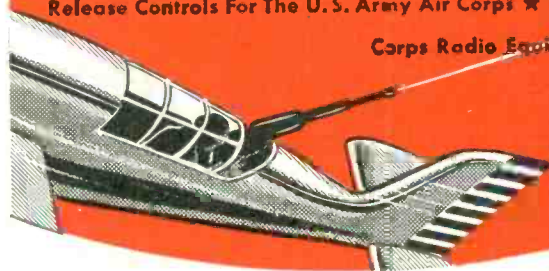
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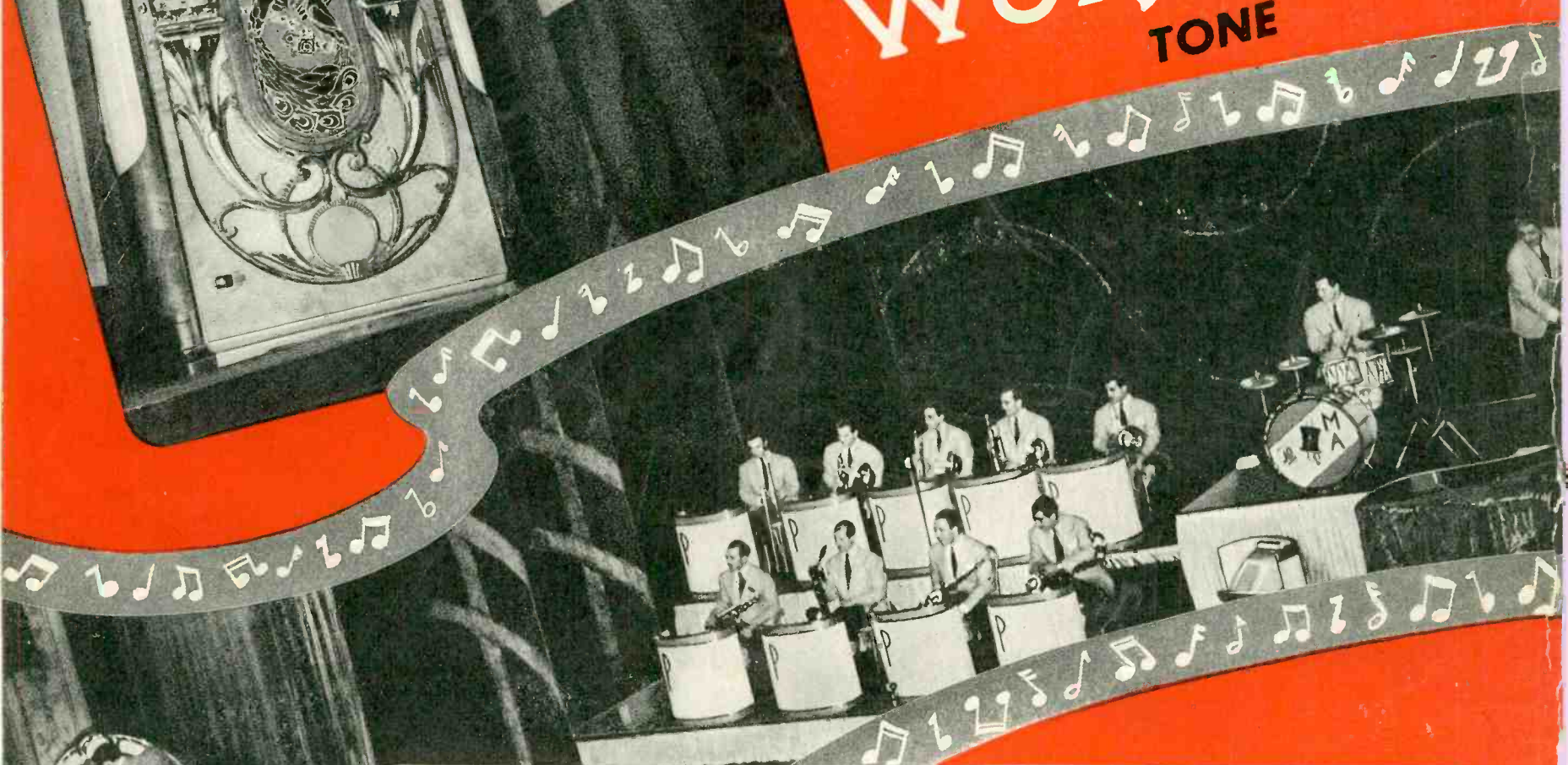
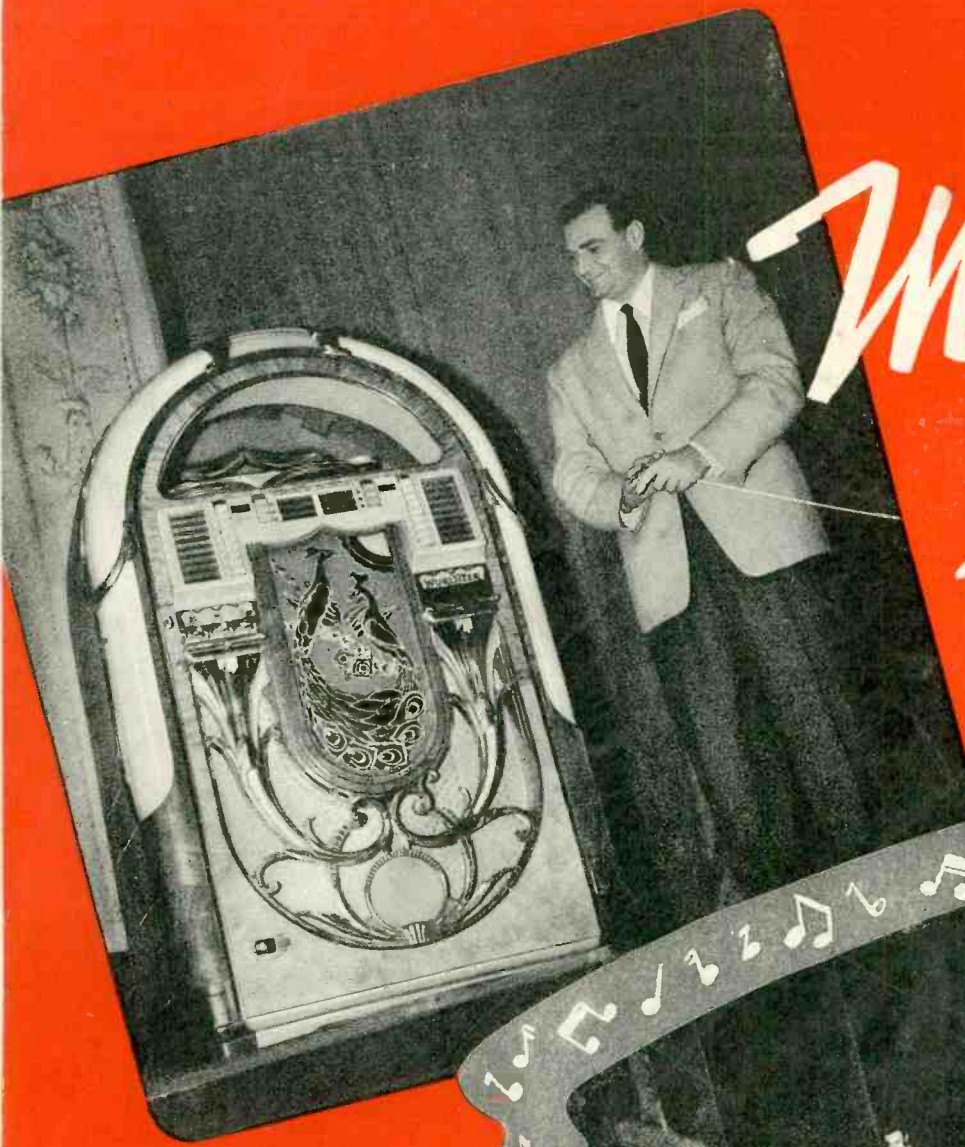
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A TRIBUTE TO
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TONE



Famous for "Fashions In Music" Mitchell Ayres scores a scoop in his "Precision Timing" number pictured above at the Palace Theater, Youngstown, Ohio.

Ayres opens the act by putting a nickel in a Wurlitzer 850. The phonograph starts playing a special recording of "Jack and Jill." On the recording are blank spots without sound, at which points Ayres' Orchestra takes up the melody without the slightest interruption — stops playing the very instant the record again picks up the tune.

According to Ayres, "The reproduction is so perfect and the timing of the orchestra so exact that you could shut your eyes and not know when the recording leaves off — and the orchestra starts to play."

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