

"THAR'S GOLD IN THEM THAR HILL-BILLIES!"
WLW BOONE COUNTY JAMBOREE
BRINGS HARVEST TIME TO YOUR BOX-OFFICE!



Here are the members of the Boone County clan all the folks are talking about. "Lazy Jim" Day, "Happy Hal" Halloran, Charlie Wayne, Helen Diller, Lafe Harkness, Drifting Pioneers,

Novelty Aces, Sunset Rangers and all the rest are daily visitors in the homes of The Nation's Station's listeners. And HOW these listeners turn out when the Jamboree comes to town!

PHONE—WIRE—WRITE—FOR AVAILABLE 1939 DATES
WLW ARTISTS BUREAU, Cincinnati, Ohio

FAMOUS LONE STAR RANGERS

Texan Jests, Singing, Yodeling, Cowboy and Hill Country of the Republic and More. Specialties Radio Hand, Jugglers, Clowns, Comedians, Jests and Celebration Committees interested in special Representation: Old West for their date, either on commission or flat rate, contact us at once.

The Pluto City Fair Attractions
 French Lick Springs, Ind.

fashion whether on Park, Broadway or Main street. Wherever these kids go their elders follow and this is the type of smart young crowd that name bands bring to the fair. They demand attractions to supplement the rural attractions with which they are all familiar and the bands give it to them. Incidentally, these same young people are the real jitterbugs for whom I for one love to play. And I know that other musicians feel the same way. They are the real American kids who give musicians a lift by applauding their efforts and make the men want to give out with the best that's in them.

Other Important Points

Two final points: First, if State fairs wish to feature name bands as stellar attractions (and they should want to definitely) they must also be prepared to bolster what in too many cases is an inadequate public-relations organization. The fair publicity machinery in some cases may fail to understand the workings of the band and as a result fail to make a sufficiently strong campaign in the local papers informing the potential audience that the band is playing the fair. If the public doesn't know the band is in town there's no likelihood that it will come to hear the band. Hence the fair cannot take full advantage of the band's popularity and drawing possibilities. But public relations at the fair is a matter easily rectified and should be where it exists.

Secondly, to further attract name organizations to play State fairs it might be an interesting experiment for the fair managements throughout the country to organize as a circuit. If one does not already exist, similar to theater circuits. A band going into the State fair circuit would then be able to play 10 or 12 weeks at various fairs instead of a single-week date at one fair. It would provide an incentive to the bands to play more fairs and provide the fairs with top-notch names in the music field.

FIREWORKS
DISPLAY EXHIBITIONS
OF HIGHEST QUALITY

At Rock Bottom Prices — No Middlemen Profits
 Buy Direct From Manufacturers.
SAVE WITH SAFETY.

Write for 1939 Illustrated Catalog and Additional Fireworks information. No obligation.

ILLINOIS FIREWORKS CO.
 BOX 792, DANVILLE, ILL.



AN OPEN LETTER TO FAIR MANAGERS

Dear Friends! This office, realizing the long-felt need of a Revue Type of Show that would fit the budget of the medium-size fair—has now offered you **THE HOLLYWOOD BEACH HIT PA-RADE**, a topical revue of beauty, talent, music, comedy, songs; a 12-act line of Florida beach beauties; top flight tight acting name bands. A show that has everything. **TAYLOR-TROU THEATRICAL AGENCY, Hollywood, Florida.**

Paris, Fair, Celebrations in Pennsylvania, Virginia and South East.

LIPPINCOTT the MAGICIAN

"The man who makes himself disappear" Capable master of ceremonies, long experience in outdoor work. Assisted by wife and daughter. 1,500 pieces of daily equipment. 22 small animal and bird acts. Primary best electrical effects, good p.a. system, special advertising. Not high priced but guaranteed quality.

We also have a most, clean show for your midway.
RONNIE AND DOT Dressler's Animal Oddities

New circus and banners. Write **MAL B. LIPPINCOTT**, Billboard, Cincinnati, O., or **LESLIE L. WEAVER**, Lexington, Va.

THE NOBLES COUNTY FAIR

In the Richest Region of the Mid-West is Booking Clean Shows and Concessions for August 21-22-23, 1939.

Address: **J. P. HOFFMAN, 267 W. Worthington, Miss.**

HENRY H. LUEDERS ATTRACTIONS

Revue Presentations Units Acts of All Kinds } for } Fairs Parks Celebrations

Book Now With Confidence

UNITED BOOKING ASSOCIATION

Phone Randolph 8835
 1208-10 United Artists Bldg.

DETROIT, MICH.

ATTENTION! ATTENTION!! ATTENTION!!!

NUDES!!! DANCERS!!! STRIPPERS!!!
 Bookings From Coast to Coast
DAVE COHN, Room 705, Palace Theatre Building, 1564 Broadway, New York City. Phone: **LO-8-8388**

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"