

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Ward Beam Schedule

HAVING ended his summer season at Youngstown, O., with combination thrill show, rodeo and circus, B. Ward Beam left for Chicago to frame his 1941 revue which is scheduled for several fairs in the Middle West. His thrill unit is down for fairs-celebrations in Ohio, West Virginia, Pennsylvania, Michigan, and Indiana. Correspondent Rex McConnell, of Canton, O., reported that the three-day Youngstown run drew big crowds with a near sellout at Sunday finish, but light attendance on Saturday afternoon. Layout played Huntington and Parkersburg, W. Va.; Saginaw, Mich.; Reading, Pa., and Akron and Youngstown. Rain hit some of the stands. Attractions included Beam's Congress of Daredevils, Ralph Bechdolt's and Al Jones's rodeo, and high and novelty acts with running time of 2 hours and 30 minutes. Heavy billing and radio time were part of an exploitation campaign two weeks in advance of each stand.

After playing the American Legion Fair, Sheridan, Ind., the Flying Valentinos, managed by George Valentine, repeated at Russell Springs (Ky.) Fair for the third time in five years. Members of turn are George and La Rayne Valentino and Jerry Pelto. La Rayne was injured slightly while doing a triple but is back in the act.

Rutland (Vt.) Fair, booked by Hamid, is giving heavy billing to Echoes of Broadway, featuring Gae Foster Roxyettes, with the automotive spotlights to be given over to midget auto races on Friday and Lucky Teter Hell Drivers on Saturday. Talent set includes Peaches Sky Revue, Marlon Bellett and English Brothers, Mlle. La Tosca's bounding rope, adagio foursome of Three Martels and Mignon, Singers Commanders, Fred's Football Dogs, Five Canestrellys, teeterboarding Paludys, and acrobatic Jim Wong Troupe. American Fireworks Company has the pyro-show.

Looking over grosses achieved thus far, Bill McCluskey, manager WLW Promotions, is unqualifiedly enthused about the remainder of the fair circuiting for the WLW Boone County Jamboree. McCluskey states that reason for box-office click is fact that fairgoers want to see performers in person after hearing them on the air. Outstanding example offered is the Madison Theater, Mansfield, O., where the Jamboree, playing a Saturday date in the house for the fifth time in two and a half years, drew 4,975 paid admissions for a single day gross of \$1,876, an average of about 38 cents per capita. Five performances were given, a sixth being made impossible due to time inroads on Sunday morning.

Following day the Jamboree played Jay County Fair, Portland, Ind., grossing close to \$2,300. An interesting sidelight was furnished late in July at Jennings County Fair, North Vernon, Ind., where there was a capacity grandstand for the Boone brigade despite the fact that all other events on the fair's program were on in full force. No particular performer is featured, billing being shared equally by Lulu Belle and Scotty, Lazy Jim Day, Happy Hal O'Halloran, and the Girls of the Golden West.

Reading (Pa.) Fair's outlay for amusements represents a budget of approximately \$40,000. Embraces Jimmie Lynch Death Dodgers, Lucky Teter Hell Drivers, big autos, Roxyettes and principals, including local baritone favorite Eddie Rocker; circus-vaude turns, fireworks, and Grand Circuit horse races.

Generalities

Buddy Lumar and All-American Death Dodgers have been placed by booker Jimmy Daley at Williamston (N. C.) Fair for one day. . . . Rutland Fair bow to defense will be a nightly award of a \$100 U. S. Savings Bond. Announcement says "no tickets are sold on these awards. Admission ticket to grounds is your participation." Under "horse royalty" Rutland points to an exhibit of "internationally famous \$100,000 Six-Horse Clydesdale Team" owned by meat-packing Wilson & Company and reputed to represent the finest stable of draft horses in the world. . . . Lamont's Cockatoos-Macaws, returned from South America, are playing fairs and houses on the Pacific Coast. Scheduled to sail for Honolulu latter part of September. . . .

Captain Jack O'Diamonds' thrillcade contracted for Hillsdale (Mich.) airport August 17 under Junior C. of C. sponsorship. Claims Uncle Sam has called upon a couple of his stuntmen so that his personnel now consists of George Malone, Kyle Burdick, Clown Toby, Charles Cook, Leonard and Wayne Ely. Ken and Marge Heath were slated to appear at Hillsdale. . . . Where are stuntmen Howell McIntosh and Lucky Jack Perry? . . . N. J. State Fair's premium book cover is a superb job in Stars and Stripes colors with background of State map. . . . Attracting interest in advance is a Labor Day week-end rodeo to be held at Memphis fairgrounds for benefit of Memphis Variety Club Mother's Milk Bank Fund.

Among indoor-outdoor spots played in Canada this season by Mills Troupe, high wire, were Sudbury, Brome, Granby, Belleville, Lindsay, Dresden, Galt, Aylmer, and Niagara Falls, Ont.; St. Hyacinthe, Que.; Halifax, N. S., and Moncton, N. B. Act appearing in Canada until latter October, when it returns to the States. Warren Overfield goes to his home at Leavenworth, Kan., for winter. Mr. and Mrs. W. R. Clingman and son, Bob, will again make their home at Wausaw, Wis., where the youngster attends junior high school.

Klein's Attractions have the show at Harrison County Fair, Cadiz, O., with circus unit and Rhythm Revue of 1942. Three-day Monroe County Fair, Woodfield, O., gets Boone Jamboree on opening night, Renfro Valley Barn Dance the second night, and Big Slim's rodeo as wind-up. . . . Flash Williams Thrill Drivers are set for one performance on closing Sunday at Upper Peninsula State Fair, Escanaba, Mich. Scheduled to appear in the FWTD unit are Ray Mortenson, Joe Bouley, Glenwood Brown, and Seibert Jefferies.

100-Plus Spots for Trenton Ducat Sale

TRENTON, N. J., Aug. 16.—More than 100 locations or agencies for advance sale of cut-rate tickets to the New Jersey State Fair have been arranged by the director of this department of operations, George J. Diefenbach, who is putting in his third year at the Hamid-headed expo.

Diefenbach's 1941 schedule is his most ambitious to date. Under a newly shuffled financial arrangement, Diefenbach becomes responsible on his own for billing and general promotion in connection with the reduced pasteboards, which sell for two bits. Regular daytime gate fee is 50 cents, a quarter after 6 o'clock. One of his schemes is distribution of huge descriptive lapel buttons to be worn by attendants at store booths peddling tickets. These are backed up by pennants, banners, and other poster matter. Altho Trenton itself is heaviest on ticket spots, entire State has been combed for key locations to drum up biz and for general institutional value. Quite a few chain and big independent outfits have been tied up. Diefenbach declared that favorable response from stores circularized indicates improved good will and relations with consequent harbinger of abundant attendance.

Booth set-ups will be two weeks and one week in advance of fair dates. Among chains tied up are Montgomery Ward and W. T. Grant.

Big Miss. Stock Show Set

JACKSON, Miss., Aug. 16.—Plans for the largest livestock shows in the history of Mississippi have been announced by Dr. E. S. Brashier, treasurer of the Mississippi State Fair Livestock Show committee. Money for substantial premiums are available and all classes of livestock will be shown. Management of the livestock department of the Mississippi Free State Fair has been assumed by the State show committee, following decision of the city of Jackson not to sponsor the show at the fall event. Dr. Brashier said that interested persons from all parts of Mississippi will serve on committees to assure success of the show. Exhibits at the State Fair will be housed in canvas on the fairgrounds.

GREAT FALLS GOES UP

(Continued from opposite page)

dampened a sold-out grandstand and bleachers, but the show went on after a delay of about an hour during which Art Briese cut loose Thearle-Duffield fireworks ahead of schedule to prevent rain damage. Saturday, cloudy and cool, saw heaviest attendance of the week. Grandstand seats were sold out for performances on Friday and Saturday. Saturday night extra bleachers were set up in the grandstand enclosure and standing room only was sold after these had been filled.

Appearance of Sally Rand was credited with much of the pull to the sold-out grandstands. Only marring feature was inability of Harold F. DePue, secretary-manager, to see presentation of the show which he had arranged in all details before being injured in an automobile accident in Canada more than a month ago. Suffering a fractured skull and other hurts, he was confined to bed in his home on the grounds, where he received visitors and conferred with department heads during the week.

Sally Rand's presentation was an experiment for Secretary DePue, who booked her originally for Tuesday and Saturday nights. When grandstand seats for both those nights were sold many days before the fair opened, she was booked to appear also on Wednesday and Friday nights. During the fair she was booked for Midland Empire Fair, Billings, August 11-16.

An exceptional entertainment program included Barnes-Carruthers' night show, Music on Wings, directed by Fred Kressmann; a five-day rodeo with Leo Cremer as producer and with RAA bronk riding, bulldogging, calf roping, and bull-riding events; an \$18,000 48-event racing program with pari-mutuel betting, and Rubin & Cherry Exposition on the midway.

Acts which appeared on afternoon programs or in connection with the night shows included the Walkmirs, Dr. Ierman Ostermeier and his horses; Selden, "The Stratosphere Man"; Pallenberg's Bears, Maysy and Brach, Seven Fredysons, and Harold and Lola.

Exhibits were strongest in history and proved a big drawing card. These were topped by the beef show with 399 animals, including 14 out-of-State herds and 14 Montana herds in the Northwest International Hereford Show.

Plans for construction of more buildings to relieve overcrowding in the exhibit division are under discussion by the management.



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